

RADIO — STAGE — NIGHT SPOTS — MUSIC — OUTDOOR

SEP 30 1938

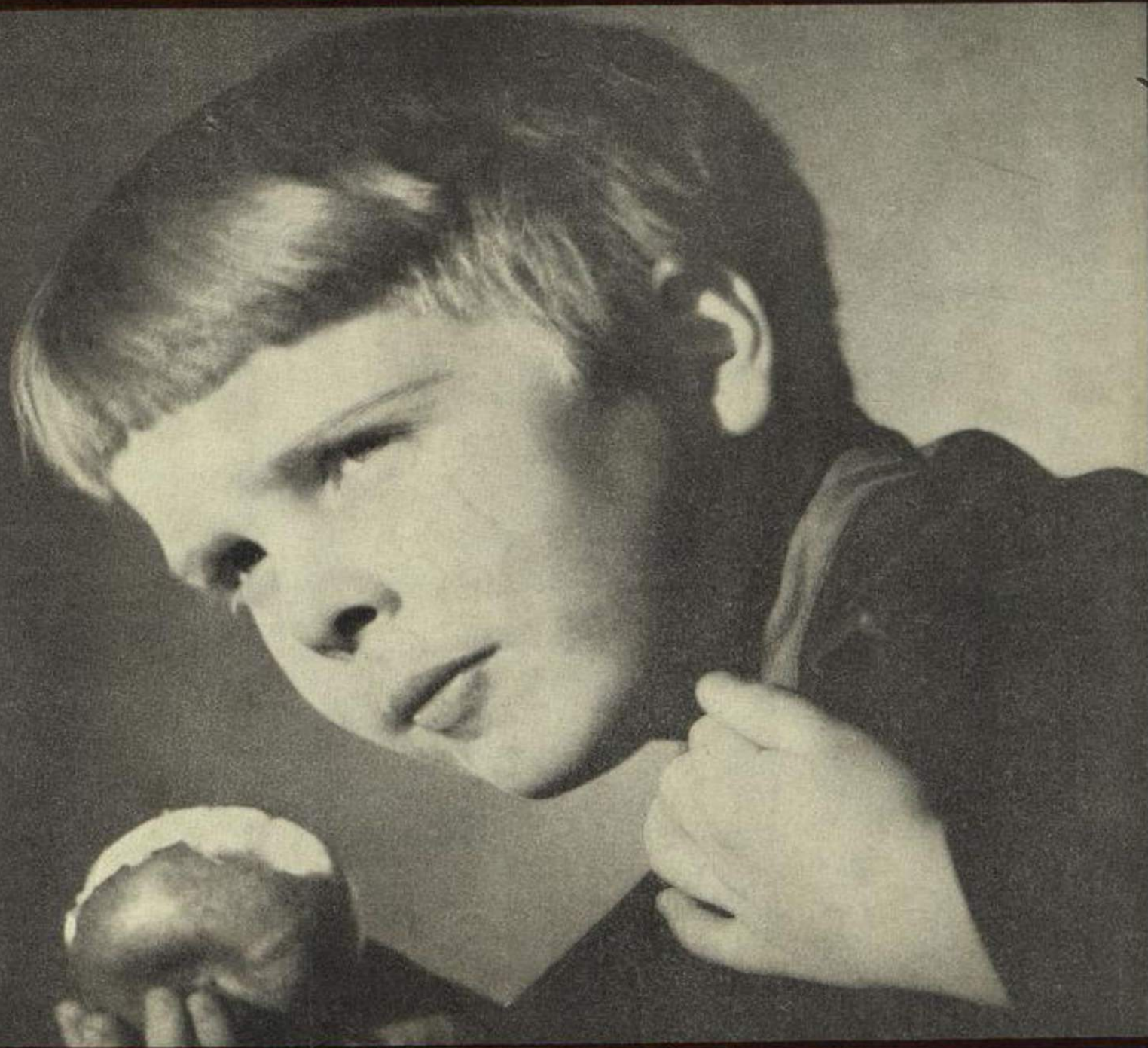
OCTOBER 1, 1938

MUSICAL ROOM
MUSICAL LIBRARY
NEW YORK

15 Cents

The Billboard

The World's Foremost Amusement Weekly



—Photo by Valenti—Courtesy of "Stage"

PETER HOLDEN

44

show business' loveliest singing star

JANE FARRAR



**RADIO • STAGE • SCREEN
HOTELS • NIGHT CLUBS**

direction - arthur grossman - 1619 broadway - new york - columbus 5-9682

The Billboard

Vol. 50
No. 40

October 1,
1938

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.
92 Pages. Subscription, \$5 per year. Copyright 1938 by The Billboard Publishing Company.

MANY W. F. ATTRACTIONS SET

Agents Being Hemmed In by Union Licenses; Merger Talk

NEW YORK, Sept. 24.—The handwriting on the wall dooms the office-in-hat agents sooner than they are willing to admit. Trend is toward union licensing becoming the ruling hand in the absence of legislation. Screen Actors' Guild is the latest union seeking to regulate agents, as do the musicians' union and Actors' Equity. American Federation of Actors' campaign in the same direction took on more color this week at an open discussion meeting held at Actors' Church Wednesday to acquaint agents with that organization's closed shop goal and to give them a chance to present their problems or squawks.

Among the 75 or so agents attending the bull session were vaude unit and chorus producers who asked for special consideration on their problems. Chorus managers object to application of the minimum wage agreement reached between AFA and Entertainment Managers' Association to their choruses, feeling that the \$10 local minimum would wreck their private entertainment bookings. AFA is inclined to heed this plea. To prevent back passing on abiding by minimums in a vaudeville unit, council of AFA is considering means of policing both the theater operators and the independent contractors who produce the shows. Union indicates it is conducting negotiations with the artists' bureau of the radio networks to complete its round-up of booking offices and agents. Thus far AFA has been confining its licensing drive to New York and San Francisco, where its closed shop for performers is nearest its goal. Plans call for move on to Detroit and Chicago next.

Meeting also disclosed internal dissension in the Entertainment Managers' Association. Split in the ranks hinges on the interpretation that the agreement between the EMA and AFA automatically sets up the managers as union organizers for the AFA. Group of managers are voicing vehement objection to such role.

PHILADELPHIA, Sept. 24.—Initial move in formation of a national organization of (See AGENTS BEING on page 19)

Taxes Show Night Clubs Down, Legit Up, Radios Way Off

NEW YORK, Sept. 24.—Tax collections in the Broadway theater district indicate business may hold up better this year than in 1936, tho the totals are still under those of 1937. In the roof garden-night club field, trend is not so hopeful. Taxes on business during the six months between January and August dropped \$1,509.14 under the 1936 low. On the basis of one and one-half cent tax for each 50 cents (See TAXES SHOW on page 19)

Atlantic Coast Hurricane, Floods Blow to Amusements

Radio along Eastern Seaboard sustains drastic shake-up—Greater New York parks, beaches, resorts suffer, but not as much as New Jersey and New England States

NEW YORK, Sept. 24.—Following what was probably radio's most hectic week to date, during which program schedules were badly disrupted by the European crisis, radio along the Eastern Seaboard sustained a drastic shake-up owing to power breakdowns and emergency broadcasts made necessary by the midweek hurricane and floods. Scrambling of commercial schedules to make way for special events flashes and power failures may, when finally estimated, cut quite a slice into stations' incomes—unless "act of God" clause can be invoked. Both major networks took a beating in the metropolitan area, with Mutual escaping damage. WABC, to remain on the air, had to make use of WHN and WNYC facilities owing to power failure of WABC plant at Wayne, N. J. Municipally owned WNYC has an agreement with CBS to serve as emergency WABC transmitter.

WEAF, NBC-Red outlet, suspended because of power failure. WJZ, Blue outlet, carried the WEAF programs for more than two hours despite being in a dangerous situation itself.

WMCA had trouble when the transmitter building at Flushing was six feet under water. Station for a while managed to function under emergency conditions.

WOR materially aided WNYC and WABC, setting up lines to both stations. When stations could function special events broadcasts kept in touch with flooded areas. WNEW maintained communications with such areas, and locally station maintained contact with subway services and railroad services.

Playland's Damage \$12,000

Amusement parks, resorts and seaside entertainment projects in Greater

New York were fortunate in escaping the brunt of the hurricane that swept up from the South Atlantic on September 21. Coney Island, the Rockaways, Palisades (N. J.) Park and other near-by parks received a beating from wind and rain, altho no buildings were demolished and few sections flooded.

Playland, Rye, on Long Island sound, was damaged to the extent of about \$12,000 when the highest tide in its history put it under four feet of water. Managing Director Herbert F. O'Malley said only the amusement colonnade, casino and office buildings were visible at height of the tide about 9:30 p.m. Part of the Boardwalk was carried away, seawall damaged and beach washed considerably. There was fear that salt water might harm the park's beautiful lawns and gardens, as it had already damaged motors and mechanical equipment. Numerous signs, show fronts and concession stands in this vicinity were blown down and many windows shattered.

World's Fair site in the middle of the great expanse of flats that form Flushing

16 Out of 55 Feature Talent; 50% of Zone Space Yet To Go

Indoor and amusement park-type entertainment expected to share equally in fun area—unusual and novel ideas treated kindly by Board of Approval

By ROGER LITTLEFORD

NEW YORK, Sept. 24.—Altho only 50 per cent of amusement zone space has been allotted to concessioners, 16 of the 55 entertainment attractions, either with executed contracts or virtual assurance of participation in the World's Fair, will feature talent of some sort. Emphasis to date has been on riding devices, walkthrus and merchandise ventures, with concentration on night club, variety and spectacle-type offerings slated for the fair's concession and entertainment departments henceforth. Indoor and amusement park attractions are expected to have an equal share in the 200-odd acres of fun area when the fair opens in April, 1939. Contrary to reports, the fair apparently is being anything but severe in its control over types of entertainment to be offered on Flushing Meadows next year. Unusual and novel ideas are being treated kindly by the Board of Approval, despite periodical press department announcements that censors are working overtime and that there will be a minimum of nudity and nothing of the Sally Rand-type presentation at the fair.

Abbott Returns Agent Backing; Ducat Code Works

NEW YORK, Sept. 24.—Effectiveness of the new theater ticket code was indicated here this week by two specific developments. George Abbott, non-member of League of New York Theaters and not a signer of the code, returned backing of approximately \$20,000 to ticket broker angels financing *The Boys From Syracuse*. Abbott canceled the loan rather than be accused of opposing the code, and not from pressure from the League or from Actors' Equity.

At a meeting of the board of the League today issue of buys for *I Married an Angel* was aired. Since the buy was entered into before the code went into effect and is held by an unsigned agent, it will not be abrogated. It has another two weeks to run. However, the League was able to assure the agents that there would be no new buys instituted.

Complaints and inquiries coming in from brokers to date have arisen, primarily, from misunderstanding or misinterpretation of the code, reported James F. Reilly, secretary of the League. Board thus far has been able to appease the beefing and queries with the suggestion that the code be read carefully. Board is still working on rules and regulations.

Meadows was fortunate, extent of damage being limited to a few recently transplanted trees. Waters of Flushing Bay flooded the area to be occupied by buildings of foreign countries to depths of several inches, but as construction work had not started there was no damage.

Blown Out of Job

The hurricane blew Bunny Berigan right out of a job at the Ritz-Carlton Hotel Roof, Boston. The band was appearing for a couple of weeks on the canopy-covered terrace; but after the gale finished its work there was no canopy, not much roof and therefore not much need for a bunch of musicians. The hotel effected a settlement of Berigan's contract with his manager, Arthur Michaud, in spite of the clause in every theatrical contract which absolves the employer from responsibility for any "act of God" causing the voiding of a contract.

In addition to the loss of business at ballroom and one-night stands which it had to sustain due to the storm, Music Corp. of America was also worried for several days concerning the possible whereabouts of one of its executives. (See ATLANTIC COAST on page 60)

Many would-be concessioners have found difficulty in overcoming the excessive red tape existing within the fair itself, and several prominent producers are still unable to reach satisfactory arrangements with the departments of finance and engineering. Currently, the chief obstacle facing the fair is selection of a spectacular presentation with mass appeal for the far end of the amusement zone. Offering is necessary, it is understood, to insure complete customer circulation on the amusement site. Billy Rose, George White and Frank Wirth, last named a prominent indoor circus producer and attraction booker, have been negotiating for the privilege for several weeks. Rose seems to have the

(See MANY W. F. on page 61)

In This Issue

INDEX	PAGE
Air Briefs	9
Broadway Beat, The	5
Burlesque Notes	23
Carnivals	38-46
Circus and Corral	28-30
Classified Advertisements	48-50
Coin Machines	62-82
Endurance Shows	23
Fairs-Expositions	32-35
Fiscal Curtail	25
General News	3-5
General Outdoor	58-61
Hartmann's Broadcast	27
Legitimate	14-15
Letter List	25 and 50
Magic	23
Minstrelry	23
Music	10-13
Night Clubs-Vaudeville	15-22
Notes From the Crossroads	21
Orchestra Notes	12
Out in the Open	27
Parks-Pools	36-37
Pipes	56-57
Possibilities	4
Radio	6-9
Repertoire-Tent Shows	24
Rinks-Skaters	31
ROUTES: Orchestra, page 10. Acts, Units and Attractions, 22 and 58. Dramatic and Musical, 59. Repertoire, 59. Carnival, 61. Circus and Wild West, 59. Miscellaneous, 59.	
Show Family Album	49
Sponsored Events	47
Theu Sugar's Domino	4
Wholesale Merchandise-Pipes	52-57

PETER HOLDEN

(This Week's Cover Subject)

ALMOST every theatrical season unveils a new acting discovery and last year's was no exception. Peter Holden, aged 7, found himself the talk of the show world after the first night curtain of "On Borrowed Time" went down on his performance as Pud. Since that evening, early last spring, Peter has been delighting audiences who have been packing the theater to see him as well as to enjoy the Dwight Wiman production. As a result of his success the youngster seems well on the way to a long dramatic career, with an RKO picture contract to be fulfilled when "On Borrowed Time" closes as the next step.

Young Master Holden was born in Philadelphia. His mother is non-professional and his father is editor of the art, radio and music departments of News-Week magazine. Peter has a brother, Michael, four years old, who thus far has shown no Theatrical tendencies. Peter himself had no idea that he would turn into an actor the day that Tom Powers saw him playing in a hotel lobby and was so impressed that he put him on an amateur radio program. Result—bushels of fan mail and the aroused interest of casting agents. The play he is now in is his first professional engagement.

Altho the signs point to an acting future for him, Peter's present desires go beyond that to include a career in magic, sculpture, astronomy and music. This, of course, is subject to change without notice. His best girl at the moment is Peggy O'Donnell, also of the "On Borrowed Time" cast and one year older than her suitor. Peter has been to the movies, in which field RKO has big plans for him, only twice the past year, once to see "Snow White and the Seven Dwarfs" and the other time to gape at Errol Flynn's swashbuckling as Robin Hood.

In the September 24 issue the wrong sketch was used in connection with the front-cover subject. The subject last week was Phillips H. Lord, otherwise known as Seth Parker, whose program, Sunday Evening at Seth Parker's, has enjoyed a seven-year run over NBC and who created, wrote and directed such air programs as Uncle Abe and David, The Country Doctor, The Stebbins Boys, G Men, Thrill Program; We, the People and the popular Gang Sisters. He returned to the NBC Blue network September 25 in the character of Seth Parker.

Theater Council Sets Up Definite Plans for Road

Will query managers as to shows that can go out—organizers will then contact cities—10 plays to be okehed—hope to start in 1939—publicity office set up

NEW YORK, Sept. 24.—In keeping with resolutions resulting from the second annual convention of the American Theater Council at the Hotel Astor, September 13 and 14, the administrative body of ATC yesterday appointed and empowered a committee of eight to develop a road program. First move will be the sending out of a questionnaire to producers to find out what attractions they have available in addition to those plays which they would be putting on the road anyway. From the replies, which are expected within the next four weeks, the committee will select 10 plays which will be the basis of an offer that ATC advance men will make to local city groups throughout the country in the general plan of insuring producers against loss and guaranteeing the public a season of better than average shows.

Council expects to have its organizers out on the road by the first of the year, contracting with established bodies who in turn will bear the burden of organizing audiences for the next season, starting October 1, 1939. Plays selected by the committee will have the auspices and blessing of the ATC for publicity purposes.

Second specific accomplishment of the convention committee meeting yesterday was the establishment of a year-round promotion bureau, with Ned Armstrong at the helm. Operating costs of this office and that of organizers will be met by the ATC's present coffers. Should additional funds be necessary, organization has on tap offers from a few of its members to kick in on a shortage. Council expects to be able to pay for the incidental expenses of incorporating and getting an International Drama Convention and Festival started.

Another committee appointed at this session has been charged with organizing regional committees throughout the country to arouse public opinion against the admissions tax, and co-operate with Congressman Emanuel Celler in the general drive to have the tax removed.

Plans for the groundwork of the International Festival were outlined by Frank Gillmore. It will probably present the history of the drama by offering plays from all nations and periods, and it will not be run in conjunction with the World's Fair.

Outlook for Western Canada Vaude Is Dark

REGINA, Sask., Can., Sept. 24.—With vaude in Western Canada at a standstill, plans are afoot once more to invade the territory with a small unit circuit in an attempt to educate the public to flesh.

The nothing is expected to be done about it for another season, the recent advent of the Howes units, Bell's Hawaiians, Brownskin Models and the WLS Dance unit in this sector was for the purpose of sizing up once more the box-office possibilities of similar shows.

Two years ago the Cushman Circuit played Western Canada for the winter but despite seemingly good attendance failed to click solidly enough to be a paying proposition.

Chief among the drawbacks of the territory is the lack of adequate houses, there being only two of the necessary size in almost the entire province. The largest, in Regina, seats about 1,300.

Only two houses are union in Western Canada, Regina and Moose Jaw, which are 40 miles apart. Saskatoon, 200 miles to the North, is nonunion.

Eltine Show Bit Off Par

NEW YORK, Sept. 24.—Current show at the Eltine, one of the three burly houses still operating in Manhattan under the eye of the censorship board, was off par this week except for the appearance of comic Hank Henry, who in spots is nutty enough to be funny. As usual the show is dominated by strippers, who find it quite difficult to please because of the local "ban" on

Thru Sugar's Domino

KURT ROBITSCHKEK was a highly successful revue producer in Germany before the Hitler gangsters wiped out the neighborhood. They took everything he had and he flew to Paris, where he again demonstrated that he knows talent and the tastes of the public and can combine both into the pleasing blend of successful enterprise. The foreign exchange situation made it impossible for him to book American acts on which he depended for his shows. He wound up paying as much as three and four times higher for attractions than had been contracted. This could not go on forever and it didn't. Robitschkek finally quit the Old World, returned to the United States, where he hadn't visited since 1906, and he is here today trying his darnedest to find a vehicle for the expression of his production ideas.

It is likely that by the time this issue is printed Robitschkek will have closed the deal for the operation of the Broadway Theater as a two-a-day reserved-seat vaude house. This would make Robitschkek intrinsically important. Even if the deal does not materialize he represents to us an important factor in the flesh industry. You can't keep a lad like him down. If it isn't the Broadway Theater it will be some other structure that will house his first American venture. Possessing few of them of an indigenous species, American show business needs the Robitschkeks. Somehow we feel that if this specimen of European enterprise and showmanship makes good many others will follow on the road to the restoration of flesh in the top ranks of amusements.

Sensing in Robitschkek an excellent medium for the probing of the carcass of the creature once known as vaudeville and now lying in show business' backyard, we sought him out and were well rewarded. We found a European, for a change, who did not jump at the opportunity to chasten American showmen. We found a man who demonstrated every foot of the way that he knows what he is talking about. And we discovered a showman who does not claim that he is God's gift to the amusement business. Hallelujah! Space being limited, we regret our inability to reproduce literally the entire contents of Robitschkek's cornucopia of common sense. Our controversial self triumphs and we shall essay to paraphrase Robitschkek's more pungent thoughts, gleaned—one must understand—from a plethora of remarks of which most were the kindliest we've ever heard uttered by a foreigner about American show business.

Robitschkek says there is not the slightest possibility of vaudeville as we used to know it being revived. Which more or less claps the lid down securely on the box we shut regretfully several years ago. After assigning the familiar reasons for the prediction that old-time vaudeville is gone forever, he explained that vaudeville died here because the men who had their hands on the reins were not in close touch with the public, the performers nor the trend of the times. He reminded us that vaudeville or music-hall entertainment had died in England, Paris and Berlin, too, and that the revival—in England at least—was engineered by men who live, breathe, eat and sleep their calling. American showmen who permitted vaudeville to slip by them into the blackness of discard had little or no faith in their product and not enough knowledge of their commodities or the desires of the public to which they tried to cater without the necessary enthusiasm.

Robitschkek is of the opinion that besides the factors of mechanized opposition vaudeville began to dip below the line of popular appeal when its sponsors reached the stage where they thought it could be merchandized like soap, cakes or ale. As a result the men who should have been responsible for the shows began to be shorn of their powers. Vaudeville was at last being factored by men who were out of touch completely with actors and audiences. Bookers were the tools of button-pushing moguls who were flirting with films on the one hand and half-heartedly trying to run a vaude circuit on the other. Theater managers who knew their audiences in the good old days and who had originally exercised power in the selection of shows for their houses became

(See SUGAR'S DOMINO on page 25)

the strip tease. Some modify their peeling with non-enticing performances, but some go the whole hog.

Featured in the gown-doffing array is Louise Stewart, well-built stripper, who knows what the customers want and gives it to them. Jean Mode, June March and Marjorie Royce comprise the balance of the bare torso line-up, but it seems they didn't have their hearts in their work. All gave routine performances.

Adra, specialty dancer, did two routines, including a gold paint number. Latter was an exotic dance, but orchestral accompaniment was in swing time and the two didn't jell. Otherwise a graceful dancer.

Comedy was in the hands of Hank Henry and Boob McManus, with Lew Denny straightening. Robert Alda is the baritone vocalist and has a better-than-average voice for burlesque. Sol Zatt.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT MUSICAL

ANDREWS SISTERS—radio girl trio, among the tops in harmony, especially in swing singing. Team's stage appearances have displayed the girls' ability in that direction. They're not limited to straight mike singing, either. Patty Andrews is an okeh hooper, while all three can handle dialog, being especially strong on comedy lines. Would be an invaluable asset to a revue; and, because of handling of lines, would also fit handily into a book show. Despite their reputation for singing, they're more than just specialists in song.

ALAN JONES—not the film notable, but the lad who is currently acting as piano accompanist to vocalist Eleanor Sheridan at the Raleigh Room of the Hotel Warwick, New York, and who is responsible for Miss Sheridan's special material. She delivers three parodies that he authored, on current themes. Material is very strong, funny and cleverly conceived. Would be a good bet to author special material for any of the coming musicals.

DOROTHY ANNE CROW—16-year-old soprano on Musical Steelmakers, air show that uses nonpro talent regularly employed by the program's sponsor, Wheeling Steel Corp. Girl has a lovely, clear, full voice which, with proper training, might reach the top brackets. If properly handled, and not forced to take on jobs beyond her growing powers, the kid should be sensational. With film ballyhoo about youthful singers, a legit musical could snap her up and use her to excellent advantage from both publicity and artistic angles.

Superb Living



THE TOWN HOUSE

An address of prestige where the discriminating traveler may relax in an atmosphere of refinement. Under the same management as The Drake and The Blackstone in Chicago.

A. S. Kirkeby, Managing Director

The Town House

On Wilshire in Los Angeles

HIGH-CLASS STANDARD ACTS

WANTED

ONE-NIGHT VAUDEVILLE SHOW

November 4 — Cincinnati.

State all in form.

BOX D-187,

Care The Billboard, Cincinnati, Ohio.

TROUSERS TO MATCH

Your Coat and Vest,
\$50,000 Patterns to Choose From.
Special Rates to Groups on Tuxedo and Dress
Trousers.

KING MATCH TROUSER CO.,
803 Fifth Ave. (Ent. on 42nd St., Room 108),
New York City. Murray Hill 2-4419.

FCC PROBE GOING DEEP

Broadway Beat

By GEORGE SPELVIN

BILLY ROSE frantically phoned and cabled England last week, trying to get the Grosvenor House, London, to postpone Al Trahan's date there for another four weeks; but the Grosvenor House refused, so Trahan sailed on Wednesday. . . . Jack Gould is the new assistant drama editor of *The New York Times*, succeeding John Hutchens, who becomes drama editor of *The Boston Transcript*; Ted Strauss, from *The Times* circulation department, goes into Gould's former night club job. . . . *The Transcript* seems to use *The Times* as a training school; Mordaunt Hall, whose place Hutchens is taking, went to Boston after serving also as film critic for *The Times*. . . . The boys in Benny Goodman's Band are blaming trumpeter Harry James for holding out; the Goodman lads had been raving about the singing of Louise Tobin at Nick's Greenwich Village nitery—and when they advised James to go down there for an earful, he calmly informed them that Miss Tobin only happens to be Mrs. James.

Larry Meyers, office boy at Consolidated Radio Artists, couldn't resist the urge to try his hand at selling—so, when the office had trouble landing a contract, Larry asked permission to see what he could do. True to the Horatio Alger tradition, he made the sale. And that explains why October 8 is the big red letter day for Larry; for on that night I. J. Fox, the furrier, is giving a party at the Hotel Astor, and the music will be furnished by Charlie Barnet and Rita Rio because of Larry's ace salesmanship.

Johnny Brooks is now bartending at the Belmont-Plaza Hotel, after being fired by the Stock Club when it discovered that he was writing a book about what the society screwballs are drinking; frightened Stock Club patrons complained to Sherman Billingsley, club owner, and Johnny became a martyr to his art. . . . George Lotman and Irv Lehrer are a new combine in the press agent field; but the angle is this—Lehrer received his early training in the Lettman office, and now he's coming back as the partner of the boss. . . . Another who is writing a book is John L. Horgan, manager of the Hotel Lincoln, who is dealing not with the vagaries of patrons but with his own experiences; it's a tome alive with theatrical lore, and will be called *Live Storage or Living With 30 Million People*. . . . Bermuda has just had an expensive printing job done on a book aimed at selling the isle; just 2,000 copies were printed, and only a guy with a million or more can get one. . . . Mr. Spelvin is enjoying his copy very much—but just the same, for the next 40 years or so he plans to stick to Edgewater or Rockaway Beach. . . . One of the Energine spelling bees on the air recently

featured an orthographical battle between teams of chorus girls and sailors; and the prize, a gold watch, was won by the wife of Wally Wanger, director of the line girls at Leon & Eddie's. . . . The Big Apple is dead, but definitely; Meyer Horowitz, owner of the Village Barn, this week let out the troupe of Big Apple dancers after a year and a half of consecutive work. . . . The full-length version of *Hamlet* that Maurice Evans is putting on (four full hours, with a curtain at a quarter to six and an interval for dinner) is due to boom business along 44th street in the neighborhood of the St. James Theater—and even 45th street spots are preparing to cash in; the Piccadilly, on the latter thoroughfare, is the first under the wire, announcing a service for *Hamlet* playgoers whereby they can order dinner before going to the theater and find it waiting for them when they return for the half-hour dinner interval.

Vaude No Loss To Opposition In Exhib War

BOSTON, Sept. 24.—Proven Pictures, Inc., of Maline, operators of Keith's Theater, Portland, one of the F. E. Lieberman chain, was awarded a judgment of \$1,200 as first payment toward a \$19,000 settlement in a finding filed in the office of Clerk of Courts Linwood F. Crockett, Portland, by Superior Court Justice Powers, who heard the theater's case against Abe Goodside and the Strand Theater Operating Co., Inc., and the Empire Amusement Co., Inc., of Portland.

According to Lieberman, Proven Pictures claimed the sum was due them from the defendants under terms of a contract in which they said the defendants agreed to pay weekly sums to the plaintiff in return for Keith's pledge not to operate a first-run house.

The defendants, Strand and Empire, countered that while the amount was due under the contract, they were freed from the obligation because the plaintiff company had violated the contract. The defendants alleged Keith's offered vaudeville along with its second-run flickers and charged this constituted a breach of the contract provisions.

The purpose of the contract between the plaintiff and the defendants was to lessen competition in Portland of first-run pictures. Under the pact the defendants agreed to pay \$13,000 in weekly amounts over a period of six years, of which \$13,000 had already been paid, and the plaintiff agreed not to show first-run pictures.

Justice Powers, who heard the case last June, found that the defendants did not offer evidence showing any loss by reason of the presentation of vaudeville at Keith's Theater, and gave judgment to the plaintiff, represented by Attorneys Abraham Breitbard and Julius Greenstein.

BOSTON, Sept. 24.—The original B. F. Keith vaude house on Washington street here may resume vaude later this year, according to F. E. Lieberman, of Proven Pictures, flicker house chain. Until several months ago, when Lieberman bought that property, the Keith Theater had been the transformed Normandie Ballroom and Restaurant.

Lieberman also stated that he might put vaudeville into the Keith Theater, Portland, Me.

There had been some strong talk around town that the Scofield Square, M&P house, would resume vaude, but officials deny it.

Another Parking Lot

NASHVILLE, Tenn., Sept. 26.—Workmen last week began tearing down the 25-year-old Orpheum Theater, which for 10 years was Nashville's only legit house. Its space will be used for a parking lot. Charles F. Lovell, secretary of the Percy Warner Corp., owner, said. From 1919 to 1929 theater booked all but a few legit attractions that played Nashville. Since 1929, when Hyman Auditorium took over legit shows, Orpheum has been used only occasionally.

Monopoly Inquiry To Open Trade Books; Outside Witnesses Due

WASHINGTON, Sept. 24.—Revealing it is co-operating with the "Federal monopoly committee" on radio patents, the Monopoly Committee of the Federal Communications Commission this week announced its program of investigation and the ramifications of its study. Announcing that it had ordered testimony and evidence from the National Broadcasting Co., Columbia Broadcasting System and Mutual Broadcasting System, Arrowhead Network, the California Radio System, the Colonial Network, the Don Lee Broadcasting System; Hearst Radio, Inc.; Inter-city Broadcasting System, King Trendle Broadcasting Corp., North Central Broadcasting System; New York Broadcasting System, Inc.; Oklahoma Network, Pennsylvania Broadcasters, Pennsylvania Network, Quaker Network, Texas State Network, Virginia Broadcasting System, WLW Line Group, Wisconsin Radio Network and Yankee Network, the committee ordered hearings to begin August 24.

With much stress upon "history of" and "reasons for" radio deals, the FCC committee, consisting of Commission Chairman Frank R. McVinch (chairman), Commissioner Thad H. Brown (vice-chairman) and Commissioners Eugene O. Sykes and Paul A. Brown as members, declared that it wanted evidence of both written and oral agreements. Washington estimates the hearings will last at least six weeks. The commission probe promises a high degree of expense to radio moguls for the labor of resurrecting munny records to comply with the order. Indicated in the announcement is a

tracing back of radio to the tickler and cat whisker days of 1921.

Networks are to present evidence of their corporate and financial histories, all phases of network operation, including relations with affiliates and with each other, with advertisers and advertising agencies and with telephone and telegraph companies, as well as facts as to their ownership and control. Included in the "cough-up" order of the airway regulators is a provision asking for complete data on artist bureaus. (See FCC PROBE on page 7)

Brattleboro's Brooklyn Plans

NEW YORK, Sept. 24.—Brattleboro Theater group is slated to start its second season at the St. Felix Street Playhouse, Brooklyn, October 31. Organization's board of directors is augmented this year by Malcolm Atterbury, whose activities last season were concerned only with acting, as general manager. Constance Morrow Morgan; John Becker, production manager, and H. W. Reiter, business manager, retain their positions on the board.

Plan is to present five plays, a two-week run scheduled for each production. Among the quintet, but only a possibility thus far, is Molnar's *Harmony*, produced originally in Germany by Max Reinhardt. A. Lehmann Engel may write incidental music for it.

AFA Coast Benefit

SAN FRANCISCO, Sept. 24.—Patterned after the annual benefits held in Chicago and New York, local unit of the American Federation of Actors will stage a huge show in the Civic Auditorium November 5.

Karl Eber and Bee Goman are in charge of the floor show. Mayor Angelo J. Rossi heads the honorary committee.

Business Good; New Orleans Niteries Boom

NEW ORLEANS, Sept. 24.—With this area benefiting from a rapidly growing oil boom, ambitious plans for the fall and winter season are being laid by night clubs. Hawaiian Blue Room of the Roosevelt is ready to resume with renewed bookings by MCA, but met stronger competition September 15 from the Jung Hotel's Tulane Room when that spot likewise began a season of MCA bookings.

Opening the Jung Friday was Art Kessel and ork with a four-act floor show which remains until October 1. Into the Roosevelt at the same time came Little Jack Little and the usual five-act floor show.

Plans are being made for early opening of the Fountain Room of the Washington-Youree, Shreveport. Two new local clubs are the 400 Club, formerly Blossom Heath, and the Glass Hat. The latter will be under management of Perry Sparks, with a floor show headed by Earl Williams. Sparks promises name bands for the winter.

Club Casino begins its fall season at Greenville with Ran Wilde and ork. William Rode is manager. The biggest cotton crop in its history is now being marketed by the Delta area and while prices are not high volume should bring a good circulation of greenbacks.

On the Mississippi Coast, Club Vista of the Buena Vista Hotel is put into management of Mill Evans. Evans managed Markham Roof at Gulfport, which closed for the summer. Booking thru a New Orleans agency, spots starts with Nelson Guillot Ork.

IN DETROIT STOP AT THE GRANT
"A REAL HOME FOR SHOW FOLKS"

ONLY **\$6** WEEKLY With This Bath.

88 Double, With Twin Beds.

Save money. Get extra comfort. Every room bright and spacious with in-a-door beds and separate dressing room.

MONEY-SAVING COFFEE SHOP.
Delicious Dinners from 45¢. Combination Breakfasts from 20¢. Similar Savings a la carte. No Extra Charge for Room Service!

GRANT HOTEL
231 JOHN R at EDMUND PLACE
Five Minutes from Downtown.

THEATRE EQUIPMENT NEW & USED

MOVING PICTURES MACHINES, SOUND EQUIPMENT, SCREENS, ORGANS, SHOOTING, SPERDOPHONES, FILM CAMERAS, PORTABLE PHOTOGRAPHS, P. P. CAMERAS, GENERATORS, BELL RECEIVERS, REFLECTING AND LAMP, REMOVAL, VENTILATING FANS, BARBERS, FILM CLEANER, TICKETS, WAIVER LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.

WRITE FOR FREE CATALOGUE.

MOVIE SUPPLY CO., Ltd.
1718 S. WABASH AVE. CHICAGO, ILL.

HOTEL RALEIGH

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

Single Rooms, \$5.00—Double, \$7.00 per Week.
Unit Headquarters. 5 minute walk to Loop.
Theatrical Booking Agency located in suite.

Whatever you want in form of

TICKETS

We make them. All we need are your specifications.

THE TOLEDO TICKET CO., Toledo, Ohio

STOCK TICKETS	SPECIAL PRINTED
ONE ROLL... \$.50	Roll or Machine
FIVE ROLLS... 2.00	10,000... \$ 6.95
TEN ROLLS... 3.50	30,000... 9.95
FIFTY ROLLS... 15.00	50,000... 12.75
100 ROLLS... 29.00	100,000... 20.00
ROLLS 2,000 EACH.	1,000,000... 150.50
Double Coupons.	Double Coupons.
Double Price.	Double Price.
No C. O. D. Orders	
Size: Single Tick., 1x2 1/2"	



Distinguished

The Drake offers every luxury and convenience of fine living on Chicago's Gold Coast, overlooking Lake Michigan.

A. S. Kakeby, Managing Director

The Drake
LAKE SHORE DRIVE • CHICAGO

MORE AGENCY SHOWMANSHIP

Agencies Veer Toward Buying Shows and Not Producing Them

NEW YORK, Sept. 24.—Advertising agency execs state they see a definite switch to package show buying, especially for the bigger radio productions. Some agencies which formerly did all their own show building are now taking their shows in one block from program producers and talent offices. While some ad agency nabobs may not want to admit it, this is a definite step toward more and better showmanship in radio programming on the commercial end. Additionally, of course, it saves agencies a wealth of grief in that headaches of scripting, direction and the like are lifted.

One agency which for a long time held close rein over its air shows, Benton & Bowles, appears to have gone into the package slant. This agency's biggest show, the Metro-Goldwyn-Mayer weekly hour for General Foods' Maxwell House coffee, was bought as a unit from the picture studio. Ripley show was bought from Doug Storer, with Ripley, B. A. Rolfe Band and crew complete. *Hilltop House* was bought from Ed Wolfe in ditto style. Another agency which has produced few of its own shows for some time is the Compton office.

Another reason agencies may be veering away from complete inside production is that some formulas show or have shown signs of weakening. Trade pretty well recognized that various top radio agencies adhered to that particular style show which they had found they could handle best and which drew best results for their clients. Now, however, the mural graphology is that the formulas tired listeners by the sameness of the routine, and a hypodermic was needed. May also be that some agencies realized that producing in the show business is not as easy as some thought.

Among talent and producing offices another theory holds. This is that when a name performer is bought thru a particular office matters will work out smoother if this same office handles the

entire production. An example of this set-up is the sale of Bob Hope to Peppercorn thru James L. Saphier, with this office now booking all acts for the show, including the writers.

There are a number of other package units on the fall schedules. Texaco's big show was done thru the William Morris office. Joe Penner deal went complete thru Rockwell-O'Keefe. Ben Roche is producing the *Show of the Week* for Redfield-Johnstone and a co-operative sponsor group. The Jack Haley show is another example. Ditto Tommy Riggs, latter going thru Roy Wilson.

Agencies still get their talent commissions, usual 15 per cent over the line being charged to the sponsor. Some agencies try to keep the outside buying a secret, fearing prestige loss. Possibly, however, this type of buying might raise the ultimate talent costs to advertisers.

Rosenbaum States Staff At WFIL To Stay Set

PHILADELPHIA, Sept. 24.—Despite continued reports here that Jack Stewart, sales manager at WFIL, would follow his former boss out, WFIL President Sam Rosenbaum, reiterated that Stewart would stick. Don Withycomb, general manager of the station, resigned last Monday because of ill health.

Rosenbaum also declared emphatically that there will be no further shake-up in the staff, as has been rumored here. Roger Clipp, business manager, has succeeded to Withycomb's post, while Mrs. Margaret Schaefer has been upped from program director to assistant general manager in charge of programs, production and personnel.

Letter was also sent out by Rosenbaum this week to all agencies clarifying set-up in the sales department. In it he stated: "It has been called to my attention that in giving out the publicity on Monday regarding the changes in executive direction at WFIL, I emphasized the fact that Jack Stewart would continue as sales director but failed to include what is also the fact, that George Jaspert will continue in the Philadelphia office in charge of sales in Philadelphia with the title of local sales manager as before.

Radio and the Crisis

This is being written Friday evening, September 23. What the next few days—or hours—will bring in the European situation, no one knows. But thruout the United States, and very likely in all civilized parts of the world, nine out of 10 people are turning to their radio sets to find out what is happening, almost as soon as it happens.

Speaking of U. S. stations only, and of the industry as a whole, they and it did themselves truly proud in the Czech and Eastern flood crises. Despite inevitable crudities and mistakes, radio soaked home once again that it is the No. 1 communications, news and propaganda medium in the world. During the crises radio stored up enough material to answer misguided crackpots and finger-pointers on the "public necessity and welfare" thing for years.

A lot more can be said about how excellently American radio filled its mission, but this is ample—it was terrific.

Alka-Seltzer Sues on Barn Dance Name

MILWAUKEE, Sept. 24.—Agricultural Broadcasting Co., Station WLS, Patrick J. Barrett and Delbert G. Wade, all of Chicago, and the Miles Laboratories, (Alka-Seltzer), Elkhart, Ind., filed a \$3,000 suit last week in Federal Court here against George Francis and Barney Wallace, operators of the National Enterprise Service, of this city.

Action seeks to restrain the defendants from advertising their shows as "The Original National Barn Dance," stating that the plaintiffs have been broadcasting the actual National Barn Dance over WLS for years.

Professor CBS

NEW YORK, Sept. 24.—Columbia Broadcasting System has established a Radio Institute for Teachers, purpose being to show educators how programs can be used as a school technique. Institute is associated with CBS's *American School of the Air*, and is presumed to be the first organization of its kind.

ANNOUNCER MARX HARTMAN has left WCAE, Pittsburgh, for combination announcing-continuity job at WOLS, Joliet.

AFRA, IBEW Co-Op In Coast Deals

SAN FRANCISCO, Sept. 24.—American Federation of Radio Artists and International Brotherhood of Electrical Workers have lined up to talk contracts and agreements with independent radio stations not yet in the unions' folds.

Decision to parley jointly followed report that KSNB was employing 11 broadcast technicians, all recently licensed, but said to be working for small pay to learn job.

KSNB has an agreement with the Pacific Radio School whereby graduates are put to work upon completing course. IBEW learned this when contract was submitted to the station this week.

After study, Dick Connors, AFRA, and Melville Larsen, assistant business manager, IBEW, determined on plan to work together when negotiating with indie stations.

Station normally employs from three to four technicians, but these, Larsen said, were discharged several months ago. Since then, he declared, station has been employing graduates of the school.

Meanwhile AFRA had hoped to close with KSNB this week but will now await outcome of IBEW's discussions with the station. AFRA has been unable to reach an agreement because of wage differences for performers and announcers.

Agencies, stations and AFRA concurred this week on payment of \$7.50 audition fee to artists, this settling a problem between NBC and KSFO. Letter is an important CBS outlet, altho independently owned.

Paging Joe Weber

DETROIT, Sept. 24.—WWJ went this week from one to two bands regularly playing at the station. Morning orchestra was put under the direction of Paul Leash, playing to 3 p.m., and an evening band, directed by Olie Foersch, playing to 11 p.m.

Boake Carter To Spout On 40-Lectures Tour

PHILADELPHIA, Sept. 24.—Boake Carter skedded to leave October 8 on a lecture tour covering the entire country. Spieler, who left the air August 26 when his ticket with General Mills ran out, has been booked for 40 talks, winding up about December 15.

Carter's repertoire will consist of two talks. *Free Speech in the News and Understanding America*. First topic is considered a particularly hot one for Carter to handle; for, altho he is officially off the air because GM couldn't get a better broadcast price, it is understood that Carter is privately of the opinion that pressure from the CIO and the administration, of which he was an acid critic, was responsible for his demise.

CBS Renews Howard Barlow

NEW YORK, Sept. 24.—Howard Barlow, CBS conductor, has signed a three-year renewal with CBS effective until October, 1941. Barlow has been with CBS since 1927, and conducted the network's first broadcast September 18 of that year. Twenty-two of the original 60 bandmen are still with him.

Bob Longwell to WIBS

DETROIT, Sept. 24.—Bob Longwell, announcer on WJBK who has also shared part of the responsibility for the aggressive publicity program that has marked this station, left this week to become program director at WIBS, Indiana.

Campeau G. M.'s CKLW

DETROIT, Sept. 24.—CKLW got a new general manager this week, following resignation of Frank Ryan. New G. M. is J. E. Campeau, who has been in charge of operations and staff at CKLW for several years.

R. H. EDSALL, formerly with WXYL, Detroit, appointed head of the radio department of Rickard, Mulberger & Hicks, advertising agency.

No Decision on MGM Show; Studio Claims a Loss

HOLLYWOOD, Sept. 24.—Inside report is that no decision has yet been made on continuance of the MGM-Good News hour musical after the first of the year. Present commitments will keep the show on for that length of time. Atherton Hobler, president of Benton & Bowles, is now here, with *News* and its future a principal factor.

Belief is the show will be taken off. Claim is advanced that MGM has lost money steadily on the show, with talent costs, including writers and arrangers and so on, running higher than was expected. Also that taking stars off pictures while films were shooting cost money. And, of course, exhibitor squawks.

It is also reported that General Foods wants a program that will run to less weekly money and make it easier to get back the costs in increased sales.

WOW, Omaha, Places 16 Network and Wax Shows

OMAHA, Sept. 24.—WOW, here, will place 16 new and returning network and wax shows on the air beginning October 1. In addition, a flock of new sustainers are to be aired, the first having already started, others slated at intervening dates up to October 17.

Sponsors include J. C. Fenney Co., Bankers Life Insurance Co. of Nebraska, P. F. Petersen Baking Co., American Pop Corn, Oneida Silver and P. and F. Cough Lozenges.

NEW YORK, Sept. 24.—New radio accounts for Harry S. Goodman agency include Keene Furniture Store, Boston; Louis Eckerd Brewing Co., Los Angeles; Seven Up Bottling Works, Indiana; Iowa State Optometrists' Association; Whitney's, Albany, N. Y., and Employers and Mutual Casualty.

Next Week

The first portion of a radio listening habit survey of

BEAUMONT, TEXAS

This portion will cover evening programs

... Watch For It!

AFM, Broadcasters Exchange Contracts

NEW YORK, Sept. 24.—Joseph N. Weber, president of AFM, stated Saturday at conclusion of negotiations with committee representing independent broadcasters that about 80 contracts had been exchanged. Forty or 50 more, said Weber, are still in the process of negotiation. To take care of these, AFM executive board granted an indefinite extension of the dead line, which had been set at September 23 (Friday).

Contracts exchanged Saturday are effective from that date and cover a two-year period. Money for musicians' wages involved is estimated as about one-sixth the sum accruing from the IRNA contracts, which was \$1,500,000.

Indie stations number about 380, with about 200 earning more than \$20,000. Stations under this figure are exempt, but indies have assured Weber that when and if musicians are used they will be AFM men.

Indie negotiated committee, of course, continues to function to get the hold-outs under the wire. Committee, which drew up its material at the Knickerbocker Hotel this week prior to presentation to AFM, was headed by Lloyd Thomas, of WROK, Rockford, Ill., and included Stuart Sprague, counsel for NAB; Harold A. LaPoint, NAB vice-president; Everett Revercomb, NAB secretary; C. Alden Baker, WRNL, Richmond, and Jack R. Howard, WCPO, Cincinnati.

AFM executive board this week also extended recording and electrical transcription licenses to December 31, 1939. Licenses expired September 15.

NBC Adds Four

NEW YORK, Sept. 24.—Four-station Michigan Radio Network became affiliated with National Broadcasting Co. this week, the outlets being WFDD, Flint; WJIM, Lansing; WELL, Battle Creek, and WIBM, Jackson.

FCC PROBE

(Continued from page 5)

Contracts and arrangements affecting management, operation or control of broadcast stations are expected to produce information upon the well-publicized Westinghouse-NBC deals, which the commission after much froth decided to pass up until this probe was ordered.

Agents and station representatives will get a thorough going-over. Transcription companies have been brought into the picture to ascertain their relations with the stations "and the extent to which they control or are controlled by (through stock ownership, contract or otherwise) broadcast stations and networks."

Also the Monopoly Committee of the commission has had Special Counsel William J. Dempsey burrowing in the files for material, much of the commission data was previously prepared by the engineering department for the earlier super-power hearings. Concerns network program duplication which defines the amount of overlapping of identical programs within listening areas. It is believed that this study, originally made for the super-power program will determine the eventual network affiliation of numerous stations now connected with webs offering too much of the same thing in restricted zones. In certain instances it is believed that the program duplication survey, unless disproved, will eventually force some stations to reduce their power or introduce another entertainment value.

Monopoly and chain broadcasting study will also include information obtained recently from the Craven questionnaire sent to stations previous to the super-power sessions. Concentration of ownership or control of stations in the same affiliated interests is to be probed. Multiple ownership and financial returns are expected to provide a basis for the introduction of revealing evidence in this respect.

Commission makes no secret that John Q. Public is invited to participate in the approaching hearings, and it is believed in Washington that this step has been made to allay criticism that the FCC was another part of radio not operating "in the public interest, convenience and necessity." Curbsome rumors schedule witnesses from CIO, labor representatives of the American Communications Association, educational and religious organizations and persons who will either testify or observe for the American Federation of Musicians.

An Audition?

NEW YORK, Sept. 24.—Exactly four years ago this week Blaine Butcher went to work for Lennen & Mitchell in the radio department. He started on the basis of a month's trial to see if L. & M. liked him and vice versa. Reported now Butcher is wondering if it's a permanent spot or is he just auditioning.

Air Acts Splurge On Oil Holdings

NEW ORLEANS, Sept. 24.—Following the good luck of Correll and Gosden (Amos 'n' Andy) and Ralph Bellamy in bringing in good producers on wildcat oil operations in the Louisiana Rodessa field, word is that Morton Downey and Tommy Dorsey recently admitted interest in drillings in Montgomery County of East Texas. Downey acknowledged his interest in Deep South Petroleum Co.'s wildcat, No. 1 Foster Lumber Co. drilling a few miles northeast of the great Humble oil field in East Texas and admitted Dorsey was in with him.

Reports have been current that others have been active in the Gulf area. Gene Tunney and Jack Dempsey have been reported to have sold their interest in East Texas wildcats to Jimmy Braddock. Correll-Gosden well has been a fine producer in Louisiana, the firm being called the Amos and Andy Oil Co.

Jim Baldwin May Sell WGH

NEWPORT NEWS, Va., Sept. 24.—Persistent rumors have it that WGH, local independent, is to be sold to Colonial Broadcasting Corp., of which Raymond B. Bottom, local publisher, is president. Station is now owned by James W. Baldwin, of Washington, former director of National Association of Broadcasters. Colonial sought unsuccessfully over a year ago to secure license for a second local station.

Union Oil's Quizzer Nagel Off; NBC to CBS

HOLLYWOOD, Sept. 24.—New quiz series is being talked up for Union Oil. Current show with Conrad Nagel and Dave Broekman winds up October 19. Among names mentioned for the quiz series are Bill Goodwin, Gary Breckner, Knox Manning and Don Wilson. Ideas are being waxed.

Union show goes CBS due to closed schedule on NBC. NBC handed program for several years, but current season left no spot suitable.

NEW YORK, Sept. 24. — Lennen & Mitchell will soon resume Italian variety show for Old Gold on WOV. Auditions already started.

Quiz Biz Cutting Down Jobs; N. Y. Radio Talent Feels Blue

NEW YORK, Sept. 24.—Radio performers in New York are complaining that despite the networks' boom season and strong billings this year, this autumn season is presenting a really tough problem in getting work. Performers take in all categories—actors, singers and musicians. Several reasons are advanced; the increase in quiz and other audience participation programs; Hollywood productions; increased programming from radio centers outside of New York. This is especially true of NBC, which for the past six months or so has been plugging its plan to develop local radio talent and locally produced network shows on its owned and managed stations.

As the table on this page shows, Coast productions are at about the same level or lower than last year. However, the difference is a meager one, the Hollywood production entering into the performers' situation only in combination with the others.

Special events within the past two weeks, entered the sustaining picture quite strongly. First came the Czechoslovakian crisis, which threw a large number of network sustainers off the air. Major networks devoted a pretty impressive number of hours to broadcasts about the European situation, and the result was felt mostly by chain acts. This

was followed by the flood disaster, and a similar effect.

Novelty shows, or so-called novelty shows, are booming all over radio. Time filled by these is distinctly felt by all acts. Orchestra leaders, actors and vocalists feel the effects of sustaining and commercial audience shows using an emcee or announcer as the only professional talent.

Among singers, for instance, there is a long list showing few, comparatively speaking, lined up with commercials. Among the warblers are Jan Peerce, Conrad Thibault, Lanny Ross, James Melton, Barry McKinley, Del Casino, Phil Ducey, Loretta Lee, Jane Pickens, Walter Casell, Ray Heatherton, Doris Rhodes, Lanny Grey, George Griffin, Nino Martini, Sid Gary, Morton Lowe and Morton Downey, who up to press time hadn't been reported set on commercial stanzas. Frank Parker has three Burns and Allen shows set, but no known commercials after that. Benay Venuta has a legit role set, but no sponsor. Connie Boswell, on the Monday eve CBS brewers' show, may also be sponsorless if a new deal isn't set with the advertisers.

As an example of how out-of-town centers have come up, KDKA, Pittsburgh, is now feeding NBC more shows than ever before.

CBS Eng'rs Nix CIO, But May Go AFL

CHICAGO, Sept. 24.—Associated Broadcast Technicians, technicians' union at CBS, states its recent election, to determine whether ABE would join CIO's American Communications Association, defeated CIO. Of votes cast, 128 were for ABE remaining independent, 68 for a CIO affiliation and four votes for neither course.

A decision some weeks ago by the National Labor Relations Board in favor of CIO-ACA made the ABE election compulsory, and CIO made a strong bid before the votes were cast. Early this year CIO made another attempt at a merger when it filed a complaint with the NLRB charging ABE with being a company union, but the board upheld ABE.

According to ABE officials here, ABE will now go thru a complete reorganization, and it is believed it will later affiliate with AFL's International Brotherhood of Electrical Workers. Meanwhile CIO's radio division plans to continue expansion moves into the announcer and production fields, according to Louis Goyette, ACA radio head.

AFRA Meeting Prelim To Elections Next Week

NEW YORK, Sept. 24.—American Federation of Radio Artists, at its special meeting at the Hotel Edison here Thursday, presented names of candidates to be voted upon during the election meeting next week. Negotiating committee discussed situation regarding contract covering commercial shows. Business of the first annual convention, to be held in St. Louis, was also considered.

Ballot for the AFRA election is divided into three lists, these being (1) nominees for New York local board; (2) nominees for delegates to national convention, and (3) nominees for alternates to national convention. Names listed are divided into three categories, i. e., actors, announcers and singers. AFRA members are asked to vote for 21 members to the local board, the proportion being nine actors, seven singers and five announcers. These will hold office until November 1, 1939. Twenty-eight delegates will be named to the national convention and 28 alternates will also be elected. Voters can vote for names not on the ballot.

Nominees

Actor nominees for local board are Bill Adams, Marian Barner, Teddy Bergman, John Brown, Ray Collins, Ted De Corda, Eric Dressler, Helms Dumas, Anne Estner, Betty Gault, John McGovern, John Pickard, Alfred Shirley, Mark Smith, Lucille Wall and Neil Weyer. Announcer nominees for same office include George Anshor, Ben Grasser, William Shazant and Robert Waldron. Singers are Taylor Buckler, Everett Clark, Gordon Cross, Frank Grayson, Carol Dets, Gertrude Fayster, Alex Logan, Evelyn McGrew, Walter Preston and Claude Ross.

Actor nominees for delegates to national convention are Marian Barner, Fred Barron, Teddy Bergman, John H. Brown, Ray Collins, Ted De Corda, Eric Dressler, Helms Dumas, Anne Estner, Wilfred Littel, John McGovern, John Pickard, Selena Lopez, Paul Stewart, Mark Smith and Lucille Wall. Announcers are George Anshor, Nelson Ogan, Ben Grasser, William Shazant, Robert Waldron and Foster Williams. Singers include Rhoda Arnold, Richard Bonelli, Ruth Gordon Bennett, Taylor Buckler, Frank Chapman, Everett Clark, Gordon Cross, Frank Croxon, Carol Dets, Gertrude Fayster, Virginia George, Paula Houshagens, Hubert Hodge, Alan Holt (Billy Schultz), Fred Kubler, Alex McKee, Evelyn MacIntyre, James Melton, Jack Parker, Walter Preston, Claude Ross, Henry Shape and Margaret Spinks.

New KVI Execs

SEATTLE, Sept. 24. — Mrs. Vernice Boulianne, president of KVI, has set Earl T. Irwin, formerly with the Chicago offices of Free & Peters, radio representatives, as new sales manager of the station. Wade Thompson has been made program director. He hails from Strang & Prosser, advertising agency here.

Chain Hollywood Productions

Table below lists those programs skedd to come from Hollywood this season, only Coast to Coast shows being listed. Programs such as the Rudy Vallee stanza, which soon moves out to Hollywood temporarily, are not listed.

NBC list shows a considerable drop. CBS is about the same as last year.

CBS Programs

Client	Title	Agency
American Tobacco	Hit Parade—W. C. Fields	Lord & Thomas
Campbell Soup	Hollywood Hotel	Ward Wheelock
Chaschbrough Mfg.	Dr. Christian	McCann-Erickson
Continental Baking	Jack Haley	Benton & Bowles
General Foods	Lum & Abner	Young & Rubicam
General Foods	Joe Penner	Benton & Bowles
General Foods	Joe E. Brown	Benton & Bowles
Gulf Oil Co.	Nesbitt's Passing Parade	Young & Rubicam
International Silver	Silver Theater	Young & Rubicam
Lever Bros. Co.	Big Town	Ruthrauff & Ryan
Lever Bros. Co.	Al Johnson	Ruthrauff & Ryan
Lever Bros. Co.	Lux Radio Theater	J. Walter Thompson
Liggett & Myers	Burns & Allen	Well-Emmett
P. Lorillard Co.	Hollywood Screenscoops	Lennen & Mitchell
P. Lorillard Co.	Robert Benchley	Lennen & Mitchell
R. J. Reynolds	Eddie Cantor	William Ely
Texas Co.	Texaco Star Theater	Buchanan

NBC Shows

Client	Title	Agency
Welch Grape Juice	Irene Rich	H. W. Kantor & Son
Standard Brands	Chase & Sanborn Show	J. Walter Thompson
Campbell Soup	Amos and Andy	Ward Wheelock
Lamont & Corliss	Theso W. J. Love	Cecil Warwick & Legler
Procter & Gamble	Henry Fidler	Compton
Pepsodent	Bob Hope	Lord & Thomas
Standard Brands	One Man's Family	J. Walter Thompson
Kraft-Phenix	Kraft Music Hall	J. Walter Thompson
General Foods	Good News of 1938	Benton & Bowles
Quaker Oats	Quaker Party	Ruthrauff & Ryan
Jelle	Jack Benny	Young & Rubicam

Here Comes the Wax!

OMAHA, Sept. 24.—Juan Valencia, WAAW guitarist, and Doris Hadden, of Lincoln, nonpro, had their marriage ceremony, wedding supper and celebration transcribed when they were married here this week. Reported the AFM is investigating.

"Hollywood Hotel"

Reviewed Friday, 9-10 p.m. Style—Variety. Sponsor—Campbell Soup Co. Agency—Ward Wheelock. Station—WABC, New York (CBS network).

One time big time Hollywood Hotel back on the airwaves again, is now out of the big time. If the program reviewed is a fair example it is safe to say the series will not be such a much. Program reviewed was dull and lifeless and lacked any true sock. Absence of humor is especially noticeable. Title and Frances Langford are all that remain from past series. Louella Parsons, her free name stars and Ken Murray are among those gone.

Herbert Marshall is now emcee; Frances Langford and Jean Sablon, the singers, and Victor Young, the baton-beater. Ken Niles remains as announcer and merchandise seller. Bulk of the show is the dramatic portion featuring the guest star and Marshall, this show's guestee being Josephine Hutchinson. They were involved in a wheezy and creaking affair called *The Big Soffie* about an actor letting family and friends sponge on his juicy salary. Became so boring it hurt and wasn't helped by ragged performances and slovenly direction.

John McLain, former ship news reporter of New York dailies, interviews a guest each week. Vince Barnett, professional ribber, was the candidate on this program. Nothing much new or exciting happened.

Music is okeh, Miss Langford warbling several numbers before and after the sketch. Sablon, whose Crosbyesque croonings in French or in Francized English are supposed to make ladies' hearts flutter, made me yawn.

Hollywood Hotel needs refurbishing.
Franken.

"Relaxation Time"

Reviewed Tuesday, 6-6:25 p.m. Style—Music. Sponsor—Jacob Ruppert Brewery. Agency—Lennen & Mitchell. Station—WEAF (NBC-Red network).

Relaxation Time received much advance publicity on the angle that the program would prune commercials to a minimum. Producers have apparently held to original idea, the three plugs being short, unobtrusive and singularly in keeping with the relaxation theme of the show.

Nathaniel Shilkret leads a 24-piece orchestra, and in the opener drew material from operetta scores of Jerome Kern. Victor Herbert and Sigmund Romberg, among others. Music leans more toward the classier taste. Instrumentation and delivery are full-bodied and solid, yet flexible and facile.

Choir of 12 mixed voices, which supplements the orchestra, did not seem to have much punch in the premiere session.

Garnett Marks announces in subdued accents.
Ackerman.

Al Jolson

Reviewed Tuesday, 8:30-9 p.m. Style—Variety. Sponsor—Lever Bros. Agency—Ruthrauff & Ryan. Station—WABC (CBS network).

Al Jolson and his cohorts, who held down the fort for the glory of Lifebuoy last year, came back to the radio waves September 20 with the same brand of comedy and song for which they are known. Line-up as usual included Martha Raye, Parkyakarkus (Harry Epstein), Tiny Ruffner, with Lud Gluskin handling the baton for the musical in-

Program Reviews

EDST Unless Otherwise Indicated

Ed Fitzgerald

Reviewed Wednesday, 2:30-2:45 p.m. Style—Comment. Sustaining on WOR (Mutual network).

Fitzgerald's radio chatter is unusual and provocative. Comment is not of a news nature but is a series of take-offs on recently announced facts and figures. This gives Fitzgerald a chance to philosophize, generalize and talk about any one of a number of subjects.

When caught, for instance, Fitzgerald took issue with a recent survey on the size of women's feet; then told of three convicts, just released, seeing the world for the first time in 25 years. Latter item was used as a peg by Fitzgerald to string out an account of conditions 25 years ago. Done very expertly.

Choice of subjects is very wide, the 15-minute period including, aside from topics already mentioned, information about sharks, house furnishings and pigments.

Wednesday program went on the air at 2:30 p.m., instead of the regular 2:15 p.m. period. Beginning October 17, Fitzgerald will be sponsored by Baume & Mercier.
Ackerman.

"Famous First Facts"

Reviewed Monday, 8:30-9 p.m. Style—Novelty-audience participation. Sustaining on WOR (MBS network).

Joseph Nathan Kane is the author of several books on first facts, who did what and when and where and maybe why. These oddities are usually quite interesting, often replete with human interest, in addition to the rather vague sort of educational worth they possess. Also it would appear that the facts provide radio program material. The germ is there, but this program doesn't bring it out.

Just why is somewhat difficult to say. Might have been the quick vocal shifts from announcer to the first fact-giver in person to the announcer to Kane. Or it might be the completely unradical voices of the fact-givers. And it might be that the facts in themselves seem rather unimportant. Typical first fact on this show was the first airplane stunt rider, a steeplejack who some 20 years ago cavorted in midair on a plane's wings.

Corn comes in like thunder when, with a roll of drums and a blare of trumpets, Mr. Twirp is admitted as a genuine dyed-in-the-wool firater for painting turtle backs.

Dramatic spot aids the program. This show dramatized the laying of the first transatlantic cable. However, awkward news-break handling broke into the climax with a Czechoslovakian flash which could have waited another 30 seconds. Poor judgment.
Franken.

"Bureau of Missing Persons"

Reviewed Monday, 9:15-9:30 p.m. CST. Style—Discussion. Sustaining over KCMO (Kansas City, Mo.).

Moreland Murphy and Tom Kelly, KCMO staff spieters, handle this twice-weekly offering in co-operation with the Kansas City Police Department's Bureau of Missing Persons. Letters from mothers whose children have disappeared are read and appeals are made for them to return home. Listeners are asked to watch for the lost ones.

Not a new idea, but it makes okeh listening. The quarter hour could stand less philosophizing on Kelly's part, however.
Pathetic, but interesting
Dezter.

Spotlight Parade

Reviewed Tuesday, 9-9:30 p.m. Style—Variety. Sponsor—Standard Brands, Ltd. Agency—J. Walter Thompson, Inc. Stations—CBM and CBF (Montreal), Canadian Broadcasting Co.

Aired thru two local outlets and heard over a CBC network of about 35 Canadian stations, *Spotlight Parade* is probably Canada's most expensive radio program. Sponsor is a subsidiary of Standard Brands, Ltd. Rupert Caplan is head man with the show, inasmuch as he holds down the spots as producer, arranger, story adapter, emcee and also plays the lead in the playlet offered. Drama spot caught was *Gratitude*, penned by Leslie Stone and directed by Caplan.
Roy Campbell's Royalists (four men

and three gals) headline the bill with neat handling of vocals. Best offering heard was special arrangement of *Ticker*. Show also features Charles Jordan, baritone, who is spotted as a future big name locally, and a combined cast of 40 people. Allan Mac Iver's ork backgrounds the entire production, with the maestro's piano pounding well in evidence. Commercials are short and given in both French and English. Frank Starr is used as special announcer.
Palmer.

"Around the World in New York"

Reviewed Tuesday, 7:30-8 p.m. Style—Musical. Sponsor—Consolidated Edison Co. of New York, Inc. Station—WJZ (MBS network).

Consolidated Edison Co.'s return to the air had a fair inauguration. Still devoted to exploiting New York's points of interest, the show is modified to indicate the international character of the town as a substitute for last year's sentimental glorification of little old New York. Thus, via sky taxis, the show flits from a Spanish setting at the El Chico to a Chinese locale, and on to a typically American atmosphere at the Waldorf-Astoria Hotel.

With one exception, these attempts at make-believe globe trotting were unconvincing. Benito Collada's entertainers transmitted a genuine feeling of the Mexican and Spanish, but the trip to Chinatown was anemic, and the stop-over at the Waldorf was mainly a puff for Dr. Roy Chapman Andrews, explorer. In spite of Dr. Andrews' fame and ability, he was just an unnecessary factor cluttering up the dialog. Program could have cut out a more fitting niche for his specialty. A bit of hard-hearted editing and compact organization could readily remedy these failings.

Basically the plan of the half hour is sound. Musically it is a good risk for any listener and competent opposition for Helen Menken on the CBS pipes.
Watts.

Oswald and Stanton

Reviewed Thursday, 8-9 p.m. Style—Comedy. Sponsor—Standard Brands, Inc. Agency—J. Walter Thompson, Inc. Station—WEAF (NBC network).

Tony Labriola (Oswald) and Ernie Stanton, of Val and Ernie 8, come to radio as a new comedy pair after working in vaude since teaming. They'll do in radio—if they get the material. Oswald's drawl delivery is okeh radio stuff and his "Oh yeah" tag is already a familiar one. Both are experienced timers.

Essentially, the act is routinized much as was the turn Labriola did with Ken Murray in both vaude and radio. An additional item stems from Stanton's barnyard imitations.

Material on the show caught, their radio debut, was satisfactory at the start but tapered badly.
Franken.

Radie Harris

Reviewed Thursday, 6:45-7 p.m. Style—Movie comment. Station—WOR (Mutual network).

Radie Harris' new series is for six fans only. As such it shapes up as fair diet, including a good quantity of the usual sex joke, production and personality chatter. Delivery is clear, without pretension, and all the more noteworthy for that reason.

Unpleasant feature of the program was the guest appearance of Ethel Merman, who, after a terrific build-up by Miss Harris, began to plug her songs, her forthcoming appearance at the New York Strand and her new picture with the Ritz Brothers. Mentioned old titles, new titles and whatnot. Seemed in very bad taste, and Miss Harris also became party to the situation by sounding off with a couple of plugs for Merman.

Program includes a pic review, Miss Harris giving Room Service the double O. Review was a clear-out job.
Ackerman.

First Nighter

Reviewed Friday, 8-8:30 p.m. Style—Dramatic. Sponsor—Campana Sales Corp. Agency—Aubrey, Moore & Wallace. Station—WABC (CBS network).

First Nighter, dramas presented in the mythical "Little Theater Off Times Square," moved over from NBC to CBS this season. Soliciting scripts from known and unknown writers, sponsors are offering Barbara Luddy and Les

Maestro to the Stars of the Amusement World

★ ★ ★ ★ ★
LOU FORMAN
and His
NEW YORKERS

★ ★ ★ ★ ★
BROADWAY'S NEWEST DANCE RHYTHM ORCHESTRA
Unusual Dynamic Arrangements — Every Member a Virtuoso
For RADIO — TRANSCRIPTIONS — STAGE
President Hotel, New York

ASCAP AVAILABILITY MESS

CBS-ARC Disc Sale No Dice

Option expired—network makes another offer—may build own waxwork

NEW YORK, Sept. 24.—The option to buy expired this week and a new purchase offer has been made, sources close to the buying parties disclosed that it is a practical impossibility for Columbia Broadcasting System to take over American Record Corp. (Brunswick, Vocalion, Columbia). However, the radio network, because of its commitments to Arthur Judson's Columbia Concert Artists' Bureau, is more anxious than ever to get into the phonograph recording business. And it is highly probable that CBS will construct its own recording plant to start from scratch.

More than one stumbling block crossed the patch during the negotiation period. Examination of ARC books by CBS auditors disclosed that there are several parcels of real estate belonging to the recording company because of its tangle of corporations; and these were placed on the debit side of the ledger. Further, CBS desired the full complement of shares in the ARC corporate state. Here again it was found that the waxwork does not own all the shares in Columbia Record Co., only those that at one time belonged to the Majestic Co.

Another bone of contention was the number of outstanding litigations in which the recording company was involved both as to artists, as in the case of Grace Moore, and song copyright disputes. Pointing to the *Wreck of the Old 97* litigation that Victor has been fighting for 12 years and the more recent controversy over the authorship of *Shortenin' Bread*, CBS demanded that the recording company stand good for its claim of copyright clearance for its catalog by having Consolidated Radio Artists, parent company, assume all financial obligations arising from such litigation for the next three years. These and many minor annoyances forced the auditors to advise CBS to call the whole thing off. They added the suggestion that it might be wiser for the network to build a recording plant of its own.

CAMDEN, N. J., Sept. 24.—After 12 years of litigation Victor Co. was forced to pay \$65,295 in royalties to David Graves George, 72-year-old Virginia mountaineer, for his authorship of *Wreck of the Old 97*. Claiming that he saw the actual wreck of the train in 1903, George was awarded royalties on basis of 5,000,000 records of the song by a Federal Circuit jury in 1933, which verdict was reversed by a Federal Circuit court of Appeals. This decision was in turn reversed by the Supreme Court, which brought the case back before Federal Judge John B. Avis. Later affirmed the judgment in favor of George, thus ending the long suit. Defendant contended that *The Prisoner's Song* on the reverse of the *Old 97* waxing was responsible rather than the train ballad for the disc's widespread sale.

No Soloists?

KANSAS CITY, Mo., Sept. 24.—Friday night marks the eighth anniversary of what Jimmy Dorsey describes as "one of the biggest disappointments of my life." Jimmy recalled here today. Auditioning at Janssen's Hofbrau, New York, with the possibility of a long-time run as a reward, the band was labeled a g. by the management because its members were not capable of solo work when not playing ensemble.

Jimmy grins now when he lists the personnel of that ork as including Gene Krupa, Bud Freeman, Joe Sullivan, Tommy Dorsey, Bunny Berigan, the late Dick McDonough and Jimmy himself.

Maybe Yet Music in the Hymie Moskowitz Manner

NEW YORK, Sept. 24.—While the lifting of band styles is legion in orkdom, the variations aren't limited to the syncopations. For those who can't get up this way to glide to the slide of Will Osborne at Glen Island Casino, word reaches here that starting Friday (23) Westwood Supper Club, Richmond, Va., will offer "The Slide and Glide Music of Grant Wood." But finesse par excellence comes from Cleveland, where Ducky Malvin makes the Cedar Country Club music. Crossing Sammy Kaye, the billing invites you to "Swing and Sway the Ducky Way."

Orks Corner KC AmusementMart

KANSAS CITY, Mo., Sept. 24.—Music activity reached a new high here this week with Jimmy Dorsey, Benny Goodman, Harlan Leonard, Louis Kuhn, Matt Bettin, Eldon Jones, Jimmy Grier and Red Blackburn in town.

Leonard, returning to the home grounds after a tour of the State, chalked up a sensationally fine \$325 gross on a solo Sunday night with 1,300 dancers at the Dreamland Ballroom for Negroes, tickets going at 25 cents a head. Benny Goodman's personal appearance helped the take, the swing maestro going to the dance from the Tower Theater, where he was headed for an all-time house record, all the more remarkable because he had an opposition four blocks away the fourth annual Jubilests with a host of stars of radio, screen and vaude.

Jimmy Grier's two days at the latter event were plenty disappointing to Lincoln G. Dickey, general manager, but the Dorsey solo a few nights later was adjudged the most successful night of the Jubilee celebration. Four college bands, Kuhn, Bettin, Jones and Blackburn, all professional units, were featured with Dorsey's clan in a "rhythm rodeo" which had the moppets out by the hundreds. It was Dorsey's debut in the Kayote corner.

Will H. Wittig, manager of the Pia-Mor Ballroom, is waiting for the Jubilee to end before he imports any big names. Ralph Webster and Shep Fields have been only bands to play the spot this fall. Both went big. Horace Heidt opens the Tower next week, same night that Orrin Tucker bows into the Pia-Mor, making for plenty of competition all the way around.

6 Grand for Lombardo

MONTREAL, Sept. 24.—Heaviest draw of the name attractions playing this season here, Guy Lombardo attracted 7,505 persons at the Forum Auditorium last Saturday. Capacity for the temple is 10,000. Box office was scaled at 75 cents, \$1 and \$1.50, latter for reserved seats, while spectators paid 50 cents per head. Show was spaced at one and a half hours for a band concert, with two and three-quarter hours held open for dancing. Approximately 4,500 jammed the arena's floor for the terp session. Box office registered about \$6,000 on the date.

Coy's 4C Oke for Double

SPOKANE, Wash., Sept. 24.—Gene Coy and his 11 Black Aces drew about 500 dancers last Wednesday and 800 Friday at Garden Dancing Palace here. Ducats scaled at 40 cents for gents and two bits for the ladies, with Manager George Harding realizing about \$400 for both sessions. "Coy drew very well here in spite of the fact that we had very little time to advertise the band," said Harding. "and his music met with the approval of the dancers."

HAVING COMPLETED a successful season at Clear Lake, Manitoba, Bill Winters returns for the second winter engagement at Hotel Saskatchewan, Regina, Sask., opening October 1.

Favoritism Charged by Pubs In Race for Higher Ratings

Santly-Joy, Broadway Music, Paul-Pioneer latest to appeal for revision of points—unfairness of some ratings bitterly scored

NEW YORK, Sept. 24.—American Society of Composers, Authors and Publishers was reminded once more (and for the nth time) this week of that perennial headache and perpetual source of dissatisfaction, the old availability rating bugaboo. This time three publishing houses descended upon the society's availability board to appeal for higher ratings than those they now enjoy (sic). Pubs were Santly-Joy-Select, Broadway Music and Paul-Pioneer. Appeals are now being considered with revision of the ratings to be made depending upon the decision of the board.

May I Have This Caper?

NEW YORK, Sept. 24.—Added to the already increasingly popular *Lambeth Walk* and the film-inspired *Yam* are three new pirouettes, *Cape Cod Capers*, *Palais Glide* and *Sista Para Toof*. First comes, naturally enough, from the Massachusetts summer resort, where inhabitants indulged in a novel quickstep enough to have it find its way here heralded as a new dance sensation. *Palais Glide*, another London import, will be introduced Tuesday (27) at St. Regis Hotel fall opening. *Sista Para Toof* is a dance of Swedish origin, and now boasts a song of the same title by Vincent Lopez and Bud Thayer, with Shapiro, Bernstein publishing. Title is adapted from the Swedish, meaning "last couple out."

On the other hand Metro-Goldwyn-Mayer is sponsoring a contest to "Bring Back the Waltz" in connection with *The Great Waltz*. Studio wants to overcome the menace to the film of jitterbugs and swing, hence the dance competition.

Hurricane Hurts T. Dorsey

NEW YORK, Sept. 24.—Tommy Dorsey ushered in the fall season at Roseland Ballroom Wednesday (21), but Jupe Pluvius, attended by hurricane trimmings, had other designs that night. As a result of the treacherous weather, dancing crowd was held down to a meager 800. With ducats at 99 cents for gents and 77 pennies for the fems, gate hardly hit \$700. However, Manager Lew Brecker wasn't hit too heavily, Dorsey returning part of his guarantee.

Only Canned Noise Taboo

MONTREAL, Sept. 24.—Since the tunes played at La Salle de Danse de Spot (Spot Dance Hall) were of flesh and blood origin, the disorderly conduct complaint charges laid against the temple were dismissed in court by Recorder Semple. Semple declared that since city-by-law involved in the legal proceedings (Article 1448 Section No. 4) makes no mention of an actual ork, the case was dismissed. The by-law prohibits only "canned" music being played in such a manner as to disturb the neighbors. Elsie Girard, manager of the ballroom, engaged Rene Tseberge to mouthpiece the trial.

The Mad Rushin'

HOLLYWOOD, Sept. 24.—"Maybe," says Leon Belasco, who turned in his baton for a movie career, "I am a mad Russian, but I'm sick of playing a fiddle and leading a band. I'm sick of staying only a couple of months or weeks in one place. I've done it all my life and now I want to settle down."

Assigned to a role in *Topper Takes a Trip*, Belasco mused further: "I don't expect to make much money acting, but at least I can stay put."

In the flicker Belasco will "stay put" in the part of a bellhop at a hotel on the French Riviera who is assigned to running down the ghost of Constance Bennett.

Appeals made in the normal manner are looked upon beneficently by ASCAP, but what proves embarrassing to the society is the habit many publishers have of pointing to certain palpable unfairnesses of availability rating when making their demands for upping of their own classification. The general inconsistencies of this type of publisher classification are no secret, but what is not universally known is that there are two, and at times three, firms who are always bitterly held up as examples by pubs endeavoring to have their rating raised.

These firms are Ager, Yellen and Bornstein; the erstwhile Donaldson, Douglas and Gumble combine which was incorporated into the recently founded firm of Bregman, Vocco and Conn; and, altho to a lesser extent, ABC Music, the Irving Berlin, Inc., subsid. In the order named these houses have an availability rating of 175, 200 and 100 points out of a possible 500. Santly-Joy-Select, one of those appealing, is listed at only 65. A breakdown of catalog value of these pubs would reveal a vast discrepancy, with Santly owning about 17 good availability songs and one excellent one, *Honeyuckle Rose*, to the not more than a half-a-dozen each of Ager, Yellen and the old D. D. & G. company.

Publishers seeking increased ratings charge favoritism in the assignation of these points due to Walter Douglas' connection with ASCAP at the time the firm of which he was a part received its rating, and because of the fraternal bond between Ben and Saul Bornstein, the former of Ager, Yellen and Bornstein, the latter of ASCAP's availability board. Embittered pubs also point to the Bornstein angle in referring to ABC's high rating, considering the value of its catalog and the fact that it is part of the Irving Berlin music interests, in which Saul Bornstein is a partner. These recriminations reappeared again last week in the appeals of two of the three firms asking for revision of their points.

More excitement and internal strife along these same lines is expected at the next ASCAP quarterly meeting. At the conclave last spring, Lou Diamond, head of Paramount's music interests, managed to up his company's rating to 475, and Jack Mills ran that of Mills Music to 450. In doing so, however, Diamond brought up the Donaldson, Douglas and Gumble matter so often that Louis Bornstein, head of Shapiro, Bernstein, and first vice-president of ASCAP, finally demanded to know why Diamond "picked on" the Douglas angle so much and why didn't he start to do likewise to him (Bornstein). Since the latter asked for it, Diamond intends to do just that at the next get-together, in a drive to have his firms receive an equal rating with that of S-B, which is 500 points. Mills is joining with Diamond in the ganging-up.

Famous Gets "Horn" Title

NEW YORK, Sept. 24.—Music Publishers' Protective Association put an end to Duke Ellington's plan to write a song based on the title *Young Man With a Horn*, from Dorothy Baker's novel about Bix Beiderbecke. Mills Music had registered the title several weeks ago but, according to MPPA rules, film songs have priority rights over independent composes, and when Paramount, thru Famous Music, listed the song, Ellington was forced to relinquish his claim to the title.

Philly Remote Fee Cut to \$3 Per Man

PHILADELPHIA, Sept. 24.—Stand-by fee of \$9 per man set by the musicians' local for network airings by remote bands, which went into effect Labor Day, was modified by the union's executive committee Wednesday (21). Charge was cut to \$3 per man, following a concerted howl by musicians and nitery ops alike on the original figure set by the price committee, which for all practical purposes meant elimination of network broadcasts from Philly.

Late spot proprietors haven't yet decided whether to pay the \$3 tap or not, but will definitely put up a fight to toss it out altogether. Especially vehement in the battle is Art Pasula, operator of Arcadia-International, who is particularly dependent upon web wires as a means of getting favorable figures on name bands.

RAY HERBECK gets the call at the Willows, Pittsburgh roadhouse, Dick (Hotcha) Gardner heading for the Midwest. Both bands handled by Frederick Bros.' Music Corp.

"The Smiling Maestro is on the Air."

REGGIE CHILDS

AND HIS ORCHESTRA

Now on a Personal Appearance Tour

Direction: CONSOLIDATED RADIO ARTISTS, INC., 30 Rockefeller Plaza, New York, N. Y.

LIONEL RAND

and his ORCHESTRA

★ Permanent Address
300 W. 49th St.,
New York City.

Orchestra Notes

By M. H. ORODENKER

The Dorsey Boys

THAT the Dorsey boys are at it again is hardly news any more . . . but this time it's their booking guardians with whom there is no peace. . . . Jimmy thinks he'll find more fertile fields with Music Corp. of America and is trying his darnedest to break away from Rockwell-O'Keefe . . . and for the very same reasons, and many more, frere Tommy would bust away from Music Corp. to sign with Tommy Rockwell's office. . . . Tommy is very much dissatisfied with the MCA direction and is quite outspoken about it, even crediting R-O-K for his Hotel New Yorker booking. . . . Dorsey's booking here started unfounded rumors that MCA was grabbing off the Hitz hotel account, the report being further exaggerated when Music Corp. set Little Jack Little into Hotel Roosevelt, New Orleans . . . latter location is operated by Seymour Weiss, who numbers Ralph Hitz among his closest friends . . . for the record, according to sources close to the Hitz hotel management, R-O-K is still the exclusive booking agent for that chain.

New York Bandstand

VAL OLMAN, with NAN WYNN for the svelte warbling, takes over the Belmont Plaza Hotel stand, ERNIE HOLST moving to El Morocco. . . . BOBBY MARTIN lights up La Conga again on the 6th, with RAMON RAMOS and OSCAR DE LA ROSA for rumba reliefs . . . night previous finds International Casino getting under way with LARRY CLINTON for the dancing and VINCENT TRAVERS for the show music. . . . DON REDMAN, now under JOE GLASER management, accounts for Savoy Ballroom stomping starting the 9th. . . . JAMES J. ATKINSON returns DICK GASPARE to Hotel Ambassador starting mid-month. . . . ARTIE SHAW gets the Hotel Lincoln call, coming in October 22. . . . Daily News Harvest Moon Ball champs go on tour, with ART LANDRY making the music.

Coast Clippings

RALPH WONDERS arrives in Hollywood this week to head the R-O-K branch on these shores . . . Office has added FAITH CARLTON and VIDO MUSSO to its band roster. . . . LEW PALMER, former drummer-vocalist with Jan Garber, rounding up a band of his own to be handled by IRWIN ZELTZNER. . . . CLYDE MCCOY set to dish out his sugar blues at the Palomar, Los Angeles, starting December 14, after putting in a couple weeks at Chicago's Trianon and Aragon dance palaces. . . . November 12 week brings RUDY VALLEE to the San Francisco Auto Show at a 12G figure.

The Southern Stands

GEORGE HALL takes in a three-weeker on the 8th at Claridge Hotel, Memphis. . . . SEGAR ELLIS bows out of Hotel Adolphus, Dallas, for four weeks at Sui Jean nitery, Galveston, Tex. . . . FRANKIE TROMBAR takes over the Adolphus stand the 13th. . . . THE GENTLEMEN OF RHYTHM, lingering in Peoria, Ill., until November 1 at Pere Marquette Hotel, return to New Orleans for the St. Charles Hotel. . . . BERNIE COLLINS locates at Tutwiler Hotel, Birmingham. . . . TINY BRADSHAW, after an extended Southern tour of clubs and ballrooms, takes to the theaters this week . . . teams with Mills Brothers, teeing off at the Orpheum, Memphis. . . . JOE ROBUCHAUX, "The Creole Maestro," took his band and a stage unit to Havana. . . . CAROLINA COTTON PICKERS, Wesley Jones fronting, play the Carolina tobacco marts, winding up their tour October 31 at the Trogan Dance, Shreveport, La. . . . other bands touring this territory include BERT D'ORSAY, DON SEAT and LOUIE ARMSTRONG, satchmo moving to Western stands for the November month.

Platter Chatter

MILDRED BAILEY grabs off the top position among Vocalion best sellers, with JOHNNY HODGES (Duke Ellington's sax star) a strong second. . . . TERRY ALLEN, who shares vocal honors with la Bailey in the Norvo Band, gets his own Vocalion label . . . eying the automatic music machine trade, Bluebird aims to cut in on the Decca monopoly and pads that label with stronger names. . . . PATS WALLER has been shifted to Bluebird from the six-bit Victor plates. . . . ARTIE SHAW has designs on busting away from that label, feeling he is going to be lost in the shuffle among all the swingers being taken on. . . . EDDIE DE LANOE and OLEN MILLER are the newest additions for those cuttings. . . . Vocalion re-issuing a couple Bix Beiderbecke and Louie Armstrong classics, while Victor is piecing together a Gershwin Memorial Album for its Red Seal label.

Gotham Gab

ARTIE SCHUTT, whose piano playing is best remembered with Red Nichols' Five Pennies, is getting together his own band. . . . ARTIE MICHAUD is doing the casting for Artie and will probably serve as his personal manager. . . . however, Michaud's prime concern is getting JACK TEAGARDEN started with his own band this winter and already has a Midwest hotel spot lined up to preem Paul Whiteman's trombone act. . . . GUY LOMBARDO returns to Roosevelt Hotel November 10. . . . FRANK DAILEY takes over the stand this week at his own Meadowbrook Country Club.

Notes Off the Cuff

LAWRENCE WELK bows out of Hotel Schroeder, Milwaukee, this week for his third return trip to William Penn Hotel, Pittsburgh . . . opening of DEL COURTNEY at the Radisson, Minneapolis, this week coincides with the hotel's invitation preview of its quarter-million redecoration and remodeling program. . . . CLAUDE HOPKINS plays the first October week at Hollywood Restaurant, Tonawanda, N. Y. . . . WILLIE BRYANT dropped his band to carry on as a solo emcee. . . . RITA RIO takes in a three-weeker starting October 21 at Moonlite Gardens, Saginaw, Mich. . . . and so we send our cuffs to the cleaners.

52d Street Wooing The Big Band Names

NEW YORK, Sept. 24.—Stimulated by the sensational big Count Basie is bringing to the Famous Door and keeping the same optic open for the coming World's Fair holiday-making, 52d street is casting a knowing eye on the bigger band names to hype its national rep as the nation's swing street. Rather than barrelhousers and jam crews, the dens along the row are shopping for established combos despite their cellar capacities.

While Basie hangs on until mid-January, follow-upper for the Famous Door will also be a big band of name caliber. Strong possibility that Lionel Hampton will preem a combo of his own here after Basie bows out. And it's quite likely that Hampton will take over Leonard Harlan's Kansas City crew for his own. Harlan toolied sax with the old Bennie Moten band that had Basie for the ivory thumping.

Mike Riley comes back to the street next month to debut a new spot, the Troc. The maestro has a 15 per cent interest in the den. Jack White, of 18 Club, has taken over the next-door basement and will light it up as the Band Box, with Eddie DeLange bringing in the swingopation. Hot Lips Page, sans his own band, is having his trumpet toolies featured at Onyx Club. Deal to bring Roy Eldridge into the Onyx fell thru, this ace bugler instead returning to the Three Deuces, Chicago. Yacht Club awaits the return of Fats Waller to these shores before lighting up the marquee.

Davis Hotel Bookings

NEW YORK, Sept. 24.—Meyer Davis, society maestro, has set the band-stand attractions in Washington for Hamilton Hotel, opening this week with Milton Davis, with Carl Tisen debuting October 1 at the Troika. Also has Walter Miller opening Thursday (29) at Copley Plaza Hotel, Boston, and contract extensions for the new season for Sammy Wilson to linger at the Coronado, St. Louis, and Skeeter Palmer at Seneca Hotel, Rochester, N. Y.



The BILTMORE BOYS and their ORCHESTRA

Currently 23d Week
LA SALLE HOTEL, Chicago,
Mgt. CONSOLIDATED RADIO ARTISTS, INC.

BILLY SWANSON and his MUSIC

Opening September 29
LOWRY HOTEL
St. Paul, Minn.
Mgt. CONSOLIDATED RADIO ARTISTS.

DEAN HUDSON

AND HIS Florida Clubmen from the fashionable BEVERLY HILLS COUNTRY CLUB

NEWPORT, KY.
VICTOR-BLUEBIRD RECORDING ARTISTS

COAST TO COAST—E. S. T.

SUNDAY: 12:00-12:30 A.M. WLW-WSAI and Red NBC.
MONDAY: 11:30-11:45 P.M. WLW.
TUESDAY: 10:00-10:30 P.M. WSAI.
WEDNESDAY: 11:30-12:00 Midnight. WLW.
THURSDAY: 12:00-12:30 A.M. WSAI and Red NBC.
FRIDAY: 12:45-1:00 A.M. WLW.
SATURDAY: 12:45-1:00 A.M. WLW.

PERSONAL MANAGEMENT:
GUS C. EDWARDS
First National Bank Bldg.,
Chicago, Ill.

BALLROOM & NIGHT CLUB OPERATORS

YOUR DANCERS DESERVE THE BEST

Try SUNSET DANCE WAX

None could be finer regardless of price. Goes twice as far, costs half as much as ordinary wax. No dust, no gum, no grit. Contains everything good for hard or soft wood Dance Floors. Cleans as it polishes! Used exclusively in America's finest dance spots, including beautiful Trianon Ballroom, Cleveland, O.

5 LB. DRUM	32c	LB.
10 " "	30c	"
25 " "	28c	"
50 " "	25c	"

F. O. B. FACTORY

TRY AT LEAST 5 LB. OR SEND FOR FREE SAMPLE.
Address
SUNSET DANCE WAX CO.
CARROLLTOWN, PA.

The Reviewing Stand

Joe Sanders

(Reviewed at Municipal Auditorium, Kansas City, Mo.)

ONE of the oldtimers, noted for his piano and vocal work with the once-famous Coon-Sanders Nighthawks, Joe Sanders carried on with his own ork, which he calls the Ducky Wuckies and which he leads from the keyboard in a manner leaving little to be desired.

As showmen few maestros can top Sanders. He's in the thick of things every minute, using a small hand microphone to announce numbers and requesting from his seat at the Steinway, working hard every minute, he uses an informal, folksy style to swell advantage. What's more, he and his boys act as if they enjoy their work.

The band is not easy to catalog. Depending almost 100 per cent on current pop tunes, Joe alternates on the vocal choruses with a brunet gal, Jane Kaye, who fills the job admirably. The band is danceable in a commercial way, neither swinging nor schmacking thru its library, and its showmanship rates high.

Instrumentation is regular, a feature being a tuba instead of the more orthodox bass fiddle. French horns are occasionally used for solo work. But it's Sanders' own unique and friendly emcee style which sets the unit apart from the others, musicians themselves staying in the background even when taking solos. Because of its showmanly attributes the Sanders aggregation looms as a more than likely bet for ballrooms, theaters and niteries; in fact, any place where a band is needed. Only the dipped-in-the-cotton swing fans won't like its offerings. *Dexter.*

Rita Rio

(Reviewed at Aragon Ballroom, Chicago)

ROUNDING out her second year fronting an all-fem aggregation split into the regular four-four-three instrumentation, Rita Rio has set herself up as a name to contend with in the hot orchestra world. Aside from having plenty on the ball from the showmanship angle, this outfit of weaker-sex livers can really deliver the goods from the business end of their instruments. Outstanding is Jane Sager, grooving a very mean trumpet. Gal is featured in several of the arrangements, tho sometimes too many, because she beats her chops to a point where those high notes just won't come out on occasion. Skin-tapper Maxine Bensing gets away on some solid stuff also, beating the hides with a verve and well-timed tempo that puts some of her male brethren to shame.

Effect of band as a whole is pleasing to the dance-hounds, but requires plenty of juice on the p-a. system to bring out the reeds on the softer toned sweet swing numbers. It's a swing outfit essentially but with a generous spicing of waltzes and some rumbas. Rita handles the song department and, altho her vocal work is not technically good, her showmanship takes care of that shortcoming. A torrid brunet, she gyrates all over the place much on the order of the Ray Hutton, instills a lot of hip work into her rhythmic motions and generally makes a sock appearance aided by a well-stocked wardrobe.

Humphrey.

Johnny Long

(Reviewed at Bill Green's Casino, Pittsburgh)

ONE of the youngest bands to play Pitt's brightest niter, Johnny Long's toe-ticking 13 sound as tho they are headed for big time. A protege of Hal Kemp ever since the latter left the University of North Carolina campus while Long was a yearling at near-by Duke University, Long is aiming to create a style geared to the Kempian sub-tone clarinet.

Long personalizes his crew with announcing and wide smiles and alternates his fronting between the baton and left-handed fiddling. Singing is divided be-

tween trumpeter Jack Edmondson and saxer Paul Harmon and a comely fem decoration, Lila Dean. Instrumentation includes four sax, three brass and four rhythm. Average age of personnel about 23. Long has kept the combo practically intact since starting out as Duke freshmen. *Frank.*

Phil Harris

(Reviewed at Turnpike Casino, Lincoln, Neb.)

THE Phil Harris entourage, lamming for solo stand that set a high box-office score. Appearance was the first big tep session since school opened, and most of the college kids have been starving for a send-off while stilled during vacation in their smaller hometowns.

Band is not one of superlative style, rather trying to play music the way the crowd likes it. And they were all well satisfied here. Make-up totals 15 (six brass, four sax, five rhythm). Playing is loud enough to be heard, yet has a soft quality that soothes rather than excites.

Harris spends more time with the mike than the baton and scores solidly with Bert Williamsish vocal niceties, especially the novelty number that finally declares truce on the Civil War by musically melting Dixie and Yankee Doodle. Tenor sax man Earl Evans pops up occasionally for a vocal and is tenor all the way. And nice, too. Always noted for attractive restrumenting when it comes to selection of ladies, Harris has a trim looker in Ruth Robin, who sings as well as she looks.

Band plays a good dance session, keeps something going on all the time and the dancers can hoof until they wear out. Selections are tied together with rhythmic piano interludes which carry on the stepping if the boys and girls don't want to let go their holds. *Oldfeld.*

Al Cooper and His Sultans of Swing

(Reviewed at Kit Kat Club, New York)

AFTER a long tenure at Harlem's Savoy Ballroom, Al Cooper and his erstwhile Savoy Sultans opened the fall season at Kit Kat Club, smart east side niter. Now known as Sultans of Swing for a four-week run, prior to Jimmie Lunceford's taking over October 20.

Nine-man group (including Cooper) is only an average band of septa rhythm dispensers. Make-up is three sax, two trumpets and four rhythm, and neither individually nor enemble do they produce anything to cause dancing in the streets, or anywhere else, for that matter. On this trip there wasn't one solo ride worth the trouble it took the soloist to stand up and deliver it, and only in one or two sock choruses was there any inkling of the type and quality of swing as it is known today.

Cooper, who plays sax—no one fronts the band—is working on what he chooses to call "jump rhythm," applying it only to the stomperos which the ork features. The most intent listening, however, failed to detect anything appreciably rhythmically different in the arrangements on the fast stuff. Sultans go in mostly for killers, many of them like *Gate, Looney and Jump Steady* of their own authorship, and they rely on too much swaying and shouting to put them over rather than on any real swing musicianship. Standards and pops are undistinguished, tho they make acceptable background for dancing. Cooper and Jack Chapman, guitarist, collab on the orchestrations. Grachan Moncur, bass player, vocalizes an occasional number.

Appearance is all right, boys dressed in colorful red jackets, and their enthusiasm and lack of slipshod endeavor is commendable. But it takes more than enthusiasm and pep to make a true swing aggregation. *Richman.*

Paul Moorhead

(Reviewed at Pla-Mor Ballroom, Lincoln, Neb.)

THIS band has been confined to a circle of Midwestern States for the past two years and still goes best when one-nighting in known stands. Not too swingy, not too sweet, music is very danceable and pleasant on the ear for listening. Moorhead features himself on trumpet, which he handles masterfully. Boys get by without any femme decora-

Sheet-Music Leaders

(For Week Ending September 24)

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

Position	Last Wk.	This Wk.
2	1	I've Got a Pocketful of Dreams
1	2	Alexander's Ragtime Band
3	3	A-Ticket A-Tasket
7	4	I've Got a Date With a Dream
4	5	When Mother Nature Sings Her Lullaby
5	6	Now It Can Be Told
6	7	So Help Me
10	8	Change Partners
9	9	Music, Maestro, Please
11	10	There's a Faraway Look in Your Eyes
13	11	Small Fry
8	12	You Go to My Head
12	13	I'm Gonna Lock My Heart
14	14	Stop Beatin' Round the Mulberry Bush
15	15	What Goes On Here?

Off the Records

By M. H. ORODENKER

Kosty Conducts

FORMERLY reserved to buyers of an entire album, Brunswick now brings back the ANDRE KOSTELANETZ recordings one at a time. It's a faithful reproduction of his familiar air offerings, geared for listening and swell-sounding, his whimsical and fanciful interpretations of *Hugle Cell Rag* and *Turkey in the Straw*. LEITH STEVENS, also air-minded and steeped in the CBS Swing Session traditions, offers a rhythmic kick on *Vocallon* in his instrumental *12th Street Rag* and *Love's Old Sweet Song*.

Among the other air favorites whose following counts for crowded dance floors where the sweeter style is most desired, Brunswick boasts dandy doubles by KAY KYSER for *When I Go a-Dreamin'* and *When a Prince of a Fella Meets a Cinderella*; JAN GARDNER couples *That Week in Paris* and *A Mist Is Over the Moon* from the *Lady Objects* flicker, and HORACE HEIDT dips into the standards with instrumental foxtrotology for *School Days* plattermated with a choral production for the familiar French folk ditty, *Alosette*. On the Victor listings SAMMY KAYE cuts two niceties in this order from *Youth Takes a Fling* photo, *For the First Time* and *Heigh-Ho, the Merry-O*. GRAY GORDON interprets the same songs in his highly danceable "tick-tock" style for Bluebird.

(See OFF THE RECORD on page 70)

Donaldson's Silver Anni

NEW YORK, Sept. 24.—Walter Donaldson next month celebrates the 23th anniversary of his entrance into the songwriting business. And he's celebrating the event with a display of the prolific tune scribbling which has marked his quarter of a century as one of Tin Pan Alley's leading figures. At the moment he has two numbers placed with Bregman, Vocco & Conn; two with Witmark and one with Harms.

Thanks to the Mighty Organ

PITTSBURGH, Sept. 24.—Couple months ago Johnny Duffy was hired as noon-day organist by Reymers' Oliver Building restaurant in an attempt to revive dwindling lunch business. Scheme succeeded so well Reymers' has built a band around their solo pump piper.

JARNEY RAPP plays Palais Royale Ballroom, South Bend, Ind., October 2 and Rainbow Gardens, Freemont, O., October 9. Blue Barron set for both stands October 22 and 23, respectively.

Needs the trimming of an expert tailor for a classier setting as the only off-side improvement. Present set-up strictly for ballrooms. *Oldfeld.*

Double Tune-Talk

NEW YORK, Sept. 24.—Frank Kelton has had to do a bit of explaining lately because of a slight tactical error on the part of the printer who does the work for his firm, Exclusive Music. Due to a couple of printing plates doing a nip-up or something, singers and band leaders were a bit confused when they picked up a professional copy of *There's Something About an Old Love*, Will Hudson's number, and found that when they modulated to page two they were in the midst of the firm's *La De Doody Do*.

It devolved upon Kelton, as general manager, to alibi himself out of the assumption that he was trying to make two plugs grow where only one grew before. The matter (and the printer) is now adjusted, and one can find out what there is about an old love without interruption.

Music Items

"Pipers Son" for Sentimental Tom

TOMMY DORSEY introduces a number on his air show this week which looks as tho it were written for him alone. Called *Tom, Tom, the Piper's Son*, and penned by Vic Knight and Bud Green, the lyric relates the rise of a small-town boy from the local band to "the most famous trombone man in the land." . . . *My Heart Went Walking* is the title of a still unpublished song Harry Rose is singing at the Queen's Terrace, Jackson Heights, L. I. It was written by the manager of a Broadway motion picture Emporium. . . . The most successful numbers of the past decade, selected on the basis of sales, will be played as a special feature of the Professional Music Men's benefit dance at the Manhattan Opera House, New York, October 9. Dausapation will be handled by six of the country's better known bands. . . . Robert Katscher, Viennese composer, best known for his *When Day Is Done* of some years ago, is in New York and plans to become a U. S. citizen. His latest songs are a part of the musical that opened this week in New York, *You Never Know*; Cole Porter did the rest of the score.

ALL the tunes written by Count Basie will henceforth be published by Bregman, Vocco and Conn. . . . Jack Robbins arrives in Hollywood Thursday (29). . . . Chick Kardals, Max Chamitov, pianist with Joe Marsala, and Ed Felton, host of the Hickory House, Marsala's New York stronghold, are responsible for *Jitterbug Swing*. . . . Mary Schaeffer, composer, is in a hospital in Port Chester, N. Y., recovering from a serious automobile accident. . . . RKO's publicity department is plugging Irving Berlin's *The Yarn*, from the *Astaire-Rogers* *Casablanca* pic, by presenting newspapers and trade critics with a musical potato, or yam, or, if technicalities are insisted upon, an ocarina. . . . The Warner story starring Clyde McCoy features the Clarence Williams' tunes, *Sugar Blues* and *I've Found a New Baby*, making the third time the former has found its way into a Vitaphone subject.

Attractive

DANCE

ORCHESTRA

POSTERS

AND CARDS

3 and 4 COLOR

Oh! Hey! They're Knockouts! Newest Orchestra Designs; Four Flaky Colors; 200 14x22 Window Cards; 20.00; 1,000 Paper, same; \$14.00; 9 1/2 x 22 in. Cards; 20.00; \$4.50; 1,000 Paper, same; \$12.00. Cash with order. Special Bills engaged to order \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

CENTRAL SHOW PRINTING CO.

MASON CITY, IA.

ATTENTION SINGERS

Original Lyric Arrangements for both Standard and Hit Songs. Also Original Music if desired. New arranging for two leading Girl's Trios and one of America's outstanding Ballad Singers.

P. O. Box 993, MEMPHIS, TENN.

For Additional Band Reviews

Turn to the review section of the Night Club-Vaudeville Department for additional reviews of bands playing vaude houses, niteries and hotels.

Stage Whispers

Richard Watts Jr., back from a tour of the troubled areas of Spain and China, resumed his column in *The Herald-Tribune* September 11 and turned out a honey. His first paragraph is particularly fine. . . . Robert Evans, head of the dramatic school bearing his name, plans try-outs of new plays for Broadway producers in the 200-seat little theater he has opened in connection with the school.

There is a chance that Elsie Janis, "sweetheart of the AEF" during the war, will come out of retirement to appear for the Brothers Krimsky in *The Orchid*, the musical with book by Robert Nathan, poet and novelist. Miss Janis retired in 1930, and a year or so ago announced that she was giving practically all her worldly goods to charity. . . . Another returning trouper (who by no means a retired trouper in this case) is Helen Westley, that grand old lady of the Theater Guild, who has ended a too-long Hollywood sojourn to come east and talk with George Abbott about the possibility of appearing in that maestro's *Primrose Path*. . . . Another returning Hollywoodite is Henry Dankell, who made such a sensational impression in *Kind Lady* and who has been wasted in films ever since. He will play the male lead in *Generals Need Beds*, the play about the Revolution in which Ina Claire will star. The play, specifically, is about that young Colonial matron who shared the rigors of the war with Lord Howe, and who took up more of his time and attention than did his army. Daniell will play Lord Howe. . . . A. M. Woods, the indefatigable, threatens to appear again on the Broadway scene. He's not sure of the play yet, but it might turn out to be *The Unusual Three*. In any case, rehearsals of whatever it is are supposed to start in about three weeks. . . . Harold Kline and Delyce Deering, both with experience of the manners and customs of major film firms, have opened a legit producing office and announce that they will do three shows. The first will be a musical called *Why Not Now?*, with book and lyrics by Harry du Prec, and casting is going on at their office, 1674 Broadway. Concerning the other two shows they still have open minds.

That almost mythical Valhalla, the road (concerning which a visitor at the American Theater Council's convention might have heard a word or two), doesn't seem to be as badly off as its sorrowing medics would have us believe. At any rate, the combined forces of the Theater Guild and the American Theater Society, which pool their subscription lists in five cities, aren't exactly tearing their hair. In each of the five cities, it appears, the subscriptions are well ahead of last year at the same time; and representatives of the organizations, going into facts and figures, offer definite proof. Chicago has 12,123 subscribers, as against 11,696 last year; Boston, 8,060 as against 7,449; Philadelphia, 5,496 as against 4,370; Washington, 4,971 as against 3,103; and Pittsburgh 3,448 as against 2,804. That hardly looks like the death of the road. . . . The Jitney Players don't believe in the reported demise, either. They're rehearsing for their regular cross-country tour and have even added a fourth play to their repertory—Maxwell Anderson's *Both Your Houses*. . . . And that perennial theatrical bloom, Blossom Time, will be seen once more, this time at the Newark Mosque, starting October 3, with a cast headed by Everett Marshall and Mary McCoy. . . . The latest addition to what used to be New York's subway circuit, starting Tuesday (27), will be the Shubert Theater, Brooklyn, which returns to legit with Dorothy Mackall in *Personal Appearance*, with Harry and Al Macker operating the house and Nicholas Cosentino supervising productions.

N'Orleans FTP Opens

NEW ORLEANS, Sept. 24.—In inaugurating its 1938-'39 season the local unit of the Federal Theater Project presented a fairly satisfactory interpretation of C. L. Anthony's *Autumn Crocus* before a jammed house at the Federal Playhouse on Tulane avenue. Good lighting effects, plus nice direction by Edward Dillon and a fine portrayal of the kindly innkeeper by Norman Sherry, left a good taste in the mouths of the first-nighters.

Summer Theater Reviews

"The Nutmeg Tree"

(Stillington Hall)

GLOUCESTER, MASS.

Comedy by Margery Sharp, from her book of the same name. Directed by Frederic DeCordova. Settings by Otis Riggs Jr. Presented by Leslie Buswell. Cast: Mary Sargent, Vilet Besson, Kay Dibbs, Waldemar Wysocki, Lydia Fuller, Ralf Nash, Leslie Buswell, Anthony Ross, Ethel Morrison, Lillian Truesdale, Madeline Barr, Lauren Gilbert, Bettina Roper. Tree needs an expert trim job. It's at least 30 minutes too long.

The comedy contains an actress, a trapeze act family, a handsome good-time Charlie, a priggish daughter, a common-sense domestic, a sophisticated English title holder, a snooty upper-crust dame—roles which can become immensely comical—and serious.

Sargent is the actress-mother who goes from one man to the other and is hated by her daughter, Lillian Truesdale. Matters right themselves. Buswell, as the Englishman, looks on the good side of Sargent and wins her away from Ross, head of the trapeze family.

North Shore carriage trade planted \$3.90 per to see the play, the debuter of Stillington Hall, a music room wing of Buswell's exclusive estate at Gloucester. Seats 200.

Brock Pemberton has an interest in *Tree*. Sidney J. Paine.

"Soubrette"

(Ogunquit Playhouse)

OGUNQUIT, ME.

Comedy by Jacques Deval. Directed and presented by Walter Hartwig. Sets by Johannes Larsen.

Cast: Elsie Argal, Donald Cook, Carl Benton Reid, William Sweetland, Damian O'Flynn, Horace Sinclair, Irene Tedrow, Doris Day, Daisy Atherton, Leila Ernst, Helen Salinger.

The Hartwig presentation is labeled for Broadway immediately. So finished was it that the reversal of a straw-hat procedure was apparent—that is, a Broadway play gone straw hat. Deval is adapting the play for Paramount, with Olympe Bradna in top role. Deval restricts it for Broadway consumption unless his frau (Argal) is starred.

Miss Argal is an exquisite French creature and brings understanding to her part, that of a considerate and inventive French damsel who crosses the pond with her American husband (Donald Cook) only to find that the financial structure of the in-laws has been catapulted to Hades. In order to ease matters and allow the family to resume its credit thru the re-engagement of Cook to the daughter of another wealthy family (Leila Ernst) Miss Argal poses as a French maid.

Situations are click, and the third act is a humdinger. The French maid is infatigating, and the family, now on its way back to wealth, with Reid being awarded freighter equipment contracts as a result of Cook's engagement, can't seem to fathom the situation.

Of all new plays seen this summer this reviewer spikes this one as tops. Sidney J. Paine.

"Snow Train"

(Ogunquit Playhouse)

OGUNQUIT, ME.

Comedy meller by Edward Childs Carpenter. Directed and presented by Walter Hartwig. Sets by Johannes Larsen.

Cast: Donald Cook, Dorahe Burgess, Irene Tedrow, Doris Day, Carl Benton Reid, Virginia Learned, Irina Alexander, Richard Rauber, William Sweetland, Damian O'Flynn, Tony Bickley.

Meller, dealing with gals running away from run-away boy friends who plugged a jeweler, is written in the best of underworld lingo, with situations and business quite plausible. Opening scene, however, needs sizable pruning. The climax, too, is overboard. Otherwise the piece shapes up as a palatable Stiem turn.

Burgess and Day, roommates, Gotham models in the daytime and goldiggers after twilight, get enmeshed with boy friends who turn out to be unsavory characters. Things have turned hot for the gals, so they scam out of New York for an inn over the line in Connecticut.

Rauber remembers that Burgess mentioned such a spot one time. So after the jewelry robbery he and his two lieutenants, Sweetland and O'Flynn, take advantage of a snow-train for their scam act. A limb of the law trails them to the spot, duped up as a sking fan.

Sweetland, as the brains of the trio, sizes up Bickley, the copper, and before

the cop's plan works, in league with the dames and Cook, the underworld boys stick up the cop and shanghai him upstairs. A roaring blizzard keeps them from making another get-away. But Burgess' playing O'Flynn against the raging Rauber for her hand gets the pair into a tussle and before you know it the three crooks are mopped up.

Day, allergic to men, goes for the cop, and Burgess falls for Cook. Love is interpersed here and there while the cops and robbers game subsides momentarily. A good comedy meller.

Sidney J. Paine.

From Out Front

By EUGENE BURR

That sane, logical and amazingly fair-minded drama commentator, Brooks Atkinson, of *The Times*, is so generally in the right, even when you disagree with him, that it comes as a bit of a shock to discover the possibilities of justifiable disagreement in a Sunday column he did recently for his reverend sheet. It is a discussion of art and politics and, while it is perfectly true that the conclusions at which Mr. Atkinson arrives are, like all conclusions honored by his presence, irrefutable and excellent, there are a couple of overtones en route that seem worth at least a little discussion.

The conclusion—"it is his (the artist's) job to minister unto the whole man, not merely to a political being, and the subject of man in conflict with or in pursuit of his destiny involves a great many things that cannot be bought, sold or legislated"—cannot successfully be denied. Certainly this corner, which thinks it a clear and illuminating statement of an absolute fact, would never think of denying it. It is only regarding some of the statements leading up to it that there may be a modicum of doubt.

Mr. Atkinson enunciates his theme at the start: "In a world that is furiously aroused over fundamental political views every art must be more or less politically minded." The "must" offers an immediate point of denial—and there is the additional question of whether an art that becomes fundamentally politically minded discards, in the same ratio, its claims to be considered an art.

In the same vein Mr. Atkinson, speaking of the artist, says: "Being principally interested in the life of man, he cannot be indifferent to politics." If we take "the life of man" in the surface sense in which politics becomes an integral, basic and important ingredient, it would be pretty hard to prove, I'm afraid, that the true artist is principally interested in it; that he is more or less interested, according to the bases of his art, no one could deny.

On the other hand, if we take "the life of man" in the larger and wider sense in which it undoubtedly becomes the principal interest of the artist, one could just as logically say that, because of that interest, the artist cannot be indifferent to the ravages of cancer or to drunkenness or mustache-growing or theatergoing. Of course, he's not indifferent to them; but that lack of indifference presupposes no inclination, desire, duty or necessity to use them in his art.

Mr. Atkinson draws a conclusion. "In consequence," he says, "the man of letters is being frequently drawn in" (to politics). That the man of letters is being frequently drawn in during these days of the world's madness no one could possibly deny. He is, for that matter, frequently the not invariably drawn into the crazy whirl of drunkenness or mustache-growing or theatergoing. But the point is this: he's drawn in as just another member of the so-called human race and not necessarily in his capacity as an artist.

Mr. Atkinson thereupon cites instances of artists who actually were drawn into the political whirl—but certain of the examples are highly misleading, for in by no means all of the instances did the man's political life have even a nodding acquaintance with his artistic life, at least in the latter's presently remembered and truly artistic results. Take the cases of Milton, Sheridan and Yeats, all cited by Mr. Atkinson; there seems to be little or no political bias or proselytizing in *The Rivals* or *Jannet* or even *Paradise Lost*, despite the far-fetched political analogies that benighted and fusty-minded commentators have claimed to find in the last named. As for Ibsen (another who is cited) he was an artist despite, not because of, his absorption in social and political themes; the outworn themes date his plays, and it was only when he rose above them and entered the field of fundamental rather than current human relationships that he became timeless. As for Shaw, another of Mr. Atkinson's examples, I fail to recognize the artistic stature of an ego-wracked intellectual mountebank.

It is perfectly true, as Mr. Atkinson claims, that the artist must fight—and fight hard and effectively—against the limitations imposed by a totalitarian state. But it is the artist as a man who engages in the fight, not the man in his function as artist. Furthermore, it will not be art that he produces while he is so engaged. Some of Mr. Atkinson's own examples prove the point.

A bit later, to justify the fight, Mr. Atkinson says with indisputable truth: "When the artist becomes the servant of the State he must retire as the high priest of the life of man, most of which lies outside the province of the State and politics." Of course; but by fighting against the State's encroachment the artist merely becomes the State's inverse or reversed servant. He becomes as much a part of the State (in his intellectual, spiritual and fundamental life) as those who write to aid it, and so, willy-nilly, he must share their fated retirement from the high priesthood of the life of man.

By fighting the State he essentially enters into it—just as diabolists, worshipping the devil in their revolt, unconsciously but essentially acknowledge the overlordship of God.

The artist, of course, must fight against all totalitarian encroachment; he must fight against it for his very existence as an artist. But if he decides (as he should) to use his work in that fight he will be perpetrating propaganda rather than art.

Some, of course, manage to remain artists even in the heat of battle; but they are in the pitiful minority. They manage to make their propaganda subservient to their art, fitting it into its proper place in the life of man—which is really a very small place, unless we judge by the standards of death rather than those of universal life. By so doing they make their propaganda an integral and honest part of their art itself. But few have been able to do this. In effect most fighters have chosen propaganda rather than art, since they were unable to fuse the two.

There is nothing wrong—there is, in fact, everything right—in so doing. But after he has made his choice the artist has no right to make for his propaganda any high artistic claims. And he most certainly has no right to judge pure art according to the tenets of his propaganda or to insist that his conception of propaganda is the only basis of art.

With these statements I am sure Mr. Atkinson would agree. It wasn't his article, but rather the theories that might falsely be built around certain statements in it, that prompted this column.

**46TH STREET
HELLZAPOPPIN**

Beginning Thursday Evening, Sept. 22, 1938

A revue with music and lyrics by Sammy Cain and Charles Tobias, Earl Robinson and Alfred Hayes, Paul Mann and Stephen Weiss, Director, Dennis Murray. Scenery and costumes uncredited. Dances directed by Robert Alton and Marjorie Fielding. Musical supervisor, Harold Stern. Stage manager, Milton Stern. Press agent, C. P. Greneker. Presented by Olsen and Johnson (in association with Lee Shubert).

PRINCIPALS—Ole Olsen, Chic Johnson, Dewey Barto, George Mann, the Radio Rogues (Jimmy Hollywood, Eddie Bartell and Sidney Clayton), Hal Sherman, Ray Kinney and the Aloha Maids, Betty Maye and Beverly Crane, the Charloters, Theo Hardeen, Walter Nilsson, the Starlings, Bonnie and Mel Reed, Shirley Wayne, Whitey's Steppers, Bergh and Moors, Roberta and Ray, Billy Adams, Dorothy Thomas, Sidney Gibson, Bobby Barry, Sidney Dean, J. C. Olsen, John Callahan, Mary Sutherland, Joe Wong and Henry Howe.

ENSEMBLE—Phyllis McBride, Helen Felix, Claire Kaktin, Evelyn Deffen, Mary Barth, Dorothy Thomas, Peggy Regan, Virginia Collins, Sally Bond, Evelyn Albright, Kay Wilson, Margaret Bacon, Diven, Greenwood, Blanche Post, Elaine Caruso, Naomi Libby, Madeline O'Hara, Karl Lynn, Phyllis Lake, Evelyn Laurie, Jean Beryl, Regina Lewis, Marjorie Conrad, Renee Havel, Margie Young, Adolph Gudel, William Chandler, Philip Johnson, George Miller, Fuzzy Lantz, Frank Sheppard.

Ole Olsen and Chic Johnson are crazy enough not to mind my saying that they were the idols of the neolithic age, before there was any need to write reviews of them. And they've remained high favorites ever since. Their particular brand of unmodified insanity turns an entire theater into a comic pandemonium, with loozers popping up in the aisles, in the boxes and practically under the seats, with even the players seemingly unable to predict just what's coming next, and with noise and movement and hilarity and howls making the playhouse a sort of isolated New Year's Eve celebration. There may have been one or two low comedians in the history of the stage funnier than Olsen and Johnson (I do doubt it), but there have certainly been none louder.

In any case the zany pair made their first sortie into the field that is sometimes laughingly referred to as the legitimate on Thursday night at the 46th Street Theater under their own auspices. You can, however, credit Lee Shubert with an assist. He caught them in vaudeville last month and the present engagement is the result. It seems to be a good thing for all concerned, for a large audience on second night howled almost as loudly as the show—which is quite a lot of howling. As for your reporter, he was rolling in the aisles all evening, in among all the other stogees.

There is no doubt (far from it) that the comedy of Olsen and Johnson is of the brand called "low"; but that that is anything against it is a matter beyond my determination. Low comedy of a topnotch sort such as theirs is certainly better than merely fair high comedy, and there was a guy named Shakespeare once who wrote low comedy almost as gasty as Olsen and Johnson's. The lads at the 46th Street do don't seem to have heard of him; if they had they'd have put him in the show. They managed to ring in practically everything else.

They've built their revue—*Hellzapoppin* they call it with much justice—around their vaudeville unit, with little special material added. Sets and costumes seem to have come from the warehouse, and the supporting artists, a long and hard-hitting line-up of them, have

**New Plays on Broadway
Reviewed by Eugene Burr**

come from vaudeville. Whenever the show does venture into a production number it sticks rigidly to the old-line revue formula, now looked down upon by all the town's careful sophisticates. And the result is a complete vindication of vaudeville and old-line revues.

Olsen and Johnson, of course, are the nucleus and the spark plug of the show—but the typical vaudeville line-up that supports them came thru with a long succession of smashing show-stops and gave the hilarious customers more real out-and-out entertainment than they've had at a revue in quite a while. Among the individual socks were the Charloters, four colored boys who sing thru a mike and create greater effect than you'd think any quartet could possibly create; the Radio Rogues, that fine standard vaudeville turn whose vocal impersonations are uncannily accurate and whose routine is hilariously effective; Hal Sherman, that wistfully beligerent dancing droll whose presence would have been a blessing to any number of musicals in the past few years; Barto and Mann, an ill-assorted duo whose sock routines of knockabout dancing and comedy have long been a high point in vaude; Ray Kinney and the Aloha Maids, whose sinuous Hawaiian weaving is a complete delight, and Walter Nilsson, an amazing cyclist of what was once the two-a-day.

When it is reported that each of the above-mentioned acts scored a full, solid and enthusiastic show-stop you can see what I meant when I said that *Hellzapoppin* completely vindicates vaudeville and the old-line revue. There's more solid amusement in it than in a season full of sticky sophisticated musical anemias.

Production numbers, naturally enough, are far from elaborate, but they are highly effective in their own unobtrusive way. Best of the lot is one that features the lovely ballet work of the Crane Sisters, and another in which six of the chorus kids actually manage to go thru a unicycle routine—and a good unicycle routine too.

It's quite probable that the careful intellectuals who infest Times Square will sniff aristocratically at *Hellzapoppin*. That's understandable, of course, since the show merely manages to offer entertainment. But entertainment is enough for me.

WINTER GARDEN

Beginning Wednesday Evening, Sept. 21, 1938

YOU NEVER KNOW

A musical comedy with music by Cole Porter and Robert Katzner and lyrics by Cole Porter and Rowland Leigh. Book adapted by Rowland Leigh from the play by Siegfried Ceyer. Additional songs by Edwin Gilbert and Alex Fogarty and by Dana Suesse. Directed by Rowland Leigh. Dances directed by Robert Alton. Settings designed by Albert Johnson and Watson Barratt. Built by Nolan Bros. and painted by Manhattan Scenic and Designing Studios. Costumes by Jenkins Gowns, Wilma Gowns, Veronica Stage Costumes, Brooks Costumes and Charles Le Maire. Stage managers, Fred Small and Jack Bell. Press agents, C. P. Greneker and Samuel J. Friedman. Orchestration by Hans Spialek. Additional orchestration by Claude Austin, Maurice de Packh, Minell Salta and Don Walker. Orchestra directed by John McManus. Presented by Messrs. Shubert, in association with John Shubert.

CAST—Clifton Webb, Rex O'Malley, Eddie Gale, Toby Wing, Lupe Velez, Charles Kemper, Libby Holman, Roger Stearns, Wesley Bender, Dan Hardeen, Truman Galge, Ray Dennis, Jean Morehead.

THE DEBONAIRS: Edwin Gale, Buddy Hertelle, Harold Murray, Paul Pierce, Harold Voeth and Jack Voeth.

SHOWGIRLS: Cynthia Cavanaugh, Dorothy Compton, Jacqueline Dahlin, Virginia Daly, Natasha Dana, Barbara Elliott, Tikle Getzo, Chris Gustafson, Billie Hill, Helen Hudson, Alice McWhorter, Mildred Taylor, Lee Stephenson, Arlene Stone, Ellen Taylor.

DANCERS: Joanna Allen, Helen Bennett, Marion Broske, Mary Ann Carr, Louise De Forrest, Enes Early, Helen Ecklund, Grace Gilern, Irene Kelly, Edith Lambot, Mary Ann O'Brien, Mildred Ramey.

BOYS: Wesley Bender, Ray Dennis, Jack Richards, Gus Schirmer Jr., Robert Smith.

The Entire Action of the Play Takes Place One Summer's Evening. ACT I—Scene 1: Baron de Romer's Home, Paris. Scene 2: Madame Baitin's Boudoir. Scene 3: The Foyer of the Club Ball. Scene 4: The Club Ball. Scene 5: Baron de Romer's Home. Scene 6: Outside Mme. Baitin's House. Scene 7: Baron de Romer's Home. ACT II—Scene 1: A Swimming Pool Adjoining Baron de Romer's. Scene 2: Care de Lyon. Scene 3: Outside Mme. Baitin's House. Scene 4: Baron de Romer's Home.

On Thursday night the Messrs. Shubert (in specially announced but really quite natural association with J. J.'s son John) brought a piece called *You Never Know* to the Winter Garden, a move explicable only as the quickest possible means of scotching a rumor that the house was to be turned into a cabaret. *You Never Know* has been in the works for quite a while; when it originally bowed to Broadway at the Empire Theater some eight or nine years ago it was a straight play known as *Candlelight*, and boasted Gertrude Lawrence, Leslie Howard and Gertrude Owen in its cast; its present musical incarnation was written by Cole Porter, the several collaborators of various sorts have cropped up in the months between; and last season, with Clifton Webb, Lupe Velez and Libby Holman heading its cast, it played extensively on the road. If it weren't that the recent American Theater Council convention had urged so movingly that the road be shown all due consideration I'd have suggested that it should have stayed there. In any case, it explains a lot of the convention's complaints concerning bad conditions out of town.

For even in its original Broadway version *You Never Know* (or *Candlelight*, as it was then known) was never any great shakes; a would-be sophisticated little mid-European comedy, it blathered gayly but meaninglessly thru an evening that was bolstered only by the presence of the three leading players. Now, fitted out with a book into which Rowland Leigh evidently dumped every stale gag in the Shubert warehouse, with tunes that Mr. Porter must have tossed off listlessly in a moment of ennui, and with the somewhat doubtful services of Mr. Webb, the Misses Velez and Holman and various others, it emerges as a large but completely boring tunefest, hardly worth the paper on which its orchestrations were written. There are a couple of nice numbers, a few engaging moments contributed by specialties added at the eleventh hour, and nothing else.

The story, such as it is, will hardly be remembered even by those who saw *Candlelight*. It concerns the butler of a philanthropic baron who goes philandering on his own account in his master's clothes and apartment while the baron is busy with his own new inamorata. The lady with whom the butler chooses to tilt upon the tufted fields of love is really the baron's lady's lady's-maid (it's not as complicated as it sounds) and, while she thinks him the baron, he thinks her her own mistress. The master and mistress themselves get in on the fun, pretending to be butler and maid to their own servants, until the routine unveiling of identity takes place just in time for an eagerly awaited finale. If you think you've heard it all before you're probably right.

Mr. Porter and his collaborators have failed to help things much, tho a song called *What Is That Tune?* sounds as tho it might be a knockout if given a halfway decent rendition, and another called *Alpha to Omega* proves that Mr. Porter displays rudiments of the Porter technique even when he doesn't seem to be trying. Robert Alton's dance routines are in his usually happy vein, the scenery is adequate, the costumes are excellent, and the chorus girls who fill them fall to do so to the best possible advantage.

As for the principals, Mr. Webb is Mr. Webb, a commodity like caviar upon the

theatrical palate of a lowbrow reporter whose taste has never been educated to appreciate the finer things in life. Miss Velez, the Mexican fireball, zooms around the stage, bouncing from one to another of the other players and spluttering like an old Keystone comedy bomb being tossed from hand to hand. Her acid impersonations of film celebrities are really a delight, but for the rest she's merely an extremely active young lady who dares you either to take her or leave her. Her honesty in that respect is commendable, but I can hardly be blamed for choosing the second alternative. And Miss Hofman erupts occasionally to moan unfortunate numbers in her famous basso profundo, which sounds like a combination of a foghorn and a belch.

Miss Toby Wing, who has been a 10-cent-store bangle upon the fringe of the film industry, is seen as one of the baron's old flames, and makes one wonder how in the name of Theopis she got by the chorus call. Rex O'Malley, from the legitimate stage, offers a typically pointed and effective reading as the baron, tho the music snobs him under; while the Debonairs, that excellent dancing and singing sextet, make the best of sparse opportunities.

What life the show possesses is contributed by performers added desperately at the last minute. Thus the Hartmans, those incomparable clowns of the dance, gave the show an unaccustomed taint of professionalism when they erupted in the middle of the first half, and were rewarded by the entertainment-hungry customers with one of the most resounding show-stops I have ever heard. And little June Preisler, who is leaving the juvenile-entertainer class to become one of the cutest and ablest sobrets in the theater, smashed over with her amazing acrobatic dancing. She too show-stopped decisively, and indicated that more of her work would have greatly aided a sagging production.

It's doubtful that even a \$3.30 top on week nights will help *You Never Know* to a (or in the) long run. Of course, you never know; but I have my suspicions.

**Another Bayes
Try-Out Flops**

NEW YORK, Sept. 24.—Another of the mushroom growth of non-Equity companies that live for a performance or two and then go into quiet retirement reared its socially conscious head in the Nora Bayes Theater Friday, September 16, with *People Like Us*, by George Salvatore and Joe LaGattuta.

Presented by the New Actors' Group, *People Like Us* is a thin, trite social drama about the inner conflicts of a proletarian family who find themselves going a little berserk when Papa Russo is dispossessed from his barber shop and daughter Carmela goes on strike. Like many of its predecessors at the Bayes, this opus is a combination of threadbare dialog, poor acting and still worse direction, last-named perpetrated by John J. Robbins.

Most of the cast insisted on screaming and acting with a capital A, notably Audrey Anthony, who plays the socially bitten Carmela. Miss Anthony is good in spots, seemingly possesses a bit of poise and talent, but hurts her possibilities by shouting instead of speaking in a human tone.

The rest of the cast, including a male Shirley Temple named Eugene Davidson, weren't given much of a chance with the stupid lines and melodramatic situations. William H. Shrope, playing Papa Russo, turns in a warm, human performance despite the setback in material.

Sol Zatt.

Alviene SCHOOL OF THEATRE

(44th Year) 3-1-1 Course—Stage, Screen, Radio, Choice—Drama, Dance, Opera. Each Department a GRADUATE—Usa Merial, Lee Tracy, Fred Astaire, Peggy Shannon, Etc. Specialists in discovering, developing and exploiting new Stage, Screen and Radio Talent. ALVIENE THEATRE & STUDENT STOCK CO., assuring New York appearances while learning, plus moving picture filming, voice recording and radio. (Separate Stage Children's Screen Acting Dept.) For Catalog apply Secretary, T. BELL, 66 W. 85th Street, New York.

BROADWAY RUNS

Performances to September 24, Inclusive.

Dramatic	Opened	Perf.
Bandier Boes (Epicure)	Jan. 25	281
Once Around (Playhouse)	Sept. 14	14
Lightnin' (Golden)	Sept. 12	12
Missouri Legend (Empire)	Sept. 10	8
On Borrowed Time (Long)	Aug. 3	271
Our Town (Morosco)	Feb. 4	269
Shadow and Substance (Playhouse)	Jan. 26	243
Taboo (Empire)	Jan. 4	232
What a Life (Biltmore)	Jan. 13	191
You Can't Take It With You (Empire)	Dec. 14	758
Musical Comedy		
Hellzapoppin (46th St.)	Sept. 22	4
I Married an Angel (Empire)	May 11	168
Blow Out the News (Music Box)	Sept. 24	1
You Never Know (Winter Garden)	Sept. 21	6

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT
THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.
FALL TERM BEGINS OCTOBER 26.
FOR CATALOG Address Secretary, Room 145, CARNegie HALL, NEW YORK

Name Bands And Acts for Chi Hotels

CHICAGO, Sept. 24.—Despite a comparatively poor summer, eight leading Chicago hotels using bands and attractions are gambling over \$25,000 worth of entertainment for their initial fall shows. The splash is the most costly in recent years, most of the band-stand features being top names in the business. Hotel managers have confidence in the near future and are proving it in announcing the operation policies of their main dining rooms for the coming fall and winter.

Drake Hotel starts off its Gold Coast Room October 8 with Hal Kemp's Orchestra, Judy Starr and Elaine and Barry, among others. MCA is set to supply the majority of the bands and all of them will be in the name class. Palmer House ushers in the season in its Empire Room Thursday with Guy Lombardo's Band and a show featuring Holland and Hart, Tommy Martin, Jimmy and Mildred Mulcahy and 16 Abbott Dancers. Edgewater Beach Hotel's Marine Dining Room is in the limelight again after the close of the Beach Walk run, and on October 15 gets Dick Stable's Band, the first of a series of names headed that way.

Sherman Hotel's College Inn closes its ice revue October 7 and on the following night brings in Buddy Rogers' outfit and an elaborate floor show. Jackie Heller's Band recently opened the season at the Continental Room, Stevens Hotel, where it will continue indefinitely with an additional two-act show. The Biltmore Boys returned to the LaSalle Hotel's Blue Fountain Room and reportedly almost doubled the business attracted by the preceding attraction.

Roy Steffen returns his Walnut Room in the Bismarck Hotel to a name-band policy October 12. Bernie Cummins set to lead the parade. While no definite opening date has been set, the Hits-operated Congress Hotel will see its Congress Casino in action again next month, the Rockwell-O'Keefe office again engaged to book the account. A name act will come in and a floor show with a line of girls.

Pitts Spots See Big Season

PITTSBURGH, Sept. 24.—Local niter owners' plans for fall indicate optimism. After closing Urban Roof and Grill in midsummer, William Penn Hotel resumes dancing early in October, with Lawrence Welk coming in to open Chatterbox. Etel Covato is back at Italian Gardens, which he partly owns and plans to remodel.

Manager John Maganotti of Showboat is dickering for Harlem Casino, last year operated by Lew Mercuur, who now shares Hickey Park Nut House with brother Al. Ritz Hotel's Club Petite opened this week, featuring Ted Blake, who goes to New York's Hotel Astor next month, and Eddie Hess is planning to install new hide-away bar in his Plaza Cafe. All spots except William Penn use floor shows.

Buffalo Spot Adds Shows

BUFFALO, N. Y., Sept. 24.—The Plantation installed a floor show last week after many months of non-entertainment policy. First show included Eddie Mack, Marjorie Martin, Monin Sisters, Yvette and Peggy Ann Stevens. Bookings by Ann Wolff.

The Hot Dog King

PHILADELPHIA, Sept. 24.—Ben Lemsch, former co-partner of Benny the Bum's, is out to capture the title of "Hot-Dog King" here.

Lensch, who at one time was the city's leading criminal lawyer, is opening a block-long open-air hot-dog emporium in the extreme southern end of the city.

This is believed to be the first of a string of similar doggeries that the ex-barrister will operate. The spots will be known as Lem's.

Agents Can Take It

CHICAGO, Sept. 24.—Eddie Elkort and Ruth Ray, MCA talent bookers here, are still recuperating from the Barrington, Ill., business trip they have taken this week.

The entertainment committee of the Barrington Fall Festival held its annual booking meeting in a funeral parlor.

Morris, MCA Vie For Ft. Worth Job

FORT WORTH, Sept. 24.—Two companies now want to produce shows in the Casa Manana for the Fort Worth Casa Manana Association, backer of the local show project. The William Morris Agency has notified show directors that it will submit a proposal which would eliminate the necessity of a local guarantee fund. This company would produce a six, eight or ten-week show next summer by taking over Casa Manana on a rental basis, paying 10 per cent of the gross receipts.

The other company is the Music Corp. of America, which put on the four-week vaude show in Casa Manana this summer. Proposal calls for a local guarantee such as was put up this year by backers.

Show directors already have met several times to discuss plans for next year's show. A decision will not be attempted until they decide length of run and an opening date.

Ban on Bingo, Keno, Gives More Acts Work

AKRON, O., Sept. 24.—Tony Masino's Merry-Go-Round has inaugurated its winter season with augmented floor shows due to ban on bingo and keno. Ange Lombardo and orchestra has been returned for an indefinite stay. Betty Hathaway, Connie Marino, Dorothy Webster, Shorty Kahl and Henry Sherman, emcee, make up show.

Orpheum, K. C., Resumes

KANSAS CITY, Mo., Sept. 24.—Orpheum Theater has reopened after being dark last three years. According to Robert J. Haley, who comes here from New Orleans to manage the RKO house, the Orpheum will use vaude occasionally.

Only house using vaude regularly here now is the Fox Tower, currently doing more bits than any other house in Kaycee.

52d St. Seen as W. F. Curio; Cafes Seek Sites; Rents Boom

NEW YORK, Sept. 24.—Figuring on cornering some of the World's Fair cash that will be spent here in night clubs next year, houses and store fronts on 52d street are in great demand now for conversion into night clubs. Property owners on 52d street, from Fifth avenue to Seventh, are asking exorbitant figures for what has been heretofore undesirable property. The angle being that 52d street has been given a big out-of-town build-up the past few years and will be one of the curios to World's Fair visitors.

Plans for two new clubs on night club row are already in the works, with one scheduled for opening early next week, to be operated by Mike Reilly.

With but three changes in the bill, the current show at the Casa Manana has established a record for staying on. Present show, in its fifth week, will stay for a sixth week. Tom Howard and George Shelton were signed by Billy Rose to replace Al Trahan for the balance of the show. Rose has been reporting the best business on the street. Ned Sparks has already been signed for the new show, October 9. Vincent Lopez returns then for a four-month engagement.

The International Casino, which closed last week to prepare for Clifford Fischer's new two-show revue, is undergoing alterations in preparation for the October 5 opening. A troupe of 44 girls

Three New Clubs In Philadelphia

PHILADELPHIA, Sept. 24.—Village Barn, new niter here, was unshuttered by op Harvey Lockman last Wednesday. Spot was formerly operated by Lockman as the Ubangi Klub, with colored talent. Barn is smartly decorated in black fashion and with loads of trick signs. Entertainment includes standard acts, plus hillbilly band and community dancing. Frank Hall is emcee.

Lockman's wife, Tillie, is opening what was formerly the Coconut Grove in North Philly October 1. She's retagged the spot Africana and will feature Negro acts.

The 1214 Club will be opened shortly by Dave Tendler. Spot was formerly operated by Benny Street and Jimmy Blake, both of whom have since been indicted by the special grand jury pecking into vice.

Barken, Miami, Seeks Name Band

MIAMI, Sept. 24.—Ever since Leo Lazaro, leader of the Continentals, clashed with owner Sam Barken of the 5 o'clock Club speculation has been rife as to whose combination would supply the music for the 1938-'39 tourist season.

Lazaro finished the season and was followed by Irving White, who with Mandle Gates is a top-ranking local maestro. When the club closed in May White was understood to have the inside track on opening in the fall. But if the wheels go the 5 o'clock will be hard put to keep its capacity crowds and top prestige because of no casino facilities. Therefore a local band led by White would not be sufficient draw.

A name band is now being contemplated as a "must" by owner Barken. Val Olman, Leon Navarro and Gus Steck are being considered.

Barken, however, will leave for New York shortly to make numerous auditions.

New Detroit Spot; Another Tries Vaude

DETROIT, Sept. 24.—The Wonder Boat, formerly the Blue Boat Inn, opened Thursday. Captain Tony is manager. The Flotilla Band will furnish music for dancing. The Kentucky Corn Huskers will provide music on Mondays for old-style dancing.

Corktown Tavern, west side night spot, adopted vaude Monday. A 20-people show was booked for a week by Peter J. Iodice. This spot ran The Drunkard during the summer for over 100 shows.

Dancers Sell Ice, Too

PHILADELPHIA, Sept. 24.—Franklyn Crawford and Joe Caskey, dancers, recently at Walton Roof here, have developed a profitable side line. The pair own the Mark Ice Co., manufacturer of artificial ice for night club and other ice-skating shows. They peddle the stuff in connection with their dancing dates.

Club Talent

New York:

BELLE RIGAS, singer, opened last week at Chin Lee's Restaurant, New York. . . . MARCIA HARRIS is in her fourth week at the Monte Carlo, New York. . . . STEPHANIE AND CRAIG, dance team, is making its New York debut at the Village Barn.

CAROL BRUCE is in for four weeks at NTO's Midnight Sun. . . .

CHARLES KING opened with his revue last week at Murphy's, Brooklyn. . . . DE CARLOS AND GRANADA, in their fourth week at the Park Central, have included the Lambeth Walk in their Champagne Instruction Hour.

Chicago:

MANNO AND STRAFFORD move into the Bismarck Hotel October 12. . . . ROBERTA ROBERTS has opened a two-week stand at the Aurora (Ill.) Hotel. . . . BENNY DAVIS is scheduled to bring his new show into the Hi Hat later in the year. . . . CARLOS AND CARITO end a four-month stay at the Villa Venice near Chicago Saturday and move to New York on a three-month lease at the Havana-Madrid, opening September 29.

EDDIE SLOTH, Chicago booker, landed the Jefferson and Chase hotels, St. Louis, which reopened this month. Each to use two acts for two-week engagements.

ROBIN SCOTT, Russel Jones and Betsy Alling have left the College Inn's ice show for E. K. Fernandez's new revue sailing for Hawaii September 28. . . . RAVAYE AND MARGO have left for Detroit. . . .

Here and There:

THE WATKINS TWINS, June and Jewel, sailed September 6 for a tour of England, France, Holland and other parts of the Continent. . . . AIMS AND VIVIENNE have been held over at the Club Oasis, Detroit. . . . DOTTIE DEE just closed a five-month run at the Club Continental, Kansas City, and is currently at Tootie's there. She goes to Texas right after. . . . BILLY AND BETTY JOHNSON have returned to the Plaza Cafe, Pittsburgh, for an indefinite stay.

FAT VERNON is holding forth at Hotel Dudley, Salamanca, N. Y. . . . PEDRO AND LUIS, tumblers, are playing English theaters with Personality on Parade, featuring (Peanuts) Bohn, American comedian. . . . JOE LEWIS is scheduled to headline at Beverly Hills Country Club, Newport, Ky., beginning September 30. . . . OLLIE HODGES and Ginger Bright are celebrating their first anniversary as emcee and producer, respectively, at Clark's Oasis, Buffalo.

RENEE DE JARNETTE, singer, now playing the Mayfair, Boston, goes into the Mt. Royal Hotel, Montreal, October 10. . . . MARVA LEE is leading the community sing between shows at Happy's cabaret, Glendale, L. I.

WINI SHAW headlines the new season show at the 21 Club, Philadelphia. . . . PAULA LIND, from burly, now playing Philly clubs. Currently at the 6th Street Rathskeller. . . . OPENING SHOW at the Arcadia, also Philly, starting Monday (29), has Gail-Gail, Glover and LaMae, Jeanne Landis and Xavier Cugat's Band. . . . GEORGES AND JALNA are working the Statler chain of hotels. . . . RUSSELL SWANN also goes to work for the Statler people October 11 and stays with them till December, after which he leaves for the Coconut Grove, Los Angeles. . . . PRINCESS ALOMA, Hawaiian dancer, opened September 17 at the Hotel Mohican, Providence. Booked by Arthur Grossman, New York. . . . COLLETTIE AND GALLE are playing a return at Tiny's Hi-Hat Club, Oakland, Calif.

CLARA RAY GIRLS recently completed a long stretch at the Nixon, Pittsburgh. Now at the Commodore Club, Detroit.

Midnight Sun, New York

Nils T. Granlund (NTG) makes his debut as a Broadway night club owner here. He has taken over the former Frolics Cafe site, given it a Swedish motif, including an appetizing smorgasbord, and then dumped in a typical NTG nudie show.

It's all very confusing and screwy, but it's commercial and NTG ought to make money. The Swedish motif is reportedly due to his having Swedish money backing the venture; but, outside of the Swedish food, murals and service, there's more Broadway than Sweden to this place.

The opening (at \$5 minimum per head) brought out the Broadway mob, which watched the show more out of friendship for NTG than the quality of the entertainment. The show, in fact, is strictly a girle parade. Whatever talent manages to sneak in stands out like a lighthouse as a consequence.

Outstanding is Carol Bruce, a lovely cameo-like beauty whose rhythm singing won encores. She possesses both vocal and facial expression and ought to get far. Tall, handsome, blond baritone Charles Fredericks also impressed with his robust singing of operetta tunes. Vigorous Geraldine Ross made a good impression with her fair singing and neat solo dancing. Paul Marin, quick sketcher, drew cartoons on paper and on the backs of showgirls, drawing laughs. However, he was on too long and lessened his appeal.

Elenore Wood, shapely redhead, displayed her alluring figure in a veil number and returned for a modernistic dance in smart costume. Diane Raye also did a now-you-see-now-you-don't veil dance, and Chinese Michi Taka offered a weak toe tap dance. Brunet and attractive Mata Monteria came thru with an interesting castanet number. Three mixed couples of young Swedish dancers doing old country folk dances were certainly out of place in a show like this.

Sixteen damsels, of assorted sizes and types but all good lookers, participate in a bathing-suit parade number and in a couple of other walk-ons. A few step out for amateurish specialties. Miss New Orleans (Irene Shulberger) sang off key and then wab-wahed on a trumpet. Miss Philadelphia (Katherine Buckley) sang *Look My Heart* in uninspired fashion. Cute blond Helena Anderson offered a misfit Swedish folk song and then, unintentionally, panicked the customers with a screwy rendition of *A-Ticket*. Hilda Ferguson, pretty brunet daughter of the famous mother, is making her debut as a dancer here. Has looks but no talent. Sylvia McKaye and Mickey Finn were listed but not caught at the premiere.

Among the showgirls introduced were Virginia Donahue, Betty Bonney, Virginia Biddle, Kay Kerwin, Eve Lynn, Connie Coston, Mae Martin, Eleanor Troy, Betty Lorraine, Ethel Somerville and Dorothy Pendel.

Jack Melvin's Mellow Music supplies adequate show and dance music. Melvin, a ringer for Ozzie Nelson, is a 21-year-old front man and singer. His music is sweetish. Eleven men. A trio handles the intermissions (girl accordionist and two men guitarists).

Spot seats around 300. Visibility is good, except for the back tables. A raised floor would certainly help. Prices: \$1.25 for smorgasbord; \$1.50 for dinner; \$1 supper. Cocktails 4 to 6 p.m. Shows at 7:30, 10, midnight and 2.

Jay Faggon and Dorothy Kay are press agenting and Jack Yarnov doing special promotion work. Paul Denis.

The Yar, Chicago

Col. W. W. Yaschenko reopened the Russian-flavored Gold Coast restaurant with a distinctive food and music policy that should continue to attract as many of the classy sun doggers as turned out last year. It is warm in atmosphere and cordial in service, features that have proved business builders for this type of nitery.

A small female concert orchestra decorates the band stand this time, conducted by Evelyn Davis, of the Chicago Women's Symphony Orchestra, and featuring Dorias Wittich at the piano. A versatile, classical combination, reviving hits of the masters and playing the cur-

rently popular semi-classics. Entertainment is for a listening audience only, dancing being no attraction here.

Vocal assignments are handled by Dana Giglio, who holds the attention with familiar Russian gypsy songs. She has an interesting voice that lends well to those fascinating tunes.

A WGN-MBS wire picks up the dinner concert. Louis Steffen is maitre d'hotel. Sam Honigberg.

Leon & Eddie's, New York

The fall night club season in this spot was given an auspicious start Thursday night with the return of Eddie Davis, the clown prince of 52d street, and a host of new acts, making it virtually a vaudeville show except for the piano pounding and double entendre lyrics of Davis.

Lina Basquette, one-time Ziegfeld star, heads the billing spotlight of the eight-act show. She is the first of the one-time big names to appear here who is worth her salt. La Basquette still has plenty in appearance and ability. Her dance medley of six numbers solicited from the floor is a good indication of her versatility. Applause ran rampant all thru the medley. Combining her hair between dances, however, slows up the act.

Altho there is a heavy accent on dancing acts, the customers don't seem to mind, and the entire show is fast paced and snappy without letting up the tempo. Ford Crane, new emcee, has a pleasing manner and nice personality, but only introduces the acts.

Betty Tanner (a midget) and Buddy Thomas do a novelty ballroom act. A good novelty team, but inappropriate for a night club, as the customers past the first two rows of tables can't see the girl. The only time she is in sight is when she is lifted in the air during a spin. Good for theater, tho.

Wally Wanger's six Can Can girls also make their presence known with a spicy Parisienne dance routine in a Montmartre. Besides being in good form, the girls are capable dancers and all are on the sweet side on looks. Conchita, dark-eyed Mexican dancer, also clicked on a fast routine with castanets. Vince and Anita do a flash tap capably.

As animal acts have been great favorites here in recent months, Snoozer, the "intellectual collie," almost stole the show with the help of his owner, Meredith. Dog commanded a lot of interest with his tricks.

Holdovers are Helen Wainwright and her bathing girls; Haines, Tait and Simpson, colored trio, providing the real music, and Iris Adrian, who is a female Eddie Davis. The latter two must come with the lease, for they've been here a long time.

Davis, as usual, regales the patrons with lyrics and sketches that are a good deal on the dirty side. But the cleverness and composition of his material, plus style and delivery, still make him a sock favorite. Equally funny is the familiar satire, *Doggone the Wind*, which he does with dynamite Iris. Addison Bailey accompanies him on the piano.

Harry Davies, press agent, also comes with the lease. Sol Zatt.

Berkeley Hotel, London

Newcomers Dave and Dorothy Fitzgibbon register well with polished dance routines. Act is attractively routinized and well up to high standard set here.

Phyllis Stanley, English singer, remains. Is well groomed and presents a good appearance, but her voice is far from outstanding. Also her offering is marred by her air of complete boredom. Bert Ross.

Lookout House, Covington Kentucky

This isn't as strong as some of the floor aggregations Jimmy Brink has fed his patrons in recent months, but it stacks up sounder on wood than it looks on paper. At this look-in (20) the acts found themselves surrounded by an unusually large Tuesday night crowd, including several substantial groups of convention delegates, who proved themselves a pushover audience.

Artene and Norman Selby, ballroomers, broke the ice with a modern novelty featuring a set of unusual spins. Miss

Night Club Reviews

Selby follows with a control dance on one leg, with Norman backing it up with a short and sweet bit of acro tey-ting. A spirited rumba sent them away to ringing applause.

The Three Variety Boys, aggressive crew of song, dance and gag dispensers, offer nothing new in the way of act-styling, but the lads have a corking repertoire of song specials which they peddle in sock fashion. A bit of hoofing and some fair gags are used as a fill between numbers. One of the boys works with a noticeable Durante mannerism. The trio marched off to show-stop, returned to encore with another nifty special and paraded to a second show halt.

Teas Gardella, veteran warbler of the blues, breezed to handsome returns with her able handling of *Clemensine From New Orleans*, *Can't Help Lovin' That Man* and *The Srouck*. She was forced back for an encore, for which she did a lengthy string of old favorites. Bowed to a smash hand and had some difficulty getting away. However, her solid black gown just doesn't seem to fit in with night club surroundings.

Don Arden Girls showed up well in three routines, one, a novelty in which the girls are depicted as bottles of well-known perfumes, pulling considerable applause. Billy Snider and his ork lads, besides grinding out appropriate and satisfying dance melodies, play the show in their usual able fashion. Snider, who recently took over the emcee duties here, fills that spot in a more capable manner each show.

The Lookout House, now in the midst of extensive alterations, cracks its fall season October 7, when Lou Holtz moves in for a fortnight's stand. Jimmy Brink is the spot's owner-manager, with George Rabe still looking after the press.

Bill Sachs.

Omar's Dome, Los Angeles

One of the largest downtown niteries, this spot does consistently good business. Very good show this week, backed up by Ray Bradford and ork. Band plays good dance stuff, with Bradford doing

MATA MONTERIA *Leading Dance Stylist*
Soloist of Chicago Grand Opera Company
Appearing at the
"MIDNIGHT SUN"
In Spanish Dance Creations.
(Permanent Address: BILLBOARD, N. Y.)

some of the vocals. His best number is *Temptation*.

Walter Wade does several vocal numbers. He's tops with the femme trade here, being able to sell himself as a romantic tenor.

One of the best tap routines seen in a long time was delivered by Bernice Lynn. A looker, her stuff consisted of impersonations of radio stars doing a tap dance. She also did a Cuban rumba tap. Personality combined with dancing ability sold this act.

Elmer Atkinson, rural comic, received plenty plaudits for his burlesqued far dance. Puts over his gags slowly, but gets the punch in. His material is sometimes raw, but the crowd went for it big.

Dorothy Roberts put over *A-Ticket* strictly on the Martha Raye type. Ability to sell a song and a good wardrobe get the applause.

Dean Owen.

Hawaiian Blue Room, Roosevelt Hotel, New Orleans

Renovated and renamed in preparation for the winter influx of Northern visitors

DIANE RAYE
THE BIGGEST SENSATION
LONDON EVER EXPERIENCED



VERSATILE NUDE DANCES
Specializing in the Ultra-Modernistic
★ Now Appearing At **N. T. G.** ★
"MIDNIGHT SUN," New York City

Best Wishes to N.T.G. (Nils Thor Granlund) from the Gang at His New

"MIDNIGHT SUN"

ELENORE WOOD

Featured Dancer

CHARLES FREDERICKS

Featured Baritone

EVE LYNN

MAY MARTIN

ROSE MARIE YOUNGBLOOD

VIRGINIA BIDDLE

MARY BICKS

Cartoonist PAUL MARIN

ETHEL SOMERVILLE

HILDA FERGUSON

THEA PINTO

CONNIE CONSTANT

DIANE RAYE

EDITH G. NICHOLSON

TROY SISTERS

MATA MONTERIA

EILEEN WENZEL

MICHI TAKA

SYLVIA MCKAYE

BETTY LORRAINE

LUCILLE WARREN

CONNIE LOVE

BETTY BONNEY

ATTENTION! MARK McNEEL

(For anyone knowing him) please contact me immediately. Anxiety to discuss proposition offered when you heard me sing at

CABIN INN, CHICAGO, last October. Important! FRANK LO VECCHIO 140 W. 49th St., New York City. Longcase 8-7624.

spot faithfully portrays coral strands. Unlike other seasons, the room will have Class A competition, and management promises best array of bands available thru MCA. Started September 20 with Little Jack Little, who proves popular enough, but floor backing should be better. Lee Wiley, former radio star, is the lone click in the current show.

Repeated encores went to Gomez and Winona for rumba, tango and some domestic steps to open the bill, but there was nothing different here. Their finish whirling was good enough. Meymo Holt, Hawaiian exponent of the dance, fills the spot's promise to book an act to suit surroundings. Her interpretations of the South Sea dance rhythms show homeland grace.

Howard Brooks did sophisticated chatter and then, between confabs, pulled tricks. His golf ball and needles gags are big time and went well.

Miss Wiley lent her charming personality to her good set of pipes and, despite the absence of her musical director, she won over her audience with a group of well-selected songs.

The suave little five-foot maestro, whose biggest boost to fame is his imitation of the squeaky, broken-down player piano, this time shows up with a band that doubles well for the satisfaction of jitterbugs and more sedate music lovers. The broken-down piano gag, with all of

the little trimmings, brought out the biggest hand of the night.

There is no cover charge. CBS pipes two a week with Little. Phil Muth.

Colony Club, Chicago

Nick Dean and Sonny Goldstone, last season's Yacht Club operators, have reopened this bright, modern room with a smart food and show policy. Idea is to attract the ultra trade from the neighboring Gold Coast and, as a result, special attention is given the kitchen and the floor talent. Prices will probably keep out the cheaper night hawks, with a \$2 minimum in effect week nights, \$2.50 Saturdays and fairly stiff prices prevailing at the bar.

Spot has a good chance of clicking, for it started on the right foot with Dwight Fleke, who brought in some of his record fans to listen to his sophisticated versions of raw songs.

The current bill, somewhat enlarged, has two dance teams and a singer in addition to the band stand's two six-piece orchestras. Antonio Canino and Charlene opened with a tango and rumba that made a good showing due to the team's fine appearance and suitable musical accompaniment by Jose Manzanara's Latin orchestra. In substance, the routines are stock but sufficient in this incensed environment.

Lillian Carmen, the swing warbler, has a striking voice to her credit and with less chopped up arrangements would go a hundredfold better. Her pipes don't fold in the higher notes and her delivery is quite pleasing. Did I Know That You Know, You Go to My Head and topped them with a modern arrangement of Spoozee.

Grace and Charlie Herbert, the other team in the show, did not appear due to their mother's sudden death in New York caused by an auto accident. Kids will be back in a few days.

Manzanara's combination is great for Latin tunes and should develop into a favorite among the tango and rumba lovers. He pitches in with native songs and is aided in that department by Mercedes, a band decoration. Jose also doubles as emcee with a chopped altho understandable English.

Hugo DePaul is the alternating band, dishing out sweet music that is danceable and agreeable to the ears.

Sam Honigberg.

El Chico, New York

Authentic Spanish floor shows and music continue to be a solid attraction here. Current is a pleasing little floor show (six people) and Don Alberto's Orchestra.

The show is typical El Chico: flashy, truly Spanish, colorful and speedy. Outstanding are Joyita and Maravilla, charming and lovely Mexican gals who sing songs of the Mexican rancheros. Dorita and Velero, billed as the only dance team that came out of Spain since the civil war, sing Flamenoco songs and interpret Spanish provincial dances. Their good work is followed by lovely brunet Gloria Belmonte, classical Spanish dancer, whose castanet technique and heel clicking are eye-filling. Francisco Ramoels, a strolling singer-guitarist, offers Filipino native songs and also Spanish and South American tunes.

The finale has the cast inviting patrons to waltz with them. It's an old 17th century Spanish custom—and the patrons love it.

Benito Collada is on hand to see that everything is just right. Paul Denis.

Kit Kat Club, New York

This East 55th street bistro opened its fall season Thursday, presenting its patrons a redecorated interior. Al Cooper and his Sultans of Swing, and an hour-long floor show. Offering good food and drinks at a \$2 minimum in a pleasant, attractive atmosphere, in addition to the fast-moving entertainment, the Kit Kat should prove a popular rendezvous during the coming months, especially when Jimmie Lunceford brings his band in October 20.

Current show is long, but a bit short on talent. Entirely sepien, the dancing of course is wild and woolly and the singing good and hot, but it's mostly old hat for anyone who isn't just in from Ashtabula on his first spree in the big city. That seems to be a peculiarity of colored entertainment, whether stage or floor show: it's almost always capable, but it hardly ever varies from the one formula of rafter-shaking shagging and lindy-hopping. Of the long list of performers here, only Smiles and Smiles,

acrop-tap team, and the Three Peppers, piano-bass fiddle-guitar trio, stood out with anything different or above average to offer. Dance team, man and woman, make a good appearance, and work with a polish and finesse that sets them apart from run-of-the-mill duos. Rumba-tap to Corioco is particularly worth while. Peppers have the infectious swing, rhythm and enthusiasm of their race in a large measure, plus some good vocal arrangements.

Of the rest, however, the most that can be said is that they're routine. Hotcha Drew's singing is graphically described in her first name; Cook and Brown, two boys, hoof with abandon wild enough to shake loose the firmest plaster; Kahloah embarks on a nautch dance and winds up in a standard display of hip-wriggling; Etay Cooper gets properly but undistinguishedly soulful over *Night and Day*, and Orlando Robertson, accompanied by Haven Johnson on a Fuzzy Knight piano, fails to impress despite determined efforts on behalf of *Where in the World, After You've Gone* and the inevitable *Trees*. Pearl Baine emceeds in a surprisingly creditable manner—so well, in fact, that it's still more surprising that she doesn't do a number on her own.

Cooper and his nine-piece combo play the show all right. A more detailed review of the band as a dance music purveyor will be found on the music pages of next week's issue of *The Billboard*.

Joe Russell is attending to the press agenting. Daniel Richman.

Savoy Hotel, London

New departure here is piano singing team. Thanks to the ability and clean-cut personalities of Johnny Walsh and Jack Barker, the venture is highly successful. Boys have some good individual lyrics sandwiched between excellently treated pop numbers.

Holdover is Bob Rips, last word in ball and stick jugglers. Blond Dane catches and balances his sticks and other paraphernalia from all angles. Some of his stunts are seemingly impossible.

Bert Ross.

Tootsie's, Kansas City, Mo.

Three acts and Ray Huggens' Band comprise the offering at this spot, just outside the city limits on Kaycee's south side.

Dottie Dee, working scantily dressed under a blue spotlight, offers an entertaining and effective dance turn. Has her body painted silver and proves a real eye-opener. Evelyn Burns gets by okeh with average rumba and toe strut routines, and Dannie O'Shea, with a novelty number, fares well enough. Virginia Lee, singer, works hard to please. She does a nice job with pop hits.

The spot is big and looks like a barn on the outside, but its interior is neat and things are comfy and tastily decorated.

Food and drinks are moderately priced; service superb. Never a minimum, cover or admish charge. Dave Dexter Jr.

Club Bagdad, San Francisco

This spot, formerly the Kit Kat, reopened September 1 under management of Harold Maguire.

Show has Eddie Cochrane, emcee; Joyce Hunter, torcher; Don Eddy and Lillian Tours, tap and ballroom dancers, and the Three Ryans.

Joyce Hunter's singing of standard torch songs is well done. She's tall, looks

well and knows how to dress. Eddy and Tours when caught did a pair of satisfying routines, displaying plenty of ability in tap, soft shoe and ballroom. Eddy far surpasses partner in ability. Act went over well here.

Cochrane comes on with his bag of tricks showing how cigars are "manufactured." A neat trick of magic. Follows with a hoke musical number on a break-away cornet. A good entertainer, but lacks the needed enthusiasm for emceeing the show.

Three Ryans all but tear up the place. In spite of slap-sticker, they work in tuxes. They are proteges of Jan Garber.

Lee Scott's Orchestra, six pieces, provides the music and plays both show and dance well. Scott is on the trumpet.

Clem Gaviotti is the greeter.

Edward Murphy.

Lucille's Paradise, Kansas City, Mo.

Noted as best colored nitery for the last year or so, the Paradise now caters to the ofay trade as well and offers a house band and one socko act as entertainment.

Jesse Price, certainly the wildest and spectacular of the many Negro drummers in these parts, steals the show with his unrestrained, flashy style. And tho it's not good drumming, it makes a strong act which pleases the patrons as few others have in recent months.

House band is good, too, appearing especially potent on the wilder brand of swing ditties. Emil Williams, from the piano, leads the six-piece unit neatly. It's a good band for dancing.

Club is in the heart of Kaycee's colored district. Nicely decorated, it should continue to attract whites as well as colored folk. Business good; service excellent.

Dave Dexter Jr.

Park Plaza Opens Room

ST. LOUIS, Sept. 24.—Crystal Terrace Room of the Park Plaza Hotel, completely redecorated, reopened for the winter season last Friday. Tom Gentry Band, recently at the Blackstone Hotel, Chicago, is furnishing the music. Jeanne Carroll is vocalist. Opening show also includes Nina Sandoval, Armanda Chirot and Glenn Young.

The Great INDIAN FAKIR BLAGAMAN

Master of Animals. Presenting the greatest Variety-Magic-Hall Art in the world. Running time 1 hour. 50 Crocodiles, 30 Lions, 50 Snakes. For promotion: 145 different striking lithographs. 1,000 rub. 2 complete wagon loads of material.



Permanent Address: 1584 Broadway, New York.

THE BILLBOARD

THIDA LOY

Chinese Princess of the Dance. Character & Interpretation Dance Creations. GLADSTONE HOTEL, Casper, Wyoming. Until Further Notice. For Open Dates Either Phone or Wire. BERT PITTMAN AGENCY, Denver, Colo.

Melodious songs by **Jane Farrar**

Directions: ARTHUR GROSSMAN, Brill Building, 1610 Broadway, N. Y. C.

FAWN and JORDON DANCERS

The dance team, Fawn and Jordan, has poses and grace, going thru a waltz and whirlwind tango in sure style. The girl is a blond looker and the man makes a fine partner, the team combining to make a solid impression.

Billboard, Paul Denis.

Ingalls-Davies, N. Y.

ROSE'S PARISIAN MIDGET FOLLIES

Now Playing RKO THEATERS Biggest, Little Show on Earth. Mrs. IKE ROSE (Manager) 481 Audubon Ave., New York City.

Kathryn Kuhn, Inc.

Dressmakers

8 West 56th St. New York City

Circle 6-3868



HARRY G. STONE

THEATRICAL EXCHANGE (Of Rochester, N. Y.) NOW IN HIS NEW YORK CITY OFFICE 1412 BOND BLDG., 1560 BROADWAY Tuesdays — Wednesdays — Thursdays Booking Acts — Soloists — Doubles — Trios Units — Lines — Novelty Acts For Northern New York Territory.

JAMES PICCHIANI

Wishes to announce to his friends all over the world that he is now associated with the

SIMON AGENCY (Charles V. Yates) 1270 Sixth Avenue, New York, N. Y.

as head of the outdoor and indoor department attractions. Those interested kindly write and forward photographs.

Last Chance!

GREENPORT, L. I., Sept. 24.—Mount Pleasant Hotel here, out at a point where land ceases to exist to make room for the Atlantic Ocean, advertises its bar in this fashion: "Only taproom between Greenport and Europe."

Vaudeville Notes

KITE AND HAYES, after winding up with Owen Bennett's unit, returned to Cincinnati to put their "singing dog," Queenie, in the hands of Doc J. A. Winkler for an operation for the removal of a tumor. Queen went thru the ordeal o.k. . . . **WILLIAM AND JOE MANDEL**, opened at the 17-day Paloma (Calif.) Fair September 16, are slated to go from there to Vancouver, B. C., from where they sail for Australia for a swing around the Tivoli Circuit.

ROBBINS BROTHERS AND MARGE have been booked by Ingalls-Davies, of New York, for the Lyric, Indianapolis, and Palace, Cleveland, beginning September 23. . . . **LORETTA LEE** is being sent out on a vaude tour by CBS, starting at the Fox, Philadelphia, September 23; then to Washington and other dates. . . . **JACKIE BEEKMAN**, emcee, has been chosen to put the newly crowned Miss America (Marilyn Meseke) thru her paces on her nation-wide personal appearance. . . . **DAWN AND DARROW** just completed 10 weeks at the Schron Manor, Schron Lake, N. Y. They, with Manny King, Wes Moreland, Merle Miller, Lee Sullivan and Ed Barry's Band, found time on September 7 to motor to the Will Rogers Sanitarium, Saranac Lake, to give their talents gratis to the inmates.

MARCY AND ROBERTA, balancing act, has been booked into Fay's, Providence, for a week, starting September 30, and then to the State, Baltimore, October 16 to 19, and the Carmen, Philadelphia, October 21 week. . . . **BILL BRADY**, night club singer, is back in New York looking for a revue spot. Worked in two films while in Hollywood. . . . **ERNEST C. PITTARD** opens his new 17-people unit, *Smart Set* Revue, for a tour of the Southland October 15.

MARIO AND FLORIA worked one of the quickest return engagements at the Earle, Washington, when they played the house week of the 23d, only one week after they closed there. . . . **CARDINI** sailed for Berlin on the 16th and AL TRAHAN left for London on the 22d. . . . **MAE WEST'S** personal-appearance tour is off with Louise (Gypsy Rose Lee) Hovick practically set by the William Morris office to supplant her in the contemplated string of dates. . . . **BERT WHEELER** opens at the Palace, Cleveland, October 7 and **SARA ANN McCABE** goes to the Trocadero, London, also doubling at the Mayfair, in November. Both set by Ingalls-Davies office, New York. . . . **LORNA VAALDON**, confined to her bed in the Rhode Island Hospital, Providence, since her fall from a tight wire in 1933, hopes to be out and working again soon. **SOPHIE TUCKER** and Rudy Vallee recently paid her a visit.

JACK POWELL is Europe bound, opening a four-week engagement at the Corso, Zurich, October 3. From there he goes to London and Paris. . . . **BENNY FIELDS** and wife, Blossom Seeley, may be parted for a period soon, Benny going to Europe for dates and Blossom reported set for a Shubert revue. . . . **FIRST NVA MEETING** of the fall season was held at the New York clubhouse last week, Prez Lou Handin officiating.

MARIO AND FLORIA worked one of the quickest return engagements at the Earle, Washington, when they played the house week of the 23d, only one week after they closed there. . . . **CARDINI** sailed for Berlin on the 16th and AL TRAHAN left for London on the 22d. . . . **MAE WEST'S** personal-appearance tour is off with Louise (Gypsy Rose Lee) Hovick practically set by the William Morris office to supplant her in the contemplated string of dates. . . . **BERT WHEELER** opens at the Palace, Cleveland, October 7 and **SARA ANN McCABE** goes to the Trocadero, London, also doubling at the Mayfair, in November. Both set by Ingalls-Davies office, New York. . . . **LORNA VAALDON**, confined to her bed in the Rhode Island Hospital, Providence, since her fall from a tight wire in 1933, hopes to be out and working again soon. **SOPHIE TUCKER** and Rudy Vallee recently paid her a visit.

California Towns To Get Vaude

SAN FRANCISCO, Sept. 24.—Weston & Cate, local bookers, expect to be active this winter in placing vaude units in smaller towns in Northern California. Agency has already planted five-act shows at the Victory, San Jose, and the Uptown, Napa.

San Jose house plays vaude Saturdays and Sundays. The Uptown at present books Sundays only. Units are playing under straight salary. Deals are being handled by Ella Weston.

Smaller towns have been without flesh for some time. Prospect for vaude's return looks good.

W. Jones Adds Ft. Wayne; Now 3 Full Weeks

CHICAGO, Sept. 24.—Warren Jones, manager of the local RKO office, will add a full week October 1 when the Paramount, Fort Wayne, Ind., ushers in stage shows. House, now operated by Manny Marcus, never ran flesh before. Has a 2,200 seating capacity; 40-cent top.

Jones says the first crop of shows will feature bands, and when acts only are used they will be booked on a split-week basis. Ozzie Nelson's Band, with Harriet Hilliard, will be the opening attraction, with outside acts including Bob King, Ross Wyse Jr. and the St. Clair Twins. Other bands already set for full weeks include Bernie Cummins, Rita Rio and Frankie Masters. Last season the Palace was the only house in Fort Wayne to run flesh, and then only infrequently. It is probable that the Palace will run week-end flesh starting next month.

Other houses on the RKO books here include Colonial, Dayton, O., and Lyric, Indianapolis, full weeks, and Champaign, Ill., and Sioux City and Davenport, Ia., running an average of two week-end shows a month. RKO will add the Shubert, Cincinnati, which returns to stage shows November 4. While the booking will be done thru the New York office, Jones will handle arrangements for some of the shows.

Current RKO bookings here point to the overwhelming popularity of bands in theater dates. Acts get equal breaks with band units, an average of three used on each stand, and in some cases for extended sessions.

TAXES SHOW

(Continued from page 3)
over \$2.50 in cabarets and hotels, the government collected \$240,491.96 from the third New York revenue district for this period. Last year business at the time netted \$254,327.62 in taxes.

Trade views with optimism tax figures on ticket brokers' sales. At the 10 per cent rate the last six months' collection total is \$59,481.39. This includes a month's returns under the new tax rule, which is now based on actual selling price instead of upon printed price on tickets. The lower than the \$77,077.98 of 1937, it is an increase over 1936's \$47,397.08.

August tax reports of radios and phonograph records list the collected \$399,828.47 as a 50 per cent drop from last year.

Nudists Lose Wardrobe!

DETROIT, Sept. 24.—Zorino's Nudist Troupe opened September 19 at the Moonlight Gardens, Saginaw, Mich. While on their way to the club the trailer attached to their car and containing their wardrobe was struck by a fast Michigan Central passenger train. No one was injured.

Grosses

Grosses in the New York houses were a bit down last week, but considering the rainy weather that kept people indoors and the holdovers in four of the five vaude houses, the total figures weren't at all disappointing. At Radio City Music Hall the third week of *You Can't Take It With You* and the stage show grossed \$88,000. Second week of Eddy Duchin and Spasen of the North at the Paramount had a take of \$44,000. The Strand was down a bit with only \$28,000 for the second week of Ozzie Nelson, Harriet Hilliard, Johnnie Davis and Wayne Morris along with *Valley of the Giants*. Roxy, also in its second week of Borrah Minevitch's *Harmonic Rascals* and *My Lucky Star*, drew \$30,000. Duke Ellington Band, in conjunction with *Sing, You Sinners*, accounted for \$25,000 at the State.

For the week ending September 15 the Earle, Philadelphia, featuring Larry Clinton's Band and a revue along with *Affairs of Annsel*, had a take of \$18,000. Average for the house is \$14,000. At the Fox, Philadelphia, Connie Boswell and *I Am the Law* were responsible for \$17,000—\$3,000 better than normal.

Paramount, Los Angeles, in the week ending September 14, *Spasen of the North* and an *F. & M.* revue did an average \$17,500. The week following, ending September 21, Martha Raye, the Stroud Twins and *Sons of the Legion* grossed \$16,000.

Horace Heidt at the Orpheum, Minneapolis, along with *Rich Man, Poor Girl*, grossed \$25,000. This is outstanding, considering the normal take for the house is \$5,000.

Tony Martin and a revue plus *Safety in Numbers* grossed \$8,500 at the Palace, Milwaukee, average for the house being \$5,000.

The Fox, Detroit, reported \$25,000 for *I Am the Law* and Del Rio and Dolores, Readinger Twins, Smith, Rogers and Eddy and the Antaleks. Normal is \$20,000.

Fox Tower, Kansas City, accounted for \$8,100 with *Gateway* and Johnny Perkins and revue.

AFA Raises Dues, Hypos Vaude Deals

NEW YORK, Sept. 24.—Council of the American Federation of Actors voted Thursday to raise the initiation fee and dues which had been in effect since the organization was formed six years ago. Beginning with November 1, initiation fee will be \$10 for principals and \$5 for chorus, and dues \$18 a year for principals and \$12 a year for chorus, payable quarterly. Dues are now \$12 a year and initiation fee \$5 for both principals and chorus. Membership in the Death Benefit Reserve Fund remains at \$1.

This compares with \$50 initiation fee and \$18 a year dues collected by Actors' Equity Association and the graduated dues system (based on yearly incomes) in effect at the American Federation of Radio Artists and the American Guild of Musical Artists.

Meanwhile AFA is preparing to organize the local vaude field, with Executive Secretary Ralph Whitehead slated to meet Charles C. Moscovitz, of Loew, next week. AFA is also negotiating with Kurt Robitschek for an AFA agreement covering his proposed vaude revue at the Broadway Theater.

CHICAGO, Sept. 24.—Denis Cooney's *Royale Frolics* and Lou Nathan's 606 Club were the first two spots to sign American Federation of Actors agreements here this week. Guy Magley, local AFA rep, who is negotiating with the club and hotel-room managers, is hopeful of having several others on the dotted line in the next few days.

In signing the exclusive AFA papers the operators of the above-mentioned niteries agreed to the weekly minimum of \$36.40 for chorus girls and \$40 for performers. While this development may prove beneficial for the line kids performers in both clubs have always been getting more than the AFA minimum. The AFA membership here will be boosted considerably, *Royale Frolics* and 606 using an average of 14 acts in their combined shows.

Harry Richman, now at the Chez Paree, indicated to Magley that the spot will probably sign as soon as co-owner Joe Jacobson returns. A meeting has been arranged to negotiate details. Others next in line will include the College Inn at the Sherman Hotel and the Palkenstein Bros.' Hi Hat.

PHILADELPHIA, Sept. 24.—First step in the merging of the United Entertainers' Association, local talent union, with the American Federation of Actors will be taken tomorrow at Musicians' Hall when a large number of acts are expected to attend a mass meeting and hand in applications for AFA membership to Ralph Whitehead.

Regular membership cards will be issued later. Merger is being effected only after months of haggling by Tom Kelly, UEA biz agent, and Whitehead. UEA was formerly in the AFA but broke away about four years ago in a battle over autonomy.

Post, Spokane, Drops Vaude

SPOKANE, Wash., Sept. 24.—Most recent house to abandon flesh here has been the Post Street Theater, which dropped stage shows after 21 weeks. Musicians' union demanded a full-sized pit band instead of the three or four pieces used up to this time.

AGENTS BEING

(Continued from page 3)
10 percenters has been tentatively set for Sunday, December 4, in New York, when a luncheon will be held.

Date for the step was set at a dinner meeting here last week of the Philly and New York execs of the entertainment managers' associations. Florence Bernard, prez, spoke for the Philadelphians in urging organization of the group to promote the good name and interests of bookers. Representing the New York EMA at the confab were Howard E. Wheeler Jr., prez, and Frederick Watson, exec secretary.

Nucleuses for the national group already exist in Boston, Pittsburgh, Chicago and Los Angeles, in addition to New York and Philadelphia.

Observations From Chicago

By SAM HONIGBERG

BOX-OFFICE attractions will have no cause for complaint here this season. Bookers indicate that new houses around Chicago are ready to welcome flesh talent if it stimulates falling grosses.

The Great States Circuit, for one, is on the lookout for audience favorites to be spotted into a number of theaters in Illinois. To date, band units have increased attendance figures sufficiently to warrant a search for more jitterbug names. Lou Lipstone, booking the GS circuit, says it is probable that weekly shows will be spotted in Springfield, Joliet, Rockford and Peoria, Ill., if suitable attractions are available. East St. Louis and Aurora, Ill., and South Bend, Ind., are other frequent one, two and three-day flesh dates.

IMPROVEMENT in the quality and good taste of some of the local floor shows can only be attained thru the cooperation of both booker and club owner.

The operator cannot expect to enjoy the respect of his booker if he buys part of his shows directly and makes unethical deals with acts to the detriment of the booking office. Neither can the booker hope to have any club exclusives if he spots acts for purely personal reasons and fails to service the account with as satisfactory a show as the budget will permit. In either case it spells financial and artistic disaster to all concerned.

HOLLYWOOD may be the town where they manufacture plenty of bad pictures, but it is also a town that proves

free parking service for theater patrons a definite business-building feature.

Chicago houses, particularly the Loop temples, can well duplicate such a service. There is little doubt that the high parking charge in the downtown area here is keeping many potential customers away from the first-run emporiums. Surely theater operators and parking lot moguls can get together and bring about an agreement permitting free parking to ticket holders.

IT PAYS to make people laugh, judging by the dangerous shortage of comedy acts around here. While the demand for good comedy turns is always greater than the supply, it is more so today due to the greater number of band units and radio shows. Seloum does a week pass when a booker doesn't tear his hair out for a comedy act. Agents here will tell you that an established comedy act will always work unless it holds out for an unreasonably high salary figure.

WHILE it's true that most so-called performers working local joints haven't a chance in the current talent race, some good material can be unearthed if agents and bookers will give it a break.

There is no reason why an act working in an "unbolstered sewer" does not deserve the attention of the boys handling the better accounts.

For the benefit of the trade the agent should make it his business to dig up the good that is buried and raise it to a higher level.

State, New York

(Reviewed Thursday Evening, Sept. 22)

Potentially a tremendous card in box office as well as entertainment value, lighted up by such favorites as Benny Fields and Block and Sully, the program may live up to its b-o. promise but falls decidedly short in actual playing.

Benny Fields, after one of the grandest, most sensational comebacks in the annals of showdom, seems to be coasting on his rewon laurels. Perhaps the most sublime of present-day balladeers, when right and trying, he is prone to overdo the saccharine sentimentalisms and to overwork, with all respects to a remembered favorite, the "Blossom" interferences. *Walking Stick, None If Can Be Told, Delovely*, all are arranged with a "Blossom" background. Benny also pays tribute to Berlin's *Alexander's Regime Band* with a special if somewhat overarranged version. Benny returns to form with *Time Marches On* and *Lullaby of Broadway*.

Block and Sully work as informal emcee combination and interject their Dumb Dora banterings thruout the bill. Too much of their material, however, is too familiar and the unflattering result is graced only by the nimble delivery of Eve Sully. A parody on *You Go to My Head* falls nearly flat, but, taking a cue from Benny Fields' forte, they get much stronger appreciation for a sentimental parody to *Thanks for the Memories*.

The remainder of the cast is capable support, headed by the ever-baffling and amazing memory and scrambled scribbling stunts of Freddy Craig Jr. Opening has Pritchard and Lord in a

novel dance offering, wherein the pair try to work out hybrid combinations of dance styles, such as having the girl work in evening gown and ballet slippers, both tap dancing thru the motions of a stately waltz, mixing castanet clicking and taps, etc. The team has a good novelty idea there, but they have not reached the point of convincing presentation.

Closer is the Six Honeys, three pairs of boys and girls, in a fast and exciting melange of dancing, acrobatics and tumbling. The three girls run away with the honors with their ability to outdo anything the boys offer, even in the way of heavy-duty underlanders.

Screen offers *Three Loves Has Nancy*. Very good his last show opening day.

George Colson.

State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 23)

It was a draggy affair the first show opening day, for not enough talent was displayed to warrant the length of time given it. Also, dancing specialties top the limit, making the continuous invasion into that field a monotonous one.

Rolly and Verna Pickert opened and offered a real novelty in their still dance but should take less time in getting to it. The swing struts they do, collectively and individually, are a waste of time, with the exception of Rolly's take-off of Will Mahoney.

Sonny Lamont and Betty Burgess are another team killing time on inconse-

quential comedy. The forte here is Sonny's strong acro tricks due to his corpulent shape. Betty is cute and sexy but weak on footwork and vocal exercises.

Sammy White follows with more dancing, but his eccentric routines can stand competition and went unusually well. Also his delivery is sharp and showmanship still bright. While his closing fan dance is rather corny, the audience didn't think so.

House band moves on the stage to support the girl line in a unison kick routine in blue briefs. Lynn Chalmers, radio canary with a smooth, high voice, is strictly for the airlines if her initial effort here is to be taken as a criterion. Her songs failed to go over because of poor showmanship and lack of audience tricks that most stage vocalists seem to have. Needs meatier arrangements for footlight appearances and instructions on how to use her hands.

Oswald, with his company including Ernie Stanton, Ida Lind and Flo Holt, garnered laughs, but would probably look stronger if he trimmed the time of his turn. An earlier recital on his accordian would come in handy. Goes thru his familiar "Oh, Yeah" talk routine with Stanton, leans on Miss Holt for a baby buggy bit and Miss Lind in a good acrobatic number before socking away a couple of selections on the accordian.

Line closes the bill with the Lambeth Walk. On screen, Warner's *Men Are Such Fools*. First show business below average.

Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, Sept. 22)

In its 40-minute presentation this week, the Music Hall is offering a better thought out, more cohesive show than many a legit musical comedy. Stage is given over to a cavalcade of Irving Berlin songs (reason being his lyrical and musical contribution to the screen half of the bill, the *Astaire-Rogers Carefree*), and it is to the credit of the M. H. production department headed by Leonidoff that, instead of merely throwing a handful of Berlin numbers together willy-nilly, it elected to present them in a clever, understandable manner.

Four scenes cover Berlin's career in Tin Pan Alley, the theater, radio and motion pictures. They are linked together by flashing on a curtain a facsimile of a huge album, one page showing a picture of Berlin, the other announcing which aspect of his work is depicted in the next scene. In this respect alone, the show is much more of a personal plug for the writer than the whole two hours of the *Alexander's Regime Band* film. In fact, opening night audience was so impressed that they applauded the *Carefree* title credits to Berlin.

Glee Club opens with a surprisingly animated performance of several Berlin old time rag tunes. Boys really show personality, something hitherto unsuspected in this group. Second part represents a fashionable audience in front of a theater during the entracte of a Berlin show. Sunshine Sammy and Sleepy Williams do a couple of good routines as a pair of the usual colored boys who entertain a sidewalk theater crowd. Lights fade and scrim of the theater exterior disappears to reveal a beautiful interpretation by the ballet corps of *Lady of the Evening* against a lovely setting of huge orchids. Number is highly effective.

Jan Peerce is on next, singing several Berlin radio hits. Works in front of the album curtain, using a mike. Single number paves the way for appreciated contrast of the finale, representing a movie lot with a picture in production. Fashion show of furs and evening gowns leads off, followed by Mary Raye and Naldi in a couple of their graceful, effortless dances. Pair hasn't the same opportunity here they have enjoyed at the Rainbow Room and Marden's Riviera, being held down to two short routines to Berlin songs instead of their accustomed accompanying music. But they're on long enough to impress just as favorably.

Rockettes, as usual, wind up the show, and also, as usual, are unexcelled in their precision work, this time to *The Yam*. It's the climax of a production that for smoothness, thought and ingenuity is one of the finest ever done here, which is saying a great deal.

Daniel Richman.

Strand, New York

(Reviewed Friday Evening, Sept. 23)

The third vaude bill of the theater's resumption of vaude opened tonight to good business. Headliner is Jan Garber Band, returning to Broadway after an eight-year absence. Garber, on the more than 10 years, has built up a real reputation, and his radio and record following should bring some solid business here despite the fact he has not been in the news locally.

Ethel Merman splits headline honor with Garber. Lovely in a black hoy gown, she slammed over her version of *I've Got a Pocketful of Dreams, So Help Me, Heat Wave* and a medley of some of the hit songs she introduced during her career. She is still a powerful singer of pop songs.

Garber, a pint-size maestro, leads in rather modest fashion, taking the fiddly for some sweet stuff in the closing number. He must have been nervous, for he garbled a couple of announcements—but no real damage was done. His band has 13 men, with six more added to provide a flash entrance for Miss Merman. This is worked by hiding the extra six men behind some scenery and then dropping the scenery to reveal them when Miss Merman made her entrance. It's a nice piece of staging. The band itself is very listenable. It dishes out sweet stuff sharpened up by the brass section, and it can swing out enticingly, too.

The band vocalist is Patricia Norman, a cute brunet with a lively voice and style. Gives vigorous rhythm treatment to pop tunes. Her *Old Man Mose* soaked over and she encoored with *You Made Me Love You*.

Serge Flash, fast, young juggler, amazed as usual with his deft handling of sticks and balls. Altho cramped for room, he managed all right.

Lorraine and Rognan, mixed ballroom team, is a surprise hit. The elastic-body brunet turns out to be a grand comedienne, while the boy is a perfect foil to her contortionistic comedy. Went over solid.

Lee Bennet, trumpet man, doubles from the band for comedy and novelty singing. Rudy Rudisill and Fritz Heibron also double from band for specialties.

The staging has improved vastly (credit Harry Gourfain) and the show has surprising speed. Film is a funny comedy, *Garden of the Moon*, which relates the headaches of a band leader.

Chester Morris, Mary Small and Johnny Messner's Hotel McAlpin band open for a single week October 7 with the film, *Secrets of an Actress*, pushing back Horace Heidt's two-week stand to October 14, along with the film *The Sisters*.

Paul Denis.

Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 23)

Aided by three excellent acts, Roger Pryor's Band review, patched up on a last minute notice, has plenty of entertainment. Roger's spirited conducting and emcee work are a great help to the show.

Highlights, however, must be credited to outside assistance. First there is the smart eccentric dancing of Troy and Lynne. The team makes a most satisfactory showing, dishing out a sophisticated version of an eccentric leg-forward strut and their version of a couple of swinging college kids. Appearance is well suited for both theaters and smart hotel rooms, and girl's looks is not hard to take.

Mignone, a top control dance interpreter, has a difficult routine which she performs with an amazing amount of grace. Scores tricks with either foot

"After four of the most enjoyable and successful weeks of my career, I leave you

BILLY ROSE

and the entire cast and staff of the

Casa Manana, N. Y.

with a feeling of regret.

"I am grateful for your offer to remain four additional weeks, but, due to advance bookings, had to sail September 22 to open at the

GROSVENOR HOUSE, LONDON, ENGLAND

September 29, with the lovely

SANDRA LYNN

for an indefinite engagement."

AL TRAHAN

(Signed)

Direction—MUSIC CORPORATION OF AMERICA

P. S.—Many thanks to my pal, LARRY PUCK.

HELD OVER
PALACE THEATER, CHICAGO

CHARLOTTE

JOHNNY

ARREN AND BRODERICK

Direction

MILES INGALLS & MARK LEDDY

Europe

FOSTER AGENCY

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
"ANTHROPOMORPHIC" with DOC. M. IRVING-
SENSATION" 433 Roosevelt Blvd., Phila. Pa.

BELL'S
HAWAIIAN
FOLLIES

Now Touring Canada,
New England Dates Next.
Mgt. Bob Nickx Page,
314-21st Ave., Allentown, Pa.



and her closing feat is a real applause getter.

Max and his gang stack up as one of the best acts in the business. Outstanding are Max's easy tactics in working with his highly trained canines and the hard acrobatic work the trainer himself goes thru while having his cohorts duplicate them. A sure hit.

Fryor's Band, an aggregation of 14 men and a songstress, is a voluminous swing outfit, playing with gusto and, in general, winding up on the right side of the edge. Band impresses in individuality when they play specially concocted medleys, such as the Musical Tops, which gives old melodies and satirical impressions of name orchestras.

Red Hodgson, the fellow who takes the lame for writing Music Goes Round and Round, is involved in an amusing session with Fryor, and Lanie Truesdale, the fond vocalist, is spotted briefly warbling What Goes On Here? Kid has the coals but her voice does not rate on a stage.

Fryor, among other things, offers an impression of Bert Williams doing Somebody Else, Not Me, and swings out a modern version of his father's The Whistler and the Dog.

On screen, Sing, You Sinners (Paramount). Business fair second show opening day.

Last week the Ed Sullivan unit, featuring Benny Rubin, and Paramount's pairs of the North attracted a moderate \$3,000.

Sam Hontigberg.

Roxy, New York

(Reviewed Friday Evening, Sept. 23) Stage show has Paul Ash's Band on stage. Seems a good idea, as the crew is much more impressive.

Opening turn, Earl and Frances, Negroized team, do a neat and rather showy clogging turn after starting their session with a vocal, Darktown Strutter's Ball. Ed three routines in all, displaying a solo, clean technique. Last turn, a ovety tap built around Me and My Shadow, added pleasant variety.

Abbott and Costello, comedy team, are a twice. First a soldier routine, with Abbott, the comic, a lazy private, Costello, a tough officer, tries to put Abbott thru a military drill, whams him in the kisser innumerable times, etc. etc. laughs, but less dependence on the tough stuff would help. Second session as Abbott a baseball rookie, and Costello, his coach. Gags here are all puns, stemming from Costello's scrambled explanation of the team. It's the type of humor that has been standard in vaudeville years. The boys do okay with it.

Radio Aces, male singing trio, undoubtedly have enough talent to click—at their presentation at the Roxy was marred by overemphasizing too much musical stuff in the way of lyrics and arrangements. Strikes us as an attempt to be over-novel. Trio seems to have plenty of talent to warrant getting by with a more conservative style. Sang a variety of rhythm, pop and standard ones, including Dark Eyes, Tiger Rag and You Go to My Head. One of their chniques incorporates classical and

straight version of tunes, Pagliacci and Dark Eyes being dished out in this manner.

Florence and Alvarez, ballroom dancers, are a symphony of liquid motion. Opened with a waltz to classical music and followed with a restrained, allegorical conception heightened by weird lighting and music. Team has refinement, poise and technique and is unostentatiously showy. A very good turn.

Collegiate Majorettes, gals who swing batons, seem to have sex appeal, but are scarcely an act.

Go Foster girls up to their usual high standard.

Pic, Hold That Co-Ed. House rather thin. Paul Ackerman.

Earle, Washington

(Reviewed Friday Afternoon, Sept. 23) "Standing Room Only" seems scheduled for this week's program at the local Warner house, which is showing Four Daughters, with a stage bill headed by Johnnie (Scat) Davis and Wayne Morris, who have the teen girls piling into the front rows.

Opening are Paul La Varre and Co., who introduce some excellent strong-arm work lightly mixed with comedy. The 16 Roxettes follow with an effective number, with the girls costumed in satin evening gowns. The chorus sets the pace for entry of Mario and Floria, graceful ballroomers and good enough for anybody's money. They do three numbers—a conventional ballroom dance, a tango and a polished finisher to the tune of Make Believe, which definitely impressed.

Johnnie Davis makes a solo appearance aided by his trumpet, using numbers from his recent pictures. He then introduced Wayne Morris, who is still Kid Gallahad to most moviegoers. The ensuing dialog between Davis and Morris concerns the hard work in Hollywood, which is politely followed by the audience. The entertainment during these few minutes was below zero.

The final number has the Roxettes in a circus routine, with the girls riding in formation on white bicycles, a difficult feat. Edgar Jones.

Palace, Akron, O.

(Reviewed Sunday Evening, Sept. 18)

Gene Krupa's personal appearance this week, a real jitterbug session, is a short and fast show, with Krupa continually in the spotlight. Band is presented on an elevated platform, with Krupa and his drums spotted in the center forefront. His work sizes up as about the best combo offered here in some weeks, and while he dominates the show he occasionally steps aside to give several of his men an opportunity for solo work and novelties.

Krupa and band give the customers plenty of noise, most of the tunes being fast and hot, brassy and even corny at times. Easily his best number is a jungle novelty, Krupa beating his assortment of drums, and his dozen bandmen, each with a miniature drum, assisting in this weird alam-bang arrangement. While the band jams most of its numbers, it switched occasionally to the sweeter tunes, which were well received.

There's a letdown to permit the Three Nonchalants to do their stuff and they just about steal the show. They are acrobats and they have developed burlesque and comedy in their tumbling act with a high degree of polish. A shag dancing pair, Nicholas and Roberts, is the neatest brand of this fast stepping seen here in a long time. Irene Dwyer is the band's swing vocalist, her best being You Go to My Head. She takes the baton and directs the band thru a fast one which takes well with the crowd. Lea Watson does some rhythmic singing that is really funny. On the screen Army Girl (Republic). House not quite full when caught. Rex McConnell.

Buffalo Vaude Try-Out

BUFFALO, Sept. 24.—Vaude shows signs of revival here. Charles Tarbox, owner, and George William, manager of the Star Theater, opened last week with Saturday midnight vaude shows, the first locally in about six years.

Shows are independent and are partly local talent. Billy Tyes, colored singer and tapster, managed the all-colored opening show.

Shows are booked by Frank R. Murphy. Capacity of theater is 650.

Hy Gardner on Screen

NEW YORK, Sept. 24.—Hy Gardner, Broadway columnist for The Brooklyn Eagle, will edit the first "Broadway column" on the screen beginning next week. United Press is sponsoring the "column" newsreel to be shown in four local Translux theaters. "Columns" will be changed three times a week and run five minutes. U. P. will continue to add spot news to the newsreels as the news breaks. It's another step in the development of the "theater newspaper."

Minskys Eye Shubert, Philly

PHILADELPHIA, Sept. 24.—Minskys are negotiating for a lease on the Shubert Theater here. House, which was originally a first-rate legit, was used by Max Wilner past few seasons for burly. Wilner ran afoul of the law, however, on allegedly failing to make proper tax returns, and the house shuttered early last spring.

Iszy Hirst declared a couple of weeks ago that he also was in the market for the spot.

Ersig to Detroit Avenue

DETROIT, Sept. 24.—Charles Ersig, formerly treasurer at the Gayety Theater, became treasurer of the Avenue, succeeding Harry Clamage, who died recently.

Lobby Photo Alluring

DETROIT, Sept. 24.—Marusha Petrov, Detroit burlesque dancer, found her photo on the house front a bit too alluring. A couple of policemen saw the gal's picture, recognized her as on their "wanted" list and went in to serve a warrant—for a couple of traffic offenses. She was placed on probation when the policeman failed to appear in court against her.

Sacramento, Oakland and Fresno Burly Houses Set

SAN FRANCISCO, Sept. 24.—Burlesque houses in Sacramento, Fresno and Oakland will be opened shortly by Harry Farros, manager of the Liberty here, as part of his recently organized Broadway Roadshow Attractions, he announced.

Farros says he has a lease on the Mission, Sacramento, which he will open next week, and the Rex, Fresno. Oakland showhouse not yet set. Policy will be to interchange acts with those playing the Liberty.

Jack Railey is the new producer at the Liberty, with Lucille Parks directing the chorus.

Eddie Hayward, former straight man, and Renee have left the West Coast for road show work in the East, opening in Buffalo.

SUNSHINE SAMMY

Former Star of "Our Gang" Comedies And His Pal

SLEEPY WILLIAMS

RADIO CITY MUSIC HALL, NEW YORK—NOW
Direction—BILLY SHARP, JOE GLASER, INC., Suite 2200, RKO Building, New York.



First Broadway Appearance

VINCE and ANITA

Exponents of the Dance
Speed, Youth and Personality

Currently
LEON & EDDIE'S
33 West 52nd St., New York

CHAS. TROY AND LYNNE CAROL

"ECCENTRIC LEGOMANIANS"

Now Playing CHICAGO THEATER, Chicago
East—NORTH & FLAUM. West—TOMMY BURCHILL.

PERFORMERS if

You Play Vaudeville, Night Clubs, Hotels, Motion Picture Presentation Houses, Showboats, Circuses, Carnivals, Fairs, Private Entertainments

AMERICAN FEDERATION OF ACTORS

Beginning November 1, 1938
Initiation fee will be \$10 (for principals), Dues will be \$18 a year (for principals), payable \$4.50 quarterly.
\$5 (for chorus), \$12 a year (for chorus), payable \$3 quarterly.

Death Benefit Fund membership remains \$1.
JOIN NOW AND SAVE MONEY! Make Checks and Money Orders Payable to American Federation of Actors, 1560 Broadway, New York.
(AFA is affiliated with American Federation of Labor.)

McNALLY'S BULLETIN No. 20
PRICE ONE DOLLAR
NEW, BRIGHT, ORIGINAL COMEDY
15 Monologues, 7 Acts for Two Males, 7 Acts for Male and Female, 12 Parodies, Vaudeville Act, Female Act, Trio, Quartet and Dance Specialty, Tab and Burlesque, 10 Musical First-Parts, Overtures and Finale, 48 Monobits, Blackouts, Refuses, Scenes, Dance Band Stunts, Hundreds of Jokes and Gags. Remember, McNALLY'S BULLETIN No. 20 is only one dollar; we will send you Bulletin No. 19, 17, 12, 15, 16, 17, 18 and 20 for \$4.50, with money-back guarantee.
WM. McNALLY
81 East 125th Street, New York

WINDOW CARDS
14x22, 22x28 paper and cardboard posters, one sheet, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.
POWER SHOW PRINTING FOWLER, INC.

SCENERY
Drops, Flat Sets, Cycloscapes, Draw Curtains, Opening Equipment.
SHELL SCENIC STUDIO, Columbus, O.

R K O THEATRES
1270 Sixth Ave. Radio City, New York

(Routes are for current week when no dates are given.)

Acts-Units-Attractions Routes

Following each listing appears a symbol. 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; n—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater. NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Abella, Frances, & John Tio (Beverly Hills) Newport, Ky., co. Adams, Iris (Cat & Fiddle) NYC, no. Alcaro & Roberts (Cat & Fiddle) Bronx, N. Y., no. Alee, Edna, & Co. (Mesa) Grand Junction, Colo., t. Alencio & Dolores (Yacht Club) Chi, no. All-American Ice Ballet (Fox) Phila., t. Allen, Stuart (Knox House) NYC, h. Allen, Roberta (McAlpin) NYC, h. Allen, Vivian (Arcola) Arcola, N. J., no. Allee, Joe (Club Irving) Syracuse, N. Y., no. Allison, Julius (Monte Carlo) NYC, no. Anderson Sisters (Plantation) NYC, no. Andrade, Raymond (Biltmore) NYC, h. Andrews Sisters (Pal.) Cleveland, t. Anson, Bill (Harry's New York Cabaret) Chi, no. Antonica (Havana-Madrid) NYC, no. Arden, Doby (Chez Paree) Chi, no. Arren & Broderick (Pal.) Chi, t. Armstrong, Harry (Casa Manana) NYC, no. Ashley & Ware (Queens Terrace) Woodside, L. I., N. Y., no. Astwood, Norman (Affrage) NYC, no. Atlas, Joe (Plantation) NYC, no.

B Bailey, Addison (Leon & Eddie's) NYC, no. Baker, Smiling Jerry (Red Mill) Bronx, New York, no. Baker, Belle (Beverly Hills) Newport, Ky., co. Barrie, Gracie (Riviera) Port Lee, N. J., no. Barr & Bates (Capitol) Washington, D. C., t. Barr, Ed, Fred, & Midget (Coca-Cola) Phila., t. Bartlett, Wayne (Gordon) Rome, Ga., t. Barton, Rex (Monte Carlo) NYC, no. Barton, James (Casa Manana) NYC, no. Bass, Paul (Chateau Moderne) NYC, no. Bayne, Ferrelle (Kit Kat) NYC, no. Bayne, Fred (Chateau Moderne) NYC, no. Bee, Kenney (Cafe de Paris) London, no. Behan, Arthur (Gay Nineties) NYC, no. Belet, Marian, & English Bros. (Tower) Kansas City, Mo., t. Bell & Gray (Jack & Eddie's) Cleveland, no. Bell's Hawaiian Polka (Capitol) Petersburg, Ont., 25, t. (Regent) Oshawa, Ont., 30-Oct. 1, t.; (Orand) London, Ont., 3-5, t. Belmont Balladeers (Glasa Hat) NYC, no. Bennett, Ethel (Old Roumanian) NYC, no. Berk, Irving (Roumanian Village) NYC, no. Bernard, Ben (Half Moon) NYC, no. Bernhardt, Robbie Jean, & Co. (Auditorium) Wichita, Kan. Bestor, Don (New Kenmore) Albany, N. Y., h. Bestow & Lee (Chandler) Millburn, N. J., no.

Bice, Daria (Russian Kretchma) NYC, re. Bishop, Gordon (Jim Otto's) Hollywood, Calif., no. Blacktons (Colonial) Dayton, O., t. Blackba, Jeanne (Mad Russian Cafe) Hollywood, Calif., no. Blaine, Barbara (Rancho San Pablo) El Cerrito, Calif., no. Blackstone, Nan (Club IV) Hollywood, no. Blackboard, Jerry (18 NYC) NYC, no. Black & Sully (State) NYC, t. Black, Gertrude (Club Irving) Syracuse, N. Y., no. Borg, Inga (Jimmy Kelly's) NYC, no. Borgia & Oliver (Coo Rouge) NYC, re. Bourbon, Ray (Rendezvous) Hollywood, no. Boudreau, Melba (Dunes) Virginia Beach, Va., no. Bouvier, Yvonne (St. Moritz) NYC, h. Boys & Girls (Pal.) Columbus, O., t. Brand, Jules (Ambassador) NYC, h. Brice, Rhoda (Village Brewery) NYC, no. Brice, Frank (Riviera) Milwaukee, t. Brown, Jimmie (Commodore) NYC, h. Brown, Danny (Cloverleaf Club) Omaha, no. Brown, Hank (Birmingham Fair) Birmingham, Ala. Buse, Carol (Midnight Sun) NYC, no. Buxton, Pauline (Plantation) NYC, no. Burgess & Lamont (State-Lake) Chi, t. Byrnes, Jimmy & Jerro (Blackhawk) Chi, no.

C Calloway, Gab (Cotton Club) NYC, no. Campbell, Aaron & Carolyn (Owensboro) Owensboro, Ky., h. Campbell Trio (Owensboro) Owensboro, Ky., no. Cando, Candy (Seven Seas) Hollywood, no. Canales, The (Colony Club) Chi, no. Cantatore, Maria (Gamcock) NYC, c. Carmen, Lillian (Colony Club) Chi, no. Carr, Harriet (Queens Terrace) Woodside, L. I., N. Y., no. Carr, Billy (Club) Chi, no. Carroll, Della (Paradise) NYC, re. Carroll, Della (Paradise) NYC, cb. Carroll, Marion (Wivel) NYC, re. Carter & Schaub (Jimmy Kelly's) NYC, no. Carter, Johnny (Tokay) NYC, re. Carter, Zea (Village Barn) NYC, no. Casillo, Enriqueta (El Gaucho) NYC, no. Caspers, Lynn (State-Lake) Chi, t. Casper, Alfonso (Trocaadero) NYC, re. Cass & Chuckles (Pal.) Chi, t. Cass, Sally (Pama) NYC, no. Cass, Fred (Pal.) NYC, no. Cass, Lew (White) NYC, h. Cassey, Gabriel (Ambassador) NYC, h. Casby, Hoale (Matteoni's) Stockton, Calif., no. Casle, Jack (Radio City Rainbow Room) NYC, no. Cas, Walter (Arcola) Arcola, N. J., re. Casheen (Yacht Club) Chi, no. Caslette & Galle (Tiny's Hi-Hat) Oakland, Calif., no. Cassette & Barry (St. Moritz) NYC, h. Cassin, Joseph (Coca-Cola) Chi, no. Cassigan, Bill (Orbits) NYC, no. Cassin, Frank (Jim Otto's) Hollywood, no. Cassin, Fred (Capitol) Washington, D. C., t. Cassin, Frances (One Fifth Ave.) NYC, h. Cassin, Fred (Kit Kat) NYC, no. Cassin, Elva (Kit Kat) NYC, no. Cassin, Orville (Bublichki) Hollywood, no. Cassin, Orville (Trocaadero) NYC, re. Cassin, Pepper (Cloverleaf Club) Omaha, no. Cassin & Arden (State) Columbus, O., re. Cassin, J. Fred (Kit Kat) NYC, no. Cassin, Tom (Club Cercle) Hollywood, Calif., no. Cass & Dinn (Verrillies) NYC, no. Cass, Pleasant (Glas Hat) NYC, no.

Dance, Olga, Sextet (Colosimo's) Chi, no. Daniels, Jean (Plantation) NYC, no. Daniels, Fanny (Furnace) NYC, no. Darrow, Chick (Village Nut) NYC, no. Darryl & Gilbert (Cloverleaf Club) Omaha, no. Datsko, Yasha (Russian Art) NYC, re. Davis, Bill (Jim Otto's) Hollywood, no. Davis, Johnny (Earle) Washington, D. C., t. De Angelo & Porter (Casino De La Plaza) Havana, Cuba, no. DeCarlos & Granada (Park Central) NYC, h. DeThury, Bona (Tokay) NYC, re. Delahanty Sisters (Macra) Germantown, O., no. Dell & Memory (Knox House) NYC, h. Denning, Ruth (Yacht Club) Chi, no. Denison, Helene (Pal.) Columbus, O., t. Dias, Rafaelo (Armador's) NYC, re. Dielena, Deane (White) NYC, re. Dillon & Farlow (El Mido) Vallejo, Calif., no. Dimidri & Helen Virgil (El Gaucho) NYC, no. Dion, Ila (Bertolotti's) NYC, no. Dolores & Felipe (Havana-Madrid) NYC, no. Donn, Beria (Queens Terrace) NYC, no. Donohue, Walter (Village Barn) NYC, no. Donnelly, Harry (Gay Nineties) NYC, no. Dorita & Valeryo (El Courier) NYC, no. Douglas, Dorothy (Laurier) Lowell, Mass., no. Downey Sisters (Jim Otto's) Hollywood, no. Drachen, Russell (Whirling Top) NYC, no. Drayton Sisters & Jack (Palace) Minneapolis, t. Drews, Three (Century) Baltimore, t. Drew, Charlie (Lombardy Bar) NYC, re. Drew, "Hotcha" (Kit Kat) NYC, no. Duchin, Eddy, & Band (Paramount) NYC, t. Duffy, Bobby (New Yorker) NYC, h.

Early, Lee (Chez Maurice) Montreal, no. Ebert, Marion (Plantation) NYC, no. Elin, Marcia (Old Roumanian) NYC, re. Ellis, Patricia (Casa Manana) NYC, no. Ellis, Kay (Jim Otto's) Hollywood, no.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Endor & Farrell (Clover) Hollywood, no. Ernesting & Joseph (Woodside Gardens) Woodside, L. I., no. Escovia, Three (Silver Lake Inn) Camden, N. J. Evers, Frank & Dolores (Tower) Kansas City, Mo., t. Farrell, Bill (Place Elegante) NYC, no. Farrell, Lorraine (State) NYC, no. Faye, Francis (Strand) Brooklyn, t. Feeley, Mickey (Garbo) NYC, re. Fern, Pearl, & Co. (Moose Club) Johnstown, Pa., no. Feinle, Berny (State) NYC, t. Feinle, Berny (State) Hollywood, no. Foerster, Conchita (Chateau Moderne) NYC, no. Francis, Charlie (18 NYC) NYC, no. Frances, Dixie (LaSalle) Chi, h. Franklin, Cass (New Yorker) NYC, h. Frey, Doug (Capitol Tavern) Jefferson, Mo., no. Frisolo, Joe (Seven Seas) Hollywood, no.

Gales, Judith (Wivel) NYC, re. Gall-Oall (Arcadia) Phila., re. Garber, Jan, & Orch. (Strand) NYC, t. Gardella, Tess (Lookout House) Covington, Ky., no. Gavin, Marjo (Club Minuet) Chi, no. Gaynes, Lella (Club 18) NYC, no. George & Elsie (Club Irving) Syracuse, N. Y., no. Gerry, Julia (Maxim's) NYC, re. Giglio, Dem (The Yari) Chi, re. Gilbert, Bob & Fleurette (Colosimo's) Chi, no. Gilbert, Ralph (Cloverleaf Club) Omaha, no. Gilmore, Gita (Cloverleaf Club) Omaha, no. Gilmore, Amelia (Wivel) NYC, re. Gilmore, Patricia (Wyllin) NYC, h. Glover & Lamme (Arcadia) Phila., re. Goodale & Mener (McAlpin) NYC, h. Goodelle, Dandi (Paramount) NYC, t. Gory, Gene & Roberta (Palace) Chi, t. Grafholter, Frenchy (Cocanut Grove) Minneapolis, no. Graue, Bernie (Gay '90s) NYC, no. Gray, Jack (Park Lane) NYC, h. Green, Al (Pioneer Nut) NYC, no. Grey, Betty (Bismarck) Chi, h. Grezan, Willie (18 NYC) NYC, no. Guizar, Professor (New Yorker) NYC, h. Gypsy Rora Ge (Bal Tabarin) NYC, no.

Haines, Tate & Simpson (Leon & Eddie's) NYC, no. Hale's, Chester, Capitol Girls (Capitol) Washington, D. C., t. Hall, Jackie (Cloverleaf Club) Omaha, no. Hammond, Edna (Moose Troupe (Ice Follies) of 1937 Atlantic City) NYC, re. Hanson, Bill (Queen Mary) NYC, re. Harper, Lola (Stevens) Chi, h.

Harrington, Pat (Club 18) NYC, no. Harris, Marcela (Monte Carlo) NYC, no. Harrison, Spike (Gay '90s) NYC, no. Hartman, The (Pama) NYC, h. Heathen, Boyd (Pepper Pot) NYC, no. Heidt, Horace, & Band (Orpheum) Omaha, t. Herbert, Joe (Yacht Club) Chi, no. Herbert, Grace & Charlie (Colony Club) Chi, no. Hildegarde (Savoy Plaza) NYC, h. Hill, Florence (Plantation) NYC, no. Hoctor & Shayne (Rancho San Pablo) El Cerrito, Calif., no. Hoffman, Leo (Viva Venice) Chi, co. Holland & Hart (Palmer House) Chi, h. Hoffman Sisters (Club Irving) Syracuse, no. Holbein, Rolf (Pal.) Chi, t. Holmes, Helen (Colosimo's) Chi, no. Honey Troupe (State) NYC, t. Hooper, Eva (St. Regis) NYC, h. Hourcade, Johnny (Bal Tabarin) NYC, no. Howard, Joseph (Bill's Gay '90s) NYC, no. Hoyardt, John (Radio City Rainbow Room) NYC, no. Hubert, John (Queens Terrace) Woodside, L. I., N. Y., no. Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, no. Humes, Helen (Famous Door) NYC, no. Hunt, Ray (New Yorker) NYC, h.

I Jackson, Half Pint (Black Cat) NYC, no. Jackson, Stone & Reeves (Colosimo's) Chi, no. Jackson & Blackwell (Biltmore Bowl) Los Angeles, h. Jackson, Harry, & Jumbo (Paradise) NYC, cb. Janet of France (Janet of France) NYC, re. Jana & Lynton Revue (Riviera) Milwaukee, t. Jan, Sam (International Casino) NYC, no. Jans, Dr. (Steak) Colombo, Caylon, t. Jones, Ray (Queen Mary) NYC, re. Joyce, Connie (Wivel) NYC, re. Jovita & Maravilla (El Chico) NYC, no. Julian, Billy (Matteoni's) Stockton, Calif., no.

K Julian, Don & Marjorie (Stevens) Chi, h. Kabanosh (Kit Kat) NYC, no. Kalani, Kay (Hawaiian Paradise) Hollywood, no. Kalcouni, Alvin (Biltmore) NYC, h. Kapelova, Klavdia (Russian Kretchma) NYC, no. Kason's, Maria, Musicales (Circle Bar) East Dubuque, Ill. Karavassit, Simon (Russian Kretchma) NYC, no. Kavanagh, Stan (Capitol) Washington, D. C., t. Kaye, Sammy (Commodore) NYC, h. Keam, Betty (Mad Russian Cafe) Hollywood, no. Kelly, Paula (Rainbow Room) NYC, no. Kemble, Letty (Bertolotti's) NYC, no. Kenney, Billy (Cortez) El Paso, Tex., h. Kirk, Joe (Leon & Eddie's) NYC, no. Kordova, Natalia (El Gaucho) NYC, no. Krueger, Jerry (Famous Door) NYC, no. Krupa, Gene, & Band (Lyric) Indianapolis, t. Kysar, Kay, & Orch. (Stanley) Pittsburgh, t. D. C., t.

L Lavarre, Paul, & Bro. (Earle) Washington, D. C., t. Landis, Jeanne (Arcadia) Phila., re. Lane, Mary (Jimmy Kelly's) NYC, no. Lang, Dee (The Dome) Chi, re. Laska, Sema (Club Irving) Syracuse, no. LeMaire, The (College Inn) Chi, no. Leeds, Lois (Wivel) NYC, re. Lee, Bob (Wivel) NYC, re. Lee, Joe & Betty (Copa Cabana) Rio de Janeiro, h. Leopold, Billie (Ben's) Milford, Conn., re. Lester, The Great (Bal Tabarin) NYC, no. Lester & Ermsgrun (Bismarck) Pittsburgh, c. Lewis, Ann (Plantation) NYC, no. Lewis, Hank (Matteoni's) Stockton, Calif., no. Lewis, Dick (Cat & Fiddle) Bronx, N. Y., no. Lewis, Texas Jim, & Cowboys (Pal.) Columbus, O., t. Leyston, Jack & All-Boy Revue (Joy Gardens) New Castle, Pa., no. Linton, Charlie (Swing) NYC, no. Long, Avon (Plantation) NYC, no. Los Rancheros (Wyllin) NYC, h. Loy, Thida (Gladstone) Casper, Wyo., h. Lora, Muriel (Harry's New York Cabaret) Chi, no.

M McConnell & Moore (Fair) Neosho, Mo. McCoy, Edna (Jimmy Kelly's) NYC, no. McCoy, Judd (Oasis Seattle), no. McKay & LaValle (ABC) Paris, France, t. Makarenko, Daniel (Rainbow Inn) NYC, re. Malone's Jay, Harlem Coolers (Shamrock) Redding, Calif., re. Malinowski, Alvin (Berita) NYC, h. Mann, Marlon (Blackhawk) Chi, no. Margret (Tokay) NYC, re.

Marina & Marina (Tokay) NYC, re. Mario & Floria (Earle) Washington, D. C. Marinos, Les (Trocaadero) NYC, no. Marlowe, Peggy (Arcola) Arcola, N. J., re. Marilyn & Michael (Radio City Rainbow Grill) NYC, no. Marzotta, Thora (La Marquise) NYC, no. Marsh, Gloria (Jimmy Kelly's) NYC, no. Martin, Tommy (Palmer House) Chi, h. Martinez, Juan (Havana Madrid) NYC, no. Mason, Philip (Plantation) NYC, no. Mason, Jackie (Wonder Bar) Cincinnati, h. Maurine & Norva (Cabanola) Hollywood Calif., no. Mauseth, Irene (18 NYC) NYC, no. Maychella, Billie (Colosimo's) Chi, no. Mayfield, Katherine (Le Mirage) NYC, no. May & Hill (Gay Chicago) Chi, t. Meadows, Frankie (Baiter's) NYC, no. Mercer, Maryan (Village Barn) NYC, re. Meredith & "Shoozer" (Leon & Eddie's) NYC, no. Merle, Phyllis (Arcola) Arcola, N. J., no. Merz, Ethel (Strand) NYC, t. Merz, Kathryn (Swing) NYC, no. Michon, Michel (Russian Kretchma) NYC, no. Mignone (Chicago) Chi, t. Miller, Beth (Roumanian Village) NYC, no. Miller, Melvin (Capitol Tavern) Jefferson City, Mo., no. Miller, Cathlyn (Royal Hawaiian) San Francisco, no. Ming & Toy (Tower) Kansas City, Mo., t. Mirreva, Inna (Bublichki) Hollywood, no. Mitchell-Hedges, Dorothy (Village Nut) NYC, no. Moneahan, Vince (Cat & Fiddle) Bronx, N. Y., no. Montiglio, Maria (Leon's) NYC, re. Montfort, Maria (Midnight Sun) NYC, no. Moore, Dinty (Cat & Fiddle) Bronx, N. Y., no. Morales Bros. & Little Daisy (Palace Gardens) Lansing, Mich., no. Morgan, Russ (Paradise) NYC, no. Morris, Chester (Pal.) Cleveland, t. Murbay, Jimmy & Mildred (Palmer House) Chi, h. Murray, Jam (Half Moon) NYC, no. Murtah Sisters (Riviera) Milwaukee, t.

N Nappa (Lexington) NYC, h. Nalasha (Harry's New York Cabaret) Chi, no. Newdahl, Clifford (One Fifth Ave.) NYC, h. Nichols, Wayne (La Valle) Los Angeles, no. Nissen, George (Rainbow Club) Buffalo, no. Nigry, Ruth (Radio City Rainbow Grill) NYC, no. Noland, Nancy (Elysee) NYC, h. Norman, Kay (Woodside Gardens) Long Island, N. Y., re. Norris, Harriet (Alabama) Chi, no.

O O'Day, Darlene (Bismarck) Chi, h. O'Dell, Dell (Warwick) NYC, h. O'Neil, George & Kenna (Bismarck) NYC, h. O'Neil, Princess, & Pete & Co. (Southland) Boston, no. Oria, Nena (Old Roumanian) NYC, no. Ortiz, Joe (Club Cercle) Hollywood, Calif., no. Oswald & Ernie Stanton (State-Lake) Chi, t. Oxford Boys, Three (Chez Paree) Chi, no.

P Page, Ann (Half Moon) NYC, no. Parker, Ray (Rancho San Pablo) El Cerrito, Calif., no. Parker, Leslie (Palumbo's) Phila., c. Parks, Frances (Cat & Fiddle) Cincinnati, no. Parsons, Kay (Casa Manana) NYC, no. Paul & Queta (Kentucky Klub) Toledo, no. Paul, Fred (Coca-Cola) Cincinnati, no. Payne, Frank (Paramount) NYC, t. Pepper, Mack (Rancho San Pablo) El Cerrito, Calif., no. Perkins, Johnny (Tower) Kansas City, Mo., t. Pettit, Ruth (Tower) Kansas City, Mo., t. Pickett, Robby (Grand) Cincinnati, Chi, t. Pitts, Zeno (Pal.) Columbus, O., t. Plaza, Trini (Club Gaucho) NYC, no. Poliakova, Nastia (Russian Kretchma) NYC, no. Preble & Branson (Century) Baltimore, t. Pritchard & Fred (State) NYC. Pryor, Roger, & Band (Chicago) Chi, t.

R Ralph, Wynne (Radio Franks) NYC, no. Ramon & Remit (St. Regis) NYC, h. Ramos, Bobby (Hawaiian Paradise) Hollywood, no. Randolph, Amanda (Black Cat) NYC, no. Ramson, Blenda (Cavalier) NYC, no. Raus, Paul & Erva (Beverly Hills) Newport, Ky., co. Rays, Buddy (Woodside Gardens) Woodside, L. I., no. Reddy, Phil (Tokay) NYC, re. Reamy, Dick & Helen (Riviera) Milwaukee, t. Reayard & Marcia (Vienna Room) Boston, re. Rhoades, Gladys (Place Elegante) NYC, no. Rhodes, Dorothy (Black Cat) NYC, no. Rhodes, Carol (Bossert) Brooklyn, N. Y., h. Richman, Harry (Chez Paree) Chi, no. Richardson, Margaret (New Yorker) NYC, h. Rickard, Earl (The Dome) Chi, re. Rickson, George (Chateau Moderne) NYC, no. Ripa, Bob (Savoy) London, h. Robertson, Orlando (Kit Kat) NYC, no. Roberts, Mary (Gay Nineties) NYC, no. Roberts & Farley (New Yorker) NYC, h. Robins, Archie (Mad Russian Cafe) Hollywood, no. Robbins, Erva, & Sister (Pal.) Cleveland, t. Rochelle & Rita (Lyric) Indianapolis, t. Rock, Mildred (Harry's New York Cabaret) Chi, no. Rodgers, Teddy (Havana-Madrid) NYC, no. Rogers, Buddy, & Orch. (Earle) Phila., t. Rolling Cloud, Chief, Dog Town Follies: Versailles, O., 28-30; Lebanon Oct. 1; Middletown 2; Bradford 3-4; Jeffersonville 5. Remona (Cavalier) NYC, no. Ross, Harry (Queens Terrace) Long Island, N. Y., no. Rose, Geraldine (Midnight Sun) NYC, no. Ross, Dr. Sydney (Radio City Rainbow Room) NYC, no. Roth & Shay (Apollo) Burnberg, Germany, t. Roth, Hawaiian Sweethearts (Biltmore) NYC, h. Royce, Ann & Jimmie (Half Moon) NYC, no. Ruben, Tamara & Baro (Half Moon Club) Steubenville, O., no. Rush, Ann (18 NYC) NYC, no. Russ (Blackhawk) Chi, no. Ruvel & Marcea (Jimmy Kelly's) NYC, no. (See ROUTES on page 58)

Magic

By BILL SACHS

(Communications to Cincinnati Office)

PERCY ABBOTT, Colon, Mich., magic manufacturer, suffered the loss of his factory and offices Saturday night, September 17, by fire which swept the premises. Percy succeeded in saving all equipment, records and enough stock to get on. A local firm loaned him sufficient space to permit him to continue business. Abbott plans to put up a modern building on the old location. . . . **SOCIETY OF AMERICAN MAGICIANS** has selected the Hotel Capitol, New York, headquarters for its next annual convention late in May, 1939. . . . **TOMMY MARTIN** last week opened the fall season at the Cocktail Grill at Webster Hall, Detroit hostelry. . . . **MME. ESKE**, pianist, and her manager, Joe Kury, popped off at the magic desk early last week en route from Louisville, where they worked the Kentucky State Fair, to their headquarters in Pittsburgh. . . . **MERCHANTS** of Sterling, Colo., chipped on a full-page ad spread in *The Sterng Advocate* September 14 to welcome the magician to the Municipal Auditorium there on the 16th, where he played under auspices of the local Lions club. Two full houses caught his performance. . . . **LOS ANGELES** Society of Magicians held its 21st annual show at Hollywood Women's Club Auditorium September 16, with the following on the program: Frakson, Jack Wilson, Frank Wins, Harry Usher, Gloria Des, Sandra, Virginia Putnam, Geraldine Ward, Lucien Pitzer, Ferdina, Marion, Billy Baily and W. W. Larsen, Thur Valki and Frank Freeman did the evening. . . . **ROBERTS AND CO.** wind up a 12-week season of fairs with the grand Attractions at Warsaw, Ind., October 1. . . . **LE CARDO** is working a card manipulations at Kelly's, Cincinnati, where his wife, Ariel, is staged in her *Dance of Death*, using 10 pythons and a box. Le Cardo was a star at the desk last Friday (23). . . . **AL B. LIPPINCOTT**, now winding up a fair dates in the South, will be staged this winter by Bonnie and Dot Essler. Lippincott has purchased a new Ford panel truck to transport his equipment, and the Dresslers are housed in a new trailer.

MILBOURNE CHRISTOPHER, who has just finished a series of shows for the International Signal Convention at the Lord Baltimore Hotel in his home city of Baltimore, rejoins the Fred (See *MAGIC* on page 24)

OPENING WALKASHOW

THURSDAY, OCTOBER 6th WITH A TYPE OF SHOW THAT TEXAS HAS NEVER SEEN.

All good Dance Teams with wardrobe contact immediately. Also two good Comedians; no smut. M. C.s and Nurses contact. **NOTICE**—Up to \$1,500.00 in Cash. This will be a new type show and can't miss. Business is good here in Port Arthur. Sponsors guaranteed. Good Floor Money. Fee Wee Collins, Charlie Taurus, Duffy Tarzantino, Harry and Clyde Hamby and partners contact. All Teams knowing Monte Hall, Danny Bramer or Ernie Bernard contact at once, airmail special delivery. Have another perfect ideal winter spot to follow this. Come on down South and spend the winter in ideal climate. Address all mail to **MONTE HALL or DANNY BRAMER**, Sabine Hotel, Port Arthur, Tex.

OPENING SOON

Good Teams who want to make money write or wire at once. **C. M. HAYDEN** Auditorium, Sioux City, Iowa.

Burlesque

(Communications to New York Office)

New York: "PEANUTS" BOHN sends a rave notice from *The Birmingham* (England) *Post* telling about his good work in *Personality Parade* at the Empire. . . . **GLADYS FOX** celebrated a birthday September 15 at the Republic, New York. . . . **KEN ROGERS**, producer, started September 24 at the Follies, Los Angeles, for the Daltons. . . . **LARRY NATHAN** wound up his tour with the Ideal Shows as agent and is now resident manager of the Roxy, Cleveland. Has been connected with burly theaters the last 15 years. Russell Lavalle is producer at the Roxy. . . . **LILLIAN MURRAY** followed Roxanne into the Triboro, New York, September 25 as extra attraction to reinforce Hirst road shows.

HINDA WASSAU has signed for a Hirst road show. Opened at the head of her own company, *Hinda Belles*, at the Capitol, Toledo, September 25. . . . **ANN CORIO**'s own show, *Girls in Blue*, opened September 25 at the Gayety, Washington. Eileen Hubert produced the numbers and is also specialty dancer. . . . **HELEN TROY** and **AI-LING FOO**, new principals at the Gayety, New York, September 16. Relieved Crystal Aymes and Julie Bryan, who were shipped by Nat Mortan, along with Murray Green, Elsa Lang and Jane Dobbins, to the Follies, Los Angeles, to open October 1 for 16 weeks. . . . **DOROTHY DEE** and June Taylor opened at the Star, Brooklyn, September 23. Booked by Dave Cohn, who also spotted Manny King and Georgia Sothorn for the Star for September 30 and moved **AI-LING FOO** and **Ginger Britton** from the Gayety to the Eltinge, New York.

DAVE COHN's recent bookings are **Ginger Britton** at the Gayety September 2 for four weeks and thence to the Star, Brooklyn; **Margie Kelly**, from the Nomad Club, Atlantic City, to the Star, Brooklyn, opening September 16; **Zonia DuVal**, from the Triboro to the Gayety, Minneapolis, September 23; **AI-LING FOO**, to Casino, Toronto, September 23; **Roxanne**, from the Star, Brooklyn, to the Howard, Boston, September 20; **Jean Mode**, from the Gayety to the Eltinge, September 16,

and **June**, **Bobby Burns** and **Lillias Cairns**, to Columbia, Boston, September 19. . . . **MARIE CORD** left the Republic September 8 to open on the Hirst Circuit with the Sam Raynor show. Also to leave the Republic were **Crystal Aymes** for the Gayety; **Looney Lewis**, after a long run, and **Jean Rochelle**. In their places came **Amy Fong**, **Gladys Fox** and **Harry** (Hello Jake) **Fields**, all for a come-back, and **Annette Ross**. **UNO.**

Chicago: **WESTERN MANAGERS' Association** will henceforth hold its meetings in Detroit. During the last get-together it was decided not to increase the membership of the association, due to the shortage of good burlesque people. At present WMA is circulating six units. . . . **YVETTE** opened at the Rialto Friday (23) and moves to the Gayety, Minneapolis, the following week. . . . **MILDRED HARRIS CHAPLIN** has moved to the Roxy, Cleveland. . . . **LEO STEVENS** is now producing for the Hirst circuit in Washington.

Here and There: **IZZY HIRST** is reported to have signed the National Theater, Detroit, for the indie wheel. . . . **ANN CORIO** booked at the Gayety, Baltimore, week of October 2. . . . **FRANK BRYAN** staged *Hollywood Scandals*, premiering at Gayety, Baltimore, last week. **HINDA WASSAU** jumped from Howard, Boston, to open with show as added attraction. **Anita Francis**, dancer, also jumped from Boston (Columbia) to open with show. **Sam Gould**, singer, also on bill. . . . **PEANUTS GREENMAN** is now playing the State, Seattle, after closing in Denver. . . . This year finds the Hirst shows traveling from Washington to Baltimore, the reverse of the procedure followed last year. **DANNY JACOBS** and **BILLY FOSTER** are together again. Now on the Western stock circuit. . . . **IZZY HIRST'S** Empire, Newark, has **Frank Engle** as manager; the treasurer is **Jess Mack**. . . . **FRANK BRYAN** staged new indie show which opened in Pittsburgh on the 25th.

Minstrelsy

By BOB EMMET (Cincinnati Office)

JOE BAKER, "the little man in black," sends a note to the column, the first in his 36 years in the profession. "Sure enjoy your reminiscence articles," he writes, "as I recall Primrose, Dockstader, Evans, Du Rue, Guy Griffin and a few others; also individuals as **Manuel Romain**, who had a wonderful voice." Joe says he has worked black and single but never made the larger minstrel. "What a hit **Chauncey Olcott** must have made with a voice like his," muses Baker.

PROF. WALTER BROWN LEONARD, minstrel veteran and an authority on that branch of theaterdom, has received a letter from Dr. Hugh Grant Rowell, of the Columbia University faculty, complimenting him on numerous articles on the history of minstrelsy which have been appearing in *The Billboard* and other periodicals for many years. Dr. Rowell edits the circus department of *Hobbies* magazine and has invited Leonard to furnish a story on minstrelsy for that publication. Prof. and Mrs. Leonard are currently on a vacation trip thru New England and Eastern Canada.

H. H. WHITTIER recalls the roster of Vreeland's Minstrels in 1890-'91 when the show rehearsed and opened in Friendship, N. Y., which town was also headquarters for Gorton's Minstrels, Middaugh's U. T. C. and E. O. Rogers' Circus. The Vreeland personnel at that time included C. W. Vreeland, manager; Ed DeCoursey, A. J. Anderson, Arthur Deming, Larry McAvoy, Freeze brothers, Dick Vonder, James C. Matthews, Harry (See *MINSTRELSY* on page 24)



FAST, FURIOUS FUN for Your Minstrel Show

Complete selection of Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog. Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog. **T. S. DENISON & CO.** 203 N. Wabash Ave., Dept. 150, Chicago, Ill.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Monte Hall Show Winds Up In Beaumont After 939 Hrs.

BEAUMONT, Tex., Sept. 24—Monte Hall's walkathon, which opened here August 11, has closed after a run of 939 hours. While the show played to good houses, the financial wind-up was only fair.

First prize was won by **Eddie Tompkins** and **Blondie Rainey**, it being Miss Rainey's first show. Second place went to **Marvin Ellison** and **Gladys Maddox**; **Lloyd Hackler** and **Mildred Moore**, third, and **Billy Steels** and **Vina Walker**, fourth.

Staff included **Ernie Bernard** and **Jimmy Lanard**, judges; **Jean Hobaugh** and **Sue Roberts**, nurses; **Buttons Robinson**, **Jerry Wolff** and **Irene Wright**, tickets; **Bob Robinson** and **Millie Bramer**, reserved seats; **Bill Toupe** and **Dad Sargent**, front door; **Moe Goodman** and **Jimmy Carter**, trainers, and **Danny Bramer** and **Art Wolff** assisting Hall on the stand with emcee duties. **Capt. Phil Mathieu** was in charge of the general set-up.

Walkie Moves Out of Town

JEFFERSON CITY, Mo., Sept. 24—Walkathon, Inc., has won its fight to hold its amusement for Jefferson Citizens, but city officials have forced the feature beyond the city limits by refusing to issue licenses or building permits. Managers **Arends** and **Fox** of the walkathon have scheduled their show to open on a lot across the Missouri River from the capital city in Callaway County, within easy driving distance of the city.

PAT O'DAY letters from New York that he recently returned from an 8,000-mile trip which took him thru the South, up the West Coast and back via the Northwest and Canada, meeting many of the oldtimers of the marathon (See *ENDURANCE SHOWS* on page 24)

ANOTHER BATAVIA WALKATHON

OPENING WEDNESDAY NIGHT, OCTOBER 12, MARION, ILL.

Beautiful Building, 2,500 seating capacity, on main Government Highway. Prizes up to \$1,750.00. Last Show five years ago. WANT Teams who have danced for me to contact if not in a contact now. Also others who have wardrobe and who can conduct themselves like ladies and gentlemen. Thirty Teams to start. Will care for those teams I wish before opening. Plenty of money, in the heart of Mining and Oil Fields. Another spot to follow this one. Have openings in all departments, such as Emcee, Floor Judges, Nurses, Cooks, etc. Sober Help only. No collect wires or phone calls accepted. Write

CHARLES BATAVIA, Manager

Care Hotel State, or Walkathon, Marion, Ill.

NOTICE CONTESTANTS

New Location, Opening Thursday, September 29, Centralia, Ill. Strictly virgin spot, sponsored by Veterans of Foreign Wars. Heart of big oil boom. Come or wire at once. Can enter 48 hours late. Don't miss this one. Have good spot to follow.

AMUSEMENT ENTERPRISE CO. ZEKE YOUNGBLOOD, MGR.

AT LAST!

The Show You've Dreamed of IN HOLLYWOOD — BEFORE THE STARS OF SCREEN — RADIO STARTS OCTOBER 15TH NEW TYPE

WORLD'S CHAMPIONSHIP SPRINT CONTEST \$1,750 CASH PRIZES **FORREST BAILEY** — Floor Judge **LENNY PAIGE** — **RAJAH BERGMAN** and All Crack Sprint Teams, Contact. **LOU STUTZ**, Care Hotel Warwick, Sunset at Wilcox, Hollywood, Calif. USE AIR MAIL. NO COLLECT WIRES.

Chick Boyes' Winter Plans Are Uncertain

LINCOLN, Neb., Sept. 26.—Chick Boyes Players are nearing the end of their annual summer stand here and are scouting for a place to winter. It hasn't been definitely settled whether the company will go on circle or try for a house in a larger town. Mrs. Chick Boyes, managing the Lincoln company, has been negotiating with Howard Federer, city manager of the T. B. Noble Jr. theaters here.

Tent troupe has had unusually good luck in Lincoln in the face of a bum summer. Business has been fair to good all summer and about even with 1937. Present cast includes Lodemia Corey, Mrs. Chick Boyes, Octavia Powell, Bob Bayley, Jewel Townsend, Jimmy Parsons, Walter Stroud, Billy Remick and Charles Archer.

The No. 2 Boyes company, playing the Fillmore County Fair, Geneva, Neb., October 14-17, barely missed serious happening when the grand stand and midway burned after a gas stove exploded. By chopping down a burning wooden fence the Boyes tent was saved. Grand-stand show scheduled that evening was played in the Boyes tent. Besides the midway conflagration, the fire situation was made more complicated when the fire truck itself burned.

Conger-Santo Chatter

SHEBOYGAN, Wis., Sept. 24.—We saved all the happenings to tell you the Conger-Santo Players' activities of 1938 in full.

Show opened in Wisconsin in May, making several big jumps into Hiawatha Land in Upper Michigan. Due to lots of rain, crippled navigation and copper and iron mines working only 30 per cent, we shifted towards Sault Ste. Marie, Mich., and Canada, where we played many new and old stands to satisfactory business. The farming communities, however, were hit hard. Lumber towns were way off and manufacturing towns just so-so.

Roster included Elmer Pelkin, magician; Princess Zola; Master Lyle Pelkin, cartoonist; Paul Swanson, long featured with this organization; Frank O'Connell; George Conger; Al Santo; Karl Helms Eggert, a recent German importation, and Grumpy Lundquist.

Harold Dane and his crew of five had the 60x90 top up in time at each performance. Buddy Winter, stage manager, has left for Detroit to take over duties at Hotel Statler.

Red Saultner, lot superintendent, had quite a time in all the towns, being a native of the Upper Michigan parts. Hiram Emmons, chief cook, dished out the meals on time and kept the working crew smiling. Conger and Santo have purchased a new Travalo trailer. Three and four-day stands were played instead of the usual week stands.

Show closed Saturday (17) and will reopen shortly in Wisconsin for the annual fall tour, which will include many dance dates for our five-piece orchestra, under the direction of Paul Swanson.

AL SANTO.

THEATRE ROYAL

NEW and MODERN

DESIGNED FOR TENTED PRODUCTIONS

Booking orders now for Spring delivery. May we include yours?

Write—Wire—Phone

BAKER - LOCKWOOD

17th and Central KANSAS CITY, MO.
America's Big Tent House
Eastern Representatives, A. E. Garofield
152 W. 42d St., New York City, N. Y.

WANTED AT ONCE

For Black, Comedians, Straight Men and Chorus Girls. If you misrepresent it's your funeral. Write or wire FRANK ROACH or BILLY ARMOND, Roxy Theater, Knoxville, Tenn.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.
Conducted by MARTIN O'BRENNAN,
198 City Terrace Building, Pitt Street, Sydney,
Australian Office of THE BILLBOARD.

Rep Ripples

CECIL KENYON and Margie Montgomery, with Nig Allen's Comedians all summer, have terminated their engagement. . . M. & M. SHOW closes its summer tour October 10, after which it will go into quarters at South Sioux City, Neb. . . JOHN CAYLOR PLAYERS are now in rehearsal at Mankato, Minn., which will be the base town for their fall and winter circle. . . MR. AND MRS. HAL STONE, who recently closed their tent season in Nebraska, were seen in Kansas City, Mo., the past week-end. . . NEIL SCHAFFNER PLAYERS wind up their summer tour October 1 at Fort Madison, Ia. Mr. and Mrs. Schaffner will return to radio for the fall and winter. . . JACK AND ELSIE LOWERY sojourned briefly in Kansas City, Mo., last week en route to join the Ted North show at Joplin, Mo. The Lowerys were with the Famous Players in Iowa the past summer. . . KELLY BROS.' No. 2 unit is playing a circle in and around Columbus, Miss. . . JACK RIPLEY, after closing a successful tent season in Iowa, is making arrangements for a circle stock to play Northeastern Iowa. . . CHARLES AND DOT Whitechurch, of Whitechurch's Comedians, were in Kansas City, Mo., last week-end, accompanied by Jack Lockwood Jr. and Lois Lockwood. The foursome is vacationing. . . WAYNE AND LORETTA HUFF, after a season with the Famous Players in Iowa, are spending a few days with the homefolk in Burlington, Ia.

NORMAN GRAY, formerly associated with the Darr-Gray Show, was spotted in Kansas City, Mo., the past week. HENRY L. BRUNK'S Comedians, after playing thru Kansas, are bound for the Lone Star State. . . PETE WIGHT, rep comic, was seen in Kansas City, Mo., the last week-end after closing another season with the Frank Ginnivan Show in Michigan. . . CECIL VERNON PLAYERS, who have been showing a North Dakota circle, will move intact to La Crosse, Wis., to begin on the fall and winter merry-go-round. . . ROBERSON PLAYERS, working an indefinite engagement under canvas at Galesburg, Ill., report business as satisfactory. . . DICK LOCKWOOD, who retired from the rep field two years ago to enter commercial lines, was recently ordained as a minister in the Christian Church at Pilmore, Mo. . . RED AND DONNA DAVENPORT have signed with the Sid Kingdon Players for their North Missouri circle. . . STARK ROBINSON and Jack Schaff, with Skippy Lamore's Comedians the past summer, are making arrangements for the launching of an educational attraction to play school auditoriums. . . THE FAMOUS PLAYERS wound up their summer tour last week in Storm Lake, Ia. . . CONNIE AND JOHNNY SPALDING spent a few days in Kansas City, Mo., recently, en route to their home in Nebraska after terminating their contract with Choate's Comedians in Illinois. . . WARD HATCHER No. 1 Show closes this week in Iowa spot and after a two-week layoff reopens on a circle. . . HENRY AND RUBY NEAL have closed their Colorado circle and are now making three-night stands. . . ETHAN ALLEN is sojourning in Kansas City, Mo., after closing with the Ripley Players in Iowa.

up with them. . . CARL WHYTE, pianist, closed the season Sunday (25) with the Gordon Players in Indiana and is joining a one-nighter opening in Charleston, W. Va., October 1.

Van Arnam Notes

FREDERICK, Md., Sept. 24.—Back again on the job and everything and everybody is okeh. The inclement weather man still hangs around about three days each week and always seems to visit us between 6 and 8 p.m., which is bad for a tent opera.

We played Easton, Md., to good business and saw Pat Gallager, former tab comedian. Pat is running Pat's Grill, besides having concessions at the local ball park.

"SeeBee" and Marion Hayworth also paid us a visit. "SeeBee" was with one show this season that opened and closed five different times. He's now with the Original Showboat.

Billy (Sugarfoot) Henderson has been ill a few days. The sick spells Billy has made him liberal, but this is the first one this season and everyone hopes the last, as Billy is not himself when he buys cigars and Coca-Colas for everyone but himself.

Danny and Perda Sharpe will close at Middleburg, Va. Danny has an offer of a fine job in Miami, beginning October 1.

Rudy Hoff is expected back provided he can make arrangements with Club Candee, where he is now working. We will clean up our dates in Virginia this week and then go to South Carolina and Georgia.

Jack King, our contracting agent, reports tobacco prices are best in years, and cotton prices, while not up to standard, are better than last year.

BILLY O'BRIEN.

Tolbert Tattles

FLORENCE, Ala., Sept. 24.—Saturday (17) we gave Lasses White and Honey Wilds a fine sendoff on their way to California. Hated to see such a swell pair leave, but business is business.

When we opened Monday naturally everyone was on his toes and did we hit them? Montgomery, Ala., responded in a big way to our efforts and as a result we had a jammed tent and a marvelous reception, and a good time was had by performers and the audience.

Buddy Hale is right in line with Earl Carroll when it comes to picking beautiful girls. A new sister team, Kay and Betsy Lee, joined the show in Columbus, Ga.

Bill Miller had a bit of hard luck while the show was playing Russellville, Ala., when the man with the big black mustache caught him with a brand-new pant.

If business continues as it has been we will be out until Christmas.

"JUMPING" JACK MILLER.

Heffner-Vinson Hi-Lites

BAXLEY, Ga., Sept. 24.—We had short jumps the past week, with total mileage only 86 miles, one of season's shortest. An early set-up and parade is getting to be a regular thing.

Vidalia, Ga., was good for two days, despite rain and carnival opposition. There was much visiting between Alrco Shows and our gang, and both shows exchanged courtesies.

Joe Rossi and family, of Rossi Circus Revue, were visitors at Vidalia.

Everyone is enthusiastic about the new stage, especially the hoofers.

Rhythm Boys had another successful dance at Baxley.

Ben Heffner, 24-hour man, who was back on show here, reports his wife, Lilly, greatly improved in health after a long illness. AL PITCAITHLEY.

Madge Kinsey Moving Indoor

OTTAWA, O., Sept. 24.—Madge Kinsey Players, who have been playing thru Ohio under canvas since last May, have ended their tent season and will play a week's engagement at the local opera house opening October 3. Company will remain intact for the engagement here, which likely will be followed by other indoor stands in near-by cities, according to Harry Graf, manager.

MAGIC

(Continued from page 23)

(Panay) Sanborn act at the Capitol Theater, Washington, October 7. . . EUGENE C. PRONK, 18-year-old magick and escaper, is working schoolhouses thru New York State under management of Bill Miller. . . THE GREAT KARSTON and

his *Follies Unusual*, 21-people unit cur rent this week at the Tabor Theater, Denver, has the Fox houses in Nebraska and Wyoming to follow. Karston presents several original illusions, including *Battle of the Toy Soldiers* and *Pete Piper's Wife*. . . DR. JUDGE, mentalist who closed recently at Henri's, Cape May N. J., to open at the Hotel Roosevelt Jacksonville, Fla., is carded to sail for England December 15 for an eight-week engagement. He will be accompanied by his wife, Billie. . . AL PAGE AND CO appear this week at the Roxy, Cleveland, burlesque stand, as an added feature Page has recently purchased a Chevrolet truck to haul his show. . . WILL ROCK now working under the direction of Claude H. (Kid) Long with much of the late Howard Thurston's equipment, has week acquired the magical equipment of Harry Thurston, as well as two of the latter's trucks. He picked up the net equipment last week in Hammond, Ind. where Harry Thurston is now residing. Rock has been set on a string of Ohio dates by the Gus Sun office, beginning this week. . . LORING CAMPBELL, an wife, who began their fall lyricum season at Eminence, Ky., September 12, were visitors at the magic desk Wednesday (1) last week (21). They spent several days in the Queen City before heading off into Kentucky and West Virginia for more dates. They are set in the Virginia and North Carolina for the next 11 weeks under direction of the Collin Festival Circuit. . . BOB NELSON, of the Nelson Enterprises, has taken the distributorship for the Astro-Scope, the dime horoscope vending machine manufactured by the Crabb Mfg. Co., Chicago. Bob will sell and operate the machines. . . THE GREAT NICOLA sends word that he is sailing for Australia the middle of October. . . THE WRITER holds an important message for the Gallarda mentalists. Please send in your route

ENDURANCE SHOWS

(Continued from page 23)

fraternally, among them "Can" Cannifax "Caught the Hayden show at Aurora, Ill., and the Pop Dunlap derby at Silver Springs, Md. Both fine shows and did good business," says Pat. O'Day info further that he's completing work on a book titled *The Cess Pool*, which he claims will be published by Doubleday-Doran. He also plans to be married in November, so it looks like a busy season for the Irishman.

CLARA KORBEL has returned from her vacation in Minneapolis, where she visited old friends, including her old partner, Red Hayes; Dorothy and Buddy Atkins; Harry Green, floor judge; Jackie Farrell, piano player, and Buddy Borson.

HELEN CHESTER, who retired from the endurance field some time ago, is now operating the Altamont Inn, Steubenville, O.

SOME TIME AGO in this column Al Zukerman claimed that he soloed for eight days at the Lakeside Park walkie St. Louis, and Al queried as to what the record is. Bonnie Taylor, of Minneapolis, in a recent communication, says that "in the 1934 walkie at Wayzata, Minn., George (Red) Hayes soloed for 578 hours." Can anyone tie that?

JIMMY FARRELL, contestant in the recent George L. Ruty show at Baltimore, is in a critical condition in Mercy Hospital there from bullet wounds. A woman found in the apartment in which Farrell was wounded is charged with the shooting and is held by Baltimore police under \$2,500 bond.

CHARLES AND JUANITA JARRETT are now residing in West New York, N. J., where Charles is singing at the Blue Flame night club and Juanita is looking after an 8-pound daughter.

EARL DAIN, now resting in New London, Wis., letters that he recently visited George Fughe's show at Green Bay, Wis., and was pleasantly surprised to meet many friends he knew. "It's a wonderful show," says Earl.

SAM STEFFIN, well known in the endurance field, is this season on tour with the Hennies Bros.' Shows.

MINSTRELSY

(Continued from page 23)

Meyrick, Alfred Wilson, Tom McAvoy, Franey and Kelly, Frank Addis Kent, Eugene Wack, Ernest Phillips, Ed Prouty, Charles Bratton, Bob Fleming, Brad Gilliland and H. H. Whittle.

The Final Curtain

Births

BURKE—Paul M., 40, formerly manager of Station WFJC, one of Akron's early radio stations, in People's Hospital, that city, September 16 from injuries sustained when he fell recently. In recent years he had been engaged in publicity work. Services and burial in Akron.

BUTLER—William, 32, club and vaudeville performer, in Woodside, L. I., recently.

COOK—Charles E., 52, former circus manager and unit production manager for Paramount Studios, at his home in West Los Angeles September 17. He began his circus career as a peanut vendor at the age of 12. When still in his teens he went with the Gaskill carnival as electrician. Later he joined the Al G. Barnes Circus, and for 23 years worked at virtually every job in the big top. He is said to have been the first to install electricity in any circus and is credited with inaugurating the idea of presenting benefit shows for orphans and hospitals. At the time he retired from the circus he was general manager of the Barnes show. In 1933 he began work on the Paramount lot and became one of the highest paid unit business managers. At the time of his death he was preparing *Union Pacific* for Cecil B. DeMille and had just completed work on the Frank Lloyd production, *If I Were King*. He was a honorary member of the Elks' Lodge. Survived by his widow, a son, a sister and two brothers. Services September 21 in the Wee Kirk of the Heather in Forest Lawn Cemetery, Los Angeles, and interment there.

In 1923 he moved his headquarters to New York and concentrated on American zoos and circuses until his retirement from the business in 1933. Joseph was credited with bringing several species of animals to America for the first time. He was unmarried. Remains were cremated at Ferncliff Crematory, Hartdale, N. Y., September 19.

KATAYAMA—Mme. Haruko, 100, creative classical dancer of the Japanese stage for three-quarters of a century, in Tokyo September 7.

KELLOGG—Loyce, baritone player, at the home of his mother in North Little Rock, Ark., recently. He had played with Al G. Barnes, Russell Bros. and other circuses, his last engagement being with the L. Claude Myers Band on the Haag Bros. Circus.

KLEIN—Nat, 33, projectionist in the Queens Theater, New York, September 13.

KLINE—Arthur Terrell, 24, recently in Kansas City, Mo. Burial in Heart of America Showmen's plot in Memorial Park Cemetery, that city. His widow survives.

MARSH—Charles O., 79, a member of the Brilliant Quartet, which played the old Keith Circuit a few years past, in Baltimore August 14. He was also with Al Reeves, Gus Williams and other shows. Burial in Baltimore.

MEYER—August, 58, known as the human telescope, in Stockton, Calif., August 26. He was one of Ripley's Believe It or Not subjects at the Dallas exposition in 1937, also at the Chicago World's Fair in 1933. Survived by his widow.

O'CONNOR—Edward, 79, president of the Wauhsara County Fair, September 18 in a Madison, Wis., hospital. Survived by his widow and two sons.

SAGER—Charles Richard, 53, once publicity director for the Grand Opera House, Youngstown, O., and a stagehand for many years, September 16 of a stroke at his home in Youngstown. He was financial secretary of the stagehands' local in Youngstown. Survived by his widow. Services and burial in that city.

SMOLLINGER—W. H., 89, for the past 20 years secretary of American Trotting Association, September 20 at his home in Chicago of a heart attack. He had been ill for several years and for the past year had been confined to his bed. Previous to his election as secretary of the association in 1918, he served as secretary-treasurer of Great Western Circuit for many years. Burial in Galesburg, Ill.

SNEED—William Soaper, 56, well-known circus fan and chairman of the John Davenport Top, Circus Fans of America, of heart trouble at Chicago, September 23. While not connected with show business, Sneed numbered scores of prominent circus people among his close friends and for many years he had taken an active interest in the Circus Fans. A native of Henderson, Ky., he had made his home in Chicago for more than 20 years. Surviving him are two sisters, Mrs. Ewing Rankin and Mrs. Stirling Thompson, both of Henderson. The body was taken to Henderson for burial.

SNYDER—Emmett D., 75, known as Tiger Bill, at Charlotte, Mich., September 15, as briefly mentioned in last week's issue. He had been ill for some time and

was the last of his immediate family. He had been in show business for many years, having Wild West shows on the road. He was a member of the Charlotte Prairie Hook and Ladder Co., Michigan State champions half a century ago. Survived by his widow, Emma; one son, Leo Snyder, of Springfield, Mo., and a stepson, Harold Alchon, of Dundee, Ill. Interment at Maple Hill Cemetery, Charlotte, September 19.

Marriages

BENNETT-SHALLOP—Bob Bennett, late of Cole Bros. Circus, and Julie Shallop, nonpro, at Toronto recently while working the Canadian National Exhibition there.

BRECHER-LEE—Larry Brecher, Brooklyn nonpro, and Mitzi Lee, toe dancer, Washington, in Elkton, Md., September 3.

CAVANAUGH-RIMBACK—Billy M. Cavanaugh, formerly with tabs, burlesque and vaudeville, and Emma Rimback, nonpro, in Baltimore September 15.

CHASIN-SARAPIN—Joseph Chasin, assistant in the art department of Warner Brothers, New York, and Ro Sarapin, nonpro, in that city September 10.

CROSBY-KUHN—Bob Crosby, Chicago, orchestra leader, and Irene Kuhn, Chicago socialite, in Spokane, Wash., September 22.

DAVIS-BAILEY—Edmund Stewart Davis, nonpro, and Stella Wooten Bailey, former screen and stage actress, in Southampton, L. I., N. Y., September 20.

DEMPSLEY-SULLIVAN—Edmund W. Dempsey, in the art department of Warner Brothers, New York, and Ebel Matlack Sullivan, nonpro, in that city September 10.

DOLAN-ROSS—Ken Dolan, nonpro, and Shirley Ross, stage and screen actress, in Las Vegas, Nev., recently.

GLENN-PEIGLE—Samuel Glenn, concessioner, and Edith Maurine Peigle, dancer, both of Groves Greater Shows, in Stuttgart, Ark., September 15.

HISCO-LUNDY—Harry (Keycheck) Hisco, cane-rack concessioner with Buckeye State Shows, and Barbara Lundy, nonpro, in Leland, Miss., recently.

IAVELLO-TULLY—Antone Iavello, arranger for Lou Brees's Orchestra at the Chez Paree, Chicago, and Dorothy Tully, September 17 in Kenosha, Wis.

KEIGHLEY-TOBIN—William Keighley, stage and screen director, and Genevieve Tobin, stage and screen actress, in Las Vegas, Nev., September 19.

KERWIN-INCE—Frank Kerwin, sports promoter and night club operator, and Helen Ince, widow of Ralph Ince, film producer, in Beverly Hills, Calif., September 15.

KLAPINSKI-HUIZENGA—Frank Klapinski, assistant manager of the Campus Theater, Ripon, Wis., and Anita Huizenga, September 20 in Milwaukee.

KNIGHTON-HOOKER—Bert Knighton, promoter and assistant to the director of the Municipal Auditorium, Kansas City, Mo., and Leota Hooker, nonpro, in that city September 12.

TRENT-CALKINS—Paul Trent and Lois Calkins September 7 in St. Johns, N. B. Both are talkers on R. J. Calkins' Little Pal Show with the Ben Williams Shows.

A daughter to Lew and Alice Beckridge at French Hospital, New York, September 21. The father, who for many years operated his own tabloid units over the Sun and Spiegelberg circuits, is now doing parts and bits in pictures in New York.

A son, Maurice Alden, to Mr. and Mrs. Maurice A. Davis in Providence August 14. Mother is a bag puncher and father a ticket seller, last season with W. H. Smith side shows.

A 5½-pound son, Karl, to Mr. and Mrs. Eugene Huber in Polyclinic Hospital, New York, September 8. Mother is the former Eugenia Dailey, of the Dailey Twins, burlesque and night club dancers.

An 8-pound son to Mr. and Mrs. Frank Belt in Columbus, O., recently. Father is office manager of the Peter J. Iodice Amusement Booking Service, Columbus. Mother is the former Virginia Moore, comedienne.

A son to Mr. and Mrs. Phil Netzer in Besselaer, N. Y., recently. Parents are well known in carnival circles.

SUGAR'S DOMINO

(Continued from page 4)
obedient but dispirited servants to the whims and fancies of stupid, outmoded home offices. The final step of vaudeville's collapse was as inevitable as death and taxes.

While conceding the low estate to which flesh has fallen and the difficult job it will require to revive it to an appreciable extent, Robitschek is of the firm belief that flesh can be put back into the front ranks of our business if shows were produced individually in every theater of consequence in a planned circuit. He says it is impossible for a booker in New York or Chicago to wrap shows up in packages and send them out into the hinterlands on the unscientific assumption that if the shows please him and his associates in the booking offices they should click everywhere. He holds that every show—regardless of the extent of the circuit—must be mounted, produced and to a certain extent booked under the direction of a man with tremendous authority designated as house producer. Such a man would be inferred to know talent, the peculiarities of his audiences and would, of course, possess the elementary requisites of a producer.

Robitschek finds in the film industry a parallel to his theme of autonomous production. He points out that phenomenally successful films are possible because the men who produce them are given a free rein. Fresh entertainment can meet with similar success if the men who are assigned to the theaters are permitted, within practical limits, to fashion their shows and mount them in accordance with their ideas of what their public wants. When asked about the possibility of expenses being prohibitive as the result of each theater unit operating independently along production lines, Robitschek stated that those who sponsor the policies must have faith and that if they deliver to the public what the public wants the investments will prove to be well worth while.

On the subject of American booking methods as opposed to the Continental technique, Robitschek's only criticism was that American showmen are not willing to take as many chances as their Old World colleagues. Stressing the fact that all of show business is more or less a gamble, he gave as an illustration of what he means by the lack of daring on the part of Americans that the average American booker will not book an unknown act unless he actually sees it himself or has one of his associates catch it. In other words, American showmen haven't the penchant for gambling that true showmen should have or he has no faith in his fellow showmen—or perhaps it is a combination of both.

Most of the successful European shows that Robitschek has seen or has had anything to do with have been composed of acts or attractions that were bought sight unseen by trusting showmen. Robitschek ventured the interesting statement that under this system only 10 mistakes have been made out of 100. Which he regards as a darn good batting average. American showmen, with their penchant for ogling everything they buy, make a far greater number of mistakes, says he. And there's no denying it, judging from the odoriferous samples we've observed in recent years of shows framed by hopeful souls who tried to bring vaudeville back.

IN LOVING MEMORY OF A DARLING WIFE AND MOTHER
LAURA "KAYE" ARLINGTON
Who Departed This World
OCTOBER 1, 1937
At Muncie, Indiana.
HARVEY "DOC" ARLINGTON
JOSEPH ARLINGTON

CHRISTOPHER—Peter, 33, manager of the Strates Shows' cookhouse, September 12 in Strong Memorial Hospital, Rochester, N. Y., of diabetes and ulcers. Burial in Chicago September 16. Survived by his parents in Greece and several brothers and sisters in Chicago.

DANIELS—Capt. Dan, manager of the Enchanted Island area at the Chicago World's Fair in 1934, recently at his post in Hawaii of heart disease. He became identified with the fair when Major Lenox R. Lohr took over the management. Previously he had charge of Fort Dearborn and was instrumental in organizing one of the first volunteer companies for the World War. Survived by his widow and two daughters. Services from the family home in Suffern, N. Y.

FRAYNE—Frank L., 75, veteran character actor, at his home in Valley Stream, Long Island, September 21. His family was well known on the American stage. Survived by his widow, an actress known professionally as Adelaide Goudeon; a son, formerly an actor, and a daughter.

GODDARD—Clifford V., 71, once manager of the Goddard Opera House and roller rink, Alliance, O., in that city September 18 after a month's illness. He retired from the amusement business several years ago. Survived by his widow, four sons and two daughters. Services in the Casaday & Turkle funeral home, Alliance, and burial in City Cemetery there.

GOLLMAR—Mrs. Alberta Gollmar, 62, widow of Charles Gollmar, who was one of the owners of Gollmar Bros. Circus, was murdered at her home in Baraboo, Wis., September 22. No trace of her slayer has been found.

HARRIS—Boyd, 57, colored minstrel comedian of the team of Mines and Harris, in Greensboro, N. C., September 17.

HITCHCOCK—Mrs. Velma Stevens, prominent in Detroit musical circles, September 14 in Grace Hospital, Detroit, after a month's illness. She was first president of the Women's Committee of the Detroit Symphony Orchestra, a member of Theater Arts and past president of the Detroit New Century Club. Survived by her husband and three daughters.

JOSEPH—Ellis Stanley, 66, one of the world's foremost collectors of rare animals and for many years a prominent animal dealer for zoos and circuses, at his home in New York September 16. Joseph was born in Bombay, India, educated in Shanghai, China, and began collecting animals before he was 20 years old. Following the World War he built a large clientele among the world's wild animal purchasers and later established a wild animal farm in Sydney, Australia.

PAULINE FREDERICK

Pauline Frederick, 33, star of the stage and silent pictures, at her home in Beverly Hills, Calif., September 19 of an asthma and heart attack. Miss Frederick rose from the chorus ranks to become, at the peak of her career, one of America's most popular and versatile actresses. Her stage experience began with the Rogers Brothers in *Harvard*, a musical extravaganza, her only venture into this field.

Among her outstanding stage dramas were *Joseph and His Brothers*, *Innocent Samson* and *When Knights Were Bold*. During the silent era of pictures she appeared in *Zeza*, *Madame X*, *La Tosca*, *Pedros*, *Sella Donna*, *Mrs. Dane*, *Slave of Vanity*, *The Lure of Jade*, *Paid in Full*, *Resurrection* and *The Eternal City*. With the advent of talking pictures she played in *Evidence*, *The Sacred Flame*, *On Trial*, *My Marriage*, *Social Register*, *Ramona* and others.

Miss Frederick was married five times, her last being to Col. James A. Marmon, a United States Army officer, who died 11 months after their marriage.

In recent years she had devoted most of her time to the stage, scoring a notable triumph in *Elizabeth the Queen*, *The Queen Was in the Parlor*, *Crimson Hour*, *Amber* and *Her Majesty the Widow*, the latter being her last road show and in which she toured the East last year. Her greatest personal triumph was scored in London, March, 1927, with a revival of *Madame X*, when, according to critics, she received the greatest ovation of any foreign actress since Sarah Bernhardt. Funeral services in Hollywood September 22. Remains were cremated.

Out in the Open



Roger Littleford Jr.

NEW YORK, Sept. 24.—The Eastern seaboard has had rough storms, but never the like of which struck this week. It will be many a day before damage to outdoor show business alone can be accurately estimated, beach and inland amusement parks, resorts and independents either being washed or blown to destruction from Southern New Jersey to Maine. Not only was the material damage severe, but loss of life in the amusement business must have been high. Disrupted communication facilities have made it impossible to gather data from New York, which has been virtually cut off from coastal provinces.

Apparently exceptionally fortunate, New York City and vicinity escaped the brunt of wind and rain. Alto air velocity reached the 90-mile-an-hour mark at times, Coney Island, the Rockaways, the World's Fair and even the annual Nassau County Agricultural Fair at Mineola emerged from the debacle comparatively unharmed. But the entire East was fortunate that the hurricane struck in post-season. Had spots been open to the public horrible would have been the story. The little damage was done to structures, parks and resorts would have been impossible havens for large and unprepared throngs of human beings.



Fairs throughout the East, including the great Allentown (Pa.) event; Eastern States at Springfield, Mass., which was canceled Thursday morning; Mineola, Long Island and Cobleskill, N. Y., were virtually washed out of success this week. Almost continuous rain Monday, Tuesday and Wednesday, plus havoc wrought by the storm Wednesday night, came as a tough blow to annuals unfortunately scheduled for this week. Until now fair weather has been really fair throughout the East. . . . They say Music Corp. of America may have an outdoor showman head its fair-booking department. . . . H. H. McElroy, manager of the Central Canadian Exhibition at Ottawa, Ont., in New York for a few days setting plans for next year's event. The Ottawa annual is fast developing into one of the most prominent ventures in Canada. . . . Valuable pointers were picked up by the several World's Fair officials who visited the annual fair of all fairs, Toronto's Canadian National Exhibition. . . . L. C. Miller, press agent for Cullin & Wilson Shows, in from Woodstown, N. J., and reports business all thru Wednesday, then fairly good. . . . Art Lewis, who heads his own carnival by that name, was a Manhattan visitor Sunday, flying thru via private plane for his Southern route.



Norman Bartlett, who will have the big rides at the World's Fair, in from North Tonawanda to confer with World's Fair officials. He's launched construction on the Flying Turns. . . . Other World's Fair concessioners at George P. Smith Jr.'s office this week (he's virtual head of the concession department) included M. W. Billingsley (Indian Village), Ray Dunlap (Guns-Your-Weight), Robert Spichen (Winter Wonderland), Leo McDonald (Admiral Byrd's Penguin Island), T. A. Loveland (Frank Buck Jungle Camp), Lew Dufour (Strange as It Seems) and Harry G. Traver (any number of things).

C. C. Withom, who builds Dodgem cars, a visitor from Amesbury, Mass. Gerald Niermann, general manager of Lakeside Park, Dayton, O., making the rounds on Broadway after "a season that was about 25 per cent off '37." Spent a couple of days with the Rockaway Board of Appraisal concerning property he controls that will come under the Park Commission's demolition project in that section. . . . Harry C. Baker, amusement park engineer and operator, up and around again following a recent illness.



From England comes word that Tom Mix scored heavily at the Balladium and

is off to a good start in the provinces. . . . Bob Morton, of Hamid-Morton, indoor circus interests, in from Philly, where he is preparing the Shrine show for this fall. With him are Doc H. E. Stahler, Dick Scatterday and Tex Sherman. . . . Allen J. Lester, assisting Bob Hickey on press for the Detroit Olympia Rodeo, writes that conditions are on the up-beat in the Motor City and that they expect big business this year. . . . Jam Handy Picture Service is scouting around Detroit for a Whoopee auto ride as site of a motion picture location. . . . Gaylord White and Ed Sweeney, of the John Sloan Racing Company, visitors late this week en route south from Eastern States Exposition at Springfield, Mass. Tragic is about the only word appropriate to describe that fair's condition following the rain and hurricane. . . . The wide-hat boys from the West are already appearing on Broadway, a sure sign that the Garden rodeo is not far away. Frank Moore, general manager, swears that this year's show will be bigger an' better than ever.

Hartmann's Broadcast

WE READ in the September issue of *The Courier-Journal Highlights and Shadows*, Louisville, Ky., where W. Earle Dye, one of its readers, said he is confident that all newspaper editors will go to heaven. That's fine, but if they don't, we presume, it will be hell (and not raised by them, either).

Dye then told why he is confident that he is right in his statement. "No matter," he said, "how eloquently the editor may boost for the development and progress of his community, no matter how diligently he may labor to build up his home country, no matter how loyally he supports a friend in politics, extols the virtues of a famous native son, stretches the truth to praise a local prima donna-to-be or gently lays a metaphorical wreath on the grave of a departed, he seldom hears a 'Thank you.' Rarely does anyone say, 'Well done.' Almost never does he hear 'We appreciated that.' But let him make a slip. . . . On an amusement trade paper like *The Billboard* the situation is somewhat different. We do get a "Thank you," etc., from some, but when there is a slip or something published that is disliked the consequence is exactly the same as what Dye meant to convey in his incompleted sentence.



WEST Texas newspaper men and other citizens have a high regard for Harley Sadler, the tent showman, so high in fact that some are hinting that one of these days he might become a senator or congressman.

The recent heavy vote in West Texas given Harley's cousin, Jerry, for railroad commissioner prompted *The Penhandle* (Tex.) *Herald* to remark: "West Texas has no more beloved citizen than Harley Sadler, and the great West Texas vote given his cousin, Jerry Sadler, was a tribute to the showman. This vote for Jerry for railroad commissioner was due largely to the recommendation of Harley, who now has a responsibility to the people of West Texas. Harley must stand back of Jerry and help him to make a good official for Texas."

"But we have heard many persons say that there is no need for Harley Sadler to campaign for a cousin for office, and that Harley himself would make an honest and capable official should he ever desire to offer himself for some worthy place. Some of those boys around Sweetwater had better watch out or some of these days Harley Sadler will turn out a State senator or congressman."



GIVING him credit as a man who rules with an iron hand, *The Oklahoma News* of September 18 devoted two-thirds of a column of space to Frank (Doc) Stuart, plus a double-column cut of his physiognomy. The yarn told about how strict Doc, beg pardon, we mean Judge Stuart, is with those who exceed the speed limit in the village of Nichols Hills, which adjoins Oklahoma City, and of which he is municipal judge.

"Hell, I don't know anything about law," Judge Stuart was quoted as say-

ing, "but I'd fine my wife or boys if they came before me."

In more than three years only four persons who appeared before him pleaded not guilty, and the paper further gave him credit for not fixing a traffic ticket or dismissing a charge in that time.

Doc, in case you don't know, is in the bulletin board (advertising) business in Oklahoma City, where he has his own plant. For several years he traveled with circuses, handling advance press work.

Notes From the Crossroads

By NAT GREEN

JUST how much of the trouble encountered by circuses this season was brought about by short-sightedness of owners and managers? Unfavorable conditions alone do not explain the wholesale closings and failure to meet payrolls. Lest those concerned retort, "What does he know about show business?" we hasten to say that we are not merely stating our opinion but that of seasoned circus men who still have the interest of the business at heart and are unanimous in condemning as utter folly some of the policies pursued by certain shows. Some showmen who by all the rules should know better have used gross misrepresentation that has reacted unfavorably not only to their particular shows but to all shows. They seem to forget that the day of yokels is past and they are fooling themselves more than they are the public.

To cite specific examples: Up thru Michigan and Wisconsin a small truck show advertised "1,200 people, 100 double-length steel cars," etc., giving the impression they were a huge show when as a matter of fact they were far from it. On the West Coast a show carried double-column ads as well as advance stories heralding features that were actually not with the show. One Coast paper, after the show had played the town, carried a scathing editorial condemning the show's misleading advertising.

The examples given—which could be multiplied—give an inkling of what's wrong with the circus business. The worst offenders have been wont to rant and rave at any criticism directed at them as coming from busybodies poking their noses into other people's business. But when these offenders reach the point where they are ruining the business for fellow showmen, silence ceases to be a virtue.

E. K. Fernandez, Honolulu showman, came into Chicago from Toronto, where his Hawaiian show was a feature of the CNE. If negotiations now in progress go thru, his show will be on the midway of the New York World's Fair. Fernandez leaves this week for Honolulu and says he will take along the International Ice Show for a season of eight or 10 weeks on the islands.

Irv. J. Polack, indoor circus impresario, has been in Chicago for a week or more readying plans for a new type of show for the coming season. Show will play three-day stands in auditoriums at an admission price of 35 cents. Polack has won an enviable reputation in his field by giving both public and employees a square deal. By the way, Polack and we would like to know where copies of a little book of poems titled *Jim Marshall's New Piano* can be obtained. It contains the poem *Hey Kube* by Bill Devere, tramp poet of the West.

J. C. McCaffery and the rest of the carnival boys took time out from their

STATEMENT OF THE OWNERSHIP, Management, Circulation, etc., required by the Act of Congress of August 24, 1912, of *The Billboard*, published weekly at Cincinnati, O., for October 1, 1938.

State of Ohio, County of Hamilton, ss.
Before me, a notary in and for the State and County aforesaid, personally appeared E. W. Evans, who having been duly sworn according to law, deposes and says that he is the Business Manager of *The Billboard*, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations, to wit:
1. That the names and addresses of the publisher, editors, managing editor and business managers are: Publisher, *The Billboard Publishing Co.*, Cincinnati, Ohio; Editors, A. C. Hartmann, Cincinnati, Ohio, and E. E. Sugarman, New York City, N. Y.; Managing Editor, E. W. Evans, Cincinnati, Ohio; Business Managers, E. S. Littleford, Sr., Ft. Thomas, Kentucky, and E. H. Evans, Cincinnati, Ohio.
2. That the owners are: *The Billboard Publishing Co.*, a corporation, 25 Opera Place, Cincinnati, Ohio. Stockholders owning 1% or more stock: Mrs. Marjorie D. Littleford, Fort Thomas, Kentucky; E. S. Littleford, Sr., Trustee, Fort Thomas, Kentucky; I. M. McHenry, Fort Thomas, Kentucky; Frank G. Kohl, 2104 Canal St., Cincinnati, Ohio.
3. That the known bondholders, mortgages and other security holders owning or holding 1% or more of the total amount of bonds, mortgages or other securities are: None.
4. I, E. W. EVANS, Business Manager.
5. I, LAWRENCE W. GATTO, Notary Public, Hamilton County, Ohio. (My commission expires June 29, 1941.)

(Seal)

44th YEAR The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation Published Every Week

By The Billboard Publishing Company R. S. LITTLEFORD Sr., President.

E. W. EVANS, Secretary-Treasurer & General Manager.

A. C. HARTMANN, Editor Outdoor Dept., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor Indoor Dept., 1664 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O. Phone, MA 5309. Cable Address, "Billboard," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway, Phone, ME 3116, 3-1617, 3-1618. CHICAGO—4th Floor, Woodlawn Bldg., Randolph and Dearborn Streets, Phone, Central 8480. ST. LOUIS—399 Arcade Bldg., 8th and Olive Streets, Phone, Chestnut 6443. PHILADELPHIA—B. H. Patrick, 1222 Lancaster Road, Upper Darby, Pa., Phone, Madison 6895. LONDON—Best Kiss, care The Performer, 18 Chartwell Road, London, W. C. 2. SYDNEY—AUSTRALIA—Kevin Brennan, City Taverner's Bldg., 108 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Riche.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$55; Two Years, \$98. These rates apply in the United States, P. R. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Aisle Line, Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising from goes to press Friday morning, 10:00 P. M. No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 50, OCTOBER 1, 1938, No. 40

deliberations in Chicago to have dinner at Won Kow's in Chinatown. . . . True Wilkins and Trudy Thomas, known as the Golden Pair, have completed their fair dates and are playing a few club engagements before leaving for Europe. . . . We have a hunch they'll be Mr. and Mrs. before they sail. . . . Favorites of the show boys who patronize the Celtic Room of the Sherman Hotel are the Jaros Sisters, Harriet and Blanche, strolling musicians. . . . They have been at the Sherman a year and a half and prior to that entertained patrons of the Brevoort for four and a half year.

The sudden passing of William S. Sneed, prominent Circus Fan, on Friday of last week in Chicago came as a great shock to his many friends in and out of the profession. The victim of a heart attack, Sneed was found in his hotel room Friday afternoon and his physician said he apparently had been dead for 10 hours.

The body was sent to Henderson, Ky., Sneed's home town, Saturday afternoon for burial in the family plot. Because of the short notice few of his friends could be reached, but those who could visited the undertaking parlor to pay their last respects. Among them were Burt L. Wilson, Harry Bert, R. E. Hickey, Jackson Hickey, Clint E. Beery, Ray Dean, Vernon Beery, John Shepard, Harold Boulware and the writer.

Sneed had been a close friend of Zack Terrell for many years. Among his acquaintances he numbered scores of circus executives and performers, and he never missed an opportunity to visit a show. Each year since the start of Cole Bros.' Circus he had the honor of blowing the whistle for the opening performance in Chicago. For many years Sneed had taken a prominent part in the activities of the Circus Fans of America, and for several years had been chairman of the John Davenport Top.

SELLS-STERLING SHOW SOLD

L. L. Meitus Is Largest Buyer

Purchases 19 trucks and other items—Wixom acquires seats, Laacke canvas

SHEBOYGAN, Wis., Sept. 24.—Louis L. Meitus, Chicago lumberman, spending over \$7,000 at the public auction of the Sells-Sterling Circus at the Lindemann farm, five miles south of here, September 19, found himself possessor of the bulk of the show.

He started the ball rolling by purchasing 19 large trucks for \$3,200 with the idea of using them in his lumber business. He followed this up by taking a five-pony act for \$200; nine monkeys, including a mother and baby, for \$65; three male lions and another truck for \$330; a male tiger, male hyena and female leopard for \$25 each; an electric light plant for \$125 and the side-show tent for \$110, as well as a dog-faced baboon and two Persian deer.

Meitus returned here September 21 to buy two elephants, Billy Sunday and Lucy, and a number of horses for \$2,000. Included in the latter group were five Liberty horses, a football-playing horse and a trick mule.

Plans To Stage Show

With this managerie, supplemented by some more animals he plans to purchase, Meitus expects to stage a free circus in Chicago within the next several weeks to boom his "King Midas Trading Post."

Peru, 10-year-old female camel, was purchased by the Zor Camel Herders' Association of the Madison Shriners' organization for the Villas Park Zoo in that city for \$290.

The grand stand and blue seats were purchased by Frank L. Wixom, Midland County (Mich.) philanthropist, for \$800. It will be used in connection with the lumberjack show he sponsors in Midland County, proceeds from which are donated to churches.

Both the managerie and the big-top tents were purchased by R. Laacke Co., Milwaukee tent and awning firm. Meyer Gronik, Milwaukee, conductor of the auction, reported a good attendance at the sale, despite a drizzling rain, with the bidding in piecemeal lots declared as first-rate.

Assisting the Lindemann brothers with the sale was Al C. Beck, for six years business manager and legal adviser for the Sells-Sterling show. Other showmen in attendance included R. M. Harvey, formerly connected with the Hagenbeck-Wallace and Sells-Floto circuses, and Hugh Davis, curator and director of the Tulsa (Okla.) Zoo.

In addition to his circus paraphernalia Meitus acquired the services of John (Dad) Wilson, animal trainer, who has been with Sells-Sterling for six years.

Remaining at the conclusion of the auction were a callope and a pole truck. However, these also are expected to be liquidated.

Suits Against Haags Dismissed

LAFAYETTE, Tenn., Sept. 24.—Two suits for damages brought against the Mighty Haag Shows, Inc., Mrs. Helen Haag Hayes and Mrs. Ernest Haag by Mrs. Carrie Araki, formerly a performer with the show, were dismissed by non-suit in Circuit Court here recently.

The actions were based on all alleged accident two years ago while Mrs. Araki was performing an act with the show in Trenton, Tenn. She suffered injuries in a fall while doing a balancing act.

In one suit a common law judgment for \$2,999.99 was asked. In the other an award was asked under the workmen's compensation law. The Mighty Haag Shows' attorneys were Paul M. Conway, Macon, Ga., and J. C. R. McCall, Nashville. Mrs. Araki was represented by Brandon & Brandon, Lewisburg, Tenn.



TED MERCHANT presented "Smoky Star," his moving picture horse, in posing presentations as a concert feature with the Hagenbeck-Wallace Circus. This was Merchant's second season with the show.

Tampa, Fla., Being Considered for Robbins Quarters

TAMPA, Fla., Sept. 24.—Robbins Bros. Circus will be here October 7 and, according to Floyd King, general agent, this city is being considered as new winter quarters for the show. King and William J. Lester, contracting agent, conferred with city officials here this week regarding provision of vacant land for quarters, and it was stated definitely at that time that the show would not return to its present winter home in Rochester, Ind.

Jess Adkins is expected here October 7 to make a final decision in the matter.

GOLDSBORO, N. C., Sept. 24.—Robb (See TAMPA, FLA., on page 31)

Gainesville Show Ends Ninth Tour at Wichita Falls, Tex.

GAINESVILLE, Tex., Sept. 24.—The Gainesville Community Circus closed its ninth season September 2 when the second of two performances was given in Wichita Falls under auspices of the Junior Chamber of Commerce. Business was only fair.

The circus played eight engagements this season, giving 19 performances. The early closing was due to the fact that more spring engagements than usual were played, and several performers were leaving for college, causing the breaking up of five of the principal acts.

The season was in some respects more successful than ever before, a new attendance mark being set at Fort Worth. Several dates were disappointing, but the season as a whole was average. Roy Stamps, president, said. The general

H-W, Tied Up at Riverside, Calif., Few Days, Moves to Baldwin Park; Bary Plans Smaller Show, 'Tis Said

BALDWIN PARK, Calif., Sept. 24.—The Hagenbeck-Wallace Circus, tied up for two or three days this week at Riverside, is now at Baldwin Park. Except for the stock and cookhouse, the train has not been unloaded. It is said that Manager Howard Bary plans to cut the train to 15 cars and reopen in about 10 days. The personnel of the show is being fed at the cookhouse. Mel Smith, manager of the side show and announcer in the big show, is promoting a benefit for the trouper to be held October 1 and 2.

WPA Show In Blowdown

Tents go down in Bronx—show caught in gale that swept Greater New York

BRONX, NEW YORK, Sept. 24.—The WPA Federal Theater Project's circus, which was exhibiting here under auspices of the Jewish War Veterans, was caught in the path of the gale that swept Greater New York Wednesday. First to go was the horse tent and in rapid succession the padroom, cookhouse and several smaller units which housed dogs, ponies and monkeys went down. The treasurer's tent and press tent went next.

Capt. Vernon Walker, superintendent of concessions, and his crew of candy butchers worked like lightning and managed to drop the concession tents before the wind hit them. Altho all hands were ordered on the big top, it went at 4 p.m.

Ozone Park a Winner

OZONE PARK, N. Y., Sept. 24.—The WPA Federal Theater Project's circus closed its engagement here September 17 to surprise business. It turned out to be the biggest winner since the project's inception three years ago. There were two turnaways. Saturday afternoon despite a continuous downpour of rain a capacity house, and at night, with it still raining, the house was more than two-thirds full.

Two reasons are given for the excellent business. First, the show was under strong auspices (local post of American Legion and it worked hard to make it a success), and second, a street parade was given every night.

Billy Walsh, former announcer, who closed recently with the advance of the Mix show, has returned to the WPA show in his former capacity, reports Wendell J. Goodwin.

Bronx Hoodoo for WPA

NEW YORK, Sept. 24.—The Bronx evidently is a hoodoo to the WPA circus. A few weeks ago while exhibiting at 177th street and East Tremont avenue the big top was destroyed by fire. A new top was obtained.

On September 20 an agent for the Society for the Prevention of Cruelty to Animals caused the arrest of the keeper and trainer of Japino, the "sacred black elephant," and all because the elephant was left standing in the rain. Magistrate McKiniry, in Bronx Court, dismissed the case after legal adjusters for the show had proved that a little rain on an elephant does not constitute cruelty.

The following day came a blowdown when all tents were demolished by the wind. Manhattan newspapers carried stories on the blowdown in which they described Japino "as standing off by herself and trumpeting in glee as if she were laughing as the workmen and performers tried vainly to save the big top."

Parker & Watts Has Turnaways At Mena, Ark.

HUTTIG, Ark., Sept. 24.—Week of September 11 was an excellent one for Parker & Watts Circus, with all towns turning out in good numbers. There were two turnaways at Mena, Ark.

Visitors during the week were Bernie Head from Hot Springs; Jimmy Hicks from Warner Bros.' Studios, who is spending a few days at the springs with Head; Kate Warneke and Miss Houghton. At Nashville, Ark., George DuVal was on hand, in conference with Owner-Manager Ira Watts regarding the route. It looks like a season that will run up into December.

The Aerial Ortons joined last week with two acts. The writer, Thomas (Skinny) Dawson, has been in advance lately and has been getting the schools out most every day. The papers have been extra good with plenty of three and four-column lay-outs about the show and many good after-noticees.

Contrary to rumors, big top managerie, parade and performance have not been curtailed. A few performers have been replaced with acts more suitable for territory the show is playing. Business has continued to build up. Earl Keene has added seven to the big show band. Fourteen are now in the line-up. Joe B. Webb recently celebrated his 47th birthday anniversary. He gave a chicken dinner to the entire show, over 200 being on hand.

Mix Folk in Los Angeles

LOS ANGELES, Sept. 24.—Members of the Tom Mix Circus, which closed at Pecos, Tex., September 10, are getting back into Los Angeles.

The Clarkonians (Charley and Ernest Clark and families) have been visiting the Hanneford family on the Hagenbeck-Wallace Circus and will winter at Venice, Calif.

Ted Metz has his equipment temporarily at Bell, Calif. Schlitz, one of his side-show acts, is working with Buchanan's Side Show with the Crafts 20 Big at the Pomona Fair.

William J. Lowney will go to Sawtelle Military Hospital for treatment.

Alberta Gollmar Slain

BARABOO, Wis., Sept. 24.—Mrs. Alberta Gollmar, widow of Charles Gollmar, who was one of the owners of Gollmar Bros. Circus, was murdered here Thursday. Neighbors found her body in the kitchen of her home. She had been slashed 14 times on the head and upper part of the body. Police and deputy sheriffs are searching for a vagrant believed to be the slayer.



With the Circus Fans

By THE RINGMASTER
CPA

President MELVIN D. HILDRETH, W. M. BUCKINGHAM
116 Evans Bldg.,
Washington, D. C.
Secretary THOMAS BARK,
Norwich, Conn.
Conducted by WALTER HOHENADEL, Editor
"The White Tux," care Hohenadel Printing
Company, Hoboken, Ill.

ROCHELLE, Ill., Sept. 24.—The Pat Waldo Tent Circus Room (Recreation Hippodrome), Binghamton, N. Y., recently opened for the winter season. The entire floor in the auditorium proper has been repainted, and now with rich green, yellow and Chinese vermilion, together with painting of various tubs, barrels and circus props, makes a much more circusy appearance than formerly. The stage is better equipped. Numerous battens raise and lower to allow for hanging of curtains, drapes and backdrops. Several 16 and 20-sheet posters were presented the tent last spring by Doc St. Clair for stage decorative use. These posters can be hung to the battens and used as backdrops for parties, shows and presentations to be staged here during the coming winter months. In fact, by this use of the posters, together with house valances, wings, etc., they are able to produce in a small way most any kind of circus scene from the railway yards to the interior of a big top.

Robert D. Good, Allentown, Pa., writes: "Last week I visited William Woodcock, elephant trainer on Barnett Bros.' Circus, who is quite a collector of circus material, such as heralds, lithos, programs, etc. During the course of our conversation I found that he is very well informed on the history of all the old-time band wagons, tableaux and floats and seems to know more of this phase of the circus than anyone I ever contacted."

The writer, W. H. Hohenadel, while in Chicago September 20 had lunch with the Atwell gang, and in the evening had dinner with John R. Shepard.

The last meeting of the John L. Davenport Tent was held at Hotel Sherman September 15.

On September 16 E. L. Williams, of Chicago, made a trip to Clinton, Ia., his old home town, where he visited his brother.

W. L. (Bill) Montague, in reporting his circus season, gives the total mileage of 3,118 covered in attending the following shows: WPA Circus, Coney Island, N. Y.; Ringling, Boston; Barnett Bros., Greenfield and Holyoke, Mass.; Famous Robbins, Rockville and Meriden, Conn.; Newton Bros., Bristol, Conn.; Eddy Bros., Ludlow, Mass.; Cole Bros., Hartford, Conn.; Robbins Bros., New Britain, Conn.; Barnes, Madison, Wis.

W. R. (Bill) Brinley, CPA, of Wallingford, Conn., has his miniature circus on exhibit at the Trenton (N. J.) Fair this week.

Time Extended for Ringling Executors To File Objections

SARASOTA, Fla., Sept. 24.—County Judge Forrest Chapman last week signed an order granting the executors of the John Ringling estate an extension of two months in which to file objections to certain claims against the estate totaling about half a million dollars.

Included in the group of claims affected were two by Mrs. Charles Ringling, as executrix of her husband's estate, and two by Aubrey Barlow Ringling, as executrix of the Richard Ringling estate. Also included were the claims of J. H. Phillips, New York architect, who designed the Ringling Museum of Art; Ina B. Saunders, Ringling nurse, who tended him during his final illness, and Eugene A. Carey, business associate and lawyer of John Ringling, who drew the codicil to Ringling's will.

Cole Performers' Case Continued Indefinitely

SOUTH BEND, Ind., Sept. 24.—Upon mutual consent of counsel, the hearing in a petition filed in the United States District Court here by four performers of the Cole Bros.-Clyde Beatty Circus, mentioned in issue dated September 10, was continued indefinitely last Thursday. The Italian performers' visiting permits expire November 6, when they must leave the country. No date was set for a hearing on the receiver order.

Circus Day in Raleigh

(Editorial in Raleigh (N. C.) Times, September 14)

Americans love a parade—they also love a circus dearly. And why not? For there is something about a circus that is magnetizing and is almost hypnotizing. For to most of us a circus is something we have loved all our lives and we will continue to love a circus no matter how long most of us live.

It's Circus Day in Raleigh and those of us who can will stare again at the men and women cavorting on the flying trapeze, feel the crunch of sawdust under our feet, thrill again and again to the antics of the clowns, gaze in wonderment at the great Clyde Beatty, the modern Daniel in the lion's den, eat enough pop corn and drink enough soda pop to give us all manner of abdominal aches, and in general have ourselves what Winchell would call a swellegant time.

Yes, all Raleigh welcomes the Robbins Bros.' Circus with Clyde Beatty; Hoot Gibson, a hero to many wide-eyed boys and girls; the trapeze artists, the clowns who make us laugh and laugh and make most of us wish we could be clowns for a day and really act ourselves, and all the rest of the performers.

Yes, it's Circus Day and all of us are glad. The pity of it all is that the circus does not come to town oftener than it does.

Gould Plans Smaller Unit

LE ROY, Minn., Sept. 24.—The Jay Gould Revue and Circus will close October 15 at Fairfield, Ia., and then go out as a smaller unit, leaving the elephant and a few other things go. Plans call for it to run to early in November. Then there will be a lay-off for a few weeks, when a Christmas show will go on tour. Show will have a sound truck and program will include dog troupe, and Roy Barrett, clown. One-day stands will be played—one show a day.

Despite cold and wet weather business is holding up.

A Tribute to Roy Leonhardt

By EDDIE KECK

To help in a scene in that show Supreme, Where all showfolks go at their end, They needed a clown not to fret or frown So they called on Roy Leonhardt, our friend.

When the heavenly band starts its playing And the angelic music doth swell, Roy will march forth for a welcome That comes from the King of Kings.

He hadn't a crown, nor a scepter, Not even a great fame by name, But he's showing tonight for his Master And winning new laurels of fame.

It's Roy's command performance Before this King of Kings, And I know he'll walk forth and welcome Roy, a clown of the sawdust ring.

Kiwanians To Be Guests

SARASOTA, Fla., Sept. 24.—Eight hundred Florida Kiwanians, in Sarasota for the annual convention of the State Kiwanis clubs, will be the guests of the John Ringling estate on an especially conducted tour of the Ringling Museum of Art, John R. Scully, chairman of the convention committee and a former Ringling circus health officer, announced. The convention will be held here October 9-11. The delegates will

also visit the Ringling winter quarters.

Quarters crew, under direction of Ed Kelly, are engaged in making minor repairs to buildings and animal pens at the show's winter home. It was necessary to rebuild the entire floor of the pen occupied by August, the show's 4,000-pound hippo, last week, when the hip in an unusually frisky moment stomped too hard and caved in the supporting timbers.

The Circus Will Never Die

Ft. Worth, Tex.

Editor The Billboard:

More than 25,000 men, women and children were admitted free to the Gainesville Circus under the auspices of Leonard Bros.' store, Ft. Worth, September 1 and 2. Many who did not have tickets tried to pay but could not, for it was Leonard Bros.' treat. The two performances were in the Will Rogers Memorial Coliseum. Building is modern and large enough that it could easily accommodate the Ringling-Barnum circus. My heart was overjoyed to see how the people still love a circus. If an amateur circus can draw more than 25,000 people with two performances, what could a big circus do?

Leonard Bros. bought the show for the two nights, and the people had to go into their store for tickets. I call that good business. Imagine how much those persons spent in the store. Many small shows could use the same tie-up and get money. When the circus dies I want to go too, but it looks better now than ever before to me. Texas is okeh this fall for all circuses. You will see real old ring barns with winter shows running all winter in many cities soon. I spent 40 years around circuses and all things run in cycles. So cheer up, all you circus folks and fans, you can't lose because the circus is the cleanest amusement on earth.

HARRY W. SMITH.

H-W, TIED UP

(Continued from opposite page)

not be made permanent. On Tuesday night Baker-Lockwood replenished all canvas and placed it in storage. Executives of the show claim that

Baker-Lockwood broke faith, necessitating the move to Baldwin Park.

LOS ANGELES, Sept. 24.—The Hagenbeck-Wallace Circus was beset with many difficulties lately. Business since the closing of the Hollywood engagement was very bad. The show in several towns was given in one ring. There was an attachment on the light plant, cook-house wagon and other property.

A representative of the Baker-Lockwood Co. was here for payment due on canvas. A truce between the representative and show was effected, by the terms of which \$250 was to be paid daily, according to the representative. There seemed to be a bit of misunderstanding on this, as the management of the show stated the \$250 was to be paid if the show grossed \$2,500.

Starting with the Glendale date, September 1, Blaceman did not appear in the program and missed the first performance in Los Angeles. He played thru the L. A. and Hollywood dates but was out of the program at Pasadena. On several occasions it appeared as if the show would not move. Workmen, cooks, train crew, band and property men all "stood out" at Long Beach last Sunday night. Harry Callan, of Callan Kennedy Billposting Service, and to whom it is said, considerable money was due, and Tony Martin, of the Los Angeles Printing Co., were not parties to anything to keep the show from moving.

Since the show entered this sector a man was killed; a boy in Glendale was clawed by a lion, and Phil Escalante and Billy Crowson were injured. In addition W. E. Sugden and Ty Colvin, who had gone ahead, it was said, to contract dates in Arizona, were in a wreck on the Southern Pacific Tuesday night, both suffering minor injuries.

The Billboard representative was informed Sunday that the advertising car was still in San Diego, which was the last city billed, dates being September 24 and 25. Business was reported bad in San Bernardino and Riverside.

The six days at the Washington and Hill streets lot here and the four days in Hollywood were fairly good but not up to expectations. Many to whom money was due, The Billboard correspondent was told, were given to understand that pay would be given them according to the business done. Money was distributed on several occasions and the show moved along as usual. Then Sunday night, after the show had several attachments levied, a broadcast from a local station stated that the show would not go further. The papers also gave the item space and the result was, as expected, very little business.

CINCINNATI, Sept. 24.—Vernon Beaver, general contracting agent of Hagenbeck-Wallace Circus, called at The Billboard offices today en route to his home in Riverhead, L. I., N. Y. He also visited relatives while here.

TENTS-BANNERS

Seven Tilt-a-Whirl Covers, Practically New.
Thirty-Eight Band Uniforms.
CHARLIE DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4611 North Clark Street, Chicago, Ill.

SHOW and TRAILER TENTS CANOPIES

Fulton Bag & Cotton Mills
Manufacturers Since 1870
CHICAGO, ILL. NEW YORK, N. Y. PHILADELPHIA, PA.
WHEELING, W. VA. NEW ORLEANS, LA. ST. LOUIS, MO.

WPA FEDERAL THEATRE
Presents Its
3 RING CIRCUS
Featuring JAPINO
Sacred Black Elephant

WANT FOR CIRCUS

SPECIAL AGENTS, 24-HOUR MEN, BILLERS AND LITHOGRAPHERS.
H. M. Herbert, Ray Vary, Edward J. Cavanaugh and Bob Sawyer, write immediately.
Address BOX 104, care Billboard, St. Louis, Mo.

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



FRED PAEST, brewer, was host to many showmen on the occasion of the opening of The Dome, cocktail lounge-restaurant-theater in the Hotel Sherman, Chicago, on August 30. Joe Rogers, Dufour & Rogers; C. W. Finney, circus general agent, and S. L. Cronin, former manager of Al G. Barnes Circus, appear to be enjoying the party.

Under the Marquee

By CIRCUS SOLLY

THE LATE Charles E. Cook was CHIEF McDougall's first circus boss.

YOU ARE WRONG, brother, all circuses are not alike. There is a difference.

FRED TIMON, of Oswego, N. Y., recently visited the quarters at Peru, Ind., and the Cole quarters at Rochester, Ind.

REV. J. W. E. AIREY will produce the Shrine Circus to be held in Houston, Tex., in November.

AERIAL LAKES have joined the Mighty Haag Circus, jumping from Pennsylvania to join the show in South Georgia.

AFTER MORE than seven weeks in Georgia, the Mighty Haag Circus is headed for a tour of the peanut country of South Alabama.

RAYMOND DUKE, clown, since leaving the Tom Mix Circus has been playing celebrations, street fairs and fairs. He has some dates in October.

R. T. (PAT) BULLOCK attended Robbins Bros. Circus at Elizabethtown, Ky., and renewed acquaintances with Milt Robbins and wife.

JOE MARTINI, after closing with Newton Bros. Circus, returned to his home in West Palm Beach, Fla., where he will remain until next season.

GEORGE W. WORMALD (Wombold), former boss canvasman, left the Soldiers' Home at Sandusky, O., August 4 and is now making his home at 11 E. Washington street, Norwalk, O. Would like to hear from his old circus friends.

JESS MORRIS, who had been with Parker & Watts Circus, is playing drums at the Nite Spot in Monahans, Tex. Says that business is very good in that section.

CLARENCE AUSKINGS reports that Dog Town Polles had good business in the East this summer. Will play Ohio, Indiana and Illinois territory before going south for the winter.

CHICK REED, clown and comedian, who has been out of show business the past two years, attended Hagenbeck-Wallace Circus in Los Angeles and visited with many old-time friends. Reed is located in L. A.

WHAT HAS BECOME of Dr. D. B. Boyd, who back in 1912 owned the then famous King Pharoah, the educated horse, and who formerly maintained winter quarters at Columbia, S. C.? Solly is anxious to know.

LESTER RODGERS, who has had the peanuts occasion with Cole Bros. and Robbins Bros. circuses, is making his usual Eastern Ohio fairs with his fleet of trucks. He reports in most instances business off about 40 to 50 per cent over last season.

ROBBINS BROS. Circus played to good afternoon business and had them on the straw at night in Raleigh, N. C. The Downie Bros. Circus, there a few days previous, had good biz. Charles Katz, Cliff Shuford and Joe Gilligan, of the Downie show, visited Robbins at Raleigh.

COL. M. L. BAKER pens that he bought the Dakota Bill quarters at Crouse, N. C., and will soon start on four-room living quarters. He also purchased a Dodge truck, first of fleet to be used to transport show next year. His daughter, June Trinkle, is now in school at Crouse.

WITH the Wallenda troupe of high-wire artists, Charles Siegrist troupe of aerial flyers, Captain Delmar's Lions and Mile. Florens, high-pole artist, the grandstand show at the Lynchburg (Va.) Fair had the appearance of the Ringling-Barnum circus. Charles Siegrist and Karl Wallenda were interviewed by Walter D. Nealand over Station WLVA on their circus experiences.

H. E. BRISON sends following notes pertaining to Silver Bros. Circus: Raymond Brison Jr. left at Dahlgren, Va., for Buffalo, N. Y., to join Shorty Melnell hillbilly act. C. P. Hall now has the band and also obtains banners. Bob Russell has added several new clown numbers. The writer has discontinued his pit show and placed the animals in the side show for the fall tour. Claire Brison made several trips to her home at Edenville, Pa. Show will again make a long season.

JACK KENDALL, former trouper, informs that a number of agents were in Stuttgart, Ark., September 18. Billing opposition was on between Haag Bros. Circus there September 27 and Parker & Watts for September 28. Agents included George DuVall, L. B. Greenhaw, Bill Durant, of Parker & Watts, and Bennie Fowler and Harry DuBois, of Haag Bros. Dave Carroll, former general agent for Orton Bros. Circus, now promoter of special events, stopped off on way from Little Rock to Helena. Stuttgart is the home town of Greenhaw and the boys were at his home for dinner.

It required just six hours for two energetic auctioneers from Milwaukee to dispose of the Self-Sterling Circus at Sheboygan, Wis. Several hundred people attended the sale, some from curiosity, but a majority bore a look of sincere regret that the show was being dismantled. This show was considered a "state institution" in Wisconsin, where it exhibited from 60 to 80 days annually and where a great part of the population knew "Bill," "Al" and "Pete." The press of Madison and Milwaukee had reporters and photographers on the ground to cover this unusual story for that state—the first time a circus had been auctioned in Wisconsin.

THE FOLLOWING, captioned Why Ringlings Dodge Us, was in the 40 Years Ago columns of The Terre Haute (Ind.) Tribune and Terre Haute Star Sunday, September 18: "Terre Haute always has been considered as a 'hot' show town, one of the best in the country, but in the last few years Ringling Brothers have missed us. The Ringlings, who own one of the greatest tent shows in the country, are mad at this city. The cause of their antipathy is this: Their advance man represented to Mayor Ross some years ago that the show was a small one and got a reduction in license to the amount usually given the little fellows. When the Ringlings later advertised theirs as 'The Greatest Show on Earth' and Mayor Ross visited the grounds and saw what an immense affair it was he assessed the full \$200 license, the amount that all big shows are compelled to pay into the city's coffers. It made the Ringlings so mad that they swore by every wild animal in their menagerie that they never again would visit Terre Haute while Mayor Ross was in office. So far they have kept their oath. There are six classes of people who chiefly regret the absence of the big show. They are the youngsters, the old folks who 'just must' take the children to see the circus, the country folks, the supply dealers, the billposters and the newspapers. This includes just about everyone."

THOMAS (SKINNY) DAWSON informs that W. J. Hoffman, of Los Angeles, was on hand during the engagement of the Hagenbeck-Wallace Circus (See UNDER THE MARQUEE on page 35).

15 Years Ago

(From The Billboard Dated September 29, 1923)

Billing war between the Ringling-Barnum brigade and Sells-Floto No. 1 crew was in full swing September 16 when both shows arrived in Shreveport, La. . . . John Robinson Circus scored at the Kentucky State Fair, Louisville, with three performances on Thursday. . . . Gladys and Harry Hayden, concert performers, closed with Atterbury Bros. Wagon Show and returned home in Ackley, Ia. . . . Circuses were banned in Mobile, Ala., 30 days prior to annual Mobile Fair.

George F. Lemghan, circus billposter, who was found in a semi-conscious condition on streets in Texarkana, Ark., September 20, died of natural causes September 21. . . . Heavy wagons of Sells-Floto Circus damaged the pavement on streets in Moberly, Mo., to the extent of \$200, which the circus management paid. . . . William Emerson joined Walter L. Main Circus at Greenfield, O., as calliope player. . . . James W. Beatty closed with his side show and pit show on the Patterson-Gentry Circus and went to Chicago. . . . Chick Dailey, formerly candy butcher with Ringling-Barnum, was ahead of Andy and Milt (The Gumps), playing Midwestern States. . . . C. F. (Dad) Thornton, veteran showman, was in a critical condition in the city hospital, St. Louis, following an operation for a growth on his chest.

Personnel of Ringling-Barnum Advertising Car No. 1: George Goodhart, manager; Frank Campbell, boss billposter; Tom Connors, Walter Kemp, Tom Salmon, Elmer Mebauffy, George Orth, Ed Orth, S. J. Clawson, G. W. O'Connor, Charles Levesque, James Latroci, F. J. Riley, Pat Connors, N. J. Nary and J. W. Crist. . . . Allan B. Cheyrie, of Ringling-Barnum side show, was married to Jean Kelsor, of Los Angeles, at Santa Ana, Calif., September 11. . . . Lee Norris, impersonator, was with the Bob Morton Circus. . . . Mr. and Mrs. Charles F. Curran joined Golden Bros. Circus at South Pittsburg, Tenn., he to manage the side show and Mrs. Curran to do her mental act.

Dressing Room Gossip

DOWNIE BROS.—A wave of prosperity hit Downie Bros. Circus band. B. T. Carney purchased a cornet; Ted Gerard, snare drum; Bill De Arment, bass drum; Dewey Oral, bass horn; all new. The band boys are really going to town. Quite a number of visitors recently. Sam Crowell entertained the mayor's son, Bill Ferguson, at Carolina Beach, N. C. Ione Carl, former equestrienne, and husband, J. J. Welckel, were guests of Mr. and Mrs. Charles Sparks at Raleigh, N. C. Clint and Harold Barnes recently closed at Hamid's Million-Dollar Pier and en route to their home in Miami renewed acquaintances and caught the show. Alos, the Alligator Boy, had a visit with friends and relatives in his home town, Raleigh, N. C. Donahue and LaSalle, who are playing fairs, caught the afternoon show in Rutherfordton, N. C., and took Viola Barnett and the writer out to a chicken dinner. Theodore Nelson stopped by a few minutes to say hello.

Karl Larkin, of Robbins Bros. Circus, was on the lot last Sunday. Howard Bryant and wife, Thelma, visited relations the same day. Nate Leon and brother, Maurice, also were on the lot. Bill Leon, wrestler, has joined out a new assistant. Jewell and Charlie Poplin entertained relatives recently. Neil and Jane McCrea are new additions to the side show. Fred Robinson's Hollywood Revue is receiving much favorable comment. Harold Hall's fan dance is getting a lot of laughs, but his come-in work as an impersonator is the "tops." The big top is up on time every day, thanks to Charles Ryan. Sheik Ali Ben Dgb, fire eater, is doing a weird flagpole act for bally. The recent cool spell was appreciated even if it caused folks to dig out their overcoats in the early mornings. Clint Shuford, treasurer, recently visited friends with the Robbins Bros. Circus. Teddy Ernesto and Homer Smilletta, both claim to be the checker champion, and speaking of checkers, it is my move now and must jump and get this off to The Billboard. CHESTER (BOBO) BARNETT.

The Corral

By ROWDY WADDY

CHIEF AND PRINCESS TWO EAGLES have been working all summer, playing Northwest rodeos with their trick roping, whip and war dancing.

JOE DALY, former rodeo performer and producer, is handling publicity for Snelling Al Durante and his Auto Maniacs, playing fair and still dates thru New England to fair business.

EDGAR H. (DOC) KELLEY reports that Texas R. Price is now associated with Morgan Chaney at the C-Lazy-Y Ranch, near New London, Conn. Doc says he's been taking in some of the Connecticut fairs.

SECOND ANNUAL East Baton Rouge Rodeo will be held on the Louisiana State University campus, according to W. M. Babin, general manager. Event will be held in connection with the fair there with two performances daily. Elliot and McCarthy will direct the rodeo, with Harry Gayden directing the arena.

TWENTIETH ANNUAL Twin Falls County Fair and Night Rodeo, September 7-10, at Piler, Ida., had an attendance of 39,000. Highest ranking riders in cowboy standings of the Cowboy Turtle Association, as tabulated by the Rodeo Association of America, competed, with 99 riders splitting \$4,000 in purses and added entry fees.

PRISON COWHANDS will have their inning on each Sunday in October, according to plans being made by officials of the Huntsville (Tex.) Prison. Some of the performers have been professionals, and profits from the rodeos will go to expenses for prison activities. Inmates are rushing completion of a stadium to seat 25,000 on the prison grounds.

FEATURED PERFORMERS contracted to appear at the rodeo to be held in connection with the Corsicana (Tex.) Live Stock Show include the Ramsey Troupe; Charles Schultz, clown; Mammie Frances, trick rifle shot; Little Bunkie, clown and bull fighter. California Frank Hasley will manage the rodeo and direct arena. Red Lyons will furnish the bucking stock, with sponsors furnishing the Brahma calves.

CHEROKEE STRIP Celebration and Rodeo at Perry, Okla., recently, under Chamber of Commerce auspices, was one of the most entertaining since the event's inception, according to Marsh B. Woodruff. Features included Chester Bowers, Don Wilcox and wife, the Ramsey family, Howard Douthit, Darlene Stephens, Vivian White, Slick Ware, George Elliott and California Frank Hasley, Col. Zack Miller and Major Gordon (Pawnee Bill) Lillie were guests.

WINNERS at the rodeo held in Brooks, Alta., Can., Labor Day: Bronk Riding—Ted Glazier, Ted Christianson, John Glazier and Lorne Thompson split third. Bareback Bronk Riding—Arnold Montgomery, Frank McDonald, Wally Lindstrom. Calf Roping—Albert Galarneau, Frank McDonald, Sandy Connell. Steer Riding—Homer Evans, Lorne Thompson. Boys Steer Riding—Phillip Backfat, Raymond Archibald, G. Sissons. Wild Cow Milking—Joe Wells, Jack Streeter.

OFFICIALS of the Fourth Annual Osage County Fair Rodeo at Pawhuska, Okla., September 13-14, included Pete Adams, announcer; Fred Alvord, arena director and secretary; Shorty Ricker and Lonnie Rooney, judges; Alice Adams and Vic Schwartz, timers, and Doc Mundy, starter. Stock was furnished by T. W. Kelley and H. D. Binns. Results: Steer Roping—First day, H. B. Binns, Alfred Hayhurst, Johnnie McIntyre, Fred Lowry. Second day, Floyd Gale, King Merritt, Buck Goodspeed, Foreman Faulkner. Finals, Everett Shaw, Wolf Marcum, Dick Truitt, Jess Goodspeed, Bronk Riding—First day, Ken Roberts, Ken Hargis, Ned Ferraro, Cliff Helm. Second day, Cliff Helm, Ken Roberts, Ken Hargis, Drew Hopkins. Steer Wrestling—First day, Dick Truitt, Buck Jones, Herschel Ross, Hugh Bennett. Second day, Bill Hedge, Mike Fisher, Buck Jones, Hugh Bennett. Bull Riding—First day, Hoyt Hefner, Ken Roberts, Bill Gibson. (See CORRAL on opposite page)

CORSICANA, TEXAS, RODEO

OCTOBER 5, 6, 7, 8, 1938

Prize Money — IN BANK
New \$20,000 Stadium

CORSICANA LIVESTOCK AND AGRICULTURAL SHOW

W. E. MCKINNEY, Rodeo Chairman

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ITINERARY to date for the tour of Jim and Joan Lidstone, English brother-and-sister team, has been released by Secretary-Treasurer Fred A. Martin, Detroit. Roller Skating Rink Operators' Association of the United States, which will sponsor the visit of the couple who have held the British roller-skate dancing championship for six years. Secretary Martin said officials have tried to conform with date requests from rink operators to the best of their ability without any partiality.

The Lidstones will sail from Southampton, England, on September 28, docking in New York on October 3 and spending October 4 and 5 with Perry B. Rawson, Deal, N. J., of the RSROA dance committee, who viewed the work of the Lidstones in England. October 6-9, Earl Van Horn's Mineola (L. I.) Rink; October 10-12, at liberty and en route to Boston; October 13-16, Fred H. Freeman's Winter Garden Rollerway, Boston; October 17, on route; October 18, A. O. Johnson's rink, Erie, Pa.; October 19, Hy Ruhlman's rink, Pittsburgh; October 20, Cecil Milan's rink, Wheeling, W. Va.; October 21, Bergin's Moxabala Park Rink, Zanesville, O.; October 22 and 23, Seferino's Rollerdomo, Cincinnati; October 24, at liberty; October 25, Wilgus Skateland, Dayton, O.; October 26, Bell's Rink, Fort Wayne, Ind.; October 27, Anagost's Rink, Columbus, O.; October 28, at liberty; October 29 and 30, Skateland, Cleveland; October 31, at liberty; November 1 and 2, W. H. (Billy) Carpenter's rink, Uhrichsville, O.; November 3, open; November 4-7, B. L. Williams' Coliseum Rink, Washington, D. C.; November 8-10, Fred Martin's Arena Gardens, Detroit; November 11, at liberty; November 12-14, Victor J. Brown's Dreamland Park Rink, Newark, N. J.; November 15, at liberty; November 16, Hinebelle's rink, Elmout, L. I.; November 17, at liberty; November 18, sail for England, docking on November 23.

There may be several more appearances in cities not yet listed, Secretary Martin said, and these will be announced as verifications are made.

OPENING of Rayen-Wood Auditorium Rink, Youngstown, O., on September 13 was marked by installation of a new maple floor and purchase of 300 pairs of Chicago skates, reports Manager Cyril Janock. There will be nightly sessions with Saturday and Sunday matinees. Staff includes Red Richie, doorman; Bill Diana, skateroom; Joe Pollock, head floor man, assisted by Lou Copp and Frank (Fuzzy) Kolasky; Martha Lucas, cashier; George Bodnovick, refreshments; Ann Probyn, checkroom.

AT a successful opening of South Orange, N. J., Recreation, the roller-skating rink appeared to be the most popular section of the center. C. Frank Briggs, owner, instead of having an anchored parquet has a floor that is free floating, allowing for a springiness that patrons say makes for more enjoyable skating. Only fiber-wheeled skates are permitted.

FORREST AND RILDA, whirlwinds on Skates, were featured in an exhibition and novelty act on September 15 in Johnston & Berts' new Fair Park Roller Rink, Dallas. The act was excellently done and was well received. Attendance was only fair, opening of schools and colleges keeping many of the younger set from attending. The husband-and-wife team returned recently from a several weeks' engagement in Mexico City. They also appeared one week at the National Home Show in Fair Park.

EARL AND LARRY, of the roller-skating team of Earl, Arlene and Larry, made John Hix's "Strange as It Seems" syndicated cartoon on September 14 with an illustration of Earl passing his entire body thru the frame of a tennis racquet while being whirled by Larry, reports Andrew L. Gazi, manager. Larry, who will manage Obch Grotto Skating Rink, will give exhibitions on off nights.

WINDLAND Auditorium Rink, East Liverpool, O., has been reopened with sessions Tuesday, Thursday, Friday, Saturday and Sunday nights and Sunday matinee. A new policy of charges: Women, 5 cents an hour; children, 5 cents an hour; men, 10 cents an hour. Windland rink will continue to promote annual roller races, with best skaters in the tri-State area competing every Sunday night, finals slated for late spring.

HENRY J. NIEBOER, manager of Boat and Canoe Club Roller Rink in North Park, Grand Rapids, Mich., reports that he leased Ramona Gardens, East Grand Rapids, and converted it into a roller rink, scheduled to open on September 24 under title of Ramona Gardens Roller Rink. There will be sessions nightly except Sundays. Floor has 15,000 square feet with a stage at one end. There is a balcony, refreshment booths, soda fountain and modern heat and light plants. An organ has been installed and Bernie Furman will be at the console. Attendants will be uniformed. On the staff are Mrs. Henry J. Nieboer, cashier; Francis Milanowski, assistant cashier; Harry Nieboer, skateroom; Mr. and Mrs. Robert Pillsbury, skate floor; Kenneth Schumann, checkroom, and Floyd Rademacker, doorman.

THE McCLELLANDS, Mildred and James, former novelty skaters, report that they will return to the roller-skating field as rink managers.

HERMAN BAKERMAN, who concluded the summer season in Crystal Skating Rink, Keansburg, N. J., reported business reached expectations and improvements are being made for the winter season.

AL WISH'S new Playland Roller Rink, South Bend, Ind., opened to a big crowd on September 17. Souvenirs and prizes were distributed. Rink has been remodeled and redecorated, and skates, a sound system, rails and kickboards have been added. Ads are carried in the press four times weekly, and radio is used daily. On the staff are Eddie Robbins, doorman and manager; Mary Capatina, cashier; Joe Capatina and Max Thomas, skate boys; Bill Paulus, doorman; Stanley Lutz, refreshments; Mrs. Stanley Lutz, wardrobe; Mary Ann Toul and Billie Kankamp, instructors, and Eugene Gugle, skateroom.

"ROLLER skating is coming back into its own, and if managers would try to please skaters with different attractions their business would show further improvement," writes Al Greenburg, manager of Mission Rolla-Torium, San Francisco. "We expect to open another rink in San Francisco in September under

the name of Geary Rolla-Torium. Our object is to have neighborhood rinks. Our rink in the Mission District, using such games as Kentucky Derby and Flying Wheel, is averaging about 300 skaters nightly."

CHAMPLAIN PROVENCHER, honorary secretary Amateur Skating Association of Canada, announced that the 51st annual convention of the association will be held the third week of November in Montreal. President W. E. Roughton will introduce a few changes in allowed territories to members. Mr. Roughton has again accepted a place on the Canadian Olympic winter sports committee, having represented skaters of Canada for the first time at the 1932 Olympic winter games at Lake Placid, N. Y. G. W. A. van Laer, president of International Skating Union, which controls ice skating, has been nominated to represent members of his union on the council of the international Olympic committee.

F. W. COOMBS, vice-president Amateur Skating Association of Canada and president of Maritime Provinces Skating Association, reports that the organization had an excellent season last winter. He will attend the 51st annual convention of the Amateur Skating Association of Canada in Montreal.

THREE WHIRLING I'S, managed by Wayne Schneck, returned to their home in Allentown, Pa., after a tour thru Eastern States and Canada. They are booked for one day in Lyric Theater, Allentown, and a week in Garrick Theater, St. Louis.

CORRAL

(Continued from opposite page)
Ken Hargis, Bob Murray and Gerald Roberts, split fourth. Second day, Gerald Roberts, Dale Adams, Ken Roberts; Bill Gibson, Albert Sells and Grant Marshall split fourth. Merchants' Horse Race—First day, Leon Gilbert, Seth Bradley, Nath Jones. Second day, Nath Jones, Leon Gilbert, Seth Bradley. Cowboys' Race—First day, Alfred Hayhurst, John Whitehorn, Bill Hedge. Second day, Buck Goodspeed and Henry Snively split first and second, Jim Whitehorn.

RESULTS of the Eastern Colorado Round-Up held recently at Akron, Colo., under American Legion auspices: Loose Rope Riding—First day, Lou Walker, Bill Wakefield, James Like. Second day, Bernard Walton, Chet McCarty, Sam Brammer. Third day, Forrest Tanner, Ed Burke, Raymond Garrett. Bulldogging—First day, Dick Herron, Chuck Martindale, Dave Campbell. Second day, Dave Campbell, Earl Blevins, Raymond Garrett. Third day, Dave Campbell, Chuck Martindale, Earl Blevins. Bronk Riding—First day, J. Jordan, James Like, Chuck Shephard. Second day, Sam Brammer, Roy Cox, Chuck Shephard. Third day, Frank Pearson, John Jordan, Doc Poust. Calf Roping—First day, Jack Skipworth, Houston Burns, Earl Moore. Second day, Earl Moore, Chuck Shephard, Jimmy Wilkensen. Third day, Hugh Ridley, Houston Burns, Jimmy Wilkensen. Wild Horse Race—First day, Robert Lowry, Bill Wakefield, James Like. Second day, Harvey Lowry, Robert Lowry, Walter Lockard. Third day, Bill Wakefield, Ike Lambertson, H. Lowry. Wagon Race—First day, Ike Lambertson, Bernard Walton, Charlie White. Second day, Bernard Walton, Charlie White, Ike Lambertson. Third day, Ike Lambertson, Bill Lockard, Charlie White. Sletland Pony Race—First day, Wofe, Robertson, Rowland. Second day, Rowland, Wofe, Robertson. Third day, Rowland, Robertson, Wofe, Roman Race—First day, E. Doty, Rorick and Lane, Andy Ruland. Second day, E. Doty, Rorick and Lane, Andy Ruland. Third day, E. Doty, Rorick and Lane, Andy Ruland, Washington County Race—First day, Cross, Cross, Lambertson. Second day, Cross, Lambertson, Robertson. Third day, Cross, Skiles, Wofe. Free-for-All—First day, R. W. Jones, Paul Triplett, E. E. Woodward. Second day, R. W. Jones, Paul Triplett,

Rorick and Lane split third. Third day, R. W. Jones, Rorick and Lane, J. Cheeney. Washington County Half-Mile Race—First day, Vern Rose, McWilliams, Trimble. Second day, Rose, Pierce, Warden. Third day, Rose, Warden, Pierce. Half-Mile and 70 Yards Free-for-All—First day, E. Cheeney, Rorick and Lane, J. Cheeney. Second day, Rorick and Lane, E. E. Woodward, B. Cheeney. Third day, Rorick and Lane, J. Cheeney, Paul Triplett. One-and-One-Half-Mile Relay Race—First day, E. Doty, Rorick and Lane, Andy Ruland. Second day, E. Doty, Rorick and Lane, Andy Ruland. Third day, E. Doty, Rorick and Lane, Andy Ruland. Washington County Consolation, Three-Eighths-Mile—Third day, Winger, Jackson, E. W. Cross. Open Consolation, Three-Eighths-Mile—Third day, Jones, Carter, Doty.

TAMPA, FLA.

(Continued from page 28)
bins Bros' Circus rounded out the seventh week in Dixie, with variable weather, from intense heat to rain and now cold. Herman Joseph has been a frequent visitor lately, also Johnny Wykel. Bob Kenzie, of The Birmingham News, also called. The fishermen had a big day at Washington, N. C. Hoot Gibson, Clyde Beatty, Jess Adkins, H. B. Dean and Ernie Sylvester bringing in a great quantity.

Mrs. "Butch" Burkhardt, after a few days of slight indisposition, rejoined at Washington. Jack Ryan celebrated his birthday anniversary at Kinston and passed around cigars. Kenneth Burkhardt left recently for school in Oklahoma. Rex Allen returned after attending the funeral of his sister at Portsmouth, Va.

Brother Carter, Brother Rabbit, Billy May and Shorty are organizing a "whale club" of their own. Everett Hart, prominent in whale circles and lifelong friend of Grand Officer Herman Joseph, wired the club from California at their meeting at Washington, N. C., September 18. Joe Lewis picked up his car and now drives from stand to stand at night.

Ernie Sylvester and Butch Burkhardt have put on a revival of "coon can" with Mrs. Burkhardt as referee and scorekeeper.

Charley Katz, Clint Shuford and others visited at Raleigh. Sherwood Upchurch made visits at Raleigh and High Point.

Curley Stewart spent a day with his folks at Winston-Salem. Al Hoffman and nephew, Harold Nickelsen, and Carolina visited their relatives at Burlington, N. C.

Shorty, of Lowery's Band, presented his lifelong friend, Billy May, with an easy chair on Billy's 35th birthday anniversary. Dusty, second comic in the Lowery Revue, made the presentation speech.

Floyd King, general agent, visited at Greensboro, High Point and Raleigh. L. C. Gillette is pulling strong for show to play at Pensacola. Al Dean, former steward of Cole Bros' Circus, is steward of this show's restaurant cars and also superintendent of sleepers. His associates are Alonzo, Phil, Leo Carter, Willie, Woopy, Sinclair, Red and Popeye.

Dr. Partello invited personnel for a fishing trip on his fleet of yachts when show makes St. Petersburg, reports Stanley P. Dawson.

Miller To Direct Publicity Department of Frank Wirth

MINEOLA, L. I., Sept. 24.—Frank Wirth, head of the booking office bearing his name, announced here yesterday the addition of a publicity department to be directed by L. C. (Ted) Miller, now with the Cetlin & Wilson Shows. Wirth said increased business had made the expansion necessary. Miller, formerly with West's World's Wonder Shows and Max Linderman's World of Mirth Shows, will remain with C. & W. under contract until November 1.



RICHARDSON BALLBEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

RINK OPERATORS SAY
"BEST MAPLE WHEEL ON The Market!"
ONLY 75¢ PER SET OF 8
(Plus Postage)
Fits Chicago or Richardson Skates. Has Racing Tapered Bushings. . . . Made of Choice Kilm Dried Hard Maple.
SAMPLE SET SENT PREPAID \$1.00.
Reswood (5) 2-piece Bushings from Maple or Plyer Wheels, 60¢ a Set.
OMAHA FIBRE PROD. CO.,
5202 Maple Street, Omaha, Neb.

PROFESSIONAL "ROLLER SKATING MATS"
MAPLE HARDWOOD ROLL-UP. UNEXCELLED QUALITY.
Naturally finished surfaces and recommended by Leading Arts.
Custom made to your order at reasonable cost. Write for your particular requirements.
THE G. L. MORRIS CORPORATION
1740 East 12th Street, Cleveland, Ohio
(Exclusive Manufacturers)

WANTED!!
10,000 PAIRS USED RINK SKATES.
Buy New Ones and Sell Your Old Ones.
WE PAY CASH!! WRITE OR WIRE
WEIL'S CURIOSITY SHOP,
20 E. Second Street, Philadelphia, Pa.

DON'T WAIT FOR BUSINESS TO COME
Go where it is with a Trammil Portable Skating Rink. They are getting the money. Erector, 10¢ for information on our Self-Locking Floors and Special Rink Tents. Building Portable Floors over 25 feet.
TRAMMIL PORTABLE SKATING RINK CO.,
5900 E. 15th Street, Kansas City, Mo.

"RINK MEN WHO HAVE ONCE HAD A"

"CHICAGO"
EQUIPMENT
WILL HAVE NO OTHER.
THERE IS A REASON.
CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO

NEW HIGHS REACHED IN RAIN

Topeka Gate Over 500,000

Grand-stand show attracts nearly 100,000—Temple of Agriculture started

TOPEKA, Kan., Sept. 24.—Kansas Free Fair here on September 11-17 set an all-time attendance record estimated in excess of 500,000. Previous high mark, set last year, was 450,000. Paid admissions to the grand stand for matinee and night performances were estimated at nearly 100,000. For *Belles of Liberty*, Barnes-Carruthers' night show, temporary bleachers, and benches on the race track were necessary to accommodate overflows on several nights. Miller-Hammer Rodeo opened to a capacity matinee on Sunday, a day earlier than usual, with good business that night. Rodeo performances also were given Monday and Tuesday afternoons.

One rainy day was the sole worry of Secretary-Manager Maurice W. Jencks. Showers fell Tuesday morning and afternoon, muddled the midway and race track, but apparently did not seriously cut attendance at the afternoon or night shows. Temperature, unseasonably high prior to fair week, dropped Monday night, brought out thousands and boomed eating business. High winds on

(See TOPEKA GATE on page 35)

Huron Annual Chalks Up Best Mark in Decade

HURON, S. D., Sept. 24.—Bucking rain and cool weather, South Dakota State Fair here on September 11-16 proved a money maker and drew the best gate in a decade. Attendance was 110,890, as compared with 97,600 in 1937. Receipts topped the \$50,000 mark, said Secretary E. A. Hornby, showing an estimated gain of about \$7,500 over last year. Two rainy days cut into gate receipts. Number of exhibits greatly exceeded those of last year and taxed every inch of space.

The fair had its first Sunday amusement program and featured dirt-track

(See HURON ANNUAL on page 34)

Revival Goes Over in Mich.

WEST BRANCH, Mich., Sept. 24.—After a lapse of eight years Ogemaw County Fair, sponsored by the American Legion Post for the first time here on September 6-10, was a success despite daily rain and cold weather, and the committee was pleased with a substantial profit, said Wilbur Davis. It was the first West Branch fair ever to make a profit, he said. The post is planning to sponsor the event next year. H. G. Hockett handled promotional details and has been contracted for next year. Twice races had to be postponed and on Friday, School Day, 2,400 barbecue sandwiches were given away. Barkoot Bros.' Shows had 8 rides, 5 shows and 40 concessions. Acts were the Traceys, Radkey Sisters, Guyer and Guyer; McDougal, contortionist, and Burrell and Co., clowns.

Green Loaned to Arkansas

JEFFERSON CITY, Mo., Sept. 24.—Jewell Mayes, State commissioner of agriculture, announced that Charles W. Green, secretary of Missouri State Fair, Sedalia, had been granted temporary leave of absence to organize and manage the 1938 Arkansas Live-Stock Exposition, Little Rock. Gov. Lloyd C. Stark approved the leave to Secretary Green. The Arkansas officials implored for the loan of Secretary Green's services because they consider him a foremost authority as a State fair administrator, Commissioner Mayes said.



E. A. TALLBERG, president of Red River Valley Fair Association, looking pleased over results of the reorganized fair held in Fargo, N. D., on August 29-September 3. The board declares the annual has re-established itself as a great farm and livestock show.

Mid-South's Future Is in The Balance

MEMPHIS, Sept. 24.—Midsouth Fair here on September 12-17 apparently "paid its way," despite a 10 per cent drop in attendance and receipts from 1937, but future of the 30-year-old institution hangs in the balance. With the city administration said to be skeptical of the fair's usefulness to the section and the two top officials of the fair association committed to stepping out of the picture at end of the fiscal year on November 1, the situation is regarded generally as discouraging.

Unlike many large fairs, Midsouth has operated without benefit of aid, financial or otherwise, from WPA or other governmental agencies and in 1937 it finally paid off a balance of a \$35,000

(See MID-SOUTH'S on page 34)

Brockton in the Money Second Year, With Name Entertainment

BROCKTON, Mass., Sept. 24.—Brockton Fair, September 11-17, broke attendance records and presented to the fans Paul Whiteman and his Band and Sally Rand. It was an experiment with Secretary Frank H. Kingman and his associates, and as proof that it worked out they point to total attendance of 100,563, about 15 per cent greater than last year's. The race track where once proud standard-breds trotted or paced to new records, the track which holds the New England record for harness horses, was given over to Lucky Teter and his Hell Drivers on five days and on the other two days racing cars provided thrills for more than 70,000 on the two days.

Attendance by days: Sunday, 26,444; Monday (Children's Day), 30,144; Tuesday, 13,678; Wednesday, 30,623; Thursday, 16,728; Friday, 34,423; Saturday, 38,523.

Fair officials said Paul Whiteman and Sally Rand brought a new type of fair patrons, the younger generation of swing lovers, and that their first visits portend well for future of the fair, as it means that a new class of patronage has been created. Lucky Teter and his Hell Drivers packed the grand stand at every per-

formance. Irish Horan's announcing for the Teter show over the amplifiers was exceptionally intelligent and intelligible. Gaylord White handled auto races for John A. Sloan and, without a mishap, they were witnessed by huge crowds on the last two days.

President Glenn McCrillis said, "Brockton Fair is in the black for the second year in succession and it looks like old times. We will make some money, more than last year, and all officials are happy over the results."

Midway business was reported better than in the past eight years, Max Linderman and his World of Mirth Shows again

(See BROCKTON IN on page 35)

Crown Point Balance Good

CROWN POINT, Ind., Sept. 24.—At a meeting of the executive committee of Lake County Fair here it was reported that the 1938 annual made a profit of \$3,298 and had a balance of \$6,245. Officers elected were Earl Bailey, president; Owen Roper, vice-president; Oscar Sauerman, treasurer, and George Neises, secretary.

Gain Shown In Louisville

Figures go up despite inclement weather—Horse Show shares its profits

LOUISVILLE, Sept. 24.—Altho rain and threatening weather came in the middle of the week, the 36th annual Kentucky State Fair here on September 12-17 had a gain in attendance over last year's, officials giving figures as: 1938, 157,000; 1937, 143,313. Johnny J. Jones Exposition on the midway reported a gross slightly over that registered by the show in 1937. Big crowds were out on Thursday, Governor's Day, altho many portions of the grounds were wet and muddy.

In a Sunday preview WLS Barn Dance Troupe gave an afternoon and night performance in the horse show pavilion. Main gates were free. All standard features were renewed, including horse show, baby health contest, dog show, women's exhibits, horticultural show, seed, grain, feed, poultry, pigeon and pet stock exhibits and displays of dairy and beef cattle, hogs, sheep and mules. A broadcasting station in operation and a display of WHAS broadcasting equipment was in the merchants and manufacturers' building. There was more

(See GAIN SHOWN on page 35)

Pomona Is Off To Big Opening

POMONA, Calif., Sept. 24.—Attendance on the first three days of 17th annual Los Angeles County Fair here September 16-October 2 was given by officials as 151,000, and indications point to last year's mark, 640,000, being exceeded. About 38,000 attended on opening day, one of the hottest of the year, inaugurated with aerial bombs, air squadrons and band music. Rain on the first Saturday kept attendance down, but Sunday drew 35,000. Secretary-Manager C. B. (Jack) Afferbaugh and staff have added 50 acres to grounds, and infield and a new lagoon have been beautified with floral displays.

Three new buildings have been erected in addition to 300 stalls, bringing the total to 1,200. Number of part-mutual booths has been increased. Percheron Horse Association of America staged its annual Congress and Horse Show in a tent. There are 37,000 exhibits in 30

(See POMONA IS on page 35)

Idaho Annual Gets 39,000

FILER, Ida., Sept. 24.—Twentieth annual Twin Falls County Fair and night rodeo here drew 39,000 on September 7-10 with afternoon harness and jockey racing, night rodeo and Monte Young Shows. Young's equipment was augmented by rides from United Shows, and Tom Parks, fair secretary-manager, expressed satisfaction with Young's attractions. Jesse Owens, sprint and broad-jump star and three-event winner in the 1936 Berlin Olympics, who performed at afternoon shows as a professional, was well received.

Rutland Gain About 30,000

RUTLAND, Vt., Sept. 24.—Will L. Davis, president of Rutland State Fair, September 5-10, estimated that attendance exceeded last year's by about 30,000, altho the fair was almost blanked on Wednesday by a hard rainstorm. Monday figures showed a gain of about 10,000 over 1937, which was unexpected, as the week was coldest recorded in 25 years. Features included World of Mirth Shows on the midway; Lucky Teter, special attraction on Saturday, and *Revue of Tomorrow*, grand-stand show featuring the Gae Foster Girls. Acts were booked thru George A. Hamid.



IN A GROUP AT MICHIGAN STATE FAIR, Detroit, the photographer sought, from left to right: Frank N. Isbey, general manager of the fair; Dave Rudinoff, concert violinist, recovering from a long illness; Frank Murphy, governor of Michigan; and Orville Hennies, co-owner of Hennies Bros.' Shows, which were on the midway.

Reading Goes Thru in Rain

Events conducted under adverse conditions—merchandise games only

READING, Pa., Sept. 24.—Reading fair on September 11-18 ran into some rain daily, except on Friday, but all races and other events were held between showers, although some were under adverse conditions. Auto races, set for Saturday, had to be postponed until the following Sunday. Considering conditions, attendance held favorably with last year, said officials, who announced total paid admissions of 135,408 on seven days against eight days in 1937 of 147,479. Grandstand paid admissions were 30,543 against 39,133 last year. Friday was the big day, with over 30,000 paid admissions.

Exhibits were more numerous than in several years and of exceptional quality, especially cattle, swine and flowers. It was necessary to erect a tent, 160 by 40 feet, for the overflow and a number of entries had to be refused. There were trotting, pacing, running and steeplechase racing on five days. Lucky Teter and his Hell Drivers were featured on Saturday and auto races booked for Sunday had to be called off because of rain. The only Grand Circuit races in Pennsylvania brought out an excellent class of horses. Reading Futurity on Monday was won by Lyrrite, setting a world's record for two-year-old trotters for two heats in 2:08 1/2 and 2:09. Grandstand feature on opening Sunday was Phil Spitalny's Girl Band in concert after noon and night. Tuesday and Friday, Children's Days, brought out about 50,000 each day.

Features at Grand Stand

Grandstand attractions, booked by George A. Hamid, Inc., comprised Peter the Great, high aerialist; Jumbo, elephant; camel, pony and Great Dane Dog, novel and well presented; Victoria Troupe, seven people, comedy and novelty bicyclists; Marcy Brothers and Beatrice, novelty acrobats; Helen Reynolds Skaters; Francis Trio, eccentric novelty; Wolford's Dachshunds, unique dog act; Ariana Beroni Troupe, high wire. Revue was presented by the Roxettes in four parts, stage settings, lighting and costumes being gorgeous. As a special grandstand feature, the fair association presented, afternoon and night, Edward Beckner, featured singer with Columbia Broadcasting System, appearing Monday nights on the "Pick and Pat" program. It is his third year at the fair, where he is a favorite with patrons. Philharmonic Band, Reading, played concerts and for grandstand acts. Nightly displays were by Ohio Display Fireworks Co.

Cetlin & Wilson Shows, on the midway for the fourth time, had 16 shows and 18 rides, some new this year, and all well painted and illuminated. Midway free attraction, Zachinni Brothers, double cannon act over two Ferris Wheels, proved a good draw for crowds after grandstand shows.

Bingo Games Reopened

Concession space was well filled and, as supervision has been strict in the past two years, no complaints were heard. Early in the week Bingo games were closed, but were reopened Wednesday afternoon for remainder of the week, after the district attorney, in consultation with the court, decided that Bingo, when played exclusively for merchandise, would be okay. No money games were allowed by the fair association and a sign was displayed on each stand to that effect, all games being conducted with merchandise.

Visiting fair officials included Samuel L. Lewis, John H. Rutter, York; Harry B. Krell, Carl Fleckenstein, Bloomington; Samuel B. Russell, Lewistown; P. W. Baumann, Pottsville. Mr. Russell, ill on Tuesday, was taken to a hospital, but was out on Wednesday. Jim Malone, Hankinson, Fredways, supervised auto races. Stagehands' Local 97, AFL, handled all stage acts.

MINEOLA, L. I., N. Y.—Rain washed out the first two days of annual Mineola fair, set for September 20-24. Officials counted on better weather during latter part of the week to recoup losses.

Capt. Dan Daniels

By HARRY A. ILLIONS

Word has come of the death by heart disease of Capt. Dan Daniels at his post in Hawaii. Captain Daniels had charge of the Enchanted Island area during A Century of Progress in Chicago in 1934. Previously he had charge of Fort Dearborn, which was built in 1931. I believe he came with Maj. Lenox R. Lohr when the major took the management of the only world's fair in the world that paid all the stock and bondholders as well as having several hundred thousand dollars left to give to the city of Chicago.

It was a shock to hear of Dan's passing, as he proved himself a showman's friend while connected with the fair. He had been instrumental in raising one of the first volunteer companies for the World War, remaining members of which served as his honor guard. Services were held in the family home in Suffern, N. Y. He is survived by his widow and two young daughters. During his last physical examination in Chicago Dan was told that his heart was in bad condition, attributed to overwork at the fair.

He would always listen to anyone, regardless of how busy he was, and would do with all the power at his command anything to help a showman who thought he had an idea to help showmen as well as the fair that Dan loved. The world is better for having had a swell fellow like Dan Daniels in it.

Interest Up in Longview

LONOVUE, Tex., Sept. 24.—With largest exhibits in history and a record opening-day gate of 20,000, attendance at Gregg County Fair on September 12-17 totaled 140,000, said Oliver Daniel, president, and M. D. Abernathy, secretary-manager, who have started plans for a larger fair in 1939. Closing night jubilee, growing interest in the area in cattle raising and a good midway were credited for the success. A doll and pet pageant drew thousands of children.

Hamid Lauds London Midway

NEW YORK, Sept. 24.—"J. W. (Patty) Conklin had a wonderful midway and his Kiddyland, placed there for the first time, had excellent business," said George A. Hamid, of the booking house bearing his name, upon his return from Western Fair, London, Ont., held on September 12-17. It was reported during his visit that midway receipts were 40 per cent ahead of last year's and Mr. Hamid opined the fair came thru with flying colors despite some very unfavorable weather.

COFFEYVILLE, Kan.—Second year's operation of Montgomery County Fair here on September 5-9 with free gate and small charge to exhibitors resulted in one of the most successful annuals in years, there being a good balance on hand, said Secretary Albert R. Keltner. Exhibits increased 38 per cent over last year's and 71 per cent compared with two years ago. Weather was good and big crowds attended nightly. Mighty Sheesley Midway, because of its size, occupied the race track and center field.

Festivals of Democracy

Clermont County Fair, Owensville, O., recently closed, inaugurated the annual county fair season in this part of the country. With the end of August the Ohio State Fair closed. Our own Carthage Fair has taken place in September, the favored month for these rural celebrations. In Europe fairs have a deep background and seem to have originated in church festivals, where, and where alone, large concourses of people made them practicable. In this country they date back to only 1819, when the New York Legislature appropriated a substantial sum for premiums on agricultural products and family manufactures. Ever since, and everywhere in the country, the major concern of the county fairs is in such products and manufactures.

Phil Stong's State Fair, both a book and a moving picture, was perhaps the first successful attempt to set forth in letters the real color and validity of such festivals. They are many-sided in their appeal—outpourings of country folk with the labor of harvest behind them; an array of glowing fruits and grains;

Hamburg Gate and Receipts Reported as Best in History

HAMBURG, N. Y., Sept. 24.—Breaking attendance and receipt records, Erie County Fair here on August 22-27 was declared the most successful in history. Attendance was 101,000 compared with 63,770 in 1937 and receipts were \$90,934 against \$72,118 last year.

Special days for children, war veterans and firemen drew, leaving a paid total of 68,000, topping the previous high, 67,714, made in 1930.

Attractions were George A. Hamid's Revue of Tomorrow and Roxettes, Lucky Teter's Hell Drivers, Stanley's races and acts, Stetson's Radio Band and American Fireworks Co. displays.

Many G. G. Eateries Set

SAN FRANCISCO, Sept. 24.—More than 40 restaurants will be able to feed more than 12,000 at every meal, 16,000 on peak days, at Golden Gate International Exposition, said Frederick Weddleton, director of concessions. About all foreign exhibits will feature native dishes. A cultural exhibit has been approved for China by officials there. Japan's exhibit is due on October 12, packed in 250 huge crates. The plane in which Douglas Corrigan made his flight to Ireland has been wrapped in canvas in San Francisco Bay Airdrome, to remain there until the expo's opening on February 18, 1939.

Grand-Stand Shows

MADISON County Fair, Huntsville, Ala., September 20-24, had American Flyers, Bernice Kelly Circus Revue, De-Kohl Troupe, Freckles and Buddy, Sensational Zorsky, Cramor and Company and Smith's Superba Band.

THESE Hamid-booked acts were at Galax (Va.) Fair September 12-17: Tip Top Olympic Circus, Jinks Hoagland Hippodrome, Three Ricardos and Smith's Superba Band.

GOLDIE Booking Agency's Caravans of Hits, with Jack Mason and Lew Fine, emcees and comedians; Andre and Daphne, dance team; John Kamerra, wire and juggling; Three Whirlers, roller skaters; Buddy and Leatrice Joy, accordionists; Gus Soljin, balancer; Barcelonians, tumblers, and Jake Herman and mule, recently played a circuit of 16 Northwest fairs.

JAYDEE THE GREAT (Jerry D. Martin), high aerial contortionist, reports that he added two sections to his rigging and that he recently closed with WHO Sings the Great Variety Revue. Revue members gave a party on August 30 in Aurora, Neb., celebrating Betty Jane Martin's fourth birthday. On September 19 Martin opened at Keokuk (Ia.) Free Fair and expects to close the season in Texas the third week of November.

SHOW which broke all records at Western Fair, London, Ont., September 12-17, press, public and fair directors declaring it the best ever to play there, reports George A. Hamid, comprised numbers from the Revue of Tomorrow, Torelli's Circus; Silvers Johnson, Funny Ford;

exhibits of quilts and jellies and bread-loaves and cakes; a parade of the best live stock of the region; a series of hotly contested trotting and pacing races on the half-mile tracks; a concourse of side shows and pitchmen, with vaudeville under canvas or at night on the track; a rendezvous of political candidates.

Perhaps 3,000 county fairs were on the schedule for this fall. The separate pages of their story are scattered over 3,000,000 square miles of territory, and therefore half lost. If you could get them together you would have a pretty complete and rather engaging picture of the American democracy.—Cincinnati Times-Star.

Five Harlequins, Orsola Arelli, Five English Juggling Jewels, Demnati Arabs, Three Stoozes, Flying Otaris and Fireworks, Elaine Dowling and Frank Mazono and Company working in their spots in the revue. Grand stand was reported a sellout Thursday and Friday nights with patrons clamoring for seats in rain on Saturday, when a show was put on between showers to a stand more than two-thirds filled.

RAUM'S Circus and Red Devil Drivers was contracted for Carroll County Fair, September 28-October 1, in Carrollton, O., replacing a rodeo offered as grandstand show the past two years.

ACTS playing recent fairs and celebrations in Kansas and Nebraska were Jack's Crazy Kar; D. Chappelle and Co. (See GRAND-STAND SHOWS page 34)



THE STRATOSPHERE MAN

World's Highest Aerial Act. Available for Fairs, Parks, Celebrations.

Late Southern Dates Wanted.

Address: Care of The Billboard, Cincinnati, O.



NATIONAL SHOWMEN'S ASSOCIATION

FIRST ANNUAL BANQUET and BALL

NOVEMBER 23

HOTEL COMMODORE

NEW YORK CITY

TICKETS NOW ON SALE

GEORGIA STATE FAIR

Macon, Oct. 17-22

Independent Midway Space open for Legitimate Concessions. No money game.

E. ROSS JORDAN, Mgr.

Box 739, Macon, Ga.

WANTED CONCESSIONS

28th Annual Sabine Parish Fair

MANY, LA., OCTOBER 4-8.

Opening Day is WPA Achievement Day, with the Governor and other State officials and WPA bands on program. All WPA workers in this area show down for the day and the workers granted free admission. Expect this to be the biggest day in this section in many years. Other days include Home Demonstration, Future Farmers, Public Officials, Colored and Schools. Want to hear from all of our old friends with straight Sales Concessions only. Positively no gift or questionable joints.

BYRON P. BELLISLE, Secy.-Mgr.

CHESTERFIELD COUNTY FAIR

CHESTERFIELD C. H., VA.

WANTS Legitimate Concessions of all kinds. Everything open except Bingo and Cook House. Will book two Shows. This is one spot where Grand Shows get money. Slim Delaney, Red Colvin come on. This is a real money spot. Concession space is limited. Write or wire F. L. FAUST, Chesterfield C. H., Va. Fair Grounds located 10 miles south of Richmond, off Route U. S. 1.

FIRST IN THE HEARTS OF THEIR COUNTRYMEN

By Preference

"FOUR O' HEARTS"

MOST SENSATIONAL HIGH THRILL ACT EXISTENT

For Bookings—Wire-Write-Cable CHAS. L. SASSE,
International Circus Agent, 300 W. 49th St., New York City.
AYE LAD — IT LEADS THE BIG HIT-PARADE
OF THRILL ACTS
ITS STARS — ITS THRILLS — ITS CHILLS — ITS GREAT

Permanent Address: 199 North Street, New Britain, Conn.

CRASH DUNIGAN.

JAYDEE THE GREAT

THE OLD APE MAN

AMAZING TRAPEZE NOVELTY

Performs the Highest Aerial Contortion Trapeze Act on Pole, 103 Ft. High. New and thrilling, presenting a terrifying appearance in his costume of an "Ape." Performs stunts and antics so like the animal that he actually "Ape" the "Ape." Centrifugal and balancing work defies description. Finishing with complete dislocation of shoulders while in a contortion posture. Thrills—Sensations—Comedy! Open for Late and Southern Fairs. Write or wire.

JERRY D. MARTIN, care The Billboard, Cincinnati, O.

Week of
Sept. 26-
Oct. 1,
Hot
Springs,
Ark.



show, harness racing and radio acts were featured.

REGINA, Sask.—Improvements being made in front of the grand stand on Saskatoon Exhibition grounds include raising of grounds in front of the pari-mutuel building several feet to bring it level with front of the grand stand, moving back of pari-mutuels building 25 feet to give more space and lengthening pari-mutuels building to make room for another wicket to speed up ticket buying.

GRAND-STAND SHOWS

(Continued from page 33)

high pole; Cycling Story; Valdare, cyclist; Flying Sullivan; Madame Florence, high trapeze; Ardelle, high swinging pole; Fred Harper's Pony Circus; Tom, horse; Captain Daniels' Lions, and James Cogswell, clown on stilts, who has several outdoor events to play before working department stores during the holidays.

PROGRAM for the 1938 North Carolina State Fair, Raleigh, said Dr. J. S. Dorton, Shelby general manager, will include harness races on three days, Ralph A. Hankinson's auto races on Saturday, Lucky Teter and his Hell Drivers on Wednesday; George A. Hamid's Revelations of 1938, nightly revue; Balbano Family, Hoaglan's Hippodrome, Flying Otaris, Olga Petroff, Kansasa Troupe, Maurice and Vincent, Victoria Troupe and Frank Cervone's Band.

CAPTAIN HAPPY, of Captain Happy's Midget Auto Thrill Show, was burned in a fire crash on Saturday at White County Fair, Sparta, Tenn., September 18-17. Other acts were Bounding Johnson; Three Lippincotts, magicians, and Billy Siegrist Troupe.

EDWARD RAYMOND'S Unit, with Roberts and Co., magician, played Dover (O.) Fair on September 20-23. Unit is scheduled to close in Warsaw, Ind., this week after an 11-week tour.

MID-SOUTH'S

(Continued from page 32)

debt incurred by overexpansion at beginning of the depression.

This year the fair placed emphasis as never before on the importance of diversified agriculture in a region primarily dependent upon a single crop, cotton, and has drawn strong support from rural communities, but the city has been declared to be lacking in interest and support. Figures reveal that days toward end of the week drew well, but early days, usually good for crowds from the city, had small gates. Attendance of 127,279 was as follows: Monday, 9,205; Tuesday, 10,148; Wednesday, 16,724; Thursday, 24,201; Friday, 42,189; Saturday, 24,857.

Would Cut Gate Fees

Gate receipts were about \$39,000, about \$4,500 less than last year. Expenses having run about the same as in 1937, with possible exception of some repairs and improvements to buildings, it is pro-

In on 1868 Model

UPPER SANDUSKY, O., Sept. 24.—George Burkhardt, Upper Sandusky, found that a Wyandot County Fair ticket dated 1868 is just as good as a 1938 model. He found one of the old ducats among his possessions and presented it at the gate. He was admitted without question, and later the ticket was returned to him to be put on display in Wyandot National Museum here.

dicted there will be a small balance when bills are paid.

Frank D. Fuller, secretary-manager for the past 29 years, has resigned, effective on November 1, declaring that he wants to retire to private life, and Raymond Skinner, president for several years, announced he will not accept re-election, feeling that someone else should shoulder the responsibility for a while. Mr. Skinner said he would call a meeting of the board soon to elect officers and make preliminary plans for next year, the latter statement being intended to counteract recurring reports that the fair would be discontinued.

The president said he would recommend reduction in admission charges for next year, cutting adult tickets from 50 to 25 cents and children's from 25 to 10 cents and imposition of a 25-cent charge to the grand stand, which has been free. He said he would recommend enlarging of Fat Pig Show, Baby Beef Exposition and Poultry and Pigeon shows. Mentioned for the secretary-managership are J. H. Tull, Mr. Fuller's assistant this year, and Henry Beaudin, superintendent of concessions.

Stand Called Inadequate

Goodman Wonder Shows on the midway reported average business on the first three days, with bigger crowds toward the end, and pronounced the week satisfactory. Grand-stand attraction was a rodeo produced by the fair, using stock supplied by Homer Todd and talent engaged with assistance of George V. Adams. A free presentation, the rodeo turned away crowds from the small grand stand nightly, the total turnaway running into thousands. Mr. Fuller said it was obvious that added grand-stand facilities are needed.

Auto races on the track, supervised by Racing Corporation of America, drew 8,500 Saturday afternoon, a slightly larger racing crowd than in 1937. Buildings were filled to capacity with exhibits.

HURON ANNUAL

(Continued from page 32)

auto races under John A. Sloan. The feature was repeated on closing day and helped make an all-time grand-stand mark of over 11,000, it being necessary to erect temporary bleachers. Ernie Young's *Foibles Internationales* was presented nightly and show was declared the best in the six years this producer has been booked here. Among top acts were Varsity Eight, Jay and Lou Sells and the Flying Potters, with Col. Armin Hand's Band in the pit and doing afternoon concerts. Harness racing was carded for three days, but rain cut the schedule to a day. Art B. Thomas Shows were on the midway.

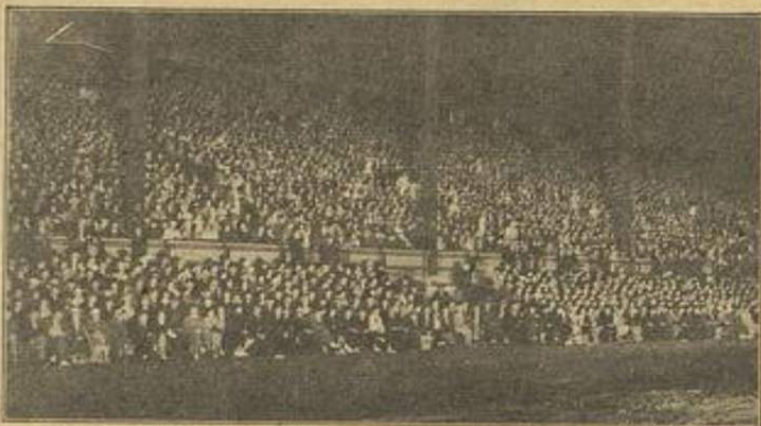
Veterans' Day, when gold-star mothers and all ex-service men were guests of the board; State trapshoot, horsecar and checker tournaments and milking derby probably will be retained next year. The board, composed of C. B. Hansen, Canistota; Emanuel Hellman, Eureka, and E. A. Hornby, Huron, voted to move fair dates a week ahead in 1939. This was done following announcement that Minnesota State Fair had set its dates ahead. Weather bureau records show that the earlier part of September is milder.

partments. B. Ward Beam's Congress of Dare-Devils drew capacity crowds to the grand stand on Tuesday, and attendance was good on Thursday and Friday for C. A. Klein's one-ring circus. On the midway were R. H. Wade's five rides, four shows and concessions.

WOOSTER, O.—Attendance at 89th annual Wayne County Fair here on September 12-16 fell about 10,000 short of an expected 50,000 due to unfavorable weather, said Secretary Walter J. Buss. Rain on Wednesday, generally a big day, washed out the program. Exhibits were more numerous, with over \$11,000 in premiums. B. Ward Beam's Congress of Dare-Devils drew heavily as grand-stand attraction Friday night, and there were daily ascensions by Thompson Balloon Co., radio acts, orchestras and nightly fireworks. On the midway were six P. E. Gooding rides, managed by George Pence; a pony track, five shows and concessions.

MILLERSBURG, O.—Holmes County Fair here on September 7-10, favored by weather, came thru with its most ambitious effort in 10 years to make it most successful in history, receipts being \$2,024, said Secretary H. C. Logsdon. A pageant staged by John B. Rogers Producing Co. grossed \$1,280. Officials said next year's fair will be more pretentious and that some buildings will be erected on the new grounds.

PAINESVILLE, O.—While attendance was slightly under last year's, Lake County Fair here on September 14-17 was successful, officials said. Departments were up to standard but rain spoiled chances of the fair to make a new attendance record. J. R. Edwards' Eli Wheel, Merry-Go-Round, Chairplane, Loop-o-Plane and Kiddie ride, with Phil Philip's World on Reflex, Hollywood Revue and Mickey Mouse shows, were on the midway. A. E. Seiden, Stratosphere Man, was grand-stand attraction. Horse



GRAND STAND COULDN'T HOLD 'EM at Central Canada Exposition, Ottawa, reports Manager-Secretary H. H. McElroy, who gives total attendance at the fair, August 22-27, as 336,000, a new high. Patrons went big for the George A. Hamid Revue of Tomorrow, there being continuous sellouts. Photo was taken Thursday night when the 10,000-capacity stand was filled, 3,000 were sitting on the race track and a hall had to be called in sale of night-show tickets. Try-out of a mistress of ceremonies proved popular, blond Elaine Dowling doing a grand job. World of Mirrors' midway was praised for its modernity, new illuminated gateway being a feature. Altho heavy investments were made during the year in plant improvements, Manager McElroy believes final accounting will show substantial profit.

Fair Grounds

YORK, Pa.—A contract for erection of 18 floodlights on York Interstate Fairgrounds was awarded by York County Agricultural Society.

COLUMBUS, O.—Executive committee of Ohio State Grange has asked the Legislature to make appropriations for removal of unsightly and unsanitary metal hangars housing public welfare, public health, Ohio State University and State and farm organization headquarters on Ohio State Fair grounds here and erection of adequate buildings for the 1939 fair. The hangars were erected 16 years ago after a fire and have served as emergency and temporary quarters.

LINCOLN, Neb.—Pending a meeting of Nebraska State Fair board to tabulate figures for 1938, President W. B. Banning estimates profit at between \$5,000 and \$7,500.

SOMERSET, O.—Four-day Somerset Pumpkin Show will celebrate its 25th anniversary on the public square with a midway, free acts and a horse show this year. O. T. Vansickle is chairman.

MACON, Ga.—Again "State Fair News," publication of Georgia State Fair and Exposition, will be published, said E. Ross Jordan, secretary-manager. It will be eight pages, instead of six as last year, and Paul M. Conway, in his eighth year as fair publicity director, continues as editor-in-chief.

YOUNGSTOWN, O.—Receipts from admissions were \$1,500 above any previous year's, reported Edwin R. Zieger, secretary of Mahoning County Fair, Canfield, September 1-3. Attendance was about 45,000 paid admissions, with an additional 10,000 on Children's Day, when children were admitted free. If good attendance continues, admission may be reduced from 40 to 25 cents.

CADIZ, O.—Rained out on opening day, attendance was good on two days at Harrison County Fair on September 14-16, one of the most successful in recent years. X Bar X Rodeo was presented on the athletic field and two shows were necessary Friday night. There were nightly fireworks. Roy Gooding's rides were on the midway, with Howard Peters' Freak Animal Show and Monkey Circus, Richie Russell's grab stand and other concessions.

HUMBOLDT, Neb.—As a means of advertising Richardson County Free Fair on the streets here on September 14-16, wooden nickels good for 5 cents in trade, either on the midway or at commercial establishments, were distributed and redeemed by the fair board, reports R. L. Collins, whose rides were featured with shows and concessions.

MAGNOLIA, Ark.—Reorganized Columbia County Fair and Live-Stock Association will hold its first fall fair in Columbia Stadium here in about 24 years. It will be continued as an annual, said President Ves Godley.

LISBON, O.—Grosses for 93d annual Columbiana County Fair here on September 13-15 were expected to slightly exceed last year's despite rain on Wednesday, which resulted in extension of the event one day, said Secretary H. E. Maraden. Attendance was 15,000, and there were overflow exhibits in all de-

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

Heavy Draw at Mo. Annual Pays Last Year's Deficit

SPRINGFIELD, Mo., Sept. 24.—Second annual Ozark Empire District Free Fair here on September 11-17 is expected to break about even after paying a \$3,000 deficit from the first fair and financing itself. President H. Frank Fellows estimated attendance at more than 200,000, compared with an estimated 90,000 last year. Grand stand got \$18,000 in six afternoons, two of auto racing under Racing Corporation of America, three of horse racing and one Thrill Day. Weather was far better than that of last year. Premiums were nearly double those of 1937 and all classes were filled.

Grand stand show, furnished by Barnes-Carruthers, included *Show of the Century*, Lottie Mayer's *Disappearing Water Ballet*, *Soaring High* at night, Five *Sanseys*, American Eagles; Ross, Pierre and Schuster; Gautier's *Steepchase*, Lorimer and Hudson, Master Singers and Five Greys. Frank Ross was emcee. Band was Al Lewis' of 18 pieces under the baton of Charles Soutier. Jimmie Lynch's *Death Dodgers*, bossed by Pat Percell, provided the thrills. Capt. F. F. Frakes missed the house in his deliberate airplane crash, tearing out his landing gear 20 feet from the house. High, shifting ground winds were the cause.

Mighty Sheesley Midway was contracted. Timbu, human ape, did a couple of turns in front of the grand stand. Hereford, Jersey and Guernsey cattle clubs contributed to premiums. A civic club tie-up under direction of Secretary Eddie Watts was good for some block ticket sales on a queen stunt that brought 'em in from district towns.

GAIN SHOWN

(Continued from page 32)
than \$500,000 worth of agricultural implements. Harness races were pronounced better than ever.

Grand-stand attractions included human cannonball act of Baron von Fendrick and Flying X Rodeo and Hippodrome, a feature nightly. Attendance was largest on Governor's Day, Thursday, when Governor and Mrs. Chandler and his entourage entered with the Male High School Band heading the procession.

The horse show, an outstanding feature, opened on Monday to poor attendance, but it greatly improved each night and from Wednesday to Saturday patronage was good enough to make the show a success, encouraged by a campaign on behalf of the Society for Crippled Children, which shared in horse show profits.

TOPEKA GATE

(Continued from page 32)
Saturday kept visitors off riding devices on the midway. Horse races on Wednesday drew only fair, lightest afternoon of the week. Auto races on Thursday and Friday drew good business.

Feature acts in Barnes-Carruthers' *Belles of Liberty*, which rated critical raves in both Topeka newspapers, included the Juvela, balancing act; Grenadiers, vocal octet; Power's Elephants; Two Rays, fem dance team; Three Beau Brummels; Santor Trio, ballet burlesques; Marian Ryyer, soprano; Estelle Santos, dancer; Valentine Fox and Emily Walters, ventriloquists; Nine Shanghai Tumblers; Monroe and Grant, bounding acrobats; Alf's Canines; Kurtzo and Kurtzo and Eifel Sisters, high acts. On the Thrill Day program, Saturday, matinee grand-stand feature, Jimmie Lynch and his *Death Dodgers* presentation included motor car crashes and truck hurdling before a packed stand.

Beckmann & Gerety Shows on the midway apparently did the usual excellent business here, officials declined to say whether any records were set. Bands from 23 Kansas towns furnished music, with a Topeka band and Cervone's Field Artillery Band of Pittsburgh.

Live-stock judges opined it was the best live-stock show ever exhibited at a Kansas fair. All barns and wash sheds in the outside were filled and Manager Jencks was forced to turn down two strings of cattle from Minnesota State fair and one from Indiana State Fair due to overflow of entries. Hereford show was outstanding. For the first time in six years the agricultural building was filled to capacity, result of a return to more nearly normal rainfall. Additional roads on grounds were paved in time for fair opening. Their

value to pedestrian traffic was proved during Tuesday's showers. Manager Jencks has started prelin work on a new Temple of Agriculture, \$60,000 structure to house exhibits, and promises it will be ready in 1939. Construction will be paid for by the fair association, Shawnee County, aided by a PWA grant of \$25,000.

BROCKTON IN

(Continued from page 32)
providing a stellar midway. A huge electric-lighted archway carried by the World of Mirth created the illusion of a midway apart from the remainder of the fair, altho directly at doors of the big grand stand. Concessioners reported unusually good business, particularly at juice stands and restaurants.

Exhibits were more numerous than ever before, altho Brockton, shoe city of the world for years, did not have a single shoe exhibit. International Village, established two years ago, had a new member when the Irish Building was dedicated, with Attorney-General Paul Dever of Massachusetts as emcee. Another day new feature was the zoo in a grove at one side the track with more than 100 animals on exhibition. Horse Show, re-established last year after a lapse of several years, was moved to a place in the large grove adjoining the track and, while the show was declared perhaps one of the best ever staged, it failed to draw crowds. Dog Show was interesting, and drew many dog lovers, altho as usual proving no allure at the gate.

Secretary-Manager Kingman was given much credit along with his associates for having produced what was declared the most successful of Brockton fairs. He conceived and developed the idea of giving patrons something new and different and it was pointed out that his ideas were well based because of increased interest evident from the first day. Lighting scheme, most attractive in history of the fair, had huge pillars of

multicolored lights that brilliantly illuminated the grounds. American Fireworks Co., under direction of Henry Rapp, again presented nightly displays. Saturday night rain fell as crowds were beginning to gather, but in spite of adverse conditions, the grand-stand show was presented.

Advertising campaign, called one of the best in years, was conducted by Advertising Manager Karl M. Frost, whose newspaper advertisements were the most attractive in years. Radio was used with specially prepared skits and descriptive scripts. Massachusetts State Building was again a center of attraction for thousands. Pitchmen operating in Industrial Arts and Food Show buildings reported business nearly double that of last year. Exhibits in both buildings were larger than ever and more attractive.

POMONA IS

(Continued from page 32)
divisions. A lavish spec. *Festejo Moderno*, had a variety of artists, including 50 dancers from film studios. Night horse shows were held on the first eight nights. Lighting with overhead wiring has been done into fiery effects. On Saturday, Governor's Day, Governor Merriam dedicated the new agricultural building. Racing has been of an unusually high order. The last seven nights there will be night harness racing. Mutuels take for the first three days was \$154,000. Frank Leiginger again starts harness races, and Frank Kelly in running starter. Feature race in the running division was the Governor's Handicap, with Abe Lefton as announcer.

Shows Are Changed

Grand-stand shows and radio broadcasts will be changed after the first 10 days. C. W. Nelson Agency supplying acts. Bob Cannon assists in presentation of shows, and Ken Carpenter is radio commentator. There was a broadcast



SENOR FLORESQUE

THE EARTH'S No. 1 AERIALIST
Absolute Guarantee of a 100% Thrill.

Feature Tricks which have NEVER BEFORE BEEN ACCOMPLISHED.
Contact this fantastic spectacle of grace and daring TODAY for your FAIR.
Care General Delivery, Sarasota, Fla.

Flexible Steel Pipe, 110 Ft. Double Riggings.

on Saturday afternoon over NBC covering the fair. Interviews of visiting celebrities were broadcast nightly from the grand stand, and bands giving concerts on the second floor of the grand stand were changed daily. Arthur Percailles' *Strolling Mexican Orchestra* was a feature, and organ recitals were given afternoons in the agricultural building. In Rest Arbor the *Strolling Troubadours* were heard, and day and night band concerts were given in several pergolas.

Glen Gray and his Casa Loma Orchestra were musical feature in front of the grand stand. Acts were Six Lucky Boys, comedy; Biale; Famous Danwells, teeterboard; William and Joe Mandell, trampolin; 16 Hudson-Palomar-Metzger Girls, dance ensembles and novelty numbers; Con Colleano, tight wire; Skippy, chimp; Upside-Down Millette; Royal Swedish Bell Ringers; Four Casting Campbells, and Six Biltmorettes, acrobats.

O. N. Crafts, owner, and Manager Roy E. Ludington, of Crafts' 20 Big Shows, reported midway business about 30 per cent above last year's for the first three days. Show has been augmented and has 18 rides, extra shows and many concessions. There were holdout lines for rides, and shows were well patronized. Concessions have a good play, especially from late afternoon and night crowds.

SENIORETTA, fem high-pole aerialist, is contracted at seven Southern fairs until November 1, reports Manager W. C. (Billy) Senior.

UNDER THE MARQUEE

(Continued from page 30)
and assisted show in every way possible. Hoffman has a host of friends in the show world. Is chief clerk of the L. A. Water Department. For years he was in charge of tickets for all of the big outdoor events around L. A.

NEIL AND JANE MCCREA recently joined Doc Oyle's Side Show on Downie Bros.' Circus. En route they visited with friends on Barnett Bros.' Circus at Tarboro, N. C.

THE MELL KIDDIE Circus recently played the Brainerd Theater, Brainerd, Minn., to a large crowd. The manager engaged the show for his other houses in that State.

THE 1938 SEASON is not yet a matter of history. There're still several good weeks ahead.

FRANK B. HUBIN, of Atlantic City, is a candidate for congressman from the Second New Jersey District on the Roosevelt Independent Democratic ticket. He will campaign, using a hillbilly band.

THE FOLLOWING attended the funeral services of Emmett D. Snyder at Charlotte, Mich., September 19: Mr. and Mrs. Leo Snyder and son, Harold Alchon, Carl Sharp and wife, Clark Moore and wife, Andrew Hiser and wife, Orville Eishew and wife, Frank Snyder and wife, Deforest Snyder and wife, Frank Collier and wife, Mrs. Edwin Andrews, Mrs. Ada Ballard and daughter, Mrs. Nora Snyder and daughter, Mrs. Mira Annis, Harlan Annis and wife, George Annis, Louis Burkhardt and wife, Gale Courtright and wife, A. A. McIntosh, H. E. Whitman and wife, Jack Kelley and son, Earl Smith and family, Mrs. Isabel Birch, S. D. Wilkie, D. Shurelt and wife, Mrs. Nettie Meech, Merle Sharp and wife, Howard Bradley and wife, Gene Tracy and wife, George Miller and wife, Harry Miller and family, Mrs. John Schwied, Mrs. Alga Adams, G. Adams and wife.

Agricultural Situation

Condensed Data From September Summary by U. S. Department of Agriculture, Washington, D. C.

BEST news of the month was continued prospect for some improvement this fall and winter in domestic demand for farm products. Farm income is below 1937 figures but the disparity is expected to narrow in coming months. The BAE estimate of 1938 cash farm income from marketings and government payments is 7.5 billion dollars compared with 8.6 billions in 1937. Decrease is attributed to lower prices of farm products affected by marked decline in industrial activity and reduced consumer income during the past year. Currently interest centers in the compliance of winter wheat growers with acreage allotments designed to improve a burdensome wheat supply situation. Loans on surplus wheat, loans on cotton at rates ranging from 5.3 to 10.75 cents a pound and an increase to 57 cents a bushel in the loan rate on old corn carried over from the 1937 crop were among important government announcements in late August.

DEMAND: IMPROVEMENT

Nearly all doubts have been removed regarding the rise in business activity this fall. The index of industrial production for July was definitely up, with slight improvement also in employment and factory pay rolls. Orders for steel for production of new automobile models together with other business now in sight seem to assure a substantial additional rise thru October at least.

Farmers who are vitally interested in the business situation, because of its influence on prices and incomes received, now have two main questions: (1) Will the initial upswing in business continue, or be followed by a serious reaction; (2) how long will it be before the improvement is plainly reflected in prices of farm products? Once a rise in business activity gets well under way, one favorable development leads to another, and the upswing tends to continue with only minor setbacks until interrupted by some combination of unfavorable circumstances sufficiently strong to upset the cumulative influence of the forces pushing upward.

Some of the possible retarding factors which might seriously interfere with the recovery movement now starting are: (a) The possibility of serious adverse developments in the foreign situation; (b) less favorable prospects for agriculture,

with relatively low prices for some important crops accompanying increased stocks and the necessity of curtailing production; (c) difficulties in bringing various industrial costs and prices into better alignment; (d) a too rapid initial upswing of business activity and security prices might be followed by a sufficient reaction to bring a return of pessimism and postponement of longer time commitments on the part of business men. So far none of these possibilities is sufficiently definite to warrant expectation of a severe reaction.

In the present recovery, as in others, consumer incomes and the demand for farm products are lagging behind improvement in industrial production. Material increases in demand for most farm products must await actual increases in purchasing power of consumers. The demand for farm products which are stored for long periods or which are traded on futures markets no doubt already has been influenced somewhat by the improved business prospects, but this influence has been obscured by large increases in supplies, effects of which have been only partly offset by the change in demand.

PRICES: DECLINE

Also, commodities which are exported are not affected in the same way as others by improvement in domestic conditions. Prices of commodities which have been supported by government loans also would not be expected to reflect the prospective increase in demand unless the latter were great enough to cause prices to rise above the loan value. In view of these conditions, it is probable that the expected improvement in domestic business this fall and winter will not be reflected in the prices and incomes received by farmers in the same way as it would if conditions were more normal in other respects.

Farm products prices in August lost all of the July gains. The index of prices received by farmers as of August 15 was 92, compared with 93 on July 15, and 123 in August a year ago. Groups of commodities showing largest declines during the past month were grains, cotton and cottonseed, live stock and truck crops. Dairy products as a group advanced a little, but not enough to offset reductions in other products.

GALE HAVOC AT SAVIN ROCK

Damage Dealt To Conn. Spot

Hurricane hits landmarks and waves batter buildings—some rides are wrecked

NEW HAVEN, Conn., Sept. 24.—The 88-mile-an-hour hurricane which hit here Wednesday afternoon raised havoc with beaches and amusements in this vicinity. Savin Rock Park took a tremendous beating from the high tide and hurricane, which lashed at many rides, buildings and concessions.

All along Beach street many well-known features were damaged, including the huge Roller Coaster, the Thunderbolt. Long Pier, one of the landmarks, was washed away. Draper's Pier, mecca of thousands of bathers each summer, completely demolished and beach sand was strewn all over the highway. White City Stadium, boxing arena at Savin Rock, felt the force of the storm as sectors of its fence bordering on Summer street were ripped apart. The ball park at the Rock was inundated by waves from the sound and the fence in left and center field was ripped open. In Beach street several restaurants on the ocean side were washed away.

Entire kitchen of the Beach Grill floated away with the tide. Rosa's Arcade and Rosa's Sweet Shop, constructed early last summer, were badly battered. The Arcade is a shambles. Scooter ride in Beach street was slowly undermined by the tidal wave and waves smashed the underpinning of Wilcox's Pier Restaurant.

The old Kiddie Park at the entrance to the grove was demolished by huge trees. Trolley station in the grove remains uninjured. Old Mill was crushed in sections by trees. A refreshment stand which borders the trolley track, roof of the near-by Flying Horses and entrance to the Mill Shoots were smashed. Pavilion Royale also suffered damage. Estimates on damage could not be given as yet.

Nor'easter Puts A. C. Back on a Winter Schedule

ATLANTIC CITY, Sept. 24.—The north-easter of last week-end washed up whatever was left of the summer season and put everything on winter schedule. Before it hit, taking out about five good days, amusement men for the first time were showing a desire to take a gamble on September. Summer spots were holding on and there was some good beach-front entertainment. The storm sent a lot scurrying home and drop in temperatures took the beach out of the drawing class.

Steel Pier kept its outdoor circus going with five acts until it had to tie every- (See **NOR'EASTER PUTS** opposite page)

Ellis S. Joseph Had Notable Career as Animal Collector

NEW YORK, Sept. 24.—Ellis S. Joseph, 66, wild animal collector, big game hunter and world traveler, who died on September 16 at his home in the Bronx, N. Y., of a heart attack, began a worldwide quest of rare and wild animals at the age of 18 and sold his finds to zoos all over the world.

He is credited with bringing the first koala, Australian teddy bear, to this country, and was said to be one of the few collectors who went out himself to find his specimens. In 1923 he made New York his headquarters and in 1927 he moved to the Bronx, where, until a few years ago, he maintained a menagerie at Conner street and Holler avenue. He was unmarried and retired from business in 1933.

In accordance with his request, remains were cremated at Ferncliff Crematory, Hartsdale, N. Y., September 19.



ARCHIE W. COLTER, manager of Riverside Park, Indianapolis, who tells of the plan in effect there for issuance of strips of tickets to pass holders whereby a better record can be kept and closer contacts made with such visitors. Since he was made secretary of Riverside Amusement Co., in October, 1933, he has had opportunity to study various methods of handling the pass problem.

Storm Curbs Coney Closing

Mardi Gras terminated in rain that was forerunner of disastrous gale

By UNO

NEW YORK, Sept. 24.—Coney Island shuttered on September 18 after the usual hilarious Mardi Gras celebration attended by fairly good weather for the most up to and including Friday. Saturday came rain, a forerunner of what proved to be the worst gale and rain-storm to hit the East in many years and which necessitated abandoning the customary Saturday afternoon baby parade.

What remains of Coney afterward are the customary all-year-round establishments for residents and a sprinkling of amusement spots, pix houses, rides and games to cater to a possible Sunday assemblage.

Joseph (Soldier) Meyer's African Snake Show on Stillwell avenue recovered a six-foot black snake that escaped Labor Day from a cage thru efforts of patrol. (See **STORM CURBS** on opposite page)

Operators Hail New Beach Plan At Lake George

LAKE GEORGE, N. Y., Sept. 24.—With construction at this resort of a beach similar to Jones Beach on Long Island virtually assured, night club and amusement operators are looking forward to a record season next year. Lake George Association, composed of resort colonists, has interested State officials in the proposal and a survey will be started soon for the beach.

On recommendation of the association, Robert Moses, builder of Jones Beach and head of the State Council of Parks, named a committee of council members to make the survey here and action is expected within a month. If conditions are found favorable the council committee will recommend a State appropriation, land to be acquired and State to build the beach.

As many as 10,000 daily visited the beach here the past summer and with the new development it is expected the number will be doubled.

N. Y. Revenue Nets \$753,467

City Park Department take is on increase—pool trade is held down by rain

NEW YORK, Sept. 24.—New York City Park Department has revealed that its revenue-producing facilities showed a profit of \$753,467 for the year 1938 as compared to about \$200,000 in 1934, the first year that the projects really got under way. Included in the department's facilities at present are 381 tennis courts, 10 golf courses, 12 swimming pools, two beaches and a municipal stadium. All showed a gain in patronage and profit except swimming pools, which dropped slightly due to rainy weather.

Figures for 1938 are not compiled as yet, although 1937 figures showed that no (See **N. Y. REVUE** on page 43)

More Public Park Charges Seen by Delegates To Meet

MILWAUKEE, Sept. 24.—Samuel N. Baxter, Fairmount Park, Philadelphia, was elected president of the American Institute of Park Executives at its convention on September 19-22 in the Schroeder Hotel here. Other officers are Donald Gordon, superintendent of parks, Oklahoma City, vice-president; Edward H. Bean, director of Chicago Zoological Park, treasurer, and C. E. Chambers, commissioner of parks, Toronto, and Charles G. Sauters, Chicago, superintendent of Cook County Forest Preserve, directors.

Among subjects discussed was whether special fees for park service in national, State and metropolitan parks will have to be increased to solve maintenance revenue problems. With increasing use of public parks and demand for better facilities, some recreation directors believe the time may not be far away when public parks must charge for golf, tennis, archery and bathing beach dressing rooms more extensively than is now being done.

Affiliated with the Institute are the American Park Society and American Association of Zoological Parks and Aquariums.

ALBANY, N. Y.—Buffalo Sports Arena, Inc., Buffalo, issued a charter of authorization by the secretary of state, reports capitalization of \$500,000 and that it will engage in amusement business and operation of entertainment devices. Principal stockholders are given as David L. Landy, Bessie E. Delaney and Evelyn C. Trautman, Buffalo.

Those "Season Passes"

By ARCHIE W. COLTER

Manager of Riverside Amusement Park, Indianapolis

EVERYBODY wants a pass to an amusement park. Not only wants, but boldly demands one. And it must be a "season" pass, good for admission and the privilege of riding all the fun and thrill devices all season long—every night if they so desire.

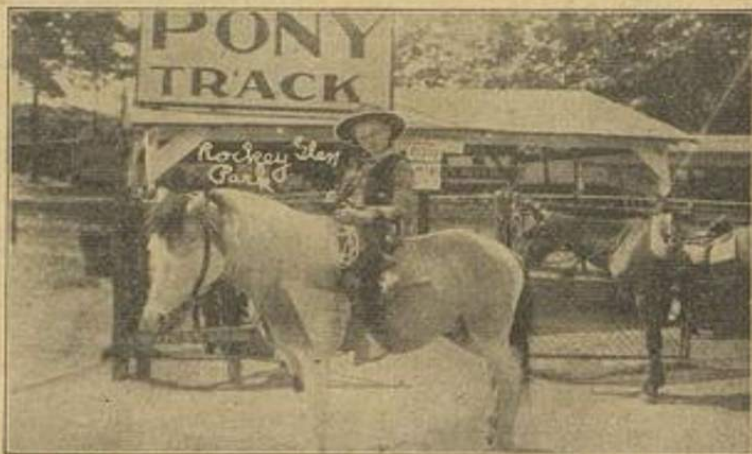
As an amusement park manager I am sure fellow managers all over the country will join in asking, "How do they get that way?" If they are fortunate enough to rate a theater pass, does it read "all season"? You bet your life it doesn't. Do they receive "season" passes to boxing shows or wrestling matches or football games or other forms of entertainment? Of course they don't. But they demand unlimited passes to the amusement park and indulge in hundreds of dollars' worth of rides during a season just because they happen to have an uncle who is a cop or have a cousin in the dog catcher's department.

And that is only the start of the evil, for they insist the passes be made to read "John Smith AND PARTY." Armed with one of these pieces of cardboard

they proceed to become big shots in their offices or neighborhoods for they are in a position to "throw parties" any night during the summer for all and sundry. In Riverside we have tried every angle of approach toward a solution of the pass evil and this season we find ourselves almost back where we started.

Years ago we started it all with a card season pass which was limited to "the bearer" and was honored on "all rides" in the park. The holders of these passes were not required to come to the office, but simply entered the park and rode to their hearts' content, merely showing their passes to ride operators. But these pass holders felt so lonesome just riding around by themselves and we were compelled to extend their privileges by amplifying the passes. In some cases we would write "and one" after the bearer's name; on others we would write "and family" and on still others we would write "and party." Don't ask us why we did this. You park managers know darn well why.

There are a lot of people the park (See **SEASON PASSES** on page 43)



GIBBY STERLING, 9-year-old son of Benjamin Sterling Jr., manager of Rocky Glen Park, Scranton, Pa., is a first-class horseman, promising football player and crack swimmer. A couple of sandwiches and a forest in which to roam are his idea of real joy. When in the park he spends much time promoting hot dogs and soda when he is not testing his skill in the Penny Arcade. A real kid and a regular guy, says his dad.

American Recreational Equipment Association

By R. S. UZZELL

W. F. Mangels, director of the American Museum of Public Recreation, has worked out a list of the 600 patents on amusement rides and devices issued by the United States Patent Office and is preparing to send each member of AREA the riches of his painstaking research work. We hope this will be appreciated for what it is really worth and that proper recognition will be taken of the enormous amount of labor that is going into the work. It will give our members just what they have been looking for and it is without price. This is only a slight indication of the valuable service our museum can render and it is hoped that all of our members will contribute toward its support.

Closing weeks of amusement park business, particularly in the East, carries another visitation of the unusual amount of rain which we had in the spring. Coney Island had a bad week and was compelled to forego the baby parade on Saturday. Awards had to be made indoors. But Saturday night, despite rain, the same old Coney Island crowd, hilarious, carefree and gay, came in numbers and stayed until the wee small hours of morning. Fred Fansher counted 140 people waiting to ride on one ride and they waited until their turns came and they threw confetti as of old and liked it. One girl said she wished they would salt the confetti so as to give it a better taste. But in these times and in the rain and cold, when they stay in great numbers until morning and spend freely, you are going to have a hard time telling us that the amusement park business is all over.

10 to 75 Per Cent Off

Sunday, September 18, was practically a blank because the celebration did not end until Sunday morning anyway, and when that crowd went home they did not come back and, because of rain, others did not come. So the day was not of any consequence. Management of Playland, Rye, N. Y., decided to open and then later in the day decided not to open, so we made the trip up there for nothing; but, after all, the decision was well justified.

How much is the season off? We have explained before that we have no definite, accurate tabulated answer, but some of the highlights which might be noted are that Washington, D. C., is off very little, largely because it is favored by the gods, a city full of government employees drawing good salaries with nothing to do but spend them. Elsewhere it is different. Aurel Vaszin says his Coaster in Dayton, O., is 75 per cent below last year, so from 10 to 75 per cent about the spread, with steel and automobile districts getting the hardest blow, followed by what was the "dust bowl." But this time it was not dust and drought; it was rain, hail, storms and more rain, and plenty of it. Gradually we shall accumulate more data on the outcome generally of the country and we think the minimum and maximum limits have already been indicated by us.

Cassasa Succeeds Chisholm

Membership of the New England Section will miss the valuable services of their venerable treasurer who has served them so long and so well. Charles Chisholm thinks it advisable to resign and pass the office on to other hands. So as the writer knows, there has never been any criticism of his work and the regret that he sees fit to resign will be

expressed generally thruout the membership.

But at the same time there is reason for congratulations over having obtained the consent of Andrew J. Cassasa, Revere Beach, Mass., to take over the office of treasurer. He is a former mayor of Revere and is still president of a bank. He was, as will be recalled, first president of the New England Section and has been actively identified with the organization from its inception. This will be only a renewal of his loyalty and further opportunity to serve the organization in which he has always taken a keen interest. He can always be depended upon to fill an emergency and does it with credit to himself and his associates, and with Wallace St. C. Jones still the active president and Fred L. Markey, secretary, this trio will make 1938 as good a year as the New England Section has ever had.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Swimming Schools

They say there are about 600 swimming schools in the country, 90 per cent of which are conducted indoors. This figure is based upon institutions operated exclusive of public tanks. If swim instruction courses that most outdoor and indoor natoriums offer were considered the estimate would naturally run into thousands. That privately run aqua-schools do a great deal to help the swimmer is a fact that cannot be disputed. Still a great many pool operators look upon these schools with scorn and instead of trying to tie up with them as a means of increasing patronage one usually finds pool managers fighting with these swimstitutions. In New York there are about 20 swim schools within the met area. Some of them are good advertisers, using big copy in dailies to sell their classes and individual instructions. One boasts that it makes a specialty of so-called "nervous beginners" and advertises that its private lessons are given in warm water, whatever advantage that may be. From 5,000 to 10,000 new swimmers are created yearly by swim schools thruout the country. In view of the fact that the majority of schools do not permit regular swimming in their tanks it stands to reason that these new swimmers will seek plunges in their locale. It further stands to reason that commercial pools that make a play for this new patronage stand a good chance of getting it. One simple stunt that could be easily arranged by tanks in conjunction with their local schools is to run continual water carnivals or races for the graduates. In this way you'll get them in the habit of coming to your pools. To be sure, a great many teachers of swimming don't like to tie up with pool operators, feeling that their life guards and swim instructors take away trade from them. But that problem could be ironed out because only a very few natoriums actually make money from swim lessons and it might be to their advantage to turn over all tutelage to the local school in return for business to come later when the neophytes become swimmers.

Typorraits

Mack Rogg, operator of Riverside Cascades outdoor tank, New York City, and considered one of the outstanding pool engineers in the country, has a contagious Southern drawl. Learned how to swim just last summer, altho he's been associated with the swim industry for over 10 years. He has two daughters and a charming wife, is a bridge fanatic and a sucker for a wienie roast, having staged over 50 of them last summer for his life guards and pool help. He was graduated from Columbia University and, ironically enough, had to have someone else take his swim exam for him before he could get his diploma. He never believed in promotion for swim tanks until it was proved to him. When he operated Jerome Cascades and Riverside Cascades he tried promotion and advertising for one and not for the other and discovered that the one which was ballyhooed jumped away ahead of the other in receipts. His main ambition is to run a chain of swim tanks from Coast to Coast.

Dots and Dashes

Word comes from Washington, D. C., that Ambassador Indoor tank there is to have its face lifted.—Georgia Coleman, former Olympic diving champ, who

was recovered from her recent illness, was a visitor last week to picturesque Palm Springs (Calif.) pool. . . . What ever happened to Helene Madison, the sensational girl swimmer?—Good ol' Women's Swimming Association, more familiarly known to pool owners as the WSA, has already felt the loss of Charlotte Epstein. . . . Princeton (N. J.) outdoor swim tank, which features artesian well water, as reported here some time ago, was hard hit by the hurricane last week, as were also the tanks in Atlantic City.

Long Island

By ALFRED FRIEDMAN

Rainy spell that set in with opening of Mineola Fair subtracted from the customary fanfare that usually accompanies the event, tho, despite the off-key weather, most of the biggies from the near-by 1939 World's Fair grounds at Flushing paid their respects by calling at the grounds. It's now said that Frank Buck will continue his operation of the animal jungle at Amityville, in addition to holding forth at next year's World's Fair.

Freeport is the sole Long Island town with vaude. Alden, Jamaica, has dropped legit for return to pix. Queensboro Theater, Elmhurst, playing stock and plans to run thru the winter. Nine summer picture spots are shuttered until spring.

Eddie De Lange Ork, at the Show Bar, Forest Hills, continues to hold forth with success. Rockaway Playland proposes to give extra attention to promotion of outings next summer, a form of biz that has been somewhat neglected during the past two or three years. Grassy Point, nitery, at Broad Channel, will reopen under new management and method of operation.

Sea Cliff is making efforts to popularize bathing and amusements, thereby hoping to share in the World's Fair spoils of next year. Charley Bochert, publicity purveyor for Mineola Fair, got handsome results in the press. Grover Whalen, prey of the World's Fair, is now a Long Island resident.

Big roller-skating rink is carded for Long Island in the neighborhood of Patchogue. Bert Frohman, the emcee, and Hy Gardner, Brooklyn Eagle columnist, are around local night spots together regularly. Reopening of Queens Terrace, top-flight nitery, was a big event. Great Neck, once the favored spot for stage folks with an eye toward relaxation, is now looked upon in the same light by folks in the literary world.

Summit Beach Employees Hear Speakers at Dinner

ARRON, Sept. 24.—James V. Sawyer, president of Summit Beach, Inc., operator of Summit Beach Park, said the spot had a fair season at a testimonial dinner given by the company to about 100 employees in Elks' Club here, reported Lew Platt, ballroom manager, who also spoke.

Other speakers were Jack Kaster, builder of the park's \$50,000 high ride; Morey Kudzen, Akron Ride Co.; Frank Rafal, park manager, and Melvin Louthan, of the WML Sound Studios, who was park sound technician and will open downtown offices.

Brigantine Island Cut Off

ATLANTIC CITY, Sept. 24.—Neighboring island of Brigantine, on which are an amusement pier, a fishing pier and a number of cafes, was cut off from the outside world when Brigantine Bridge connecting it with Atlantic City buckled Wednesday night and floated away with the tide. At this writing the island is isolated, altho a number of fishing-boat captains are ferrying people across. A whole span is missing and it will be some time before anything can be built across the water, as it must be kept open for boats using inland waterways.

STORM CURBS

(Continued from opposite page)

man Francis J. Gorman, who captured it in the laundry of Stauch's Bathing Pavilion, about 100 yards from the Meyer show. Another black snake which escaped with it still is at large.

Honor Feltman Manager

At the big get-together feed from Feltman employees to their manager, Erwin W. Gottschalk, early morn of September 7 in the S. & H. Restaurant were C. I. Feltman; Fred Philcox, dinner instigator; Julius Tolces, emcee; Edward Reiner, maitre de hotel; John Landwehr, chief clown; Sam Pappa, L. Williams, L. Deposito, B. Bullstein and Al Simpkins. Also J. Taugher, A. Pooton, F. Alfredo, J. Smart, T. Tortosa, W. Ferando, G. Sile, F. O'Brien, J. Bunny, A. Pamegian, Richard Piazza, Tim Connolly, Aaron Saul, Ernest Musolino, Johnny Sorrentino, Mr. and Mrs. H. Ahlf, J. Avery, J. Fisherty, F. Shovelin, C. A. Frost, office manager; Jack Benbinst, Anthony and Edward Kehrwieller, Betty Edzant, Mr. and Mrs. M. Levy, Mrs. Julius Tolces, Jack Stern, Mr. and Mrs. M. Lauer, Sam Pinto, Sam Harris and Mitchell Wascher. Rotisserie experts were Beatrice Lagerbeer, Jane McKa, Mildred Johnson and Archie Parignian. Eats included a breakfast at 7 a.m., when six of the biggies went forth to wind up with a fishing expedition. Gottschalk landed one lone fish. And this alongside the others busy hauling in heavier specimens.

Tommy Clarke, versatile pianist, entertains at the Famous Bar and Grill on Surf avenue during early-morning hours. Here also is Marty Wilson, chairman of the board of directors of the Entertaining Waiters' Association, of which Tommy Wardell is president and Ed Delaney business agent. About 60 members of the EWA work Coney spots over the summer.

Victor Playing Fairs

Luna Park went on the air over WABC September 15. Better late than never, mused Manager Charles R. Miller, who broadcast the many good things the park had to offer. Ditto Mrs. Richman, of Chute-the-Pigs, and Al Flath, roller-rink manager.

James F. Victor and his band called it a Coney season September 18 and opened Monday (19) at Mineola (L. I.) Fair, this time with an augmented personnel of 18. Victor will be active thru to the middle of November. His fair itinerary comprises South Boston, Va., with a band and acts, and Spartanburg, S. C.; Columbia (S. C.) Stock Fair and Orangeburg (S. C.) Fair. For the latter three spots he has the contract to supply the entire shows. Thence to Georgia for other dates. With him go a portable stage and scenery and electrical effects.

NOR'EASTER PUTS

(Continued from opposite page)

thing down for the big wind. Now it is on winter schedule of one picture and vaude on Sundays. Hamid's Million-Dollar Pier cut its show this week and is running week-end dancing with Eddy Morgan and orchestra, Funhouse, net hauls and aquariums.

Auditorium, after trying out midget auto racing on three week-ends, is closing and future policy is uncertain until the ice-hockey season in November. Globe Theater, which usually goes dark Labor Day eve, is trying three days of Tobacco Road and a couple other road shows may be down this way. Several conventions over the week-end will swell the floating population. George Miller is keeping the Fortune game going with a big parlor on the Walk but is eyeing Southern timetables. Johnny's bumper is going on week-ends. Garden Pier has gone on winter schedule with boxing and wrestling two nights a week.

ALBANY, N. Y.—Promotions of amusement resorts, fairs and bazaars are purposes of Surf Rabbit Racer, Inc., Brooklyn, granted a charter of incorporation by the secretary of state. Promoters and principal stockholders are given as Arthur Honold, Nicholas Grillo and Beattie R. Hechter, Brooklyn.


ROLLER COASTER

FOR SALE CHEAP. Due to last week's hurricane, owner must move from this location. Ride is almost new and in good condition. A big bargain for some one. Priced extra low. See it or write for particulars to


NEWPORT BEACH ASSN.

Newport, R. I.

LARGEST MANUFACTURERS OF MECHANICAL SHOOTING GALLERIES
PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
W.F. MANOELS CO. CONEY ISLAND, N.Y.



Auto-SKOOTER-Water SHOWMEN
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.
LUSSE BROS., INC.
2300 N. FAYHILL ST., PHILA., Pa., U. S. A.
LUSSE BROS., LTD., Central House, 43 Kingsway, London W. C. 2, England.



WATER SKOOTER

MISS. PRIVILEGE TAX RULING

Atty.-Gen. Rules That Carnivals Playing County Fairs Are Exempt

JACKSON, Miss., Sept. 24.—An attempt to force the payment by carnivals of privilege taxes when playing county fairs in Mississippi has been overruled by Attorney-General Greek L. Rice in an opinion delivered by his assistant, C. A. Lambkin, to Sheriff S. E. Mitchell, tax collector of Webster County. Piqued by the huge attendance at the first Webster County Fair held last year, an agitator of Eupora, Miss., waited until he was sure the Buckeye State Shows were playing the fair again this year and then filed a series of petitions with the State tax collector's office which resulted in a ruling that the carnival had to pay a \$500 privilege tax before being allowed to open.

Webster County already had been completely billed. The Webster Progress was on the street with three front-page stories, several pictures, a column of carnival chatter and a large paid advertisement and the general agent and press agent had left town to arrange publicity for the following week's fair when Sheriff Mitchell, a good friend of show people, received the ruling and advised the advance man who was clearing of the lot. The advance man in turn wired Manager Joe Galler to come at once.

Instead Galler instructed General Agent Gentsch to proceed to Jackson (See MISS. PRIVILEGE on page 43)

Rocky Mountain Wins At Crow Agency Fair

CROW AGENCY, Mont., Sept. 24.—Favored with ideal weather, Rocky Mountain Shows concluded a week's stand at Great Crow Indian Fair here to satisfactory business, reported E. J. (Irish) Murphy, shows' legal adjuster. Organization was the first carnival to play the date in several years.

Hawaiian Show played to good business, but the Athletic Show, with Indians as contestants, topped shows. Rides received their share of patronage, with Merry-Go-Round bringing top money each day. Concessioners on the midway included Evans Brothers, Mrs. P. Evans, Fred Reed, John Laison, Dewey Alexander, Blackie Bradshaw and Mrs. Bob Evans.

McWethy's Bingo on Air

CHARLESTON, W. Va., Sept. 24.—While playing Kanawha Exposition and Four-H Fair here September 3-11 with Kaus Exposition Shows, Ray McWethy's bingo stand was a feature of an air show broadcast from WCHS, according to Lester Kern. It was said to be the first time a bingo stand was on the air. Station made daily broadcasts from the grand stand, and its program manager in looking for a feature was impressed by the sales ballyhoo of the bingo stand and included it on one program. McWethy gave a detailed account of operation of the game.

Marks Showfolk Featured In Special WLVA Program

LYNCHBURG, Va., Sept. 24.—During the Marks Shows' recent engagement at Amherst County Fair here, the radio unit from the midway made a special half-hour broadcast over Station WLVA, thru courtesy of Jim Howell, station manager. Appearing on the program were Walter D. Nealand, emcee; Karl Wallenda, manager of the Wallendas, high-wire artists; Charles Siegrist, veteran manager and flyer of the Flying Siegrist Troupe; Cash Miller and Mrs. Gertrude Miller's Swing Band.

MSA Rooms Being Readied

DETROIT, Sept. 24.—Michigan Showmen's Association is busy redecorating its clubrooms at Temple and Cass avenues here. A meeting was held this week to lay plans for entertainment during the winter.

DETROIT.—Only one permit for a carnival was before city council this week, coming from the perennial sponsor, Military Order of the Cootie, and was granted for a location at Lawton and Davison avenues.

B. & G. Does Well At Fair in Topeka

TOPEKA, Kan., Sept. 24.—Despite extremely cold weather the last two nights, Beckmann & Gerety Shows' engagement at Kansas Free Fair here, September 11-17, was most satisfactory, reports Don Kellogg, of the shows' publicity staff. Fair attracted an estimated 400,000 the first four days, breaking all previous attendance records.

Although the shows had always opened here on a Sunday, one day before official opening of the fair, officials found it possible to begin the grand-stand performances on the same day the carnival opened, and a substantial jump in attendance and receipts resulted.

Chairman Levy's Plans Big For SLA Banquet and Ball

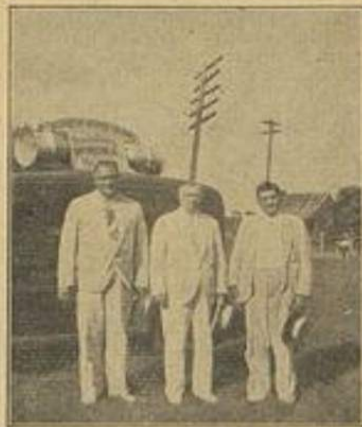
CHICAGO, Sept. 24.—Annual banquet and ball of the Showmen's League of America will be held in the Hotel Sherman here on November 30, it was announced by Sam J. Levy, general chairman.

Chairman Levy has been working diligently on plans for the event and believes that this year's affair will more than equal last year's pretentious occasion.

Concessioners Are Most Numerous In History of Pomona, Calif., Fair

POMONA, Calif., Sept. 24.—Concessioners at the 17th annual Los Angeles County Fair here, September 18-October 2, were declared most numerous in its history. O. N. Crafts Enterprises have the midway contract and shows and rides also were augmented. Owner Crafts and Manager Roy E. Ludington said business was about 30 per cent better than that of last year on the first three days. Concessioners reported better takes than in 1937.

Among concessioners are: Leather and gold wire, Sam and Norman Sacks, Inez



WHEN BUCKEYE STATE SHOWS played Winona (Minn.) Annual Home-Coming Celebration recently Walker Woods, secretary of state (center), characterized Joe Galler (left) as one of the showmen who had pioneered in setting the carnival house in order. On the right is Secretary Fate of Winona Chamber of Commerce, which sponsors the event. Woods was principal speaker at the event; Fate, emcee, and Galler furnished amusements. Photo by Ted Johnson, Buckeye's press agent.

Royal American Gets Minnesota State Fair

CHICAGO, Sept. 24.—At a meeting of Minnesota State Fair board after close of the 1938 fair the Royal American Shows were awarded the contract for next year's fair.

This will be the seventh consecutive year at Minnesota State for the Royal American Shows.

Korritz, Jack Allen, Genevieve Schwann, Soft drinks, H. E. Fredricks, Jack and Marie Rhu, Cigaret wheel, Harry Phillips, A. Bradford, Harry and Tony Hughes, Racer, H. T. Betault, Martha Strayer, Irene Taylor, Pitch-till-win, Frank and Junior Platten, Harry Raines, Cork gallery, Bill Gassaway, A. W. Bruce, Danny Dorgan, Oriental auction store, B. Namashima, Ito Kamamura, K. Tomal, Ring game, W. F. King and T. E. Ramsey, Plaster gallery, Phil and Ruth Korte, Kay V. Campbell, Charles Hick (See CONCESSIONERS ARE on page 43)



BROADCASTING FROM THE MIDWAY at Gregg County Fair, Longview, Tex., September 13-17, where frequent programs were put on in the carnival atmosphere. Left to right: James R. Curtis, president of KFRO; Buck Hineman, assistant fair manager; Frank McIntyre, with the mike, announcer for KFRO; Fair Manager M. D. Abernathy; Bill Hames, owner of Bill Hames Shows on the midway, and H. C. Johnson, manager of KFRO.

Special Council Meeting To Get Barfield Show Back

MACON, Ga., Sept. 24.—Dr. C. E. Barfield's Metropolitan Shows will again winter here this year if city council has its way. The other day Mayor Charles L. Bowden called a special conference to consider arrangements for suitable winter quarters for the show.

The airport is being converted into a new municipal golf course and someone suggested the building might not be available, hence the conference.

"We want Dr. Barfield and his show to come back to Macon this winter," explained DeWitt McCrary, veteran alderman and chairman of the city's public property committee for many years. "If the airport building is not available we'll find a suitable building somewhere for him."

Dr. Barfield was given free quarters in the huge hangar at Miller Airport last winter, and he and Mrs. Barfield made many friends here.

Jupe Pluve Hurts Dodson in W. Va.

CLARKSBURG, W. Va., Sept. 24.—Rain, which has dogged the heels of Dodson's World's Fair Shows since September 18, again prevented the shows from opening here Thursday as scheduled, reports Harry Thomas. Jack Brick had added a fireworks finale to the Four Apollon act. Jack Champion has completed painting, Lucille Dodson's Posing Show fronts.

Eddie Davis' cookhouse continues to serve hot meals which were appreciated during rain and cold weather of past two weeks. Bert Minor, assistant general manager, has been on the sick list. William Orr, chairman of the VFW committee at Morgantown, W. Va., visited here.

Fred Lysle, producing clown, still clicking. Show played host to the American Legion Junior Drum and Bugle Corps Wednesday. Local papers have been liberal. Show will remain here all next week.

Brydon Staff Augmented For Opening of Oddities

ALTOONA, Pa., Sept. 24.—Ray Marab Brydon's International Congress of Oddities, which opens a two-week stand here September 26 after an absence of four years, has made several additions to its personnel, it was learned this week.

Harry V. Winslow, veteran circus press agent, has been signed to handle the advance press chores and is already at work. Harry (Shorty) Rhoades has been placed in charge of the billing crew. Buster Castle, son of the well-known Dolly Castle, will have charge of inside lectures. Clarence Walters is steward of the commissary. Pete Jones and Walter Thompson are cashiers.

Dyer, Lohmar Buy Chimp

COLUMBUS, O., Sept. 24.—Mrs. Ernestine (Sis) Dyer and R. L. Lohmar added another attraction to their Jungleland Show on Hennies Bros.' Shows here last week when they purchased Jiggs, educated 8-year-old chimpanzee from Columbus Zoo.

Wis. Show Bond Halved

MILWAUKEE, Sept. 24.—Milwaukee County Board passed an ordinance reducing from \$1,000 to \$500 the cash bond required from carnivals. Ordinance also provides that shows set up tents not less than 300 feet from a private dwelling.

Blue Ribbon Wins in Peru

PERU, Ind., Sept. 24.—Blue Ribbon Shows' recent stand here exceeded all expectations, said Manager L. E. Roth. He also stated that business in general for the organization has been good and that he and Mrs. Roth recently purchased a new house trailer in Elkhart, Ind.

Carnival and Fair

By F. G. ROPER
Secretary-Manager, Josephine County Fair, Grants Pass, Ore.

I am taking this opportunity to express the viewpoint of Josephine County Fair board as pertains to the combination of fair and carnival, trusting it will be of value to fair secretaries who will not give consideration to carnivals playing at fairs.

For several years this fair was a losing proposition and we began to wonder what it would take to boost attendance and hold crowds. Last year O. H. Hilderbrand negotiated with us to the extent that his show, Hilderbrand's United Shows and Circus Combined, was extended an invitation to play our fair.

The cleanliness and outstanding free attractions brought by the organization not only brought this association out of the red but put our fair on a self-sustaining basis. This is the second year Hilderbrand's United Shows have been with us and too much stress cannot be laid on the value of this show in making our fair a great success.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Sept. 24.—Monday night's meeting was canceled due to the fact that many of the members made Los Angeles County Fair, Pomona, Calif. Then, too, many of them were employed during the American Legion Convention here. Many applications for new members arrived during the week, but they will be voted upon at the next meeting. If these and the encouraging reports of prospects from many shows are an indication, the membership drive will be on a par with 1937, which was accounted one of the club's best years.

There is no reason those who are affiliated with the amusement business should not be members of a showmen's organization. Why not join now? Ten dollars pays everything until September, 1939.

Los Angeles

LOS ANGELES, Sept. 24.—The few carnival folks not out on tour are at the Los Angeles County Fair at Pomona, Calif. Crafts' 20 Big Shows are furnishing the midway attractions.

Harry Phillips is with Olson's concessions at the fair.

Thomas J. Hughes is back in town for a short visit.

United Attractions reported a good opening at San Gabriel, Calif.

Al Lindberg is operating his concessions at sponsored events.

I. J. Miller has returned from the California State Fair, Sacramento, where he had novelties.

Johnny McGrail blew in from Chicago.

Dan Stover worked novelties during the National American Legion Convention here. Bob M. (Doc) Cunningham is recuperating from a recent operation at General Hospital.

Doc Hall has suffered a relapse and is confined to his room.

Johnny Ward has two shows on the Los Angeles County Fair midway.

Bob Winslow is back with the Federal Theater Projects here.

Big Wax Museum for New York To Open Before W. F.

NEW YORK, Sept. 24.—New York will have its first prominent Wax Museum next year since close of Eden Musee on 23d street several years ago. Wax Museum, Inc., operator of Musee Historique Canadien, Montreal, and Musee Proven in Paris, France, closed a deal this week whereby similar historical displays will be shown to the public on Broadway.

Firm, represented by Robert Tancredi, managing director of the Montreal division, signed a long-term lease for 8,000 square feet in 1631-1637 Broadway in the northwest corner of 50th street. Museum will occupy second and third floors and will open to public before the World's Fair opens in April, 1939.

Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Sept. 24.—Since the season is fast coming to a close many members are returning here for the winter. Regular meetings will begin in about a week and club will be re-decorated for the winter.

Mr. and Mrs. Ellis White closed with the All-American Exposition Shows and will winter here. Dave Stevens and wife, Sally, who have been here all summer, will leave for Florida soon. H. J. (Doc) Brown, who closed with Playland Amusement Co. and is now visiting relatives in Arkansas, will winter here. George Ross and Phil Little will return here as soon as the fair is over in Tulsa, Okla. Sam Benjamin blew into town after closing with John Francis Shows.

Mr. and Mrs. J. L. Landes were here for a brief visit. After a tour of the South they will return here for the winter. George Elser also will winter here. C. J. McCaffery, president of Showmen's League of America, visited.

Dues are coming in fast and the following have received their new 1939 cards: Harry L. Studyvin, Charles D. Sturgeon, Larry Voght, Joseph B. Sloate, Stanley A. Schmeal, Bruce Bushman, Frank Baker, C. G. Buton, Sam Gordon, J. B. King, H. W. Anderson, W. A. Strader, A. F. Osthoff, George L. Jonas, Charles Martin, Art (Al) Wilson, J. C. Pennington, Ned Davis, Paul W. Sampson, B. W. Wadsworth, Ralph W. Forsyth, Marke Sharp, M. J. Brown, A. L. Brandner, Sam J. Goodman, Lester J. Hutchinson, William D. Pennington, Pete Callander and John W. Prinz.

The membership drive is on in full swing and Harry Altbuler is in first place, with Abner K. Kline second and Frank Newell third.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 24.—Several months ago we included in this column a resume of decisions of courts of last resort in the several States dealing with the subject of concessions of the bingo variety. Recently it has come to our attention that another State court of last resort has ruled on the subject. We refer to the decision of the State Supreme Court of Connecticut in State vs. Dorau, in which case that court held that Bank Night is a violation of the Connecticut law. Any of our members who may be interested in the subject are invited to contact us for further information.

The railroad situation is in the news again. While it may not affect the carnival industry to any great extent, be-

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Hankow, China.
Week ended September 17, 1938.
Dear Mixer:

Southward bound, Ballyhoo Bros.' Gold Leaf Special roared across Siberia and Gobi Desert of China, arriving in Hankow after an eventful trip filled with thrills galore. Siberia was the quiet part of the long journey, but the desert gave the showfolks their first real sensation when the train was attacked by Chinese bandits, who were soon driven off by the show's sandbag squad, who chased them for miles, bringing back as a trophy of war several sacks of rice and other provisions that were needed in the dining car, as well as two prisoners, who were quickly released by Pete Ballyhoo, who declared, "I don't want any thieves in our midst."

Second thrill came as the train approached Hankow. It was there that the train was bombed by an unidentified airplane, demolishing the dining car on the third section. Luckily this didn't affect the people, as it was loaded with canned dog food and dog biscuits carried

ALLAN HERSCHELL PRODUCTS SCORE BIG AT TORONTO "EX"

"RO-LO" FUNHOUSE Again Greatly Outgrosses All Competition. \$5,011.70 in 14 Days, \$810.00 in One Day.
NEW "ROCKET" Enormous Hit—Certain To Be a Most Outstanding Money-Earner. Grossed Over \$5,000.00 in But 12 DAYS.
STREAMLINED CARROUSELS—KIDDIE AUTO RIDES. Pipe Type Show Fronts and Stages.
ALLAN HERSCHELL CO., Inc., N. Tonawanda, N. Y.

IF YOU CAN STAND PROSPERITY

Invest in the Time-Tested
TILT-A-WHIRL
Flashy - Reliable - Money Getter
For Particulars, Price and Terms Write
SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.
CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
Send for Used Tent List.
LEADERS FOR OVER 40 YEARS.
701 North Sangamon Street, Chicago, Ill.

BOOMERANG

Providing Thrills on Many Midways
ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA
Boomerang Mfg. Corp.
HARRY WITT, Sales Mgr.
366 HAMILTON AVE. BROOKLYN, N. Y.
Capacity Gross Repeats
Send for Illustrated Circular

cause it does not go into effect until December 1, the general strike call on the part of railroad unions is still of sufficient importance to be noted by executives of the railroad show members of this association. It has been regarded with such seriousness in some quarters that numerous writers upon the subject have claimed that it is creating a crisis in the transportation field. The strike order follows failure of mediation undertaken by the federal board after rejection of the proposed 15 per cent wage cut. It is generally conceded that the strike order under existing law cannot take effect until December 1. In the meantime negotiations will go forward looking toward an adjustment. We hope they will succeed.

There are interesting factors involved in the underlying causes of the present seeming dilemma, and in future columns we will endeavor to explain them in a concise and simple manner.

TENTS TO RENT

One quarter of a million square feet New Tents available for Fairs, Centennials and Celebrations on and after September 10.
New and Used Tents
For Concessions and Shows.
Good Condition.
Priced Right for Quick Sale.
CAMPBELL TENT & AWNING CO.
Monroe at Third, Springfield, Ill.

TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW.
Write
CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

ground gas chambers were quickly dug to house the show children and their pets.

The midway was heavily advertised by dropping handbills from army planes that flew in formation over the city. Auspices for this war-torn date was perhaps the most unique in carnival history, the show having been contracted to furnish the midway for the event advertised as the Widowed-by-War Chinese Chambermaid's Matrimonial Fund. Object of the celebration was to raise enough money to get them re-wed or a husband at any price. This gave the midway an open season on wives.

Thousands of soldiers and civilians packed and jammed the Pleasure Trenches nightly, shattering all battle-field grosses that ran up an all-time high of 100,000 yen or 1,000 yen, equal to \$500 in American money. This was spent with the railroad and both sides of the conflict to get the show out of the country. The date cost the loss of three rides by shells and shrapnel, seven shows by bombs and fire and 10 concessions by rifle shots. When the trains were 50 miles out they were stopped to unload the 153 joined-out widows who had found havens in our staterooms and baggage wagons. All employees were paid off with Chinese laundry tickets that were good in the privilege car.
MAJOR PRIVILEGE.

BUILT FOR PERMANENCE



BIG ELLI Trailers are built to take the hard knocks of moving show equipment.

ELI BRIDGE COMPANY
Builders of Dependable Products,
N. West St., JACKSONVILLE, ILL.



PENNY PITCH GAMES

Size 48x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", with 2 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter, Beautifully Painted. We carry in stock 12-18-20-24- and 30 wheelers. Price\$12.00

BINGO GAMES

75-Player Complete\$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE

Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

SLACK MFG. CO.

124-128 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

Single Sheets, 5 1/2 x 14, Typewritten, Per M. .\$.50
Analysis, 3-p., with Blue Cover, Each,\$.03
Analysis, 3-p., with White Cover, Each,\$.15
Forecast and Analysis, 8-p., Fancy Covers, Ea. .\$.05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers, Each .\$.30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Oilja Boards, Planchettes, Etc.

NEW DREAM BOOK

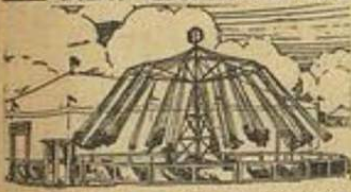
120 Pages, 2 Sets Numbers, Clearing and Pol. ley, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Samples \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound, Samples, 25c.
PACK of 78 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
M. H. T. A. TELEPATHY, Booklet, 21 Pages, Each, 20c.

Shipments Made to Your Customers Under Your Label. No checks accepted. U. S. D. 23-50 Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

THE NEW CHAIRPLANE



The Chairplane is now built in three heights, 22 ft., 29 ft. and 35 ft. The 22 ft. tower is our standard size rig. The 18 ft. tower takes a smaller space for operation but still has the same seating capacity as the other size. All 24 seats can also be hung on the outside if preferred.

SMITH & SMITH, Springfield, Erie Co., N. Y.

BUDDHA PAPERS—SUPPLIES

1938-39 ASTRO DAILY, HOURLY FORECASTS
Includes Horoscopes, 1-7 and 8-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mind Control Books, Graphology Charts.
148 Page Illustrated Catalog Ready.
Most comprehensive line of Apparatus and Supplies in the World. Catalog 30c. None free.

NELSON ENTERPRISES

108 S. Third St., Columbus, O.

WANTED

FOR SOUTHERN FAIRS:
Clean Shows, legitimate Concessions. Fully trained no racketeers. Philadelphia Fair, week October 3. Wanted Ferris Wheel, Chairplane, Foreman that can handle Trailers

FIDLER'S UNITED SHOWS

Heber Springs, Ark.

Red Circle Gun Club Special

All Targets \$6 per Thousand, F. O. B. Shipped immediately on deposit. Targets guaranteed best made. WILL BUY A Long Range Shooting Gallery.

RED CIRCLE GUN CLUB

40 Scellay St., Boston, Mass.

Midway Confab

By THE MIXER

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

YOU'RE not on a Cook's Tour. Save some money for winter.

READ THE Letter List this issue. There may be mail advertised for you.

WE'VE BEEN receiving many postcards daily: "Will winter in Florida."

A GOOD show manager once said, "You must invest either to smut or talent to get money. I prefer talent at any price."

ASIDE to penny pitch and digger operators: Keep those small children away from your booths.

IT MIGHT be a good idea to replace surly ride attendants with those of more cheerful disposition.

TWO ACA's now. Don't get 'em mixed—American Carnivals Association and Amusement Corp. of America.

R. H. SHEPARD has been appointed trainmaster on the Rubin & Cherry Exposition. He succeeds Sam Smith.

BILL COCHRAN has taken over the front of the Ten-in-One Show on the W. R. Patrick Shows.

son with McKee Shows, is reported to be recovering from a recent serious illness.

"ALL IS not gold that glitters," wise-cracked Beatty Weathercock, secretary of the Ham Hock County Fair, who previewed the midway at night and then reviewed it in daylight.

MR. AND MRS. C. H. MARTIN, concessioners, who closed with White City Shows recently, have joined the Monte Young Shows now playing fair dates.

DR. MEL-ROL, mentalist, letters that he and his wife will winter on their farm in Dexter, Mo., which they purchased while on Snapp Greater Shows last year.

THE GREAT WALDARE is in Thomas-ton, Ga., readying a new type of show for the school dates he has lined up for the winter.

WHEN some shows invade foreign territory the flags of that nation adorn every pole, front and side. When they get back to home soil they are not so patriotic.—Underbrush Decorating Co., Street Fairs and Celebrations.

TED, LILLY AND GARY BURGESS have returned to their home in Wood-



FORMER NEWSBOY MEETS younger members of the press. Jack Ruback, owner Western States Shows, surrounded by the newsboys of The Pueblo Chieftain and The Star Journal when the shows played Colorado State Fair, Pueblo. Ruback, a former newsboy, stated that when he sold papers the toughest kid had the best corner, but the newsboys these days makes the better citizen of tomorrow. If the smiles on the newsboys' faces are any indication they are really enjoying the party, which consisted of 400 newsboys and orphans. Photo, snapped by staff photographer of The Pueblo Chieftain and The Star Journal, was furnished by Larry Mullins.

THAT legal adjuster who insists upon keeping the breweries operating day and night will some day find the roof of a bastille caving in on him.

G. J. SEATON, who closed his season recently, has stored his concessions in Akron, where he will winter.

MICHIGAN State Fair this year proved that straight stock wheels can and do get big money.

THOUSANDS of dollars for new fronts, lighting effects, canvas, stage settings, paint and chromium—but not a nickel for a roll of late music for the Merry-Go-Round!

W. H. (BILL) RICE has been taking X-ray treatments in American Hospital, Chicago.

PEORIA, Decatur, Bloomington, Danville, Quincy and Alton, Ill., didn't seem to go for late summer carnivals this year.

IT ISN'T how much opposition paper you can tear down or cover up that counts. It's how much of your own you can put up and keep up.

L. E. ROTH and wife probably never worked harder to keep their Blue Ribbon Shows going than during these strenuous times.

AUSTIN NEWLAND'S father, last year with Regal United Shows, but this sea-

son, N. C., after closing with the side show on De Luxe Shows of America.

ALDOLPHINE KUNDE, after closing with the side show on De Luxe Shows of America, joined the Eric B. Hyde Shows for the remainder of the season.

CHARLES H. DeVOARE, veteran trouper, is in Baldwin Memorial Hospital, Milledgeville, Ga., where he will undergo an operation.

A BEAUTIFUL, well-lighted show front used as a lure for an off-color performance is like a man wearing a new suit over an unbuttoned body. They are both trying to cover up their dirty underwear.—Milo McGoof.

ONE carnival secretary always on the job is Mrs. Margaret Miller, of Wallace Bros. Shows, who has held her present position five years.

FRANCIS DAVIS, completely recovered from a recent operation, has rejoined the cast of the Miss America Show with World of Mirth Shows.

VIC PARR, many years a concessioner with Goodman Wonder Shows, is superintendent of the independent midway of Greater Gulf Coast Fair, Mobile, Ala.

POSITIVELY carry no girl shows nor grift. Can place for long, pleasant and prosperous tour: High-powered legal adjuster, also floquet player for all-American band.—Gate and Banner Shows.

C. (RED) WALKER, advance agent for E. J. Casey All-Canadian Shows, has succeeded F. L. Prescott, who left the show recently, as show letter writer on that organization.

E. J. CASEY All-Canadian Shows obtained some swell publicity breaks in the local dailies when they played the Industrial Trades and Labor Council celebration at Port Frances, Ont., recently.

TEX PUTEONAT'S attraction, Louise-Louise Logsdon, has joined Dick Best's Odditorium on Royal American Shows. Louise is the annex attraction with Tex assisting.

HARD-TO-PLEASE concessioners should remember that this has been an OFF season for many shows. They might at least give the g. a. credit for enabling them to make a living in present conditions.

BILLIE C. MARTIN, well-known outdoor showman, while en route east last week on business visited with friends in Bluefield, W. Va. Mrs. Martin will remain south all winter.

MRS. DOLLY FRIEDMAN scribes from Milan, Tenn., that Mrs. L. J. Heth, of the L. J. Heth Shows, is managing the organization's No. 2 unit, which is playing Tennessee dates to good business.

ALLENE ALLEN cards from Memphis that her Freak Odditorium on Groves Greater Shows enjoyed fair business there last week. Bobbie Burns did second openings and an inside act.

TEACHER to bright son of carnival owner— "Johnny, what are the duties of a general agent?"

Johnny—"His duties are to sit in an easy chair in a hotel lobby, smoke big cigars and wire the show for money."

CHUCK LINN COWBOYS, comprising Mr. and Mrs. Joseph Hovey, Lynn Webb and Malcolm Maine, have resumed Eastern theater appearances since closing with O. J. Bach Shows at Cohoes, N. Y.

RED FLARE SEZ a woman censor recently told him that ballyhoo girls would be more comfortable these cool nights at fairs if they were permitted to wear stockings.

WE STILL receive a few unsigned communications each week, the writers doubtless expecting to see some of the data in print. Their disappointment is of their own making.

SHOWS that advertise for attractions that are "in keeping with the high standards of this organization" should also list the names of the attractions they carry. This would give readers an idea of just how high their standards are.—Cousin Peleg.

E. W. COE, manager of Hilderbrand's United Shows, was made an honorary member of a local magicians' order when the organization played Pasco, Wash., recently.

WONDER if William Randolph Hicks remembers the time he sold a pet monkey to his landlady in Savannah, Ga., and the monkey bit off one of the lady's fingers.—Mrs. Upshaw.

SIDE-SHOW MEN who picture and elaborate outstanding freaks on the bally in front and then sell them in several blow-offs on the inside do not satisfy nor please patrons. Such shows should welcome front-door passes to get 'em in for a rehab.

MR. AND MRS. CARL MORRISON, concessioners, have closed with the Cumberland Valley Shows and will take their concessions into Alabama and Mississippi to play a few fairs and then head for Florida and home for the winter.

LA MOTTE DODSON cards from Detroit that Dodson's Hollywood Monkey Stars have joined Rubin & Cherry Exposition for the remainder of the season. "Unit enjoyed good business at Toronto and London, Ont.," adds Dodson.

RAY D. AND BUDDIE JONES, who closed with Liberty National Shows in Covington, Tenn., are now operating the sound truck and a ball game concession on Great Southern Shows. They report good business.

SIDE-SHOW line-up on Sol's Liberty Shows includes Billy Luko, manager; Jack Sampson, assistant manager and talker; Madam Verona, mentalist; Mickey Nelson, knife thrower; Dell, strong man; Louis LaPlant, sword box; Bessie Craig, electric chair; Billie Luko, juggler; LaPlant, anatomical wonder; Hugh Sullivan and Whittie Johnson, tickets; Jack

Kelley, talker; T. Fuch, inside lecturer, and Mrs. Jack Swanson, cookhouse.

RALPH H. BLISS pens from Huntsville, Ala., that since leaving the Pan-American Shows in Illinois he has visited Rubin & Cherry Exposition, L. J. Heth, Scott Bros., and Cumberland Valley shows and worked the fair in Memphis.

CLELON (HEAVY) HANNAH, who has been confined with pleural pneumonia in General Hospital, Brownsville, Pa., since September 3, is recovering. He isn't permitted to see friends but is anxious to read letters from them.

ORATORS of old concluded openings with "nothing shall be seen, said or done under that spread of canvas to bring blushes to the fair cheeks of the most fastidious lady in the land." How times have changed! "Bring the ladies in. All we ask of them is to be broadminded. If they have weak hearts and can't take it, keep them out."

ART CONVERSE, who recently concluded his string of Eastern Ohio fair dates with his Ten-in-One show in Wooster, O., will make several Michigan and Alabama fairs before returning to Seymour, Ind., where he will winter.

ED R. ERNST, ex-carnival advance man, now employed at the Fountain Square Hotel, Cincinnati, is up and around again after a siege of illness. On a visit to *The Billboard* September 22 he said he was feeling fine.

DENNY HOWARD, of Hennies Bros.' Shows, stopped off at *The Billboard's* Cincinnati offices last week while en route to Knoxville, Tenn., from Columbus, O., where the organization concluded a two weeks' stand.

JACK WOEFLE, after closing with O. J. Bach Shows in Cohoes, N. Y., September 17, went to Buffalo for dental treatment before heading for Sarasota, Fla., where he will spend the winter polishing up on his deep-sea fishing.

MIDWAYS make up from 50 to 75 per cent of some smaller fairs' offerings to the public. In many cases this percentage runs higher when fair boards depend upon carnivals to furnish the free acts. Many fairs also depend upon the show's city and country billing exclusively, with the exception of some that use a few window or tack cards that very much resemble auction bills. Managers should stress the value of their shows when signing contracts.—Colonel Patch.

LESTER PARISH, after a visit to the Johnny J. Jones Exposition, has resumed his duties as *The Billboard's* agent and mailman on the L. J. Heth Shows. Billy Lewis handled those chores successfully during Parish's absence.

RAY McWETHY JR., after spending the summer with his parents, Mr. and Mrs. Ray McWethy, who operate the bingo concession on Kaus Exposition Shows, has returned to St. Petersburg, Fla., to resume his studies at Florida Military Academy.

TEX CHRISTMAN, show painter and talker, writes from Lexington, Va.: "I'm doing a Frank Buck with a jungle show on Kaus Exposition Shows. It's a swell organization. I'm not making a million, but don't expect to do anything but fish this winter."

W. J. WALTERS, of Royal Midway Shows, letters from Warren, Ark.: "Things don't look so bad here. Roy Joldstone just presented his wife with a new car, and W. J. Dune, owner and manager of the side show, is contemplating purchasing a new trailer."

WHILE THE Athens (O.) County Fair was being held recently Mrs. A. W. Hooding took up a collection from connoisseurs for a huge floral tribute which was placed on the grave of the late Isaac Baugher, for many years secretary of the fair.

"**WHY** do carnival managers invest thousands of dollars in beautiful show fronts and then allow show operators to use them as 'boards'?" asks Fanny Dancer, an ardent fair-show fan. "I saw one of those modernistic fronts all cluttered up and covered with such signs as 'Special Today, 10 Cents'; 'Big Side Rumble Thursday Night'; 'Red Hot Skies Matinee'; 'Girls as You Like Them'; 'No Children Under 16 Admitted,' etc., and it crudely painted on oilcloth."

MIGHTY Sheesley Midway folks are no longer wondering why business in Quincy, Ill., was so bad with good weather. They discovered they were a week behind church picnic, which gave away \$2,500 in cash and five automobiles and had a

Here's Hoping!

PAWHUSKA, Okla., Sept. 24.—Mrs. George Webb, wife of Capt. George Webb, high diver with Crowley's United Shows, made an unusual discovery when the carnival played here last week. Upon entering her housecar she found a baby skunk hidden beneath the veranda. Further investigation resulted in the finding of three more in a box in the trailer, and when Mrs. Webb attempted to put on her shoes she found another curled up inside one of the slippers. They were turned over to Whitey Austin, who is training them to perform and behave while performing.

number of games usually found at such affairs.

DON C. McIVER, who closed with Phil Phillip's World on Review Slide Show on J. R. Edwards Shows recently, is preparing his show for what he reports will be his 45th annual tour of schools and theaters.

J. W. HARRINGTON JR. letters from Morgantown, W. Va.: "Dodson's World Fair Shows played here to good business recently despite adverse conditions and plenty of rain. Zaccchini and Four Apollos were popular and Cy Holiday ranks among the best five ride men in the country."

AL DEVINE, sound truck operator on the O. J. Bach Shows, after closing with the organization at Cohoes, N. Y., entered the Veterans' Hospital, Bath, N. Y., for treatment, which will keep him confined there for six weeks. When released he will remodel his truck and head for Florida.

R. T. (FAT) BULLOCK, formerly a concessioner with the John Francis and O. R. Leggett shows and who for a number of years clowning with Kenneth R. Walte's troupe on Fred Buchanan's and Robbins Bros.' circuses, cards that he is now in business for himself in Bardonia, Ky.

T. D. NEWLAND letters from Seattle: "W. O. Huggins' West Coast Shows will go into winter quarters here immediately after they close the season at the Puyallup (Wash.) Fair. Found the going a little rough in own territory this season, but we're looking forward to 1939 with courage and optimism."

OUR show world should be one big happy family. Every man and woman in it should have a chance to make a living. Right? Then why should some selfish show and ride operators bar former employees from getting jobs on the same midway after they have worked out a notice or were fired outright thru the whim or will of their former employers? Can workers be blamed for wanting to better themselves? If they served faithfully in the past and were then considered an asset to their employers and their attractions then they are entitled to some consideration—the right to make a living.

WHY NOT FOLLOW the example set by a number of successful shows by featuring appearance of workmen? Each man, no matter what he does or on what ride he works, should always be dressed the same. Make it compulsory that uniforms be kept clean and that men be clean-shaven every day.

WHILE Hennies Bros. Shows were playing Michigan State Fair, Detroit, Mrs. H. N. Reeves was rushed to a local hospital, where she underwent a major operation. She was sufficiently recovered, however, to return to her state-room on the show train before the 16-day engagement was terminated.

SEVERAL years ago, during prohibition days, Jack L. Oliver, Elmore Yates, A. B. (Pete) Jones and Walter B. Fox left a beer emporium in a large Kentucky city when the proprietress informed them that she was "out of stock." Next day some of Uncle Sam's hired boys visited the place and seized more than 400 bottles of the amber fluid.—Spurlock Homes.

WHILE THE RUBIN & CHERRY Exposition was making the jump from Syracuse, N. Y., to Jackson, Tenn., recently Jack Castle, his mother, Dolly Castle, and Harry Marvella and Bob Hampton sustained slight injuries when the trailer in which they were riding overturned near Buffalo. The bad break followed a good one for Jack, who had just assumed the management of the Happiness Show.

THERE IS ALWAYS something hap-

pening around carnivals that would make for good reading in *The Billboard*. It must, however, be authentic in every respect. In addition to writing the usual show letters, press agents can help by submitting stories of news value without, of course, violating any confidence of their employers. *The Billboard* always has been and always will be your paper and with the co-operation of everyone in the field it will become vastly more interesting week by week.

A TALKER who was a novice, after making several openings without results, was let out by a freak side-show operator. Two days later the orator returned, asked for another chance and declared he could now deliver an opening that surely would turn 'em. Request was granted and ballyhoo was made. With only a few tickets sold the showman again shook his head.

"What's wrong with that opening?" asked the talker.
"Your opening was all wet," replied the showman.
"Hell, man, you don't know what you're talking about," shot back the talker. "That opening was written by the smartest lawyer in this town."

LINE-UP of Chez Paroo Show on John H. Marks Shows includes Mrs. Gertrude Miller, manager and openings; Sonny Carroll, emcee and orchestra leader; Virginia Lee, Oriental dancer; June Palmer, fan dancer; Mary Lou Carroll, rumba dancer; Betty Dalton, tease dancer; Patricia Keand, Hawaiian dancer; Pauline Carroll, gypsy dancer, and Joyce McKinney, acro dancer. Radio Swing Band line-up includes Gene Monty, trumpet; Johnny Henderson, drums, and Johnny Ferdon, sax.

NOTES from Cetlin & Wilson Shows at Reading (Pa.) Fair, September 11-18.—Ben Weiss, who had two Bingo games well stocked and illuminated, reported fair business except on the first three days. . . . Charles Cohn did a nice Bingo business, reported an off season with his Ride-o and concession. . . . Louis Jeanette, who had his Circus Side Show newly painted and added attractions, said business had been all right at fairs but not good at still dates. . . . George Hirschberg, secretary of the shows, on the job at all times, is considered one of the most competent in the business. . . . Leo Carroll still has Susie, the chimp, as star attraction in his Monkey Circus. . . . Doc Garfield's Hall of Science, beautiful inside and outside, with a blue-and-white flash, was busy all the time. . . . Paul Del Rio, midget from Hamid's Million-Dollar Pier, Atlantic City, was added to the Rogers Midget Show for fairs.

POST-SEASON activities of the personnel of the O. J. Bach Shows, which ended its season on September 17 in Cohoes, N. Y., as reported by Leo Grandy, Manager and Mrs. O. J. Bach and the writer will again winter in Florida. . . .

H. O. Thomas and wife will spend the winter in Louisville, doing promotional work. . . . Ma, Pa and Harold Chevrier, cookhouse operators, returned to their home in Ogdensburg, N. Y. . . . Mr. and Mrs. James DeVito will play a few fair dates while en route to Florida. . . . William DeVito, mentalist, and his mother return to their home in Caldwell, N. J. . . . Mr. and Mrs. Dave Kekal will ride the winter away in Cuba. . . . M. N. (Habbit) Colgrove, wife and son, plan to winter in Florida. . . . Mr. and Mrs. Mearl Buckleaw, bingo operators, returned to their home in Williamsville, N. Y. . . . Lee Taylor took his short-range lead gallery to the Cobleskill (N. Y.) Fair before striking south. . . . Mr. and Mrs. Ben Garlock plan to winter in the South. . . . Ray LaFontaine left to play New York and Pennsylvania fairs with two concessions before heading for warmer climes and Southern celebrations. . . . George White and his On-Ring Circus will make a string of Southern fairs. David Trimm, formerly of the cowboy show, will assist him. . . . Mr. and Mrs. Arthur McKay will return to their home in Buffalo for the winter.

EVANS MONEY MAKERS
Make your Concession the LIVE SPOT! Rely on EVANS' 45 Years' Experience for the Latest and Best Amusement Equipment.



PADDLE WHEELS OF ALL KINDS \$7.50 UP
Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.

FREE CATALOG
H. C. EVANS & CO.
1520-30 W. Adams St., CHICAGO

OCTOPUS LOOP-O-PLANE TWO BIG WINNERS
PERMANENT OR PORTABLE.
EVERY RIDES GUARANTEE BIG PROFITS



EYERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Manager. Luske Bros., Ltd., Blackpool, England, European Suppliers.

RUBIN & CHERRY EXPOSITION
Will sell for the Southeastern Fair, Atlanta, Ga., week commencing Monday, October 3; Exclusive on Snow Balls, four stands; exclusive on Candy Floss, four stands; Froxen Custard. Write, wire or phone Meridian, Miss., this week. RUBIN & CHERRY EXPOSITION.

JACKSON COUNTY FAIR
SCOTTSBORO, ALA., OCTOBER 3-8.
SHOWS OF ALL KINDS—ESPECIALLY 10-IN-1, BIG SNAKE, SNAKE ILLUSION, RIDES—MERRY-GO-ROUND, OCTOPUS, LOOP-O-PLANE.
ALL LEGITIMATE CONCESSIONS—PRIVILEGE REASONABLE. BE IN SCOTTSBORO READY TO OPEN MONDAY, OCTOBER 3, 10 A. M. "BIG TRADES DAY."
CENTER, ALA.; ONEONTA, ALA.; HALEYVILLE, ALA.; CARBON HILL, ALA.; FORT PAYNE, ALA., FAIRS TO FOLLOW.
CAN USE AGENTS FOR BALL GAME, SLIM REYNOLDS JOIN SCOTTSBORO.
ALL REPLIES: MANAGER, J. F. SPARKS SHOWS, WHITWELL, TENN.

Golden Gate Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Sept. 24.—Frederick Shipman, widely known showman, has returned from Australia, where he completed a concert tour. He brought back some valuable ideas for World's Fair attractions which he hopes to develop for presentation here.

At a reception and dinner tendered "Wrong-Way" Corrigan on the night of September 14 in the Administration Building, Treasure Island, it was intended that the piece de resistance would be corned beef and cabbage a la McManus, but when it was learned that Corrigan is a spaghetti fan the menu was changed to spaghetti Italiane. So 1,500 people ate spaghetti whether they liked it or not because the "conquering hero" craved it. Such is fame.

John R. Castle is now a San Francisco boniface, having purchased a hotel which he will renovate and rehabilitate. John, who says he has shaken the dust of carnival lots from his feet forever, is in the best of health.

Sherwood Forest will be reproduced on Treasure Island by none other than H. H. Hill, the world's greatest archery expert. Murphy Bros. have contracted to do the structural work, and Hill will do the producing and be the feature of the archery show. Attraction will use about two acres and is to cost about \$150,000.

Harry O. Traver said his associate, Harry C. Baker, will fly here soon to purchase lumber and other material for concessions which they have contracted. Baker will also make contracts with local builders.

The \$1,200,000 Chinese Village was started on September 13, to have 57 buildings and a reproduction of China's most famous pagoda. All buildings will be constructed by Chinese artisans and not a single nail will be used.

Treasure Island, site of the expo, is literally a spotless town. Debris is not allowed to accumulate. It is immediately taken to dump, where a fire is kept for incineration.

Lee Eyerly and Abner K. Kline, who flew recently from Salem, Ore., were astounded at progress since their last visit about three months ago. After a visit with Frederick Weddleton, chief of concessions, during which they arranged for more Gayway space, they hopped into their plane and were off again.

The 13,000-car parking area is being surfaced with a modern composition which will give the finest of traction, \$185,000 being spent by Bay Auto Parks, Inc., the concessioner, for this job.

Charlie Pyle, who will present Ripley's Believe It or Not Odditorium, is assembling Ripley's oddities from all over the world. He plans building operations soon, contractors now figuring on the building, which will have a 100-foot front by 150-foot depth, with an artistically beautiful and novel front.

Missouri Show Women's Club

ST. LOUIS, Sept. 24.—Club had a home-coming of its own on the Dee Lang's Famous Shows' midway at the Flat River (Mo.) Home-Coming celebration September 4-5. Members who visited Norman Lang, president, and sister members on the show included Grace Goss, Gertrude Lang, Irene Burke, Beatrice Giuliani, Kathleen Riebs, Viola Hayes, Millicent Navarro, Florence Parker and Gadgette Storm.

Mrs. Nell Allen has returned from her vacation and declares that Abilene, Kan., is still the capital of the world.

Mrs. Daisy Davis, who returned home for a consultation with her physician and oculist, plans to return to the Johnny J. Jones Exposition in a few days.

Members were deeply grieved at the death of Mr. Brainerd, of Kansas City, and father of two club members, Helen B. Smith and Virginia Kline. Expressions of sympathy were also wired Margaret Sherman, widow of Clarence Sherman.

Michigan Showmen's Association

DETROIT, Sept. 24.—First fall and winter meeting will be held in the refurbished clubrooms October 3. Membership Drive has progressed nicely, and 140 new members have been accepted since March 1.

Brother Hymie Stone was given a Gold Life Membership Card at the special meeting held September 19. Presentation was made by Vice-President Harry Stahl. Stone obtained 50 new members.

New members include Orville Hennies, Denny Pugh and C. B. Perkinson. Brother Jack Maxwell and Vick Edwards have recovered from injuries sustained in a recent automobile accident. Brother Charley Westerman has been confined in a local hospital for the past three weeks. Brothers Vic Horwitz and Louis Berger are still busy on the lots.

Eastwood Park has closed, and many of the boys have visited the club nightly. Brother Harry Ross is fast nearing the 50 mark in the membership drive. Brother Frank Wagner left for Buffalo, where he will visit for about three weeks. Pre-



HERE ARE JACK ORR'S talented children, 10-year-old Jack Jr. and Louise, who are doing their impromptu act on their dad's side show, now playing fairs. They are reported to be proficient magicians, mentalists and rope spinners, while Jack Jr. is said to be one of the youngest knife throwers in the business. Photo, snapped at the Ashland (O.) Fair, was furnished by W. K. Reese.

liminary plans for the annual dance which is held in January are under way. Vice-President Ed McMullen is back in action at the rooms after an absence of several weeks. All dues became payable September 1.

Joe Streibich, secretary of Showmen's League of America, was a recent visitor.

15 Years Ago

(From The Billboard Dated September 29, 1923)

J. George Looz Shows began their string of Texas Fair dates at Platomis, Tex., to highly satisfactory business. . . . Rain and a perceptible drop in temperature cut heavily into T. A. Wolfe's Shows' receipts at Washington. . . . Clarence A. Wortham's World's Best Shows concluded one of the best weeks of the season at Sioux City, Ia., where they presented the midway features at the Interstate Fair. . . . Burlington County Fair, Mt. Holly, N. J., proved a lucrative spot for Greater Sheesley Shows. . . . Nat Reiss Shows' engagement at Sikeston, Mo., was the best for the organization in 12 years. . . . John T. Wortham Shows were exhibiting in Texas territory after closing their string of Northern fair dates to successful business.

Brown & Dyer Shows contracted to furnish the midway attractions at the celebration to be held in Miami by the Miami Lodge, No. 284, E. P. O. E. . . . Sergeant J. Norman Shields was clicking with his remarkable collection of World War exhibits on Greater Sheesley Shows. . . . Happy H. Hubbard was handling the publicity chores for the Strand Theater, Valdosta, Ga. . . . Will H. Blue-dorn, former agent with various organizations, assisted Lee Cohn in successfully staging the Smiles and Styles Exposition at Elgin, Ill. . . . Jack Ryan, who deserted circus trouping, was setting a lively pace for other members of the Greater Sheesley Shows with his pay-as-you-leave plan on his Oris Show.

Langlade County Fair at Antigo, Wis., proved a lucrative stand for DeKreko Bros. Shows. . . . Rain almost all week cut attendance considerably for the Capt. C. W. Nall Shows at the Hughes County Fair, Holdenville, Okla. . . . Almost 4,000 employees of the National Cash Register Co., Dayton, O., attended the show staged by Prof. Herman Singer, Al Savall and Doc Waddell, of the T. A. Wolfe Shows, in the CRE auditorium in the Gem City. . . . George E. Snyder, independent producer of special events, blew into Cincinnati after successfully staging the home-coming celebration at Nappanee, Ind. . . . Beach Bentum, featured on Greater Sheesley Shows' big water circus, had her many cups, trophies and ribbons won in Eastern aquatic events displayed on the front of the show.



Palace Theater Building, New York.

NEW YORK, Sept. 24.—Personnel of the Executive Banquet Committee decided on at the September 19 meeting includes Lew Dufour, chairman; Sam Rothstein, vice-chairman. Entertainment: Billy Rose, chairman; Sam Grisman, vice-chairman. Reception: George P. Smith Jr. and H. P. O'Malley. Transportation: Joe Hughes and Charles Lawrence. Tickets: Fred Phillips and Joseph A. McKee. Reservations: William J. Block and Harry O. Traver. Public Relations: Bert Nevins and Clem White. Programs: Jack Lichter and Charles C. Morris. Guests: Max Hoffman, I.L.D. and Jacob Cohen, MD. Advisory: Irving Rosenthal and Arthur Campfield. Ladies Auxiliary: Dorothy Packman, honorary chairlady, and Mrs. Midge Cohen, chairlady; Leah Greenspan, Mrs. George Hamid, Mrs. Flo Lewis, Mrs. Pearl Meyers and Mrs. Helen Rothstein.

All officers are members of the committee as well as Leonard Traube, Herman Blumenfeld, Elias E. Sugarman and Johnny J. Kline. Space does not permit the listing of the entire committee. Reservations this week were from Mrs. George Hamid, Samuel R. Rosenbaum and George P. Smith Jr., and President Packman of the Auxiliary. Things are humming and all members are requested to co-operate whether they be committeemen or not in order to put this really worthy affair over, proceeds of which go to club's welfare funds. Victor Herndon, of the Program Committee, is staging an intensive drive for advertisements in the program, which will be a valuable souvenir of the occasion.

Club is holding much mail for members who have changed their addresses. They are requested to notify Executive Secretary John M. Liddy as to their new addresses so that mail may be forwarded.

Vice-President Art Lewis visited the clubrooms while en route south and was pleased with the way the Furnishings Committee has functioned this summer.

Laddie Lamont, of vaudeville, parks, fairs and circuses, proposed by George Hamid, was a new member this week. Other applications were from Albert Whitworth, John Greenway and James Murray, sponsored by Alfred G. McKee, who has only a few more to go to realize his goal of a life membership.

Congratulations and greetings from the NSA to the following members who are celebrating their birthday anniversaries this week: Mack Harris, September 30; Nathan Weinberg, October 1; Franz Matausch, October 3; Jack Lichter, October 4, and True O. (Oy) Perkins, October 5.

IF THE WHEREABOUTS OF ANN S. KENYON

IS KNOWN, PLEASE NOTIFY MR. E. R. GILKISON, 509 Woodbine St., Jacksonville, Fla., by Wire Collect.

FOR SALE

One Set Diggers, nine Machines, Top Frame; wiring in first-class condition, ready to set up and operate.

JOE LABELLE
Carb Show, Fayetteville, Ga.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

FEATHERWEIGHT BINGO SHEETS

Size 5 1/2 x 8. Very large numbers. Packed 3,000 to the carton, weight 13 lb. Numbered from 1 to 3,000. Printed on white and 6 additional colors. Serial number in red. Sold in blocks of 1,000, 1,500, 2,000, 3,000.

PRICES: Minimum Quantity 1000.

Postage Extra.

Loose Sheets (not in Pads), per 1,000, \$1.25
Numbered Pads of 25 Each, per 1,000
Sheets \$1.50
Largest Sheet on the market. Immediate delivery. Samples free.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD. Chicago, Ill.

WANT TO KNOW WHEREABOUTS OF

L. B. "BARNEY" LAMB

Side-show manager, now operating a Kiddie Auto ride and Monster Show. Wire ART LEWIS, Manager, Art Lewis Shows, Williamson, N. C., all this week; week October 3-5, Wilson, N. C.

EVANGELINE SHOWS WANT

Colored Performers and Musicians, Saxophone, Trombone, Clarinet, Cornet, three fast-stepping, young Cheesie Girls. Shows that don't conflict. Concessions—Kiddie Rock, Fish Pond, Duck Pond, Scales, Novelties, Frozen Custard, Dippers, Ice Cream, Juice and Grab. Grinnell's Melodets and Frank G. Herrington Musical City, commencing immediately. Route 1, Texarkana, Ark., week September 23; Combatta, La., Red River Valley Fair, week October 2.

G. R. LEGGETTE.

BANTLY'S ALL-AMERICAN SHOWS

CAN PLACE for Southern Tour CONCESSIONS OF ALL KINDS. NO EXCLUSIVE. PRICES RIGHT. FAIRS: Southeastern Colored Fair, Charlotte, N. C., October 10-15; Lee County Fair, Bishopville, S. C., October 17-22; Marlboro County Fair, Bennettsville, S. C., October 24-29; Georgetown Agricultural Exposition, Georgetown, S. C., October 31-November 6. Closing to open in Key West Park, Key West, Fla. All address this week, Palaski, Va.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Sept. 24.—Club's opening meeting will be held October 6. It is urgent club has good attendance at the early meetings, as a number of important matters will be discussed and dominating committees will be elected.

Membership drive shows continued action. Applications were received from Joseph A. Rowan and William M. Young, sent in by Brother Beverly White; Fred Burrows, credited to Ned Torti, and Frank B. Braden, credited to Nat S. Green. Buddy Paddock is a strong contender in the gold life membership card race.

Interest in Showmen's Home continues, with each day bringing additional funds. Co-operators this week were Tom Arger, C. Groschlose, Al Reese and Sam Feinberg. Remember your 1938 payment on pledges is dues. Send them in at once.

Dues received this week were from I. J. Polack, Al Reese, Maurice Helman, Joe Murphy, E. A. Comstock, A. D. Mitchell, E. C. Evans, William Horder, Melvin Burkhardt and L. C. Kelley.

Brother Nate Eagle and the midlets visited last week. Irv J. Polack came in to look things over and spent several afternoons at the rooms. O. W. White Harris, a new member, visited before leaving to work several fairs. Mr. Randow, producing clown, formerly with Polack Bros.' Circus, also visited.

Other visitors included William Young, Jack Pritchard, Joe Murphy, Julius Wagner, Larry O'Keefe, Morris A. Haft, M. J. Doonan, Morris Hansauer, T. Brent, Whitey Lehrter, Nate Nelburger, John O'Shea, Dave Tenyson, Sam Bloom and Harry Price.

Have you paid your dues? There is no better time than the present.

Ladies' Auxiliary

Sister Rose Page was hostess at the September 22 social. Event was well attended. President Leah M. Brumleve assisted.

Sister Elsie Miller was awarded a nice sculptured ash receptacle; Sister Hattie Clinton, a pound of coffee, and Sister Geona Helmer received first prize, a beautiful picture of a Spanish dancer. Sister Edith Streiblich's daughter, Alice, was awarded cooking utensils.

Notice

Members of the Ladies' Auxiliary of the Showmen's League of America: In the future kindly address all mail for the Ladies' Auxiliary, S.L.A., in care of Showmen's League of America Clubrooms, 165 West Madison street, Chicago.

Sister Lucille Hirsch lettered from Ontario, Can., that she is enjoying her stay there. Sister Frances Keller left for Philadelphia.

Sister Mrs. Bers Clinton will be hostess at the September 29 social.

Don't forget, your dues are payable now.

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND
Previously Acknowledged \$15,845.00
Received This Week 160.00
CARL J. SEDLMAYR, General Chairman Drive for Funds.

WRITE FOR PLEDGE CARD.
A Home for Aged and Infirm Showmen

Showmen's Home Trustees
FRED BECKMANN — Chairman
M. H. BARNES — Treasurer
E. W. EVANS — Secretary
I. W. Conklin W. R. Hirsch
M. J. Doonan Max Linderman
Max Goodman E. Lawrence Phillips
Rubin Gruber Carl Sedlmayr
Harry W. Hennies Elmer C. Velare

Worthy of Your Co-Operation

B. & G. in Record Jaunt On Topeka-Hutchinson Run

HUTCHINSON, Kan., Sept. 24.—Beckmann & Grety Shows established what is believed to be a record run on the Santa Fe Railroad between Topeka, Kan., and this city when it left Topeka at 6:45 a.m., September 18, and arrived here, a distance of 170 miles, shortly after noon. Much credit for the record trip was given Frank Woods, traffic manager, and Trainmaster Dickensheets, of the Santa Fe's Topeka office.

Trainmaster Arky Bradford established another record when he had the train unloaded and all equipment on the grounds two hours and 40 minutes after the shows arrived here. Because the shows arrived six hours earlier than anticipated, the fair's Sunday night crowd was enabled to enjoy several rides and shows.

MISS. PRIVILEGE

(Continued from page 35)
and investigate the difficulty. Secretary of State Walker Wood, one of the best friends clean shows ever had, detailed his assistant, M. W. Sharp, to help arrange the matter equitably. After a conference in which Gallier and Sheriff Mitchell participated by long-distance telephone, it was decided to have the sheriff present the facts to the attorney-general for a ruling. Sheriff Mitchell appointed Assistant Secretary of State Sharp to request the ruling in writing at once to avoid delay in opening the fair.

With all the facts before him the attorney-general handed down an opinion which opened the way for every Mississippi county to develop and improve its own fair. The opinion, signed by C. A. Lambkin, permanent assistant to the attorney-general, was as follows:

"I have your letter of September 15, in which you state that the Webster County Fair is a corporation organized for the purpose of conducting county fairs, live-stock shows, etc., and that no dividends are declared to the stockholders thereof and the proceeds therefrom are used exclusively for the operation, maintenance and improvement of such fair; that the Buckeye State Shows are operating or will operate within the inclosure of the county fair.
"I advise that under the facts stated the Buckeye State Shows would be exempt from all privilege taxes levied by Chapter 30, Laws of 1935, and amendments thereto."

CONCESSIONERS ARE

(Continued from page 38)
man. Ball game, Harry Takai, Mike Skiver, E. R. Sine, Buddy Keene. Balloon game, L. H. Cecchini, Jean LaPlante, Mead Gorman. Coon dodger, Dodger Sam, Norman Lyman and Harry Brown. Bottle game, Mrs. George Moffet, Jack Gresham, Mark Turnstall.

Candy wheel, Thomas H. Rhodes, Chester E. Smith, J. Buell. Ball game, R. Korte, John Harmony, Mack Quail, Harry Peevey. Lunch and soft drinks, Sid Simpson, J. Lewis, Ray Rainier, Charles A. Johnson, Frank Donnelly, Charles Baldwin, John Sprull. Pop corn, Hazel Jones. Crafts dining room, Jimmie Lynch, manager; Grace Asher and Lucille Boyd, cashiers; Frenchy LaRue, chef; C. Johnson, assistant chef; Bill LaRoque and Victor Farley, head waiters; Charles Clardy, Thomas Ross, Bill Gallagher, waiters; Louis Pettanari, yardman; Pat Rice and P. A. Coggin, stock men. Hot dogs and hamburgers, John Bane and J. M. Crawford. Ham and bacon, R. E. Olsen, Walter McNutt, Glenn Whitekind, Jim McFarron, Harry Thayer. Turkeys, ducks and eggs, Ed Blakelee, Ralph and Winston Christiansen, Charles Pope, Boyd Miller, Mack Stinson. Plaster gallery, George Sackson, Jack and Webb Wright. Coffee wheel, R. Murdock, James Thompson, Gene Cliver, Charles McCarthy wheel, Plain Dave Morris, James D. Smith, Harry Simpson, J. Berning.

Photo strips, Mrs. Elmer Hauseom, Marie Burnett, Lilla Bell, Ken Dangler. Court of Sheba, mentalists, Fay Asia Sunshine Fountain. Lung tester, Everett Self. Guess your weight, Jack Glaseman, Roland Morris, Sol Alper. Guess your age, Jeffrey Wolf, James Williamson. Frozen fruit juice, Price Mundy, Phyllis Swan, Phyllis Moore. Ice cream waffles, Mr. and Mrs. Sol Golden, Helen Mack, Georgia Puckett. Pop corn and peanuts, Melvin Markham. Candy floss (3), Mr. and Mrs. C. Y. Clifford and Gus Anderson. Grocery wheel, R. E. Olsen, L. J. O'Conner, Louis Foreman, Thomas Thompson. Black and white store, R. E. Olsen, Bruce Puckett, Thomas Roush,

Beef About Turkeys

GRANTS PASS, Ore., Sept. 24.—Jimmie Heller and Bill Summers, in charge of the Kleig lights with the Hilderbrand Shows, say they received an unusual complaint while the shows were appearing here last week. Proprietor of a turkey ranch 35 miles distant complained that the lights were making the turkeys run so much they were losing weight.

Red Meehan, Thomas McDonald, Frank Whitekind, Mickey Curran, Lonnie Synak, Wesley Simpson, Mrs. R. E. Olsen, Mrs. Harry Hughes, Albert Smith. Ham and bacon, Harry Phillips, Nig Dobbert, George Wiler, Dick Jacob, Charles Merrill. Candy apples, Sol Golden, Charles Copeland, R. Mack. Blankets and pillows, R. Bishop and W. Christiansen. Penny pitch, Mrs. Harry Bernard, J. Guinness, Nate Moreland. Ice cream sandwiches, R. J. McDonald, Gus Wiehe, Jimmy Sharp. Souvenir pennies, Lew Buefer. Graphology, Berna Miller and J. H. Marquard. Blood pressure, Dr. Emil Lothyan. Guess your weight, Al Zobelin. Pop corn, Ethelyn Bunten. Cartoonist, Dr. E. Blake. Toad in hole, Mr. and Mrs. L. A. McHuron, Nellie Sommers, Rita Garland, Inez Cartmell.

Lunch and soft drinks, George Tenney, Mrs. Edith Pearson, Marta Stinson, George Allison, Mark Heeter, Thomas Heiry, Mrs. Belle Jamison. Hamburgers, Oscar Sunden, Gert Fields, David Elkins, Nita Turner. Lunch and soft drinks, Mr. and Mrs. J. R. Omohundro, Jessie and Jerry Logback, M. W. Wernli, John Jones, Miller Moore, Ray Hart, Henry Passuala, Rose Omohundro. Hap Young's Paris Cafe, Mrs. Hap Young, cashier, M. C. Coyle, Dick Williams, Frank Muntz, Robert Young, John L. Christopher, Robert Nichols, Garry Domer, Victor Ferrant. Ice cream and soft drinks, John Hadsell and Katherine McKinney. Frozen fruit juice, Fred Richardson, Alfred Minew, Alice McBride, Ralph Blevins. Hamburger steak shop, Charles Sheehan and Erman McCarty, Waffles, C. E. Lush, Edna Purlish, Maude Weller, Currie mile-high cones, Mr. and Mrs. R. R. McPherson, Josephine Smith, Katherine Rider, Louise Porter, Helen Marcuson, Grace Alpers. Fruit juice and lunch, Stanley Barnes, Fred Harrison, E. P. Jochimsen. Salted nuts, C. P. Brock, Mrs. E. Morgan, Arthur Greenaway, Mrs. E. O. Tuttle, Morris Wiley, Coca Cola, Emil Fisher, Frances Keeley, Lona Mae Morgan, Mrs. H. J. Kidwell. Ice cream and fruit juice, George Elliott, Gladys Artie, Ruth Drake, Mrs. Laure Dale, Maxine Van Buskirk. Frozen fruit juice, Anita Bowyer, Stella Heinlein, Florence Richards. Cream waffles, C. P. Brock, Harry Siddons, Georgia Masterson, Jerry Kyle, Mrs. Fay Gunderson. Pop corn and salted nuts, J. C. and Tom Huber. Lunch and soft drinks, Harry Mines, Edna Foley, Henry Gilligley, Neta Samuels. Engraving, Mr. and Mrs. W. G. Sullivan. Canded fruits, E. H. Alcorn and Mrs. Bertha Hume. Handwriting analysis, Ellen Cherback. Kitchen gadgets, Olaf Allising and Jed Hemdricks. Perfume, peelers and handwriting, Harry Allising, Harry Horne, Johnnie Morris. Sno sundae, I. A. Smith, Margaret Royalty, Helen Puryear. Electric psychograph, Mr. and Mrs. Art Livermore. Soft drinks, Reed Bell, J. Hendershott, John Lowery. Pop corn, Elizabeth Brookmiller. Tex Cameron's store, J. E. Hutchinson, Ed Miller, Harry Johnson, Ed Thompson, Mike Sullivan, Otis Hood, Bill Glenn, Harold Carpenter, Hugh McDonnell, Thomas Amerost, Charles Clayton, John Clements, Charles Christiansen, R. L. Hitchinson, Harry Bernaugh, Bill Milton, A. E. Jansen, Robert Paddock, L. D. Woodward, Carl Perry.

Cameron's steak house, Herman Vrey, W. J. Smith, William Skippy, John Fein-

gold, Dale Starr, C. E. Allen, Harry Hingley, Gerald Vorheis, Robert Bacon, Robert Towers, Trent Coombs, Charles Lindgren, Rodney Snow, J. Kelly, James Rose, Julius Scraop, Bellan Ross, Victor Yeager, Fred Redwine. Cameron's barbecues (5), Dick Herald, James Hickman, C. H. Clark, Thomas Lacy, Robert Allen, J. Bush, Robert Potts, Jack Myrtle, Leonard Martin, Eddie Goodman, Eddie Conroy, Ed Pembroke, Sidney Smithson, Kearney Grady, Harry Blessing, Tim Curley, Lewis Sterling, Lave Heath, Thomas Peters, Melney Schwartz, Bud Corliss, Roy Kendall, Harry Neary, Fred Austin, Jerry Cardwell, Thomas Price, Martin Carlo, J. Davidson, Arthur Young, Harry Hermonson. Pat Treanor's novelties, Mrs. Pat Treanor, treasurer and stockroom; Harry Wallace, Charles Frank, John Raymond, Frank Burch, G. O. Maxwell, Bruce Sherman, Phil Horn, Morris Seizer, Arthur Sturmack, Robert Lee, George Barnett, Bill Hayes, Harry Franklin, M. Steer, Eddie March. Specialty salesmen, dogs, H. E. Brooks, Lucille Zimmerman, J. Clements, Frank Murphy, Jack Miller, Wingy Thompson, Tony Schwartz. Live turtles, Fred Murphy, J. Weinstein, Izzy Goldberg, Chamelions, Clyde Markwell. Mexican dishes, Tony Escavada, Conchita Muerilla, Jesus Ramiro, Paula Chavez. Chicken turnovers, Mrs. M. Cobb, Jessa Goode, Mrs. T. S. Norton, Eleanor Brizell.

N. Y. REVENUE

(Continued from page 36)
less than 678,000 children were admitted free to pools alone and 923,000 were children who paid a 10-cent admission. In the Learn-To-Swim campaign on June 11-25 10,200 children and 400 adults were registered for instruction. It was estimated that about 10,000 additional children learned to swim during the season in park department pools. The number of bathers at Jacob Riss Park (seaside beach) was 2,152,700 compared with 1,725,000 in 1937. At Orchard Beach attendance reached 2,268,300 against 2,082,000 the previous year.

"SEASON PASSES"

(Continued from page 36)
manager feels really obligated to, among them officials of taxing units; inspection departments, such as health, fire and accident prevention; city councilmen, street commissioners, police and fire departments, heads of civic associations and so on and so on. And in mentioning these various departments and officials I am not trying to intimate that they are the recipients of passes for any favors that might be granted outside their regular lines of duty or that the passes are given them in the hope of any such action. All we ask is fair and impartial treatment and in the many years that I have managed Riverside I can thankfully say that we have been treated fairly by city, county and State officials. We give them passes because we hold them to be our friends, who are ever ready to see that Riverside gets a fair deal in any of the hundreds of contacts we may have with their departments.

Then there are the members of the picnic committees. We always see that they are supplied with the most liberal passes. This is good business. We like to see them visit the park after picnics are over, for we are naturally thinking of next season's picnic. And they are usually a fine class of people whom we enjoy meeting and entertaining. We have mentioned a number of classes of people whom we believe are really entitled to passes, and we find that among these are the ones who rarely abuse privileges extended them. Outstanding among them are newspapers. Seldom do press folk demand passes and they use them very little, not nearly as much as we would wish.

(Continued next week)

ART LEWIS SHOWS, Inc.

Want for
WILSON COUNTY FAIR, WILSON, N. C., October 3-8
World's greatest Tobacco Market and other Fairs to follow in the tobacco belt, also for our Florida Fair dates again:
Concessions—Must be strictly legitimate; Grab Stands, Photo Gallery, etc. Shows—Circus Side Show complete, Illusion, Monkey Circus; anything that does not conflict.
Rides—Kiddie Auto Ride; will book or buy. Fun House, Rolloplane, Sid Smith, contact me immediately.
Address ART LEWIS, Mgr., all this week, Williamston, N. C.; Wilson, N. C., week October 3-8.

Rubin & Cherry

(Railroad)

Jackson, Tenn. Week ended September 17. West Tennessee District Fair. Weather, good. Business, good.

Roy Brown, Chicago amusee and radio tenor, and Ray and Rosalie Ravelle, clever tap-dancing team, joined Cleo Hoffman's Tops of 1938 girl show. Flo and Dot Carlson, fat-girl twins, figured in a bit of unplanned publicity here. They had to use an ambulance for transportation between train and show lot when their special-bodied sedan failed to arrive from Syracuse, N. Y., on schedule. Bob Mack, chauffeur pro tem, having lost his way. Ambulance was furnished by Ewing Griffin, Jackson, Tenn., undertaker and widely known circus fan. Albert Stone, general manager of The Jackson Sun, entertained the writer at his home. Ab Taylor, director of the fair, commended the midway highly. Late arrivals from Syracuse included Vivian Babcock, "Exposé" pantomimist, George Piercy, Al Rukin and Joe Goodman and others returned to concession row here.

Syracuse, N. Y. Week ended September 10. New York State Fair (second week). Weather, good. Business, excellent.

Labor Day here proved a lucrative day. Visitors included P. T. Strieder, fair inspector of Tampa and Birmingham; Lew Dufour and Joe Rogers and Captain McGrath of State police. Willie Austin's colored swingsters were very popular here. A big backstage party was held Wednesday in the Coliseum for benefit of National Showmen's Association, with Rubin Gruberg and George A. Hamid as co-chairmen. Midway musicians boldly invaded the rostrum vacated by Tommy Dorsey's famous band and proceeded to raise the roof with torrid tunes. Teddy and Henry Boers, midget equilibrist, stopped the show with a comical offering specially concocted for the occasion. Event netted about \$500 for NSA's hospital and cemetery fund. Jack Simonds sold five tickets to Maestro Dorsey and later put on a candy pitch to help swell the fund. Mickey Rankin laid out optional motor routes for convenience of those intending to drive to Jackson, Tenn., next week's stand. Cleo Hoffman lost her wire-haired pup at Batavia, N. Y., but finder obligingly sent it here.

RALPH WILLIAMS.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

L. J. Heth

(Motorized and baggage cars)

Paris, Tenn. Week ended September 10. American Legion. Location, ball park. Business, poor.

Spot produced large crowds, but only to see the free act and fireworks. Paul Reynolds has finished repainting the rides for fairs. Baker-Lockwood delivered a new minstrel show top here. Charlie Wrenn and Al Tripp have repainted the drome. C. A. Bain is doing a good job of managing the league.

LESTER PARISH.

Endy Bros.

Pottsville, Pa. Week ended September 10. Auspices, Schuylkill County Fair Association. Location, Cressona Fairgrounds. Weather, one day rain. Business, very good.

Labor Day opening here attracted a huge turnout. Midway and grand stand did capacity business, and crowd stuck until well after midnight. Business held up during week, with Thursday night's



SUNNY BERNET and Mez Goodman, of Goodman Wonder Shows, ballyhooed the grounds at Mid-South Fair, Memphis, boosting the midnight show for benefit of the home and cemetery funds of the Showmen's League of America on September 15. Photo submitted by Roland W. Richards, of Goodman Shows' press staff.

give-away of three automobiles drawing 45,000. New Rolo-Plane topped rides, with Speedy Merrill's Wall of Death and Professor Kuntz's Ten-in-One topping the attractions. Wilno presented his free act twice daily. Publicity tie-ins included a column in publisher Col. J. H. Zerby Jr.'s two daily newspapers for five weeks; an hour-a-day program from Station WAZL, Hazleton, Pa., during the fair, and special fair sections for The Pottsville Republican and The Schuylkill County Reporter. Ralph Bashore, president; Charles Hausman, trustee, and Frank Baum, secretary of the fair, co-operated splendidly. This spot was Mrs. David B. Endy's home before her marriage. Mayor Claude A. Lord was a nightly visitor. Weekly Kangaroo Court was held Friday and was preceded by repetition of grand-stand stage show, emceed by Bob Magee. The court handled the stand-out case involving Wilno as plaintiff and Dave Endy as defendant, but Judge Lou Powers finally fined Wilno. Hank Lambert was suffering from a sore throat but kept plugging at frozen custard post. Speedy Merrill opened a new grab stand, with Johnny Brennehan, Gus Westphal and Bob Day helping him. Royce Smith's Penny Pitch did well. Mr. and Mrs. Gerald Weeks closed with their Monkeyland Circus to show a few weeks in Georgia before heading for Florida. Members appearing on recent broadcasts included David Currie, Lillian Cox, Whitey Ryan, Benny Weiss, Fat Freddie, Popeye, Mrs. Benny Weiss, Shorty Blair, Jack Lambert, Irish Kelly, Count Naples, Marie O'Dell, Morris Clayton, Mr. and Mrs. Gerald Weeks, John Silver, Orlando Wellington Boardman, Frank R. King, David

B. Endy, Eddie Lippman, Bill Tucker, Ralph N. Endy, Donald Crown, Clarence Docen and Bobby Mansfield.

GLENN IRETON.

Hilderbrand's

(Motorized)

Grants Pass, Ore. Four days ended September 17. Josephine County Fair. Weather, hot. Business, fair.

The 500-mile jump from Grandview, Wash., was made in record time. Fair opened Wednesday, but a scorching sun hurt the Hilderbrand fun zone for afternoon play, and Manager E. W. Coe held off the three free acts until the sun set. Four Sensational Rockets, Captain Smith's Diving Ponies and Hustler Troupe were much stronger attractions than grand-stand features. O. H. Hilderbrand returned after a business trip to Portland. Betty Coe was placed in the main gate ticket window by Fred Roper, manager of the fair. Clarence Rhinehart was appointed head vehicle checker. Bob Booker, secretary-treasurer, handled the radio tie-up with fair officials. Hazel Fisher and Verna Seeborg visited their mother in Portland, Ore., and had Silas and Lydia Green as their guests at the fair. Johnnie Hicks' Trading Post caught fire Wednesday afternoon, but show's fire brigade had it under control almost immediately. Johnnie Cardwell, Art Anderson, Ralph Balcom,

was packed but spending was light. Sensational Rockets, Smith's Diving Ponies and Famous Hustler Troupe, free acts, were on a corner lot and performed during an electrical storm. Betty Coe looked refreshed after vacationing at Walla Walla Fair. Mr. and Mrs. O. H. Hilderbrand and daughter left for Portland, Ore. Toots and Sammy Eppie, Mac McQuillan, Fern Chaney, Art Anderson, Johnnie and Clara Cardwell, Ralph and Margaret Balcom, Rube Miller and Bud Cross, concessioners, did well. Steward's Mystic Temple, Don Harmon's Nudist Colony, George's Mickey Mouse, Lewis' Kongo and Barrie's French Casino had fair business. Verna Seeborg and Hazel Fisher were given an electric clock by friends on the show. Bill Summers, assistant electrician, was tendered a birthday party in the cookhouse by his wife, Dorrine. Secretary-Treasurer Bob Booker entertained Nig Morgan.

Grandview, Wash. September 8-18. Annual Harvest Festival. Business, big. Weather, good.

City was decorated for the occasion, and Saturday the midway was jammed from early morning until 2 a.m. Sunday. All shows, rides and concessioners had a good play. General Agent Ouellette and Special Agent Morgan are resting after completing the season's bookings. Tex Cardell returned here with his Tilt-a-Whirl after playing Ellensburg, Wash. Manager Coe, with Superintendent Fred Steward and assistants, have all rolling stock in shape. CLAUDE A. BARRIE.

Hennies Bros.

(Railroad)

Detroit. Sixteen days ended September 11. Michigan State Fair. Weather, good. Attendance, wonderful. Business, very good.

Favored with good weather and excellent attendance for 16 days and nights here shows enjoyed record business and piled up an enviable gross. Top gross and honors went to Lorow Bros.' Skeeter and Snookie with their circus side show grossing \$17,845.35. Bill Kemp's Motor-drome took second. Several fair officials and directors of the Western Canadian Circuit and many from the States visitors. Jack Dads'well was seen shooting scenes and subjects on several occasions. Robert Porritt Jr. visited his mother and father, and Mrs. Eddie (Clark) Meisterman rejoined her husband after spending several weeks at home in Milwaukee. Orville W. Hennies, accompanied by Robert L. Lohmar, visited the fair at Indianapolis and Minnesota State Fair. Harry W. Hennies, accompanied by Denny Fugh, visited the Canadian National at Toronto. Mr. and Mrs. Homer Gilliland played host to Mr. and Mrs. John Watson and son, Bobbie; Mr. and Mrs. DeWitt Shelton, Mr. and Mrs. Kenneth Nichols and Mr. and Mrs. Eddy Coulton, all of Dyersburg, Tenn. Above named group entertained during the first week in honor of Mrs. Gilliland and Mrs. Cimi Nogle. JOS. S. SCHOLIBO.

F. H. Bee

Jasper, Tenn. Fair. Location, school grounds. Weather, fair. Business, light.

This was show's first Tennessee fair. Altho a maiden fair, it was well handled. Fair board co-operated splendidly. Special Agent Brown did a good job of publicizing the event. Earl Grubens closed on the Ferris Wheel and was replaced by Mac McGinnis. Tilt-a-Whirl was popular here, topping the Ferris Wheel for the first time this year. Doc Green's Minstrel topped the shows, with Alfredo and side show a close second. Mrs. Clarence Krug returned to her home for a visit and to enter Junior in school. Buzz Baker also has resumed his studies. Visitors included W. T. Mary Porter and W. T. Hatch Jr., of Hatch Show Print Co. WILLIAM R. HICKS.

Kaus

(Baggage cars)

Charleston, W. Va. Week ended September 11. Auspices, 4-H Fair Association. Weather, good. Business, good.

This fair runs nine days including two Saturdays and two Sundays. Good weather prevailed with the exception of Wednesday when light showers fell. First Sunday and Labor Day were big days. Good crowds prevailed thru the week, with the heaviest attendance coming at night and the week-end producing excellent attendance. Sunday night, however, was almost lost by an hour's loss of lights when the power line between the

3000 BINGO

Heavyweight cards, black on white. Wood marks printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$5.25; 50 cards, \$9; 75 cards, \$9.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$18; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 2 lines across the cards—put up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tallies and direction sheet. All cards size 5 1/2 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 1/2 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, \$50.

Automatic Bingo Shaker, real glass, \$12.50. Labeled cards, 5 1/2 x 7, Per C. O. D. \$1.50. Shipping Bingo Cards on same, Extra, per C. O. D. \$5.00. Shipping Card Markers, in stripes, 25,000 for \$1.50. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expenses. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd. Chicago

WANTED TO RENT MERRY-GO-ROUND

18-20 Feet in Diameter, with Man to operate same. For indoor use in Chicago, Xmas Season. Want A-1 outfit—no junk. MODERN ART STUDIOS, Inc. 1201 W. Madison Street, Chicago.

IMPERIAL SHOWS

— WANT — CONCESSIONS FOR THE FOLLOWING DATES:

Kahoka, Mo., Street Fair, Sept. 26-Oct. 1. Bowling Green, Street Fair, Oct. 4-5. Barry, Ill., Street Fair, Oct. 11-13.

station and grounds broke. Fair officials estimate of attendance showed a drop of about 15 per cent under last year. Spending was fairly good. Rides, shows and concessions reported worth-while grosses. Barney Dexter has added a new show called Jungle Show. Harvey Potts has added Opal McQuain, Pauline Frazee and Bobbie McAllister, dancers, to his Revelations Show. Frank Lawring's Chez Paree added Frances Campbell, Ann McCoy and Violet Affolter. Raymond Long is on the Cairo ticket box. Max Stebbens, juggler, has been added to Traylor's side show, and Dorothy Hoffman is working the sword box. Claude Woods is the new talker on the Monkey Circus, with Frank Turner the new talker on the Motordrome. Mrs. Anna Michaels, with Simeon Kruse's custard, joined here, as did Mrs. Marion McWethy with bingo. E. L. Blystone returned here. With him was Walter Fischer.

LESTER KERN.

O. J. Bach

(Baggage cars and trucks)

Tivoli, N. Y. Week ended September 19. Auspices, Firemen. Weather, stormy Wednesday. Business, spotty. Annual firemen's celebration brought thousands of visitors here for Labor Day. Midway was jammed at night, and all did good business. After that it was all out and all over as town was too small to support a show the remainder of the week. All in all, it was a fair week. The show tore down earlier than usual Saturday night and made a quick movement into Cohoes, N. Y., for the show's second week there this season.

Cohoes, N. Y. Week ended September 17. Auspices, Italian-American Society. Weather, variable. Business, light.

Final week of season found the show on the old brewery lot here. Monday night was lost due to rain, and Wednesday night poorly attended due to the same cause. Show went into storage near here at the close of the engagement.

LEO GRANDY.

E. J. Casey

(Motorized)

Fort Frances, Ont., Can. September 1-5. Auspices, International Trades and Labor Council. Location, Scott street. Weather, ideal. Business, good.

This was a red one. Assistant Manager Labele did a swell job of staking out the lot. Kharo's side show did well. Bob Kerlake was called back to work at the Canadian National Railways. Ted Casey, novelties, enjoyed the biggest day of the season here. Les Borland and Bill Carter's bingo stand was popular. Sid Whitechurch's dart stand did well. Brown & Gurr reported that they were well satisfied with results obtained from their concessions, and Speedy Brooks and Jimmy Quinn's ball games received plenty of play. Ben Hieb's lead galleries were well patronized. Ed Draward's high striker also went to town. Joe Carter, Roy Chernoby and Jack Baillie reported good business with their hoop-la, jingle board and cane rack respectively. Ferris Wheel topped the rides, with Mix-Up and Merry-Go-Round next in line. Ernie Willis' Crime Show reported this spot to be the best thus far this season.

Dryden, Ont., Can. Fair, September 7-8. Weather, ideal. Business, good.

This date marked the fourth consecutive year that the shows played the District Fair here. Business was good for everyone. Personnel renewed acquaintances with friends here. Manager Casey played host to the Canadian Legion executive.

Hudson, Ont., Can. September 9-10. Weather, rain. Business, poor.

Rain on Saturday spoiled the day, and this date proved a bloomer.

O. (RED) WALKER.

Crowley's

Pawhuska, Okla. Week ended September 17. Location, fairgrounds. Auspices, Osage County Fair Association. Free gate. Weather, rainy and cold. Business, very good.

Show arrived early Sunday and midway opened on time Monday morning. Rain hurt Monday's attendance. Ideal weather Wednesday resulted in record-breaking business. Thursday was cold and overcasts were much in evidence. This being a four-day fair the midway was down and loaded at midnight. Capt. George Webb, high diver, sustained two broken ribs while presenting his act at Nowata, Okla. H. P. Hill has a new housecar. Sammie Lowery is training two additional lions to race him in the childrome. Joine Thorn, daughter of Mr. and Mrs. Sam Thorn, has returned

to school in Wichita Falls, Tex. Major John Hulise is the new Ferris Wheel foreman. Don Pierce, Dan Hager and Frank (Speedy) Leonard are assisting him. Alonzo Carrego, concessioner, joined here. Floyd Waite joined to assist on rides. Clarence Cabe, with Bill Goodin assisting, has the Octopus running neck and neck with Ridee-O. Mr. and Mrs. James Panther were tendered a dinner party by friends here. Charles and Ellinor Whitehead, frozen sweets concessioners, were given first prize in the healthiest, prettiest and cutest kiddie contest here. They entered Charles Jr., Joan and Lawrence. Owen Berton contacted a live wire on the Mixer here, but heroic work on the part of the personnel brought him to consciousness. "Cheyenne Bill" Panny, Oklahoma City Indian Scout, and Col. Fred Pickrill, of Ponca City, and Jules Edwards, of Russell Bros.' Circus, were honored guests here.

GEORGE WEBB.

Crystal Expo

Maryville, Tenn. Week ended September 17. Blount County Fair. Fifteen-cent gate. Weather cool and some rain. Business, poor.

As anticipated, this stand proved to be a little overrated, tho no financial loss was incurred. Attractions and concessions held their own for the nut and living expenses. Alice, the Alligator Girl, and Jolly Mary Rose, fat girl, managed by Jack Perry, joined recently. Midway now has Borey, contortionist on high sawing pole, as its free act. G. W. Foster, of Shelby (N. C.) Fair, was a visitor.

H. NELLA.

Ideal Expo

(Motorized)

Ebensburg, Pa. Week ended September 16. Cambria County Fair. Weather, ideal. Business, good.

This proved the best spot of the season. Side show topped the midway, with Bill Purchase's Hollywood Monkey Show second. Octopus topped rides, with Rocket second. On Labor Day the midway was going full blast by 10 a.m., and there was a crowd estimated at 40,000. Tuesday, Children's Day, was poor, children under 12 having been admitted free on Monday. Thursday was the next best day. Saturday also was big.

M. LASKY.

Buckeye State

(Baggage cars and trucks)

Leland, Miss. Week ended September 17. Location, center of town. Auspices, American Legion. Community Fair. Weather, fine. Business, rotten.

After several successful weeks in the Delta shows came here to play what proved the all-season low not only in receipts but in appreciation and co-operation of the sponsors, who gave little thought or effort to making the fair a success. Exhibit tent, provided by the show, was left empty. The situation was so bad that even the efforts of one or two gentlemen who sincerely tried and whose efforts were appreciated failed to bring order and success. Editor Frazier of The Enterprise was helpful. General Agent Gentach and Press Agent Johnson made a hurried trip ahead arranging details with fair secretaries.

TED JOHNSON.

Regal

(Trucks)

What Cheer, Ia. August 23-25. Weather, fair. Business, fair. Attendance, good. Played Haysville (Ia.) Picnic on Saturday to good business, then moved here. Bingo topped concessions.

Manchester, Ia. August 30-September 2. Delaware County Fair. Attendance, poor. Business, poor.

Good weather prevailed all three days, but those who did come didn't spend.

Elkader, Ia. September 3-5. Elkader Fair.

Nice weather the first two days brought good crowds and they spent money, but show was rained out Labor Day.

Gundy Center, Ia. September 7-9. Lot here was muddy, but all attractions opened on time. Attendance was fair and an auto give-away on Friday night drew big crowds, and everyone got a little money. Mrs. Middows sent three of the children to high school in Corpus Christi, Tex. Everyone is looking to Texas fairs for the winter b. r. as Iowa hasn't been up to expectations. Jimmy Farnell and Joe and Cecil Coombs bought cars. Claude Williams is overhauling cars for the Texas jump. Claude McDonald played here with his monkey show.

MRS. AL NATION.

FRUIT CONCENTRATES

FOR SNOW-BALL AND DRINK STANDS

COLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.

Follow the lead of the leaders this year and line up with COLD MEDAL. Send for complete details today and get started right this year.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio

STREET FAIR

HEBRON, OHIO—One Week Before the Lancaster Fair

OCTOBER 6-7-8.

WANT Athletic Show; must be good. Corn Game, Diggers, Arcade, and All Concessions that work for stock. CAN USE two Merchandise Wheels. Maybe P. C. Four Rides Booked. Thomas and Dollar Digger take notice.

Address all mail to THOS. J. O'ORMAN, Buckeye Lake, O.

Johnny J. Jones

(Railroad)

Louisville. Week ended September 17. Kentucky State Fair. Weather, intermittent showers for three days. Business, ahead of 1937 gross.

Show again went over the top here. Sunday opening fell short of the 1937 attendance and caused midway gross to fall off some from that of last year. Week as a whole, however, showed a slight increase in business over last year, and date was a financial success for everyone despite intermittent showers and clouded skies. Thursday, Governor's Day, broke with early morning rain that stopped at 8 a.m., leaving the grounds wet and muddy in some areas, but it failed to stop the crowds from jamming the lot. Owner E. Lawrence Phillips personally escorted the children and wife of Governor Chandler thru the shows and on the rides. Building and enlarging of show continues. Superintendent Joe McKennon and members of the shop department finished another new wagon to take care of the loading of Lee Cuddy's new Roll-o-Plane. Eddie Jamison's Darktown Folies is still in the top-money class. Tom and Maude Allen made the date with their grab stand. Horner Sisters, Agnes and Sara, fat-girl twins, joined and are a hit. Philosopher Rube Nixon spends his spare time in the press wagon giving the writer the lowdown on the future.

STARR DeBELLE.

Strates

Bath, N. Y. Week ended September 17. Fair. Weather, rain all week. Business, fair.

Six days and nights of rain killed all chances for the fair here to be the red one it has been heretofore. Children's Day saw thousands of children pack the grounds early in the morning, but shortly after their arrival rain came down in torrents and kept up all day. J. Victor Faucett is one of the most enterprising fair secretaries the writer has ever come in contact with. He also has a capable staff which is always willing to render service. Show was grieved to learn of Peter Christopher's death in a Rochester, N. Y., hospital. He managed the cookhouse on this organization for the last two years. Many floral tributes from folks on the show were sent to Chicago, where he was buried. Mrs. Mabel Strates and kiddies left for home in Elmira, N. Y., where the kiddies entered school. Mrs. Onalee Jones left for home in Washington to place her daughter, Gloria Ann, in a boarding school.

BEN H. VOORHEES.

W. C. Kaus

Woodstock, Va. Week ended September 17. Business, fair. Weather, rain all week.

Midway laid out Monday to everybody's satisfaction. Fair started Tuesday with a Children's Day and business was fair despite bad weather, which continued thruout the week. Crowds attend every day spending fair. Thursday afternoon was the biggest day. Helen Owens' bingo enjoyed good business. Shows have played this fair for the past six years and have made many friends, and personal spent much time visiting with them. Fair officials again cooperated splendidly. Additions to the midway included Jimmy Francis, of Hawaiian Revue, and Mr. and Mrs. Louis Losen with their ball game. W. C. Kaus' family and friends visited the Shenandoah Caverns Saturday.

DOT GORRANT.

WILL BUY FOR CASH

FERRIS WHEEL AND KIDDIE RIDE. Must be in good running condition. Give age, serial number and full details.

EMIL LACHMAN

709 D St., N. W., Washington, D. C.

MAKE \$50.00 A DAY ON CANDY FLOSS

More and more people are buying our Candy Floss Machines, the reason is—we make the Best, the Original Only, Guaranteed. The biggest money-maker known. For Service—Satisfaction—Dependence, send us your order. Write TODAY. ELECTRIC CANDY FLOSS MACHINE CO., 252 12th Ave., S., Nashville, Tenn.

READING'S SHOWS

Want Stock Concessions, No X except Bingo, Pop Corn, Diggers, Cook House, Novelties, Want Palmistry for Trenton and Warrenboro, Need Grist Show, Trenton, Tenn., Fair this week; also Bolivar Fair this week; Warrenboro, Tenn., Fair next week. Address all mail to W. J. WILLIAMS, Esq., Bolivar, Tenn.

WHY STORE YOUR OLD RIDES AND SHOW EQUIPMENT?

SELL IT TO **RALPH R. MILLER** BAYTON ROAD, I.A. (Largest Buyer of Second-Hand Rides and Distressed Show Property in the United States.)

Funland

Monterey, Tenn. Week ended September 18. Auspices, Fire Department. Location, downtown. Free-cent gate. Weather, rain and cold. Business, none.

Mr. and Mrs. Joseph Sorensen joined with two glass stores, and Mr. and Mrs. Leif Thorenson joined with three stores. Mr. and Mrs. Ed C. Merica and son left here to join Al G. Hodge Shows in Iowa. Merica was second agent and banner man. Mrs. Jack Neal joined with diggers. Assistant Manager Ben F. Toah visited his home two days this week.

TED C. TAYLOR.

World's Exposition

Leakeville, N. C. Week ended September 10. Fair. Location, fairgrounds. Weather, fine. Business, poor.

Again circumstances over which the show had no control and knew little about resulted in poor business. Show opened Monday night to fair weather but poor business. Tuesday, Children's Day, drew about 6,000 but little money was spent. This condition prevailed all week. Friday and Saturday, however, the shows and rides did a little business. Billing was splendid and the weekly paper here gave much space. Mrs. Grubber's bingo, ball games and frozen custard did fairly well. Fair Secretary Clayton was genial and helpful. Fitz Brown, late of the West Wonder Shows, is now part of this organization. He had his cookhouse and several concessions here. Lillie Dawn will rejoin Norman Wolf's French Casino at Lexington Fair. Verne Soules and Mrs. Soules and Mr. and Mrs. Bibb rejoined here. Del Crouch and Dorothy Stone had a big day Saturday. Sandy Hogan collected some money with the side show. Girl shows did fairly well last two days. J. B. McCoy has taken over the Expose Show and Dr. Perrier the Life attraction. S. C. Cooper and Mrs. Cooper joined with their palmistry stand. Visitors included John Marks and Billy Mangum, of Marks Shows; Jimmy Murphy and Vernon Moore, of Eric B. Hyde Shows, and

RIVER PARK TRAILERS

and Cottages 2260 N. W. 27th Ave., Miami



Miami's rear-end downtown Trailer and Cottage Park. Entire Park Beautifully Landscaped. All lots grassed, shaded, flowers and shady. Water and electricity to all trailers. Heads paved. Capacity 200 trailers. 10 minutes by bus to city hall. Horseback, shuffleboard and tennis courts. Large Community hall with Terrace Dance floor. Sanitary showers, complete modern laundry, ample hot water. Beautiful cottages, all conveniences. \$15.00 per week. One of America's Finest Trailer and Cottage Parks. Make us a visit and you be the judge as to the Finest Trailer and Cottage Park in America. Posters, literature. Reasonable Trailer rates. 2260 N. W. 27th Ave., Miami, Fla.

SAVE THIS COUPON
IT IS WORTH 50c

Good for 50c applied on FIRST week's rent only.

Presented by

Address

PHONE MEN

Meet-and-See Men, for Book, Tickets, 20%. No Rums.

SHRINES, GROTTOS
(AHEAD OF ACE SHOW)

In smaller, selected, not dynamited towns. Write fully.

W. J. (Bill) O'BRIEN

147 Ocean Blvd., Revere Beach, Mass.

LAGRANGE CORN SCHOOL

Lagrange, Ind., Week of October 9. INDIANA CORN FESTIVAL.

Fowler, Ind., Week of October 10. CAN PLACE Legitimate Concessions at \$2.00 per Foot. A few exclusives. Address

W. G. WADE SHOWS

Warsaw, Ind., This Week.

Wanted Talker

Wm. Noller, wire; others write.

GEO. VOGSTADRubin & Cherry Shows
Meridian, Miss.**CELEBRATION**

Sponsored by the Business Men on Four City Streets. October 5-6-7-8.

WANT Concessions that give Book, Digests, Percentage Shows. Want Shows—Athletic, Pit, elaborate Girl Show. No Junk. Will book extra Ferris Wheel with privilege to buy. Write now to C. E. BAKER, Agent, Germantown, Ohio.

WANTED

Legitimate Concessions for annual event at Mid Springs, N. C. week of October 3. No Mitt Camps or "O" Wheels. This is a red one. Address all mail to MURRAY JACKSON, Bannockville, N. C.

MUSEUM ACTS

Wanted Now for the Largest Traveling Museum on Tour.

Real Medical Act, Fire or Torture Act, A-1 Mental Act, Read and Posh Horoscope. The Hellcats or Bernards wire. Outstanding Freaks, only and state all. Pay every night. List of board and hotel rates. All ready INTERNATIONAL CONGRESS OF ODDITIES. Now showing 1111 Eleventh Ave., Altoona, Pa.

BORTZ SHOW

CAN USE Ride Help of all kinds. CAN USE a few more Concessions. Shows with their own profits. Will stay out in the cotton until Christmas. Birch Tree, Mo. Fair, September 27 to October 1; then in the cotton.

Percy W. Sink. Max Kane entertained eight members of the Durham (N. C.) State police. Dave Leonard, from Lexington Fair, spent an evening on the show. Jimmy Raftery, general manager, visited the Katus Shows at Galax, Va., and West Wonder Shows at North Wilkesboro, N. C. **DICK COLLINS.**

Patrick

(Motorized)

Spokane, Wash. September 9-14. Auspices, Disabled American Veterans. Location, First and Helena streets. Business, good. Weather, ideal.

Show opened Friday night to a large crowd. There was no gate admission since free acts have been discontinued for the remainder of the season. Mr. Folsom joined here with an ice-cream stand, as did Mr. Galaway with candy floss. Mr. Elsenman and wife, Lillian, and Grover Wright left to join a smaller show. Bill and Mary Fielding also left with their ball games. Jack Stanford joined with his ball games. Joe Franco is now operating the bingo. Bull Martin had his hands full all week with the young boys who congregated around the athletic show. Carl Holt's Nudist Show topped the midway. Mr. and Mrs. Patrick were busy all week entertaining their many home-town friends. Visitors included Mr. and Mrs. V. R. Nims, Mr. and Mrs. R. F. Wolf, Mr. and Mrs. Oscar Levitch, Mr. and Mrs. David Maraden, Mr. and Mrs. Jim Kitterman, Mr. Jenkins, Mr. Mulana, Mr. Mason, Mr. Mike Boatman, Mr. and Mrs. G. R. Meredith, Opal and Willard Meredith, Mrs. C. A. Carroll and Frenchie LaMarr. **ELMER RICHARDSON.**

Goodman Wonder

Memphis, Tenn. Week ended September 17. Mid-South Fair. Weather, variable. Business, good.

Show opened Monday to intensely hot weather and for two days everyone hunted a shady spot and was content to remain there. Late Tuesday, however, a thunderstorm sent the mercury downward, and within an hour after the rain the midway was crowded with pleasure seekers, who patronized every show and ride and spent well. This kept up the last three days of the fair. Shows closed early Sunday morning and loaded for the trek to Huntsville, Ala. B. O. Scatterday, circus special agent, visited here. **BEVERLY WHITE.**

Zimdars

(Motorized)

Pulaski, Tenn. September 12-17. Giles County Fair. Business, very light. Attendance, same.

Show bucked a soft-ball tournament for half a week in the same ball park the show was playing. At the end of the week when the fair was really supposed to get under way the weather turned cold and this probably was all that was needed to make the spot one to be remembered, but not as a red one. As for the fair, it just wasn't. No races, no acts, no grand stand, but there was a gate. Jim Braden, Mrs. Braden and Mrs. Chapman, brother, mother, and relative, respectively, of Buddy Braden, visited. **BUDDY MUNN.**

World of Mirth

(Railroad)

Brookton, Mass. Week ended September 17. Brookton Fair. Weather, cold and rainy. Business, fair.

Despite rain on the two biggest days here, business was fair. Jump from Rutland, Vt., was completed in time to allow shows and rides to be set up and ready for business on Monday. Kiddies' Day. T. W. Kelley's Oddities and Cliff Karn's Fat Show were here in time for a Sunday play and the effort was well worth while. Newcomers to Maybelle Kidder's Miracles of 1939 include Princess Helena and her husband, Charley Perry, mentalists; Jackie Chapman, Lois Whiteside, Lillian Rich and Bob LaFollette. George Brown, wife of Gilman Brown. Honky-Tonk operator; Evelyn Anderson, wife of Frank Anderson. Merry-Go-Round manager, and J. E. (Whitey) Walker, cookhouse auditor, celebrated birthday anniversaries here. Gaylord White, shows' former press agent, who staged the auto races here, was busy renewing acquaintances with his friends. He entertained Sidney J. Paine, of The Billboard, and Miss Mickey Meyer Saturday night.

Rutland, Vt. Vermont State Fair, Week ended September 10. Weather, cold. Business, fair.

Extremely cold weather, together with loss of Wednesday due to rain, affected business. Weather was clear for Labor Day and attendance good, but business was only fair. Space was so limited that shows had to be set up in hodgepodge manner. T. W. (Slim) Kelley's Odditorium, Bolero Show, managed by Ed Tutthill; one Ferris Wheel, Rocket and Loop-o-Plane formed a separate midway, completely cut off from rest of show. Betty Ann Mitchell, daughter of Mr. and Mrs. Ernest Mitchell, returned home to attend school. Tommy Higgins returned here to manage his cookhouse. J. E. (Whitey) Walker, cookhouse auditor, was given a party in honor of his 30th birthday anniversary September 9. Mr. and Mrs. Jack Ward celebrated their third wedding anniversary Labor Day. Jack manages Mrs. America show. **JIM McHUGH.**

Marks

Lynchburg, Va. Week ended September 17. Amherst County Fair. Location, Shrader Field. Weather, fine. Business, excellent.

Business here was far above expectations. Good weather and large crowds prevailed every night. Monday night opening was fair, with triple receipts for Tuesday. Saturday was the big day. Children's Days were held Tuesday and Saturday afternoons. The Circus Program, grand-stand feature, booked in here by John H. Marks, and featuring the Wallendas, high-wire artists; Charles Siegrist Flying Troupe and Capt. Fred Delmar's Lions, was popular. Charles Abbott, general agent, and L. H. Shrader, fair secretary, had the event well billed. Local newspapers, The Advance and The News, owned by Senator Carter Glass, gave much favorable publicity. Station WLVA carried several daily broadcasts from the grounds. Charles Metro's Chairoplane did well. Raymond Korhn joined with his Fun Show. Paul Lanes' concessions did swell business. Bluey-Bluey, diminutive entertainer and magician, is still a feature of the Freak Odditorium. Tommy Heath is assisting Bert Britt in the electrical department. The Jack Baillie and Jack Christolm bingo concessions were popular here. Joe Marks returned here after a long sledge in St. Joseph's Hospital, Elmira, N. Y. **WALTER D. NEALAND.**

J. F. Sparks

Celina, Tenn. September 15-17. Free Fair. Weather, cloudy and cool. Business, bad.

Show came here from Monticello, Ky., and was greeted with unfavorable weather. Fair as a whole was a disappointment. Large crowds attended, but conservative spending prevailed. Fair officials co-operated splendidly and proved genial hosts. Candle flies were so numerous two of the nights that the lights had to be dimmed so the patrons could ride and be entertained. Ferris Wheel topped the rides. The Livingston Academy band furnished music for the fair. **TOM SPARKS.**

Cetlin & Wilson

Reading, Pa. Eight days ended September 18. Fair. Weather, rain three days. Business, fair.

Show opened Sunday afternoon and all enjoyed fair business. Monday business was mediocre. Tuesday, City Children's Day, was a little off from last year. Wednesday was rained out. Rain Thursday morning curtailed the crowd, but a good crowd was on the grounds on Friday. County Children's Day; show grossed ahead of last year. Saturday and Sunday it rained. Ride grosses were slightly off from last year, but shows' business increased. Paradise Revue took top money, with Chinatown Expose second and Duke Jeanette's Side Show third. Ferris Wheels topped rides. Skooter was second and Octopus third. This was the fourth consecutive year that the show has played this fair. Hugo Zaccchini, double cannon act, was popular. It was presented twice daily following the grand-stand performance. Messrs. Shaw and Powell, of Kent-Sussex Fair, Harrington, Del.; C. Plickenstein and Mr. Correll, of Bloomsburg Fair; S. B. Lewis and party, of York Fair; Harry LaBregue, of Trenton (N. J.) Fair; B. B. Russell, of Lewistown Fair; Mr. and Mrs. C. S. Parnell, of Mebane (N. C.) Fair, visited. Mrs. Frank Campbell, sister of Mrs. J. W. Wilson, also visited. Mrs. Fred J. Haragan is confined in a local hospital, but is reported to be recovering. **GEORGE HIRSHBERG.**

Keystone

(Motorized and baggage cars)

Spruce Pine, N. C. Week ended September 15. Location, fairgrounds. Auspices, Mayland Fair Association. Weather, good. Business, good.

The 400-mile hop from Oakland, Md., was made in good time. Spot was the show's first Southern fair, and Manager C. A. Harzberg and lot man Bill Cooke laid the lot out in fine style despite the fact that it was located atop a mountain knob. Business was a little light opening night but picked up considerably during the week. With the exception of Children's Day play was mostly at night with huge crowds packing the midway. Octopus topped the rides, with the Ferris Wheel a close second. Tilt-a-Whirl, Loop-o-Plane and Kurt Bauer's Auto Speedway came in for their share of receipts. Tanagra Show, Lee Erdmond's Side Show and Willie Green's Minstrel did well. Monkey Circus came in for top money. Show furnished the free acts, Unicorn Troupe and Revolving Arontys, which were popular. Writer received and news in the death of his wife at Altoona, Pa., after a lingering illness. He left to take care of funeral arrangements. Staff and personnel raised a collection for floral wreath and attended their deep sympathy, which was deeply appreciated. **BOB GRUYER.**

Mad Cody Fleming

Ellijoy, Ga. Week ended September 17. Location, fairgrounds. Ten-cent gate. Weather, good. Business, fair.

This was the show's first fair date and it proved fair, considering the prevalent business conditions here. Mr. Fleming's Merry-Go-Round, Chairplane and Swan rides did well. Concessioners with the shows include John Parker, Chick Williams, Bill Franks, Mrs. Fleming, Florence Wallace, Tex Dow, Clyde Dowdy, Bill Duggan, Pearl Morris, John Burgess and J. M. Pace. The Allens left for Florida at the conclusion of the engagement here. **PEARL MORRIS.**

White City

(Motorized)

Elko, Nev. Five days, ended September 18. Location, downtown streets. Auspices, Elko County Fair. Business, fair. Weather, hot with cool nights. Pay gate, 10 cents.

Show enjoyed fair business here. The race meet was the piece de resistance for the showfolk. Frank Forrest and Ted LeFors were among winners. Jack Schaller Attractions, under direction of Mrs. Virginia Schaller and George Ball, furnished the grand-stand attractions. Schaller kiddies, known as Hollywood Trio, were popular. Fair Association, thru its general secretary, Hayden Henderson Jr., co-operated in every way. Free attractions, Mario and LeFors and May Collier, clicked here. Lucille King played host at a dinner party at Town House to Haines Sisters, Ted and Marie LeFors, Ted and Margie Corey, Mr. and Mrs. Dunne, Mike Herman, Virginia Schaller, George Ball and the writer. Jean Casper ran Martin Glabb a race for top honors on the ball games. Mrs. Ed Gold joined her husband here. Ted and Marie LeFors entertained in honor of Virginia Schaller and George Ball at the Mayor Hotel. Only thing to mar engagement were the constant duststorms which came up hourly, making many of the showfolks ill. Sunday, Governor's Day, saw Governor Tasker Obbie and his staff on the grounds. Senator McClaren was the governor's guest. Showfolk gathered nightly in the near-by night clubs where keno was the favorite recreation and again Frank Forrest was lady luck's favorite. Pa and Ma Slover's popcorn stand enjoyed a good week here while their cookhouse, under Mr. and Mrs. Lloyd Hole's management, did fair. Mr. and Mrs. E. Buell joined with photo gallery, and the Zimmerman Family, with a pony ride. Lu Verne Raymond has recovered from his recent illness. Mrs. Bunny Holt was ill for several days but recovered. Mike Herman added another concession. Anato Hayes drew heavily at Frank Forrest's Ten-in-One. **WALTON DE PELLATON.**

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

Early Gates Light At K. C. Jubilesta

KANSAS CITY, Mo., Sept. 24.—Kansas City Jubilesta, third annual, will close tomorrow night in Municipal Auditorium after nine days and nights with vaude, radio and movie stars. Early attendance was disappointing, 25,000 attending on the first two days. Last year the first two days attracted 24,700 and 34,900 with little difference in weather. Rudy Vallee and company moved in today to close the show, following Jimmy Dorsey and his band, who proved popular as feature of the "battle of bands and rhythm radio."

With Music Hall of the auditorium dark, officials depended upon a midget show, produced by Frank D. (Doc) Shean in the Little Theater; main arena shows, where the stars perform, and Exhibition Hall downstairs, which has a variety bill, including Swanson Brothers, Lottie Meyer's Disappearing Water Ballet; Ross, Pierre and Schuster; Nelson's Boxing Cats and other acts. A cool reception was given most of the acts. Patronage of the three auditorium shows not only (See EARLY GATES on page 55)

Acts, Midway Attractions Booked for Cranberry Fete

WISCONSIN RAPIDS, Wis., Sept. 24.—Over 10,000 tickets were sold in advance of the third annual Wisconsin Cranberry Harvest Festival, sponsored by the Junior Chamber of Commerce here on September 16-18, officials report.

Rides and shows of Skerbeck Amusement Co. were booked, in addition to several shows and Frank Baldrige, balloon ascensions; Fun on the Farm; Tracy Andrews, clown juggler and trick rider; a roller-skating act, concessions, the annual Indian numbers and Bernie Young's Orchestra to play the Harvest Ball on September 16, when the Cranberry Queen was crowned from among 10 girls who handled advance ticket sale.

Over 5,000 members of The Tribune's boy and girl clubs were invited to attend on Saturday, Secretary Hawkins Day, and Governor LaFollette was to speak that night. There were to be a parade, prize contests and auto give-away.

Indiana Post Nets \$800; Acts, Rides Draw Crowds

KNOX, Ind., Sept. 24.—Successful annual four-day street fair sponsored by the American Legion Post and ending here on September 3 made a profit of about \$800 to be used for Legion activities, reports Everett G. White, manager. Attendance was big.

Free acts obtained by advertising in The Billboard and booked thru Metropolitan Booking Agency were Marvella (Lester Lake), magic, sand painting and burned alive; Smiley and Co., clowns, and Bobby Jeanne Bernhardt and Co., shot from a cannon and adagio.

On the midway J. C. Weer's Ferris Wheel, Tilt-a-Whirl, Merry-Go-Round and Kiddie Ride, managed by Roy Weer, did good business, and there were concessions. Event was advertised in the press and by dodgers and window and bumper cards.

Club Has Harvest Festival

WHITEVILLE, Tenn., Sept. 24.—Sponsored by the Civic Club, 12th annual six-day Harvest Festival here drew big crowds, closing on September 3 with a substantial profit, said Frank Blalock, president. Harry R. Whitefield was general manager. Liberty National Shows, here for the second year, had 3 rides, 3 shows and 20 concessions. Free acts were Bob and Mandy, comics; the Human Spider and dancers. There were horse, baby, live-stock, farm and home shows, mule races, ball games and dancing to Colie Stoltz's Orchestra, with Frances Davis, vocalist.

Dallas Home Show Has Acts

DALLAS, Sept. 24.—National Home Show, sponsored by the Real Estate Board here on September 5-10, drew 27,000, reports Tom Cruikshank, secretary. Edwin N. Williams, Federal Property Co., directed a vaude show which included Hal Silver, wire walker; Nelsons; Arthur Law; Wingos, adagio; Wilsons, comedy; Parker Brothers, hand balancing; Fred and Hilda, skaters, and Fanchon & Marco unit, Stars of Tomorrow. There were 82 booths and government displays.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

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



LABOR DAY PICNIC of Leavenworth (Kan.) Central Trades and Labor Council, in charge of L. B. (Doc) Holtkamp, former owner of a carnival and Georgia Smart Set Minstrels and now operating an inn there, was attended by notable orators: Left to right: L. B. Holtkamp; Frank J. Ryan, secretary of state; Congressman W. P. Lamberison; Mayor Jack Miller, Leavenworth; Senator Ben F. Andres, who was emcee, and Jay Parker, assistant State's attorney. The speakers expressed friendship for the outdoor show world and praised Doc Holtkamp on the show presented.

Lions Clear Big Sum for Charity

ROLLA, Mo., Sept. 24.—About \$2,200, to be used for civic and charitable purposes, was cleared at the third annual Lions' Club Carnival here on September 7-10, reports A. L. Johns, secretary. Fidler's Merry-Go-Round, Kiddie ride and Ridee-O and 22 concessions were on the midway and there was an auto give-away.

Event was advertised with posters and booster trips.

Pioneer Days Has Midway

WAVERLY, Ia., Sept. 24.—Rain and cold curtailed attendance at the Pioneer Days Celebration sponsored by the Chamber of Commerce here on September 16 and 17, reports W. S. Hayes, secretary. Jack Clifford's Ferris Wheel and Merry-Go-Round were on the midway, and King Beal's Revue and Captain Eldridge, sand painter, were free acts. Concessions were Bob Robinson, corn game; Joe Meyers, palmistry, penny pitch, ball and mouse games; H. S. Parks, scales; Charles Guifey, plaster; Clark, snow ice; Burton, photo gallery and ball game; Morgan and Knudsen, pop corn; Ritz, Jack and Ora Suckles, grind stores, and Bully Alm, game. Event was advertised with decorations and relics in store windows.

Amery Starts Fund for Hall

AMERY, Wis., Sept. 24.—Staged concurrently with the Fall Festival, the carnival sponsored by the American Legion Post here on September 8-13 resulted in profit of \$101, funds to go toward purchase of a meeting hall, reports Paul F. Bortel. Event, originally scheduled for four days, was extended due to rain on the first two days. Bremer Tri-State Attractions, with 5 rides, 4 shows and 17 concessions, were on the midway, and there were prize contests and farm exhibits. Sponsor advertised in the press and with auto tags, street banner and bills.

SOUTHERN STATES Shows have been contracted as midway feature at the six-day Lake City (Fla.) Slush Pine Forest and Farm Festival, sponsored by Columbia County Resources, Inc., and Slush Pine Forestry Association, officials report. There will be forest, farm and manufacturers' exhibits and a queen contest.

Shows, Acts at Fruit Expo

SANTA CLARA, Calif., Sept. 24.—Featured at the recent seven-day non-profit Santa Clara Valley Prune and Apricot Exposition staged to stimulate interest in the fruit industry were Clark's Greater Shows and a line-up of acts, including Ruth Magden, whistler; Cy Perkins, comedian; Larson and Rogers, balancers; Les and Poppy Frederickson, song and dance comedy team; Babe LaNeal Trio, casting, and Babe McDonald, pianist, booked thru Worldwide Theatrical Agency. There were also WPA and farm machinery exhibits.

Shorts

RITA AND DUNN, high wire, played Ooshen (Ind.) American Legion Street Fair, September 22-24, and are booked for Jackson (O.) Apple Festival and Bradford (O.) Pumpkin Show.

TEXAS Loughorn Shows have been booked for fourth annual three-day East Texas Yamboree, sponsored by the Chamber of Commerce in Gilmer as a (See SHORTS on page 55)

Wanted Circus Acts of All Kinds for ARABIA TEMPLE SHRINE CIRCUS

HOUSTON, TEXAS

NOVEMBER 21 THROUGH NOVEMBER 26

(Six Days)

Write and state lowest.

REV. J. W. E. AIREY, Director

Post Office Box 7135,

Houston, Texas.

LAST CALL--WAUKEGAN, ILL. Fall Festival & Agr. Fair ON DOWNTOWN STREETS, OCT. 1st TO 7th

CAN USE legitimate Grind Stores, Ball Games, Hoop-La, Acrobats, Photo Culture, American Palmistry (No Gypsies), Crab Joints, Juice, Scales, Fish Pond, Shooting Gallery, Whip Striker, String Game. Must work for merchandise, no buy-backs. Bingo, Blankets, Gum and Bacon, Popcorn, Spill Milk sold. Few choice locations left. All space cash on the line when located. Deposit required. Address WAUKEGAN FALL FESTIVAL COMMITTEE, Waukegan, Ill.

Ohio Legion Street Fair Has a Four-Block Midway

COLUMBIANA, O., Sept. 24.—Recent two-day 53d annual Street Fair sponsored by the American Legion Post here attracted crowds, but there was less spending than in former years, concessioners said. Domestic and agricultural displays were stressed. There were merchants' exhibits, and Legion Auxiliary sponsored a radio talent show. George Furney was manager and Leo Sponseller treasurer.

On a four-block midway were R. H. Wade's Eli Wheel, Merry-Go-Round, Loop-o-Plane, Kiddie ride and Chair-plane, in charge of Harry Detrick; Larimore's 11 stores, Charles Martin's cook-house and grab stands, Greenwald's athletic show, Chief Clearwater's Wild West, Tex Chandler's pit show, Hawkins' pop corn and peanuts, Wagner's Penny Arcade and Kelley Toner's photos and scales.

JOSEPH P. SCHAD'S Congress of Dare-Devils, featuring LeRoy Schad, played Moulton (Ia.) Jamboree on September 15-17 and were booked for a three-day Pulaski (Ia.) Celebration.

WANTED

Show Boat or Dance Boat for Mammoth Celebration, October 5 to 15. Wire or phone C. W. DICKINSON, Board of Trade, Brownsville, Pa.

WANTED CONCESSIONS

FOR AMERICAN LEGION FALL FESTIVAL PARIS, MO., WEEK OCTOBER 10. L. K. POOL, Secy., Festival Committee.

CARNIVAL WANTED

Lewiston Graded School OCTOBER 24 TO 26. JOHN B. BOND, Pres., Lewiston, N. C.

WANTED BIRD and ANIMAL ACTS

FOR THE FUR, FIN & FEATHER FASHION SHOW Stevens Hotel, Chicago, November 23 to 24. Address O. C. LIGHTNER, Director, 2810 S. Michigan, Chicago.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and News Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No All Less Than \$25.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

ORCHESTRATIONS — WE SHIP PROMPTLY.
Our prices are the lowest. Write for full bulletin. **SONG SHOP**, 36 E. Fifth, Cincinnati, Ohio. ocl22

SONGWRITERS — MELODY COMPOSED TO
your words. \$1.00. Thoro lyric composing course, \$1.00. **FRANK BITTIG**, 215 Mason Theatre, Los Angeles, Calif.

AGENTS AND DISTRIBUTORS WANTED

AGENTS - DISTRIBUTORS — TO MAIL SAMPLE
Herbs and Literature in their territory. Establish profitable trade. Samples and particulars free. **KENDALL COMPANY**, 155B Lake St., Elmira, N. Y. ocl

AGENTS—300% PROFIT SELLING GOLD LEAF
Letters for store windows. Free samples. **METALLIC CO.**, 439 North Clark, Chicago. x

AGENTS—LITTLE BEAUTY SOCIAL SECURITY
Plates. Looks like million. Two sample plates 25c postpaid. **ROUTI**, 221 Frost, Rochester, N. Y. ocl22

ATTENTION, SUBSCRIPTION SALESPEOPLE—
If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. x

CHRISTMAS CARDS—CAN YOU SELL QUALITY?
America's finest assortment. Big profits. Write for samples. **ROBINSON CARDS**, 410, Orange, Clinton, Mass. x

COSTS 2c—SELLS 25c. FAST SELLING NECESSITY
for agents, crews, demonstrators. Sample 10c. Details free. **LINNEL**, Box 1963-9, Cleveland, O. tnx

CHRISTMAS CARDS — SELL 50 ASSORTED
Folders, name imprinted, \$1.00. Cost you 50c. Samples free. No investment. **DUNBAR**, New Brunswick, N. J. x

EXPERIENCED SUBSCRIPTION MEN WANTED
—Rural work exclusively. Attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. ocl8

FREE—\$2.00 FOUNTAIN PEN AND PENCIL
Set. Sell 20 25c Needle Book at 10c each, \$2.00; 20 Needle Threaders sent to you free of charge, at 5c each will net you \$1.00; Pen and Pencil Set value, \$2.00; total, \$5.00. Send only \$2.00 money order. **GLENDU**, Box 286, Reedsburg, Wis.

GIVE GIANT SIZE SOAP CHIPS—BOX WASH-
ing Tablets with 50c Pint Pine Cough Syrup. Make up to \$25 weekly. Sample deal 50c postpaid. **MIDWEST DRUG CO.**, Columbus, O. oclx

LORD'S PRAYER, TEN COMMANDMENTS ON
a Penny—Corded. Sells on sight; \$4.50 gross. Samples 50c dozen. **PERKINS**, 1104 Lawrence, Chicago.

NEW ARTICLE — 20,000 SOLD IN MINNE-
apolis. Costs 7c. Sells for 25c. Send for free circulars. **MODERN MFG. CO.**, 2341 N. Thomas Ave., Minneapolis, Minn. oclx

NEW INVENTION — TURNS AUTO HEAD-
lamps into amber foglights. Snaps on. Inexpensive. Sensational seller. Samples sent on trial. Rush name. **KRISTIE** 132, Akron, O. x

PERFUMED CROSSES—NEW, FAST CHRISTMAS
Sellers. Also Perfumed Christmas Cards. Sensational. Particulars free. **MISSION CO.**, 2528W Pico, Los Angeles, Calif. no26x

PROCESS SIGNS—4-COLOR, 7x11, SELL FAST
at 15c. Cost \$3.50 per 100. List and sample 10c. Also Xmas and Sacred Motifs. **JOHNSON SIGN SERVICE**, Morristown, Tenn. x

SELL BY MAIL—FORMULAS, BOOKS, PIC-
tures, Novelties. Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Weills St., Chicago. tnx

"SUR-KNOT"—SENSATIONAL NEW TIE AC-
cessory. Sells on sight. Retail 15c. Each on display card. Rush dime for sample and price list. **SCOTT-GRAFF CO.**, 302 Main—South San Antonio, Tex.

WHERE TO BUY AT WHOLESALE 500,000
Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. oclx

107 WAYS TO MAKE MONEY IN HOME OR
office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. ocl29x

ANIMALS, BIRDS AND PETS

ALLIGATORS — 8 LARGE, HARMLESS AS-
sorted Snakes for Show, \$10.00. Price List. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala, Fla. ocl

ALLIGATOR SHOWS—ALL SIZES, 7 FT., 5 FT.,
4 Ft., four 18 inch; all for \$25.00. **ROSS ALLEN**, Silver Springs, Fla. ocl5

ANIMALS, SNAKES, IGUANAS, GILA MON-
sters, Monkeys, Parrots, Parakeets and Macaws for Pets and Shows. Lists free. **SNAKE KING**, Brownsville, Tex. no12

BLUE ALASKAN FOXES—PAIR \$100.00; GIB-
bon, \$50.00; Tame, Trained Giant Rhesus, \$35.00; Female Chimpanzee, \$250.00; Pair Trained Cub Bears, \$50.00. **FRANK LAMB**, 5792 Iroquois, Detroit, Mich.

DENS — LARGE KINGSNAKES, CHICKENS,
Bulls, Cottonmouths, Racers, etc., \$10.00; Porcupines and Ground Hogs, \$5.00 each. **ELLISON MITCHELL**, St. Stephen, S. C.

LIVE FLORIDA BABY ALLIGATORS — HARM-
less. Attraction for window display. Ideal birthday gift. Boys go wild about them. Post-paid \$1.50. **MAGIC NOVELTY SHOP**, Orlando, Fla.

PLENTY SNAKES — ARMADILLOS, IGUANAS,
Gilas, Dragons, Alligators, Chameleons, Monkeys, Prairie Dogs, Coati-mundis, Peccaries, Guinea Pigs, Rats, Mice, Parrots, Parakeets, Guinea Baboons, Kinkajous, Agoutis. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. ocl

SNOOKUM BEARS, \$14.95; SPIDER MONKEYS,
\$19.95; Donkey Colts, \$17.45; Armadillos, \$1.95; Coyote Cubs, \$6.85; Wild Cats, \$7.50; Jabalinas, \$12.45; Gila Monsters, \$3.75; Prairie Dogs, \$2.00; Snakes, dems, \$5.00; \$10.00; \$25.00; Chinese Dragons, \$7.00; Black Iguanas, \$3.00; Rhesus Monkeys, \$15.00; Green Yellow Sheel Parakeets, \$3.00 pair; \$15.00 dozen. **UNIVERSAL PRODUCTS**, Laredo, Tex. x

THREE-LEGGED CALF—NORMAL, ACTIVE AND
good health. Born October 12, 1937, and raised on my farm. **ROBERT BROWN**, Casey, Ill.

BUSINESS OPPORTUNITIES

"DUTCH HOLLAND" HAMBURGERS - HOT-
Dogs—Satisfies Nation's Appetite. Gold mine. Taverns, restaurants, roadstands, etc. Quick particulars stamp. **DAVIS**, Box 1484-B, Clarkburg, W. Va.

EVERY MOTORIST NEEDS AUTO ANTI-
Freeze—Easily made for approximately 20c gallon. Sell \$1.50 gallon. Get ready now. Formula \$1.00. **THOMAS SALES**, Box 656, Detroit, Mich. ocl8

FOR LEASE — FINE SKATING RINK FLOOR.
Prosperous community, no competition, plenty business. **O. C. EVANS**, Mt. Sterling, Ky. ocl

LARGE, VALUABLE COLLECTION OF IDEAS—
Formulas 50c. Anyone can build up a profitable business. **OLSEN**, 1551 Southeast Powell, Portland, Ore.

MEN—ARE YOU HANDY WITH THE HANDS?
If so I can show you how to make your time pay you \$1.00 per hour or more. Free information. **CUSTER**, Box 1765, Fall River, Mass. x

PITCHMEN! DEMONSTRATORS! — CLEAN UP
with "Hypnotized" Pencils. Arises from hand, apparently hypnotized. Nine, \$1.00 delivered. Sample 25c. **PAT'S**, 116 N. Liberty, Baltimore, Md.

PITCHMENT SOLICITORS! — MAKE EXTRA
money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

SALE OR LEASE—FAMOUS MOULIN ROUGE
Nite Club. Fully equipped. Bargain. Money-making opportunity. **MOULIN ROUGE**, Box 1283, Tampa, Fla.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN—EXCELLENT CONDITION NO-
vety Games. Bally Zephyrs, \$24.50; Bull's Eye, \$19.50; Airways, \$19.50; Genco Silver Flash, \$18.50. One-third deposit with order. **STAR SALES COMPANY**, Valdosta, Ga.

A HIT — BINGO, THE 1c COUNTER SKILL
Game. Legal everywhere. Price \$17.50. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. ocl8

ATTENTION—WANT TO BUY ROTARY MER-
chandisers. Give serial numbers, lowest cash price. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla. ocl5

AAA-1 BARGAINS — 1938 BALLY SKILL
Fields, \$79.50; 1938 Kentucky Club, \$125.00; 1937 Red Head Track Time, \$95.00; 1937 Red Head Skill Times, \$105.00; Tanforan, \$39.50; Dark Horse, \$39.50; Rosemont, \$24.00; Bally Favorite, \$29.50; Fast Track, \$19.50; Fairgrounds, \$55.00; Prakesness, \$23.50; Bally Reserve, \$34.50; Auroran, Speed, \$15.00; Boo Hoo, \$7.50; Genco Football, Stoner Races, \$10.00. Every game in perfect order. Write for used list. **MARKEPP COMPANY**, Cleveland, O. x

AAA-1 BARGAINS — PACES RACES, \$75.00!
Prakesness, \$24.50; Classic, \$20.00; Pamco Patoka, \$10.00; Golden Wheel, \$20.00; Pamco Parley, \$10.00; Multiple, \$10.00; Hialeah, \$10.00; Gold Award, \$7.50; Skipper, \$7.50; Turr Champ, \$17.50; Mad Cap, \$5.00; Daytona, \$12.50; Short Sox, \$5.00; Bumper, \$5.00. **THE MARKEPP COMPANY**, Cincinnati, O.

AAA-1 FACTORY RECONDITIONED BARGAINS
—Late style 1937 Tracktimes, \$120.00; 1938 Tracktimes, \$170.00; either with skill device no extra charge. We buy and sell, immediate delivery. All Tracktimes, Handicappers; Winning Tickets, Triple Entry, Multi-Free Racers. **W. E. KEENEY MFG. CO.**, 2611 Indiana Ave., Chicago.

ADVANCE 4-COLUMN CIGARETTE, \$12.50;
Master Novelty, \$3.50; 1c Ideal Peanut, \$3.00; 1c Cigarette, \$7.50; Stop and Shop, \$8.00. One-half deposit. **AMCO**, 350 Mulberry, Newark, N. J.

BARGAINS IN 100 BATTERY TYPE NOVELTY
and Pay Tables—War Eagles, sample, \$27.50; lots of five, \$24.50 each. **COLEMAN NOVELTY**, Rockford, Ill.

BARGAINS—JENNINGS CHIEFS, FIRST-CLASS
condition, nickel, dime and quarter play, \$29.50 each; half-dollar play, \$47.50 each; Watling Rotators, nickel, dime, quarter play, \$19.50 each. One-third deposit with order. **STAR SALES COMPANY**, Valdosta, Ga.

CLEARANCE OF GUARANTEED USED GAMES
—Bumper, Daval Baseball, Scoreboard, East and West, \$6.50; Batter Up, Running Wild, Crossline, Mystic, Skooky, Chico Derby, \$9.50; Turr Kings, Sensation, Stoner's Races, Great Guns, \$14.50; Stormy, \$17.50; Bobs, Sluuger, Hare and Hound, \$24.50; Rocket, \$20.00; Sunshine Baseball, Sunshine Derby, Tycoon, \$9.50; Carom, \$15.00; Derby Day, \$27.50. Reference Bradstreet. **WESTERN SPECIALTY COMPANY**, 1206 Farnam, Omaha, Neb. x

CLOSE-OUT SALE ON RECONDITIONED MA-
chines—Paces Races, black cabinets, 20 or 30 payout odds, 5c or 25c play, \$10.00 each; Evans Console Dominoes, Bang-Tails, Rollette, Jr., 5c play, \$100.00 each; one machine free with an order of ten machines; Pamco Deluxe, \$32.50; Grub Stakes, \$12.50; Carom, \$17.50; Bally Derby, \$17.50; Ducks, \$17.50; Chico Derby, \$12.50; Double Tracks, \$42.50; Running Wild, \$17.50; Dural Race, \$1.50; Gent-A-Pace, with registers, \$10.00; A. B. T. Model F Targets, with registers, \$20.00; Grotchen Gingers, \$15.00; with base, \$17.50; Grotchen Sparks, \$23.50; Deuces Wild, \$20.00; Callie Cadeet Slots, 10c and 25c play, like new, \$25.00. One-third deposit with order, balance C. O. D. **AMERICAN MACHINE SALES CO.**, 605 E. Commerce St., San Antonio, Tex. x

COUNTER GAMES—STEEPLE CHASES, BALLY'S,
Chicago Club Houses, Reel 21s, Official Sweepstakes, 21 Venders, Reel Dice, Reel Spots, Radio Wizards, Jr. Flying Reel, Perry's Antich, Senator, cigar, Reels, Elect. Sambo, Fortuna Dice, \$5.00 each. Half deposit. **CLEVELAND COIN**, 2336 Prospect, Cleveland, O.

DC 110 VOLT PHONOGRAPH—NO. 2 REG-
ular Rock-Ola, good condition, \$79.50. **MARC-COIN**, 1211 E. Third, Dayton, O.

FOLLOWING EQUIPMENT OFFERED FOR IM-
mediate delivery: One-third deposit with order, balance C. O. D. Prices F. O. B. Miami. All equipment guaranteed to be in perfect mechanical condition and having the appearance of new merchandise. 8 Beam Lite, \$12.50 each; 6 Chico Derby, \$4.50 each; 14 Dux, \$10.00 each; 1 Electric "21", \$3.50; 1 Hare and Hound, \$17.50; 5 Long Beach, \$10.00 each; 2 Mars, \$10.00 each; 1 Outboard, \$3.50; 16 Stoner Races (redundant to positive payout of 50 per cent), \$10.00 each; 1 Stormy, \$8.50; 5 Soled, \$6.00 each; 2 Tracktimes, \$13.50 each; 1 Fairgrounds, \$45.00; 3 Golden Wheel, \$12.50 each; 1 Rio, \$40.00; 1 Reel Spot, \$5.00; 2 Skill Draw, \$10.00 each; 1 Turr Time, \$7.50; 9 Bell Slide, \$8.50 each; 1 Columbia Vender, \$35.00; 2 Dial Vender, \$35.00 each; 5 Dixie Domino, \$6.50 each; 36 Deuces Wild, \$15.00 each; 3 Hill Wheel, \$6.00 each. An additional 10% discount will be granted for any order of five or more games. 77 A. B. T. Penny Targets, late silent model "F", \$12.50 each net. **SOUTH FLORIDA AMUSEMENT CO.**, 329 W. Flagler, Miami, Fla. x

FOR SALE — POPMATIC, PERFECT CONDI-
tion, 10 late 1937 models, \$47.50 each; 6 like new late 1937 models, \$77.50 each; 2 late models, \$109.50 each. **KALAMAZOO COIN MACHINE SALES CO.**, 826 Mills St., Kalamazoo, Mich.

GAYTIME, SWING, SNAPPY, JUNGLE, \$32.50
each; Bambino, \$37.50; Fiesta, Chico Naga, \$44.50 each; Grand Slam, \$55.00; Reserve, \$35.00; Treasure, \$19.50; Hare-Hound, \$14.50; Dux, \$14.50; Mars, \$19.50; Electric Scoreboard, \$3.00; Bumper, \$7.50; Home Stretch, \$7.50; Genco Football, \$10.00; Hi-Lo, \$39.50; Galloping Dominoes, \$75.00; Carnival, Great Guns, \$10.00 each; Turr Champs, \$25.00; Vane Slot Derby Day, \$45.00; Track Time, Red Head, \$125.00; World Series, \$125.00; Hi Ball, \$49.50; 120 Pack Advance Cigarette Machines, \$19.50; Hoops, \$19.50; Reel Spots, Reel Races, Reel Dice, Reel 21, \$4.50 each; Penny Packs, \$7.50; Slot Machines, \$10.00 up; Zephyr, \$9.50; Sparks, \$24.50; Q. T.'s, \$35.00 each. **LEHIGH SPECIALTY CO.**, 2nd and Green Sts., Philadelphia, Pa. x

GOODBODY'S BARGAIN LIST IS WAITING
for You. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. ocl

GUM MACHINES—25 STEWART & MCGUIRE
Late Hexagon Models, like new, \$10.00 each; entire lot, \$225.00. One-third deposit with order. **STAR SALES COMPANY**, Valdosta, Ga. x

MILLS EAGLE FRONT ESCALATORS, \$22.50
each; nickel and dime only; Mills Goose-neck, \$8.50; dime and quarter only. One-third deposit, balance collect. **BUSINESS STIMULATORS**, 4912 E. Washington St., Indianapolis, Ind. ocl

ONE-BALL AUTOMATICS — BALLY ENTRY,
\$45.00; Mills Big Race, \$49.00; Flasher, \$44.50; Derby Day, Miss America, High Cards with Clocks, \$15.00; without Clocks, \$13.00; Flicker, Daily Races, \$10.00 each; Polo Finish Golden, \$10.00 each; Top Em, Pamco Patoka Sr. Air Races, \$15.00; Center Smash, Carom, Prevue, Phantom, \$12.00; Prakesness, \$22.00; Bally Derby, Sunshine Derby, Bally Baseball, All Stars, Hialeah, Jumbo, Ten Stripes, Prospector, Pearl Harbor, \$5.00 each. Half deposit. **CLEVELAND COIN**, 2336-B Prospect, Cleveland, O. x

ROUTE MAN—ALL AROUND. WANTS STEADY
job. Have car. Good experience. **JOHN STENGELE**, 5568 Palm St., St. Louis, Mo. ocl

SACRIFICE — 75 BOWLING GAMES, IN A-1
shape. Rockaballs, Bowlettes, Bally Roll, Rola Scores, Magic Rots, Bumper Bowling, Wurflitzer Skeel Balls. **GRAND NATIONAL**, 2300 Armitage, Chicago, Ill. ocl8

SACRIFICE — 8 A.B.T. BIG GAME HUNTER
Target Skills with Gum Venders, like new, \$9.00 each; \$70.00 for all. Half deposit. **C. T. ANDERS**, 539 E. 112 St., Chicago. x

SIX BUMPERS AT \$6.00; THREE SKOOKIES,
one Running Wild, two Batter Ups at \$7.50; one Tournament, one Big Joy, \$10.00; Stoner Skill Derby, \$85.00; Shoot the Moon (ticket) like new, \$75.00; Dewey Jr., like new, \$85.00; Need World Series. **H. E. LOESACK**, 141 Elizabeth St., Wichita, Kan.

SNACKS—PERFECT CONDITION, WILL SELL
for cash or trade for Scales or Phonographs. **W. & L. SERVICE**, 1168 Germantown St., Dayton, O.

SPECIAL—2 MILL RIOS, USED ONLY THREE
weeks, \$40.00 each; 8 Exhibit's Play Ball, used two weeks, \$35.00 each; Mills Kounter Kings, \$3.00; Genco's Magic, Roll Bowling Game, \$20.00; Davall's Track Rials, \$6.00 each; Red Dogs, \$6.00 each; Daily Races Jr., \$7.00 each. **NEW ORLEANS NOVELTY CO.**, 238 Dryades St., New Orleans, La. x

SPECIAL CLOSE-OUT SALE—24 RECORD WUR-
flitzers, like new, \$225.00, 1/3 deposit. **J. M. CALDWELL**, Box 673, Pecos, Tex.

TEN COMPLETELY REBUILT EVANS GALLOP-
ing Dominoes and Rolletos — Nickel play, perfect condition, \$125.00 each. **BOX C-611**, care Billboard, Cincinnati, O.

THIRTY WATLING ROL-A-TOP BELLS AND
Treasures—Late serials, used two months, nickel, dime and quarter play. Rol-A-Top, \$45.00; Treasures, \$30.00. Also some Bill Fronts, Q's and Futurities. **BOX C-632**, Billboard, Cincinnati, O.

U-POP-IT POP CORN MACHINES—OPERATOR
leaving territory. Have fifteen like new, make an offer for one or all. **JUBERT G. MALOUF CO.**, Niagara Falls, N. Y.

USED PHONOGRAPH RECORDS — IN GOOD
playing condition, \$2.35 per 100. Cash with order. **MISSOURI TAVERN SUPPLY**, 421 Walnut, Springfield, Mo. ocl

WANT PHONOGRAPHS—ADVISE QUANTITY,
model. Pay cash. Also have large ready pin games. Write for price list. **CANADA AMUSEMENT MACHINE EXCHANGE**, 3333 Lasalle Blvd., Verdun, P. Q., Canada. no19x

WANTED—USED JERGENS LOTION DISPEN-
sers. Give quantity and lowest price. Give details. **NATIONAL SPECIALTY CO.**, 203 S. Dearborn St., Chicago. x

WANTED — PENNY PACKS, TRACK TIME,
Derby Days, Blue Fronts (Single or Double Jackpots), Cherry Bells, Melon Bells, O. T. Gingers, Columbus, Zephyrs, Sparks, Zetas, Reserves, Target Skills, Grip Testers. Quota lowest price and condition. **W. B. NOVELTY CO.**, 3800 N. Grand, St. Louis, Mo.

WANTED—CHICAGO METAL SAFES, DOUBLE and single; also Safe Stands for Chiefs and the Fronts. **TRI-STATE NOVELTY CO.**, 1114 Johnson St., Portsmouth, O.

WURLITZER 412 PHONOGRAPH, \$72.00— Terms 1/3 cash. **C. M. MAHON**, Atlantic Ave., Point Pleasant Beach, N. J.

BALL GUM, FACTORY FRESH, 11c BOX: Tab. Stick, Midget Chicks, every Vending Cam. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. oc22x

RAY-O-LIGHT GUNS, EXHIBIT, A-1 SHAPE, \$20.00 apiece; \$50.00 the lot; 8 5-Column Candy Machines, small models, \$8.00 apiece; \$50.00 the lot; 2 Electric Shockers, \$5.00 apiece; 1 Deluxe Pool Table, cost \$263.00, only \$120.00. One-third cash, balance C. O. D. **ACK MAASKANT**, 801 13th Ave., Fulton, Ill.

AWAY GRIPPERS, \$6.95, LIKE NEW; ELEC- tric Shock Machines, \$6.95; 50 Peanut Venders. **JOHN E. TRAGER**, 227 S. W. Parkway, Louisville, Ky.

SENIOR 3 JUNIOR KEENEY BOWLETTES, \$29.00 each; 3 X-Ray Pokers, \$25.00. Crates \$5.00 extra. Half deposit. **CLEVELAND COIN**, 2336 Prospect, Cleveland, O.

COLUMN GORETTA; 4 COLUMN STEWART McGuire Cigarette Machines, A-1 condition, \$1.95 each; eight for \$100.00. Half deposit. **CLEVELAND COIN**, 2336 Prospect, Cleveland, Ohio.

BALLY RESERVES, LATEST MODEL, \$32.50; with state tax, \$40.00; 6 Superior Race Horse Machines, \$25.00; 1 5c Superior (auto-reat) Cigarette Machine, \$50.00. One-third deposit, balance C. O. D. **MILAM MUSIC CO.**, Cameron, Tex.

ABT TARGETTES—LATEST MODELS MOST- ly with meters, \$13.95 each; 1 Bally Ranger, \$25.00; 10 Cottlieb Triples, 15 Single Grip Machines like new, \$8.50 each. Half deposit. **CLEVELAND COIN**, 2336 Prospect, Cleveland, Ohio.

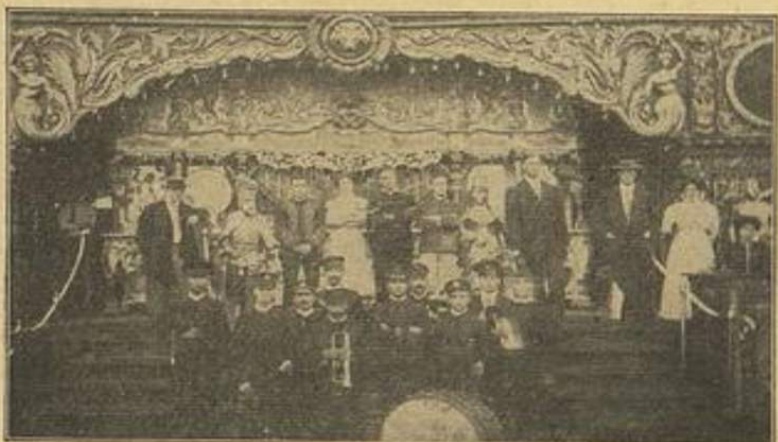
WURLITZER P-12 AUTOMATIC PHONO- graphs—In A-1 condition, now on locations, reasonable. **AUTOMATICS**, 2696 W. Flagler St., Miami, Fla.

HERSHEY BAR VENDERS, \$10.00 EACH; or \$350.00 for all. Hold 70 bars. Used four months. **HOY WELCH**, 616 E. Center, Marion, Ohio.

MUTOSCOPE MACHINES FOR SALE— Mrs. W. F. KELLY, 6117 S. Sacramento Ave., Chicago, Ill.

DIFFERENT KIND VENDING MACHINES— Always something different. Write for our price list. **RAKE**, 5438 Woodland Ave., Philadelphia, Pa.

Show Family Album



PERSONNEL of King Edward Trained Wild Animal Show in King Edward Park, Montreal, season of 1912. On the front are Harry Bentum, general agent, now manager of Bench Bentum's Diving Sensations; Herr Bertino, Mlle. Flora, Capt. Charles Martin and Bert DeRenzo, animal trainers; Carl Turnquist, superintendent; B. H. Patrick, general manager, and Mrs. Patrick. Mrs. Turnquist is in the ticket box. Joe Cicardo's Band is in front. The organ was a \$25,000 Gaviola, imported by Louis Berni. Last year the Turnquists operated a pony arcade with World of Mirth Shows. Patrick lives in Upper Darby, Pa., and is Philadelphia outdoor representative for The Billboard. DeRenzo was killed by a lion in New Orleans in the fall of 1912.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

COSTUMES, UNIFORMS, WARDROBE

UNSORTED BUNDLES—ODDS AND ENDS, \$1.00. Costumes, Evening Gowns, Shoes, Bally Capes, Hats. Bargains. **CONLEY**, 310 W. 47th, New York.

SPRUS COSTUMES—SECOND HAND, GOOD condition, 50c to \$2.00 each. Money back not satisfied. **THEATRICAL EQUIPMENT CO.**, 3433 Carnegie Ave., Cleveland, O.

BEAUTIFUL CYKE — \$25.00; ORCHESTRA Coats, jackets, \$2.00; Minstral Suits, Cellulose Hulas, Radio, Ros, Orientals, Chinese Costumes. **WALLACE**, 2416 N. Halsted, Chicago.

TRIMMINGS CO.—ALL VARIETIES Trimmings, Fringes, Marabou, Sequins by yard. Send return envelope for prices, samples. 80 Bridge, Brooklyn, N. Y.

UNIFORMS—NEW YORK NATIONAL GUARD, West Point Cadets. Excellent condition. Low price. Any quantity. **TAVETIAN**, 61 Rogers St., New York.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Largest catalog, free. Special prices. **LEADERS LABORATORY**, Chemists, BH-1142 Riverside, Chicago. tfnx

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for Fast Sellers. **H-BELFORT**, 4042 Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE PORTABLES, ALL- Electric, Long-Eakins Rotary, Kettles, Carafilm Equipment, Burners, Tanks, Repairs. **BIRTHSIDE CO.**, 1528 19th, Des Moines, Ia. no19x

CORN MACHINES—CRISPETTE, CARMEL- crisp, Cheezekist, French Toast, Potato Chip Machines. **LONG-EAKINS CO.**, 1976 High St., Springfield, O. de3x

FOR SALE—SECOND-HAND SHOW PROPERTY

HEADLESS WOMAN ILLUSION, CRIMINAL Wax Figures, Two-Headed Baby, Girl in Fish-bowl, Unborn Shows. **UNIVERSAL**, 3238 S. Ave, Chicago.

HALLROOM AND NITE CLUB LIGHTING Effects—Crystal Showers, Spotlights, Motor-driven Color Wheels. **NEWTON**, 253 W. 14th St., New York.

TWELVE-CAR PORTABLE WHIP—GOOD condition and running order. Used this season. Good reason for selling. Cheap for cash. **P. O. BOX 344**, Sunbury, Pa.

HELP WANTED

ADVANCE AGENT—FOR MAGICIAN AND IL- lusionist. Theaters, night clubs, schools. Must have car. **BEN BERGER**, 1528 Morrison St., Madison, Wis.

AGENT WITH CAR—BOOK ZURNI, THE Magician & Co., Inc. Schools, Twenty per cent. **ZURNI**, Magician, 633 Harris St., Harrisburg, Pa.

EXPERIENCED WILD CAT CONTRACTING Agent—Capable complete promotion exclusive all talking Passion Play. Greatest production of kind, costing three-quarters million. Special tie in all denominations. Territory Middle West, South. Only first caliber men considered. Percentage only. **BOX C-651**, Billboard, Cincinnati.

FEMALE IMPERSONATORS—WOULD LIKE TO hear from those who worked for Blackie before. **RED DRAGON**, 3542 Olive St., St. Louis, Mo.

HAMMOND ORGAN PLAYER—HIGH CLASS cafe and cocktail lounge. Must play swing dance music. Salary \$35.00 week. **WM. VURPILLART**, Hermosa Beach, Calif.

WANT TROMBONE MAN—YOUNG, SOBER. Hams lay off. **ROGER GRAHAM**, Magnus Hotel, Cedar Rapids, Ia.

WANTED — ORGANIZED DANCE BANDS. Must be union, reliable. For work in Texas, Oklahoma. Winter season. Write **SOUTH-WESTERN ORCHESTRA SERVICE**, Sterling, Colo.

WANTED — DANCE MUSICIANS, ALL IN- struments. **RAY KEYES**, Albert Lea, Minn.

WANTED — MIDDLE MAN. CATCH FULL Twisters Three High for the Picchiani Group. **JAMES PICCHIANI**, Simon Agency, 1270 6th Ave., New York.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic. Spirit Effects, Horoscopes, Buddha and 1939 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 148 illustrated page catalogue, 30c. **NELSON ENTERPRISES**, 188 South Third, Columbus, O. oc15

BARGAINS, MAGIC — FULL LINE BOUGHT, sold, exchanged. Write what have or want. **H. E. POWERS**, 3 Birch Apts., Charleston, W. Va. x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. oc29x

PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy and Marionettes. **PINXY**, 1261 N. Wells, Chicago, Ill. Illustrated folder free. oc29

MAGICAL CARDS, TRICK DICE, INKS, DAUBS. Books, Jokes and Novelties. Write immediately for free literature. **VINE, HILL & CO.**, Box 35, Dept. BB, Swanton, O.

MISCELLANEOUS

FORTY ACRE FARM AND COMPLETELY furnished House—Everything for housekeeping and gardening. Fences, wagon, etc. Sacrifice eighteen hundred dollars cash. Free range, no fuel bills, no taxes. Write Owner, **DR. FOREST**, Box 171, Jesup, Ga. x

M. P. ACCESSORIES & FILMS

ATTENTION, ROADSHOWS—WE HAVE THE best in Medicals, Westerns, Actions, etc. Prices are right. **MOORE BROS. EXCHANGE**, Portsmouth, O.

BIG FALL SALE—TALKIES, REDUCED PRICES on Westerns, Features, Roadshow Attractions. Sound Projector bargains. We trade. **BUSSA FILM EXCHANGE**, Friendship, O.

LATE TALKIE PROGRAM RENTED — TWO nights, \$7.50; week, \$15.00; Serials, \$3.00 chapter; Talkie, Silent Projectors. **SIMPSON**, 1275 S. Broadway, Dayton, O.

MOVIE ROAD SHOW BARGAINS — 35MM. Sound Portable, complete limited quantities DeVry, Weber and Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$189.50 up. Special bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATER SUPPLY CORP.**, 1600-B Broadway, New York, N. Y. oc15x

"TIM MCCOY" AND "MACK BROWN"—FIRST class prints, \$60.00 each. Also other bargains. **JACK'S FILMS**, 1327 Chapel Rd., Dayton, O.

WHEN IN THE MARKET FOR THEATRE Equipment, Road Show Portable Projectors and Films drop us a line. **WESTERN FEATURE FILMS**, 1018 S. Wabash Ave., Chicago. oc1

WESTERNS, SERIALS, ROADSHOWS, TALKIES, Silents for sale or rent. Buy Silents. Projectors for sale. **LONE STAR FILM COMPANY**, Dallas, Tex.

35 MIL. SOUND ON FILM—WESTERNS, AC- tions, Drama, Sex, Gangsters. List. **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. oc1

MUSICAL INSTRUMENTS, ACCESSORIES

WANT—DEAGAN XYLOPHORIMBA. MUST BE IN perfect condition and priced right. **E. C. DELONG**, Dade City, Fla.

PHOTO SUPPLIES AND DEVELOPING

ALL 4 FOR 10c OPERATORS—SURE WE HAVE the new Super Speed Paper; also full length Cameras. Write for reduced prices on Machines and Supplies. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. oc1

REGULAR \$275.00 STRIP PHOTO OUTFIT — Makes 4 for dime, also 3 for quarter size photos, \$125.00 complete. **HASSAN**, Box 971, Parkersburg, W. Va. oc15

ROLLS DEVELOPED — TWO PRINTS EACH and Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. oc15x

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, 4922-A, Lincoln, Chicago. oc29x

SELL BUSINESS CARDS, \$1.50 THOUSAND— Business Stationery, Xmas Cards, Calendars, Book Matches, Advertising Tapes, Paper Towels, Pencils, Salesbooks, Rubber Stamps, Tags, Menu Covers. Free sales portfolio. 35% commission daily. Money making specials. **WILLENS**, 2130 Gladys, Dept. BQ, Chicago. x

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI- val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL S. STUDIO**, 3544 North Halsted, Chicago. oc1

BEST CARNIVAL AND SIDE-SHOW BANNERS on earth. Positively no disappointments. **NIEMAN STUDIOS, Inc.**, 1236 S. Halsted St., Chicago, Ill. oc8

TENTS—SECOND-HAND

SIDEWALL BARGAINS — 7.68 OZ. DRILL, hand roped, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent bargains. **KERR COMPANY**, 1954 Grand Ave., Chicago. oc22

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$25.00. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

200 (14x22) 6-PLY WINDOW CARDS, \$6.00. Your copy, 35 words. Date changes, 25c each. **DOC ANGEL**, Ex-Trouper, Leavittsburg, Ohio.

WANTED TO BUY

ELECTRIC LIGHT PLANT — FIFTEEN TO Twenty-five K.W.; Caterpillar or similar Ride, State particulars. **WILLIAM COREY**, Trail, B. C., Can.

WANT TO BUY—MUSICAL COMEDY TO USE in small towns. Three acts. Want exclusive rights. Write **L. BELDING**, Pinewaste, Fla.

WANTED—MUSIC MACHINE ROUTE — WILL pay cash or will invest \$10,000.00 in some other good business. **R. L. LENZI**, Broadway Inn, Leechburg, Pa.

WANTED—150 PAIRS USED CHICAGO ROLLER Skates. State price and size. Write **J. P. POGERA**, Port Carbon, Pa.

WANTED—A KEY CHECK STAMPING OUTFIT. **EDDIE POTTS**, 1209 Baltimore St., Mobile, Ala.

At Liberty Advertisements

So WORD, CASH (First Line Large Black Type) 2c WORD, CASH (First Line in Name Black Type), 1c WORD, CASH (Small Type), (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT — 20 years' experience. Can write and book any attraction anywhere in the United States or Canada. Close contractor. Salary reliable. **BOX 833**, Billboard, Chicago.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

MORE MERCHANDISE ON MIDWAYS

Concessioners, Bingo Ops End Outdoor Season With Big Takes

More merchandise used as fair execs ban cash awards—liberal pass-outs please record-breaking crowds—bingo big at Midwestern events

CHICAGO, Sept. 24.—With one fair after another breaking attendance records throughout the Midwest, concessioners and bingo operators are winding up their outdoor activities in a blaze of glory. One significant note is the number of concessioners sticking strictly to merchandise awards. Considerably more of the men are depending solely on merchandise flash and appeal to bring in the dough. Seasoned observers opine that this condition is a natural outgrowth of nation-wide opposition that has arisen against the cash prize menace, noticeably in bingo operations. The growth of the use of merchandise awards has also been stimulated by action of many fair secretaries and concession committees in permitting only merchandise games to appear on their midways. In the past several types of cash games have been such a source of complaint to fair execs that they have been banned. Several secretaries of large fairs in the East have followed such a policy for years and the move is rapidly spreading among State and county events.

That the general public is in sympathy with the broader merchandise method is indicated not only by the size of crowds attending, but also by their spending habits. Bumper crops have given attending farmers enough cash to make this fair season a good one. While it might not go down as the best season in history, still general play at concession and bingo stands has been up to par, heightened no doubt by liberal prize passouts.

Bingo ops certainly have no cause for complaint. The wave of popularity this game has enjoyed in metropolitan centers in the Midwest has sufficiently whetted the interest of rural folks to boost attendance at bingo games on fairgrounds to new highs. Crowds thronged the layouts at Iowa State Fair, Des Moines; Wisconsin State Fair, Milwaukee; Indiana State Fair, Indianapolis, and Minnesota State Fair, Minneapolis. All games at these fairs featured merchandise awards. In biggest demand, of course, are every-day practical items such as lamps, clocks, electrical appliances, blankets and smoking stands. Flash items, such as stuffed animals, boomerangs, flapper and vent dolls and novelty lamps, are also coming in for their share of requests.

Bingo Strong

as the candid camera, which has also been a fine producer. It may be an item which derives its appeal from its usefulness or entertainment value. For example, an electric juice extractor or a radio. Or it may be an item which has appeal because it is radically different from anything that has been on the market before. In other words, it may be almost anything that can fit into the price limitation of the deal itself. An experienced operator develops a sixth sense in selecting merchandise. Whether his selections are right or wrong are confirmed only when the deal is tested on location.

How To Secure Locations

The best way to secure locations is thru cold canvassing. This is entirely up to the placement man, who may be the operator or someone working for the operator. He must be a tireless worker, a discriminate judge of locations and a good cold-turkey seller. We discussed this subject at length last week. In

(See DEALS on page 54)

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

The salesboard business is an extremely fascinating business and a profitable one, too, to those who know the ropes. There is nothing humdrum or dry about it and every day brings new and interesting experiences and quick returns when the operator is fortunate enough to get a click item. Methods used in distributing merchandise by means of the salesboard are simple and easy to learn and the newcomer to the business can start making money immediately even while in the process of learning. However, what you don't know is always a mystery and this business is no exception. A man from Kentucky writes:

"In the last few months I have become a regular reader of *The Billboard* and a salesboard enthusiast. Maybe it's the native in me, but I don't like punching a clock and saying 'yes, sir,' to the boss. Therefore I would like to break into the salesboard field.

"After reading *The Billboard* you seem to be the logical person to ask for advice. I would like to have your opinion as to what kind of boards and merchandise best catch the eyes of the public. What are some of the best methods of securing locations? Do dealers prefer to work on a percentage basis or buy boards outright? What per cent do dealers usually receive? If you will answer the above questions and any others of importance I will be very thankful to you."

Type of Card Now Popular

In the past two years the trend has been away from big deals. The average take is less than \$20 and in many cases less than \$10. Operators have found that since money is not as loose as it used to be a deal with a large spread takes too long to turn over and is therefore unprofitable. For that reason the small salesboard with 75 holes or less is now most popular with the boys.

What Merchandise To Use

There is no set rule in judging merchandise. John Public will go for anything that has the flash and appeal to whet his appetite. It may be an item for which consumer demand has been created thru extensive national advertising. For example, there is the electric dry shaver which has been such a fine producer on a card. It may be an item which fits in with a seasonal craze, such

BINGO BUSINESS

By JOHN CARY

ATTENTION, JOBBERS! Letters from prospective bingo operators continue to come daily asking us where they may purchase equipment. For instance, here's one from Henry G. Faust, New Orleans:

"Dear Mr. Cary:
"I am contemplating opening a bingo game this fall. I would like to know where I may purchase necessary equipment, such as amplifiers, number boards and everything necessary to make a good showing.

"I want to run my bingo game here in the city and next spring join some carnival with the game."

SEVERAL WEEKS AGO we published similar letters from others interested in operating bingo games. Many letters we have answered personally. It seems to us that jobbers carrying bingo equipment are passing up a fine opportunity to get business by failing to keep their names before readers of *The Billboard* more consistently than they do.

"The local post of Veterans of Foreign War wishes to modernize its bingo equipment and desires a large ball cage, set of balls (99) and an electric eye to magnify same.

"As we have been unable to contact a

Dry Shaver Price Cuts Boost Sales

NEW YORK, Sept. 24.—Price cuts announced by manufacturers of electric shavers during the past month have resulted in a widespread sales spurt, it is reported by advertising agencies handling the accounts.

Packard reports its plant working at capacity since cutting the price of its Roto and Lektro shavers 33 1/3 to 50 per cent. The Lektro is going stronger—outselling the Roto two to one, it is said.

While no definite figures were forthcoming relative to Shick sales, the reaction to the price cut was reported as extremely favorable, with sales going up steadily.

dealer handling these articles, I am writing you for information. We would consider a second-hand outfit if in good condition.

"We derive much benefit from the bingo page in *The Billboard*."

ANOTHER LETTER from Norman E. POWLER bears out our contention still more strongly. Fowler writes:

"Dear Mr. Cary:

NEXT WEEK we will present a special game idea by one of bingo's outstanding men, Daniel E. Shea, chairman of the Hartford (Conn.) Knights of Columbus bingo committee. We suggest you watch for it. It will be worth your close study.

Popular 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.

New Hot-Dog Stand

A hot-dog stand that weighs three pounds and which can be carried under the arm like a shoebox is the new product offered to the concession field by Whitechurch Mfg. Co. Firm maintains that old-time equipment consisting of hot plates, steamers and hot-water kettles is obsolete. They state that all one needs today is a basket of buns, a pot of mustard, two ounces of salt water and one of their cookers with the paratorelectro unit which can be plugged in on a c. circuits. Firm claims that the steam pressure increases the sizzle of some franks as much as 50 per cent.

Initialed Wheel Spinner

A new, practical and novel item that is said to be selling fast is the personalized auto steering wheel spinner now being marketed by the Elgin Metal Novelty Co. The spinner is furnished with initials of the owner and clips onto the steering wheel wherever desired. The company also has a gear-shift knob, likewise personalized, and the two numbers are said to be going exceptionally well because of their novelty and low price.

Paper Novelties

A new line of paper novelties consisting of Tyrolean hats, folding houses and animals is being offered by Autocard Mfg. Co. Hats are colorful reproductions

of popular European styles. Firm is licensed by the World's Fair to make paper novelties, it reports, and has prepared a full line of hats featuring the rayon and perisphere in official orange and blue hues. Hats can be imprinted. Other designs include Indian war bonnets, overseas cap styles and others.

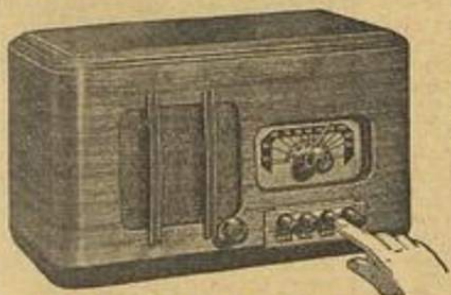
Muffler Patch

Automobile workers will be interested in Pits-All Muffler Patch recently introduced by Matchless Products Co. It is an all-year seller suitable for new and used car dealers, garages and filling stations, the firm announces. It is made of metal and has an asbestos lining with extra flap for large mufflers. Each muffler patch contains two long bolts with nuts for fastening. The item is a new design that draws up tight and does not rattle. Firm will mail circular upon request.

Popeye Punchin' Bag

The Popeye Punchin' Bag is the latest novelty for prize and premium use to come from the Anderson Rubber Co. Set consists of a nine-inch diameter balloon containing rumba noise-making seeds with a long rubber band and wooden stick, all in a transparent envelope. A message may be imprinted on the balloon or on the envelope, it is said. The Anderson company has announced that it has acquired the rights to Popeye and other Thimble Theatre

FIRST TIME AT THIS PRICE



PUSH — BUTTON 1939 RADIO

FOR the first time the luxury of AUTOMATIC tuning is available in a LOW PRICED radio of unquestionable quality. Tunes any 4 stations by merely pressing a button. It's the newest radio for 1939 and the biggest value!

\$954
LOTS OF 3

SAMPLE \$9.94

Order a sample of this new 1939 model now on money-back basis. One year guarantee. \$2.00 deposit required, balance C. O. D. Write for NEW 1939 CATALOG.

THE BEST BUY OF 1939

5 tube AC-DC equipped with full size dynamic speaker and Litz wound coils. Gets police calls and standard broadcasts. Beautiful walnut cabinet. 12 1/2 x 8 x 6 1/4 in.

SILVER MANUFACTURING CO., Inc.

2868 ELSTON AVE. Dept. B-137 CHICAGO, ILL.

NEW RADIO TYME CLOCK

Amazing! Double-Duty! Turns Switches "ON-OFF"! A \$10.00 Value!

A remarkable new premium item that's going like a house on fire! Plenty of flash! Everybody buys! IN ADDITION to being an accurate time-piece, it will automatically switch "on" or "off" a radio, refrigerator, lights or any electrical appliance at whatever time desired. Beautiful modern design. Goldface. Mexican marble finish. Choice of 3 colors. Don't pass this! Wire or write . . .

Your Special Price

\$265
EA.

EVANS NOVELTY CO., 946 Diversey Blvd., Chicago

WHITE PEARL PEN & PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card.

Includes: NEW REFLECTOR STUDENT DESK LAMP—Exceptional Value. Each Only 95c Postage. Premiums, Sales Boards, Electric Clocks, Perfumes, Nations, Lotions, Blades, Soap, Extracts, Carded Goods, Biletins Merchandise. Wagmen, Pitchmen, Home, Office Canvasers and Premium Workers, Get Free Catalog Listing Money-Making Items.

BIG MONEY-MAKER! BUTCHER KNIVES!

Approved by "Good Housekeeping"—Carbon Steel, Heavy Sharp Edge Blade, 2 Inches, Polished Cocobolo Handle, 3 Rivets, 4 Dots. \$2.00 (add postage)

CHAMPION SPECIALTY CO. 814-N CENTRAL ST., KANSAS CITY, MO.



PACKARD LECTRO SHAVER

Lots of 6, Each . . . \$4.50

SAMPLE, EACH \$5.00

The Electric Shaver with a national reputation. Round cutting edge for all types of beards. ORDER TODAY.

ROHDE-SPENCER CO.

223-225 W. Madison St., Chicago.

LATEST STYLE FUR COATS

Genuine Fur Coats, all types, all sizes. Pie'd Seal, Swager or Semi-Piled Models. Finest quality. A-1 workmanship. Excellent prizes for bingo and salesboard operators. Rush your orders today for immediate delivery. Lowest prices in fur history. C. O. D.

M. SEIDEL & SON 243 W. 30th St., New York, N. Y.

characters for balloons, and the punchin' bag is the first number to be brought out featuring the Popeye characters.

Football Novelties

Epstein Novelty Co. reports it has added a special department in quarters apart from its regular headquarters for distributing football game specialties. This firm claims it has been fortunate to get importations of certain badge findings well in advance, which has placed it in a position to display a complete line. Jack Epstein, in charge of this type of merchandise during the football season, states that many new badge novelties will appear and indications are that this season will top anything in this line.

Safety Grater

At a time when demonstrators are crying for something new, up pops a household necessity that should sell like hot cakes, according to manufacturers. The Universal Sales Corp. markets the item and claims that it's the only safe grater on the market, being circular in form so that it can be quickly and conveniently manipulated without the slightest chance of the operator coming in contact with the five slicing surfaces. Another added feature, the firm states, is that it can be placed on top of a bowl or cooking utensil, which is not only more practical but keeps grated food intact, thus preventing waste. The company reports that the quantity price on the item is so low that demonstrators will have a real opportunity to make money.

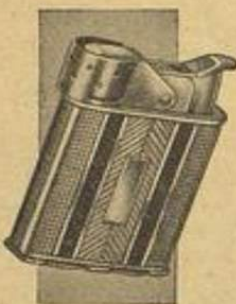


Transparent Aprons

A new kind of apron made of transparent fabric which is said to shed water like a duck's back has been placed on the market by the Invisatex Co. Altho direct sellers have enjoyed tremendous success with the item in the short-time

WHEN YOU CAN BUY THE BEST FOR LESS --- WHY NOT?

Evans accessories are recognized as mechanically right, authentically styled and jewelry finished. What's more—they are moderately priced due to volume production and modern equipment. Illustrated below are a few items most suitable as prizes or premium merchandise—articles that have proven consumer acceptance.

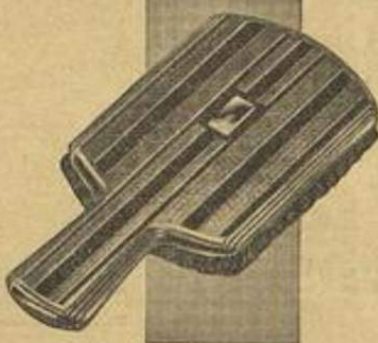


Evans Windguard Pocket Lighter — an item recognized as the best in its field with windshield, ample fuel capacity and automatic action.

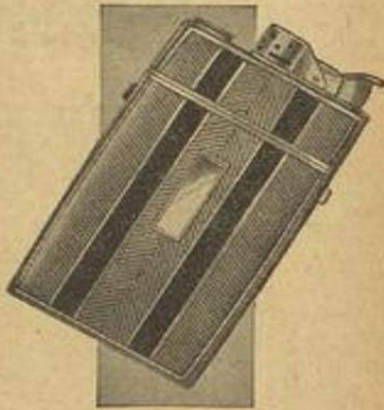
Here's a ladies' item—a loose powder compact, fitted with leak-proof powder compartment, large mirror and watch with French enamel top and golden bronze finish—an article with instant appeal.



A man's Automatic Comb and Brush Combination. Stiff bristles with comb fitting into the handle which automatically releases by pressing button. A novel and useful man's number.



Combination Cigarette Case and Lighter with Windguard. This will hold nearly a full pack and the lighter has an extra large capacity. This number is popular with both men and women.



• See Your Wholesaler •

EVANS CASE CO.

North Attleboro Massachusetts

ELGIN & WALTHAM

Wrist Watches \$2.70

FREE Money-Making Watch and Diamond Catalog.

NORMAN ROSEN WHOLESALE JEWELER 801 SANBORN ST., PHILADELPHIA, PA.

ACT NOW! THIS IS IT!

"ELECTRIC PENDULUM CLOCK"

SWING
MODEL



Write or
Wire for
Special Quantity
Prices.

Guaranteed—One Year. Stands 13 1/2 inches high, exquisitely designed in bronze with handsome face and sweep second hand. Operates on 110 AC.

TERMS—1/3 with order, balance C. O. D.

WRITE — WIRE

G. B. NOVELTY MFG. COMPANY

1551 SO. KEDZIE AVE.

CHICAGO, ILL.



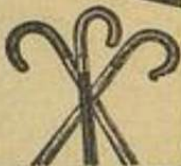
- Beacoms
- Blankets
- Glassware
- Celluloid
- Dolls
- Cans — Whips
- Chromium Goods

Featuring As Always The Newest
NOVELTIES & CONCESSION
MERCHANDISE

Big Stocks!
No Delays!



- Electrical Appliances
- Stuffed Animals
- Luggage
- Balloons
- Charms and Slum



Send for
Your Free Copy
Of Our NEW 1938
GENERAL CATALOG.
"Everything That's New At Lowest Prices!"

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



Carnival Novelties

New Stock—
Just Arrived

BB1 Men's Toy Wrist Watches, 1 in. Box	Gr. \$3.75	BB8 High Hat Fur Monks, 8 in.	Gr. \$0.75
BB2 Gillette Style Blue Blades	Per 1000 9.00	BB7 Play Wiggy, Comp., 8 1/4 in. Doz.	1.25
BB3 Flying Birds, Outside White	Gr. 1.85	BB9 Cell. Doll, 7 in., with Flame Dress	Gr. 8.50
BB4 Flying Birds, Inside White	Gr. 2.35	BB0 Swaggar Sticks, 58 in.	Gr. 5.50
BB5 High Hat Fur Monks, 8 1/4 in.	Gr. 3.50	BB10 China Head Swaggar Sticks	Gr. 6.75
		BB11 Jap. Cig. Cases	Gr. 4.50
		BB12 Beach Bomber Balloons, No. 8	Gr. 1.15
		BB13 Carnival Print Balloons	Gr. 2.35
		BB14 Spiral Balloons, 45 in.	Gr. 3.50

1938 CATALOG NOW READY. WRITE FOR YOUR COPY.
25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

LEVIN BROS.

TERRE HAUTE,
IND.

SPECIAL CARNIVAL BULLETIN JUST RELEASED. HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.
MIDWEST MERCHANDISE CO.
10TH & BROADWAY. KANSAS CITY, MO.

It has been out, it seems destined to become even more popular as a premium and prize article, the company says. Light in weight, the aprons need never be washed or ironed. They are kept clean by wiping with a damp cloth, the firm states. Come in red, green, blue, yellow and crystal shades.

Auto Gadget

A new gadget that fits over the overflow pipe in the automobile radiator to stop loss of anti-freeze is being marketed by the New Way Products Co. Firm states that its product will make one filling of anti-freeze last all winter, since it minimizes evaporation. Opens instantly, however, in case a faulty motor builds up excessive pressure, it is claimed. Firm reports that the gadget is easy to install and that it will not rust or wear out. Number is said to be offered at a low price and should be a natural for pitchmen, streetmen and direct sellers.

American-Made Charms

Karl Guggenheim, Inc., is marketing a line of lucky charms that are an innovation in this type of merchandise. To date most charms have been imported. The new charms are made of a patented composition called Catalan. The charms come in numerous colors and at present the assortment consists of 25 numbers. It is predicted that this line will find favor with the trade, as there is strong demand for American-made merchandise of this type.

DEALS

(Continued from page 52)

placing a deal the main idea is to show your item to a prospect before showing him the card or mentioning the deal; excite his interest in the item and then knock him over by telling him how he can obtain the item without cost to himself.

How Deals Are Placed

Most cards are not placed with dealers or storekeepers but with individuals who may work out the deal among their friends in an office, factory or elsewhere. Most deals give away two major awards and perhaps three or four consolation awards, the latter being inexpensive. The individual working the card for the operator receives one of the major awards for his efforts and the other major award is given to the person who selects the winning name or number under the seal on the card. The operator's profit is the difference between what the deal takes in and the cost of merchandise distributed. If the operator works with a crew of men who do the actual placing, the operator's net profit is the difference between what the deal takes in and the cost of the merchandise distributed plus commissions paid placement men on each deal completed.

In some instances an operator will work up a deal and sell the deal complete with merchandise and card to a storekeeper for a flat price. The storekeeper then really becomes an operator himself and keeps the entire take. The operator made his profit on the original sale.

This is by no means a complete picture of the salesboard business. But it should give newcomers a fairly good foundation on which to get started.

P. Brooks reports an encouraging response to his Zito Dog Picture announcements. Despite the fact that there was some confusion as to whether it was necessary to take over a State franchise or whether the cartoons could be purchased in small lots, both distributors and small lot buyers are both doing well, according to Brooks. The public is going for Zito creations because they are clever and funny and a good laugh comes in handy these days.

There is an exception to every rule and a fur coat deal may be the exception to the general trend of working a deal with a take less than \$20. One of the fur coat manufacturers is considering making up such a deal and from the reaction he has already had he feels quite optimistic. He produces inexpensive coats and is contemplating a deal which will give away two coats on a \$50 take and leave a substantial margin of profit for the operator. Here is an item which is in big demand at this time of the year and which certainly has appeal for women. There is a good chance that such a deal will go over despite the comparatively large take.

HAPPY LANDING.

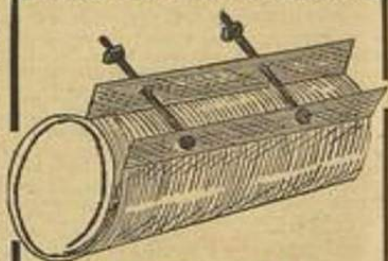
FLEETWOOD ELECTRIC SHAVER
\$1.25 ea.
SAMPLE \$1.50 POSTPAID.

Get in on the quick easy profits with electric shavers. Here is the shaver that will open up a big new field. Beautiful molded case with latest design dual edge cutter. Guaranteed to give clean shave. For operation on 110 V. A. C. only. Each individually boxed. Order No. 2361 now and be first with the latest. 2362—Packard Lektro Shavers. Nationally advertised at \$15.00. Now at new low price. Each \$5.00. Six or more, each \$4.50.

WRITE — WIRE TODAY.
25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 383, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

NEW & DIFFERENT



FITS-ALL MUFFLER PATCH

WRITE FOR OUR
3 WAY SALES PLAN

All-year seller to new and used car dealers, garages and filling stations.

Get your sample now. Send 50c to cover postage, packing and handling.

MATCHLESS PRODUCTS CO.
102 Flatbush Ave., Brooklyn, N.Y.



SPECIAL VALUES

ELGIN or WALTHAM

O Size—7 Jewel, Engraved Case, With Engraved Leather Strap. Individually Boxed. No. 8, lots of 5, Each \$3.00

Same—15 Jewel, in lots of 5, Each \$3.75

50c Extra for Samples. Send for Free Catalog.

25% Deposit. Balance C. O. D. 105 Canal St.

KANE WATCH CO. New York, N. Y.

THINGS MEXICAN

Everything from Mexico in Our New York Stock. No. 5210—Decorated Clay Sombres. Ash Tray \$1.00. No. 70—Decorated Clay Pig Bank. \$1.00. FROM

Fred Leighton's Mexican Imports
129 Fifth Ave., New York City.

FUR COATS

Here's a typical example: Fed's Seal, dyed Ostrich, genuine **FUR COAT**, Swaggar or Fitted Style. All sizes, Tremendous bargain at \$9.00. Smash values in all other furs, styles and sizes from \$50.00 up.

Great bet for salesboard and bingo ops. Send for Free Price List.

ROEBLING FUR SHOP 118 W. 27 St. New York, N. Y.

ELGIN & WALTHAM \$2.75

RENEWED GUARANTEED Wrist Watches

Wholesale Jeweler Since 1914.

We Offer You Wonderful Values At Record-Breaking Prices.

Send for Free Catalog. 25% Deposit. Balance C. O. D.

LOUIS PERLOFF, 729 Walnut St., Philadelphia, Pa.

No extra charge for Sample Watch, 7 Jewel New Case, New Leather Strap.

NOTES from SUPPLY HOUSES

Harry Daahew, of Dixie Wholesale Co., Inc., writes: "Since getting back to New Orleans I have been so busy I haven't had a chance to breathe. We have a building covering 15,000 square feet and business is so rushing and I am getting so much merchandise in that we are looking for another place of about 35,000 square feet. That will give you an idea of the business we expect to do."

David Jacoby, of Mills Sales Co., and Mrs. Jacoby are holidaying in the White Mountains. During his absence his son, Walter, is in charge of the business and comments in the trade are that he is doing splendidly.

EARLY GATES

is off, but customers are not showing enthusiasm over offerings, although there has been more publicity thru newspapers and radio than at any of three previous events.

Downtown stores report increased business and other establishments are benefiting from the influx of visitors, leading Lincoln G. Dickey, general manager, to the conclusion that Kansas Citians themselves are not patronizing the Jube as they did in 1936-37. Benny Goodman's Band, booked into the Fox Tower Theater for a week, has set a new house record and is unquestionably providing tough competition.

The 1938 show had \$9,000 profit. Last year it lost \$36,264. Current talent budget is below those of other years by at least \$25,000 and most acts were signed direct, William Morris and Rockwell-O'Keefe agencies contributing others. The midjet show, running continuously, is doing well, Manager Shean said. But upstairs in the arena which seats 15,000 crowds are lighter than those of the past. It is understood the event will not be repeated in 1939 unless it proves profitable this week.

SHORTS

simultaneous to the yam industry, reports Gordon Pullian, publicity director.

FEATURED at Perry (Okla.) 44th annual Cherokee Strip Celebration sponsored by the Chamber of Commerce on September 16 were a rodeo, Indian ceremonies and a parade. Greater U. S. Elbows, on streets in the business districts, did good business with 5 rides, 5 shows and 30 concessions, said Marsh B. Woodruff.

NEW LOW PRICES! ELGIN OR FLEETWOOD ELECTRIC DRY SHAVERS \$1.25 EACH. POCKET COMBS—U. S. A. Black, 2.25. CLIP COMBS—U. S. A. Black, Heavy, 2.40. EMPTY COMB DISPLAY CARDS .03. RAZOR BLADES—Double Edge, Blue Steel, 5 to Pkg. 1000, 2.25. RAZOR BLADES—Single Edge, 5 to Pkg. 1000, 4.50. PETROLEUM JELLY—Pure White, No. 2 Size, 12 to Box, Gross, 2.90. 25% Deposit, Balance C. O. D. SEND FOR 1938 CATALOGUE.

BENGOR PRODUCTS CO. 578 BROADWAY, NEW YORK, N. Y.

SQUIRT MAGNIFYING GLASS. New Fast Selling Joke . . . 1.20 Doz. Betty Bubbles (Edwards) . . . 70 " Squirt Pup (from label) . . . 50 " "Not Chewing Gum" Packs . . . 40 " Running & Tumbling Mouse 3.25 " Dooty Monster (H. Jerome) . . . from Box and runs like son of a gun. COMIC MEDALS 12 kinds to suit . . . 1.50 " COMBO DIPLOMAS 50 different . . . 20 " MAGIC RACE GAME CHARTS (6 hours), 50c. HOW TO RAISE A DOG, comic book, 1.25. NEW FOLDERS, American Dealer, 2.00. D. D. Dog, etc. 24 kinds, 1.50 per 100. SEND 20c for 50 assorted samples or our new Catalogue. Ready to ship contains 3,000 JOKES and 100 Trivia. Send 25c and receive copy, we refund price of catalog with your first order. HOROSCOPES \$3.00. 4 Pages—\$11 Size. Per 100. MAGNOTRIX NOV. CORP., 138 Park Row, N. Y.

LETTER LIST

(Continued from page 51)

MAIL ON HAND AT ST. LOUIS OFFICE 300 Arcade Bldg. Parcel Post

Reynolds, K. 13c

Women

- Day, Agnes; Baldwin, Mrs. Bonnie; Brooks, Mrs. Ann; Hochman, Greenabath; Carpenter, Mrs. Eileen; Clay, Mrs. Rose; Cutler, Lillian; Ellis, Madam Rose; Forrester, Mrs. G. E.; Galpin, Anne; Galt, Billie; Grant, Delores; Jones, Eliza; Jones, Louise; King, Harriet; Kowals, Ann; LaRue, Delores; Lopez, Mrs. Riddelle; Leming, Mrs. Leo; Landgren, Mrs. Edith; Noble, Mina Jean; Pike, Mrs. Pat; Thomas, Madame F.; Weaver, Ruth; Shaffer, Mrs. Charles; Blackie; Sims, Mrs. Marie; Stein, Mrs. A. E.; Terrell, Mrs. Bonnie; Thomas, Mrs. J. A.; Timmons, Mrs. Bobbie; Williams, Mrs. Dee; Wilson, Mrs. H. I.; Wilson, Mrs. Myrtle; Woods, Mrs. Rosy; Zwickel, Madame

Men

- Alford, Zeb, Tex; Allman, W. J. (Doc); Anderson, C. D.; Arlen, Jimmie; Sabbitz, Milton; Barlow, Buck; Barlow, Ray; Barnes, Lee E.; Beem, John; Berry, Hubert; Bessler, Bill; Brett, Howard; Brown, Russell; Brunt, John Edwin; Hrym, Ollie; Ruskin, Ernest; Sackett, A. C.; Homougha, John R.; Cook, Jim; Conry, Harry G.; Crossell, Harold W.; Darling, George; D'Orsay, Bert; DeWitt, S. H.; Beak, Edwin; Dulan, Wm.; Donaldson, Bert; Emerson, R. C.; Everett, Wainling; Fowler, Jack A.; Fynn, Frank; Fraser, Owen; Fratke, Art; Freed, H. T.; Geer, Billy; Good, Dode; Grace, Eevonie; Hale, Bill; Harrison, Frank; Harvey, Wm. M.; Hayes, Harold; Johnson, Morris; Hess, Bob; Hooper, Homer; Hudson, Harry A.; Hutchinson, Jesse; Hutton, M. C.; Jones, H. H.; Jones, Jimmie; Jones, Leonard; Kefferty, Frank N.; Kingstee, Leonard; Laird, Marvin; LaPage, Louis; Lake, S. W.; Lore, Thomas; Lucas, Don; Mack & Woods; Conedy Team; Marvin, Glen; McCoy, Red; McGinty, Pat; McGregor, Donald; McPeak, Jackie; Mentzer, Kenneth; Montgomery, Robert; Miller, William W.

Big Profit For You In This Electric Shaver



The Fleetwood \$1.25 Each No. B83J349

Double-Edged Shaving Head. Self-Sharpening, Self-Cleaning. Just plug into 110-volt A. C. Current and it starts itself. Long-life motor. Guaranteed for 1 year. Streamlined black bakelite case. BE SURE TO INCLUDE SHIPPING CHARGES.

Wire Your Orders Now!

We Have a Full Line of Beacon Blankets and Shawls for Immediate Delivery

N. SHURE CO. 200 W. Adams St. CHICAGO

ELGIN & WALTHAM

RENEWED & GUARANTEED \$2.45 EACH WRIST WATCHES. 7 Jewels, New Cases, Leather Straps. Sample Watch at No Extra Charge. Never Under-sold. WHY PAY MORE? Send for Free Catalog.

LOU MALTZ, 125 S. 8th St., PHILA., PA. WHOLESALE JEWELER SINCE 1912.

BINGO GAMES

MADE IN SETS OF 100 TO 1000 CARDS, ALL DIFFERENT, NO TWO ALIKE. PRINTED ON HEAVY EIGHT-PLY STOCK IN TWO COLORS. Complete with Call Sheet and Calling Numbers. PER 100 - \$3.00. Cash With Order - No C. O. D. GEORGE W. BRINK & SON, 1454 Gratiot Ave., Dept. B, Detroit, Mich. (Over Thirty Years In Business)

FREE 1938 Wholesale Catalog

SPORS 4000 MONEY MAKER. Has 200 pages of wide-wide bargains; 4,000 salesman's specialties; selling plans; new creations; outstanding values - at rock-bottom wholesale prices. This catalog is Free. Send for a copy today.

BARGAIN SPECIALS

- No. 2211 Wash Tied \$4.50; 7p 15" Reproduction Pearl Necklaces .25; #224 Quality Face Powder .25; #224 Clip Combs .25; #910 Men's Quality Black Pocket Comb .25; #80 Assorted Charms .50; Small Camera with 2 film .35; Army & Navy Needle Book .25; #145 Cheese #1 Sewing Basket, Doz. 1.00; #101 Green Razor Blades on card .17; Fleetwood Electric Shaver, Each .25; #8 Tris D. E. Blades, 1000 .25; #594 Smooth Sailing S. E. Blades, 100 .25. SPORS CO. 10-38 Erie St., LoCenter, Minn.

Additional Hurricane News

Providence Houses Hit

PROVIDENCE, Sept. 24.—While Providence was being swept by a hurricane Wednesday, Helen Morgan, Ross Wyse Jr. and Charlie Althoff, playing at Faye's, carried on the show. When electric power failed at 5:15 p.m., just as Joseph Spaziano was conducting the theater orchestra in its overture for the supper show, Stage Manager Frank Enos and crew rushed flickering candles to the footlight reflectors. Wyse stepped out into a session of community singing, the orchestra faking an accompaniment. When this bored Miss Morgan proved herself a real trouper, Forsaking her usual piano-top pose, she reclined on the stage floor, Wyse lying in front of her and shining a pocket flashlight into her face. This did la Morgan go thru her repertoire while the wind howled outside. When she had finished her act rising waters in the alley at the stage door had reached a dangerous height and House Manager Sam Kaufman instructed performers, orchestra and audience to seek safety in the theater balcony, where Althoff sat for two hours, the orchestra relieving him at intervals.

to basement equipment but got out easier than other downtown houses. Total theater loss will probably amount to \$300,000 or more in Providence proper, while other towns of State have not yet been contacted regarding theater damage.

Power shutdown made theater operation in Providence impossible from Wednesday afternoon until Thursday night, when one neighborhood house, Liberty, was able to open. Friday afternoon Palace, Park, Uptown and Olympia, in various neighborhoods, were able to resume. Downtown houses will probably not be able to get going until middle of next week, even if power is restored and flood conditions remedied, due to police regulations requiring all persons in center of city to have police passes.

Strand Theater contemplating switching its program bookings to dark Metropolitan Theater while Strand is being refurbished and redecorated.

Amusement parks around the State were all severely damaged by wind and flood. These include Rock Point, Oakland Beach, Island Park and Crescent Park, while Newport Beach at Newport is a shambles of wreckage.

Damage on Jersey Shore

LONG BRANCH, N. J., Sept. 24.—Jersey Shore concessioners were hard hit when the storm lashed this section. Asbury Park's Boardwalk suffered heavy damage and crowds were reduced to a new winter low. Monmouth and Ocean counties bore the brunt, although not a community along the Coast escaped. Boardwalks from Asbury Park south to Bay Head were ripped away, in some instances for a distance of a mile, by waves that witnessed described as between 40 and 50 feet high. With them went portions of (See HURRICANE NEWS on page 57)

BUY DIRECT FROM OUR FACTORY

At Low Prices. We specialize in Chrome Steel Tubular Furniture for Sales Booth, Premium, Bingo Games, Office, Restaurant, Beauty Parlors and the Home. Using only 18 gauge steel with best of chrome finish and upholstered with best grade Leathrette. Write us for free catalog and price list. One-third deposit required with each order. SUPERIOR CHROME MFG. CO., INC. No. 701 SIDE CHAIR \$4.75 Each. 5110 Germantown Ave., Philadelphia, Pa. No. 720 LOUNGE CHAIR \$11.75 Each.

ENGRAVERS JEWELRY IMMEDIATE DELIVERY. ALL HIGHLY POLISHED, GOLD PLATED, CARDED AND CELLOPHANED. BIGGEST ASSORTMENT IN THE COUNTRY. WILL NOT BE UNDERSOLD. QUALITY AND FINISH GUARANTEED. SEND FOR FREE CATALOG. ALFA MFG. CO. SECOND & FILBERT STS., PHILADELPHIA, PA. 25% Deposit With Order, Balance C. O. D.

PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

BILL DEAN . . . who has been working sharpeners in Ohio to fairly good results, pipes that almost all of the boys in that section seem to be getting a little but are still singing the blues.

RED McCOOL . . . is reported to have really gone to town at the recent Wooster (O.) Fair.

MEMORIES: Remember when John McClosky used to ring his cowbell and say to the gathering curious ones: "I didn't call you to dinner, but it's something just as good—the way I look at it. Now here's a—!" John's humor was highly entertaining and he sold 'em plenty from his stock. Those were the good old days.

A. W. KRAMER . . . and wife, of needle fame, who have been off the road for some time, are contemplating returning soon to work darners.

MRS. ROSS ELLJAH . . . clicked to good takes at the recent Kentland (Ind.) Fair with the sheet.

TRIPOD OPININGS: "The proper watchword for every pitchman should be, 'Play to win outlasting favor with the public.'"

SHEET FRATERNITY . . . was represented by Lawson and Murphy, J. V. Bradley and Race Horse Kelley at the recent fair held in Kentland, Ind.

M. MORRELL . . . and W. N. Ferris, who have been working desk pads around Cincinnati, were recent visitors to the Pipes desk. Before coming to the Queen City the boys worked Akron and were pleasantly surprised at the good business done there. From Akron they went to Cleveland but almost starved to death, hence the jump to Cincinnati. They left the Queen City late this week for Memphis, where they will remain until Thanksgiving Day before heading for Houston, where they will again winter.

THE RECENT DEATH of Mrs. James Kelley, wife of James Kelley and well-known pitch woman, marked the consummation of a life well spent in Pitchdom.

CARL H. DAUGHERTY . . . (The Walnut Kid) blew into Cincinnati last week from Detroit. During a visit to the Pipes desk Thursday he intoned that he plans to work polish of his own make at the various factories in the Queen City.

COME ON, YOU SHEETIES . . . pipe in and tell Old Bill how the fairs have been treating you.

HAVE YOU EVER noticed that a blowhard usually will plead the cause of another of his kind, even at the expense of responsible parties?

TYLER WARD . . . clicked with the svengali decks at the recent Great Hartford (Mich.) Fair.

BOB POSEY . . . that the Great Hartford (Mich.) Fair closed September 17, with everyone working the spot getting some folding dough. Among the pitch contingent there, according to Bob, were W. J. Cottfield and Pat English, sheet; H. B. Kennedy, med; B. Hager, corn punk; Mr. and Mrs. George Barry, solder, and Chief Red Eagle, oil and med. Posey adds that Jack Halstead and Al Rice went in to work but didn't stay and that cold weather made it a little rough working outside.

EVERYONE SHOULD be looking forward to his winter's work. What have you lined up?

CLARENCE W. SMITH . . . blasts from Toledo: "Have just returned from Detroit, where I found conditions very tough, with almost all of the shops not working. The Auto Lite plant here makes for a fair pitch, as does the

market. Will leave soon to make several spots in Indiana. Ralph Briggs, who is with me, is working run menders, and I'm working the menders and stick solder."

WHICH OF YOU are among those present in Tennessee?

WARREN LEWIS . . . of the company of auctioneers bearing his name, scribes from Ypsilanti, Mich., that he is having a new truck outfitted to make the fall football games.

AMONG THE PITCH . . . contingent working the Great Stoneboro (Pa.) Fair to good results were Morris Kahntroff, peelers; Nate Golden and Ben B. Gross, jam, and Whistling Harry and Miller, flukum.

WE KNOW OF A NUMBER of places where pitchmen not only have to work like beavers to earn a few paltry dollars for the upkeep of themselves and their loved ones at home, but also are subjected to low-brow remarks on the part of officials who have an altogether too wonderful estimation of themselves and their power of discrimination against human beings.

DOC HALE . . . is clicking with the health books in Memphis, according to reports emanating from that territory.

MORRIS KAHNTROFF . . . from Dallas: "Haven't been able to do any work, as I was confined in Veterans' Hospital here with a poisoned system due to an infected tooth. Feel fine now, however, and made the Great Stoneboro (Pa.) Fair Labor Day to fair business. From Stoneboro I went to Burgettstown, Pa., and then to Baltimore, where my youngest daughter underwent a minor operation. Then I made the long jump here. Stopped off at Memphis, but didn't work the town. I'm about the only pitchman here and I'm handling a side line of peelers and fruit knives. Have been booking department stores and training girls to demonstrate. Will make the Laurel and Meridian (Miss.) fairs and then head toward Atlanta and Florida for the winter. Would like to read pipes from Sam Jones, Johnny Hicks, Salem Bedoni, Bill Sherrick and Al Goldstein."

HOW CUM a lot of you fellows are so quiet these days? Come on now, boys, let's have some short and to-the-point communications.

LEONARD ROSEN . . . and Ozzie Routt, who have been working the Canadian exhibitions, report that they have everything but money and are blowing back to the United States. They add that they would like to read pipes from Eddie Gillespie, Bill Sherrick, Charley Kasker and Louis DeGrau.

"JUST FINISHED . . . working the fair here, which turned out a bloomer due to four days of rain," wiggles Ben Moorehouse from Marshfield, Wis. "It was bad enough to work a bloomer, but my wife broke her arm in three places when she fell down a flight of stairs and is now confined in St. Joseph's Hospital here, where she will remain for about five weeks. When she recovers we will head for Florida. She says she would like to read letters from friends."

THERE IS NO dirtier stunt than to misplace the confidence of one who tries to be a real friend.

FRANK A. LATHAM . . . who recently celebrated his 85th birthday anniversary and who is still operating his Franklyn Remedy Co. in Seattle, pipes that he picked up a recent issue of *The Billboard* but didn't see a familiar name in the Pipes department. He wonders what has become of the old-timers, the real pitchmen of yesteryear, such as Dr. Jim Lighthall, Dr. J. B. Desreshers, J. L. Berry, William H. True,

THEY'RE NEW | **SPRING-O-MATIC** | **THEY SELL**
PLUNGER VAC.
TATTLE-TALE.
INK GAUGE PENS.
PENS • PENCILS • COMBOS
JOHN F. SULLIVAN
 455 Broadway, NEW YORK CITY.

ELGIN & WALTHAM
WRIST WATCHES \$2.95
 In New Cases.

Send for Circular, showing the Biggest Bargains in Jewelery Watches and unbroken Diamonds in the country.
H. SPARBER & CO.
 108 North 7th Street, St. Louis, Mo.

UNDERWOOD

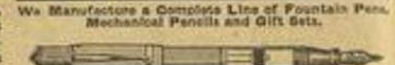


PLUNGERS—Special \$18.00 PER GRO.
 PENS • PENCILS • COMBOS
GRODIN PEN CO., 896 Broadway, New York City.

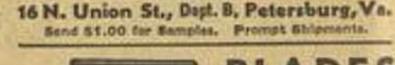
SOCIAL SECURITY PLATES

Size 3 1/2 x 2
 100 Plates, \$ 6.00
 100 Cases, \$5.00
 100 Cases, 4.00
 Sample Plate 1.00
 with Name and Number, 25c.
 Send for Circular,
 911 Duane Street,
 Brooklyn, N. Y.

HART MFG. CO.
 We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.
 Manufacturers Since 1913.
 16 N. Union St., Dept. B, Petersburg, Va.
 Send \$1.00 for Samples. Prompt Shipments.



BLADES
 Buy Direct From the Manufacturers.
 20 Million DREXEL Sold in 1937.
 50 Million Will Be Sold in 1938.
 Send 10c for Samples.

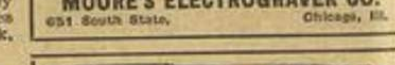
REGENT MFG. CO.
 134 W. 32d Street, NEW YORK CITY.



\$18.00 Per GROSS
for BETTER PLUNGERS
 3 Assorted Samples, Postpaid 50c.
ASSTO PEN MFRS., 187 Lafayette, N. Y.

SOCIAL SECURITY PLATES

\$3.50 per 100
 Sample with Name and Number Engraved, 15c; without Name and Number, 10c.
ELECTRIC
 Engraving Machines, work from Light Socket, Car Battery, or 4 Dry Cells. Send for Literature on Plates and Machines.
MOORE'S ELECTROGRAVER CO.
 651 South State, Chicago, Ill.



YOU WILL MAKE FRIENDS
SELLING OUR MERCHANDISE
 Write us your needs.
ARGO PEN-PENCIL CO., Inc.
 220 Broadway, NEW YORK CITY.

MEDICINE MEN

Write today for new catalogue of Tincture, Oil, Salt, Soap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 127 E. Spring St., Columbus, Ohio.

Veterans Wake Up!

Note removal to larger quarters. 634-toppers are back in line selling our Veterans' Joke Books, Memorabilia—2c to 5c. Sell 10c to 25c. Other reasonable features. Holiday Tables, Patriotic Greeting Cards, Welcome Cards, etc. 2c to 5c. Send 10c for Samples. **VETERANS' SERVICE MAGAZINE**, 169 Duane St., New York City.

ADVERTISE IN THE BILLBOARD
YOU'LL BE SATISFIED WITH RESULTS

OAK-HYTEX
MISKEY MOUSE
BALLOONS

This Fast-Selling Line offers Heads, with inflatable ears, and Toss-ups and "Prints" in various styles and sizes. Made under exclusive license from Walt Disney Enterprises.

Sold by Leading Jobbers
The OAK RUBBER CO. RAVENNA, O.

HEADQUARTERS FOR
SOCIAL SECURITY
PLATES \$ 6.00 per 100
 50.00 per 1000
 CASES \$2.00 & \$4.00 per 100
STAMPING MACHINES \$85.00
ENGRAVING NEEDLES 13.50
HAND DIE SETS (Complete) 5.25

Beautiful 24-Gauge ETCHED BRONZE PLATE. Sets on sight, 25c to \$1.00. Not to be confused with cheaper, lighter BRASS PLATE. Sample 10c. Write for particulars and pictures of everything. Must have 25c deposit with order. Immediate shipment. Same day service.

H. O. STRIKER
 Established 1915.
 7320 Tireman Ave., Detroit, Mich.

New Catalog

Showing Fast-Selling Newest Items in Whitestone and Games Rings, Locks, Goggles, Signal Rings and Jewelry for Engravers. Send \$2.00 for Samples.

OLYMPIC NOVELTY COMPANY
 307 5TH AVE. NEW YORK

BIG PROFITS

Placing Our Silent Salesmen Vending Men's and Ladies' Necessities in Nite Clubs, Restaurants, Gas Stations, Etc.
Money Back Guarantee.
KASCO, 1615 S. Kestner, Chicago, Ill.

ELGIN — WALTHAM & HAMPDEN
WATCHES \$1.75 UP
 In New Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.
5 USED RUNNING POCKET AND WRIST WATCHES
 American and Swiss. Our Assortment at the Special Price of **\$7.50**

B. LOWE Room 1209, Korner Bldg., Chicago, Ill.

If you are looking for a Full Line of Good Cheap Fountain Pens, have a look at "Bankers' Best."
 All sizes. 2 Samples 50c.

JAB. KELLEY, The Fountain Pen King,
 487 8th Ave., N. Y.; CHICAGO, 180 W. Adams St.
 1054 Mission St., San Francisco, Calif.

Every \$1.00 Gets you \$5.00
 Yes, it's real profit. Goodrich Home Workers always have dough and want you tell prospects. Home are made by the Goodrich Co., Est. 1864, they buy with confidence. Pittsburgh, Window Washers, Diapers, write for list 50c. prices. Best season ahead. Sample 10c.

GOODRICH,
 1500 West Madison, Chicago.
 Dept. 80-10,

Paul Grant, Yellowstone Kit (Fred Grant), Dr. Browning, Dr. Sequa, John Richardson, Earl H. Ramsey, Jim Perdon, Billy (Tiger) Pat) Davies, William K. (King) David. Those men, says Latham, were gentlemen and scholars and the big timers of their day. Frank reports that he feels swell.

WHO MADE the Canadian National Exhibition, and how was business?

HAROLD (TOMMY) THOMPSON is still working varnish in Montgomery-Ward's, Gary, Ind., to fair business.

O'KEEFE is working Wisconsin fairs and clicking with transference.

DEAN AND TURNER are reported to be pitching corn punk in Wisconsin territory to good takes.

IF YOU'RE ABLE to smile even tho it hurts you are blessed with one of the most wonderful assets known to man.

FRANK ALLEN pens from Milwaukee that the streets are closed there but that a fellow can work a doorway to a \$10 reader. "Food is cheap," Frank says, "and you can

get a full-course dinner, including dessert, for 15 cents. Police stop all strangers for investigation."

SMITH is reported to be clicking in a Milwaukee chain store with his puppets.

PROF. J. WAGNER and Mickey Lombard are said to be going to town with dream books, horoscopes and lucky charms in a Milwaukee chain store.

MAXIE GELBSTEIN, that he'd advise any of the boys working Pennsylvania to steer clear of Millersburg. He says conditions there are plenty tough.

DON'T BE TOO quick at taking exception to remarks. Quite often they are not sarcasm, but merely meant as humor on the part of those saying them.

IT'S GOOD to see persons like Newt J. Gramar and wife, of abet fame, roll in here right in the middle of a successful season," writes Dad H. Hanlon from Ft. Smith, Ark. "The Gramars came here in a new car and new house trailer and looked prosperous. They worked the Labor Day celebration and cattle market to good business."

WE BELIEVE it was Dusty Rhodes who once said: "No man or anybody is going to give you something for nothing, but make you think so."

HARRY MAIERS former mayor of Park row, comes thru with the following effusion, written while confined to his bed in the Montefiore Hospital, Bronx, New York. "The doctors and nurses are very kind. I'd certainly appreciate reading letters from my friends in the business."

Two Carnivals Sign, AFA Organizer Says

CHICAGO, Sept. 24.—Paul Sanders, organizer for the American Federation of Actors, today informed The Billboard that the Royal American Shows and the Rubin & Cherry Exposition have signed a bargaining agreement with the union. Royal American agreement is for two years and Rubin & Cherry for one year, Sanders stated. Sanders also stated that Beckmann & Gerety Shows, third member of the recent amalgamation, is expected to sign early next week. The Johnny J. Jones Exposition will be visited by Sanders next week.

Jack Mills, AFA organizer, who earlier in the season was concentrating his activities on circuses, has been drafted to assist in organizing carnivals and left Chicago Thursday night to visit Hennies Bros.' Shows at Knoxville, Tenn.

Wires were sent by The Billboard Sunday morning, September 25, to Carl J. Seidmayr and Elmer C. Velare, of Royal

American Shows, at Birmingham, Ala., and Rubin Gruber, of Rubin & Cherry Exposition, at Meridian, Miss., for confirmation, but no replies had been received up to Monday noon, press time.

Maurice Miller Is Injured

CINCINNATI, Sept. 26.—Maurice Miller, son of Mr. and Mrs. Morris Miller, of Miller Bros.' Shows, sustained an injury to his right arm that is so serious that amputation may be necessary, according to a wire from Little Rock, Ark., received here today from Fred Meyer, who gave no further details. Meyer said Mrs. Miller is with her son in a hospital in Aurora, Mo., and that Morris Miller was compelled to go on with the show.

CINCINNATI, Sept. 24.—Fire destroyed the \$3,000 main barn on Hamilton County Fairgrounds, Carthage, on September 22. It is believed the fire was caused by careless smoking of transients who occupied the barn.

HURRICANE NEWS

(Continued from page 55) beachfront shops and recreation piers. Manager Joseph A. Thoma, Ocean Grove, estimated the association there would have to spend from \$10,000 and \$15,000 for repairs to pavilion, Boardwalk and fishing pier. At South End pavilion waves and wind took off half of the roof of the recently renovated building, tore up rails and planking and rendered the entire pavilion unsafe.

At Alenhurst 30 cabanas of Marine Casino were wrecked and a row of spacious bathhouses were splintered against the seawall. Casino was not damaged. Trees across telephone lines kept WCAP off the air until after 9 p.m. on the night of the storm, said Thomas Burley, director. In the Point Pleasant Beach section a portion of Boardwalk and promenade from Riden's Casino were damaged and front of the casino was demolished. Atlantic's Bath's pavilion was hard hit and equipment from Alcazar Restaurant washed into Ocean avenue.

Asbestos roof of Speedway grand stand, recently repaired at a cost of \$1,300, was torn loose. Seas beating over Recreation Pier caused a portion of it to collapse. Whip, fascination game and miniature golf courses were unable to open this week-end for business. A sign on Reader's Lyric Theater was blown down.

Blowdowns in Mineola

MINEOLA, L. I., Sept. 24.—Phil Isser and Oscar Buck had blowdowns on Mineola Fair grounds, Isser's equipment sustaining damage estimated at \$1,000 and bingo set-up being a total loss. Other concessioners reported damage still to be estimated.

Gale Misses C-W Shows

WOODSTOWN, N. J., Sept. 24.—With houses blown down and trees uprooted all around them, Cetlin & Wilson Shows on grounds of Salem County Fair and Rodeo here escaped damage, said Manager John W. Wilson.

DOUBLE EDGE COMEX BLADES FASTEST SELLING LOW PRICED BLADE Fully Guaranteed—Finest Swedish Steel. In Display Cases or Counter Cases. Price Marked \$ for 100. CARTONS, 100 Blades (20—5) . . . Es. 30¢ CARDS, 100 Blades (20—5) . . . Es. 36¢ 10 CARTONS, \$2.90; 10 CARDS, \$3.50. Send 10 Cents for Samples. Order From Your Nearest Distributor

SOCIAL SECURITY SUPPLIES Our No. 4 NAMEPLATE DETAIL PRESS is the standard machine for Social Security Plate work. Only fully automatic machine on the market. Weighs 20 lb. Operates Fast and Economically. It really does the finest stamping job. Equipped with 1/2" Character Wheel. \$135 F. O. B. PLATES AND WALLET. OUR FAMOUS "EAGLE AND STAR" PLATE is the most beautiful on the market. High-polished, richlow brass, double-secured, guaranteed not to tarnish. \$60 Per Thousand. DOUBLE WALLET—Two Mica Pockets, Identification Card, Four Brass Corners. \$40 Per Thousand, only. IMMEDIATE DELIVERY R. A. STEWART & CO., Inc. 80 DUANE ST., NEW YORK CITY. "Manufacturers of Marking Devices for Over 60 Years."

YALE 1938 FOOTBALL PRICE LIST NOW READY Send for Your FREE Copy Today Lowest Prices Send for Our Illustrated Catalog of Fair and Carnival Specials. EPSTEIN NOVELTY CO., Inc. 116 Park Row, New York City.

DEMONSTRATORS GOOD SELLERS AT LOW PRICES Furniture Polish, Rug Shampoo, Cleaning Crystals and many other good sellers. Write Today for List and Prices. PRODUCTS CORP. OF AMERICA 3027 W. PERSHING RD., CHICAGO.

SOCIAL SECURITY MACHINES AND PLATES HAND STAMPING OUTFIT Patented A practical portable machine stamping names and numbers on Social Security plates. Contains perfect spacing machine; plate holder; all letters, numbers made from permanent case hardened steel on three rotary dies. \$19.95 complete in carrying case. No skill required. Salesmen, Agents, Operators write for Complete Introductory Deal. Complete samples, details, 100 Terms: 25% cash deposit with order, balance C. O. D., F. O. B., N. Y. C. Prices slightly higher West of the Rockies. SOCIAL IDENTIFICATION CO. 1560 BROADWAY, N. Y. C.



STEPPIN' SAM \$4.50 Per Doz., \$3.75 Per Doz. IN GROSS LOTS Write or wire for quantity prices. Samples 60 cents. sent anywhere in the U. S. One-third cash or money order must accompany each order. Steppin' Sam was the biggest selling novelty on the Boardwalk at Atlantic City, N. J., this year. STEPPIN' SAM CO., 4458 Griscom St., Phila, Pa.

Start a POTATO CHIP BUSINESS IN YOUR KITCHEN and MAKE MONEY! Buy Potatoes for 2c A POUND Sell them as Vita-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 big daily profits from the very start. Just think of it. You can furnish the wonderful new machine in your kitchen—just manufacture and pack a sensational new kind of "Greenless" Potato Chip—and let the stems sell them for you. Only \$2.50 invested in raw 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-slicer, cooker, oil-extractor (for making new "GREENLESS" 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. Prices, 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 Greenless Potato Chips." No obligation, too hurry and you may become independent as so many others have done with these fast-selling new "Greenless" Chips. Address your card to G. M. HARDY, 620 N. Michigan Ave., Dept. D-1210 A, Chicago, Ill.

A New Deal! ELECTRIC RAZORS! to Retail for \$1.98 An opportunity! Repeat razor sales all over the country at the seasonally low price of \$1.98 Write for details today. HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

It's New! 5-in-1 SAFETY GRATER Sells on sight! Only safe grater on market. Slicer—4 sizes of grating surfaces. Every housewife realizes need of a Safety Grater. Cost you less than 10¢—costs for 50¢. IDEAL DEMONSTRATOR for Stores, Fairs, etc. Send 10¢ for sample today and quantity prices. SPECIAL MAGAZINE OFFER—With Grater as Premium. Big commission for agents. SOCIAL SECURITY PLATES High quality lacquered bronze—\$4.50 per hundred. Engraving machines \$12.50 each. UNIVERSAL SALES CORPORATION 407 South Dearborn St., - - - CHICAGO.

SPICY COMIC XMAS CARDS Hot, spicy, laughable designs in dinky colors. 20 NEW DESIGNS. Post 10¢ sellers. Eye-opening profits. Start selling your pocket-book for Xmas. No charge for testing books. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Read orders. No work. Invoices with each card. 20 Samples \$1.00. None free. COMIC SHOP, Philadelphia, Pa. 2463-F Kensington Ave. ELGIN & WALTHAM REBUILT WATCHES \$1.75 7 Jewel, 15 Dia. in S. H. Engraved Cases. at Send for Price List. Money Back If Not Satisfied. GREENE CITY WATCH MATERIAL CO. 118 N. Broadway, St. Louis, Mo.

RARE BARGAINS for Good Buyers

Honest to Goodness Values that CANNOT BE BEAT and reasons why we are known throughout the World as "World's Lowest Priced Wholesalers"

- World's thinnest Double-Edge Razor Blades... \$4.80
SHAVING SOAP, Each in attractive individual 2-oz. box... .20
SOAP, Large Size Quake, Each in box, assorted colors, Big value... .02 1/2
SHAVING BRUSHES, Assorted colored handles, fine bristles, DOZEN... .72
FACE POWDER, Cellulose top, American made, Exceptional value, DOZEN... .48
PERFUME, Good Grade, attractively labeled, DOZEN... .30
TOOTH POWDER, in attractive tins, Assorted popular brands, DOZEN... .48
ASPIRIN, 12 Tablets in illustrated tin, packed in fancy display carton, GROSS... 1.50
RUSSIAN MINERAL OIL, Imported, 16 oz. bottle, neat and attractive label, DOZEN... 1.44
MILK OF MAGNESIA, 16 oz. size, finest grade, Special, DOZEN... 1.20
PETROLEUM JELLY, White, No. 2 size, attractively labeled, Special GROSS... 2.85
PETROLEUM JELLY, in tin tubes, boxed, large size, DOZEN... .48
BOBBIE PINS, 12 on card, black and brown, GROSS CARDS... 1.20
BOBBIE PINS, 25 on card, black and brown, GROSS CARDS... 2.40
SAFETY PINS, 4 1/2 in. card, assorted sizes, GROSS CARDS... 1.44
PIPES, Briarlike, with cleaners, 1 doz. in attractive card, DOZEN... .75
PIPE CLEANERS, American made, 12 to bundle, GROSS BUNDLES... 1.44
POCKET COMBS, American made, 12 to box, GROSS... 2.20
TRICK FOUNTAIN PENS, Imitate real, clever item, Special (Dozen Lots), EACH... .04
SHOE LACS, American made, colored and named, 200 to cabinet, CABINET... .72
BUILDING BLOCKS, holds everything, houses, 100 stars (\$1.00 value), Special Christmas item, EACH... .35
MILITARY BRUSH SETS, 3 and 4 sizes, 100 stars, EACH... .50
ELECTRIC HEATING PADS, 3 heat controlled, heavy blanket, Each in cellulosized box, EACH... 1.25
ELECTRIC HAZARD, Dupont make, each in leather case, Special (dozen lots), EACH... 1.20
SALESBOARD SPECIAL—1,000 Not. Clearite, Candy, Gasoline, Novelty or Plain Heading Boards, Big variety, Your choice, EACH... .50

Remember Our Policy... We Will Sell for Less if It Can Be Bought

UNIVERSAL WHOLESALERS Customers Note... Through special arrangement all orders for UNIVERSAL WHOLESALERS shipped by us. Deposit of 25% with all C. O. D. orders. Send ALL ORDERS to NEW YORK ONLY.

MILLS SALES CO. 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS

MADISON, INDIANA FALL FESTIVAL

OCTOBER THIRD TO EIGHTH Down-Town Location. WANTS LEGITIMATE MERCHANDISE CONCESSIONS—REASONABLE RATES. RIDES ARE ALREADY BOOKED. Address E. M. FORD, Supt. of Concessions.

Want for the NEW MEXICO STATE FAIR

ALBUQUERQUE, N. M. OCTOBER 9-16 The Largest Fair in the South West. Shows with or without outfits. Fun House, Motorcade, Wax Show, Unborn, Mechanical Shows, Booths, Rides-O, Pony Ride and Legitimate Concessions. FRANK WARD, State Fair Office, Albuquerque, New Mexico.

4 FOR 10c OPERATORS

New Eastman Super Speed Direct Positive Paper in Stock. All sizes, ready for immediate shipment. 1 1/2 "x2 1/2" 4 for 10c. Folders—Glass Frames—Chemicals. Write for our Money-Saving Catalog Today. HANLEY'S PHOTO CO. 205 East 12th St., Kansas City, Mo.

ROUTES

(Continued from page 22) Ryan, Tommy (Commodore) NYC, h. Ryers, Frankie (18) NYC, no.

- St. Claire & O'Day (Tivoli) Sydney, Australia, Aug. 29-Oct. 12, 1.
Sakura (Harry's New York Cabaret) Chi, no.
Sankar, Kostas (Ruhlichal) Hollywood, no.
Sava, Marussia (Russian Kretschma) NYC, no.
Sawyer, Myra (Mattoon's) Stockton, Calif., no.
Sayer, Ethel (Armando's) NYC, re.
Schickelfrith's Band (Riverside) Milwaukee, I.
Scott, Virgie (Black Cat) NYC, c.
Scott, George (Arcola) Arcola, N. J., re.
Selby, Adriane & Norman (Lookout House) Covington, Ky., no.
Shannon (Buckingham) NYC, h.
Shallen, Anna (Roumanian Village) NYC, re.
Shaw, Winal (Club 21) Phila, Pa.
Shaw, Attie (Chase) St. Louis, h.
Sheridan, Eleanore (Warwick) NYC, h.
Siddell, Bob, Trio (Beverly Hills) Newport, Ky., cc.
Simmons, Lee (Plantation) NYC, re.
Simmons's Marionettes (Pal) Cleveland, I.
Simson, Carl & Faith (Palace) Cleveland, I.
Skilton, Ned (Pal.) Columbus, O., t.
Slate Bros. (Strand) Brooklyn, I.
Small, Al (Wivoli) NYC, re.
Smock, Roy (Century) Baltimore, I.
Smiles & Smiles (Kil Kat) NYC, no.
Smythe, Gerry (Arcola Inn) Arcola, N. J., re.
Snider's, Billy, Ky. Colonels (Lookout House) Covington, Ky., no.
Sophisticates, Three (Minnet) Chi, no.
Sperry, Frank (Rossveld) NYC, h.
Sperry, The Four (Mad Russian Cafe) Hollywood, no.
Starnes & Anavan (Capitol) Washington, D. C., t.
Sterling, Wynne (Roumanian Village) NYC, re.
Stooges, Three (Paramount) NYC, I.
Stuart, Jackie (Old Roumanian) NYC, no.
Stuart, Gene (Wagon Wheel) Asbury Park, N. J., no.
Suzanne & Christine (Jimmy Kelly's) NYC, no.
Syria & Clemence (Beverly Hills) Newport, Ky., cc.

Talk, Ted & Mary (Graetzer) Chi, h. Tatum, Art (Three Deuces) Chi, no. Tavares, Freddy Kaulana (Siltmore) NYC, h. Taylor, Harry, & 5 Kewpie Dolls (Coogan's) Erie, Pa., c.

Terrace Boys (Barney Gallant's) NYC, no. Terhune, Max (Riverside) Milwaukee, I. Thomas & Kent (Afrigue) NYC, no. Thomas, Jackie (Swing) NYC, no. Thomaschfsky, Boris (Rainbow Inn) NYC, re. Thon, Dolly (Palmer House) Chi, h. Three Peppers (Kil Kat) NYC, no. Trado, Frank & Pete (Fox) Phila, t. Troy & Lynn (Chicago) Chi, I. Tucker, Sammy (Ivan Frank's) NYC, c. Tyler, Smiling Tex (Green Tree) Cincinnati, no.

Uppereva, Virginia (Mon Paris) NYC, no. Usionoff, Mischa (Russian Kretschma) NYC, no.

V Valentine's Sensational Flyers (Grand Circus Schwere) Chi, no. Dorch West Indies. Varley Boys, Three (Lookout House) Covington, Ky., no. Velez, Angela (Chateau Moderne) NYC, re. Villon, Renee (Jimmy Kelly's) NYC, no. Vince & Anita (Leon & Eddie's) NYC, no.

- Wainwright, Helen (Leon & Eddie's) NYC, no. Wallace Bros. (Black Cat) NYC, no. Warren, Del (Jim Otto's) Hollywood, no. Warren, Earl (Pamona Door) NYC, no. Wayne, Eric (Hollender) Cleveland, O., h. Welch, Muriel (Leons') NYC, re. Wenzel, Eileen (Midnight Sun) NYC, no. Wesely, Henri (Plantation) NYC, no. Wheeler, Bert (Pal.) Cleveland, I. White, Jack (18) NYC, re. White, Helen (Club Irving) Syracuse, no. White, Sammy (State-Lake) Chi, t. White, Ann (Queen Mary) NYC, re. Whitney, Barney (Palumbo's) Phila, c. Wicko, Gus "Popeye" (Radio Franks') NYC, no. Wiley, Lee (Astor) NYC, h. Willard, Harold (Gay Nineties) NYC, no. Wilson, Charlie (Commodore) NYC, h. Winters, Nancy (Kentucky Klub) Toledo, no. Withee, Jerri (Maxim's) NYC, re. Woolsey, Ed & Wanda (Casa Del Ray) Santa Cruz Beach, Calif., h.

Zang & Todd (Colosimo's) Chi, no. Zorita (Wonder Bar) Cincinnati, no.

Young & Lucky (Roxy) Cleveland, I.

FAIR GRAND-STAND ATTRACTIONS

- (Routes are for current week when no dates are given)
Acek, Two: Shelby, N. C.; Winston-Salem 3-8.
Averies, Three: Transumburg, N. Y.
Avery, Gertrude, Diamond Revue: Hillsdale, Mich.
Avery, Gertrude, Laug's Parade: Tupelo, Miss., 3-8.
Beele's, Joe, Band: Trenton, N. J.; Winston-Salem, N. C., 4-8.
Behra, Flying: Piggott, Ark.; Covington, La., 4-8.
Beno, Ben: Greensboro, Ala.
Bronze's, Hickville Polkes & Band: Carp, Cal., 30-Oct.
Campbell, Four Casting: Pomona, Calif.
Cushbig's, F. H., Thrill Show: Ashokle, N. C.; Scotland Neck 3-8.
D'Arcy Girls: Northampton, Mass.
Doss, Frank, Animals: Ashboro, N. C.
Helen & Marshall: Transumburg, N. Y.
Everett & Conway: Leamington, Ont., Can.
Hammer Unit: Weldon, N. C.
Jaydee the Great: Hot Springs, Ark.

OPENING OCT. 8 ALL WINTER'S WORK SOUTH STREET MUSEUM OPENING OCT. 8
WANT FAST-STEPPING COLORED REVUE AND ORIENTAL DANCING GIRLS AND POSING GIRLS. ALSO FREAKS AND SIDE-SHOW ACTS. Colored Piano Player, Fast-Stepping Colored Comedian, Drummer, Saxophone Player, Talker and Lecturer who can handle Girl Show Annex.
GOOD PROPOSITION FOR MIND READING ACT. Glassblower, Tattooer. Send photo and state lowest salary in first letter. Write TOM HASSON, 1419 South St., Philadelphia, Pa.

SOUTHERN STATES SHOWS
POSITIVELY HOLDS EXCLUSIVE CONTRACTS FOR THE FOLLOWING FAIRS AND WILL PLAY THEM AS LISTED BELOW.
Sylvester, Ga., this week; then Alma, Ga.; Tifton, Ga.; Blakely, Ga.; Nashville, Ga.; Cairo, Ga.; Live Oak, Fla. Then the Georgia and Florida Slash Pine Forest and Farm Fair; Lake City, Fla., and others if weather permits.
Have opening for the following, to join at once: Cookhouse Exclusive and few more Block Concessions, Want Merry-Go-Round to join at once. Have plenty other Rides. Have opening for Fun House, Minstrel and Wild West. Also Mabel Mack Show. Remember we carry four Free Acts, Band and no racket.
All Communications to JOHN B. DAVIS, Mgr. Southern States Shows, Sylvester, Ga., This Week, then as Per Route.
P. S.—Guy White can use one more Girl. Must be a Lady on and off.

WORLD OF FUN SHOWS WANT
General Agent who knows South Carolina and Georgia. Also Promoters to handle Fairs. Can place Legitimate Concessions of all kinds. Picture Machine, Custard, Bowling Alley, String Games, Hoops, Pitch-Till-You-Win or any other Concessions that work for Ten Cents. Want two more Grand Shows with own outfits. Good proposition to same. Good opening for Loop-O-Plane. This Show will stay out till Christmas. ADDRESS ALL WIRES TO NEWPORT, TENN.

NEUSE-ATLANTIC FAIR, Kinston, N.C.
WEEK OCTOBER 3RD.
Want for Kinston, N. C., Fair and balance of season of Fairs: Legitimate Concessions of all kind, except Bingo and Lead Gallery. Novelty and Penny Arcade. Pennant Machine. Have one for sale. Have limited space for Eat and Drink Stands. RIDES: Brooming, Roll-O-Plane, Ride-O and Penny Ride. Experienced Help on all Rides. Address MANAGR, KAUS EXPOSITION SHOWS, INC., ASHEBORO, N. C., FAIR THIS WEEK

WANT FOR McCOMB, MISS. BIG PIKE COUNTY FREE FAIR
WEEK OF OCT. 3RD.
Shows of all kinds with own outfits, 35% Stock Concessions of all kinds. No flat joints. Place Kiddie Rides, Cook House, Ball Games, Photo Galleries, Palmistry, Jingle Band. Franklinton Free Fair, South Louisiana State Fair, Venice and Jennings, La., Orange, Tex., Fairs to follow. All address MILLER AMUSEMENTS THIS WEEK, OAK GROVE, LA., FAIR.

Wanted-C. L. SPENCER SHOWS-Wanted
FLAT RIDES—Liberal percentage for six bona-fide Fairs, starting Waldron, Ark., week of September 25; Mary, La., week of October 3; Natchitoches, La., week of October 12. Others to follow.
George Harris come on. Can place you for all winter. Chief Clearwater, will give you a nice proposition. Want Working World, Fun House, Pig Show, Wax or Crime Show, or any money-getting Show. Can use all kinds of Concessions, No. Ex, except Corn Game and Mugs. All mail and wires to W. W. THOMAS, Waldron, Ark., all week of September 25; then as Per Route.

FAIRS--SCOTT BROS. SHOWS--FAIRS
SIX MORE GOOD OLD ALABAMA FAIRS.
Want Side Show, Octopus and Merry-Go-Round. Tom Johnson wants Colored Musicians and Performers. All winter work in and around Mobile, Ala. Never close. Want Stock Concessions. Moulton, Ala., fair this week; Guntersville, Arab, Cullman, Greenville, Camden, all Fairs Address C. D. SCOTT.

HUNTINGDON, TENN., WHITE FAIR
OCTOBER THIRD TO EIGHTH.
WANT — Rides: Octopus, Loop, Whip, Caterpillar. Any Novelty Ride. Legitimate Concessions of all kinds. Shows with or without outfits. These Alabama Fairs follow. WINE ROGERS GREATER SHOWS SEPTEMBER 26-OCTOBER 1, CAMDEN, TENN.

W. C. KAUS SHOWS, INC.
WANT FOR SMITHFIELD, N. C., AMERICAN LEGION FAIR.
Legitimate Concessions of all kinds. Custard, Eating Stands of all kinds. Novelties, Scales, Arcade, Pennants and American Palmistry. Shows with or without own outfits. Have complete Serpentina outfit; want someone to take over and operate. Complete organized Minstrel Show or Fun House, any Walk-Thru Show. RIDES: Ride-O or Loop-O-Plane. Address all communications to W. C. KAUS, Mgr., Bedford, Va.

Wanted for Covington, La., Parish Free Fair
STARTING OCTOBER 4, TO 10.
Legitimate Concessions of all kinds. Exclusive sold on Bingo, Eats, Diggins and Photo. Will book Circus Ride Show, Athletic, Snacks, Midgets, or any Show that gets money. Marksville and Abbeville, La., Fairs following. New Roads Parish Fair this week. All wire HARRY BURKE SHOWS NEW ROADS, LA.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

Send FOR YOUR COPY of

CONTINENTAL CATALOG

VENTRILOQUIST
CLOWN
WOMAN
MAN

Plenty of BEACON BLANKETS

CORN GAME ITEMS

NOVELTIES

Shipments made same day as orders are received.

Continental PREMIUM MART
822 N. 3rd St. MILWAUKEE, WIS.

HOLLYWOOD CHOCOLATES

Double Layer Ass. Chocolates. Individually Cupped. Ass. Movie Star Boxes. Cello Wrapped.

Doz. \$1.20
Per Carton of 4 Doz. \$4.80

20% Deposit with Order. Send for FREE Illustrated Catalog.

DELIGHT SWEETS, Inc.,
50 East 11th St., New York City.

INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS.
Showman's Insurance Men.

CHARLES A. LENZ

Permanent Address,
442 Insurance Exchange Bldg., Chicago, Ill.

TRUCKS

AUTOMOBILES — MOTORIZED YOUR SHOW

Write

CHARLIE T. GOSS

With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

WANT TO BUY

A REAL SMALL HORSE OR PONY.

It must be real small for Side Show. Also, to hear from firms making Side Show Banners.

Frank Elliott's Shows

The Greatest Little Show on Earth.
Amherst, Nova Scotia, Canada.

WANTED — WANTED — WANTED

BOB PENNY'S FAMOUS SHOWS

For our long list of Fairs, beginning at Wendell, N. C., Oct. 3; Henderson, Oct. 10; Durham, N. C., Colored Fair, Oct. 17; Clayton, N. C.; Jacksonville, N. C., and others to follow. Want Shows and Concessions of all kinds.

Address all correspondence to R. D. PENNY, Manager, BUCK DENBY, Concession Manager, Radford, Va., week September 26.

CHRIS CORNALLA

GRANDSTAND CLOWN

WEEK SEPT. 26, WATERLOO, IOWA.
CATTLE CONGRESS AND FAIR.

Kelly, Bernice, Circus Revue; Redville, N. C.; Wendell 3-8.
LaVona Troupe; Lexington, N. C.; Shelby 5-8.
Melzers, Flying; Manchester, Ga.
Morris, Will; & Bobby; Trenton, N. J.
Reynolds, Helen, Skaters; Shelby, N. C.; Danbury, Conn., 3-8.
Shells, The; Blue Rapids, Kan., 27-31; Hillsboro 4-7.
Smith's Band; Shelby, N. C.; Hekory 3-8.
Steiner Trio; Hillsboro, O.
Thomas, Joe, Saxotet; Pomona, Calif.
Tudor Sisters & Avery; Trumansburg, N. Y.
Tuna Troupe; Caturpy, N. C.
Valentines, Flying; Marshall, Tex.; Henderson 3-8.
Vivonne Sisters; Weldon, N. C.
Watkins Animals; Lawrenceburg, Tenn.
Webb, Capt. George; McKinney, Tex., 27-30; Sherman 3-8.
Wolandi; Goldsboro, N. C.

DRAMATIC AND MUSICAL
(Routes are for current week when no dates are given)

Bankhead, Tallulah; (Selwyn) Chl. Barrymore, Ethel; (Plymouth) Boston.
Candida; (Curran) San Francisco.
Golden Boy; (Harris) Cal.
Knickerbocker Holiday; (Shubert) Boston.
Lawrence, Gertrude; (Biltmore) Los Angeles.
Pins & Needles; (Memorial Aud.) Kansas City, Mo., 29-Oct. 1.
Tobacco Road; (Shubert) New Haven, Conn., 29-Oct. 1.
Women, The; (Royal Alexandra) Toronto, Can.
What a Life; (Wilbur) Boston.
You Can't Take It With You; (National) Washington, D. C.

REPERTOIRE

Adler Bros.' Show; Fairmont, Minn., 26-Oct. 1.
Bythe, Billy, Players; Smithville, N. Y., 26-Oct. 1.
Schaffner Players; Fort Madison, Ia., 26-Oct. 1.
Sadler's Own Co.; Spar, Tex., Oct. 1.

MISCELLANEOUS

Arthur, Magician; Loxie, Ala., 28-29; Friendship 30-Oct. 1.
Baldwin & Reinstok; (Gayety) Boston 26-Oct. 1.
Barnwell, Rich; (Sears) Oct. 1.
Birch, Magician; Ordway, Colo., 28; Rocky Ford 29.
Bishop Show; Wardsville, W. Va., 26-Oct. 1.
By-Gosh Vaude Tent Show; Pine Grove, W. Va., 26-Oct. 1.
Campbell, Lorin, Magician; Elkins, W. Va., 28; Uniontown, Pa., 29; Somerset 30; Gratton, W. Va., Oct. 3; Salem 4; Spencer 5; Summersville 6; Clifton Forge, Va., 7.
Correll Family Show; Pekin, Ill., 28-30.
Coward, Linden, Magician; Clayton, Ga., 29-Oct. 1.
Daniel, B. A., Magician; Freedent, Wis., 28-29; Sobieski 30; Weyauwega Oct. 1; Green Bay 3-5.
De Glee, Magician; Marysville, O., 26-Oct. 8.
Lucy, Thos., (Emore) Gilbert, Ark., 29; St. Louis, Mo., Oct. 1; Walnut, Ill., 3; New Bedford 4; Rockford 5; Tampico 7; Yorktown 8.
Lewis, Harry Kay, Hollywood Varieties; Ashton, Ida., 27-28.
Long, Leon, Magician; Atlanta, Ga., 26-29; Montgomery, Ala., Oct. 1-8.
Magnum, C. homer, Magician; W. Compton, N. H., 28; Marshfield, Vt., 29-Oct. 1; Plattsburg, N. Y., 3-5.
Marque, Magician; Medford, Ore., 26; Grants Pass 28; Crescent City, Calif., 30; Eureka 3-5; Red Bluff, 6-8.
Miller, Al H., Show; Barwick, Ga., 26-Oct. 1.
Newton & Totman Show; South Hill, Va., 26-Oct. 1.
Princess Edna Show; Throckmorton, Tex., 26-Oct. 1.
Ricardo, R.; Somerset, O., 26-Oct. 1.
Ritton's Indoor Dog Circus; Monroe, Ga., 28; Good Hope 29; Madison 30; Farmington Oct. 1; Bostwick 3; Apalachee 4.
Seacalum Park Rides & Shows, No. 1 unit; (Fair) Mt. Ghiesd, O., 28-Oct. 1; No. 2, (Fair) Atison, O., 28-30.

CIRCUS AND WILD WEST

Barnes, Al G., & Sells-Photo; Ft. Worth, Tex., 27; Dallas 28-29; Denison 30; Paris Oct. 1; Corsicana 2; Tyler 3; Waco 4; Austin 5; San Antonio 6-7; Corpus Christi 8.
Downie Bros.; Tonoco, Ga., 27; Gainesville 28; Rome 29; Cadaden, Ala., 30; Anniston Oct. 1; Sylacauga 2.
Keller, Al G., & Miller Bros.; Westville, Okla., 27; Kansas 28; Locust Grove 29; Salina 30; Hulbert Oct. 1; Webers Falls 2.
Robbins Bros.; Columbia, S. C., 27; Greenwood 28; Augusta, Ga., 29; Savannah 30; Waycross Oct. 1; Jacksonville, Fla., 2.
WPA; South Orone Park section of Queens, N. Y., 27-Oct. 1.

CARNIVAL
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo; (Fair) Blue Rapids, Kan.; Bethany, Mo., 3-4; Cameron 5-8.
All-American; Tempe, Okla.
Anderson-Strader; Sylvan Grove, Kan., 28-30; Herington Oct. 3-8.
Atlantic Coastal; Lawrenceville, Va.; Clarksville 3-8.
Atlas; Bushnell, Ill.
B. & H. Am. Co.; Lane, S. C.
Bant's All-American; Pulaski, Va.
Barfield's Cosmopolitan; (Fair) Manchester, Ga.; (Fair) Canton 3-8.
Barker; (Fair) New Madrid, Mo.; Lilbourn 3-8.
Bayer; Al; Hornersville, Mo.
Bockmann & Oerety; (State Fair) Oklahoma City, Okla.
Bee, F. H.; (Fair) Dickson, Tenn.

Want-BUCKEYE STATE SHOWS-Want

FOR THESE BONA FIDE MISSISSIPPI FAIRS

LAWRENCE COUNTY FREE FAIR, Monticello, week September 26.
LINCOLN COUNTY FREE FAIR, Brookhaven, week October 3.
YAZOO NEGRO FAIR, Yazoo City, week October 10.
FORREST COUNTY FAIR, Hattiesburg, week October 17.
AMERICAN LEGION FAIR, Natchez, week October 24.

SHOWS with or without outfits.

Legitimate Concessions—work for stock, not over ten cents. Exclusive on Photo Gallery balance season, \$20.00. Guess-Your-Weight Scales.

FOR SALE—Custard Machine, \$100.00 privilege, leaving on show balance of season, option booking next season.

WANTED FOR CHARLOTTE AGRICULTURAL FAIR AND EXPOSITION

SIX DAYS OCTOBER 3 to 8 SIX NIGHTS

With Five More Day and Night Outstanding Fairs To Follow.

WANT Legitimate Grind Concessions and Merchandise Wheels, Novelties, Scales and Eating Stands.

GRIND SHOWS—Can place two more for balance of season.

WILL BOOK one more New and Novel Ride.

Wire John H. Marks, General Manager

MARKS SHOWS, Inc.

Fair Grounds, Fayetteville, N. C.

DIXIE MODEL SHOWS

Madison, N. C., week October 3 to 5; Jacksonville, N. C., Fair, week October 10 to 15; Plymouth, N. C., Fair, week October 17 to 22. Want for McDaniels Athletic Show to join immediately: Boxers and Wrestlers. Gene Campbell, Jack McDonald, Kid Bailey, get in touch quick. Kohama wants Hawaiian Musicians and Performers. Bob Russell wants Performers and Musicians for Minstrel Show. Concessions come on, can place you. Address as per route. This week Whitakers, N. C.

BRAZOS VALLEY FREE FAIR

Nine Days—October 15-23—Waco, Texas.

Want Concessions for Show and Independent Midway, Stock Wheels, Grind, Juice, Cookhouses. No exclusives. Two Saturdays, two Sundays. Write, wire SUPERINTENDENT CONCESSIONS, Fair Office, Texas Hotel, Waco, Texas.

Blue Ribbon; (Fair) Lawrenceburg, Tenn.; (Fair) Florence, Ala., 3-8.
Boris; (Fair) Birch Tree, Mo.
Brown Novelty; (Fair) Hazledurst, Ga.
Buckeye State; Monticello, Miss.; Brookhaven 4-9.
Burdick's All-Texas; (Fair) Madisonville, Tex.
Barks, Harry; (Fair) New Roads, La.; (Fair) Covington 3-8.
Byers Greater; (Fair) Mountain Grove, Mo.; Manila, Ark., 3-8.
Carroll's United; Waynesboro, Ga.
Central State; Bartlesville, Okla.
Cedlin & Wilson; (State Fair) Trenton, N. J.; (Fair) Albemarle, N. C., 3-8.
Coleman Bros.; (Fair) Rochester, N. H.
Colley, J. J.; (Fair) Okmulgee, Okla.
Conklin; Leamington, Ont., Can.
Cotton Belt; Crawfordville, Ark.
Crafts 20 Big; (Fair) Pomona, Calif., 26-Oct. 2.
Crescent Am. Co.; (Fair) Mt. Holly, N. C.; (Fair) Woodruff, S. C., 3-8.
Crowley's United; McKinney, Tex.
Crystal Expo.; (Fair) Statesville, N. C.; (Fair) Shelby 3-8.
Cumberland Valley; (Fair) Fayetteville, Ga.; (Fair) Jonesboro 3-8.
Curt, W. S.; Osborn, O.
Dixie Model; (Fair) Whitakers, N. C.; (Fair) Madison 3-8.
Dedson World's Fair; Clarkburg, W. Va.; Huntington 3-8.
Deddy, D. S.; (Fair) Throckmorton, Tex.; (Fair) Henrietta 2-8.
Dyer's Greater; (Fair) Pontotoc, Miss.; (Fair) Ripley 3-8.
Edwards, J. R.; Lodi, O.
Elite Expo.; (Fair) Howard, Kan.; (Fair) Newark 3-8.
Elliman; Dixon, Ill., 28-29.
Eudy Bros.; (Fair) Goldsboro, N. C.
Evangeline; Texarkana, Ark.; Couthatta, La., 3-8.
Fairy & Little; (Fair) Pulton, Mo.; Columbia 3-8.
Fisher's United; Neber Springs, Ark.; Arkadelphia 3-8.
Fleming, Mad Cody; (Fair) Jasper, Ga.
Florida Expo.; Elkton, S. C.
Furand; (Fair) Lawrenceville, Ga.; (Fair) Dallas 3-8.
General Am.; Hillsboro, Tex.
Gibbs, W. A.; Cottonwood Falls, Kan.; Sedan 3-8.
Gold Medal; Seymour, Ind.
Golden State; Roseville, Calif.
Gouging Greater; Bluffton, Ind.
Gowman Wonder; (Fair) Corinth, Miss.; (Fair) Tupelo 3-8.
Great Southern; Centerville, Ala.
Greater United; Martin, Tex.

Greater U. S.; Waurika, Okla.
Groves Greater; (Fair) Helena, Ark.; (Fair) Davenport 3-8.
Gruberg's World's Expo.; (Fair) Lexington, N. C.; (Fair) Rock Hill, S. C., 3-8.
Harris; Louisa, Ky.
Henke Bros.; (Fair) West Allea, Wis., 26-Oct. 2.
Henries Bros.; (Fair) Knoxville, Tenn.
Henry, Lew; Mocksville, N. C.
Heub, L. J.; (Fair) Marietta, Ga.
Hilderbrand; (Fair) Redmond, Ore.
Hippodrome; Du Quoin, Ill.
Hoffner, Wm. Am. Co.; Dixon, Ill., 27-29.
Hoghey Bros.; Karnak, Ill.
Hurst, Bob; (Fair) Linden, Tex., 27-Oct. 2; (Fair) New Boston 4-8.
Hyde, Eric H.; (Fair) Redville, N. C.
Ideal Expo.; (Fair) Burlington, N. C.; (Fair) South Boston, Va., 3-8.
Imperial; Kahoka, Mo.; Bowling Green 4-8.
Jones, Johnny J.; Expo.; (Fair) Shelby, N. C.; (Fair) Hickory 3-8.
Joyland; Avenal, Calif.
Joyland; Pincinnning, Mich.
K. O. Am.; (Fair) Eureka Springs, Ark.
Kaus Expo.; (Fair) Asheboro, N. C.
Keystone; (Fair) Murphy, N. C.; (Fair) Sherokee 4-8.
Kline Greater; Greensboro, Ala.
Krekos West Coast Am. Co.; (Fair) Orland, Calif.; Emeryville 3-8.
Landes, J. L.; (Fair) Abilene, Kan.; (Fair) Hillsboro 3-8.
Lang, Dee; Bonham, Tex.
Large, H. P.; Crowder, Miss.; Crenshaw 3-8.
Lawrence, Sam; (Fair) Spring Hope, N. C.; (Fair) Hamlet 3-8.
Lewis, Art; (Fair) Williamston, N. C.; (Fair) Wilson 3-8.
Liberty National; (Fair) Marion, Ky.
Mebres; (Fair) Fayetteville, N. C.; (Fair) Exton 3-8.
Mid-West; Las Animas, Colo.
Miller Amusements; (Fair) Oak Grove, La.; (Fair) McComb, Miss., 3-8.
Minor Model; (Fair) Manheim, Pa.
Model; (Fair) Milledgeville, Ga.; (Fair) Exton 3-8.
Natl. C. W.; (Fair) Jonesboro, La.; (Fair) Olla 3-8.
Oliver Am. Co.; Thayer, Mo.
Orange State; (Fair) Alta Vista, Va.
Page, J. I.; (Fair) Newman, Ga.; Roanoke, Ala., 3-8.
Pan-American; Carbondale, Ill.
Park Am. Co.; (Fair) Loganport, La.; (Fair) Tullulah 3-8.
Pearson; Ramsey, Ill.
Perry, Bob; Am.; Radford, Va.; (Fair) Wendell, N. C., 3-8.
(See ROUTES on page 61)

NELSONVILLE, O., FALL FESTIVAL

October 10-15, Inclusive.
Wanted Legitimate Concessions all kinds, including Tasting and Drinking Privileges. Location downtown. Sites wanted.
Business Police and Firemen.
Address Inquiries
THE F. E. GOODING AMUSEMENT CO.
Box 346, Columbus, O. Tel. Kingswood 5716.

ENDY BROS. SHOWS, Inc.

WARRENTOWN, N. C., week Oct. 3.
WASHINGTON, D. C., week Oct. 10.
Can use Fun House, Gas Cars. All Concessions open.
Address this week, Goldsboro, N. C.

ROCKHILL, S. C., FAIR, Oct. 3

Sumter, S. C., Fair, October 10
Want Concessions of all kinds. No exclusive. Want Special Man on Ferris Wheel. Want Half and Mid-reading Art for Circus Side Show. Wire
Gruberg's World Exposition Shows
Lexington, N. C., Fair this week.

CHAIR-O-PLANE FERRIS WHEEL

To join on wire. Can place two Ferris or Grand Shows, Ball Games, Grand Shows, Bumper, Fishpond, Candy Booth, Shooting Alley, Grand Joint, Harry Hasting or Deadland wire me at once. Agents for percentage. Join at once.
MAU'S GREATER SHOWS
47 Piedmont Ave., S. E., Atlanta, Ga.

DYER'S (Lotta Hooley) SHOWS

Want Legitimate 1st Stock Concessions. Ex. sold on Binge and Cookhouse. Want any rest Show except Athletic, Girl or Magic. Party Ride, Gas Cars open. Will buy or book 52-foot Merry-Go-Round. Roll-Plane open. All fairs as per route. **WM. R. DYER.**

Cumberland Valley Shows

WANT for five straight Georgia Fairs an organized Minstrel Show, paying salary and percentage, or any other Shows with or without. All Legitimate Concessions open. Address all mail to **ELLIS WINTON**, Fayetteville, Ga.

FRIENDSHIP, TENN. FREE COMMUNITY FAIR

WEEK OCTOBER 4
Wants all kinds Legitimate Concessions, winter rides, Wants Shows, Attractions, Kiddy Rides. Out all winter. Address **J. HARRY SIX SHOWS**, Rutherford, Tenn., this week.

W. E. WEST MOTORIZED CARNIVAL

Seeking Concessions of all kinds. No X except Binge. Want Manager for Girl Show. Don't write, come on. Rockhill, Mo., Fair this week. Bentonville, Ark., Fair next week.

MODERN MIDWAY SHOWS WANT

Organized Minstrel or any other good Show. Also Concessions and Rides. Out all winter. Thayer, Mo., Fall Festival this week. Walnut Ridge, Ark., next. Write or wire **WHITNEY EMERSON**, Aust. Mo.

FOR SALE

Two-wheeled Merry-Go-Round, new Top and Engine, just closed season. Horses need paint. Price \$600. Also 25-Kilowatt Generator Light Plant. **OEO. HALL**, 262 E. 5th St., Lexington, Ky.

CRESCENT AMUSEMENT CO. WANTS

FOLLOWING FAIRS: Woodruff, S. C., week October 3; Pickens County Fair, at Central, S. C., week October 10, with three more Fairs following. Then the Biggest Amusement Day Celebration in the South **OF FURNIAK SPRINGS, FLA., WEEK NOVEMBER 7.**
SHOWS with own outfit. Will trade new Top to suitable showmen. Good opening for Five or Ten-One to feature. Member Circus, Working World, organized Minstrel with Band. Will furnish complete outfit, including Panel Front, to right party. Good Show. Anderson wire. Man and Wife take complete charge. "Girl in Fish Bowl Illusion" Two-Wheeled Buggy or will furnish complete outfit. Girl Show to open at Central. Must have four or five Girls. WANT good single Ferris Wheel Man that can drive semi-trailer. No horse. PLACE other Rides Help. Bill with Motor come on. CONCESSIONS—No exclusive except Binge, Picnic, Bumper, which are sold. Agents for Buz Game and F. C.
L. C. McHENRY, MPT. SHERMAN HUSTED, Gen. Agent, Mt. Holly, N. C., this Week.

ATLANTIC COAST

(Continued from page 3)
Willard Alexander. He had left for Boston to attend to some booking matters when the hurricane started, and his office was unable to locate him either there or at any spots along the line.
The trucking strike in New York also wreaked havoc in its own way in the band-booking business. Lobby displays, posters, etc., were held up 48 hours in transit, and advance bookings on short notice were impossible.
Locally no theater had to close due to storm damages, but all theaters lost business Wednesday when the storm kept people indoors. Only one local night club had a Wednesday opening (NTG's Midnight Sun) and, surprisingly enough, the place was mobbed.

Hartford Bix at Standstill
HARTFORD, Conn., Sept. 24.—Devastating flood and hurricane failed to halt picture theaters here, but business was almost at a standstill Wednesday night.
When electric power was assured the picture houses prepared to continue as usual. Business was fair Thursday. Thousands dismissed from insurance offices boosted matinee business.
State Theater the only place inundated. Water reached the 20th row in the orchestra Thursday afternoon and was still rising. All seats and carpets were removed. Chick Webb, Ella Fitzgerald and other performers appearing on the stage returned by bus to New York.

Scenery for world premiere of Katcherbocker Holiday arrived Wednesday and show was scheduled to go on tonight regardless of weather.

Eastern States Expo Hit
SPRINGFIELD, Mass., Sept. 24.—The Eastern States Exposition was closed by order of police authorities at 5:30 Thursday morning because of flood dangers, as the Connecticut and Agawam rivers, near the exposition grounds, were rising to 26.8 feet, three feet from all-time '36 record. Police authorities felt such action imperative.
Wednesday afternoon a 100-mile-an-hour hurricane had wrecked every tent on the grounds, sent four Eli Wheels crashing earthward, blown the roof from the grand stand and otherwise caused much damage.
Management of the exposition, however, was confident that the diking built after the '36 flood would hold and was prepared to continue the show.
Now damaged none of the permanent structures. Spirit of exhibitors and concessioners was excellent. Al McNally, of Boston, operator of all ride concessions for many years, has already signed up for '39. Bush and Laube, operators of grand-stand shows, are booked for next year, as are also Kaplan and Bloom, novelty concessioners, and Murray Goldberg, operator of weight-guessing concession.
Sunday, Monday, Tuesday and Wednesday business was held down by a driving rain.

Storms' effects at Savin Rock Park, New Haven, Conn., and in Atlantic City are reported in the Parks-Resorts-Pools Department in this issue.
Other news of the hurricane appears on page 55.

FOR SALE

Natural born three-legged Colt, perfect health. Color, roan; age, five months.
MR. ADOLPH MILLER
Rush City, Miss.

GIRLS WANTED

For Western Stage Show, Girl Trick Rider, Acrobatic, Gaiterist, Clarinetist, Bass Fiddler, Violinist, Dancer. Must be able to cut and have Western wardrobe. Long season and salary guaranteed. Write **MAXEY FORD**, General Delivery, Alexandria, September 28, 29; Wilmar, September 30; October 1; Fergus Falls, October 2, 3, 4. All Minnesota.

CARNIVAL WANTED

Middle or Last of October
Must guarantee \$250.—Horse Show to be held on date set.
No License.
KIWANIS CLUB
Dexter, Missouri.

CHARLESTON A. and I. FAIR, Inc.

WEEK OCTOBER 24 to 29, Inclusive
6—BIG DAYS AND NIGHTS—6
WANTED—Acts. Good Review, Band, Banner Men who can stand prosperity.
FOR SALE—Ex. on Grand Stand; seats 9,000.
CONCESSIONS—ALL KINDS, NO EX. Eat and Drink Stands. Also BEER. Apply quick if you want good location. Plenty money here. \$37,000,000 government project. Pay week. Special events daily. Advertised big. Automobiles given away. Am here to make it bigger than Charlotte in 1936. Merchants all boosting. Get busy, reserve your space now.
CHARLESTON AGRICULTURAL AND INDUSTRIAL FAIR, INC.
C. W. CRACRAFT
Amusement and Concession Mgr.
414 Peoples Office Building, CHARLESTON, S. C.

IDEAL EXPOSITION SHOWS, INC.

Week October 3, South Boston, Va., Fair.
Week October 10, Petersburg, Va., Fair.
CAN PLACE Motordrome, Life Show, Illusion Show, Midget Show and any other good Attraction.
CAN PLACE Concessions (no exclusive except Bingo). All Wheels, Grind Stores, Shooting Galleries, Diggers, Rack Games, Novelties, Fish Pond, Photo Galleries, etc.
CAN PLACE Cook House and Grab Joint.
Address **WM. GLICK**, Mgr.
This Week, Burlington County Fair, Burlington, N. C.

SNAPP GREATER SHOWS

Can place all Stock Wheel Concessions at two outstanding Fairs. Starting Monroe, La., Fair October 4 to 9; Eldorado, Ark., Fair, October 17 to 22. Can also place any high-class Shows. Wire or write
SNAPP GREATER SHOWS, Leesville, La., Fair this week; Monroe, La., Fair, week October 17.

SICKELS UNITED SHOWS WANT

For Clarkdale, Miss., Cotton Festival, week October 3, and other good Mississippi Fairs, Rides and Shows. Will book Shows with own outfits, 20 per cent, or furnish outfits to capable showmen. Will buy Merry-Go-Round. Place all Concessions, Corn Game, Scales, Mitt Camp, Mouse, Photo, Lead Gallery. Want good Ride Men. Tallahatchie County Fair, Charleston, Miss., this week.

J. J. PAGE SHOWS

Want for Randolph Co. Fair, Roanoke, Ala., all next week. Concessions of all kinds except Corn Game. Want Side Show Manager and Acts for same. Men to take charge of Monkey Show and Snake Show.
Address **J. J. PAGE SHOWS**, Newnan, Ga., this week; Roanoke, Ala., Fair, next week.

SCOTLAND NECK FAIR AND PEANUT FESTIVAL

OCTOBER 3 TO 8.
ROLAND SHOWS
WANTS Flat Ride, Octopus, Caterpillar or Tilt-a-Whirl, also Kiddy Ride. WANT Shows of all kind. Good proposition for Five or Ten-One. Concessions of all kinds. Opening for Long Range Gallery, Custard, String Game and Ice Wheels. Kingston Recreational Fair to follow, and all Fairs to Amusement Day. Show out until December. All write or wire.
N. P. ROLAND, Asheville, N. C., this Week.

WANTED—MERRY-GO-ROUND AND FERRIS WHEEL

WILL BUY, BOOK OR LEASE.
SPRINGFIELD, ILL., CELEBRATION, OCTOBER 3 TO 8; BARRY, ILL., STREET FAIR, OCTOBER 10 TO 15; THEN SOUTH—OUT ALL WINTER. WE NOW HAVE 3 RIDES.
WANT Cook House, Fish Pond, String Game, Cigarette Gallery, Penny Arcade, Shooting Gallery, Bumper, and any other legitimate Concessions. CAN PLACE Ten-in-One, Athletic Show and any good Grand Shows. Lady Ball Game. Agents wanted. Wire or write
CELEBRATION SHOWS
Tuscola, Ill., this week.

SOUTH SIDE, VA., FAIR PETERSBURG, VA.

Entire Week October 10-15.
Can place Concessions, Eating Stands, Soft Drinks, Ball Games, Wheels and Grind Stores.
Write **R. W. EAMS**, Secy.
South Side, Va., Fair, Petersburg, Va.

MANY W. F.

(Continued from page 3)

inside track. Final award is expected in a week or two.
If Rose should get the spectacle contract he will probably have the two largest talent-using shows at the fair. Several weeks ago he signed to produce the immense 1,000-seat historical pageant in the State amphitheater adjacent to the regular amusement zone. Pageant will be financially backed by the State and city and will not be a part of the concession set-up.

Talent Shows

Shows emphasizing talent definitely set at the fair include:

WINTER WONDERLAND, a reproduction of a typical village of the Alpine region of Europe, will be owned and operated by R. J. Siphon & Co., of Chicago, which operated the Black Forest at A Century of Progress. Village will cover an area of one and a half acres and will be able to handle 50,000 people a day. It will be completely blanketed in artificial snow, windows covered with frost and icicles will hang from the eaves. Will consist of homes, stores, restaurants, churches, etc. There will be a large open-air ice rink on which well-known professional skaters will perform. Between shows public will be permitted to skate. There also will be dancing. Other features will include a genuine stork's nest, a cuckoo clock tower, a 1,000-seat restaurant a toboggan slide and ski jump, snowstorms daily, an orchestra and strolling musicians. Cost of physical plant will be \$325,000, and cost of operations is estimated at \$250,000. In all there will be approximately 500 employees within the village, including 60 skaters and ski jumpers and about 20 musicians. Price of admission not yet determined, nor has personnel been named.

CUBAN VILLAGE, a practical village, streets and buildings (about 15) covering approximately 75,000 sq. ft. along Lake front. Intended as a romantic interpretation of Cuba, displaying prominent features of that country. Buildings will include a cabaret seating 450; a cafe on the order of Sloppy Joe's, seating 350; a reproduction of a Cuban water-front dive, seating 150; a place called the Tourism, showing scenic beauties of Cuba; a building housing a tobacco exhibit; a reproduction of the Santa Maria anchored alongside the village, with a pageant depicting Columbus discovering Cuba; a replica of Morro Castle with a working lighthouse, and buildings housing about 20 retail shops, soft-drink stands, concessions, etc. Also included in the layout is an arena for burlesque bull fights and a public square with a band stand for dances. There will be 16 features of free entertainment. Cost of the project is estimated at half a million, covering construction, operation and maintenance. Building starts October 1. Cabaret will have elaborate floor show, staged as a revue with a "new approach for cabaret entertainment." Accent will be on Cuban dancing and music. No emphasis on entertainment in other two restaurants; individual entertainers in each. Talent will number approximately 100 in the three spots. Other amusement features will be a marionette show, comic bull fight, street minstrels, jugglers, acrobats, etc. It is planned to use one or two star names, and new talent will also be looked for. Too soon to make any statement on booking arrangements. Booking places will be operated by individual concessioners, thru whom bookings will have to be made. Bids are being taken by the Cuban Village from concessioners now. Cuban Village, Inc. is being backed by a group of New York business men headed by Harry R. Dash, president of the corporation, and P. Benjamin Kaufman, vice-president. The project has the sanction and co-operation of the Cuban government. Designer of the village and its features is Philip Gelb.

GREENWICH VILLAGE will be a replica of that section of New York and will include a place for living model tableaux, theater-restaurant and reproductions of famous village places such as John Held Jr.'s studio, James Montgomery Flagg's studio, Eugene O'Neill's home and other landmarks. Will have no shows, a variety show and revue will legit. Will use talent as indicated and will have two orchestras and possibly three. Admission to village will be 50 cents. Morris Green, New York producer, is directing the entire project.

MONTY CARLO, under direction of Max Ferry, international producer, will be another village-type attraction, built to represent the famous Riviera resort town. Details have not been arranged yet, altho it is intended to emphasize

entertainment a la Continental night clubs. Usual 25-cent admission will be charged at gate, with half free, half pay attractions inside. Floor shows will play prominent part in set-up, according to present plans.

HEINEKEN'S ON THE ZUIDERZEE will be a typical Dutch Village with copies of authentic buildings on the great inland sea. Spot will house a restaurant seating 1,000 and a large bar, and entertainment will be of floor-show type with native entertainers used to some extent. Austin, Nichols & Co., representatives of the Heineken Breweries of Holland, operating the project.

THE SAVOY will be a replica of Moe Gale's Savoy Ballroom in Harlem and produced by the same group that runs the uptown spot. Gale heads the organization and will personally supervise construction and operation. He will produce the entertainment and all bookings will be done thru him. Spot will seat about 700. There will be no dancing by patrons, entertainment consisting of exhibitions of various types of modern dancing such as the Lindy Hop, big apple, shag, truckin', etc. Will use all colored talent, best assortment of dancers of the styles mentioned above to be obtained. Approximately 30 dancers, two bands, with Chick Webb probably one of them. Grind policy will be followed with two or three shows an hour. Admission will be 25 cents. Construction to start within two or three weeks.

MIDGET CITY, to be operated by Morris Gest, New York producer, is potentially one of the most interesting attractions to be at the fair. Plan is to present an entire village completely run by little people. Gest hopes to have between 150 and 200 midgets in the spot and already has arranged for importation of 125 from other side of the Atlantic. Hopes to use mostly European midgets, altho some American bookers, notably Billy Jackson, are raising squawks based on contention that American little folk are as talented as any and should be given preference because of international complications. Outcome remains to be seen, altho Jackson maintains that midgets under his wing are reasonably certain of obtaining work at the concession. Buildings, streets, stores, night clubs, theaters, etc., all will be diminutive in character. Admission will be 25 cents, with merchandise and some entertainment at added cost on inside.

LIVING MAGAZINE COVERS, altho plans are not definitely set, is expected to consist of professional models and showgirls in tableau style, depicting scenes representative of Broadway's more elaborate musical revues. Spot will serve refreshments. The girls will model the latest style sensations, it is understood. Will be under direction and operation of John E. Sheridan, New York artist and style setter. One gate admission, amount not yet set, will be sole cost to public.

STRANGE AS IT SEEMS, presenting original subjects appearing in the John Hix cartoon by the same name, will be an elaborate freak show designed along modern trends. Dufour & Rogers, veteran exposition concessioners, will have this one. It will be one of the most elaborate shows of its kind, costing several hundred thousand dollars. Show will be framed along the usual walk-thru show angles. Lew Dufour is handling the New York end while his partner Joe Rogers handles the firm's concessions at the San Francisco fair.

Talent is also expected to be utilized to some extent in several other large enterprises. Children's World, several-acre kiddyland, will be a haven for the youngsters, housing all sorts of attractions. Expected to offer nursery stage attractions of several kinds. Frank W. Darling, with headquarters at the Empire State Building, is managing director.

Ballantine Breweries plan to spend \$350,000 to erect the "Three Ring" Inn. Layout will be a 2,000-seat restaurant with additional outdoor garden terrace. J. Walter Thompson advertising agency in charge. Talent will be used to some extent, mostly singers.

Schafer Brewing Company will also have a large restaurant and beer garden, altho plans are still in early stages. Talent is expected to be used slightly.

Other signed attractions, excluding rides, include Dr. Martin Couney's Infant Incubators, Tony Sarg's Enchanted Forest, Col. M. W. Billingsley's Indian Village titled Kiwa, Admiral Byrd's Penguin Island with some real Eskimos, Frank Buck's Jungle Show, E. W. McConnell's Naval Show and Creation Show, Cliff Wilson's Live Monster Show,

ATTENTION *Beacon* **ATTENTION**
CORN GAMES
GRIND STORES
SALESBOARDS
make Warm Friends
HEADQUARTERS FOR THE MOST COMPLETE LINE OF WINNERS
IN THE CONCESSION WORLD.
BLANKETS—LAMPS—CHROMEWARE—PLASTER—CHINA—BALL
GAME NOVELTIES—CANES—SLUM—WRITE FOR CATALOG.
WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN



JUMBO GIVE-AWAY CANDY
 PACKED 200 TO CARTON, \$2.00 PER CARTON.
 1,000 PACKAGES, \$10.00.
 25% Deposit With All Orders. Balance C. O. D. Send for FREE ILLUSTRATED 1938 CATALOG.
 Our Candy is Guaranteed To Stand Up in All Weather.
MARVEL CANDY CO., INC.
 101-103 Wooster Street, New York City.



PLENTY OF NEWEST PATTERNS
IN BEACON BLANKETS
 Exclusive Items for Bottom Shelf of Corn Games, Plaster Dolls and Canes at Reduced Prices.
SAVE TIME AND MONEY—ONE-DAY SERVICE.
YOU WILL WANT OUR NEW CATALOG.
 Write Today for Our 150-Page Book.
 Please state your business.
PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

Woodney Silverman and Julian Levy's Surrealist House, McConnell's South Sea Island Show and Messmore & Damon's Flash Gordon in A World of Tomorrow.

ROUTES

- Continued from page 59*
- Fryor's Am. Co.: Manchester, O.
 - R. & A.: Florence, S. C.
 - Rainbow Am. Co.: (Fair) Lexington, Ala.
 - Reading's: Trenton, Tenn.
 - Regal United: Franklin, Tex.
 - Reynolds & Wells United: Lamar, Mo.
 - Rogers Greater: Camden, Tenn.
 - Rogers & Powell: Priar Point, Miss.
 - Roland: (Fair) Ahsokie, N. C.
 - Royal American: Birmingham, Ala.
 - Royal Midway: McQueen, Ark.
 - Rubin & Cherry Expo.: (Fair) Meridian, Miss.; (Fair) Atlanta, Ga. 3-8.
 - Santa Fe Expo.: South Haven, Kan.
 - Scott Bros.: (Fair) Moulton, Ala.; (Fair) Greenville 3-8.
 - Shedder Midway: (Fair) Lubbock, Tex.; (Fair) Abilene 3-8.
 - Shugart, Doc: (Fair) Stigler, Okla., 29-Oct. 1.
 - Sickets United: Charleston, Miss.; Clarkdale 3-8.
 - Sims Greater: (Fair) Welland, Ont., Can., 27-29.
 - Six J. Harry: (Fair) Rutherford, Tenn.
 - Smith Bros.: Mangum, Okla.
 - Smith's Greater Atlantic: (Fair) Mullins, S. C.
 - Snapp Greater: Leesville, La.
 - Sol's Liberty: (Fair) Ellythville, Ark., 27-Oct. 2; (Fair) Caruthersville, Mo., 4-9.
 - Southern States: Sylvester, Ga.
 - Sparke, J. P.: Whitwell, Tenn.; (Fair) Scottsboro, Ala., 3-8.
 - Sprenger, C. L.: Waldron, Ark.
 - State Fair: Denton, Tex.
 - Stone Mountain Am.: Danville, Ga.; Montezuma 3-8.
 - Strates: (Fair) Bloomsburg, Pa.; (Fair) York 3-8.
 - Sunset Am. Co.: (Fair) Brunswick, Mo.; (Fair) Marshall 3-8.
 - Terrill & Morohi: Calhoun, Ga.
 - Texas Kidd: (Fair) Eastland, Tex.; (Fair) Clifton 3-8.
 - Texas Longhorn: Carthage, Tex.
 - Tilgert, T. J.: Duncan, Okla.; (Fair) Graham, Tex., 3-8.
 - Tilley: Marselles, Ill.
 - Valley: (Fair) Bellville, Tex.; (Fair) Lockhart 3-8.
 - Wade, W. G.: Warsaw, Ind.; Lagrange 3-8.
 - Wallace Bros.: (Fair) Tylertown, Miss.; (Fair) Kosciusko 3-8.
 - Wallace Bros.: Caledonia, Ont., Can.
 - Ward, John R.: Paris, Tenn.
 - Wehrley Attra.: (Fair) Marion, Ind.
 - Welsman Am. Co.: Bowling Green, Va.
 - West Bros.: (Fair) Columbus, Miss.; (Fair) Yazoo City 3-8.
 - West World's Wonder: (Fair) Wilmington, N. C.; (Fair) Henderson 3-8.
 - West, W. E.: Motorized: (Fair) Rich Hill, Mo.
 - Western State: Vernon, Tex.
 - Weydt Am. Co.: (Fair) Tomah, Wis., 27-30.
 - White City: Reno, Nev.
 - Williams, Ben: Chatham, N. B., Can.
 - Williams, S. B.: Davidson, Okla.
 - Wilson Am.: Milton, Ill.
 - Winters Attra.: Alkavista, Va.
 - Wolf's Am. Co.: Swansboro, N. C.
 - World of Fun: Newport, Tenn.
 - World of Mirth: Richmond, Va.
 - Young, Monte: Salt Lake City, Utah, 1-8.
 - Zeiger, C. P.: United: Denver, Colo., 26-28; (Fair) N. M., Oct. 1-6.
 - Zanders Greater: Colored Fair: Athens, Ala.; (Fair) Decatur 3-8.

WANTED:
 FOR THE FOLLOWING FAIRS AND ALL SEASONS
 Center, San Augustine, Jasper and Gilmer, All Texas
 Shows Mechanical, Grims, Fat People, Midgets, Unborn Wax or Fresh Following Concessions open: Snow, String, Bowling Alley, Cigarette Gallery, Ham and Bacon Wheel, High Striker, Candy Floss, Nostrils, etc.
 Will place Pony Ride, Also Kiddie Auto Ride.
 Write
TEXAS LONGHORN SHOWS
 CARTHAGE, TEXAS.

FIREMEN'S JUBILEE
STOW, OHIO
 HEART OF CITY
OCT. 5-6-7-8
WANTED
 SHOWS—No Girl Shows. Legitimate Concessions. Will sell exclusive Sloop, Lunch, Photos, Diggers, Rides booked.
 Address: 1199 BROWN ST., AKRON, O.

RED WATSON
WANTS
 ROLLODOWN AGENTS
 Bill McLaughlin, Fremont, Ontario, vice quick Murphy, N. C., this week.

WANTED FOR FAIR
 Oxen Hill, Md., 8 miles from Washington.
 September 30 to October 1.
 One major Ride or Kiddie Ride. Shows with own outfit and Concessions. Largest Government pay week. **JOHN KEELER**, Oxen Hill, Md.

E. W. ROCKWELL
 Have something that will interest you. Where can I reach you?
 Address: BOX D-158,
 Care Billboard, Cincinnati, Ohio.

WANTED CARNIVAL
DYER COUNTY FREE FAIR
 Week October 9.
 BOX 286, Dyersburg, Tenn.
 Only first-class Attractions considered.

Atlantic Coastal Shows
 Going south to Florida. Want for Clarksville, Va., week October 3, with night fair and fiestas to follow: Eli Wiesel, Chas. W. Wray, Pit and Midget Shows, Concessions of all kind. Florida dates start November 7. This week Lawrenceville, Va.
 Send your correspondence to advertisers by mentioning The Billboard.

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.

EUROPE

While there is much pacifist and isolationist sentiment in America, there are many of us who still hope that the United States will play its full part for free trade and free government during the present crisis in Europe. During recent years there has grown up a genuine fraternal feeling between members of the coin machine industry in America and in Europe.

So the sympathy of the American trade for our friends overseas is real, altho we may be confused as to the many factors involved.

It is one of the peaceful results of trade that when people do business together they develop a feeling of kinship that makes wars less and less likely to develop. The United States is fortunate to have as its Secretary of State a man who is quietly developing that philosophy at a time when so many nations seem hell bent for war.

In the coin machine industry the American firms have had a favorable balance of trade, and many in the industry do not appreciate what responsibilities rest upon the United States and its industries under the present world stress. We have coin-operated machines to sell and our friends in Europe have bought them, and that is about the extent of understanding that many people have of trade relations between nations. That we have heavy responsibilities to buy goods from friendly nations, with half the world's gold supply, has not yet dawned upon the American people.

Our friends in the coin machine industry in Europe will understand fully what we mean in saying that the American public is not fully responsible for its lack of understanding of the problems of peace, because its sources of information are somewhat unreliable. While the press may be completely censored in much of Europe, many American newspapers have degraded to the low level of selfish and partisan interests so that the people suffer for lack of progressive leadership.

As the American trade looks with mingled sympathy and confusion toward the European situation, much attention is naturally centered upon Germany. German talent has contributed much to the progress of the coin machine industry in America and it has been well understood that before the crisis arose the coin machine trade in Germany was highly progressive.

In fact, the entire business world no doubt recalls that there was a time when Germany had risen to a place of industrial leadership among the nations of the world. But the spirit of war moved the German people to sacrifice that position of leadership in what we know as the World War. We in America may not fully understand the spirit of the German people today, but it certainly appears that once again they are moving to destroy their progressive spirit in another war that may drag Europe down with it. To the members of the coin machine industry in Germany (what is left of it) it can only be said that to the rest of the world the acts of Germany look deliberately bad.

Many of us are beginning to feel that the German nation needs a sound licking on its own soil. Germany has kept the fighting on other people's soil for too long. I was with the American forces that moved the deadly Lewisite gas shells

up toward the German lines, awaiting the drive in the spring of 1919, and I remember how we American boys cursed and swore when an armistice was called. We felt then that the Germans should have been given a dose of medicine on their own home soil, where it would not be so soon forgotten.

But that was long ago and the boys who cursed then because Germany called a halt would now much prefer peaceful trade and friendly relations with the rest of the world.

Many Americans recognize that terrific problems face England and France. I recently talked with a newspaper man from Paris and he said it is remarkable how quietly the French are able to continue business in the midst of conditions so alarming. In America we have noted that the British coin machine trade seems to be going right ahead as if nothing serious had happened. It is good that such courage can exist.

By way of explanation, it should be said that in America liberals like myself have not fully trusted the present (Chamberlain) government. We have felt long before the present crisis that it was a poor friend to the remaining hopes of free government in the world, and recent events have only confirmed those suspicions. However selfish America may be under the present circumstances, we would like proof of a sincere devotion to free government.

When our friends in England and France are forced to defend what is left of free government, we Americans are much at fault. We are the victims of an ill-advised peace-at-any-price program by religionists and partisan organizations. Kindly old men, like our Senator Borah, argue for isolation and cry "peace, peace when there is no peace." They know they will not live to see the final results of the present European crisis and maybe it is but human that they should ask for their remaining years to be peaceful—without regard for what the rest of us must face in the future.

Many Americans are content to sit smugly by with the protection of Canada on the north and let British and French armies bear the brunt of protecting our liberties. In all probability it will require fighting on American soil and bombing American cities to change present public opinion. Then it will be too late. Thinking Americans know that this country holds out one of the most tempting baits, in its gold supply, to Italy, Japan and Germany that any country in the world could hold. Already, our Brazilian neighbors to the south are beginning to worry about the more than 1,000,000 Germans within their bounds. That the dictators of Europe have an open door in the Americas is already too plain.

Military experts say that England has normally a food supply to last five weeks, and it is easy to see why the leaders of England might hesitate a long time before going into war. If America did nothing else, we could easily back our democratic friends with food and munitions in defending the hopes of free government. But that will not be done.

The chief ray of hope coming out of Europe is that with the death of the present heads of Germany, Italy and Japan, those countries will quickly fall to pieces under the chaos of civil war. Perhaps the hope of friendly trade relations may yet break thru the gloom and improving business in all countries will bring prosperity under free government.

Goodbye
Mr. "Multiple"

UPPER

STEPPER-

KEENEY'S
A brand new principle in stepping up play and payouts
WATCH FOR KEENEY'S NEW PAYOUT TABLE—the game that upsets the Multiple-Play applectart!

1938 Skill Times

Late Serial Number.

\$180.00

5% discount in lots of 10. Wire deposit on one.

Fortunately we have two ends—one to sit on and the other to think with. A man's success depends upon which end he uses most. It's a case of "heads you win, tails you lose."

SAM MAY "HAS IT"

Price list will prove you can save money. You owe it to yourself to have the information on our prices.

SAM MAY & COMPANY,
2011-13 Maryland Ave. Balto., Md.

Chico Marvel Okeh,
Says Sam Wolberg

CHICAGO, Sept. 24.—"Now it can be sold," says Sam Wolberg, official of the Chicago Coin Mfg. Co., speaking of its newest release, Chico Marvel.

"First we put it to the test in the plant, then our distributors tried it on locations and now operators are getting the thrill of a lifetime with the big Chico Marvel is enjoying. With all this proof of the effectiveness of Chico Marvel features to back us up, we can tell the story of the game without doing any idle boasting.

"The most unusual feature of Chico Marvel and the one that is responsible for the popularity of the game is the color register. This registers the colors of the balls as they come in after being played. The register causes the color in the backrack to light up. In addition to the regular awards won when colored balls light up the backrack, the player can also win a bonus. The bonus is won when the bonus switch on the field is contacted and all five balls have

"Wonderful Sales,"
Says Orenstein

NEWARK, N. J., Sept. 24.—Irv Orenstein, of Hercules Machine Exchange, Inc., claims, "Our firm is one of the busiest in the State."

He explained, "We are enjoying the biggest sales in any fall in our history. Our only trouble has been to get the large numbers of games that we need. Many of the ops have been replacing their entire game routes and this has given us an unusually fine opportunity to work with them and to help them in every possible fashion.

"We want to help the men get started with these new games, for we sincerely believe that this is only to bring about a business revival.

"From everywhere in the State we have been enjoying large orders for the new games and we feel that if this volume continues we will create some new sales records for this fall season."

Odd Ball Going
Well, Says Ponsler

NEW YORK, Sept. 24.—George Ponsler, commenting on Daval's 5-ball novelty pin game, Odd Ball, reports, "This is the greatest run of games that we have enjoyed this entire year. Not only that but we are definitely convinced that we have set a new record for sales this year with Odd Ball.

"Machines have been coming in at a rapid rate and have been going out just as fast from the firm's offices in this city, Brooklyn, Newark and Philadelphia. From all offices we are getting the same report. Business is jumping up. From the moment we saw Odd Ball we placed a large quantity order and have been doubling and redoubling that amount almost every week.

"The teasing play action of the game is what gets the players. The sales of Odd Ball have gone to a new high for this territory."

Go-Getter Jar Deal Clicks

TYLER, Tex., Sept. 24.—Go-Getter Jar Co., this city, is reported to be getting a heavy play on its recently introduced jar deal, with the firm now running 24 hours behind in shipping. The Jack-pot card is finished in four colors and is equipped with eyelets to prevent its being tampered with. The payouts are so arranged as to keep the player interested at all times. The new Go-Getter jar is well represented in the Lone Star State wherever jar deals are popular.

Jack Powell, former bulk vending machine operator, has entered the publishing business and is now publishing *The Ft. Worth Labor News*, a local union labor newspaper.

come in in the proper sequence as shown on the light-up rack.

"An additional way in which the player can win is by contacting the brown and white switch on the field. Speed as well as fascination of play is afforded by the automatic ball set, eliminating the ball lift, and by the automatic ball projector."

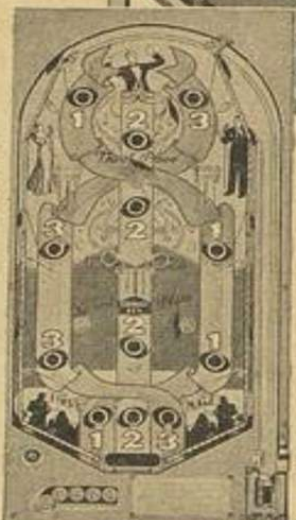
Wolberg added: "The general opinion among operators and distributors regarding Chico Marvel is that it is exceptionally low priced for the location value it affords."

Lower
in Price
than
Free Races
and Multi-Free
Races



9 POSSIBLE
WINNERS

with each
5-Ball Play
totalling \$2.40
in Free Replays
or Free Games
SINGLE COIN



FREE GAME UNIT PATENTED

Another hit

by the originators of Free Replay Award games, and builders of more hits in such tables

HIT NUMBER

5-BALL NON-PAYOUT

● Keeney's Free Races is making money for operators in non-payout territories. Multi-Free Races, the next Free Replay Award game, is producing bigger earnings than the former. Now comes HIT NUMBER topping both of these two famous money-makers. AND IT IS LOWER IN PRICE than were the first two! Larger collections, mechanical perfection, higher resale value and a longer run on location—that's what you get in a Keeney Free Replay Award game such as HIT NUMBER.

Now appearing on locations the country over
Get your HIT NUMBERS on your locations before someone else does

J. H. KEENEY & COMPANY, Not Inc.
"The House That Jack Built"
2001 CALUMET AVENUE • CHICAGO, ILLINOIS

LOOK THESE OVER!!

NOVELTY PIN GAMES.		AUTOMATIC GAMES.	
Alway	\$25.00	Heavyweight	\$14.50
Auto Derby	10.50	Paddock	14.50
Bally Basket Ball	22.50	Turf Champ (TFL)	22.50
Carnival	12.50	COUNTER GAMES.	
Chico Baseball	21.50	Track Reel	8.50
Electric Scoreboards	6.50	Riel Seat	4.00
Game Football	10.50	Riel Seat	6.50
Happy Days	6.50	Riel "21"	4.00
		Ball Slide	7.50
		1/3 Deposit Must accompany Orders, Balance C. O. D.	

ST. LOUIS NOVELTY CO., 3138 OLIVE ST., ST. LOUIS, MO.

USED GAMES—PRICES TO MOVE	
Classic	\$12.50
Prize	12.50
Marbles	12.50
Winner	2.50
Golden Wheel	12.50
Wiltz 1-2-3	35.00
Wiltz Track	59.50
Rating Free	12.50
Also Northwestern Merchandise Machines with Purchase Base, 1c, \$2.25; 5c, \$2.50.	
Miscellaneous Penny Scales, \$20.00 and Up.	
Under \$10.00.	
TERMS: F. O. B. Miami, 1/3 Certified Deposit With Order, Balance C. O. D. Cash in Full for Orders	
WM. H. TURNER, JR., 845 N. W. 9th Ct., Miami, Fla.	

NEW CONSOLES.		USED CONSOLES.		USED GAMES.	
1938 Track Time	\$209.50	Track Odds	\$139.50	Hey Day	\$5.00
Lincoln Field, Johnson		Track Time	90.00	Quintilla Multi	79.50
Head	179.50	Gallop and Domine	79.50	Derby Champ	79.50
Stoner Turf	99.50	Lincoln Field	69.50	Stoner Champ	79.50
NEW NOVELTY GAMES.		Saddle Club	69.50	Fairgrounds	69.50
Green Lights	\$39.50	Liberty Bell	59.50	One-Two-Three	69.50
Skill Derby	59.50	Bally Eagle Eye	59.50	Paddock Multi	49.50
Bally Racer	39.50	Tampan	55.00	Arlington	35.00
Rings	27.50	Club House	49.50	Hi Card	27.50
Stoner Baseball	27.50	Check-It-Lette	37.50	Golden Wheel	15.00
SLOTS.		Shoot-a-light	35.50	Policy	15.00
Used 10 Days.		Domino	29.50	Paces Races—5000	155.00
Melon Bell 420000	\$72.50	De Luxe Bell	29.50	Paces Races—4200	149.50
Cherry Bell 427000	57.50	Key Line	27.50	Paces Races—1600	85.00
		Jennings Scales, FB	\$39.50	(Reconditioned—New Motors)	

1/3 Deposit With Order, Balance C. O. D.
Write for Prices on PHONOGRAPHS, SLOTS AND COUNTER GAMES
Authorized Distributors for Bally, Mills, Stoner, Evans
MAYFLOWER NOVELTY CO. INC., 1507 University Ave., Nos. 7284
St. Paul, Minn.

LOWEST PRICES EVER!
Out they go! We need the space! Prices guaranteed 4 months ahead of all competitors.

WURLITZER \$134.50 Ea.

—610—(Lots of 10) (Single Machine, \$139.50)

10 Wurlitzer Model 616A, Each	\$134.50	5 Cashart Model C10-20, Each	\$ 75.00
5 Wurlitzer Model 412, Each	69.50	4 Mills Model Dc-Rs-Ml, Each	69.50
5 Wurlitzer Model 312, Each	69.50	6 Mills Model Dancemasters, Each	25.00
5 Wurlitzer Model P12, Each	69.50	2 Rock-Ola Model Nos. 2, Each	58.00

EVERY PHONOGRAPH GUARANTEED PERFECT.

AMUSEMENT GAMES, Inc., 1679 University Ave., ST. PAUL, MINN.

MOVIETROLA CORPORATION OF AMERICA

New York

Sixty East Forty-second Street

Vanderbilt 3-2739

September 24th,
1...9....3...8

An open letter to every vending machine operator, phonograph distributor and all others concerned:-----

I have been moved to write this because of the appearance of the following editorial in the September 24th issue of the Billboard:-----

"A few days ago newspapers published the news of the Movie-trola, a movie-music idea that apparently would show pictures of the orchestra while the music was being played. Phonograph operators evidently took note, for inquiries began to come in about it. At the same time a Chicago firm that had been developing a movie-music idea announced that it had been dropped and that 'phonograph operators had nothing to worry about.'"

The Movietrola, which is a selective sound motion picture vending machine, is in no way connected with any organization that may have or was supposed to have "dropped" plans

This letter is not to be considered part of our planned advertising campaign, but rather a result of being forced into an early clarification of the issue.

In the spirit of bigger and better business for all of us in the near future, I am,

Sincerely yours,

Emile Hallander

Movietrola Corporation of America
President

e
h
*
m
s

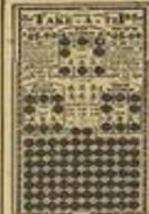
Take a Tip FROM US IT'S A KNOCKOUT



A NEW IDEA IN HORSE RACE PLAY
 THE ORIGINATORS OF THE WORLD-FAMOUS "NEW REELS" AND "RED WHITE-BLUE" GIVE YOU SOMETHING ENTIRELY NEW . . .
"TAKE-A-TIP"

NEW ORIGINAL PROFITABLE DEALS

A SENSATIONAL NEW IDEA



NOTE!
 Do not be misled by firms advertising jar games at cheap prices. Cheap deals are unreliable on location. Buy only from reliable firms and be sure of your profits.



TAKE-A-TIP (SENIOR)

Takes in 2100 Tickets @ 5c \$105.00
 Pays Out (Actual) 71.50
PROFIT (Actual) ..\$ 33.50
 121 WINNERS
 5c PLAY



TAKE-A-TIP (SENIOR)

Takes in 2100 Tickets @ 10c \$210.00
 Pays Out (Actual) 152.00
PROFIT (Actual) ..\$ 58.00
 121 WINNERS
 10c PLAY

TAKE-A-TIP (JUNIOR)

Takes in 1050 Tickets @ 5c \$52.50
 Pays Out (Actual) 31.70
PROFIT (Actual) ..\$ 20.80
 91 WINNERS
 5c PLAY

TAKE-A-TIP (JUNIOR)

Takes in 1050 Tickets @ 10c \$105.00
 Pays Out (Actual) 70.50
PROFIT (Actual) ..\$ 34.50
 91 WINNERS
 10c PLAY

SPECIAL!
 For the greater protection of the operator **TAKE-A-TIP** Tickets are folded three times. Triplo fold guarantee absolutely "Fool-Proof" Tickets.



"TAKE-A-TIP" Tickets are an entirely new idea in ticket manufacturing. Any three horses of the same name and the same color on a ticket is a winner. Winners must correspond both in the horse's name and color to the names and colors shown on the jar label. Colors are concealed inside of the tickets.



"TAKE-A-TIP" Tickets are colorful, appealing, attractive. Players know as soon as the tickets are opened if they have hit a winner. No difficult number combination — easy to read! Seven beautiful colors. "TAKE-A-TIP" Tickets are alluring — fascinating — players can't resist the appeal of these New Type of Tickets.



TAKE-A-TIP (TRIPLE PLAY)

Takes in 2100 Tickets @ 5c. \$105.00
 Pays Out (Average) 67.98
PROFIT (Average) \$37.02
 121 WINNERS

TAKE-A-TIP (STRAIGHT PLAY)

Takes in 1050 Tickets @ 5c. \$52.50
 Pays Out (Average) 29.90
PROFIT (Average) \$22.60
 91 WINNERS.

THE TAKE-A-TIP JUNIOR AND SENIOR DEALS DO NOT REQUIRE A JACK-POT CARD OR HOLDER. ALL OF THE NECESSARY INFORMATION IS CONTAINED ON THE JAR LABEL.

ATTENTION!

OPERATORS, JOBBERS, DISTRIBUTORS IN WISCONSIN

FOR QUICKEST DELIVERY SERVICE AT LOWEST FACTORY PRICES, WRITE TO:

GEORGE JABER CO.
 35 N. Lincoln, Fond Du Lac, Wis.

ATTENTION!

OPERATORS, JOBBERS, DISTRIBUTORS IN

IOWA, NEBRASKA, MINNESOTA, NORTH AND SOUTH DAKOTA. FOR QUICKEST DELIVERY SERVICE AT LOWEST FACTORY PRICES WRITE TO

HARDEN SUPPLY CO.
 802 W. 7th St., Sioux City, Ia.

TAKE-A-TIP (5 PLAY)
 Takes in 2100 Tickets @ 5c \$105.00
 Pays Out (Average) 62.58
PROFIT (Average) \$42.42
 121 WINNERS

WRITE TODAY FOR LOWEST FACTORY PRICES. SOLD ONLY TO OPERATORS, JOBBERS AND DISTRIBUTORS. ORIGINATED, DESIGNED AND MANUFACTURED ONLY BY THE

UNIVERSAL MANUFACTURING CO.
 104 EAST 8TH ST., KANSAS CITY, MO.
 (Manufacturers Only) Dept. 88-9 (Beware of Imitations)

Witch-A-Denny
 in any POCKET and pack
POSITIVE PAYOUT REGISTER
 ALL WINDING REELS GO INTO SEPARATE CASE
 The World's FASTEST Counter Game
 CASE FEEDS REELS
 WILL SHUT OFF HERE
 ADJUSTABLE PERCENTAGE
 only \$18.75
 IDEAL SIZE 17" X 8"
 BEAUTIFUL MULTICOLOR MIRROR GLASS

Reserve Game Is Approved

New Orleans test case approves reserve type pinball under statutes

NEW ORLEANS, Sept. 24.—After a brief hearing of testimony, Judge George P. Platt, Criminal District Court here, on September 23 ruled in a test case that since no evidence was furnished to show that the reserve type of pinball machines are gambling devices, the machines are legal in the eyes of the law and not in violation of the anti-slot machine statutes.

A location owner was on trial in the test case, charged with violation of Act 107 of 1908, which prohibits operation of slot machines or similar devices. The court instructed that the machine, a reserve type game, be returned to the location.

The decision is said to mean here that the pinball games, which returned to locations in July, will now be allowed to operate without molestation from the police unless evidence is found that locations are making cash payouts over the counter or otherwise.

The judge gave as his reasons for the decision as follows:
 "According to a decision of the Federal Court, especially in the case of Ashcroft vs. Healey, Judge Foster said that a machine—a slot machine—which was not

NAVIGATION COIN MACHINE CO.
CALLING ALL OPS!!!!
 AUTOMATIC.
 FAIRGROUNDS \$72.50
 SPORT PAGE 95.50
 MEY DEY 67.50
 PRAKNESS 23.50
 MILLS DICE—250 87.50
 DAILY RACE MYST. 11.50
 ALL STAR 4.50
 MILLS CLOCKER 17.50
 GOLDEN WHEEL 15.50
 SPORTSMAN DE LUXE 28.50
 MILLS 1-2-3 49.50
 FOTO FINISH 17.50
 AIR DERBY 17.50
 FENCE BUSTER MYST 11.50
 NOVELTY GAMES.
 GENCO HIT \$28.50
 EXHIBIT WORLD SERIES 47.50
 BALLY RESERVES No. 2 30.00
 1/3 Certified Deposit Must Accompany All Orders.
 MANUFACTURERS' DISTRIBUTORS FOR SOUTH TEXAS.
 Write for First Hand Information and Prices!

Bargains — YEAH MAN!
 Reconditioned—NO! Rebuilt—NO!
 Guaranteed—AND HOW!
 Your dough back if not O K!

COUNTER GAMES.
 BALLY MILLWHEEL \$15.00
 TRACK REEL 9.50
 GRIP SCALE, 3 Way 4.50
 JOKERS 14.50
 DEuces WILD 15.50

SLOT MACHINES.
 MILLS DIAL, 5c \$27.50
 WAR EAGLE, 1c Cab 39.50
 REX, 1c Cig. Reel 27.50
 BLUE FRONT, 5c 40.00

4704 NAVIGATION BLVD. HOUSTON, TEXAS
CABLE ADDRESS NAVICOIN TEL. W 6-4811

BUY FROM THE LEADER

AIRWAY \$18.50	EASY STEPS \$10.50	PLAY BALL \$42.50
AURORAN 7.50	FORWARD MARCH 7.50	MISS AMERICA 7.50
ATLANTIC CITY 29.50	GENCO FOOTBALL 9.50	ROCKET 12.50
ASCOT DERBY 54.50	GAY TIME 29.50	BALLY RESERVE 22.50
BOBS 16.50	HOME STREET 7.50	SNAPPY 29.50
BEAM LITE 14.50	HARE 'N HOUND 14.50	SKI-HI 24.50
CARGO 24.50	(Late Model)	SULLY 14.50
CHICO DERBY 7.50	JUNGLE 29.50	TURF KING 7.50
CHICO BASEBALL 14.50	HIT 14.50	TRACK MEET 11.50
DAYTONA 7.50		VOGUE 9.50

One-Third Deposit With All Orders. Balance Shipped C. O. D.
ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

WIRE YOUR ORDER TODAY!
KENYON, INC. 101-109 GOLIAD ST. SAN ANTONIO, TEX.
 DOMINOES \$ 89.50
 CRYSTALS 75.00
 DE LUXE BELLS 29.50
 TRACK TIMES 35.00
 RAYS TRACKS 49.50
 HAY-LITE 89.50
 BROWN PACES 105.00
UNITED AMUSEMENT CO.
 310 S. Alamo, San Antonio, Texas.
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

evidence shows that it was not a gambling device per se the defendant will recover charge of the machine." The decision of Judge Foster cited by Judge Platt is said to have held that because a device is susceptible of being used for gambling purposes is not enough to make it illegal.



HAMILTON ENTERPRISES, Inc.

Wants "Live Wire" Distributors
for "MICKEY MOUSE AND HIS PALS" Vending Machines



MICKEY MOUSE! "World's Fastest Salesman"

Tie-in now with this famous Disney Personality and all his lovable Pals. Everyone wants these outstanding Vendors.

We are also sole licensed manufacturers of Disney character charms—the sensation of the Industry.

We have set up a deal that you simply must investigate right now.

Let Mickey and His Pals Increase Your Earnings 100%!

We are not seeking jobbers or distributors who merely want to take a sample and not actively create sales—we want active representatives who will demonstrate how amazing profits can be made. Must be financially able to buy vendors outright for handsome resale profit. Distributors who will follow our successful selling plan can clean up. Write for proof and full details of Profit-Sharing Offer Today.

—No Experience Needed—Character and Clean Record Essential—Send references with first letter.

Address A. T. HAMILTON, President
HAMILTON ENTERPRISES, Inc.

731 Holmes Street

Kansas City, Mo.



OPERATORS: Do you want to more than double your sales? The use of Authentic Walt Disney Charms of **Snow White and The Seven Dwarfs** in full colors will turn the trick. All your patrons will want to get a complete set. This means a continuity of sales that ordinary charms will not produce. Sold in sets of 8 gross (one gross of each character) at \$6.80 a set plus delivery charges.

CANDY CRAFTERS, INC.
LANSDOWNE, PA.



TOPPER Goes to Town

WORLD'S FASTEST SELLING VENDER.

TOPPER Vends Everything. See Your Jobber at Once for Complete Details and LOW PRICES, or Write
VICTOR VENDING CORP.
4203 FULLERTON AVENUE, CHICAGO.



Be Ahead of the Crowd

SUBSCRIBE TO THE BILLBOARD



MERCHANDISE MACHINES Super-Market Ops Discuss New Operating Methods

M. M. Zimmerman, merchandising authority and friend of the vending machine biz, is convention leader—store urged to advertise their benefits to consumers

CHICAGO, Sept. 24.—Super-Market operators met in Chicago recently for the second convention of the Super-Market Institute to discuss policies and methods in the management of the huge stores. Leading figure of the convention was M. M. Zimmerman, executive secretary of the institute, who is known as an old friend of the vending machine business. It has been pointed out many times that super-markets pave the way for the placing of bulk and other vending machines in grocery stores. Zimmerman, several years ago, addressed a national merchandising convention on the subject of vending as an ideal method of dispensing commodities throughout the country.

Al Cohen Likes Vender Biz Future

NEWARK, N. J., Sept. 24.—Al Cohen, of Asco Vending Machine Exchange, in commenting on his reason for entering the vending machine distribution business, said: "Because it is assuredly a business with a future."

He claims: "Merchandise machines will continue to be the mainstay of the industry. Regardless of what amusement devices may come and go, the vendors will always be here. The public has become so accustomed to them that they have in many cases actually developed a habit of buying from them whenever they come across a vending machine.

"The movies have even begun to feature merchandising machines as part of the background of their scenes. Cigaret machines and bulk vendors of all types have been appearing in various pictures. To my way of thinking, a good route of merchandise machines is just like an insurance policy for the average operator. It is one way of assuring himself a future livelihood regardless of emergencies.

"Complete display of new and used vendors are on hand," Cohen said, "and ops will be interested in many machines which we are featuring at this time."

Cigaret Machines In Beauty Shops

DETROIT, Sept. 24.—Coin machines in various forms have invaded just about every type of business establishment over many years. As amusement machines, they have long been familiar in men's barber shops, but it apparently remained for modern Detroiters to bring them into the precincts of women's beauty shops.

One distributor bringing about this invasion is the Safeway Cigaret Sales Corp., which is now placing its machines on location in a number of local beauty shops. Women patrons are becoming inveterate cigaret smokers, and it is a new idea for the shop to provide a way for them to buy their cigarets while waiting for a treatment. Result is a nice income from a brand-new type of location. Typical location is the near-downtown Win Beauty Salon, operated by Irene Win.

August Cig Output Reaches New High

WASHINGTON, Sept. 24.—Production of small cigarets in August reached the highest level for any month on record, according to figures released by the United States Bureau of Internal Revenue.

Total output, based on sales of tax stamps, amounted to 15,891,596,977 cig-

aretts, compared with 13,780,000,000 in July and 15,097,837,400 in August of 1937. The previous record was made in July, 1937, when 15,290,072,227 cigarets were produced.

Large cigar output last month totaled 477,595,284, as against 420,500,000 in July and 452,897,908 in August, 1937.

Paul S. Willis, president of the Associated Grocery Manufacturers of America, told operators and executives attending that super-markets, having acquired success quickly, must now plan carefully to insure continued success. One method of continuing the success, an authoritative person commented, was thru the use of vending machines.

Said Willis, "Strict adherence to policies which started you off successfully in the first place should take you far. Continue to give the consumer known value, keep your overhead low and permit this to reflect itself in attractive prices. Otherwise you will destroy the very features which attract and developed your present list of friendly customers."

Willis said that he hoped that the Super-Market Institute and its individual members would support a movement for legislation setting prices below which dealers are forbidden to sell.

Zimmerman asserted that "the history of almost every industry in the country has shown that as soon as it has consumer approval and reasonable success, it becomes at once the target of attack."

"In great part," he went on, "the attacks have been from interested pressure groups and minorities which either resent the success of the industry, wish to make profit by its success."

Pointing out that it is up to the individual operator to do his share in the program of consumer education, Zimmerman continued:

"All of you are heavy newspaper advertisers; use part of your lineage to the economic story of the super-market to your customers. The investment that space will be more than amply paid in greater consumer sympathy."

The institute, he said, will offer suggestions on such advertising.

Delegates heard a series of clinical discussions on super-markets and saw pictures of super-markets and their departments in various cities. During the discussions it was brought out that average mark-up on meats among members is 24.8 per cent and on bulk goods, 25.3 per cent. The average mark-up in dairy products is about 14.1 per cent, and that on drugs, where such department is in operation, is nearly 10 per cent.

MODEL "E" SEL-MOR
\$6.25 SAMPLE
 (CHEAPER IN QUANTITIES)
GUARANTEED FOR 5 YEARS!



The Automatic Toy, BALL GUM and Candy Shop that brings **BIGGER PROFIT.** (Specify whether BALL GUM or Candy Machine.)

GREAT STATES MFG. CO.
 DEPT. E-1601-09 E. 39TH ST., KANSAS CITY, MO.

cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

The Accounting Side of This Business

By A. Bernard Goldstone, CPA, N. Y.

Editor's note: The following article by Mr. Goldstone is a preamble to a series that are to follow in this column in which various accounting problems peculiar to the cigarette merchandising business will be discussed. Of necessity these articles will deal with the business as a whole. Consequently many questions are bound to arise in the minds of readers as to how they can apply Mr. Goldstone's tips to their own businesses. Operators are asked to forward any question on any accounting problem to The Billboard, 1564 Broadway, New York City. They will be answered by Mr. Goldstone either in this column or individually by mail. Operators can procure reprints of the entire series of articles by writing the author of this column at the above address.

As business gradually grew from its early "barter and trade" stage to its present complex credit structure, the business man found it more and more necessary to watch his business closely and to spend more time mulling over his accountant's reports. Just like any business man, the vending machine operator realizes the importance of pursuing conservative policies in the operation of his business. This applies to the equipment he buys, the stock he puts in his machines, the locations in which he installs his machines, etc. The more widespread his operations, the more necessary it is for him to keep an eagle eye on the story his "books" tell him. This necessitates his accounting methods being as up to date as the machines he installs in his choicest locations.

Such problems as how to charge off depreciation, the best method whereby one can obtain a true picture of his operating costs, what forms will enable one to fill out tax reports quickly, etc., all must be solved by the wide-awake operator who wishes to avoid needless trouble and expense. We have made an exhaustive study of conditions peculiar to the cigarette machine industry. In the series of articles to follow we will discuss at length the methods of handling depreciation, how to arrive at costs of operation, the manner in which tax reports are to be filed, etc. Perhaps some particular problem is bothering you. If it is, just drop a line to *The Billboard* and we'll endeavor to answer it for you.

A Preliminary Word on Depreciation

Every operator who has established his business on a firm foundation is well aware of the necessity of including all elements of income and expense in his profit and loss statement in order to know exactly the financial status of his business. One of the most controversial elements of expense is the deduction "depreciation." It is important because it represents a substantial item on the profit and loss statement. Furthermore, it creates controversy because it is primarily based on personal opinion as to the correct methods and rates employed.

Depreciation, as ordinarily defined, represents a reasonable allowance for the exhaustion or wear and tear of property used in the trade or business, including a reasonable allowance for obsolescence. Based on that definition, modern business has evolved various methods of computing depreciation costs. Some of the more important methods in use today are: (1) Straight-line method; (2) working hours method; (3) production or sales volume method; (4) reducing charge method; (5) uniform rate on diminishing value method; (6) diminishing rates on cost method; (7) sum of years' digits or life periods method; (8) annuity method; (9) sinking fund method; (10) appraisal method.

All of these methods have their uses. But just like a carpenter chooses a certain size chisel for one job and another for some other piece of work, so the accountant adapts one method of charging off depreciation to one business and a different one to another. Consequently, we will discuss next week those methods of handling depreciation which we believe adaptable to the vending machine operator.

Determination of Costs

Another subject which we will treat here is the manner in which an operator can obtain a true picture of how much it costs him to operate his business. Once an operator has obtained all of the so-called good locations in his territory he is faced with the fact that he must install machines in the poorer or marginal locations if he is to increase his operations. He must, therefore, accurately compute his costs so that he knows definitely at which point, in relation to the average number of packs sold weekly, he can operate a location at a profit. If he doesn't know his costs or computes them inaccurately, he may unknowingly be operating the location at a loss. There are many factors to be considered in arriving at the costs of an operation. We will endeavor to set forth here a simple method which will enable any operator to figure out just how many nickels he must take out of the cash boxes of his machines to meet expenses before ascertaining his profits.

Of course there may be several other points relative to the accounting side of the cigaret merchandising business which you men out on the firing line would like discussed. Just let us know what they are and we'll do our best.

Members of the CMA of Massachusetts in Worcester will be host to other members of the organization on October 6. The meeting will be held in the Bancroft Hotel. This get-together was scheduled in the western part of the State to accommodate members living in that area who usually journey to Boston for the regular meetings. Looks like the meeting will be a live one with Messrs. Risman, Sharnow and Lubarsky reported to be planning something out of the ordinary for it.

Hart Enjoys Increased Sales

NEWARK, N. J., Sept. 24.—Frank Hart, of Eastern Machine Exchange, reports that since the opening of the fall season they have been enjoying a fine increase in sales of Bob White, small bulk vender.

Hart said: "Just as soon as the cool weather started and the men came in from the resorts we found that our business on Bob White almost doubled overnight. Because of this increase we believe that the first sample machines purchased by ops have proved their mechanical perfection and money-making prowess."

"With the season now under way we are going to double our present production schedule so that we will always have stock on hand. We are behind in orders right now because of this fact. We did not expect the fall season to get started as fast as it did. But we are happy that it did get under way so soon and has proved to us that in Bob White we have a real hit."



SPUDS
Now \$6.25
PER THOUSAND

Spud is the top quality, original and correctly mentholated cigarette. That's why it's Spuds or nothing for millions of smokers. Spud cigarettes are now priced the same as other standard cigarettes, paying you a handsome profit. *Cork or Plain.*

The Axton-Fisher Tobacco Company
 Louisville, Ky.




CATALAN CHARMS
 Made in U. S. A.
 25 Styles
 Price Per 1,000—\$4.25

KARL GUGGENHEIM, Inc.
 160 Fifth Ave. N. Y. City



AMERICA'S NEW HIT!
BOB WHITE
 "A WHISTLING GOOD MACHINE"
 Rush Your SAMPLE
 Order Now! **\$6.50**
 It's Today's BIG HIT!
 Lower Price in Quantity Lots.

CHARMS
 65c Gross In Ten
 Sample Gross - 75c

EASTERN
 350 MULBERRY ST.,
 NEWARK, N. J.



PROVEN Money Makers!



Experienced operators know the important thing is to get the Vender into the location! Tom Thumb's got everything beat. Handmade, compact, it gets into taverns, waiting rooms, stores and restaurants close to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Table Tumbler locks, adjustable dispenser. Vends candy, gum or peanuts, 1 1/2 and 3 1/2 sizes. Thousands of Tom Thumb Vendors now helping real profits to operators. Don't wait. Write for full details, prices and money-back guarantee. **FIELDING MFG. CO., Dept. 40, Jackson, Mich.**

\$75 TO \$100
WEEKLY PROFIT
 WITH ONLY 25
B-I-N-G-O
 1c Counter Bill Games.
 LEGAL EVERYWHERE!
 SAMPLE BINGO, \$17.50.
 Quantity Prices on Request.

D. ROBBINS & CO. 1141-6 DEKALB AVE. BROOKLYN, N.Y.



PEANUT & GUM VENDING MACHINES
 New, Direct From Factory
 Only **\$2.40** and up
 Over 60,000 Sold
UNIVERSAL



Designed to provide operators with a 10 x 10 x 10 in. service and sales appeal at a LOW PRICE. Vends everything—candies, pastries, gummies, chocolates, etc. Capacity 5 lbs.

\$6.95
 Special Introductory Offer
 1 Universal
 10 lb. candy,
 1 gr. toys.
 All for **\$8.95**

Send for circular and easy terms.
 Order Now
 Factory Distributor

TORR 2047A-50.68
 PHILA., PA.

1c PEANUT! HERSHEY! GUM VENDORS!
 LOWEST PRICES IN AMERICA! Operate or Sell!
 Salesmanager, P. O. Box 285, Minneapolis, Minnesota.

Beg Your Pardon

In the September 24 issue of *The Billboard*, page 80, it was stated in a news item that the Champion Automatic Music Co., Detroit, is a Gabel phonograph distributor.

According to the John Gabel Mfg. Co., Chicago, George Blomberg, Gabel's Automatic Phonographs, Detroit, is now distributor for the Gabel phonographs in the State of Michigan.

Modern Clicks With Ad Series

NEW YORK, Sept. 24.—"Once again Modern Vending Co. has won the praise of music merchants throughout this territory with its pictorial series on why it pays to buy Wurlitzer phonos," said a Modern exec.

"There is no doubt that many operators forget the value of the product. They think of it simply as an instrument to work for them instead of thinking about the great name value of the instrument. Everyone knows what the name Wurlitzer means. We believe that this pictorial series which we are now featuring will bring home many important facts. Phono operators will begin to think about the value of the name they are featuring."

Meyer Parkoff, general manager of the firm, is preparing a follow-up campaign on the present series which he says "will help every operator in this area. We have something of unusual importance for them. The men who call at our offices will be surprised to find that we have arranged a definite profit program for them for many months to come. All this will be brought out in conjunction with our new advertising series."

Olsen Explains Needle Balance

CHICAGO, Sept. 24.—The problem of making satisfactory needles for automatic phonographs is a more serious one of getting the right balance than many would think, said Art Olsen, president of the Permo Products Corp., as he explained in detail some of the factors involved.

"It is very easy to make a needle that will play 10,000 records," he said, "but that same needle might easily wear out 10,000 records in that time."

"The diamond is used as a standard of comparison for hardness," Olsen continued. "However, all diamonds are not of the same hardness and wear-resisting qualities, which is true of any other jewel. This hardness depends upon the molecular structure and the amount of carbon the jewel contains." He stated that his laboratory had experimented with all of the carbides and that a number of them used as the points for phonograph needles would easily last for more than 10,000 records. However, he explained that the 10,000 records would not wear out a needle pointed with some jewels and carbides, that same needle would easily wear out 10,000 records.

Said Mr. Olsen, "A very delicate balance of both needle wear and record wear and a definite control of the uniformity of point material is a positive necessity in the making of a perfect long-play needle. And this balanced quality is exactly what we have accomplished in Permo Point needles after years of careful trial and experimenting."

Walco Says Price Low on New Needle

NEW YORK, Sept. 24.—Bob Grenner, of Walco Distributors, Inc., whose company has created the Walco sapphire phonograph needle, says he has learned that many out-of-town buyers believed the needle to be very high priced due to the sapphire point plus the fact that no indication of its price has been mentioned.

Grenner stated, "The production process and quantity sales, plus the fact that we worked for over two years on this needle, make it possible for us to present the genuine Walco sapphire to the trade at a price no higher than the ordinary needles."

"Of course, there is a tremendous difference. We are giving you a genuine sapphire point. As is generally known,



Weekly Guide for Buying Records

Operators May Conveniently Clip This Section and Carry It With Them When They Shop for Records

"Pocketful" Best; "Wrong" and "Soul" Leap to Prominence

By DANIEL RICHMAN

NEW YORK, Sept. 24.—Two new ballads which leaped into radio prominence last week are *How Can We Be Wrong?* and *Heart and Soul*. Former has been around for a short time, but the latter came from nowhere to debut in seventh place. That is one thing, however, which restrains us from diving off the deep end and predicting all sort of success for it. There are times when these tunes that suddenly jump from obscurity to a high place in one week just as suddenly fall back into oblivion. But the song in this case has proved popular enough with band leaders to make keeping an eye on it advisable.

Biggest success of the week from the standpoint of sheet sales and radio plugs is *I've Got a Pocketful of Dreams* from Bing Crosby's *Sing, You Sinners*. This is the kind of hummable, whistle-able melody that becomes universally popular, which means that operators should be getting plenty of calls for it. Hang on to it for some little time yet, for it's only just about reached its peak.

Carefree, the Fred Astaire-Ginger Rogers picture, received its general release recently, and as the film gets around the demand for hearings of the score should start to increase. *Change Partners*, *The Yam* and *I Used To Be Color Blind* are the three songs in it to concentrate on: *The Night Is Filled With Music*, also published from the picture and originally written for it, was cut out of the finished movie, so that the general public, knowing nothing about it, won't be interested.

Partners is highest up in popularity at the moment, but the other two won't be far behind it in the last analysis. Have all three on tap.

There are at least half a dozen new dance crazes hitting New York ballroom floors, but the only one which seems to be getting anywhere is *Lambeth Walk*. The melody to which it's danced bears the same title, and the recordings of it should be in the machines as a novelty if for no other reason.

A follow-up to *I'm Gonna Lock My Heart* is being pushed by the publishers of that one. Called *Why Doesn't Somebody Tell Me These Things?*, it was written by the composers and lyricists of *Heart*, who before that were responsible for *I Double Dare You and Cry, Baby, Cry*. These facts alone would seem to make their new one a must for the turntables, for the records show that anything they write on this order is destined for hitdom. The new one has just about started, but it's got a good title and seems more than likely to repeat the success of its predecessors.

Another peppy tune with a neat current-expression title is *What Goes On Here?*, from the Paramount movie *Give Me a Sailor*. It's very high on the radio list, altho it just about makes the best seller roster each week, and it appears to be a good phono song due to its catchy title, lyric and melody. Put this one in; it ought to prove profitable.

this is one of the hardest gems known. In fact, diamond dust is used to grind and polish the needle. Every musical note is actually filtered thru this sapphire and its true full-tone reproduction is made possible."

Minneapolis Record List

MINNEAPOLIS, Sept. 24.—Selected records for the past week, as reported by Murray M. Kirschbaum, phonograph record distributor of Minneapolis, are as follows:

Going strong: 1. *Pocketful of Dreams*; 2. *I Used To Be Color Blind*; 3. *Alexander's Ragtime Band*; 4. *When a Prince of a Fella*; 5. *Lambeth Walk*.
Coming up: 1. *No Wonder*; 2. *I've Got a Date With a Dream*; 3. *At Long Last Love*; 4. *For No Rhyme or Reason*; 5. *Ten Plus in the Sky*.

New Jersey Record List

ASBURY PARK, N. J., Sept. 24.—Ruben Lewis, Jersey shore disc distributor, reports *A-Ticket A-Tasket* still leading in his territory, with two old numbers sharing the popularity. He lists in his regular pickings the following:

Going strong: 1. *A-Ticket A-Tasket*; 2. *Stop Beating 'Round the Mulberry Bush*; 3. *I'm Gonna Lock My Heart*; 4. *I've Got a Pocketful of Dreams*; 5. *What Goes On Here?*; 6. *Dear Old Girl*; 7. *Nobody's Darling*.
Coming up: 1. *Lambeth Walk*; 2. *So Help Me*; 3. *Tu-Li Tulip Time*; 4. *Alexander's Ragtime Band*; 5. *Change Partners*.

The Week's Best Record Releases

Selected by The Billboard From the Latest Recordings

That phonograph operators may be more selective in buying records *The Billboard* presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

Straight Music

JIMMY DORSEY—Decca 2002

Change Partners and *The Yam* (plenty smooth but just as swingy in the Jimmy Dorsey treatment for the star songs from the *Carefree* flicker).

COUNT BASIE—Decca 2004

Stop Beating 'Round the Mulberry Bush and *London Bridge Is Falling Down* (the Count hasn't gone sugary or anything of the sort. He falls into this classification because the tunes have commercial appeal, and with the rage being on for nursery rhymes you can't miss with either side. James Rushing beats up the rhymes vocally, while the Count is ever the potent rhythm beater).

BEN POLLACK—Decca 2006

Sing a Song of Sixpence (Pollack is back on the waxings and his new band is more pleasing than ever. Being one of the first to swing out before the jitterbug started calling it swing, it's natural that Pollack sticks to a heavy rhythmic pattern, adding a delightful touch of dixieland to his beatings. Song is on the nursery rhyme cycle, and his singer, Paula Gayle, really sells it. Plattermate is *As Long as I Live*, an oldie from one of the Cotton Club shows but still plenty toe-teasing today).

JAN SAVITT—Bluebird 7782

The Sweetheart of Sigma Chi (the love song for every college campus, only this time it has a shuffle dance rhythm to it rather than a sentimental dressing. Plattermate is *When I Go a-Dreamin'*, swell for dancing, but the song lacks pop appeal to make 'em part with pennies).

LARRY CLINTON—Victor 26034

The Victory March and Fight On (the

Notre Dame victory march needs no introduction, while the latter side is the favorite at football games for all followers of University of Southern California. Clinton gives 'em a campus setting that makes you wanna sing rather than sing. The current record releases are abundant with college songs and the smarter ops will take stock of the football schedules in their territories).

Vocal

SLIM and SLAM—Vocalion 4346

Vol Vist Du Golly Star (like *Fist Foot Floopee*, this jargon also means nothing. But there's something contagious about these two floy floys. And the nearest brainstrom of this duo is also a floy floy, as is the plattermate, *Jump Season*, a dandy double to end your phono's depression).

MILDRED BAILEY—Vocalion 4345

I Used To Be Color Blind and Love Is Where You Find It (two swell ballads from two star-studded movies, with the Red Norvo Band in the musical background enhancing la Bailey's star song-selling).

JAN SAVITT—Bluebird 7783

Tutti Frutti (this side is singled because of Harry Roberts' vocal refrain. If his Hebe dialect had them hanging around the phono before, make sure you don't miss up on this one. His ice-cream selling is a nice scream).

Sheet-Music Leaders

(For Week Ending September 24)

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

Position	Last Week	This Week
1	1	<i>I've Got a Pocketful of Dreams</i>
2	2	<i>Alexander's Ragtime Band</i>
3	3	<i>A-Ticket A-Tasket</i>
4	4	<i>I've Got a Date With a Dream</i>
5	5	<i>When Mother Nature Sings Her Lullaby</i>
6	6	<i>Now It Can Be Told</i>
7	7	<i>So Help Me</i>
8	8	<i>Change Partners</i>
9	9	<i>Musical Maestro, Please</i>
10	10	<i>There's a Faraway Look in Your Eyes</i>
11	11	<i>Small Fry</i>
12	12	<i>You Go to My Head</i>
13	13	<i>I'm Gonna Lock My Heart</i>
14	14	<i>Stop Beating 'Round the Mulberry Bush</i>
15	15	<i>What Goes On Here?</i>

Record Buying Guide

Going Strong—Keep 'Em Around

Alexander's Ragtime Band. This 27-year-old tune is still one of the most popular numbers of the day due to the picture. Bing Crosby and Connie Boswell have one of the better recordings of it on Decca.

I've Got a Pocketful of Dreams. The best of the songs from the popular Crosby film *Sing, You Sinners*, and well up on every best selling and most played list.

A-Ticket A-Tasket. Still one of the country's leading numbers. The Chk Webb-Ella Fitzgerald disc is one of those naturals for the machines.

I've Got a Date With a Dream. The release of the Sonja Henie picture *My Lucky Star*, of which this song is a part, will keep the tune well up in popularity for some little time.

So Help Me. The outstanding pop ballad of the day and the most necessary one of its type for the needles.

Now It Can Be Told. Another successful number from the Irving Berlin film *Alexander's Ragtime Band*.

Coming Up—Better Stock Them

Garden of the Moon. Title song of the Warner picture just released. Tune has been climbing steadily on the most played lists and is starting to sell off the counter.

Small Fry. *Lazy Bones* type of number by the same composer. Featured by Bing Crosby in *Sing, You Sinners*, and done the same way on a Decca record which is the best one to have in the phono. Reverse is a version of *My Gallagher and Mr. Shean* by Crosby and Johnny Mercer, which could be picked up.

(See WEEKLY GUIDE on page 79)

**COSTS NO MORE
THAN ANY ORDINARY
NEEDLE YET GIVES YOU**

SAMPLE NEEDLE
60¢
MUCH LOWER PRICES
IN QUANTITY LOTS

**MORE THAN 4000
PLAYS PER NEEDLE**

Your best reason to buy the **GENUINE**

**WALCO Sapphire
PHONOGRAPH NEEDLE**

At Last—True, Full-Tone reproduction, because every note is actually FILTERED through a GENUINE Sapphire, ground and polished by diamond cutters!! The toughest, strongest needle ever made! Acclaimed by all leaders, "The Greatest Achievement in Music History!" AND . . . PRICED LOW . . . COSTS NO MORE THAN ANY ORDINARY NEEDLE! Act Quick!!

WRITE! WIRE! PHONE! RUSH YOUR ORDER NOW!!



WALCO DISTRIBUTORS

250 WEST 54TH STREET • NEW YORK

ALL PHONES: Circle 7-1381

Glen Gray and the Casa Loma Orch.

The old theory that artistry and business, like oil and water, do not mix has been thoroughly knocked into a cocked hat by Glen Gray and the Casa Loma Band. Organized in 1929, this group conceived a plan which was unique in the orchestral world but which has proved its merit during the past nine years. A corporation was formed under the name of Casa Loma, Inc., with each member of the band given an equal voice in the direction of its business policies. The board of directors was comprised of the organization's entire personnel, with Glen Gray elected president, "Pee Wee" Hunt vice-president and Kenny Sargent secretary-treasurer.

In similar fashion to any corporation, that part of the band's income left over after deducting operating expenses and salaries goes into a fund of earned profits. At regular intervals ever since its inception Casa Loma, Inc. has declared a substantial dividend to its stockholders. This system of co-operative ownership has also circumvented dissension in the ranks of the band, and the worthiness of the idea is indicated by the fact that there have been very few changes in the line-up since its formation.

Glen Gray himself quit working for the Santa Fe Railroad in Roscoe, Ill., to become a sax player in a band plying the Illinois River steamboats. He gyrated around as most musicians do until he joined up with Jean Goldkette, one of the greatest jazz orchestras of the early 1920s. That was when the nucleus of the Casa Loma group was formed. Gray continued to play first saxophone until 1937, when a Casa Loma board meeting resulted in the decision that henceforth he would conduct the group.

The summer of 1932 really acquainted the country for the first time with Casa Loma music thru broadcasts from Atlantic City's Steel Pier. The Glen Island Casino, a smart rendezvous outside New York City, followed, and then came a successful engagement at the Essex House, New York, which led to a Coast-to-Coast radio commercial for Camel cigarettes. Appearances at the Rainbow Room, Hotel New Yorker and Paramount Theater, all in New York; Chicago's Congress Hotel and California's Palomar Ballroom have been high spots in a career that has demonstrated that business principles can be successfully applied to art.

Houston

HOUSTON, Sept. 24.—A free drawing will be held at the next social meeting of Music Operators' Association of Houston at which three operators will each win a year's subscription to any of the leading trade journals and one associate or jobber member will win a two-inch ad in a leading trade paper. These prizes are personally donated by an associate member.

Bee McCann, manager of La Popular Music Store in San Antonio, reports excellent business especially on Decca records.

WEEKLY GUIDE

(Continued from page 68)

popular with the customers after the first hearing.

At Long Last Love. Most potential song from Cole Porter's score for the Broadway musical comedy *You Never Know*. Climbing nicely as an air favorite and looks good for sustained popularity.

Change Partners. Another Berlin song, this time from the Fred Astaire-Ginger Rogers *Carefree* picture, that they want to hear.

My Own. Very likely looking candidate for hit honors from Deanna Durbin's new film, *That Certain Age*. Exceptionally pleasing ballad.

Lambeth Walk. Publicity attending this English importation of a combined dance and song number is carrying this to the top here. They'll want to hear it because of all the hullabaloo.

Going Down—Not Worth Pushing

Music, Messy, Please; I Let a Song Go Out of My Heart, Flat Foot Floogie, Little Lady Make Believe, I Hadn't Anyone Till You and I Married an Angel.

ATLAS THIS WEEK'S SPECIAL

Exhibit Play Ball (Brand New)

\$39.50

Exhibit Bronco Automatic

Paytable (Brand New)

\$32.50

RECONDITIONED CONSOLES

Bally Teaser	\$ 39.50
Galloping Dominos	69.50
Jennings Liberty Bell, flat top	54.50
Jennings Derby Day, stand top, used 4 weeks	75.50
Bally Roadie Club	47.50
Track Time, red head	134.50
Kee Bell, red head	134.50
Dart Board	49.50
Evans Skillo, 1938 model	134.50
Bally Bells	49.50
Bally Favorite	59.50
Western Fast Track	39.50
Paces Races, brown cabinet, 50-1 odds	142.50
Roy's Track	79.50
Exhibit Silver Bells, 7-coin drop head	59.50
Exhibit Races, 7-coin drop head	69.50
Buckley Long Shot	154.50
Kentucky Club, 1938 model	159.50
Baroque	47.50
Tanforan	49.50
Western Dewey Jr.	52.50

PAYTABLES

Bally Enary, multiple	\$39.50
Flarewood, multiple	69.50
Fairground, multiple	69.50
Big Race, multiple	64.50
Al-San race, multiple	47.50
Quisella, 7-coin drop head, multiple	79.50
Mills 1-2-3, late model reverse roll	79.50
Breakneck	32.50
Arlington	34.50
Turf Champion	29.50
Gottlieb Football	27.50
Classic	17.50
Gottlieb Speed King, with clock	29.50
Gottlieb Derby Day, with clock	27.50

PHONOGRAPHS

Rock-Ola Rhythmic Master, 45 records	\$32.50
Wurlitzer 412	84.50
Wurlitzer 312	84.50
Mills Dance Master	47.50
Terma 1/3 Dec., Bal. C.O.D.	47.50

Atlas sets all new machines first. Write for information on two new red-hot numbers just released. You will save money by getting your name on our mailing list. Write for new price bulletin.

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago, Branches—Pittsburgh, Pa.; Miami, Fla.
Cable Address: Atnovco.

OFF THE RECORD

(Continued from page 13)

The Shufflers

REGARDLESS of who claims prior rights to the shuffle rhythmpation, our nod for the wackings goes to JAN SAVITT. Favored by better arrangements and a greater degree of musical coloration, Savitt's Bluebird sides carry a definite urge that makes you wanna get up and dance. But definitely, especially for his shuffle capers set to *The Sweetheart of Sigma Chi*. Latter is backed by *When I Go a-Dreamin'*. And there's an additional kick in Harry Roberts' Hebe singing for *Tutti Frutti*, mated to the slower tempo of *You Go to My Head*. HENRY BUSSE, on Decca, offers little more than straight danaapation with and without the shuffle rhythm for *I Used To Be Color Blind* and *The Night Is Filled With Music* resp.

There's right rhythmic doings on Decca, which ups the urge to hoof, to the smoothie sides of JIMMY DORSEY for *Change Partners* and *The Yam*; COUNT BASIE for potent beatings with *Stop Beatin'* *'Round the Mulberry Bush* and *London Bridge Is Falling Down*, and BEN POLACK, adding a dixieland flare to the tempo and aided by the swell singing of Paula Gayle, makes toe-twinkling toolties with *Meet the Beat of My Heart*, *What Are You Doing Tonight*, but more desirable with *Sing a Song of Sapphires* and from an old Cotton Club score, *As Long as I Live*. And on Victor LARRY CLINTON hitches his swingeopations to the college songs, making merry music with *Notre Dame's The Victory March* and *University of Southern California's Fight On*.

The football songs in a much more sweeter setting is cut for Victor by SAMMY KAYE, making a medley of *Indiana Our Indiana*, *Hail Purdue*, and *Oh Wisconsin, Minnesota Rouser*, and *Just Corn Song*.

\$3.00 Average Weekly Return ON \$6.75

As Reported by Eastern Operators With

**SHYVERS NEW STREAMLINED
BAR AND WALL BOXES**

Regardless of your past opinion or experience with antiquated out-of-date wall boxes, these new boxes will make you money. Original Steel Armored Cable manufactured for us and tested to pass Underwriters Laboratories at 660 volts, is furnished by us, enabling quick foolproof installation. We know the music business and how to get money from music machines without extra service calls.

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS." People still like to sit down and people still have a few minutes to spend while waiting to be served. Open your eyes. See that change laying on that bar or table. How easy for a person to reach up and put it in a beautiful, attractive box. Will operate every known phonograph.

Open new locations where space forces the machine to be placed on the back bar or even in the basement. Secure added revenue from private rooms and establishments having two or three sections with STREAMLINE BOXES AND EXTRA SPEAKERS.

NATIONALLY PRICED

STREAMLINE WALL BOX, \$6.75; STREAMLINE BAR BOX, \$7.50.

CABLE, 5c PER FOOT. INSTRUMENT CASTING, 35c. "T" JOINT BOXES, 45c.

SHYVERS MANUFACTURING COMPANY

2315 West Huron Street Chicago, Illinois

PHONE: Armitage 0896.

24-Hour Service. Express Orders Receive Preference.

100 WURLITZERS Model 616--\$75.00 EACH

WURLITZERS Model 616 and 716--\$135.00 Ea.

EXPORT BUYERS CABLE: "LATAKE," N. Y.

LEON TAKSEN, 2134 Amsterdam Ave., N. Y.

PRICES SLASHED!

WURLITZER \$139.50 ea.

—616—

(Lots of 10)

(SINGLE MACHINE, \$149.50)
616A \$189.50
612 89.50
716 139.50
ROCK-OLA, Late 1938 Model 69.50

USED CIGARETTE MACHINES.
HOWE ARISTOCAT \$22.50
(6 Columns)
STEWART & MCGUIRE 27.50
(8 Columns)
NATIONAL 1937-9-30 574.50
MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

BABE KAUFMAN

MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

IT'S WORLD SERIES TIME!



use **WERTS** tickets

POSITION BOOKS
HALF INNING BOOKS
Standard Size Tickets

Two Way 153 Tickets
Three Way 816 Tickets
Four Way 3060 Tickets

SPECIAL ENVELOPE STYLE
TICKET SERIES

3060 Tickets—Four Way for Total Series. The Series Name, Scoring Block, Rules, Prizes, Price per ticket and any other data you desire can be printed thereon at no extra cost. **WRITE TODAY FOR DETAILS.**

ALL SIZES FOOTBALL ALL KINDS

29 Tickets—Fast Action—Any One Game.
120 Tickets—2 in 16—Many team arrangements.
276 to 10,626 Ticket Series—Follow your baseball with FOOTBALL. Regardless of the number of tickets and the style of play you are now using, we have the style with Football teams in place of baseball. Write us today stating the style being used and we will send sample of Football.

SPECIAL ENVELOPE STYLE SERIES MADE IN SEVEN SIZES
WRITE US YOUR REQUIREMENTS.

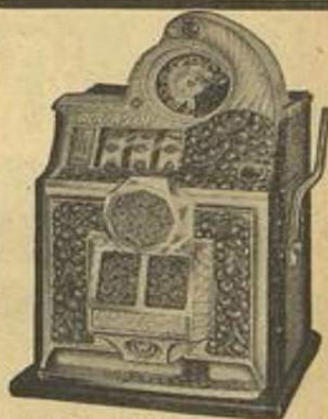
WERTS NOVELTY COMPANY, Inc.
Dept. BB-9 Muncie, Indiana

Duo-Grip Going Well, Says Gottlieb

BROOKLYN, Sept. 24.—“Only a few weeks old and already promising to become a staple in the coin machine industry,” said Dave Gottlieb, as he pointed to the record of their new Duo-Grip machine. This machine, which combines spinning cigaret reels with strength-testing, is reported setting an astonishing record of sales.

“Duo-Grip has won such instant acceptance from all branches of the trade,” Gottlieb continued, “that it promises to approach the brilliant record of our De Luxe Grip Scale, and that’s going some! Unusual reports reach us and large rush orders are booked daily. Such seasoned oldtimers of the industry like Myer Marcus, of Markepp Co., Cleveland, O.; B. D. Lazar, of B. D. Lazar & Co., Pittsburgh; Harry Moseley, of Moseley Vending Machine Exchange, Richmond, Va.; Sam London, of Milwaukee Coin Machine Co., Milwaukee, Wis., and many others in the industry not only enthusiastically endorse Duo-Grip but have backed up their endorsement with record-breaking orders.

“In Duo-Grip we have succeeded in building a red hot counter sales booster for merchandise, so combined with strength-testing as to free it from legal involvements. Storekeepers welcome it and it’s a cinch for the operator to capture new locations with a machine so popular. Another thing, Duo-Grip fits every type of spot and all classes respond to its invitation to play. Taking these factors into consideration it is small wonder that in spite of being only a few weeks old, Duo-Grip has already jumped into big-time production and aims to make a permanent place for itself, comparable with that of our Grip Scale, in the coin machine industry.”



DIAMOND 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 for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1880—Tel.: OOLumbus 2770.
Cable address “WATLINGITE,” Chicago.

McGILL'S WEEKLY SPECIALS—ALL GUARANTEED
ONE BALL AUTOMATICS

\$5.00 Each

<p>Reel Foot \$7.50 High Tension 5.50 Basketball 3.50 David Races 3.50 Skills Tickette 3.50 Dandy Vender 5.50 Bandy's Horses</p>	<p>Hollywood Repeater \$5.00 Peerless Ivory Gold 5.00 Pamco Red Balls</p>	<p>Air Races (TKL) \$22.50 Bally Derby 12.50 Blue Bird 8.50 Jumbo 7.50 Gott. Daily Race 12.50 Flicker</p>
--	---	---

COUNTER GAMES

<p>Exhibit Horses, 5c (Floor Sample) \$17.50 Western Whirls 11.50 Wagon Wheel 8.50 Western Triple Grip 12.50 Blue Bonnet (New) 5.50 Buckley Puritan</p>	<p>Tavern (Beer Strips) \$4.50 Punchette 3.50 Solitaire 3.50 Baronard Golf 17.50 Genco Hoops 2.50 Whitman Mint Vend. 2.50 Go</p>
---	---

SLOT MACHINES

<p>5c Mills Blue Front Ball, DJP \$35.50 10 Jennings Little Duke 17.50 10 Jennings Dutchess DJP 12.50 25c Pace Bantam 12.50 25c Pace Comet All-Star, DJP 27.50</p>	<p>5c Mills F. O. K. Vender 17.50 10 Jennings Little Duke 12.50 10 Jennings Dutchess DJP 12.50 25c Pace Bantam 12.50 25c Pace Comet All-Star, DJP 27.50</p>
--	---

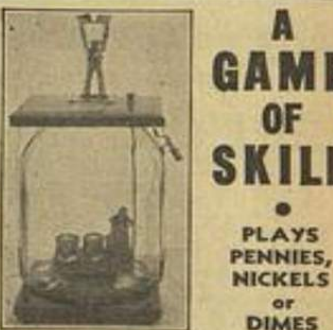
WE BUY, SELL AND EXCHANGE.
McCALL NOVELTY CO.
3147 Locust St., St. Louis, Mo.

Calcutt Ready For Fall Biz

FAYETTEVILLE, N. C., Sept. 24.—“It has become generally known,” Joe Calcutt reports, “that our official fall opening is already on.” According to Calcutt, the firm was a bit late making its announcement this year. He explains, “We have been so busy getting deliveries out of the way from the many special sales that we have run that we did not have the time to make our regular announcement to the trade.

“With the first ad we believe our friends throughout the world will realize that we are ready for fall business. We have some great bargains for everyone. There has been a definite upswing in business, and operators are going ahead at top speed. All the new Mills machines are in our stockrooms and we are ready to make shipments. Leading manufacturers have shipped us their new games and there is no doubt that they are going to help the operators get back on their feet.”

The Vending Machine Co. has started a campaign, they say, to acquaint the industry with the reconditioned equipment which it has. “Some of these have all the earmarks of the biggest buys of the year,” say executives of the firm.



A GAME OF SKILL
PLAYS PENNIES, NICKELS OR DIMES

New Taproom sensation. Operators, Jobbers and Salesmen take notice. This game introduced in the East with wonderful results. Absolutely a game of skill. Plays pennies, nickels or dimes. See every play made. More attraction, greater player appeal than larger games. Object of game, coin in each mug spells B-ro. Single letters, points or free games. Get busy, order sample machine today. Watch your returns pour in. Sample machine \$6.50. 1/3 cash, balance C.O.D., F.O.B. Philadelphia, Pa.

B-ro Games
1610 Vine St. Philadelphia, Pa.

MACHINE CLOSEOUTS

<p>NOVELTY TABLES. ome Stretch \$ 9.00 aming Wild 9.00 ng Beach 12.00 e-Hoo 11.50 ner Races 12.00</p>	<p>Skoogy \$ 9.50 Bumper, 1c or 5c 8.00 Carnival 12.50</p>	<p>Derby Champs \$97.50 Fair-Grounds 57.50 Flirt-Wood 57.50 Photo-Finish 19.50 Tom Mix Guns 74.50</p>
---	--	---

PAYOFFS.
Ak-Sar-Ben \$54.50
Hey-Day 72.50

2955 Grand River, DETROIT, MICH.

OBINSON SALES CO.,

NTUCKY CLUBS	\$125.00
IS SKILL TIMES	160.00
ACK TIMES RED HEAD	95.00
ACK TIMES GREY HEAD	75.00
ETWOODS	55.00
Y'S TRACK	40.00
EMONTS	22.50
INFORANS	37.50
ILLY'S TURF SPECIAL	37.50

BEST NOVELTY CO.

47 St. Clair Ave., Cleveland, O.

Meter Scoring Is High Score Lure

CHICAGO, Sept. 24.—With the idea of using a pinball game “with not a spot on the playing field.” Exhibit Co. has announced a game called *meter scoring* as a new five-ball idea. Exhibit officials describe the game as

a “new idea that is sweeping the country from Coast to Coast. Every ball played creates new thrilling suspense in action. Players love to see the big one-inch ball roll to the bottom of the playing field and then mysteriously travel all the way to the top of the field. Ball action is so strange, so unusual that players enjoy playing the game for entertainment alone.”

It is said to be a game in which the large ball defies gravity and reverses its action, much to the amusement of players who do not understand just how the action is accomplished.

Among the features of the game stressed in the announcement are the high score plan, five-ball game, skill features, mystery in the ball movement, plenty of flash and adjustable scoring plan.

The game may also be had in a ticket model, and the meter-scoring system for chalking up big scores, up to 20,000, is said to be something that really appeals to players.

Court Moralizes On Pinball Games

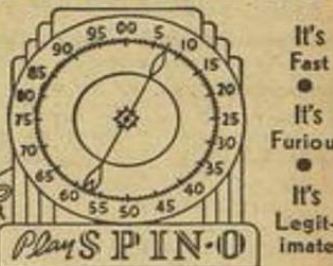
TALLAHASSEE, Fla., Sept. 24.—Taking occasion to moralize on gambling, Justice Buford, in writing an adverse decision for the Florida State Supreme Court against pinball games, said that “the lure to play the slot machine had become so great as to undermine the morals of many.”

The court opinion also took occasion to lecture the State Legislature for “legislation in recent years in Florida that tended toward the relaxation of statutes prohibiting gambling.”

Florida has had legalized pari-mutuel gambling for some time, however. It is ironic that the Florida high court makes this “moral” attack on pinball games following a season during which bolita, numbers and race track gambling had enjoyed one of its biggest seasons, according to a special report to The New York Times.

It is ironic also that the bolita and race track interests were aided and abetted by churches and civic groups in repealing the 1935 license act, and under which repeal at the high court now decides that pinball games are also banned.

OPERATORS!



It's Fast
It's Furious
It's Legitimate

Spin-O pulls crowds and holds 'em breathless in Taverns, Theatres, Night Clubs, Ballrooms, Fairs, and wherever people gather. Increases your take on other devices. Makes money from the start! A real deal with long, STEADY profits covered by exclusive franchise in restricted territories for right operators. Write or wire for full information without delay! Dept. B.

SPIN-O SALES CO.
108 SO. 11th, MINNEAPOLIS, MINN.



DERBY TIME

WESTERN'S GREATEST OF ALL PAYOUT MACHINES

6-COIN MULTIPLE PLAY

ODDS MULTIPLY WITH EACH COIN PLAYED

SELECTIONS VARY WITH EACH COIN PLAYED

NEW SPINNING VISIBLE "COME ON" ODDS

WIN-PLACE-SHOW-PURSE PAYOUTS

ABSOLUTE MECHANICAL PERFECTION GUARANTEED

GUARANTEED MULTI-MASTER PAYOUT UNIT

BIG, MODERN CONSOLE-TYPE CABINET

ALSO AVAILABLE IN SINGLE COIN MODEL

IMMEDIATE DELIVERY ON BOTH MODELS

WESTERN PRODUCTS INC.

925 W. NORTH AVENUE • CHICAGO, ILLINOIS

WE HAVE ROCK-OLA'S 3-UP

and "Across the Board," the most sensational one-shot payout table of all time. Immediate delivery.

LA BEAU NOVELTY SALES CO.
1946 UNIVERSITY AVE.
ST. PAUL, MINN.

MILLS BLUE FRONTS, 5c, 10c, 25c	Plays	\$45.00
MILLS CHERRY BELLS, 5c Plays,	Used 3 Weeks	50.00
JENNINGS DUTCHESS, D.J.P., 1c	Play	18.00
PAGE BANTAM, D.J.P., 1c Play		18.00
WATLING HOL-A-TOPS, T.J.P., 5c	Play	25.00
WATLING TWINS, J.P., 1c Play		14.50
40 EXHIBIT TANFORAN CONSOLES	Used 3 Weeks, Like New, Each	40.00
Lots of Five		35.00

Late Novelty Games—All Types. Write for Price.
Send 1/3 Deposit With Order.

D. & S. NOVELTY CO.
1005 Broadway Rockford, Ill.

Robbins Boosts Stoner's Ritz

BROOKLYN, Sept. 24.—"All pin-game operators and jobbers remember Stoner's sensational money-making game called Mad Cap, which was introduced about two years ago," says Dave Robbins. "We sold over 2,000 Mad Caps in the Eastern territory."

"Stoner is now delivering its new game called Ritz, which we prophesy will be another Mad Cap, but with even

G. B. Novelty Has New Item

CHICAGO, Sept. 24.—"We have in a few short months introduced two big items that have met with instantaneous approval by salesboard operators throughout the country," said an official of the G. B. Novelty Co., of Chicago. "The two items," he continued, "were the popular Baby Panda and the Minifoto Candid Camera, which was one of the first cameras in the low-priced field. Wide-awake operators enjoyed big profits in acting immediately when this item was first introduced."

"Now G. B. Novelty Co. is happy to again bring to the trade a premium which it believes will prove even a bigger hit than the two aforementioned items. From advance tests the item has proved itself beyond expectation."

"Take my word for it, our new swing model electric pendulum clock is a winner. The clock has a swinging pendulum, handsomely designed in bronze, chrome decorated. There is an unusually fine face and a sweep second-hand. It operates on 110 volt, alternating current. It is the only clock now available with a pendulum. It is guaranteed for one year. The clock stands 13 1/2 inches high."

July Report Shows Insiders Still In

NEW YORK, Sept. 24.—Securities and Exchange Commission issued its July report this week on the gambling in stocks for that month. The "insiders," heads and officials of corporations, sold during July, the SEC reported.

But as Barron's, a prominent financially weekly recently said, these tips on what the insiders do come several weeks too late to help the small gamblers. Two reports were issued for July, both showing that the insiders sold heavily during the month.

New Coin Machine Firms

ALBANY, N. Y., Sept. 24.—Two newly organized vending machine enterprises were granted charters of incorporation recently by the secretary of state.

They include the Chicago Sales Co., Inc., New York City. To deal in automatic vending machines generally. The company has a capital of 200 shares of stock. The promoters and shareholders are Henry N. Hermann, Long Island City, and Levon Barberian and Abraham Morjtkin, New York City.

The other project is the Automatic Candy Sellers' Corp., New York City, with a capital stock of \$20,000. Stockholders: Alice Fleisher, Stanley R. Zippin and Joseph Meth, of Brooklyn.

greater player appeal than Mad Cap. Operators have completely exhausted our first shipment of Stoner's Ritz, and the machines are now receiving their 'final' test. The way repeat orders are coming in convinces us that Ritz is a hit and will outsell Mad Cap."

Robbins concluded: "We have placed a large order with Stoner so that the games will be immediately available from Brooklyn."



FRED W. WERTS, president of the Werts Novelty Co., Muncie, Ind., vacationing at the Lan Tomlinson Ranch near Kevin, Mont., sits astride his horse and contemplates the beauty of the West.

WE GIVE YOU CREDIT!

ALL YOU NEED DO TO GET CREDIT ON THE LATEST AND BEST MACHINES IS TO QUALIFY WITH GOOD BANK AND BUSINESS REFERENCES! GET THE GAMES OF THESE LEADING MANUFACTURERS! WRITE, WIRE OR PHONE TODAY!

Chico
SPOKES
and Chico MARVEL

Daval
ODD BALL
and TALLY

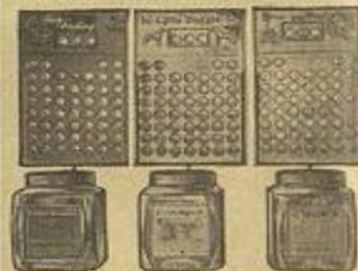
Exhibit
REVIEW
and BUTTONS

Keeney
MULTI-FREE RACES
and HIT NUMBER

GEORGE PONSER ORGANIZATION

33 WEST 60th ST.,
NEW YORK CITY
11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

ALL 3 JAR DEALS for \$5.00
1 STAND AND 1 JAR INCLUDED



Easy Selling — Little Doggie — Knockout
Each Jar Takes in 1000 @ 5c \$52.00
Average Payout \$0.00

Average Profit 23.00

Refills 1c Dozen, \$1.00
Our New Patented Tickets that are making satisfied customers everywhere are used in the above deals. A code slip is furnished with each set of tickets, giving you protection against chiselers who change issues to winners.
1/2 Deposit of Postal or Express Money Order
Must Accompany All Orders.
LOUISVILLE NOVELTY MFG. CO.
Manufacturers of Quality Jar Deals.
930 E. Brookfield St. — Louisville, Ky.

**\$400 Monthly Income
from PENNIES!**

Dropped Daily
Into the
HAMILTON
Person Weighing
SCALE

(New 8th Anniversary Model)
You can't beat Hamilton Scales for moderate investment and prompt profits. Send your own business and have it paid for in 8 to 10 months. Get your first introductory price, pick the right spot for it and compute the "net" on the basis of your own test. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation. Nothing To Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.
**WRITE FOR THE FACTS TO
America's Largest Exclusive Makers of Person Weighing Scales.**

HAMILTON SCALE CO.
Dept. B, 1910 Vermont Ave.,
Toldeo, O.

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

1939 All Electric Crystal Gazer

Operate in Open or Closed Territories

5 MACHINES IN ONE!

Plays Pennies, Nickels, Dimes and Quarters
Not just another machine, but a game that will last indefinitely. Can be operated in closed territory as a 1c fortune telling machine without awards, also as a 1c cigarette machine, or in open territory with 5 different award payouts. New payout charts continually available. Just think of it—5 games in one! Never before has there been so much for so little.

Order Samples TODAY!

\$1475 F. O. B. CHICAGO

1/3 DEPOSIT, BALANCE C. O. D.
JOBBER, DISTRIBUTORS
WRITE FOR QUANTITY PRICES.

WINNER SALES COMPANY

Exclusive World-Wide Distributors,
3307 ARMITAGE AVE. CHICAGO, ILL.



AUTOMATIC FILTER, LAST COIN ALWAYS VISIBLE.
Size 12 1/2" x 9" x 11 1/2".
Weight 12 1/2 Lbs.

Jar Game Operators

E-Z Pickin' Games
Made Operators
More Profit

NOW

Get the Latest

E-Z PICKIN' CARDED DEALS

The Sensation of the Season.

Dozens of new ideas and new games are now ready for the operators.

Write at Once for Information.

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

Fitzgibbons Hints At Mystery Plan

NEW YORK, Sept. 24.—"Operators can be assured of a happy and prosperous future," said John A. Fitzgibbons, Eastern manager of Bally Mfg. Co., "if they are chosen to take part in our new plan. We recently sent out messages to all ops from Maine to Maryland. We have informed them that we have the one method that will put chosen ops in the big money."

What the contents of the letter were Fitzgibbons would not reveal. Said he: "To aid the success of the plan we have arranged with our sales representatives in their various territories to make instant contact with those ops that write to us. In this fashion we can positively guarantee every one of the chosen quick answer to their inquiry. We also wish to repeat that all correspondence will be assured the strictest confidence."

The sales representatives of the firm are Art Nyberg, who handles Delaware, Maryland and Washington, D. C.; Tommy Callahan, who covers all of New England from Connecticut to Maine; Lew Wolf, who covers New York State, and Archie A. Berger, in charge of Pennsylvania and Southern New Jersey.

Universal Has New Jar Game

KANSAS CITY, Mo., Sept. 24.—"For over nine months we've been promising our jobber, operator and distributor friends a new type of jar game that would really prove outstanding. We gave them the now-famous New Reels and Red, White and Blue. Each time we introduced a new number we always promised another and even greater number. We certainly have kept our

promise of an exceptional and outstanding new deal by introducing Take-a-Tip," stated Joseph Berkowitz, general manager of the Universal Mfg. Co. "Take-a-Tip is not just another variation of an old idea," Berkowitz continued, "but is an absolutely original idea, designed in our factory to replace all old ideas, and I know that it will prove to be the hottest deal on the market this fall."

"Play action is based on the age-old lure of horse racing, and knowing the tremendous appeal of horse racing we have designed the Take-a-Tip tickets and jackpot cards to make the most of this appeal and give our customers a really outstanding and profitable deal."

"Beautiful, brilliant colors are used profusely," Berkowitz enthusiastically continued. "Seven distinctly different colors are used on the Take-a-Tip tickets, and on the big new five-play jackpot card we have actually used 10 different colors to make the deal brilliant, appealing and eye-catching."



SAYS KEENEY & CO.: "Both Art Harrison and champion Countess Bled investigate Keene's Hit Number, a 'dog-on' good free game!"

EXHIBIT'S

"BUTTONS"

A NOVELTY GAME

with
MYSTERIOUS POWERED
BALL ACTION... that
DEFIES GRAVITY

Not a dead spot on the field. Each Ball creates a new suspenseful action—up and down—from bottom of playing field all the way back to the top... swinging right and left... and everywhere.

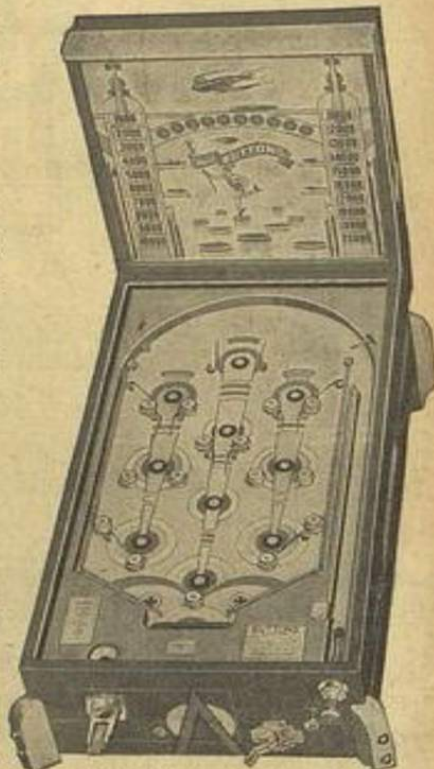
- FIVE BALL PLAY
- HIGH SCORES up to 20,000.
- LARGE FLASHY 21x21" Back Panel
- A.S.T. Coin Chute on Door
- 4 SKILL SHOTS—3 SKILL LANES
- METERED AWARDS
- ADJUSTABLE SCORING
- FLASHY NICKEL PLATED BUTTONS
- NEW STYLE REBOUND SPHERES
- 100% LOCATION TESTED PROVEN SENSATION

ALSO IN TICKET MODEL

Now for the first time you can operate a High-Score NOVELTY game with TICKET PAYOUT... Vended automatically on winning scores. "BUTTONS"—equipped with the famous EXHIBIT TICKET VENDER.

ORDER FROM YOUR JOBBER

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago



BALLY RESERVES \$25.00

Alway \$18.00	Bull's Eye . . . \$20.00
Chico Baseball . . 18.00	Power Play . . . 8.00
Rose Bowl 18.00	Sloopy 7.00
Silver Flash 18.00	Ski Hi 24.00

1/3 Cash Deposit, Balance C. O. D.
Bargain List Free.

MIKE MUNVES

555 West 187th St., New York City.



COLUMBIA JACK POT BELL

Designed specifically for today's difficult operating conditions. Compact in size, Columbia has a time-tested, reliable mechanism able to withstand continued hard play and abuse.

Alive with sparkle and zest, full of player appeal, Columbia commands immediate attention in every location.

GROETCHEN TOOL COMPANY
130 N. Union St., CHICAGO

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

DAVAL'S MONEY-MAKING MASTERPIECE



ODD BALL

Phenomenal 5 Ball Novelty Game
with **RESERVE BANK**
UP TO \$50.95
and **INTERMEDIATE AWARDS!**
ALSO **STRAIGHT HI-SCORE MODEL**

A PROVEN SUCCESS
NOW!—MAKING MORE
MONEY ON HUNDREDS
OF LOCATIONS THAN
ANY OTHER 5 BALL
NOVELTY GAME! THIS
IS NOT JUST A CLAIM,
BUT A STATEMENT OF
FACT—WITH HUNDREDS
OF OPERATORS
TO BACK IT UP! ASK
ANY ONE OF 'EM!

*Completely
metered for
your protection!*

**GUARANTEED 100%
MECHANICALLY PERFECT**

PRICE
\$74.50

F. O. B. Chicago

With
Reserve
Feature
\$10 extra

DAVAL MFG. CO., 315 N. HOYNE, CHICAGO

FIRST WITH TALLY

**REMARKABLE MONEY MAKER
—BUILT BY DAVAL—
GUARANTEED BY ATLAS**

Priced At Only

\$34.50

F. O. B. Chicago.

Covered by the
Famous Atlas

10-DAY

Free Trial
Money-Back
Guarantee!

The one and only counter
game with Reverse Jackpot
up to \$50.00!
Frequent 10c to \$1.00 In-
termediate Awards!
Coin Divider and Two
Separately Locked Cash
Boxes—One for Operator
and the Other for Location
Owner!

Precision built, silent, fool-
proof and cheat-proof mech-
anism! Equipped with sani-
tary ball gum vander and
sweet turntable base! Order
"TALLY" Now!

ATLAS NOVELTY CO.
2200 N. WESTERN, CHICAGO



Machine Sales Mean Jobs

By JACK NELSON

Vice-President and General Sales Manager of Rock-Ola Mfg. Corp., Chicago

Coin machine sales make more jobs than the sales produce in almost any other business because so many people benefit directly from the sale of coin machines. It's true that sales make more jobs in any type of business, but the benefits are not so far-reaching as they are in the coin machine business.

The coin machine industry today is a vital, activating and important part of the world's business structure. It has forged ahead year after year in spite of all obstacles placed in its path. Nothing has been able to stop its march of progress to one of the topmost rungs in the ladder of business success.

Sales make more jobs and more jobs create purchasing power which automatically creates a demand for more production and these functions turn the wheels of production in a progressive direction. However, we must say again that coin machine sales make more jobs.

When we say coin machine sales we mean more than the sale of a coin-operated device made by the manufacturer and sold by the distributor to the operator. We are speaking of "sales" in its fullest meaning—in terms of the thousands of people in all industries who are directly or indirectly benefiting by such sales. We believe that coin machines sales make more jobs than sales on other commodities because they benefit all people—not just a small proportion in the household utilities field or any other field you could mention offhand—but coin machines sales directly benefit people in all walks of life, whether on the manufacturing and distributing side or on the consumer side.

To the People

The justification of the existence of the coin machine industry and a great preserving and vitalizing influence in its steady progress is the fact that it belongs to the people—the coin machine business is not confined to narrow boundaries of specialized fields. It provides livelihoods in communities all over America, and the sale of coin-operated machines makes more jobs everywhere. It's like a "home-grown" industry—it cannot be identified with any single controlling unit because it actually is "home grown." It supplies the wants for service and entertainment for each individual community, whether it's a square block in New York City or the north end of town in Wenatchee. The growth and permanence of the industry depend upon all people in their local spheres, upon those directly dependent

upon that industry for support and upon those benefited by the service and entertainment it gives them.

No matter whether times are good or bad the coin machine industry has the merchandise that everybody in the world wants to buy—entertainment, the satisfaction of their desire to "cut loose" and let go the "raveled sleeve of care." And besides the entertainment field in the industry there is a great division with limitless possibilities—the vending machines dispensing cigarettes, soft drinks, candy, gum, foods, transportation tickets, horoscope readings, etc.

Always Convenient

The energy, initiative and enthusiasm of this growing young industry and its thousands of workers in giving to the world something it has needed for a long time raise it to constantly increasing importance in our national life. The people want phonograph music; they want to shoot a nickel on a game table; they want a penny's worth of peanuts while they wait for a street car and they want to know their weight or buy horoscope reading after they make a purchase in the store.

The people made the industry and the people keep the industry progressing.

OPERATORS

NEW LOW PRICES

on Thick and Semi-Thick Boards

Write for Quotations

CHAS. A. BREWER & SONS

The Largest Board and Card House in the World
6320 Harvard Ave., Chicago, U. S. A.



NEW

Sparks Ball Gum Vender With Automatic Token Payout

Inspect this marvelous new Sparks machine at your nearest Jobber. Positive Token payout from one to ten packs on winning combination; eliminates all controversies with Locations; gives you full profits you are entitled to.

Large size Reels, rugged mechanism which is removable from cabinet. 300 Ball capacity Gum Vender.

Nickel Model has Cigarettes, Beer or Horse Race Reels, Jackpot optional for \$2.00 additional.

Penny play in Cigarette Style only.
SPARKS IS MASTERBUILT BY

GROETCHEN TOOL COMPANY

130 N. Union Street, Chicago, Ill.



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



JACK NELSON

SATISFACTION GUARANTEED

SLOTS

- WAR EAGLES, 10c, 5 J. \$32.50
- FUTURITY, 5c-10c 34.50
- YELLOW HEAD, 5c-10c 29.50
- CHIEFS, 10c 29.50
- LION HEADS, 5c-10c 24.50
- CAILLE, 25c (Like New) 24.50
- ROLLATOPS, 5c-10c 24.50

ONE BALLS

- CLASSIC \$12.95
- RACING FORM 19.95
- SPORTSMAN DeLUXE 19.95

PHONOGRAPHS

- WURLITZER P-12 \$69.50
- WURLITZER 312 89.50
- ROCK-OLA No. 2 69.50

SEEBURG RAYOLITE \$139.50
 STEWART-McGUIRE 7-Col. Cig. Machines 54.50
 1/3 Deposit, Balance C. O. D.

GERBER & GLASS
 914 DIVERSEY BLVD.
 CHICAGO, ILL.

STONER'S RITZ
 PRICE \$99.50
 Ready for Immediate Delivery.
W. B. NOVELTY CO., INC.
 3800 N. GRAND BLVD., ST. LOUIS, MO.

factory products. With accelerated production more men for more jobs would be needed, and with more jobs purchasing power would increase. The test was made in this town, business men and employees were solicited to put forth more effort to sell their own merchandise; newspaper and radio advertising space was taken and the project won plenty of free publicity. Even the housewives and other consumers' co-operation was enlisted. The results of this concerted effort were so gratifying that it was the beginning of a voluntary co-operative movement among far-thinking business men now called the "National Salesmen's Crusade." There is no national structure—there is just a simple plan any organization may follow—a recognition of the age-old fact that business recovery can come from more sales and that more sales depend upon the efforts of the people in the selling profession. While this movement is well under way, it is interesting to note that the coin machine industry has, ever since its earliest beginnings, applied these very fundamental principles in its climb to the top as an industry.

How Jobs Are Made

You may ask why does this industry claim that coin machine sales make more jobs? Why is a salesman selling a coin machine doing more for the people in general than if he sold ordinary merchandise? Why do coin machine sales reach such proportions that every person is affected beneficially?

An examination of the many faceted activities of this encompassing industry gives the answer:

Let us take as a specific example the phonograph manufacturer, because his reason for being is based upon the universal love for music and the ever-present need for it, because he is particularly familiar to all people, is well established and holds public confidence.

Before the manufacturer ever starts a conveyor belt moving a whole train of events have preceded production. The idea of the machine the public wants is conceived in the inventing division which having preliminary market surveys, analyses, etc., before them determine the type of machine which will answer the public's music wants. Turned over then to skilled draftsmen and development engineers, the model is built and perfected. Exhaustive tests are made to reach even higher levels of perfection. And while this preliminary work is in process the sales force, the merchandising division, the sales promotion and advertising departments are planning and preparing for the promotion and distribution of the new machine. Ready for production, the manufacturer sends his experienced purchasing agents into the fields where raw materials are available and in this step the coin machine industry makes more jobs because every industry providing the materials is faced with a demand which requires manpower to produce the necessary supplies—the factories making copper wire, glass, paints, phonograph parts, etc.; the mills supplying steel, iron, etc. So varied are the needs of the coin machine industry that it affects practically every other industry, and behind the allied industries stretches the invisible army of workers mining the copper, the iron, the farmer producing sheep for wool, producing cotton; the lumberjack up in the wilds of the North felling trees for lumber. All down the line faced with the demands of the coin machine manufacturer and all benefiting from that need, making more jobs and thereby creating a great purchasing power throughout the nation. So with materials brought by truck, by train, by every means of transportation to the factory, production by the phonograph manufacturer begins, employing whole cities of men and women, all skilled in their particular trades. And today the manufacturer builds a more modern and bet-

RITZ

HERE'S
 BEAUTY,
 QUALITY
 AND
 DISTINC-
 TION,
 PLUS
 INTEREST-
 ING PLAY,
 SNAPPY
 ACTION
 AND
 SPLENDID
 PERFORMANCE.



An Aristocrat by Stoner

During a recession not all people are unemployed. Most people have a little money to spend—and everybody needs relaxation and forgetfulness—it's exactly what keeps people from jumping out windows when things get a bit thick. Any doctor will vouch for that. So coin machine products have been built for all people—reaching all levels of life—and no matter what conditions are the industry goes along unperturbed by economic "ups" and "downs." The manufacturer's salesmen supplying the demand in volume quantities have lowered production costs to a point actually that has brought the products within the reach of millions. And because this industry has the "merchandise" all men can afford it grows and swells its sounds. As a matter of fact, the coin machine business showed its greatest progress in times of depression—it gave jobs to thousands of unemployed and kept them at work; it gave entertainment and service to hundreds of thousands so that the industry has thrived at the actual working out of the proposition that coin machine sales make more jobs. Jobs develop earning power of the public and so the cycle of business prosperity returns. After each business "Venusian" the coin machine industry emerges the more firmly entrenched, stronger, undefeated—esteemed by the public—a necessary industry and a prominent member of the world's business, reaching out to include hundreds of allied industries and thousands of fully employed people in the creation and existence of this industry which probably has grown faster than any modern business. Indeed, it is looked upon as a miracle of our modern age. It needs which our people, moving in its accelerated day of living, have developed are being supplied by this industry which is constantly reaching out to supply more and more wants of the people.

Boosting Business

Recently a large corporation, Nashvintonator, made an experiment in a typical Midwestern city, Lincoln, Neb., seeking out the homely conviction that concerted action by all selling men could far the business wheel from a dead center position. They reasoned rather that by concerted effort on the part of many groups of salesmen, representing many producers of goods and services, they could so stimulate demand and restore public confidence that the ultimate result would be a constantly accelerated consumption of farm and



READY FOR DELIVERY!

RITZ
 Stoner's New HIT GAME
 It's Another MAD CAP

BINGO
 The Sensational Money-Making 1c Counter Skill Game.
 Legal Everywhere!

D. ROBBINS & CO.
 1141 B DEKALB AVE. BROOKLYN, N. Y.

USED GAMES Daily Reserve...\$27.50 | Power Play...\$7.50 | Batter Up...\$7.00
 Daily Dozen... 29.50 | Home Run... 7.00 | Boo Moo... 7.00

ter machine. He knows what the public wants and he supplies it. The manufacturer thru his years of creating entertainment equipment has learned many important lessons. Today he builds his machines from better basic ideas with astounding improvements in engineering, design, quality and a definite knowledge of the principles applying to customer appeal.

The Benefits Spread

After the manufacturer what takes place? The movement is now in full swing. Think of the forces called into service after the phonograph has been packed ready for shipping—the truck that rolls over the hard road thru the night to its destination—the distributor—the entire organization of the railroads pressed into service for safe delivery. Does that not make more jobs? Does that not make more general business?

Take one manufacturer in an allied industry for example to show the direct benefit he receives from activity on the part of the phonograph manufacturer. There are more than 300,000 phonographs in operation in the United States alone. Did you know that over 85 per cent of the records made are used on coin-operated phonographs? Suppose the operator uses at least one new record a week—and in actual operation that supposition is far too low an

25 GOTTLIEB DAILY RACES, JR.
 In Original Cans.
\$12.50 EACH
 (Original Price \$24.50)
RUSH YOUR ORDERS!
 First Come — First Served.

HAMILTON'S MICKY MOUSE AND HIS PALS VENDER \$8.90
 Micky Mouse and His Pals Official Charms, 50c Per Gross.

CENTRAL DISTRIBUTING CO.
 105 W. Linwood Blvd., Kansas City, Mo.

THE BEST OFFERS WILL TAKE THE FOLLOWING MACHINES

Short Pages, Fairgrounds, Freshness, Arlington, Rivers, Bigger Champ, 1938 Track Time, Red Head Track Time, Evans Galloping Domino and Bangtails, Jennings Model V Cigarette Machine, Grotzheim Gingers and Sparks, Penny Play, Slot Machines: Mills Five and Ten-Cent Blue Fronts, Mills Brown Fronts, Five Mills Bonus, never unboxed; Mills Extraordinary, Mills Nickel Ball Consoles, Jennings Nickel and Dime Chiefs, Jennings Nickel Chief Consoles, Pace All Star Consoles, 5c, 10c and 15c.

All machines guaranteed in perfect condition. Substantial deposits required.

AUTOMATIC VENDER COMPANY
 182 Houston St., MOBILE, ALA.

HERE'S WHY EVERYONE ACCLAIMS TALLY "THE GREATEST COUNTER GAME EVER BUILT!"

RESERVE JACKPOT!

STARTS WITH \$2.50 AND ZOOMS AS HIGH AS \$5.00, KEEPING PLAY WHITE HOT AT ALL TIMES!

COIN DIVIDER AND TWO SEPARATE CASH BOXES!

Enable locations to pay awards out of their share of the take-in and permit operator to collect his net share without any checkups or settlements whatsoever! This means—Less work! Greater profits! No misunderstandings! Increased location confidence and satisfaction!



SWIVEL TURNABLE BASE!

Indispensable feature demanded by location owners! Exclusive with Daval!

INTERMEDIATE PAYOUTS!

FREQUENT 10c TO \$1.00 AWARDS KEEP THEM LITERALLY GLUED TO THE GAME!

Thrilling, easy-to-understand play action; sanitary gum ball vendor; rust proofed case hardened, silent, cheat proof and fool proof mechanism, and many other great features not found in any other counter game!

and
The Gold Rush Is On Again! Speed \$34.50 to
DAVAL MFG. CO. • 315 N. HOYNE AVE. • CHICAGO



GIVE YOUR LOCATION AN "HONEST DEAL!"

Another of Superior's sensational Mechanically Operated Boards, packed with Player Appeal, Profits and Action!

All the features of the nation's most popular game, "Poker," are contained in HONEST DEAL! Players even draw for fifth card—the fifth card popping up to be played with the four cards shown on the face of the board. \$40.71 profit on 2250-hole deal, \$12.00 more profit on 2020-hole deal. Players win up to \$25.00 on ROYAL FLUSH! Write for details.

SUPERIOR PRODUCTS, Inc.
14 NORTH PEARIA ST.
CHICAGO, ILLINOIS



USED BALLY RESERVES

\$27.95

1/3 Deposit, Balance C. O. D.

AVON NOVELTY SALES CO.

2923 PROSPECT AVE.,

CLEVELAND, OHIO

CALLING ALL WISCONSIN OPERATORS

Trade In Your Used Amusement Games and Phonographs on New SEEBURGS!

Write—Wire—Phone

MILWAUKEE COIN MACHINE CO., 2516 W. North Ave., MILWAUKEE, WIS.

Is Your Subscription to The Billboard About To Expire?

estimate—that accounts for 300,000 new records per week. Computed on a yearly basis, the record manufacturers dispense with 15,000,000 records—surely a nice business for that particular industry. Can you deny that the need for the phonograph records has made more jobs for the record makers, for the orchestras, singers and entertainment units that have recorded their music, for the needle manufacturers, disc manufacturers, etc.? The coin-operated phonograph needs have opened new vistas and opportunities for the young musicians just getting a start, as well as the established corps of musicians. Young people who have studied music in school, played in the school orchestra and college band quite often have found employment thru recording their music for the coin-operated phonographs and thereby have reached a large audience and made a name for themselves.

The Distributor Acts

In our follow-thru narration the distributor now is in possession of the phonograph. His function of placing the phonograph with the operator makes jobs sure, for he must have a competent personnel. When the phonograph is sold to the operator it is now nearing the end of its journey. The operator in doing his share in the business has an important part in making more jobs that make more sales right in the local community. He may have his own trucks to move the phonographs into location; he may have to rent them; he is right out in the field and it is he who must have experienced service men; he must have men for collection work; for selling. That means jobs right at home for "Tom, Dick and Harry," who are members of the community and who spend their money right there.

The operator installs the phonograph on location—there it belongs—accessible to the music-loving public—the same public that makes this whole process possible and reaps benefits for themselves. In truth, the phonograph has a positive effect upon a location. It gathers in the customers, keeps them there spending for everything and keeps them coming back. It helps the location owner pay his rent, which helps the landlord in payment of his taxes so the public official can be paid a salary for the management of the community. The operator makes money and that makes more jobs; the location owner makes money in his community; he spends it right there, directly helping the community. He provides inexpensive entertainment; he pays rent, taxes, license fees and is a productive member of society.

Vending Machines Help

This brief resume of the activities in the coin machine industry and its effect upon the world is by no means complete. Its scope never fails to amaze one. Take for instance another very important division of the industry with sales also running well into the millions—the vending machine business—those machines you see on every corner—in every conceivable place—convenience and service machines—dispensing millions of dollars' worth of gum, cigars, candy, soft drinks, peanuts, premiums, soaps, perfumes, matches and other products so numerous the list seems endless. Think of the army of workers needed for this particular division of the coin machine industry and the many services required—the co-operative unit of manufacturer and distributor supplying the thousands of products to the vending machine operators; the route men who must replenish the supplies every day or so; service men, collectors, etc. For instance, in the vending of gum there are all types of machines and as many kinds of gum as manufacturers of it. The gum machines are always near—have you ever had to look very far for a gum machine when you wished a stick? Of course not, because they are prolific and they are all prospering. It has been estimated that over \$250,000 worth of gum is sold thru this medium every week of the year. This branch of the industry has not begun to exhaust the possibilities for applying the principles of its application to other products.

Truly, the coin machine industry is one of the wonders of the business world, unscathed by business depressions and recessions—firmly founded on sound merchandise and sound merchandising principles. A lot of credit must be given to the people in the industry. On the whole, they're a human, courageous and co-operative group—hard workers every one of them. They have never forgotten the principles of applied effort. They sincerely believe in the solidarity and permanency of the coin

MONARCH'S SPECIAL GAMES SALE

Every Game in Perfect Condition Plus Monarch Service PAYOUTS

At-Bar-Ben (Mol.)	Parco Parly Br.
Ballot	8.50
Classic	10.50
College Foot Ball	12.50
De Luxe 40	15.00
Daily Races (Mol.)	15.00
Electric Eye	15.00
Flicker	15.00
Fair Ground	17.50
Fence Buster (Mol.)	15.00
Golden Wheel	25.00
Haleah	12.50
Hollywood	9.50
Latonia	24.50
Carolina	8.50
Mills Rio	7.50
Keeney Derby	11.50
Champ	11.50
Mil. Fishery	8.50
Mills 1-2-3	8.50
Matema	19.50
Preakness	8.50
Phantom	12.50
Photo Finish	19.50
Queen Mary	11.50
Racing Form	22.50
Redman	9.50
Repeater	9.50
Royal Races	17.50
River	29.50
Stables	52.50
Stop & Go	9.50
Sunshine Derby	9.50
Sky High	6.50
Skinner	12.50
Skill Roll	12.50
Turf Champ	24.50
Trojan	9.50
Typoon	17.50
Valvet	10.50
Winner	15.00

NOVELTY GAMES

Aurora	\$24.50	Make or Break	15.00
Alway	24.50	Outdoor	12.50
Bally Bumper	7.50	Recorder	20.50
Bob	12.50	Running Wild	12.50
Bullseye	17.50	Sportboard	9.50
Boys	21.00	Sensation	15.00
Daval Derby	9.50	Ski-Ni	23.50
Daval Baseball	12.50	Stoner's 1937 Ball	7.50
Daytons	9.50	Fan	7.50
Hare & Hound	21.50	Stoner's Race	17.50
Home Run Front	9.50	Tournament	15.00
Home Stretch	13.50	Track Meet	10.50
Long Beach	15.00		

SPECIAL REEL GRIPPERS (Like New) \$7.50

Daval Ball Slides	Daval Reel Dice	85.00
Daval Reel Spots	Reel Races	5.00
King Six Jr.	Little Gypsy Vender	5.00

CONSOLES

Exhibit Races, Ticket & Payout (7 Coin Head)	\$72.50
Silver Balls, Ticket & Payout (7 Coin Head)	77.50
Galloping Dominoes	69.50
Passes Races	67.50
Tanforan	49.50

SLOTS

Columbia (Fruit Reels)	\$35.00	Mills Futurity	\$32.50
Jennings Chief	35.00	Pace Comets (Mol.)	32.50
Mills Blue Front (S. J.)	45.00	Mills War Eagle (S. J.)	32.50
Steel Cabinets (Like New), 2,000 Lb. Weight Capacity	\$6.00		

1/3 Deposit—Balance C. O. D. Write or Wire Your Orders Today.
MONARCH COIN MACHINE CO.
1731 Belmont Ave., Chicago, Ill.

JUDGE A DISTRIBUTOR

by the COMPANIES REPRESENTED

Eastern Distributors:

MILLS NOVELTY CO.

A. E. T. CO. GROETCHEN MFG. CO.

BALLY MFG. CO. H. C. EVANS & CO.

COLUMBUS VENDING CO.

CHICAGO METAL MFG. CO.

KEYSTONE NOV. & MFG. CO.

26th & Huntingdon Sts.

PHILADELPHIA, PA.

WANTED—USED ZETAS

ONE or FIFTY

Wire Details Collect.

RE-CONDITIONED GAMES FOR SALE.

FAIR GROUNDS, Large Packs	\$40.50
BALLY RESERVES, \$24.75 Top	29.50
1-2-3, Large Coils	35.00
PREAKNESS	25.00
STONER'S SKILL DERBY, Ticket	30.50
BALLY SKILL FIELDS, 7-Coin Head	59.50
BALLY GOLDEN WHEELS	19.50
GOTTIE PHOTO FINISH	10.50

1/3 Deposit With Order.

MT. ROYAL NOVELTY, INC.

306 E. Baltimore St., Baltimore, Md.

machine industry and have the vision to see its application extended to many more service and entertainment machines for the people of the world.

The coin machine industry brings great good to everybody thru increased employment, thru supplying them with service and entertainment needs. It is a public benefactor. The coin machine industry today utilizes the forces one which it has control to the best advantage to make sales, and in making sales they create jobs—more jobs and better jobs—sales make jobs—yes, but we add coin machine sales make more jobs. With more jobs comes widespread purchasing power. The coin machine industry is typically American in spirit. Its beneficial influence extends throughout the nation, making a better American life for Americans!

Evans Names New Game Lucky Lucre

(New Game)

CHICAGO, Sept. 24.—This week H. C. Evans & Co. confirmed recent rumors by releasing a new machine which is called Lucky Lucre. It is said to be "another departure from the usual, embracing a novel idea in spinning reels, so combined in one console as to deliver the performance of five separate game units. To accommodate the many advance orders already received production has been rushed with all possible speed, and shipment of the new hit has already been made to all corners of the United States.

"Talk about compliments and gratifying reports," said R. W. (Dick) Hood, president of H. C. Evans & Co. "From every section of the country we are receiving the most optimistic reports about Lucky Lucre. The new idea of stepping up performance by combining five-game play into one console certainly seems to 'click' with the trade. And why not? It gives the operator the immense advantage of an income equal to five separate machines, with the overhead and maintenance of but one single game.

"The modern console cabinet is one of the most attractive ever designed. The game's simple, well-known and universally beloved playing principle makes it an instant hit among players. The ingenious combination that increases its earning efficiency fivefold is mighty important these days to the man who must reckon with operating costs. All considered, it is not unusual that Lucky Lucre is meeting with instant and overwhelming acceptance wherever introduced.

"To prevent delay in delivery we purposely refrained from formal announcement until we had production well under way and many of the advance orders filled," Hood said. "Remember we have other console games in strong demand. Galloping Dominos, our dice console; Bang Tails, the horse-racing game; Rolletto Jr., the Monte Carlo-type coin machine roulette, as well as Hialeah Special, our twin spinner-lite and pin-ball racing console, continue to tax our production facilities. To add another popular game to this list of winners entails production problems that first must be worked out in order to be sure there will be no hitch in prompt delivery."

SEC Digs Up Old Gambling Secrets

WASHINGTON, Sept. 24.—Securities and Exchange Commission report on the growth of investment trusts and investment companies during the late '20s, when stock gambling was at its peak, shows that the investment houses did pretty well by themselves during the national gambling spree of that period.

They piled up a total of over seven billion dollars in sales, and three billion dollars of this was paid to the trusts in 1929. Almost 50 per cent of their business came in 1929, when it seemed that everybody from newshoys to ministers and church leaders was rushing to make a killing during the gambling spree.

The report says that the closed-end management investment companies made the greatest appeal to the public. Some of the companies offered a kind of reserve jackpot appeal to gamblers by issuing both preferred stocks and common stocks. In commercial terms these were called leverage companies, with no intention perhaps of competing with the "one-arm bandits" in the slot machine field.

tion of secretary and treasurer of the Stoner Corp.

Accepting the responsibility of this position is not a new adventure to Mrs. Stoner, as her business experience prior to her marriage to the late Ted Stoner was well diversified.

While Mrs. Stoner has not been associated with the industry directly in previous years, yet indirectly she has always been coin machine-minded, her associates say. In taking over the duties as one of the executives of the company it is her intention, she says, to acquaint herself with all the problems of operating, distributing and manufacturing.

YOUR ENTREE TO NEW PROFITS!

New DUO-GRIP

TRADE STIMULATOR PLUS
3-WAY STRENGTH TESTER!

Give you a double grip on new big profit! Besides testing strength of Push, Pull and Grip. CIGARETTE REELS spin with each play... winning symbols entitle player to awards according to award card! Has button indicator release non-clog slot, last coin visible, with button release which also closes shutter over reels; chrome handles and trim; bell adjustable to ring at any number; tension adjustable to suit location; anti-lift; sure-grip 6 suction-cup base and other top-notch features. Also available with fruit ball symbols or numbers. Metal Stand, \$2.50. COMBINATION 1c. \$24.50
5c, 10c, 25c SLOT



DE LUXE GRIP SCALE 3-WAY STRENGTH TESTER

A proven standby in the industry. These quality features: New sure-grip 6 suction-cup base; new button indicator control for competitive play; chrome trim; chrome handles throughout; anti-lift; tension adjustment to suit location; bell adjustment to ring at any number; non-clog slot; button instantly clears obstruction; top-plate chrome cash box, etc. Metal Stand \$2.50

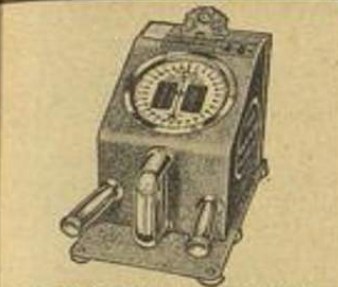
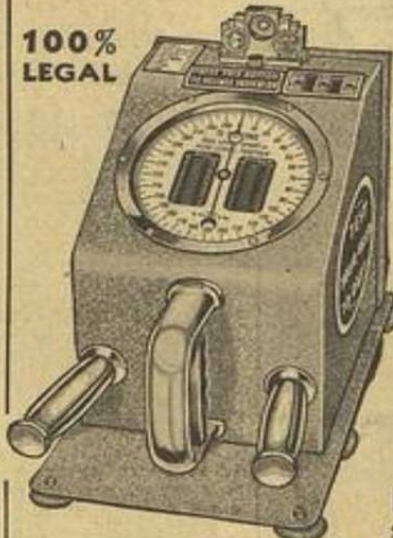
IMMEDIATE DELIVERY

D. GOTTLIEB & CO.

2736-42 N. Paulina St. CHICAGO

GOING STRONG: INDIAN DICE \$24.50

100% LEGAL



TRADE STIMULATOR PLUS
3-WAY STRENGTH TESTER

Sample \$24.50

OPERATORS AND JOBBERS WRITE
DEUCES WILD & LUCKY PACK
EQUIPPED WITH BALL GUM VENDOR.

List Price \$27.50 — Sample \$22.50

LOTS OF 10 — \$19.75 EACH.

10 DEUCES WILD and 10 LUCKY PACKS Each. Used Less Than 2 Weeks. \$17.75

PACES RACES—BRAND NEW

In original crates, never unpacked. These were bought from an operator whose territory went closed before the machines arrived. His loss is your gain.
20 Paces Races, cash pay, 5c play \$275.00
4 Paces Races, check sep. 5c play \$310.00
4 Paces Races, cash pay, with Jackpot, 5c play \$320.00

The machines below are slightly used and are offered subject to prior sale.

20 BALLY RESERVES \$29.50

CONSOLES

- 1 Pacific Dominos \$25.00
- 1 Gottlieb Racer, 9 slot, F. S. 50.00
- 5-BALL NOVELTY \$35.00
- 1 Lights Out 10.00
- 1 Keen Keen 10.00
- 1 Shooky, perfect 10.00
- 1 Dival Speed 12.50
- 1 Around the World 10.00
- 1 Mercury 12.50
- 1 Escalife 8.00
- 1 Tournament 15.00
- 1 Great Guns 8.50
- 1 Baiter Up 8.00
- 1 Naval Speed 12.50
- 1 Fine Cracker 10.00
- 1 Running Wild 10.00
- 1 Stoner's Races 10.00

1-BALL PAYOUT

- 1 Jennings Sportsman De Luxe \$20.00
- 1 Stoner's Air Races 10.00
- 1 Bally Cannon 10.00
- 1 Mills 1-2-3 52.50
- 1 Jennings Super Charger 50.00

3 Seaburg Ray-o-Lite, Serials over 2000, perfect \$110.00

- 1 S.K.-No. Billie Game with 10,000 balls 125.00
- 1 Genco Skill Roll, 9 ft., free play slot, perfect 50.00

- 3 Electric Shockers \$ 5.50
- 1 Jennings Grand Stands 13.50

- 6 Nickel play Milan Vendors, serials over 450,000, Like new, Each \$75.00

PHONOGRAPHS

- 3 Wurlitzer 10 rec., single slot, perfect 35.00
- 1 Mills Dance Masters 30.00
- 1 Wurlitzer 412 80.00
- 1 Wurlitzer P-12 59.50
- 1 Wurlitzer 916 130.00
- 1 Rock-Ola Imperial 20, like new, sep. 150.00
- 1 Gabel Jr. Selective, streamlined model, perfect 25.00
- 1 Gabel Jr. 25.00
- 1 Mills Troubadour 22.50
- 1 Mills De Luxe Dance Masters 42.50
- 1 Rock-Ola No. 1 46.00
- 1 Gabel Charmé, 18 record 70.00

1 Ray's Tracks, check sep. Nos. 4545-4571 \$ 70.00

2 Paces Races, 50 to 1, check sep. Nos. 5349-5719 200.00

1 Paces Races, 20 to 1, cash pay, No. 1500 70.00

1 Paces Races, 20 to 1, cash pay, No. 2830 80.00

1 Paces Races, 30 to 1, check sep. No. 3354 80.00

The above prices are effective October 1, 1938.

Write for prices on all the new hits which have been released by the respective manufacturers. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order.

Ask us to put you on our mailing list and we will save you money on either new or used machines.

MOSELEY VEND. MACH. EX. Inc. Richmond, Va. 55 Broad St., Day Phone 3-4511. Night Phone 5-6328.

Mrs. Ted Stoner On General Staff

AURORA, ILL., Sept. 24.—The coin-operated machine industry will be interested to learn of the recent appointment of Mrs. Ted M. Stoner to the post-

DEAL WITH CARL — ALWAYS A SQUARE DEAL

WE RECOMMEND THE FOLLOWING NEW MACHINES—WRITE FOR PRICES.
GRAND STAND FOUR HORSEMEN THUNDERBOLT
TRIPLE ENTRY BALLY VIEW WORLD'S FAIR
SPORT PAGE EUREKA TALLY
DERBY TIME PALM SPRINGS JOKER
KOUNTAR KING
SMOKE REELS
MICKEY MOUSE
VENDERS

RECONDITIONED MACHINE BARGAINS—ALL READY TO PUT ON LOCATIONS.
BALLY RESERVE \$39.50 SADDLE CLUB \$55.00 BALLY RACER \$42.50
TEASER 30.50 MILLS BIG RACE 62.50 BALLY BASKETS 25.00
BALLY BABY New 12.75 GALVING DRIFTS 85.00 LINE UP 32.50
EAGLE EYE 65.00 ROULETTO, JR. 90.00 SPRINT 17.50
FAIR GROUNDS 65.00 LINCOLN FIELDS 95.00 BOO HOO 25.00
FLASHER 55.00 DOUBLE HEADER 10.00 BUCKLEY GAMB'N 17.50
MILLS 1-2-3 60.00 AIRWAY 24.50 K. C. SKILL BALL 65.00
JENNINGS LITTLE DUKE, SJP, 1c. \$15.00 JENNINGS LITTLE DUKE, TJP, 1c. \$17.50
MILLS SILENT WAR EAGLES 30.00

TERMS: 1/3 Deposit Required With Orders, Balance C. O. D.

WANT LATE FRONT VENDER 5c SLOTS (Mills, Jennings or Paces). Will Buy or Trade. Send Your List, Serial Numbers and Condition.

UNITED AMUSEMENT CO., 3410 MAIN ST., KANSAS CITY, MO.

SPECIAL TICKET SALE

(LIMITED TIME ONLY)
COMPLETE DEALS, \$2.35 EACH (2250 Ticket, Card, Holder and Jar)
COMPLETE DEALS, \$2.60 EACH (2520 Ticket, Card, Holder and Jar)
Choice of Any Card Listed (Labels Included)

GOLD NINE — PLAY BALL ARINGTON — DOUBLE DUTY — BANK NITE
MAJOR LEAGUE — PIMLICO — BOARD OF TRADE — LET'S GO FISHING
BAGS OF GOLD

CARDS AND LABELS—\$6.00 Per Dozen
2250 TICKETS ONLY || 2520 TICKETS ONLY || CARD HOLDERS \$3.50 Per Doz.
\$12.00 Per Dozen || \$15.00 Per Dozen || JARS, \$3.00 Per Doz.

Be First. Send in Your Orders Today. 1/3 Deposit, Balance C. O. D.
MONARCH COIN MACHINE CO. 1731 BELMONT AVE., CHICAGO, ILL.

WANTED TO BUY
Sport Pages \$40.00
Fairgrounds 25.00
Mills 1-2-3 160.00

FOR SALE
1938 Skill Fields \$ 79.50
1938 Kentucky Glubs 139.50
Derby Days 45.00
Bang Tails 75.00
Horsement 25.00
Track Times, Red Head 110.00
Track Times, Gray Head 90.00
Gottlieb Derby 45.00
Dark Horse 45.00

Flashers Payout Tables \$45.00
Pamco Race (7 Coin Head) 35.00
Prekness 25.00
Fairgrounds 60.00
Caroms 12.50
Classic 12.50
High Card 20.00
Derby Days 17.50
Stoner Champs 84.50

Turf Champs \$19.50
Preview 12.50
Center Smash 12.50
Winner 12.50
Mills 1-2-3 75.00

NOVELTY TABLES
Bally Reserves \$ 25.00
Topi 27.50
Auto Derby 10.00
Rock-Ola World Series 125.00

COUNTER GAMES
Red Spots \$ 8.50
Big Game Hurdles 8.50
Cigarette Machines 7.00

CLEVELAND - CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.

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

GENCO'S PARADE RAGTIME JITTERBUG

GENCO'S FREE PLAY GAME DELUXE!

Has the same playing features, including the new Genco Extra Ball idea, as Jitterbug. Made with Genco's proven Free Play unit. Housed in a larger, beautiful de luxe cabinet.

"Plays Off" Winners with Free Games

LOW PRICED AT **\$89.50** F. O. B. Factory

Still Going Strong! TRIPLE PLAY

A profit-making "Free Play" game. Besides intermediate awards, a large award from 12 to 20 (at operator's option) is given.

\$114.50 F. O. B. Factory

with GENCO'S NEW EXTRA BALL feature

Has a clever new scoring action on the playing field. An appeal that induces the player to improve his skill. Veezer counter equipped.

When 12,000 points are made, the shuffle board automatically releases a ball for replay. This occurs again at 14,000.

\$74.50 F. O. B. Factory

STANDARD MODEL

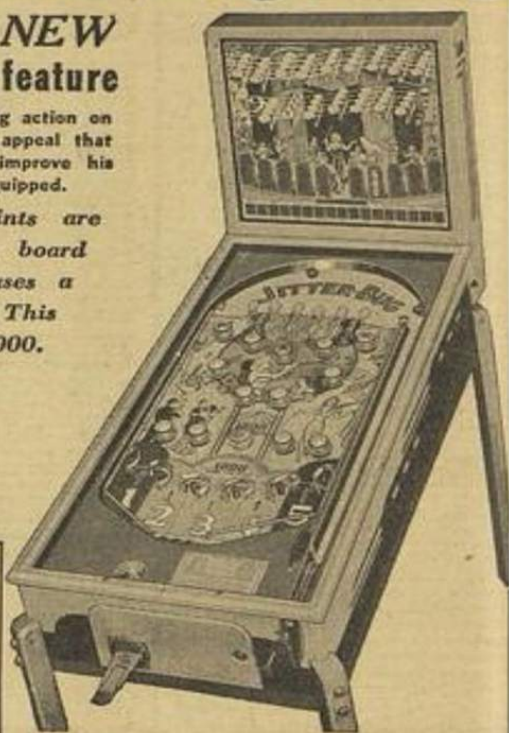
JACKPOT MODEL

Shows amount of jackpot on special panel. Fully metered.

Priced

\$84.50

F. O. B. Factory



GENCO, Inc., 2621 N. ASHLAND AVE., CHICAGO, ILL.

SEABOARD SALES, INC.
619 Tenth Ave., New York.
Eastern Direct Factory Representative. See Bert Lane for these Genco Games.
COIN AMUSEMENT SUPPLY, LTD.
London, England, Genco's Distributor for Europe.

AT LAST - A GAME THAT IS DIFFERENT!

OPERATORS REPORT LOCATIONS SELLING FROM 1 DOZEN TO 1 GROSS IN SINGLE NIGHT!



SMALL, QUICK PROFIT. FAST ACTION

120 Tickets
Take In. \$6.00
Average Payoff. \$1.26
Average Profits. \$4.14

Price:
1 Box. \$ 4.00
Gross. 43.00
Sample Card. .50

A sure-fire hit. Order today and cash in on quick profits. 25% deposit with order. Write for distribution. Other card deals.

MUNCIE NOVELTY CO.
P. O. Box 823 Muncie, Indiana

Winner Has New Crystal Gazer

(New Game)

CHICAGO, Sept. 24.—Winner Sales Co., Chicago, has announced a new 1939 all-electric Crystal Gazer five-in-one dice machine. Say they: "Thanks to the amazing adaptability of this new machine, it has proved to be a splendid profit maker in both open and closed territories."

"As a 1-cent fortune-telling machine in closed territory the Crystal Gazer is a real magnet for pennies and in open territories its popularity is sensational."

"Adaptable for 1, 5, 10 or 25-cent play with five, six or seven dice, or as a 1-cent cigar machine with three dice, it is actually five games in one, with unlimited payout combinations possible. Machine can be changed to any payout combination in 30 seconds with just a screwdriver. New payout combination charts are constantly available."

"In tests on locations a number of these machines have already taken in their weight in coins. Sturdily built and attractively finished in black and silver, the new 1939 all-electric Crystal Gazer machine will last indefinitely and will give long profitable play in any and every kind of location," they concluded.

Genco Introduces Swing in Games

(New Games)

CHICAGO, Sept. 24.—The unending parade of Genco games is taking on a "swing" aspect with the release of several new novelty machines, according to officials of the Genco organization.

"Where swing is king, it's folly to ignore it," says Dave Gensberg. "Therefore we are indulging the tastes and present desires of location patrons by offering them games that really fit the times. Beginning with the names of the games and following thru with play

theme and design, our games, Jitterbug and Ragtime, have a definite appeal.

"The playing theme is easily understood but none the less fascinating. In Jitterbug we have, in addition to all the brilliance of color and design, a special feature, the extra ball. For example, when a player's score reaches 12,000 the shuffleboard automatically releases another ball for play. This occurs again when the score reaches 14,000. Jitterbug has already proved that it has what it takes to attract the 'swing cats' and 'alligators' of pin gamedom. There are skill lane shots, bumper springs, changing flashing lights to keep the player at the game for longer than ordinary periods."

"Jitterbug is available in both standard and special jackpot models, the latter fully metered. Also for the operator whose locations demand it, Jitterbug is made into a free game type machine on which the player plays off the awards. This model is known as Ragtime, one of the lowest priced free game models ever offered. It is built into a de luxe style cabinet."

Operator Turns To Needlework

CHICAGO, Sept. 24.—"I've seen operators taking up golf, going in for fishing and becoming gentlemen farmers, but I ran across one the other day doing some needlework. This," claimed Ray Becker, of Keeney & Co., "is the first time I've ever seen an operator seamstress."

"It happened this way," according to Becker. "One of our Triple Entry customers has been telling me about what this console game has been doing for him on a certain spot. And being in the neighborhood I thought I would drop in and observe the play."

"Introducing myself to the proprietor, he informed me the operator happened to be fixing something in the basement and I went down to see him. There he sat on a soapbox, busier than a one-

1,000
BRAND NEW \$13.50
Stewart & McGuire
NUT MACHINES
IN ORIGINAL CARTONS

\$9.50

EACH .. LOTS OF 100
\$10.50 Each In Smaller Lots
1/3 Cash With Order, Balance
C. O. D. Hurry! First Come,
First Served!

ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

—ALSO AT—
Pittsburgh • Washington • Buffalo

arm tailor, sewing a six-inch collar on a Triple Entry cash bag. Got time to make me a two-pants suit? I inquired. "Honestly, Becker," he explained, "Keeney & Co. ought to make these Triple Entry cash bags longer. Every time I make a collection I find \$5 and \$1 in nickels backed up along the cash-bag trough because the 12-inch bags are not long enough. And so I'm adding six inches more to their length."

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

OPERATORS' SUPER BARGAINS

IN GUARANTEED RECONDITIONED MACHINES AND GAMES
MAKE YOUR SELECTION AND SEND IN YOUR ORDER TODAY

(If Machine or Game Wanted Is Not Listed Here, Write for Our Complete List)

1-BALL AUTOMATICS

Bally Bonzo	\$ 9.95
Bally Jumbo	9.95
Bally Entry	49.50
Bally Mustang	12.95
Bally Peerless	12.95
Bally Snappy	12.95
Bally Fairgrounds	64.50
Bally Fleetwood	64.50
Bally Golden Wheel	24.50
Bally Racing Form	24.50
Bally Peckness	37.50
Bally Arlington	37.50
Grillio Long Shot	9.95
Grillio Foto Finish	27.50
Mills Clocks	19.50
Mills Big Races	89.50
Mills Railroad	18.00
Mills 1-2-3 Tables	59.50

GUARANTEED SLOTS

Mills 5c Blue Fronts	\$49.50
Mills 5c Grey Fronts, Mys. P.O.	44.50
Mills 5c Skycraper Bells	34.50
Mills 5c Lion Head Bells	34.50
Mills 5c Cross Diamond, F.O.K.	42.50
Mills 5c Cherry Bells	62.50
Mills 5c Cherry Vendors	69.50
Mills 5c Melon Bells	77.50
Mills 5c Melon Vendors	84.50
Mills 5c War Eagle, Mystery P.O.	44.50
Mills 5c Q.T.'s (Like New)	42.50
Mills 10c Blue Fronts	51.50
Mills 10c Cherry Bells	65.50
Mills 10c Melon Bells	80.50
Mills 25c Blue Fronts	95.50
Mills 25c Cherry Bells	98.50
Mills 25c Melon Bells	83.50
Mills 1c Blue Fronts	44.50
Jennings 1c Duke	15.00
C. & F. Baby Grand	32.50
Greenwich Columbia Bells	40.50
Pace 5c DeLuxe Comet Bells	58.50
Pace 1c DeLuxe Comet Bells	53.50
Mills 50c Blue Front	77.50

NOVELTY PIN GAMES

Bally Skipper	\$18.50
Bally Air Way	21.50
Model "C" Traffic	5.00
Budget	5.50
Top Speed	18.50
Dayl Speed	18.50
Exhibit Basket Ball	18.50
Grillio Register	18.50
A. S. T. Mars-Jax	7.50
Rock-Ola Totalite	5.00
Stoner Aurora	18.50
Stoner Stadium	17.50

PERFECT CONSOLES

Bally Lincoln Fields	\$ 99.50
Bally Ball Fields	99.50
Bally Club House	49.50
Jennings Slant Top Derby Day	54.50
Jennings Flashing Thru	24.50
Bally Rays Tracks (Cash)	30.50
Bally Rays Tracks (Checks)	95.00
Bally Saddle Club	89.50
Black Cabinet Races (Cash)	119.50
Black Cabinet Races (Checks)	129.50
Brown Cabinet Races (Cash)	195.00
Brown Cabinet Races (Checks)	215.00
Pace Marathon (Cash or Checks)	215.00

MISCELLANEOUS

Bally Babes	\$ 10.75
Buckley Cent-A-Pack	11.75
Deuces Wild	15.50
Dazzl Smoke Reels	16.25
David Wild	30.25
Song-A-Deer	189.50
David U-Pop-It Pop Corn Machine	117.50
Jennings Dial Scales	27.50
Jennings Vendor Scales	22.50

PHONOGRAPHS

Mills De Luxe—12 Records	\$ 59.50
Mills DeLuxe Dance Master—12 Records	64.50
Mills Studio	287.50
Mills Lo-Hey—12 Records	27.50
Model "K" Seeburg—15 Records	165.00
Model 412 Wurlitzer—12 Records	77.50
Model 400 Wurlitzer—12 Records	84.50
Model 616 Wurlitzer—16 Records	145.50
Model 416 Wurlitzer—16 Records	139.50
Model 316 Wurlitzer—16 Records	139.50
Rock-Ola Multi-Selector—12 Records	69.50
Seeburg Selectophone—10 Records	49.50

TERMS: 1/3 Deposit With Order, Balance C. O. D.

THE VENDING MACHINE CO.

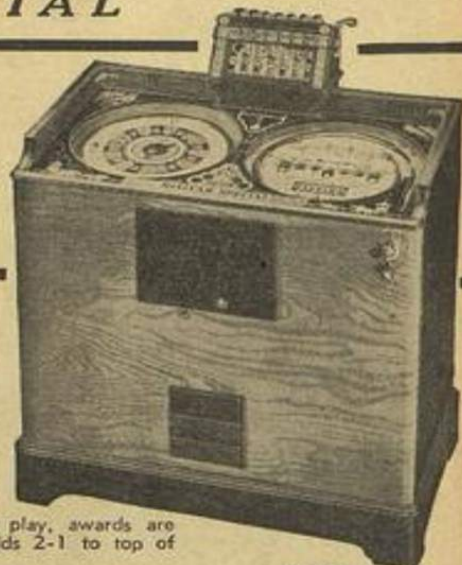
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

EVANS' IMPROVED

HIALEAH SPECIAL

DOUBLE AWARD SENSATION!

IDEAL FOR RESTRICTED TERRITORY



Really TWO big games in one, with double thrills, double amusement and DOUBLE AWARDS!

May be operated for payouts, tickets, checks or amusement only!

First, spinner-lite pays indicated odds on a winning selection. Then, if player matches such winning selection by pin-ball play, awards are automatically doubled. Odds 2-1 to top of 60-1 for match play!

Evans' Improved 7-Coin Head stops gyp-artists! No coin jamming. Last 3 coins visible. Silent action precision mechanism. New steel inner wall prevents tampering with mechanism. Dozens of new features plus Evans' famous engineering guarantee performance and satisfaction!

AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630.
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

★ TRUTH IN ADVERTISING
To prevent wrong impressions, we make only conservative statements of facts in our advertising.
OTHER EVANS HITS
Profit Sharing Photograph
By-A-Blade, Rollette, Sr.
Write for Details.

Bally Releases 2 Pinball Ideas

(New Games)

CHICAGO, Sept. 24.—"New but already going places," said Ray Moloney, president of Bally Mfg. Co., in referring to his company's newest novelty game pieces called World's Fair and Thunderbolt, both five-ball high-score games. "It's easy to see," Moloney continued, "why operators are going for these two new Bally novelty hits. In the first place both Thunderbolt and World's Fair have that 'million-dollar look' for which Bally games are famous, both games have lights on the play field, as well as the backglass, and plenty of carnival color in the cabinet, top and backglass. World's Fair is, bar none, the most beautiful novelty game ever built."

"As for action—well, Thunderbolt has the wildest, weirdest action we ever got under glass on a pin game—a new type

of action which we call 'Mysteryism' and which is based on a magnetic principle causing the ball to perform many unexpected and amusing antics, such as actually going in reverse or circling round and round a bumper like a dog chasing its tail!

"Altho the World's Fair action is not quite as 'dizzy' as Thunderbolt's, it has plenty of smooth speed and action, as may be judged by the fact that the play field not only has an array of spiral bumpers but also rollovers and illuminated rubber-tire bumpers. Being high-score games, both Thunderbolt and World's Fair are designed to give players the kind of 'box-car totals' they love. On Thunderbolt you can actually score up to 8,000 or 10,000 on one ball.

"Last but not least, operators are tickled about the price tag on the Thunderbolt and World's Fair machines. They can see where they can 'get off the nut' in a hurry and start sticking something in the bank. So naturally they're buying these two Bally numbers on a scale that is rapidly becoming a major boom," Moloney concluded.

Banner Prepares Fall Campaign

PHILADELPHIA, Sept. 24.—I. H. Rothstein, Banner Specialty Co., announces that the firm is preparing a fall campaign which will bring home to operators "the value of doing business with a reliable distributor."

Rothstein stated, "One of the problems of the operator is to be sure that the distributor with whom he is doing business is willing to help in every way and that he is reliable in business dealings."

"For the many years that we have been in this business we have always made it a practice to do our best for our customers. We want them to prosper, for then we can prosper. That is why we so jealously guard the interests of our customers. We watch every little item for them so that they will be assured only the best machines at all times."

"One of the reasons that we enlarged our quarters and opened branch offices was to help operators."

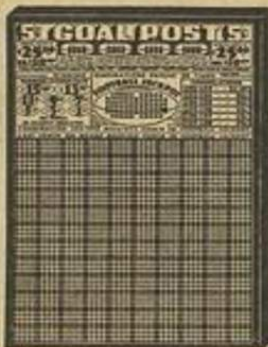


A HAPPY GROUP of Brooklyn operators who say, "We're going to team with Robbins' Bingo game."

GUARANTEED REBUILT BARGAINS

CONSOLES		PAY TABLES	
SKILL FIELD	\$ 72.50	BALLY ENTRY	\$44.50
SHUTTLE CLUB	42.50	BALLY STABLES	49.50
BALLY FAVORITE	42.50	MILLS ONE-TWO-THREE	47.50
PAMCO DE LUX BELLS	37.50	MILLS FLASHERS	44.50
PAMCO ROSEMONT	37.50	MILLS BIG RACE	54.50
JENNINGS LIBERTY BELL	42.50	FOTO FINISH	19.50
SKILL TIME—1937 R.H.	109.50	GRAND PRIZE	17.50
PADES RACES (Cl. Sep)	89.50	STONER'S CHAMP	89.50
GOTTLIEB DERBY DAY	49.50	CENTER SMASH	17.50
KENTUCKY CLUB	149.50	DERBY DAY	22.50
BALLY CLUB HOUSE	39.50	PREAKNESS	22.50

MODERN AUTOMATIC EXCHANGE, Inc., 2018 CARNEGIE AVE., CLEVELAND, OHIO



YOUR SIGNAL FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING FOOTBALL BOARD EVER MADE

— GOAL POST —		PRICE
No. 2402	2400 Holes	\$4.94
Takes in	\$120.00	
Average Payout	53.79	
Average Gross Profit	\$ 66.21	

Board Filled With Popular Tip Combination Tickets.
NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS
HARLICH MFG. CO., 1413 W. Jackson Blvd., Chicago, Illinois.

EXTRA SPECIAL USED MACHINE BARGAINS

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION	
Western Baseball	\$89.50
Rock-Ola Rock-O-Balls 10"	69.50
Pamco All Star Baseballs	69.50
Kirk's Jigsaw Blow Balls	59.50
Bally Racers	39.50
Jennings Cherry Bells	29.50
Exhibit's Check-A-Letter	29.50
Pamco De Luxe Bells	29.50
Pamco Rosemonts	29.50
3-Way Grip Testers	4.95
Wurlitzer Models 616	\$134.50
Wurlitzer Model 616-A	149.50
Rock-Ola Imperial 20	134.50
Rock-Ola Imperial 16	114.50
Wurlitzer Model 412	79.50
Rock-Ola Rhythm Master 18	89.50
Rock-Ola Rhythm King 12	89.50
Mills De Luxe	69.50
Mills Regular Dance Masters	22.50
Mills Troubadours	14.50

1/3 Deposit With Order, Balance C. O. D.
BADGER NOVELTY COMPANY, 2540 N. 30TH STREET, MILWAUKEE, WISCONSIN.



**BREAKING ALL
PROFIT RECORDS
ON ALL LOCATIONS**
Say Operators!

Chico MARVEL

WITH THE NEW MYSTERY COLOR DETECTOR
THAT AUTOMATICALLY DETECTS AND REGIS-
TERS COLORS. NO ELECTRIC EYE—NO INTRI-
CATE GADGETS—NO BUMPERS—NO HOLES

Electric motored meter, \$99.50
Build-up Big Bonus model

Standard model with set \$79.50
Big Bonus

Immediate
Delivery

BROWN

WHITE

YELLOW

GREEN

RED

Chicago Coin MACHINE MFG. CO.
1725 W. DIVERSEY • CHICAGO

A MESSAGE OF VITAL IMPORTANCE

From **JOHN A. FITZGIBBONS**
TO EVERY OPERATOR FROM
MAINE TO MARYLAND!!!



● "If you operate in any of the following States: Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Washington, D. C., or Maryland, I HAVE A SPECIAL DEAL FOR YOU! A deal of vital importance to you! The sort of deal that WILL PUT YOU IN THE BIG PROFIT CLASS! It's the ONLY deal that assures you a bright, happy and prosperous future! Just write me exactly what territory you cover. And, most important, be sure to also write me whether you operate Bally games. All correspondence assured strictest confidence. WRITE ME TODAY!"

FITZGIBBONS DISTRIBUTORS, INC.

453 WEST 47th STREET, NEW YORK

DIRECT EASTERN FACTORY REPRESENTATIVES FOR BALLY MFG. CO.

Report Sell-Out On Hit Number

CHICAGO, Sept. 24.—"Believe it or not, but our first run of Hit Number was sold out before the first shipments had been made," stated J. H. Keeney, head of the company bearing his name.

"Of course," continued Keeney, "we had the successes of Free Races and Multi-Free Races to our credit in introducing our new free replay award game, Hit Number, but we did not look for it to be a sell-out before the first run went on our production lines. A second run was recently released, so there will not be any gap in deliveries.

"Hit Number employs the same free replay award principles as did Keeney's Free Races and Multi-Free Races and the same patented free-game unit and other mechanisms are used in this new game as were installed in the former two.

"The Keeney free replay award game, while attracting even a greater amount of play than its two predecessors, is simpler in playboard principle and it is considerably lower in price," said Keeney.

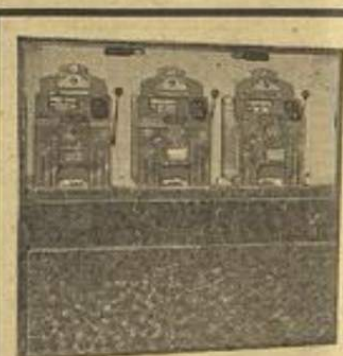
Fred Werts on Vacation in West

MUNCIE, Ind., Sept. 24.—Fred W. Werts, president of the Werts Novelty Co., handler of salesboards and jar deals, forgot the worries of business and enjoyed the scenic beauty of the West on a trip thru the Mountain States recently.

In a trailer, with his wife and children, they pioneered their way to the Lan Tomlinson Ranch, near Kevin, Mont., where they spent 10 enjoyable days, according to Werts.

Said Werts: "We had a lot of fun riding horses and hunting snakes. We captured six alive and one dead with only a pole and a lasso. The technique is to prod the snake with the pole and as he strikes lasso him around the head."

The Werts party spent several days fishing at Glacier National Park. Last reports indicated that Werts and Tomlinson were prospecting for gold around Goldbutte, Mont.



GREATER PROTECTION

Protect your coin machine profits with the "STARK SUPER SAFE," a cabinet that has all of the following safety features:

- One-Piece Heavy Steel Construction.
 - Extra Heavy Reinforced Steel Door with Six Heavy Steel Locking Bolts.
 - Fool-Proof Locks with Removable Locking Handle.
 - Ballast Holes When Filled Create Excessive Weight and Prevent Moving.
 - Fits Flat on the Floor.
 - Can be Closed and Locked in 5 Seconds with Coin Machines Completely Hidden from View.
 - When Closed and Locked, Can Be Used as a Safe for Other Valuables.
- These cabinets are better than insurance policies for protecting your coin machine profits. WRITE OR WIRE FOR DESCRIPTIVE CIRCULAR COVERING THE COMPLETE LINE.

THE STARK NOVELTY CO.
WALTER ANGELI, Mgr.
1510 Tuscarawas St., W., Canton, Ohio.

ANOTHER TWO HITS

SNOW WHITE
2100 Holes
Tip Tickets
127 Winners
Takes in \$105.00
Average
Payout - 54.35

PROFIT - \$50.65
PRICE - \$ 4.60

BALLOT BOX
720 Holes
Tip Tickets
Takes in - \$36.00
Average
Payout - 19.44

PROFIT - \$16.56
PRICE - \$ 2.20

GLOBE PRINTING CO.

1023 Race St., PHILADELPHIA, PA.



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

COUNTER MACHINES

AND COUNTER GAMES OF ALL KINDS
Specially for Quick Sale. Send for List.

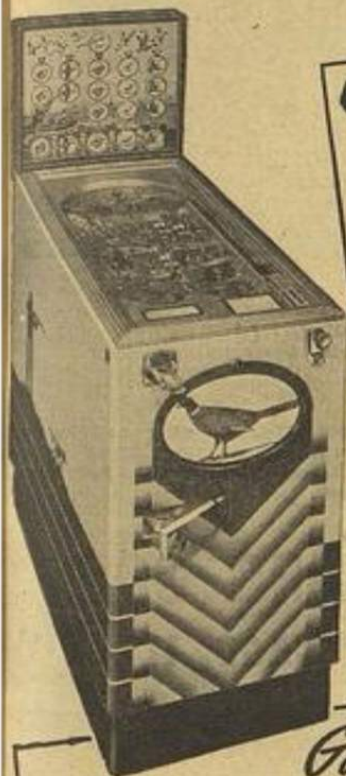
A. L. KROPP
Tuscaloosa, Ala.

they're brand new!

Pheasant

Good Luck

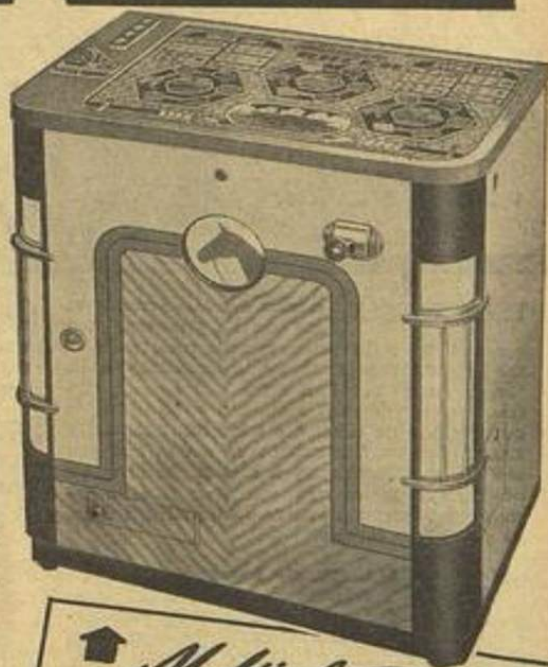
Multiple Racer



◀ Pheasant

10 BALL NOVELTY OR AUTOMATIC PAYOUT GAME
 Players are demanding the 10 ball type machine — they want more for their money and a real opportunity to test their skill. This has been proved on the many location tests made with Pheasant — it attracted and held the players where other machines failed. The outstanding beauty of the new console type cabinet, with flasher illumination of colorful front panel and brilliant light-up back panel, draws the crowd. Pheasant has single and double odds feature . . . a new type circuit breaker to eliminate fuse blow-outs . . . and an entirely new and simplified mechanism to assure absolute trouble-free operation.

Order Pheasant today and get set for a big fall business. **\$149.50**
 F.O.B. Chicago



▶ Multiple Racer

A GLAMOROUS MACHINE
 Play 1-2-3-4 coins

Here's the first machine to give the player what he really wants — the opportunity to double, triple or quadruple his odds when he feels he can call the play.

Cabinet beautifully illuminated by means of translucent corner columns and illuminated center panel with flasher unit.

This unusual combination of outstanding beauty and player appeal, together with a new high in earnings, makes Multiple Racer the ideal machine for preferred locations. Plays 1 to 4 coins — odds 2 to 1 to 512 to 4. Available for 5c or 25c play, checks or cash. Equipped with National Slug Rejector, eliminates 99% of all slugs. Your slug problems are ended. **\$194.50**
 F.O.B. Chicago

Good Luck

NOVELTY OR PAYOUT — COUNTER OR CONSOLE

Especially built for locations with limited space. Operate Good Luck as a novelty counter game or as an automatic payout console — there's a model for every type location . . . straight counter game . . . counter game with remote register unit . . . small console type with payout unit . . . small console type with register unit — every way you'll find it the biggest profit producer on your route. Has all

the appeal of the bigger consoles — double odds feature — beautiful light-up playing field — and yet occupies only 1/4 the space. You'll want Good Luck in your route this fall. Invest-
 gate today.
 As Low As **\$54.50**
 F.O.B. Chicago



All these machines now in production. If your jobber can't supply you, wire us direct.

O. D. Jennings & Company - 4309 W. Lake St. Chicago, Illinois

Oriole Pushes Plan for Profit-Sharing

BALTIMORE, Sept. 24.—Oriole Coin Machine Corp. states that its profit-sharing plan has met with a decided success. To put over the plan to more operators it has arranged a merchandise play which may be seen at its Baltimore office.

Said a company spokesman, "The display was arranged by Eddie Ross. It features all the merchandise which the

firm has on its profit-sharing list."

Ross said, "This plan has gained the acclaim of many outstanding columnists. It is attracting new members every day. One of the reasons for this is that visitors to our showrooms, impressed with the display, immediately ask how they can enter the plan. When they learn how easy it is they join immediately. This plan is proving itself one of the most outstanding in the industry."

"We feel that as time goes on and more and more Oriole scrip is released the plan will become even more valuable to our customers. We want them to

share with us the benefits of our business."

Monarch Business Hits Fall Stride

CHICAGO, Sept. 24.—Monarch Coin Machine Co. officials have announced a series of special sales events to be held during the fall and winter season. The first, which is under way at present, stresses jar and ticket deals of the most popular makes as well as games of

every description, according to Clayton Nemeroff, manager of the Monarch organization.

"We find this season very good from the standpoint of volume sales," said Nemeroff. "Partially it is a result of operators' needs for additional equipment and, too, we at Monarch are in excellent position to offer a service that is above average. In every department we are able to meet requirements for all operators, whether he needs consoles, pay tables, novelty games, slots, merchandisers, counter machines, music, boards, jar deals, or what have you?"

Bally's NEW NOVELTY HITS

- ★ Thunderbolt
- ★ Ballyview
- ★ World's Fair



THUNDERBOLT features weirdest action ever held under a glass top! See the ball "go nuts" when it rolls into range of the **MAGNETIC ENERGY** surrounding each "Mysterythem" Spot! See the ball actually "go into reverse" or twirl around a bumper like a pup chasing its tail! See 3,000 SCORED ON 1 BALL! See **THUNDERBOLT** in action and you see why **THUNDERBOLT** is first choice of smart novelty operators everywhere. Fast 5-ball high-score play. Metered awards. Adjustable 4 ways. At all leading jobbers.

BALLYVIEW is actually 4 great games in one brilliant machine. ONE: high-score. TWO: reserve-type, famous "winner-take-all" idea. THREE: combination reserve and high-score. FOUR: new Daily-Weekly-or-Monthly High Score—a marvelous repeat-play cozier!

Test **BALLYVIEW** one week and you'll order by the dozen. 5-ball play. Metered awards. Fully adjustable. **NEW CONCEALED RESERVE INDICATOR**. Your jobber can give you quick delivery on **BALLYVIEW**.

WORLD'S FAIR features the most gorgeous flash ever built into a **POPULAR PRICE** novelty game—**LIGHTS ON THE BOARD** as well as the back-glass! **ILLUMINATED RUBBER-TIRE BUMPERS**—spiral bumpers—

ROLL-OVERS—tricky new **MYSTERY LIGHTS**—and the kind of "box-car-totals" which high-score players love! Fast 5-ball play. Metered awards. Adjustable. Order from your jobber.

Write for descriptive folders and prices on: Bally Bell, Bally Hot-Vender, Grandstand, Klondike, Four Horsemen, Lexington, Lito-a-Pax, Bally's Ponies, Bally Arcade.

BALLY MANUFACTURING CO.

2640 BELMONT AVE. CHICAGO, ILL.



ZEPHYR \$18.75 TAX PAID

Two Machines in One—Cigarette Vender or Ball Fruit Vender. Visible Ball Gum Vender, Cigarette or Fruit Symbols, 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

BALL GUM—15¢ a Box (100 Pieces), Case Lots (100 Boxes) \$12.00

SICKING MFG. CO.

1922 Freeman, Cincinnati, O.

FREE TO OPERATORS

WEEKLY LIST OF ALL LATEST NEW AND USED GAMES! WRITE TODAY!

Airway \$21.00
Atlantic City 37.50
Gay Time 25.00
Handicap 45.00
Lightning 50.50
Chico Naps 40.50
Palm Springs 62.50
Sambo 45.00

\$19.50 EACH OR 2 FOR \$25.00

NATIONAL KNOWS HOW!

Stoner
BASEBALL
VOGUE
Chico
BASEBALL
BEAMLITE

To Rebuild Games. Buy once and you'll buy forever! They're the most perfect rebuilt games you've ever seen.

EXPORT
"We Cover the World."
Cable Address: "NATNOVCO."
Merrick, N. Y.

1/3 Deposit With Order. We Ship Balance C. O. D., F. O. B. Merrick, L. I., N. Y.

NATIONAL NOVELTY COMPANY, MERRICK, L. I., N. Y.

SPECIAL

5¢ Bonus Venders, Milco \$ 65.00
5¢-10¢ Melon Balls-Venders 62.50
5¢-10¢-25¢ Cherry Balls-Venders 49.50
5¢ Blue Front Venders 32.50
Equipped with Melon Balls 2.50
1938 Check Ball Times 185.00
Mills Nine Safe Stands 5.48
Mills Folding Stands 1.95
El Topo Games 9.50
Coney Island Games 17.50

5% Discount on Five Machines.

Slightly Used Equipment—Perfect Condition.

TERMS: 1/3 CERTIFIED DEPOSIT WITH ORDER.

EXECUTIVE NOV. DIST. CO.

414 H STREET N.E.
WASHINGTON, D. C.

CLOSE OUT BARGAINS

4 Short Range Shooting Galleries. \$40.00 Ea.

6 ART Model F Targets 15.00 Ea.

4 Ramco Palocks Seniors, 8 Slots 30.00 Ea.

2 Ramco Balls, 5¢ and 25¢ Slots, new 75.00 Ea.

3 Counter Shock Machines 6.00 Ea.

3 Pace Scales 20.00 Ea.

10 Mills Sited Balls Slots 20.00 Ea.

L. H. HOOKER NOVELTY COMPANY
Arnolds Park, Iowa.

"IT'S LIKE MONEY IN THE BANK"

says BERT LANE

TRIPLE PLAY is proving to be like money in the bank—it grows with age! We sold more TRIPLE PLAY last week than the first week in production.

It'll also pay you to see Cenco's JITTERBUG, JITTERBUG RESERVE and RAG-TIME (sensational high score free play game at \$99.50) at your jobber or on our floor. They're hot hits!!

SEABOARD SALES, Inc.

619 TENTH AVE. NEW YORK
Phones: Wisconsin 7-5688.

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

STONER'S "RITZ"

—BEAUTY and QUALITY—
SNAPPY and SPLENDID PERFORMANCE

ACTUAL LOCATION TEST HAS PROVEN THE "RITZ" TO BE A BIGGER MONEY GETTER AND TO HAVE GREATER PLAY APPEAL THAN A SLOT!

SAVOY VENDING CO.

406-8 W. FRANKLIN ST.
BALTIMORE, MD.

WANTED

500 CONSOLES
and
LATE ONE-BALLS

Wire Quantity and Lowest Prices
GERBER & GLASS
914 Diversey Blvd., Chicago

50 Bally Reserves \$37.00

FIRST COME -- FIRST SERVED
WRITE FOR OUR NEW PRICE LIST.
National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO.

OPERATORS

Repair your machines with an Apollo Test Life. Instantly locates electrical trouble in any coin machine. Worth its weight in gold to every operator. Complete with full instructions, prepaid \$1.00.

APOLLO MFG. CO.
819 Monroe, Memphis, Tenn.

HERE THEY ARE !!

...THE GREATEST FALL BARGAINS EVER FEATURED BY *Joe Calcutt*



OUR BIG CHANCE!

WE GOT A REALLY GREAT BUY FOR YOU YOU CAN USE TEN MORE MELON BELLS VENDORS. 5c PLAY! ONE WRITE OR WIRE AMAZING LOW PRICE!

MILLS MACHINES MAKE MORE MONEY!



BROWN FRONT BELL
WITH DRILL-PROOF CABINET



Q. T. BELL
FOR THOSE "QUIET" LOCATIONS



FUTURE PLAY MYSTERY
Front Vender, Especially Designed for Opening New Territories



BONUS BELL
A REGULAR BELL WITH THE ADDED BONUS FEATURE

MILLS MODERN SCALE WITH HEALTH CHART



A SURE WAY TO PROSPERITY OPERATE MILLS SILENT BELLS AND VENDERS!

KLONDIKE

ANOTHER BALLY HIT !!
ONE SHOT AUTOMATIC INTERCHANGEABLE FOR MULTIPLE OR SINGLE COIN PLAY!
NEW ODDS, BOOSTER LIGHTS and NEW ELECTRIC BALLY HOLE! A SURE WINNER!



BALLY BABY
World's Smallest Cigarette Machine! Six 6x5x7 inches!! Thousands of Locations Are Waiting! Act Now!!

GRANDSTAND

BY BALLY — ONE SHOT MULTIPLE GAME WITH A TOP PAYOUT OF \$45.00. NOW AVAILABLE IN EITHER TICKET OR PAYOUT MODEL!



ACT NOW!

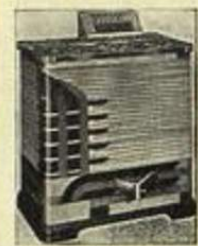
IN WITH COUNTER GAMES . . .

REALIZE BIG PROFITS FROM A SMALL CASH OUTLAY!



SATURDAYS? SURE!

"YES, SIR!" SAYS JOE CALCUTT. "WE'RE HERE TO SERVE YOU ON SATURDAYS, TOO. SATURDAY SHIPMENTS UNTIL 6 P.M.!"



KEENEY CONSOLES
TRACK TIME AND TRIPLE ENTRY



THE FASTEST SELLERS ON THE CURRENT MARKET!

ROCK-OLA LO-BOY SCALE

IDEAL FOR LOCATIONS WITH LIMITED SPACE! SPECIFICATIONS ARE: 44" HIGH, BASE IS 10" x 18 1/2".

POOL TABLES

NEW 1938 MODEL GET DE LUXE ARISTO-POOL TABLES.
49 1/2 x 9' \$262.50
48 1/2 x 9' 237.50
SHIPMENT WITHIN FIVE DAYS
DATE ORDER RECEIVED.
SEND A SAMPLE TODAY.

PHONOGRAPHS? YES! WE CARRY NEW WURLITZER AND SEEBURG PHONOGRAPHS IN STOCK. PRICES AND TERMS THE SAME AS THE FACTORIES! ALSO, WE ACCEPT TRADES AT UNUSUALLY LIBERAL ALLOWANCES FOR YOUR OLD PHONOGRAPHS. WRITE NOW FOR COMPLETE INFORMATION!!

COLUMBUS VENDORS - PROVEN PROFIT PRODUCERS!



MODEL "ZM"



BI-MOR MODEL



MODEL "M"

SPECIAL NOTICE! WE HAVE HUNDREDS OF BARGAINS IN GUARANTEED RECONDITIONED MACHINES. LOOK FOR OUR AD ELSEWHERE IN THIS ISSUE! FIRST COME • FIRST SERVED!

A Sure-Fire Hit for Penny Confection Vender Operators

"Walt Disney Charms" "Mickey Mouse Machines"

Complete details now available. Investigate—Write or Wire. Now making deliveries in N. C., S. C. and Va.

LOOK

OVER THE MACHINES AND GAMES ILLUSTRATED ABOVE AND PHONE, WIRE OR WRITE FOR PRICES AND COMPLETE INFORMATION. IF MACHINE WANTED IS NOT SHOWN ABOVE, JUST TELL US WHAT IT IS AND WE SHALL IMMEDIATELY QUOTE YOU OUR ROCK-BOTTOM PRICE AND FURNISH DESCRIPTIVE CIRCULAR.

Baltimore Office: 1122 NORTH CHARLES STREET, BALTIMORE, MD.

THE VENDING MACHINE COMPANY

105-15 FRANKLIN STREET - FAYETTEVILLE, N.C. "Cable Address: COINSLOTS"

WURLITZER

Trade-in Plan

PRESENTS GREAT OPPORTUNITY FOR
MUSIC MERCHANTS TO "CLEAN HOUSE"

... get their Business on an even
more Profitable Basis

Hundreds of music merchants have already done it. You can do it too! Get your business on an even more profitable basis by getting rid of old instruments that lack modern appeal and earning power.

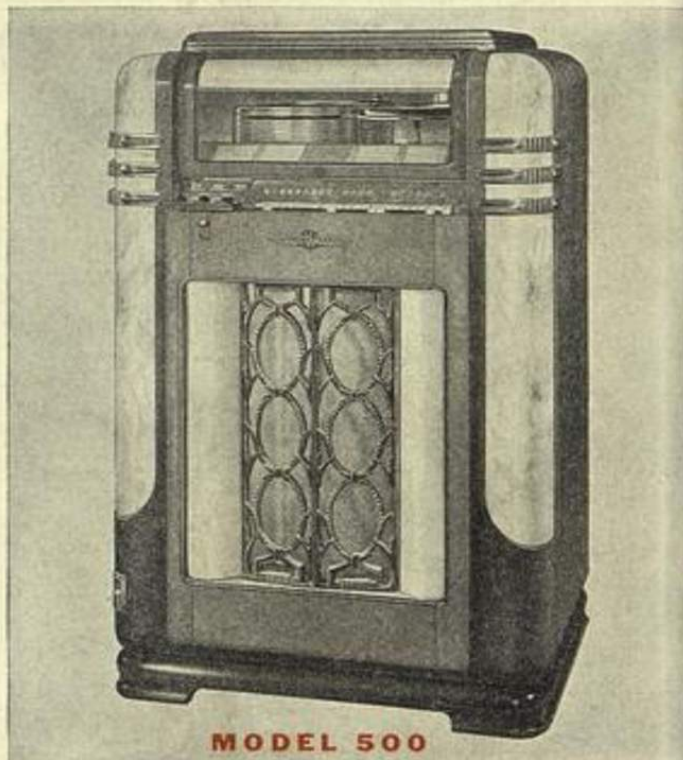
Turn them in under Wurlitzer's liberal Factory Trade-In Allowance Plan on Wurlitzer Models 500 and 600. Smartly styled, brilliantly illuminated, both these magnificent models feature unequalled earning power.

Under Wurlitzer's Trade-In Plan, old instruments are completely destroyed never again to appear on the market. Cash in on this opportunity to put your operations on an even greater money-making basis. Take inventory today. Weed out your old instruments that lack modern play appeal. Then write or wire for details on Wurlitzer's Factory Trade-In Plan.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

WDS-116



MODEL 500

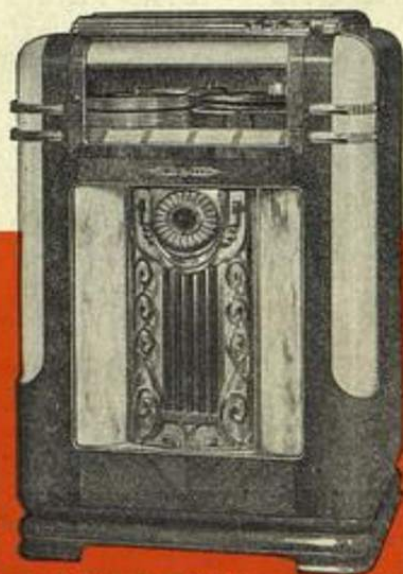
BOTH MODELS PLAY **24** RECORDS
SOLD ONLY TO MUSIC MERCHANTS

TURN IN YOUR OLD INSTRUMENTS ON

WURLITZER

AUTOMATIC PHONOGRAPHS

UNDER WURLITZER'S LIBERAL FACTORY
TRADE-IN ALLOWANCE PLAN



MODEL 600

**BOTH MODELS FEATURE
"MULTI-SELECTORS" OF NEW,
PLAY INSPIRING DESIGN**

Both the piano type keyboard on the Model 500 and the brilliantly illuminated, translucent red plastic and chromium "Multi-Selector" on the Model 600 are features which, in themselves, attract attention—promote play—increase earnings. And each "Multi-Selector" is as easy and convenient to operate as it is beautiful to behold.

The word "Multi-Selector" as used in this advertisement is registered in the U. S. Patent Office.

Both models are available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost as Models 500A and 600A.