

The Billboard

The World's Foremost Amusement Weekly

SEPTEMBER 9, 1939

15 Cents

Vol. 51. No. 36



LARRY
CLINTON
And His

Famous Orchestra

Now at Paramount Theater,
New York.

Currently Heard on
Sensation Cigarettes WEAF
Mondays, 7:30 P.M. EDT.

Victor Records.

Direction: Rockwell General
Amusement Corporation

James J. G. G. Photo

DISK TIME is the new essential in building a band or skyrocketing a song to the heights.



They used to talk about air time, and air time, of course, still does its share toward popularizing an orchestra or a tune . . . but the new essential for building a band or skyrocketing a song to the heights is **DISK TIME**.



If a band or a song gets on records and records featuring the band or the song get into America's 250,000 automatic music machines, that band's or song's popularity is assured.



Those interested in **DISK TIME** are urged to follow the Record Buying Guide in the Music Machines Department of The Billboard. It is read every week by all music machine operators . . . the men who control America's **DISK TIME**.



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Vol. 51
No. 36

September 9,
1939

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Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 84 Pages. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

RADIO'S TALENT COSTS

11 Western States To Rotate With Annual Celebrations, Is Plan; Programs 99% Entertainment

SAN FRANCISCO, Sept. 2.—Plans for the establishment of annual celebrations to be rotated among the 11 Pacific and Mountain States and participated in by each of them have been revealed by Clyde Vandeburg, director of promotion

and publicity of the Golden Gate International Exposition.

Vandeburg said he would be connected with the celebrations and that he had been asked to submit a plan for a Cabrillo Quadri-Centennial in San Diego in 1942. Albuquerque already is planning a Coronado celebration in 1940, Denver a Mountains and Plains Festival in 1941 and Portland a celebration in 1943 commemorating the 100th anniversary of the establishment of the Oregon territory.

Salt Lake City plans a celebration in (See 11 WESTERN STATES on page 34)

Charlie McCarthy Heads List; Crosby, Benny, Allen Follow Nelson Eddy, Best Money Winner

NEW YORK, Sept. 2.—Analysis of radio program talent costs covering the majority of network programs according to present fall schedules shows that radio is a well-paying proposition for those who reach commercial importance. This reaffirmation likewise shows that radio's No. 1 show, the Chase & Sanborn Sunday evening hour, built around woodpecker bait, is likewise regarded by the business as the most expensive program on the air, total talent bill figured at \$16,000. This is less than the show cost when it

originally skyrocketed and included W. C. Fields on its roster. The \$16,000 represents the cost of the program as estimated in the trade when Nelson Eddy is a cast member. It is likewise stated by talent execs that Eddy is the No. 1 breadwinner in the show business today, a result of a three-way income from radio, pictures (MGM) and concerts. Eddy is the No. 1 concert attraction on the boards today, his personal appearances are sold out months in advance, and it is said there have been cases where his concerts have been sold out a year before the date. Similarly, Eddy is one of the top individual money winners in radio.

In addition to Chase & Sanborn, *Big Town*, the Kate Smith, Orson Welles, Burns and Allen, Jack Benny, Fred Allen, Bing Crosby, Texaco, Maxwell House Coffee, Fred Waring and Major Bowes shows are offered as representing the best paid talent in radio. *Big Town* is supposed to net its star, Edward G. Robinson, \$6,000 weekly, a surprisingly high figure offered authoritatively by talent buyers. *Town*, bank-rolled by Lever Bros., is also top money to script writers, paying \$750 to \$1,000 for a half-hour program. Music, Ona Munson and other production costs fill out the bill. Lever Bros. also pay the freight on the *Luz Radio Theater*, which, with Cecil B. De-

Whitehead Claims Four A Fenagling; Four A's Denies It

NEW YORK, Sept. 2.—The Screen Actors' Guild secretary, Kenneth Thomson, is accused by Ralph Whitehead of being the politician who engineered spectacular changes in the leadership and policies of the Four A's. Whitehead's statement before the AFL exec council in Atlantic City, revealed last week for the first time, details Thomson's alleged double dealing.

Whitehead said that Lionel Stander, former anti-administration member of Equity and more recently an SAG member, wrote him January 9, 1935, saying Thomson authorized him to say that he (Thomson) was for a thoro cleaning of (See WHITEHEAD CLAIMS on page 19)

CNE Attendance First 8 Days Almost Million; Frolexland Up

TORONTO, Sept. 2.—Continued sultry weather and threat of war coupled with showers Friday dipped attendance at the Canadian National Exhibition Thursday and Friday 11,000 under 1938, giving the show the first decrease this year. Saturday came back with a 4,000 increase on the day. Attendance for the first eight days totaled 970,000. Thursday's attendance in 1939 was 113,000; 1938,

115,000. Friday, 1939, 77,000; 1938, 86,000. Saturday, 1938, 142,000; 1939, 146,000.

Both President George Brigden and General Manager Elwood A. Hughes cited experience of the great war as evidence that the exhibition was capable of functioning during a war crisis. "I do not think the exhibition will be materially (See CNE ATTENDANCE on page 34)

5 Expos' Take \$62,804,489

St. L., S. F., Chi (2) and Cleve Did It; Shows' 21 Mil; Eats Cut In

As amusement income drops food-shop revenues rise, take from latter source 17 million—showbiz cuts 34% of pie, eats 27.6—N. Y. battling to hold p. c. up

By LEONARD TRAUBE

NEW YORK, Sept. 2.—Publication in *The Billboard* last week of exclusively obtained grosses by the amusement and other areas for the first 108 operating days at the World's Fair has received such wide comment both by newspapers and showmen throuth the country as to focus attention upon comparisons with other big fairs of the last 35 years. After the turn of the century the first big expo was the 185-day Louisiana Purchase Exposition, St. Louis, 1904. This drew a concession income of \$13,282,991, paid admissions of 12,804,616, gate receipts of \$6,224,245, shows-specs revenue of \$6,017,494, or 45 per cent of the gross; ride take of \$1,237,741, or 9 per cent, making a total p. c. of 54.6 lured by attractions.

This was the biggest amusement expo in the U. S. in the 20th century, if not all time. Other figures from St. Louis show that, despite a much smaller national and local population than at present, great records were achieved. Amusement income from the 1904 event dwarfed Chicago's 1933 Century of Progress by a slight margin. Chi, on the other hand, had a total concession handle of \$23,953,312, paid admissions of 22,565,859, gate income of \$10,176,804; shows-specs take of \$5,804,635 (24 per cent) and rides-amusements revenues of \$1,220,233, or 5 per cent, making a total p. c. of 29 for attractions. Chi ran 170 days that year.

Windy City's 1934 edition saw its concessions turn in \$14,877,164, paid admissions of 15,000,000, shows-specs' income of \$3,857,803 (25 per cent) and rides,

etc., \$496,912, or 3 1/3 per cent, totaling 28 1/3 p. c.

Between St. Louis and Chi there occurred the Panama Pacific Expo in San Francisco, held in 1915 for 288 days. Its concession gross was only \$7,497,022, gate receipts amounted to \$4,715,523, paid for by 13,127,103 people, and it took in but \$1,459,995 in shows-specs (19 1/2 per cent) and \$838,400 in rides-amusements, 11 per cent, yielding, however, a better attraction percentage (30 1/2) than either of Chi's editions.

Cleveland's Great Lakes Expo in 1936 ran for 108 days and drew a concession income of \$3,194,000. Its paid admissions were 2,922,000, but receipts from this source are not available. Its shows (including, of course, Billy Rose's Aquacade, which made its debut there) handled \$534,121 (16 3/4 per cent) and rides, etc.,

(See ST. L., S. F., on page 28)

Legal Angles to Strike by Actors

NEW YORK, Sept. 2.—Imminent trade-wide strike may have further reverberations in the courts as result of contractual commitments of performers.

Screen Actors' Guild has already acknowledged that its participation in a strike is violation of its basic agreement with the picture producers. However, union expects that withdrawal of suits resulting therefrom will be included among terms of settlement of strike.

Contracts of the American Federation of Radio Artists with agencies and the major networks, similarly, guarantee no strikes. It is likely that AFRA will dispose of the problem as SAG expects to do.

Actors' Equity Association's standard contract absolves producers from salary obligations to companies in case of fire, accident, strikes and riots.

Check-up with vaudeville circuit theaters discloses that standard contracts used absolve theaters from responsibility of carrying out contracts with performers in case of fire, acts of God, strike, hurricane, etc. Performers' responsibility is not specified, it is explained, because contracts are usually of such short duration that no one act could ruin a bill as could a screen star during the production.

It is recalled that acts participating in White Rats strike of 1917 were blacklisted. Each manager in the Vaudeville Managers' Protective Association was bonded at \$5,000 apiece. Employment of any of the blacklisted meant forfeit of the bond.

Late developments in the union jurisdictional war between the Four A's and the IATSE will be found in the Vaudeville Department of this issue.

In This Issue

	Pages
Broadway Beat, The	4
Burlesque	23
Carnivals	40-47
Circus and Corral	30-32
Classified Advertisements	48-50
Coin Machines	64-82
Endurance Shows	24
Fairss-Expositions	33-36
Final Curtain	27
General News	3-5
General Outdoor	57-63
Hartmann's Broadcast	58
Legitimate	14-15
Letter List	26 and 62
Magic	23
Music	9-13
Night Clubs-Vaudeville	16-22
Non-Theatrical Films	25
Notes From the Crossroads	58
Orchestra Notes	10
Out in the Open	37-38
Pipes	55-56
Possibilities	4
Radio	6-8
Radio Talent	7
Repertoire-Tent Shows	24
Rink-Skaters	39
ROUTES: Orchestra, page 12. Acts, Units and Attractions, 22 and 60. Fair Grand Stand Attractions, 60. Dramatic and Musical, 60; Carnival, 61; Circus and Wild West, 61; Miscellaneous, 60.	
Show Family Album	49
Sponsored Events	51
Thru Sugar's Domino	4
Wholesale Merchandise-Pipes	52-56
World's Fair News	28-29

BURLY SEES ANOTHER BOOM

Outlook Best Since 1936-'37; 19 Circuit Houses; 25 Indies; At Least 9 for New York Alone

NEW YORK, Sept. 2.—Outlook for burlesque, both locally and out-of-town, is better than it has been since the boom season of 1936-'37. In that year city authorities closed the local burly houses and forced the operators to drop the name burlesque, but subsequent burlesque production, masquerading as Follies and girlie shows, languished—owing largely to adverse publicity and efforts of censors. Despite fact that the name burlesque is not yet permitted on the marquee, early fall will see nine or more houses operating in New York, with probably more to follow shortly. In addition to the Gaiety, Eltinge, Continental and Republic in the Times Square area, and the Triboro, uptown spot which opens tomorrow, there will be shows at the Irving Place and People's in Manhattan, and the Star and Shubert, Brooklyn. Irving Place will probably open September 11, with Star set for an early debut also. People's, run last year by Johnnie Miccio and year before by Tony Miccio, will be operated this season by Chrystie Amusement Co. (Russell Carew).

Situation out of town is distinctly encouraging, with strong activity indicated on both the Izzy Hirst and Midwest circuits. Midwest route will have nine houses operating by the end of this month, with perhaps more to follow.

LARRY CLINTON (This Week's Cover Subject)

LARRY CLINTON, the old "Dipsy Doodler," achieved national prominence as one of swing's outstanding exponents within the short space of a year and a half. Before the formation of his band and his rapid rise to fame, Clinton was well known to the music world only, which status he acquired thru a succession of numerous brilliant arrangements scored for other bands and music publishers. In 1937 Larry proved how prolific he was in this field by arranging more than 25 per cent of all the pop tunes published during that year. Composing was another of the Clinton capabilities that more or less led to his organizing his own work, for before he embarked upon a batonering career he had written about 130 composes, among them noted items such as "A Study in Brown," "Satan Takes a Holiday," "Shades of Hades" and the famous "Dipsy Doodle."

In the fall of 1937 RCA Victor officials decided that if Clinton's songs and orchestrations could do so well for other bands he ought to capitalize on his ability at the front of a crew of his own. In November of that year, then, Larry formed his band and started it off on Victor records, which became so popular (among them was the hit arrangement of "Martha") that bids for one-nighters and college dances began coming in. The next half year was spent filling these dates, and then in May, 1938, he went into Glen Island Casino, smart Westchester, N. Y., spot, to break existing records thruout that summer. Followed then three months of theaters, the Quaker Oats radio commercial, more one-nighters and eight weeks to enormous business at Meadowbrook Country Club, Cedar Grove, N. J. In the meantime Clinton turned out the sensational "My Reverie," then "Our Love" (both classical adaptations), and after a tour last spring he opened at the Park Central Hotel, New York, remaining from May to July. He is now playing a return engagement at the New York Paramount Theater, continuing from there to other theaters and dance dates in the East. The Clinton Band is also heard on NBC Monday nights in a commercial show for Sensation Cigaretts.

Line-up currently includes the Gaiety, Minneapolis; Rialto, Chicago; Gaiety and Avenue, Detroit; Gaiety, Cincinnati; Casino, Toronto; Palace, Buffalo; Gaiety, Cleveland, and Gaiety, Milwaukee. Gaiety in Detroit will probably have a road-show policy. Avenue has stock now but will probably do road shows.

Hirst Circuit has set 10 houses already for the fall, including the Howard, Boston; Garrick, St. Louis; Hudson, Union City, N. J.; Casino, Pittsburgh; Empire, (See BURLY OUTLOOK on page 23)

Broadway Beat

By GEORGE SPELVIN

DAILY papers have written plenty of garbled stories concerning the Four A's-IATSE mess, but the prize was taken by *The Post* in its August 29 issue when there appeared on page 1 a head, "NLRB Orders Poll in Movie Studios"; that was all right, but it went on to say that this would settle a dispute between the IATSE and the United Studio Technicians' Guild, which dispute was an offshoot of the struggle "between the IATSE and the AFA, parent body of all theatrical unions." . . . And the rest of the story gave an "explanation" of affairs in the theatrical union field that was just about as accurate as the statement quoted. . . . No wonder actors and public alike are confused about what's been going on. . . . In the Roseland Building, which is full of dancing teachers and agents, there is an "Encouragement League." . . . We just thought you'd like to know. . . . Joey Nash, who says that Philadelphia is the place where there are 120 minutes to the hour, claims that Lindy's has a new name—"Longshwartz." . . . Ernie Mack, imitator, sails this week for London vaude dates "to get away from the AFA-AGVA fight"; Mack says he innocently walked into the famous AFA riot meeting and found himself the next day a "rank and file hero"; caught between the two factions, he says he was glad to accept European bookings. . . . A little thing like a European war is nothing to a guy who's been bitten by a chorus gal.

The George Gallups, of the New York World's Fair, rise up from their graphs and parabolas to dispute Danton (*Daily News*) Walker's crack that the Flushing frolic is not a flop after all. Indignantly, they insist that it is, pointing out that Dan is a stilt-walker in his statement, "by the end of this week (that is, last week) the grand total of visitors to Flushing will have approximated one-sixth of the total population of the United States." The "grand total," they say, includes about 5,000,000 employees and others who entered on passes; and one-sixth of the population of the U. S. would be about 21,000,000, but the fair's gate has been considerably less than 17,000,000, so the population of the United States would have to be changed to less than 102,000,000—which is an idea, anyway. Walker also said that the entire population of certain States, if crammed thru the Flushing turnstiles, would fail to reach the actual attendance figures. But infants, the lame and halt, the hospitalized and all other inmates of institutions would first have to be eliminated from the State population records. And since Dan was only speaking relatively anyhow, the terms could be reversed by saying that the meadows have drawn only slightly more than three times the population of the metropolitan area. It

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 FILMS

JOHNNY MERCER—lyric writer who blossomed out as a comedian on last winter's Benny Goodman-Camel Caravan radio commercial, and who is continuing to demonstrate a fine sense of humor on the Bob Crosby show for the same sponsor. Has the appearance, the sense of timing and the ability to deliver comedy lines that should make him a natural for roles in sophisticated film comedies.

DAVID LAUGHLIN—tenor, who made his radio network debut last week on the first show of the new Ethyl Gas program over CBS. Has had operatic experience and possesses a voice of fine quality. In addition, he's a good-looking lad. On the program caught he sang an operatic aria—one of the lighter ones—and proved that he has the kind of voice that should be very good for operetta and pop stuff.

will be recalled that this population was supposed to turn over three times in preference estimates to give Whalen's Wonderland a minimum gate of 45,000,000.

The Harvest Moon dance promotion run annually by *The Daily News* didn't show much in the way of top tiering this year, but there were two hoofing highlights. The big one was when Irene Castle did three numbers with Alex Fisher. She preserved her looks, grace and charm, and is still an optical treat. Ed Sullivan showed miserable judgment, tho, by asking her to do a third dance when she was obviously tired. Other highlight was a soft-shoe dance by George Raft, one of the flock of film and other biggies at the fest. Incidentally, take a look at the power of the press. Madison Square Garden was jammed to the ears, and they could have sold several thousand more tickets.

After five years, p. a. Harry Davies and Leon & Eddie's club have parted; Dorothy Gulman has succeeded Davies as p. a. for the spot. . . . Another important switch, this one after four years, came when Leonard MacBain changed from the Stork Club to the Versailles. . . . Incidentally, MacBain admits that he has a news-stand complex; he buys almost everything on a stand. . . . Harry Spear tells the gag of the halfwit who kept writing himself letters and who, when the keeper asked him, "What did you write this time?" answered, "How do I know? I'll have to wait until I get the letter tomorrow." . . . Wendell Goodwin, former press rep on the WPA circus, figures that he won't have to worry for a while; he's paid his room rent up to February, and has bought himself a batch of cafeteria meal tickets that ought to carry him until another FTP comes along.

Busybody Hurts Show

SAN FRANCISCO, Sept. 2.—Until matters were straightened out, State Labor Commission Forced Curran Theater to ring down curtain at 10 p.m. on *The Great American Family*.

Reason was a letter a citizen wrote complaining that three children under 12 years of age were on the stage until 10:30 p.m. It meant a half-hour earlier start. Commission lifted the prohibition after two night performances were given. Enforcement would have wrecked attendance, which was slim anyway.

Thru Sugar's Domino

WE ARE frank to confess that we have no sentimental attachment for burlesque. As it has been served up in recent years sentiment is hardly the word to use for this entertainment branch even were one disposed to look upon it with any kind of favor. Many of us who have been attached to the theater for a score or more of years might at times harbor a nostalgic longing for the burlesque of Jean Bedini, Mollie Williams, the Watsons and other leaders of the old Columbia Wheel school, but that is quite a different matter and bears resemblance to the present industry only in the identity of names. Except, of course, in New York where the otherwise sensible Mayor La Guardia prefers to wipe out the sins of stripping and cacking by pasting another label on the bottle yclept Follies.

There is no sentiment within us for burlesque, but we must acknowledge the potential importance of this industry. Today it is not more and not less than a back-alley peep show with sound. As such it cannot be expected to climb to a spot of importance in the ranks of the show business. Yet it seems to us that the time was never better in at least 10 years for burlesque to stage a comeback than now. A new season is just about to begin. The world is just as hungry for laughs, the sight of pretty girls and the restrained exploitation of sex appeal as it was when the burly houses began closing their doors with the invasion of summer heat and lack of air-cooled protection. In fact, the world is now better prepared to sip eagerly at the trough of entertainment burlesque can offer.

Mayor La Guardia—to discuss the important New York situation—was badly advised all along on the burlesque matter. His system of censorship had its good points on paper, but when enforced the proposition took on the semblance of a Feast of Politicians and Hypocrites. The censors might have cut down on stripping quantitatively; which means that certain theaters used four strippers under censorship as against eight before the Little Flower slambanged against burlesque after being prodded on by the gentlemen of the cloth. But outside of cutting down on strippers there was as much change in burlesque as there is from day to day in an ageless tortoise. The Mayor took away the burly managers' stock in trade, their right to call their theaters by the name of burlesque. He wished upon them censors who did nothing so far as we could see except to satisfy the reform elements by their presence on the scene. The managers did what anybody would be expected to do under the circumstances. They played up to the censors like Mr. Moneybags plays up to the Internal Revenue inspector. They struggled along thru a season and they wound up characteristically—each burly little burly manager behind his own private eight-ball.

But it's time to arouse Mayor La Guardia to an appreciation of what it is all about. If La Guardia doesn't want burlesque in New York let him come right out and say so and leave it to public opinion to decide the issue. If La Guardia wants or at least is willing to condone burlesque let him display the courage that he has employed in other situations and tell the public that it is all right with him but that the clergy are prepared to make life miserable for him if he acquiesces to the operation of burlesque without nomenclature camouflage and without censors that are as ineffectual as water on a duck's back.

If the managers honestly feel that they have nothing to hide and that they can come to the bar of justice with clean hands let them fight their battle in the press. Let them hire men who have the respect of the public to wage their fight for them. Let them enlist the services of press agents who know the ins and outs of their calling. Let them do these things and more. Let them club together to revitalize burlesque with good comics, pretty girls, clever sketches and (See SUGAR'S DOMINO on page 19)

SPECIAL PRINTED ROLL OR MACHINE 100,000 FOR \$20.00	TICKETS	RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS	STOCK ROLL TICKETS ONE ROLL \$.50 TEN ROLLS 3.50 FIFTY ROLLS 15.00 ROLLS 2,000 EACH
		(409 LAFAYETTE ST. N. Y. C. 82 W. WASHINGTON ST. Chicago. 615 CHESTNUT ST. Phila.	Double Coupons, Double Price No C. O. D. Orders Accepted
ELLIOTT TICKET CO.			

Shepard, Don Lee, Renew SESAC Pacts; Seen ASCAP Precaution

NEW YORK, Sept. 2.—According to present indications, broadcasters will make no move toward shifting the cost of music onto the advertising agencies.

That such an action has already come up for consideration in the National Association of Broadcasters was affirmed this week by an NAB authority. He added, however, that when suggestion was made NAB men immediately clamped down on the idea because it was felt that such a move would create antagonism on the part of the agencies. Second angle which also k.o.s the idea is the NAB's feeling that agencies already have a sufficiently heavy burden, owing to the contract covering commercial shows negotiated some time ago by the American Federation of Radio Artists.

During the week-end the ASCAP-NAB front remained quiet, but a few developments occurred which are of significance in relation to the general radio-music picture. Chief item of interest is the fact that John Shepard III, Yankee network mogul, signed a five-year renewal

contract with the Society of European Stage Authors and Composers (SESAC). Yankee net's old contract still had some time to run, and this advance Hancocking is indicative that the broadcasters are trying to line up as much music as possible against any emergency which would be created by a continued ASCAP-NAB deadlock.

Shortly before the Yankee net-SESAC renewal, the Don Lee network on the Coast renewed its SESAC license. And a few months ago the National Broadcasting Co. inked a SESAC contract. Meanwhile, tax-free music companies are continuing their hypoed production schedules.

Fact that some important networks and stations are signing SESAC pacts does not necessarily mean that the broadcasters hope to use the SESAC repertory of 40,000 tunes as opposition to ASCAP. SESAC itself has never claimed that its catalog could displace ASCAP's. But should an emergency arise it is no secret that both SESAC and the broadcasters feel the SESAC catalog will be a good reservoir, together with whatever other sources the stations are able to pick up.

Feeling among the NAB membership now is that the association has a chance to score fairly well in its fight with ASCAP if the entire association shows a united front. Specifically, the rank and file NAB men fear defection on the part of the networks, who, they point out, do not feel the brunt of the ASCAP toll to the extent that the small station does, and for that reason are not particularly opposed to the present music royalty set-up.

Michigan Fair Gets 'Green Hornet' Show

DETROIT, Sept. 2.—After closely guarding the secret of the identity of players in *The Green Hornet* and *The Lone Ranger* for several years, King-Trendle interests are spotting *Hornet* to do a six-a-day personal appearance in the Michigan State Fair, appearing in the Ford Motor Co. building there, September 1 to 10. Replica of a studio is being set up, with Charles Livingstone directing as usual. Two special scripts, re-enacting actual broadcasts, will be alternated for the shows.

Owners of these two major serials, which originate at WXYZ here, have hitherto refused to allow even pictures of the characters to appear, and the actors

have been prohibited from disclosing their own identity—upon the theory that publicity should center on the characters and not on the actor. Only exception was in the very earliest days of *Ranger*, when the cast was booked for a week at the Fisher Theater, then controlled by the station owners.

At the fair broadcasts, identity of the actors will also be withheld, despite their public appearance. Ford tie-up comes

when the typical scene of the chief characters going off in a car is pulled in a Lincoln-Zephyr, with broadcast made from the car itself.

MADISON, Wis., Sept. 2.—Ray A. Felt, stage manager at the Orpheum Theater here and business agent for the Madison local of the IATSE, has been named by Mayor James R. Law to the city board of education.

"So alright, you got snakes!"

"An' between now and November you got a dozen fairs to hit. I know. But I ain't talkin' to you about a piano. You carry these Lafayette Portable sound systems around with you like a suitcase. You want to know why business is so good by me and I'm tellin' you. Maybe I got no snakes in my act, but I got other things. I'd like to find me another package to tote that paid out like my Lafayette Portable P.A.!

But you ought to have this

LAFAYETTE Model 760-T, 30-40 watt. Portable Sound System. Complete with tubes, one microphone and banquet stand.

\$80⁹⁵

New single case 30 to 40 watt Lafayette Portable, Model 760-T. It's plenty powerful for a portable, yet surprisingly easy to take with you. The case houses two "top-drawer" 12" dynamic speakers. Amplifier unit slips out of speaker case when in use. Uses any modern type crystal mike. Supplies ample volume for open air show or auditorium. Remote control hook-up provided. All equipment fits into a single carrying case. Mail coupon for **FREE** catalog and details.

Radio Wire Television Inc.
formerly **WHOLESALE RADIO SERVICE, INC.**

All Lafayette amplifiers are 100% Union Made. Lafayette Sound Systems come to you complete, ready to operate.

LAFAYETTE P.A.

Radio Wire Television Inc.
Dept. 6239—100 Sixth Ave., New York, N. Y.
Rush **FREE** 1940 Radio Catalog No. 78.

NAME _____ PLEASE PRINT
ADDRESS _____

FREE CATALOG
IT WILL SAVE YOU MONEY!

Sales Offices in
NEW YORK
100 Sixth Avenue
ATLANTA
265 Peachtree St.
CHICAGO
901 W. Jackson Bld.
Boston • Newark
Bronx • Jamaica

the entire music industry will find TALENT AND TUNES ON MUSIC MACHINES of exceptional interest... it is a special section which will appear in the September 23 issue of The Billboard.

BARGAINS . . . BARGAINS . . . BARGAINS

SCENERY FOR SALE

NEW AND USED

1,000 Painted Dye Drops, 36-ft. by 21-ft., \$20 to \$35.
100 Small Painted Dye Drops, \$10 Each.
Traveler Curtains, 42-ft. by 21-ft., Silk with Rhinestone Designs, \$30 to \$60. Traveler Curtains, Silk Velour (new), 42-ft. by 21-ft., \$65 to \$85.
Small Silk Back Drops, 21-ft. by 21-ft. Designed, \$15 and \$20.
Cycloramas in four sections, 80-ft. by 21-ft., \$70 to \$100.
Traveler Tracks, new; complete \$35. We are in a position to save you up to 25% on all new orders.

A Complete Rental Department.

FOWLER SCENIC STUDIO, INC.
134 W. 46th St., New York City.
Phone Longacre 3-1499.

Unusually Attractive • Colorful • Individual

WINDOW CARDS and POSTERS

FOR EVERY PURPOSE.

MADE WITH OUR AMAZING NEW PROCESS
Litho Effects At No Extra Cost!

NO STOCK PAPER!
YOUR OWN SPECIAL PICTORIALS!
What You Want—The Way You Want It—When You Want It!

PRICES INCLUDING SPECIAL DESIGNS AND ART WORK!

14x22 Cards, 3 Col., 100, \$3.95; Ad'l 100, \$2.50
17x26 Cards, 3 Col., 100, 5.00; Ad'l 100, 3.00
22x28 Cards, 3 Col., 100, 7.00; Ad'l 100, 4.00
One Sheets, 3 Col., 100, 7.25; Ad'l 100, 5.00
Three Sheets, 3 Col., 50, 10.00; 100, 15.00
24 Sheets at Low Prices. Trial Order Convinces.

ARTCRAFT POSTER CO.
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STOCK ROLL

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10,000	\$ 6.95
30,000	9.85
50,000	12.75
100,000	20.00
1,000,000	150.50

Double Coupons, Double Price.

Charlie McCarthy Heads List; Crosby, Benny, Allen Follow Nelson Eddy Best Money Winner

(Continued from page 3)

Mille and film stars, is estimated at \$10,000 weekly average.

Kate Smith's weekly revue is estimated having a \$12,500 average nut. Campbell Soup is reported paying Orson Welles \$5,000 weekly for his services, with another \$3,000 added production costs. Two package shows, Jack Benny and Burns and Allen, are quoted at \$13,500 and \$12,500, respectively, for Jello and Lehn and Fink. The revamped *Tezaco Star Theater* is chalked at upwards of \$10,000, with the Playwrights' Company said to be netting \$7,500 for the complete production job of their plays, which will constitute half of the show this fall. Maxwell House Coffee program is figured to cost less this year than during the time the sponsor bank-rolled the MGM production, which went for about \$20,000 weekly.

With Bing Crosby and Bob Burns splitting top honors, Kraft cheese is believed to ante out about \$14,000 worth of cheddar income each week, covering the headliners, guest stars and usual production expenditures. Fred Allen's show, including music, is rated as a \$12,500 weekly package. Fred Waring's daily session for Chesterfield is estimated at the same figure as Allen.

Lower Cost Shows

Bulk of network programs seem to lie in the area a few paltry bob either side of \$5,000. Jean Hersholt's vaseline show is quoted at \$3,500, while Wayne King's

forthcoming Cashmere Bouquet show, with Buddy Clark, is said to rate \$5,000, \$1,000 less than Professor Quiz is said to be worth to Procter & Gamble. Bromo-Quinine is reported paying \$3,500 weekly for *Sherlock Holmes*, the needle sticker being played by Basil Rathbone. Joe Penner, for Ward Baking, is tabbed at \$4,200, including the whole works. Ben Bernie (American Tobacco); Artie Shaw-Bob Benchley (Old Gold); Guy Lombardo (Lady Esther); *One Man's Family* (Tender Leaf Tea); Tommy Riggs (Quaker Oats); *Information Please* (Canada Dry), and Phil Baker (Dole) are others quoted at \$5,000. *Info Please* is considered a buy at this price, original figure on this show having been \$2,500, with renewals hiking the tariff. Baker is rated at from \$4,000 to \$5,000. Artie Shaw, signed before he skyrocketed, is also regarded as a buy for Old Gold.

A number of other programs, low in cost, are rated as more than paying off in ratings. Such include *Vox Pop*, *Battle of the Sexes*, Jimmie Fiddler, *Hobby Lobby*, Larry Clinton, *For Men Only*, *Strange as It Seems*, *Grand Central Station*, *Manhattan Merry-Go-Round*. Another smart buy is Anacin's *Easy Aces*.

Further list of programs and their estimated talent costs is published in the radio department of this issue.

War Threat

NEW YORK, Sept. 2.—Three Marshalls, WOR vocalists, use as their theme song, *Bugle Call Rag*, and are introduced along the lines of the singers presenting their "Marshallairs."

This week, because of the foreign situation, WOR had the act change its theme on the grounds it was too martial.

WBBM-CBS Press Dept. Reframed

CHICAGO, Sept. 2.—A reconsolidation of press and special event departments of WBBM and CBS took place here this week following the resignation of Hal Burnett, public affairs director, for the WBBM side. New set-up is headed by Frank Rand, whose job has been publicity director here for CBS.

Split between CBS and WBBM publicity was made over two years ago, when Burnett was made chief of the latter's press section and more recently head of special events for both WBBM and CBS. Departments coming under Rand's new post are special events, education and publicity. Everyone heretofore employed in those branches will remain, Rand said.

Burnett had been with WBBM for six years, and altho he says his plans are all tentative at this time he expects to remain in radio, probably in the sales end of it, giving this as one of his reasons for resigning.

Trade Debates Effects of War

NEW YORK, Sept. 2.—No major effect on broadcasting is expected in the industry as a result of European hostilities. There will be some effect, according to spokesmen in various branches, but no vital changes are expected. One thing, of course, that would change the entire aspect of American broadcasting would be the entry of the United States into the fray.

Principal effects to date are noted in two ways, according to those in the sales end of the industry. Smaller accounts, using either local stations or small hook-ups, are deferring placing time, pending developments. Second is a similar attitude on the part of large companies with major investments abroad.

Network officials say they do not expect any reaction to speak of, unless this country becomes actively involved. Most commercials have clauses in their contracts covering a war emergency. Under this clause, contracts may be terminated. Usual interpretation is that this applies only to a war in which the United States participates. If such an event takes place, the question is immediately raised as to what changes would occur in the American system, and whether the American system as it now stands would still be in existence.

It is understood that stations and networks operating short-wave stations and broadcasting news to foreign countries have been cautioned against inflammatory comments or propaganda. It is expected stations will also be requested to watch news carefully for home consumption.

Networks and stations thruout the country kept going at full speed for the second week. Censorship by foreign powers made itself felt toward the latter half of the week, especially when England and France clamped down. Much of the interest and sting was accordingly taken out of transoceanic pick-ups. All in all, radio continued doing a bang-up special events job.

Hearst Daily Slams Radio War Coverage

NEW YORK, Sept. 2.—Altho most daily newspapers co-operated extensively with radio stations during the European situation, indications were that the Hearst publications had adopted a contrariwise policy. Friday's *New York Daily Mirror* published a hefty slap at radio, charging commentators and stations with building mass hysteria, as well as late and repetitious news casting. *New York Journal American* has, it is reported, told its columnists to lay off radio references on the war situation. *New York Sun* this week also criticized radio for its handling of the situation. *Sun* has been rather chilly toward radio.

New York Times, *Post*, *World Telegram* and *Herald Tribune* have been using quotes from various stations, with WMCA reported getting most news page breaks. *Trib* was expected to have a story of radio coverage, but whether it would be friendly or otherwise isn't known at press time.

Hearst attitude is puzzling, not only because of Hearst radio ownership but because International News Service sells news to a number of stations.

Ashley Succeeds Munroe

NEW YORK, Sept. 2.—Ira Ashley joins Lambert & Feasley advertising agency next week, succeeding Paul Munroe as producer of Listerine's *Grand Central Station*. Munroe left to become radio director of the Buchanan agency. Ashley, formerly with CBS, hails from legit.

Uncle Don Renewed

NEW YORK, Sept. 2.—WOR artists' bureau renewed its management contract with Uncle Don (Don Carney) this week. Deal is for one year. Kid program conductor has been with the station for many years, going on the air shortly after the station started.

ACA Signs WFIL

PHILADELPHIA, Sept. 2.—With the signing up of the majority of announcers at WFIL, the American Communications Association has now signed all the major stations in town. Altho no demands have as yet been made by the ACA, it is expected that a contract will soon be presented to the station for signature.

Estimated Talent Costs Of Leading Network Shows

Program	Sponsor	Estimated Talent Costs
Charlie McCarthy	Chase & Sanborn Coffee	\$16,000
Good News	Maxwell House	15,000
Bing Crosby-Bob Burns	Kraft	14,000
Jack Benny	Jello	13,500
Fred Allen	Ipana, etc.	12,500
Burns & Allen	Lehn & Fink	12,500
Kate Smith	General Foods	12,500
Fred Waring	Chesterfield	12,500
Radio Theater	Lever Brothers	10,000
Big Town	Lever Brothers	10,000
Major Bowes	Chrysler	10,000
Star Theater	Texas Company	9,000-\$10,000
Bob Hope	Pepsodent	9,000
Orson Welles	Campbell Soup	8,000
Hit Parade	Lucky Strike	7,500
Kay Kyser	Lucky Strike	6,000
Walter O'Keefe	Lever Brothers	6,000
Professor Quiz	Procter & Gamble	6,000
Fibber McGee	Johnson's Wax	6,000
Joe E. Brown	Post Toasties	5,000-\$ 6,000
Ben Bernie	American Tobacco	5,000
Information Please	Canada Dry	5,000
Wayne King and his Ork	Colgate-Palmolive-Peet Co. Cashmere Bouquet Products & Halo)	5,000
Guy Lombardo	Lady Esther	5,000
One Man's Family	Chase & Sanborn Tea	5,000
Tommy Riggs	Quaker Oats	5,000
Screen Guild	Gulf	5,000*
Artie Shaw-Bob Benchley	Old Gold	5,000
Phil Baker	Dole	4,000-\$ 5,000
Tune Up Time	Ethyl Gas	4,000-\$ 5,000
Joe Penner	Ward Baking Co.	4,200
Benny Goodman	Camel	4,000
Horace Heidt	Tums	3,500-\$ 4,000
Hour of Charm	General Electric Co.	3,500-\$ 4,000
Hal Kemp	Griffin	3,000-\$ 4,000
Blondie	Camel	3,500
Jean Hersholt	Chesebrough Mfg. Co.	3,500
Sherlock Holmes	Grove Laboratories	3,500
Mr. District Attorney	Pepsodent	3,500
Philip Morris Program	Philip Morris	3,500
Ripley	Royal Crown	3,500
Shelton and Howard	U. S. Tobacco	3,500
Woodbury Hollywood Playhouse	Andrew Jergens Co.	3,500
Bob Crosby	Camel	3,000
For Men Only	Vitalis	3,000
Hobby Lobby	Fels	3,000
Metropolitan Auditions of the Air	Sherwin-Williams Co.	3,000
Alec Templeton Time	Miles Laboratories	3,000
Strange as It Seems	Colgate-P-P	2,500
Easy Aces	Anacin	2,500
Manhattan Merry-Go-Round	Sterling Products	2,000-\$ 2,500
Larry Clinton	Sensation	2,000
Enna Jettick Melodies	Dunn & McCarthy Standard Brands	2,000
Those We Love	R. L. Watkins Co.	2,000
Jimmie Fiddler	Procter & Gamble (Drene Shampoo)	1,500
Grand Central Station	Listerine	1,500
The Parker Family	Andrew Jergens Co.	1,200
Battle of Sexes	Molle	750-\$ 1,000

*Not including donation to Motion Picture Relief Fund.

Income Levels of Favorite Shows Analyzed by CAB

NEW YORK, Sept. 2.—Report analyzing program surveys of the Co-Operative Analysis of Broadcasting has been mailed to subscribers, analysis covering standings of programs during the past winter compared to the winter of 1937-'38; standings of program types and the differences in income levels listening to various programs. CAB states that shows such as *Good News*, Ford symphony, Edwin C. Hill, *Cities Service Concert*, *The Circle*, Chase & Sanborn, Bob Benchley, *Big Town*, *Hour of Charm*, *Information Please*; Pet Milk show and Lowell Thomas appeal "predominantly to the higher income levels." Carson Robison, *Mary and Bob*, *Plantation Party*, *Lum and Abner*, Major Bowes and the *National Barn Dance* have greater appeal to lower income levels, it is stated. Considerable interest was attached to the report, especially the comment on Major Bowes, sponsored by Chrysler autos.

Average rating of programs for the winter of 1938-'39 rose from 8.8 per cent to 9.3 per cent, while shows rating 10 per cent or more went up from 39 to 44. Daytime averages also were improved, number of daytime shows rating over 5 per cent being almost doubled as against the season before last.

Report also shows that classical and semi-classical musical shows and news commentators have greater appeal in higher income brackets.

CAB report also listed as the 10 leading shows of the past winter the following: Chase & Sanborn, Jack Benny, *Lux Radio Theater*, *Kraft Music Hall*, Major Bowes, Fred Allen, *Good News*, Rudy Vallee and *Big Town*. List assumes additional interest when compared with the talent costs of network programs as presented elsewhere in this issue of *The Billboard*.

De Salisbury Out at NBC

NEW YORK, Sept. 2.—Ed de Salisbury is out of the NBC Artists Service after 10 years with the network, the last five in the artists' bureau. Before moving to this department de Salisbury was in sales promotion.

De Salisbury's departure leaves NBC's talent sales organization without any promotion or publicity services for contract artists. No replacement had been made at press time.

Talking Shop Program Reviews

By JERRY FRANKEN

EDST Unless Otherwise Indicated

So You Want In

There isn't a week passes by but that folks come in the office and in one way or another ask how they can get into radio. Most of them are dramatic actors and actresses who have to break in without the benefit of agents. Singers, et al., can usually manage to get agent representation, but dramatic players have that toughest of all problems, selling themselves. I don't envy them and I admire their courage.

What I started out to say, chums, was that I asked some of the transplanted Lambs on the NBC third floor what they would do if they were breaking in all over and what the chief requirements were. There was unanimity in their answers; they all said the chief requisite is patience, plus. Patience to sit around the studios from 10 a.m. to 5 or 6 p.m., slowly inching in; patience to sit thusly for six months, eight months, a year. Seems to me there may also be a certain physical requirement in addition to patience.

It's odd how they all stressed patience. After that the suggestions are more or less the same. Get to know the network and agency producers and directors and get to audition for them. But above all, never buttonhole a producer when he's on his way in to rehearsal, for same is the kiss of never-never land. You hear so much talk about agency guys being this, that and the other thing, it was surprising to hear the actors reiterate to the contrary, saying that they're only human, nice guys and so on.

Other suggestions included these two: Concentrate on getting on a prestige show (see story elsewhere in this issue) and secondly, don't audition for a part you know you can't handle.

KOIL Musicians Out;

OMAHA, Sept. 4.—Don Searle, KOIL boss, dealt the musicians' union out of the station this week. Old contract was for six musicians, and in his renewal he attempted to gain privilege of dropping stand-by in favor of spending the same amount of money monthly by hiring a bigger band at scale. Searle's claim was that it was impossible to gain any stature or listeners with a sixsome. Idea was okehed by Joseph A. Weber, AFM prez, tentatively, okehed by the Omaha local, and then Weber reversed himself.

Hitch prompted Searle to tell union to keep its musicians, and he'd send the guarantee money as demanded to the union treasurer direct, to do with as was seen fit.

AFRA Code Bars Strike

A strike of members of the American Federation of Radio Artists is outlawed under the terms of the AFRA Code of Fair Practice for Commercial Broadcasting. This Code was signed by AFRA and NBC and CBS February 2, 1939, the networks, in effect, acting as policemen to insure against code violations by agencies or sponsors. Strike clause is also included in the agreement covering sustaining programs.

Strike issue has been raised as a result of the jurisdictional clash between the International Alliance of Theatrical Stage Employees and the Associated Actors and Artistes of America. The four A's is threatening strikes of its member unions (Equity, Screen Actors' Guild, AFRA and others) unless the IA withdraws its claim over actor jurisdiction, as involved thru the American Federation of Actors.

Paragraph 14 of a letter sent by AFRA to NBC and CBS on February 2, 1939, supplementing the code, reads as follows:

"So long as the producer performs this code, AFRA will not strike against the producer as to the performers covered by this code in the field covered by this code. To the extent AFRA has agreed not to strike, it will order its members to perform their contracts with the producer. This paragraph only applies to producers who sign this code."



Burrell's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
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BARclay 7-6371.

Norman Brokenshire

Reviewed Friday, 12:15-12:30 p.m.
Style—Music, talk. Sponsor—Serutan.
Agency—Alvin Austin. Station—WOR.

This program, as is openly stated in the announcements, is directed at listeners "over 35," theory being that certain intestinal developments take place after that age and hence the product advertised is needed. Rather obviously, then, a rather delicate commercial assignment is handed Norman Brokenshire, around whom the show is built. He handles it as well as is possible under the circumstances, and his persuasive style should bear fruit.

Program is simple to the nth degree. Brokenshire and a piano, Jay Stanley at the ivories. Old tunes of the *Darling Nellie Gray*, *My Wife's Gone to the Country* genre are played, with comments and even occasional choruses by Brokenshire. It's a nice quiet broadcasting episode, one that may not induce a terrific yen to get to a speaker to hear it, but certainly one that should give listeners a feeling of tranquillity when they do lis-

ten. Time is advantageous, spotted just before the 12:30 news broadcast.

Franken.

"This Lonely Heart"

Reviewed Saturday, 7:30-8:30 p.m.
Style—Drama. Sustaining on WEA (NBC-Red network).

This Lonely Heart was a special production in the regular NBC Arch Oboler Plays series and starred Madame Alla Nazimova in the story of Madame von Meck, who "financed" the Russian composer, Tschaikowsky. Play proved that radio can present and produce mature drama, written with poetic intensity and beauty. This time radio did not have to look to Broadway or Hollywood for a great play, but offered instead a story written solely for radio, using the radio technique. This was the real stuff. Since hearing it, I have been trying to think of other radio dramas of similar stature but can think of none. *This Lonely Heart* was the ideal blending of sound and music, possibly the consummate.

The story told of Madame von Meck's faith in the scorned composer and her

support—not merely financial—until he achieved his immortality. The writing of the play presented an enormous problem, for it had to tell the love story of two people who never met. The closing, when Madame von Meck realizes she loves the composer; the thumping of her lonely heart as she sees him pass by in a carriage, provided tremendous emotional impact.

What NBC thought of this play may be noted in several ways. The network provided its full symphony orchestra—which had the best of the balance on several occasions, Frank Black conducting—but possibly more significant under the circumstances is the fact that despite a crucial European situation the program went thru its hour with no news bulletin interruptions, a sanctity not even commercial programs have been enjoying.

Madame Nazimova brought vibrant life to her acting; a stunning performance. Raymond Edward Johnson was notable as Tschaikowsky, while the whole cast, Betty Caine, Ed Lattimer, Martin Gable and Ann Shepard, were all to a "T." But none of them will contest the fact that the star of the show was Oboler, who wrote and directed the production.

Franken.

"Enna Jettick Melodies"

Reviewed Sunday, 5-5:15 p.m.
Style—Musical. Sponsor—Dunn & McCarthy. Station—WEAF (NBC-Red network).

A thoroly pleasant Sunday afternoon musical show, with ample entertainment for a moderate budget, this show should satisfy. If any criticism can be made, it's that there's a bit too much for the time, what with an orchestra, tenor Jimmy Shields and the Norsemen quartet. In addition, there are sales talks by Rosamond Ames in the role of a shoe style commentator.

D'Artega Orchestra is a nicely molded group, highlighted by the leader's ultra arranging. Still somewhat of a newcomer to the batoneering division, D'Artega has been known long as an arranger and highly regarded in that field. His music is interesting and colorful. Norsemen's harmonies are standard radio fodder, easy on the ears, with the same applying to affable Jimmy Shields.

Franken.

"Daughter-in-Law"

Reviewed Wednesday, 9:15-9:30 a.m. Style—Dramatic. Sustaining. Station—WMCA (New York).

Actors and script writer share equally for this pretty awful 15 minutes. It's an immature contribution, sounding like a high school freshman's first assignment in narrative composition. Station listed story as "viewpoint of modern youth on marriage today." Story is not even a new treatment of the old problem of parental domination attempting to break up a marriage not of parents' choosing.

Lines are jerky declarations much in need of editing. Readings are cold offerings which do little to mend the script's fundamental flaw. It's chatter, chatter all the way, with hardly a thread of plot with which to sustain interest.

Weiss.

Radio Talent New York

By JERRY LESSER

NBC is finally going the way of all radio stations and will permit its owned and operated affiliates to sell spot announcements between network and local programs. NBC has held out against these "earaches" for years, confining spot announcements to participation programs at specified times during the day. However, the bars are now down. . . . The *Lost Plays* series, postponed to Sunday of last week, brought to light one of the high spots of the season with a splendid performance of *Mistress Nell* in which ELEANOR PHELPS, HORACE BRAHAM and LOTTIE STAVISKY were heard to advantage in the leading roles. Excellent production and period music helped the old play come to life as real entertainment. The play was produced under the fine direction of EDWIN L. DUNHAM. . . . NELSON CASE, NBC announcer, is on a leave of absence and did his first job before a CBS microphone in eight years when he substituted for RALPH EDWARDS on *Life Can Be Beautiful*.

Allen Drake has added another character to his ever-growing list—that of Cliff Dade on the *Renfrew* show. . . . A veritable newcomer to radio (only two years in New York), Phyllis Creore has had a meteoric rise. Coming to this city from ballet dancing, singing and stock in Rochester, Montreal and Massachusetts, she zoomed to almost overnight success as the star in an NBC Radio Guild

production, doing the part of a movie star. Catch her in "On Your Job" *Sundays over WEA*. . . . Billy Hodapp has just returned from an all-summer tour of England, France and Switzerland. He may do a play in London this fall, if there is no war.

ADELE RONSON is back from a vacation spent at Cape Cod and brought in a fish that almost pulled her overboard. For skeptics she has had the fish photographed. . . . DICK ROXUS, of Audi-Vision, is being married this Saturday, and LARRY MARKS, of Star Radio, takes the leap next month. . . . TEMPLETON FOX celebrates her first wedding anniversary this week. . . . CBS' Sunday night *Alibi Club* is getting over 1,000 suggestions a week from listeners. . . . CONRAD NAGEL, actor, director, master of ceremonies and technical expert of stage, screen and radio, resumes his post as director of *Silver Theater* for the third consecutive season when the dramatic series returns to Columbia network October 8. . . . Renewals on BENNY GOODMAN, BOB CROSBY and BLONDIE were announced by the William Ely agency. . . . CHET MILLER, pioneer in program production and recording, is resuming his partnership with JEAN V. GROMBACH. . . . The *Black Crook* is the last of NBC's *Lost Plays* series which HARRY MACFAYDEN will direct.

Chicago

By HAROLD HUMPHREY

WHOLE flock of new singers is to be added to the *Carnation Contented* show Monday, including WIN STRACKE, PAUL NETTING, ROBERT KESSLER, BURTON DOLE and GALE WATTS. . . . LES TREMAYNE is back from the wilds and sporting his hair in a "long bob," since the country up thar' was free of barbers. . . . ELLIOTT LEWIS, star of the folded *Knickerbocker Playhouse*, left Thursday to return to the Coast, where he will resume his radio activities. . . . PHILIP LORD was auditioned this week for a new show coming up over NBC for the Illinois Central Lines. . . . JOE EMERSON is back with a scar and one of the tallest fishing yarns yet recorded; seems he was surf-broad riding when he fell off and was bitten by one of the marine travelers, and has pictures to prove it, yet. . . . Another vacation returner is CONSTANCE CROWDER, of *Women in White*, back from Colorado Springs. . . . ANDREW BENSON, orchid hunter starred on this week's *Inside Story* shot, has named one of his latest the "Donna Reade" orchid, after the actress of same name.

Lorene Nystron is the new radio pillarist on the merged Sunday *Herald American*, with Ulmer Turner continuing his news airings for Hearst on WAAF. Turner also plans to freelance on news shots around town. . . . Bill Miller will hold down the song spot on Alec Templeton's new show starting this month. . . . Red Skelton and his partner, Edna, opened at the Chicago Theater Friday for a week. . . . Tony (Oswald) Labriola and his bride, Claire Hickman, went thru town on their way to New York. . . . Louis Terkel, Don Gilligan and Stanley Waxman were added to the "Ma Perkins" cast this week. . . . Bret Morrison is taking a stab at writing song lyrics between shows. . . . Rumored that Myrt and Marge are both thinking about marriage and it may be a double-header. . . . The Ruth Doring-Edward Reynolds nuptials were held in River Forest, Ill., Wednesday.

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Wilkes-Barre Managing Editor Scoffs at Radio's Self-Boosts

WILKES-BARRE, Pa., Sept. 2.—Tom Heffernan Jr., managing editor and veteran sports columnist of *The Sunday Independent*, local Sunday paper, turned both barrels on play-by-play broadcasts of baseball games in general and the broadcaster of the Wilkes-Barre Barons' tilts in the Eastern League (Harry Thomas, WBAX) this week. The feud between the broadcaster and three of the local sports scribes has been going on since the season opened in April, with Heffernan carrying the brunt of the attack in his weekly piece.

The latest bit, titled "Speaking of 'Appreciation,'" read in part:

"We realize that when we write anything about radio it will be pointed to by some as very distinct evidence of jealousy. And maybe they will be correct.

"Right now we are thinking of the latest habit of the teams around the Eastern League circuit, having what are called radio appreciation nights. We had one in Artillery Park last week, and we noted something very incongruous about the whole affair.

"For on the shirt sleeves of all the players participating were little designs signifying that this is the centennial year of baseball. . . .

"Never having heard of any kind of appreciation night for newspapers or any newspaper man, we were forced to wonder how baseball had struggled along for about 95 of those 100 years.

"Far be it for us to fly in the face of progress and invention, and if radio reporting is to supplant newspapers in keeping baseball going, so be it. . . . But when the day comes we hope the baseball-following public is prepared for pretty much of a change from the selfless sort of baseball reporting that has marked the era of the writers.

"It has become pretty evident that those who spread their voices over the airways in connection with what the newspapers helped make America's National Game do so in a very self-conscious fashion, and too many of them get too quickly to the point where they believe that the interest lies in them instead of the spectacle they are talking about.

"At least, we never yet heard of a sportswriter drumming day after day about a special game that was played in honor of him and his newspaper and pleading with people to come out, jam the park and show how much they appreciated all he was doing for them.

"Hula Dancers"

"(Then hiring a band, flock of hula dancers, a master of ceremonies and setting up a midway to be sure there was something of an attraction to bring people out to 'honor' him and show they 'appreciated' all he had been doing for them.)

"There never was anything like that for Chadwick, the grand old master of the written page who invented the modern method of reporting baseball and turned stories of the game from cut-and-dried announcements of who won and who had lost into something that lived and breathed. . . .

"They never asked the people to come out to show how much they were 'appreciated' as they kept the game alive thru 12 months in the year for the past 100 years.

"Nor did they chase up a 'sponsor' to foot the bill.

"Of course, radio is a lusty infant and maybe it hasn't had time to learn either good manners or the niceties of modesty. Or perhaps the radio people are 100 per cent right, and the correct way to do things is to make constant usage of the capital 'I' to keep coaxing people to buy your picture, to continue boasting what a favor you are doing them as you get paid for keeping them informed thru radio sets they paid for, to use up countless amounts of your space—or time—persuading them to come out to honor you.

"To repeat, maybe that's the way to get along in this modern age. . . . But if it is we're awfully glad we are from a different one, even if it is dying out. . . . Even the long-dead days of chivalry had some appeal.

"As for the baseball people, it looks as if, after being carted along nearly 100 years in a dependable vehicle, they are showing the fickleness of a wavering wench and dashing off to ride in a freshly painted and untried sports model. Not only that, but at the same time thumbing their noses at the ex-chauffeur who has stuck with them thru storm, quiet and scandal.

"Somewhat in this connection we note that 'Irish Night' was staged in Scranton, Pa., last week and Chick Feldman, Scranton sportswriter, was called out to take an UNSOLICITED part in the program. . . . Then he was given a check. . . . Then he turned the check over to the Community Chest."

Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

Witches' Tales has had a long life on Pacific Coast stations, but the ether audience seems to go for it, liking their horror in large and unvarnished doses. Written originally by Alonzo Deen Cole in New York several years ago, the scripts have hopped up on KECA, and so far the show seems to be up among the top brackets even tho the pattern has been worn thin.

Lead is taken by MARTHA WENTWORTH, who plays the part of "Old Nancy," the witch. Her performance can be credited with giving the half-hour stint enough credibility to make it good listening fare. Cast is usually about the same, with top spots on the bill handled by HANS CONRLED, BEATRICE BENDERET, LURENE TUTTLE, TED OSBORNE and CHARLIE LUNG.

Witches' Tales went 13 weeks over KECA last season, but was yanked when bank roller didn't re-sign. It has been claimed that heavy mail from listeners squawking about program being ditched indicated to KECA officials that show was still air b. o., so the series was dusted off and shoved back in a good spot.

Scripts deal with weird scenes, with plenty of supernatural stuff being thrown in for good measure. The scripts are very good, the cast is excellent and the show manages to garner its share of listeners. Released locally only on Friday night, 9:30 to 10 o'clock
D. O.

Woodbury's *Playhouse* seems to maintain a steady corn quality that will satisfy only those with the most simple tastes. There is a theory that motion pictures have educated the populace to some extent in their choice of stories, but either the theory is incorrect or this

program, judging from the example caught, flies in its theoretical face. JIM AMECHE, who sounds more like DON AMECHE than does Don, and the lovely cinema actress, GALE PAGE, struggle thru drivel that is just about insurmountable. This little gem concerned itself with a piano-playing genius who had to make his living in a hotel playing for hol polloi. Of course, he hates it all and is just aching to marry the lassie but can't on account of he has no folding money. But the hotel is the means to his big break—he falls thru a flimsily built employee entrance stairway, breaks a few fingers, arms and ribs, settles a suit with the hotel, gets folding money, gets girl, curtain. It has been said that radio reviewing is easy work.
J. F.

NBC Blue's half hour of corn and nostalgia (WJZ, Wednesday 9:00-9:30) gives the listener what the announcer aptly describes as a "sentimental lump in the throat." It is highly doubtful that the jazz-mad age could go for such a show as *Horse and Buggy Days*, but there's still enough sentiment left among listeners to provide an ample audience for this program. It's nothing more than a romantic throwback to the popular songs and incidents of yesterday that gives oldtimers subject for mellow escape into the past.

While the argument persists that the past is nothing to dwell upon, the fact still remains that the music of yesterday is among the most melodious ever composed. Dressed up with a lot of corn and "do you remember this, oldtimer," the show has much appeal, especially in the sticks.
S. Z.

Advertisers and Agencies

By PAUL ACKERMAN

NEW YORK:

IF NEGOTIATIONS do not fall thru, *We the People* company will go to Chicago late September for a broadcast from the American Legion Convention. Young & Rubicam, handling the account, is also negotiating a personal appearance there for Kate Smith. Legion has offered the auditorium, which is figured as big enough for Kate. . . . *Hobby Lobby* renewed for the fall. . . . Wick Crider, of J. Walter Thompson, trekking to 16 key cities contacting radio editors and stations and otherwise heralding the return of *Lux Radio Theater*. . . . Ed East's *Name It and Take It* quiz on WJZ is being retained by NBC as a sustainer, now that American Beverage has wound up its campaign. . . . Rosalinde Sherman has a new five-minute woman's news program over WNEW each morning. Sponsored by Aristocrat Ice Cream.

Compton Agency men had a golf tournament lately at Eye Country Club. Media department walked away with the prizes, Karl Klimchek and Leonard Bush taking first and second from a field of 16. . . . Betty Emerson, secretary to Bill Kostka, of NBC press department, leaving to become secretary to Tom Dewey. Jesse Kline succeeds her. . . . "John's Other Wife" and "Just Plain Bill," on the NBC-Red, have added 28 stations (all of the Southern group). Total net is 52 stations. Program renewals effective September 25.

PERCY FAITH, CBC and Mutual net maestro, in town. . . . WAAB, Boston, has been added to the Ed Thorgeron-Congress Cigar hookup which starts September 30. . . . WOR to pick up Teddy Powell's Orchestra when it moves from Donahue's to the Famous Door. . . . Harry Salter, vacationing, had Mark Warnow pinch hit for him last Tuesday, giving Warnow three shows—two on *We the People* and on *Hobby Lobby*. . . . Murray Brophy, head of Coast CBS Artists' Bureau, in town last week. . . . Tave Vove Quartet, now heard 18 times a week over WNEW, may land a contract with a Chi nitery with three Coast to Coast shots a week.

CHICAGO:

WLS BARN DANCE now has five other sponsors besides Alka Seltzer, making the five-hour shot a paid proposition from 7 to 10:15 every Saturday night. . . . Homer Bros. Furniture Co. bought a 13-week series of a man-in-a-theater-lobby show from WJJD to start Saturday from the Palace with Ed Humphrey doing the honors. . . . AFRA has started negotiations for a renewal of its WCFL contract. Station is operated by the Chi Federation of Labor, which still hasn't reinstated the radio union on its books. . . . Gene Furgasen, station rep, was in from New York for a visit. . . . Louis Ruppel, CBS publicity chief, expected in next week for confabs with the local WBBM execs.
H. H.

Hollywood and Los Angeles

By DEAN OWEN

TED TURNER, on the road for Davis & Schweger, seen keeping in trim for winter polo by gazing at a collection of mallets in a Detroit sporting goods store window. . . . BOB LEMOND, formerly of KEHE, has lined up an announcing berth at KNX. . . . FELIX DeCOLA, Rubinoff's accompanist, got his days mixed up and nearly missed the night train for 'Frisco date with the maestro. . . . WILLIAM ALLAND, writer on ORSON WELLES' show, collapsed at dinner party given at Welles' house the other p.m. and had to be rushed to the hospital to have his appendix yanked. . . . CHARLES VANDA, CBS program director for the Pacific Coast, threw a party at the Victor Hugo prior to leaving for vacash at Coronado. . . . BILL ROBSON, who will direct Ed Robinson's *Big Town* this fall, trained in from sojourn at his Arizona ranch.

Penny Singleton took group of her sorority sisters on a personally conducted tour of CBS last week. . . . Joe E. Brown is going to the dogs again. His pooches won ribbons at the Malibu dog show. . . . Connie Boswell am! her husband, Harry Leedy, in town. She fills guest spot on "Good News." . . . Alec Templeton winds up summer wax show and heads to Chicago for new spot on Alka Seltzer program. . . . Don Gilman trains east for NAB confab at Chicago. . . . Pulpster Frank Gruber's "Oliver Quade" yarns have been filmed by Paramount and are released under title "The Death of a Champion." . . . Harry Ackerman, of Young & Rubicam office, heads to New York to direct Kate Smith show.

From All Around

RAY McNAMARA, staff organist at RWL, New Orleans, and Chris Hadich, WWL arranger, have had their newest tune, *A Table for Two*, accepted by Mills Music. . . . Paul Sullivan, commentator, is en route to Europe to cover the international situation. His wife is with him. . . . J. Soulard Johnson, director of sales promotion at KMOX, St. Louis, has been added to staff of School of Advertising and Merchandising in the City College of Law and Finance. . . . Jimmy Hurlbut, head of the news department of WJSV, has been doing 24-hour duty during the war crisis. Other morning he dropped asleep and the station engineers cut a record of his snoring.

public administration at the University of California.

Shelton Young, one-time special events announcer, has rejoined WJSV, Washington, as assistant to sales chief Bill Murdock. . . . Leah Ford, assistant to WJSV program director Lloyd Dennis, has resigned to accept a job with Interstate Commerce Commissioner J. Hayden Alldredge. . . . Bob Schnepf is latest addition to sales staff of WCBS, Springfield, Ill. . . . WCBS' president, Harold Dewing, and Leslie Pefferle, secretary, have returned from a week's cruise on the Great Lakes. . . . Emory Eckley, of the Columbia Concerts Corp., was a San Francisco visitor during the week. . . . Jack Gregon, KSFO announcer, married Ernestine Rogers, of Salt Lake City, yesterday. . . . Herb Lyser has quit job as KSFO news editor to study

DIXIE DABBLES: Clark Alexander, former announcer of WJBW and WWL, New Orleans, appointed sales manager of WNOE, same city. Alexander has added Duke Brewster as member of staff, with Walter Williams moving to WDSU as special events director. . . . Edwin Kiest, owner of station KRLD, Dallas, donates old 10 KW transmitter to Texas A. and M. College at Austin with opening of new 50 KW plant at Dallas. . . . George Winston, of WWL's engineering staff, hitched to Leona Cussmano, of Fort Worth. . . . Back from vacation or otherwise at WWL are Don Lewis and Henry Dupre of announcer staff; Miriam Jacobs, manager's secretary, and Louis Read, merchandising manager, who has been busy in the East and North arranging some contracts for the fall season. . . . George Blumenstock, pioneer station op of Dixie, went on the air this week with his WSKB at McComb, Miss. . . . K. Bert Sloan begins his third year as staff ork director at KPHC, Houston.

Maybe He Hasn't Heard

PHILADELPHIA, Sept. 2.—In spite of the current war scare, Major Edward Davies, WIP vice-prez in charge of sales, sailed last week for France, his eventual destination being Verdun. He will dedicate a war memorial.

KAYCEE'S TOP AUGUST BIZ

Bernie Possibility For Astor Grill

NEW YORK, Sept. 2.—There is a strong likelihood that the Grill Room of the Hotel Astor here may reopen this fall with Ben Bernie, currently on the hotel's roof, supplying the dansapation. The grill has been dark for two years. The matter will not be decided definitely until Robert Christenberry, Astor's managing director, recovers from his present illness.

Whether the room reopens or not, the hotel plans a more elaborate music program this fall than it has had in several seasons. Orangerie Restaurant is establishing dancing for the first time in the history of the room, with Sande Williams coming in Labor Day to start the music making. Dick Kuhn returns on September 9 to the stand his cocktail combo occupied last season in the Broadway Cocktail Lounge.

Philly Adelpia in Union Difficulties

PHILADELPHIA, Sept. 2.—Unless a satisfactory agreement is reached, the American Federation of Musicians will place the Adelpia Hotel here on the national unfair list immediately after Labor Day due to a clause in its contract with the spot forbidding any automatic phonographs on the premises. So far, according to the union, the hotel has refused to allow this clause to go into effect, with music machines in use at many small functions held in the hotel.

Placement on the unfair list would close the hostelry's swank Hawaiian Roof, which has been doing excellent biz with Eddie Valencia and a Hawaiian ork, unless the management decides to operate without music. Hotel would lose added revenue due to the unavailability of music at functions in their ballrooms.

Casa Loma Great With \$2,977 in Two Stands

CRYSTAL BEACH, Ont., Sept. 2.—After laying off big names for three weeks, promoter-band leader Harold Austin brought Glen Gray into his Crystal Ballroom here August 22 with the Casa Lomanites grossing a nifty \$1,770. One thousand out of a crowd of 1,920 payees laid 85 cents per on the line in advance, the remainder contributing \$1 apiece at the door. With passes and courtesy cards (reduced in price) total attendance was about 2,200.

Artie Shaw is due here Labor Day (4).

CANTON, O., Sept. 2.—Glen Gray, in his first appearance at the spot in two years, gave Moonlight Ballroom at nearby Meyers Lake Park a \$1,207 night August 20, best take for several nights on his tour thru this territory. Admish was \$1 a person and better than 1,000 bought tickets in advance to save an additional dime at the gate. Draw was highly satisfactory, dollar band attractions here pulling anywhere from 1,000 to 1,200 for the past several months.

Spot since early in the summer has concentrated on week-end dancing, with local bands Saturday nights at 42 cents a person, 26 cents for those arriving before 9 p.m. Paul Whiteman is the next name, on September 3.

Swinging Longhairs

PHILADELPHIA, Sept. 2.—Beginning September 5, *Swinging Strings* will be carried on NBC Red Tuesdays thru Fridays. This novel combo, composed entirely of bandsmen who previously devoted all their time to the classics, consists of Paul Garrett (Martin Gabowitz when he plays the masters); Arthur Hinett, KYW staff organist; Ralph Druian, featured soloist two seasons ago with the Philadelphia Symphony Orchestra Youth Concerts; Isador Schwartz, Leonard Frantz and Josef Druian. With the exception of Garrett (piano) and Hinett (organ) the entire crew consists of strings.

Untainted Pickings

NEW YORK, Sept. 2.—Apart from the fact that agency heads always have to wave the flag publicly for their own products and properties, it has always been a trade curiosity as to what bands they privately like. Carl Snyder, who buys the bands for the Hitz hotel circuit, in the course of a conversation the other day, asked Bill Morris, head of William Morris Agency, for his personal opinion as to the best bands of all times.

Divorcing agency affiliation, Morris picked as his all-time faves a pre-war septa sensation, the late Jim Europe, Paul Whiteman, Ted Lewis and Benny Goodman.

New Madison, Wis., Terp Ordinance Set

MADISON, Wis., Sept. 2.—By refusing August 25 by a 14 to 1 vote to reconsider the dance-hall ordinance adopted at its August 11 meeting, the common council here approved the measure which permits dancing in hotels and restaurants here where liquor is sold.

The new ordinance will permit issuing one dance-hall license to a hotel or restaurant for every 12,000 population, excluding students. As previously approved by the council, it would have limited the licenses to one for every 15,000 population, including students.

Prohibited from securing licenses under the new measure, which becomes effective upon its signature by Mayor James R. Law, are hotels and restaurants having a seating capacity of less than 200 persons and ceilings less than 13 feet high.

Essex Quits Karzas Spots

CHICAGO, Sept. 2.—Harold Essex, publicity director for the Andrew Karzas dansants, Aragon and Trianon, resigned from that post this week after being connected with the corporation for three years. Essex left Chicago to take up his home in Winston-Salem, N. C., where he expects to make a connection in another field. No successor has yet been named to take over the Karzas publicity here.

Fairyland Park Close to High Mark Despite Chilly Weather

Good business also at Fort Worth, Tex., dansants — lower admission at Casino Park results in 32 per cent increase over last year

KANSAS CITY, Mo., Sept. 2.—Biggest business this season, with records approaching an all-time high, was chalked up during the month of August at Bennett Stidham's open-air ballroom in John Tumino's Fairyland Park here despite prevailing cold weather that dampened other park activities. Isham Jones' one-nighter July 29 started the flow of heavy sugar into the till when 2,000 dancers jammed the floor at 50 cents a duca to ring up a total take of \$980. Gross was plenty good for Jones in this vicinity, with the band booked in on a percentage basis. August 12 Ray Noble bettered the gate, 1,700 terpers paying a slightly higher admish to gross a nice \$1,100.

Lyman After Troc In Hollywood Again

LINCOLN, Neb., Sept. 2.—While here on a one-nighter Abe Lyman revealed that he and his brother, Mike, had reopened negotiations for the Trocadero, Hollywood nitery. Deal fell thru a year ago, but discussions with Felix Young, the spot's owner, were begun again recently. Lyman says the argument doesn't concern money to be paid but involves assuming about \$100,000 owed by the place.

LINCOLN, Neb., Sept. 2.—Abe Lyman, tarified at \$1 advance and \$1.35 at the door of the Turnpike Casino here August 25, came in with \$725, which little more than breaks the house even. R. H. Pauley, Casino manager, however, said he would rebook the band in December when it closes at the Chez Paree, Chicago, figuring it a natural for business when the college studes are in town.

Martin's Casino Holdover

CHICAGO, Sept. 2.—Freddy Martin's engagement at the Casino on Catalina Island was extended an extra week to accommodate extra heavy biz. Spot usually closes earlier than the September 17 date set this year. Martin opens at the St. Francis Hotel, San Francisco, September 19.

Charlie Barnet, billed all over town as the Beau Brummell of band leaders, rang up \$850 and forced attendance records up a notch by drawing 2,100 persons on August 18. According to Tumino, the Barnet date was the most satisfactory of the short summer season, the customers cheering the band all evening.

Abe Lyman on August 24 rolled \$700 into the box office, with the tariff marked at 50 cents advance and 70 cents at the gate. Tops among the fill-in orks, playing the spot week nights, was Harlan Leonard's Kansas City Rockets, septa outfit, which broke all records for unknown bands here, playing six repeats for six different weeks. Only fair biz was done by Dale Brodie, who revamped Louie Kuhn's old K. U. Band.

Red Blackburn and the Knox Boys' Ork are in this week, with the seasonal wind-up coming Labor Day.

FORT WORTH, Tex., Sept. 2.—Casino Park and the Showboat, the two leading ballrooms here, this summer offered admission bargains to dancers, along with the usual name bands, never before attempted by these class spots. In the case of the Casino the plan was particularly successful, with business reported to be 32 per cent above that of 1938. According to George Smith, Casino manager, lower prices were put into effect this year to give the masses better attractions at a fee they could afford. Smith believes dance admissions have always been too high in this State, compared with other sections of the country.

Casino tariff this summer was 40 cents a head week nights, 75 cents per Saturday nights and 25 cents for Sunday matinee terping, as against 75 cents week nights and 90 cents on Saturdays last year. The Showboat opened six weeks after the Casino with slightly higher prices, but closed early in August partly because of business but mainly due to the illness of skipper Bob Carnahan. Spot reopened two weeks later, however, with Leonard Keller's Ork.

Showboat's prices upon reopening were scaled at 40 cents per week nights except Wednesday, when the fee dropped to 25 cents. Low tariff and Keller's local popularity upped biz for the spot, which closes Labor Day. Casino Park also winds up then, with Gus Arnheim on the stand for his second appearance at the place this season.

Coo-Coo Club, formerly the Ringside nitery, opened here Thursday (31), with Ernie Palmquist, composer-leader, as operator and head man on the band stand. Club, with a number of novel innovations to draw customers, had about 400 reservations for the opening.

Another Sun Valley

NEW YORK, Sept. 2.—D'Artega, band leader at the Sun Valley Show at the World's Fair, broadcast on the Enna Jettick Shoes program last week and later met some music publishers who asked him where he had been lately.

D'Artega told them he's at Sun Valley, and the publishers explained they knew that and that they had sent music to Sun Valley, but that it had returned. They had sent the stuff to Sun Valley, Ida.

Songs With Most Radio Plugs

"Rainbow" in Leadoff Spot; "Comes Love" Bounces Back

Songs listed are those receiving 10 or more network plugs (WJZ, WJZ, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday September 1. Independent plugs are those received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk.	This Wk.	Title	Publisher	Plugs	
				Net	Indie
2	1	Over the Rainbow (F)	Feist	32	22
4	2	Comes Love (M)	Chappell	30	18
3	3	Lamp Is Low	Robbins	27	9
5	4	Oh, You Crazy Moon	Witmark	25	15
5	5	Moon Love	Famous	20	15
8	5	Day In, Day Out	Bregman, V. & C.	20	14
7	6	I Poured My Heart Into a Song (F)	Berlin	19	17
1	6	To You	Famous	19	7
10	6	Especially for You	Shapiro-Bernstein	19	6
7	7	Cinderella, Stay in My Arms	Shapiro-Bernstein	8	7
12	7	Man and His Dream (F)	Santly, J. & S.	18	8
—	—	Melancholy Mood	Harms	18	8
13	8	Beer Barrel Polka	Shapiro-Bernstein	16	12
14	8	Man With His Mandolin	Santly, J. & S.	16	7
6	9	Stairway to the Stars	Robbins	15	14
8	10	Running Thru My Mind	ABC	13	12
12	10	Go Fly a Kite (F)	Famous	13	9
9	11	Moonlight Serenade	Red Star	13	2
12	10	My Heart Has Wings	Feist	12	12
13	11	White Sails	Robbins	12	4
—	—	Vol Vistu Gaily Star	Green Bros.	12	3
13	12	You Faught Me To Love Again	Spler	11	4
—	—	In an 18th Century Drawing Room	Circle	11	3
—	—	Ding Dong the Witch Is Dead (F)	Feist	11	2
15	13	An Apple for the Teacher (F)	Santly, J. & S.	10	20
—	—	All I Remember Is You	Remick	10	7

Send in Routes

The Route Department (appearing in this issue on pages 12-22-60) represents one of the most important functions that this paper performs for the profession. Share in the benefits of the listing by keeping *The Billboard* Route Department informed of your whereabouts sufficiently in advance to insure publication.

The importance of the service can be maintained only if the route lists are up to date. Therefore be sure to inform us also of all cancellations and closings. If possible send us the contracted length of engagement when you send us your bookings.

ALL ROUTE LISTINGS AND ALL NOTICES OF CANCELLATIONS AND CLOSINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 1340, CINCINNATI, O.

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandbox

AFTER a summer of regaling the upper crust with his tic tocing at the swank Westchester Country Club in Rye, N. Y., GRAY GORDON looks set to carry on along similar lines during the approaching cold months . . . the band is very likely to spend the fall and winter in the Trianon Room of the ultra Ambassador Hotel in New York . . . on the eve of his big-time debut this week at 52d street's Famous Door, TEDDY POWELL signed a five-year binder with General Amusement Corp. . . . MORT DENNIS reopens the Manhattan Room of the Hotel Pennsylvania September 18. . . . RAMONA leads off the new policy of name bands at Leon and Eddie's, starting a four-week stint September 15 . . . returning to his old stamping ground at the Waldorf-Astoria Hotel is EMIL COLEMAN, opening for the winter October 23 . . . the ork warms up for the job with a month at San Francisco's Mark Hopkins Hotel beginning September 18. . . . GENE DE PAUL, younger half of the song-writing team of Jacobs and de Paul, started pounding the ivories for Jan Savitt at the Hotel Lincoln last week. . . . Top Hatters maestro intends keeping him on as a steady fixture. . . . JUDY GARLAND is cutting a pair of Decca sides with WOODY HERMAN before the young Metro-Goldwyn-Mayer starlet returns to the West Coast. . . . JACK JENNEY boasts a brand-new contract to wax them for Vocalion . . . signed to deliver the relief rhythms during Paul Whiteman's sojourn at the Hotel New Yorker, which starts Columbus Day, is RAY BENSON. . . . VAN ALEXANDER begins a repeat engagement at Roseland Ballroom September 8. . . . BOB CHESTER'S new crew replaces Tommy Dorsey on the stand at the Hotel Pennsylvania's roof-top rendezvous September 8 and 9, which two days the sentimental gentleman is spending at Toronto's Canadian National Exposition. . . . Tommy comes back to the Penn after the fair dates, remaining until the 16th.

Midwestern Murmurs

SAMMY WATKINS, long a favorite of the Hotel Hollenden's Vogue Room patrons, returns to that Cleveland spot September 18, replacing BOB MILLAR . . . latter takes his outfit to the Neil House, Columbus, O. . . . CARL SCHREIBER will spend his Thursdays and Sundays from September 7 to December 10 making the music at Chicago's Pershing Ballroom . . . the Commodore Perry Hotel, Toledo, gets GEORGE DUFFY for the dansapation on the 19th. . . . Ronnie Dare office, of Kansas City, Mo., set JOY WARD as vocalist with RAY SHEETS, who is appearing at the English Village, Tulsa, Okla., and placed ALICIA PETTIT for the warbling with NEIL WRIGHTMAN . . . same office has BONNIE FLEMING canarying for TOMMY JUNEAU at the Showboat in St. Louis. . . . EMBASSY BOYS draw a holdover ticket good till mid-September at the Blackstone hostelry, Chicago. . . . WILL OSBORNE hangs on till October 14 at Chi's Edgewater Beach Hotel and then gives way to BILL BARDO and the opening of the hotel's Marine Dining Room . . . the Osborne "slide music" drew 3,247 hoofers at its opening last week and a top 4,180 the following eve, a Saturday. . . . SHEP FIELDS moves into the Netherland Plaza Hotel, Cincinnati, October 19 . . . leaving the Waldorf-Astoria, New York, this month, XAVIER CUGAT brings his Latin American rhythms to the Hotel Statler in Detroit October 12. . . . ROYAL PALM BOYS located at the New Villa in Toledo after a summer of strolling at the Meadowbrook, Saratoga, N. Y. . . . JIMMY JOY gets the call for the ork to St. Louis' Chase Hotel October 13. . . . O'BRIEN and EVANS, cocktail combo, featuring electric organ and guitar, with Mary O'Brien doing the vocals, ended an eight-week stopover at the Chittenden Hotel, Columbus, O., to go into the Louis Joliet Hotel, Joliet, Ill., indef.

On Other Fronts

JIMMY DORSEY returns to Meadowbrook, Cedar Grove, N. J., October 5

for six weeks with options, making his second stay there within half a year. . . . VAN ALEXANDER definitely follows George Hall at the Top Hat, Union City, N. J., which this year is going in for name ork attractions. . . . Alexander opens at the spot October 6 . . . indications are that when TOMMY TUCKER unpacks his instruments at Murray's, Tuckahoe, N. Y., September 14 it will be for the entire fall and winter. . . . HAPPY FELTON takes in a month at the Baker Hotel, Dallas, commencing September 12 . . . the quaintly named MR. DOLLAR AND HIS FIVE HALVES are making the music at the Bohemia Roof Garden, Birmingham (Ala.) nitery. . . . THREE SCAMPS start an idler strolling session at the Hotel Syracuse, in the city of that name, this week. . . . LES BROWN, incidentally, is doing so well at this hostelry that his swingology may be held there until November. . . . MARTY IRWIN'S Ork, which features Ralph Williams and Bill Rodkey, was pacted for a year's stay on the rostrum at Churchill Tavern on Pittsburgh's north side. . . . JOHNNY LONG closed the season Labor Day week-end at that city's Kenneywood Park. . . . Rex's Country Club, White Lake, N. Y., gets IRVING SIEGEL and his music for the fall. . . . AL KAVELIN locates at the Peabody Hotel, Memphis, September 12. . . . BOBBY ESTES signed a 12-month binder with Allied Productions, Southern management office . . . first booking under the contract is the Plantation Club, New Orleans, with Estes opening September 19 after winding up at the Bentley Hotel, Alexandria, La. . . . GEORGE BAUER and his "Four Debonaires" get a prolonged stay at Ada Frew's Evergreen Gardens, Pittsburgh. . . . SID DICKLER set for his 35th engagement at Grotto Ballroom, Pittsburgh, during September.

Random Ramblings

WITH eight months behind him, FRANK MITCHELL holds on indefinitely at the Ace of Hearts Club, Chambersburg, Pa. . . . a deal is on the fire for the appearance of CHARLIE BARNET in a forthcoming important flicker . . . Charlie's sax and band are currently packing them in at Los Angeles' Palomar. . . . JAN GARBER inked for an October 12 opening at Topsy's, Los Angeles. . . . HAL HARTMAN'S "Mello-Aires" are on display for a month at Old Heidelberg Inn, fashionable supper club in Asheville, N. C., band furnishing both strolling and dance tunes. . . . JACK DENNY, newly acquired Frederick Brothers' property, finishes out the season at the Sui-Jen Restaurant, Galveston, Tex., replacing Ina Ray Hutton's new all-male crew . . . CARL LORCH makes it a two-week-er at the Lookout House, Covington, Ky., starting September 12. . . . LEN HOPKINS returns this month for the fall and winter at Chateau Laurier, Ottawa, Ont., upon closing at the Hotel Vancouver, Vancouver, B. C. . . . Among the 72 reserve officers engaged in a strenuous two-week training period at Fort Screven, near Savannah, Ga., during August was Lieutenant J. E. Brown, better known in swing circles as DEAN HUDSON, head man of the Florida Clubman Ork. . . . JOEL LEROY, former personal rep for Tommy (Red) Tompkins, is forming his own band, which after several months' rehearsing will be ready to be shown October 1. . . . LeRoy will feature what he claims is a new style called "back beat rhythm." . . . KEMP READ, originally booked for a fortnight at the Martinique, Bridgewater, Mass., nitery, draws a holdover for an indefinite period . . . another Read unit closed Labor Day at the East Chop Beach Club, Oak Bluffs, Mass., and already holds a contract for a return next summer. . . . WILLIAM SCOTTI, whose tune, *My Moonlight Madonna*, introduced him via NBC from the Hotel Pierre several seasons ago, is readying an all-girl band . . . some of the fem tootlers he's using were previously with Ina Ray Hutton's ex-Melodears.

Norvo N. S. G. With \$568

BRIDGEPORT, Conn., Sept. 2.—Red Norvo in his first appearance of the season at Pleasure Beach Ballroom here last Sunday night didn't fare so well, drawing only 875 patrons. Admission was shaved to 65 cents for the date, making a gross of \$568.75.

Turn About Is Fair Play

NEW YORK, Sept. 2.—Enoch Light, maestro current at the Hotel Taft here, enjoys a nice popularity with out-of-towners stopping at the hotel, and as a result he is called upon to autograph hundreds of menus, pictures and cards for visitors.

But the John Hancocking isn't one-sided. Every person who gets Light's signature is required by the batoneer to leave his or hers on a large register which is kept handy on the band stand. This week, after 16 months of this mutual autographing, Light's register contains 20,016 names, and the residences attached cover almost every spot in the country.

BG First in New Series Of Weekly Swing Concerts

NEW YORK, Sept. 2.—Benny Goodman starts off this year's weekly series of swing concerts sponsored by Martin Block, Station WNEW's *Make Believe Ballroom* impresario, on September 12 at the Manhattan Center here. Series was formerly held at the Criterion Theater in Times Square every Sunday morning. Switch to the Manhattan Center this year is due to its greater audience capacity, place holding 7,500 as compared to the Criterion's 1,500.

Concerts will run thruout the winter and will feature, among others, Tommy Dorsey, Glenn Miller, Artie Shaw, Erskine Hawkins, Jimmie Lunceford, Fats Waller, Gene Krupa and Ella Fitzgerald.

Now It's Music in The 3d Dimension

HOLLYWOOD, Sept. 2.—New gag called "third dimensional music" has been dubbed by Louis R. Lipstone, head of Paramount music department, in referring to the weird symphonic score of *Cat and the Canary*, new Bob Hope film. Lipstone claims even top-flight musicians will have a hard job figuring out how the screwy effects were produced, claiming that the score describes not the physical action of the picture, but the mental emotions of the characters.

Score was written by Dr. Ernst Toch, well-known European composer and conductor. Recording was handled differently by having an orchestra play faintly in the background of a sound-proof stage, with a chorus of high sopranos, a vibraphone and a metal percussion instrument similar to a xylophone with motor-driven resonators for sustaining the tone and producing the vibrato effect. The mike was placed in an open steel vault at one side of the stage. Effect on sound track was of many high tones intermingling and being thrown back into themselves.

Bradshaw's \$490 Race Date

CHARLOTTE, N. C., Sept. 2.—Tiny Bradshaw grossed \$490 for promoter Jacob Thomas at an all-Negro dance at the local Armory August 22. Five hundred dancers paid 75 cents each, while approximately 50 ofay spectators paid 50 cents per to look on. Band sold for \$250, against 50 per cent privilege, putting Thomas \$90 in the red on the promotion.

Bridgeport Dansant Reopens

BRIDGEPORT, Conn., Sept. 2.—McCormack and Barry's Ritz Ballroom, largest dance hall in Connecticut, which was closed for the summer, opens for the fall tomorrow night (3) with Van Alexander making the music. Tommy Tucker is booked for September 10 and the Casa Loma Band for the 17th. Count Basie is slated for an early appearance. The Casa Ritz Band, directed by Bob Weller, set for week-night dancing.

Music Items

FRANKIE CARLE is in Post Graduate Hospital, New York, recovering from an appendectomy. The writer of *Sunrise Serenade* is a pretty sick boy, with his resistance none too good due to the hard work he's been doing lately on songwriting and as a new recruit to Horace Heidt's ensemble at the Hotel Biltmore.

Max Lutz, brother of Sam Lutz, Henry Busse's mentor, goes to Chicago to superintend the local office of Circle Music. Harry Busch is also off to the Windy City to represent Larry Spier, Inc., there. Ralph Smitman joins the Harms professional staff.

Following a month's vacation at Saratoga, N. Y., E. B. Marks is back at his desk. He claims that he did very well outsmarting the bookies this year—says, in fact, that he made more than his expenses.

Tin Pan Alley gets a distinguished newcomer in William Guggenheim, retired copper king, who enters the field with the lyrics of six ditties written since last June. Kenneth Walton did the music for two of them, *Jubilee*, a patriotic number, and *Crumbs of Love*, a ballad.

Following Meredith Willson's announcement last week that his sponsor, Maxwell House Coffee, would commission composers to write special short concert pieces for its radio show, "Good News of 1940," Jack Robbins decided to publish the works simultaneously with their air debuts. Among the tunesmiths assigned to pen compos are Vernon Duke, Dana Suesse, Peter De Rose and Ferde Grofe. Numbers will include a minuet, caprice, serenade, lullaby and similar classic forms.

Song and Such

BRADFORD BROWNE, radio program director of N. W. Ayer & Son, ad agency, again contributes to Tin Pan Alley with the lyrics of *Sailing Little Boats in the Bathub*, to music by Harry Jentes. A previous Browne effort was *The Girl in the Little Green Hat*.

Don't You Put the Bee on Me, Roy Music's latest tune, gets a waxing from Carl Lorch on Bluebird. Bud Allen and Walter Bishop sold *Rehearsal in Love* to Sepia Art Film Co. for a short, *Dress Rehearsal*.

Gray Gordon and Ken Byron placed *My Dream Rendezvous* with Gem Music. Roy Jacobs' latest entry in the tune derby is *Stars Over the Campus*, a nat-

Hi-De-Hold It!

NEW YORK, Sept. 2.—Cab Calloway will use a novel stunt on his impending theater tour, which starts at the Palace in Hartford, Conn., the end of this month. Candid camera fiends will be invited to bring along their minicams, Brownies or what have you to the supper shows (when there are fewer customers to get in the way of lenses) every day but the last one in each house the band plays. And the film bugs are further invited to snap away at Cab from whatever angle or position in the theater, short of the stage, that they care to.

Prizes will be awarded on the final day of the band's engagement for the best shot taken by a localite during the week. Responsible for the idea is Mickey Goldsen, publicity chieftain of Mills Artists and Exclusive Music. He is now lining up tie-ups with photography stores and a photographic mag.

Sheet-Music Leaders

(Week ending September 2)

Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., 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.
1	1	Beer Barrel Polka
3	2	Over the Rainbow
2	3	Moon Love
—	4	Sunrise Serenade
5	5	Stairway to the Stars
14	6	The Man With the Mandolin
9	7	Cinderella, Stay in My Arms
4	8	I Poured My Heart Into a Song
6	9	White Sails
10	10	Come Love
7	11	Wishing
8	12	The Lamp Is Low
11	13	To You
12	14	Oh, You Crazy Moon
—	15	Moonlight Serenade

Sunrise Serenade was omitted from last week's list of Sheet Music Leaders. Its position for that week was No. 1.

ural for the football season.

Enoch Light's swing sextet, the "Light Brigade," solved the problem of finding the most appropriate tunes for the group by writing their own. In their repertoire now are Max Chamitov's *Dodging the Landlord* and *Spinster's Serenade* and trombonist Jerry Borshard's *Tiffin at the Taft*.

Hollywood Harmonies

MOVIELAND'S Tin Pan Alley seems to be settling in the Warner Theater Building in Hollywood. . . . Bregman, Vocco and Conn, Irving Berlin and ABC Music now join Witmark, Remick and Harms under that roof. . . . Frank Loesser turned out *My Song Without an Ending* as a theme for Bill Robert's Ork when the band airs from Hollywood's Florentine Gardens. . . . *I See by the Papers We're Thru*, by Jack Mulcahy, commercial contact man in 20th Century-Fox's publicity department, and his sister, got an introduction from Rudy Vallee on one of his recent commercials.

One hundred and ten musicians are working on Paramount's *Victor Herbert* flicker. . . . Victor Young is doing the score for Tito Guizar's Paramount pic, *The Llano Kid*. . . . The Ben Oakland-Sammy Lerner tunes for Universal's *Listen, Kids*, are *Laugh It Off*, *My Dreams and I*, *Who's Going To Keep Your Wigwam Warm* and *Doin' the 1940*. . . . Johnny Marvin knocked out *Old Peaceful River* and *Way Out Yonder* for Gene Autry's *Rovin' Tumbleweeds*. . . . and with Walter Samuels he's working on the title tune for another Autry movie, *Headin' for Texas*. D. R.

Southland, Boston, Goes CRA Exclusive

BOSTON, Sept. 2.—Southland Cafe, noted swing spot here, was signed to an exclusive booking binder by Consolidated Radio Artists this week. First booking under the new pact is Russ Morgan, who goes in for 18 days, starting September 20.

CRA plans to put in the leading lights of its band roster for two-week runs. Among the orks scheduled to play the spot are Blue Barron, Charlie Barnet, Gray Gordon, Little Jack Little, Louis Armstrong and Stuff Smith.

Coast Union Slaps at Tenney In Nixing Constitution Plan

HOLLYWOOD, Sept. 2.—Proposed new constitution met decisive defeat at Local 47, AFM, general meeting Monday night (28) at El Capitan Theater here, which, according to some observers, marked the decline in power of Prexy Jack B. Tenney. Proposal introduced by Tenney faction would have done away with the practice of making constitution and by-law changes at regular monthly meetings and would have brought new legislation before entire membership. It also stipulated that articles and sections of new constitution could be changed only by a two-thirds vote of members at general elections called for that specific purpose. Proposal was okehed by less than 10

per cent of the 1,200 members present, it was claimed. Opponents of the measure stated they figured it a move on the part of the Tenney forces to gain more power. Tenney countered by claiming that the opposing group sought control of Local 47 by destroying democracy in the organization and that the new constitution was only an attempt to put the local on a more democratic basis. It was felt that the defeat suffered by the Tenney contingent indicated which way the political wind would blow at the next election. Some observers, however, stated that when election time comes many of those now opposing Tenney would probably swing over to his side.

Notable at the meeting was the fact that not one of the prexy's aids took the rostrum to argue for him after his proposal met with disfavor from the members, indicating a desire on their part not to incur membership wrath. Whether this silence signified that Tenney's own faction was deserting him or not remained obscure. But one observer pointed out that when Tenney was elected he had the full support of the unemployed and WPA musicians but had since broken with this group.

Another proposal that took a shellacking was a new Hollywood building for the local, which purchased a site for new headquarters some time ago. Tenney's proposal that construction be started was assertedly voted down hard. A third proposal involved the local's price list, proposing to add a section to it preventing any member with a steady job paying a minimum of \$25 a week from taking added engagements. No action was taken on this measure at the meeting.

MUSICIANS' UNION of Norwalk, Conn., held its annual Carnival of Music at Roton Point, local park, last week, with the following bands battling it out: Vic Vaast, Hugh Golden, Bix Santella, Cutrone Family and George Henrick's Green Door Swingers.

Sea Story

NEW YORK, Sept. 2.—In shepherding Jimmy Dorsey and ork from Surf Beach Club, Virginia Beach, Va., to a week-end date at Atlantic City's Steel Pier last week, Billy Burton, the band's manager, pulled a stunt that the boys won't let him forget for many a day. Jumping from the Virginia resort up the Coast necessitates a two-hour ferry trip from that spot to Cape Charles, Md. Dorsey planned on making a 6 p.m. boat, but when the ork arrived at the dock at 4 the impetuous Burton decided against waiting and in favor of hiring a special tug for the trip.

Which would have been all right—if the captain of said tug hadn't inadvertently lost his bearings once they were out of sight of land—if Burton hadn't gotten good and seasick (the only one to succumb in the whole outfit), and if, once the captain got himself straightened out, they hadn't arrived at Cape Charles at the same time as the ferry, which had left Virginia Beach two hours later. The band is now taking great delight in gently reminding Burton every couple of minutes that patience is a remarkable virtue.

Baron's \$852 Profitable

JAMESTOWN, N. Y., Sept. 2.—Blue Barron netted a fine profit of \$300 for J. G. Campbell, owner-manager of the Pier Ballroom, Celeron Park here, in drawing 1,336 terpers to the dansant August 19. Receipts were a nice \$852, all but \$300 of which was a last-minute take at the box office. Advance tariff was \$1 per, with the fee taking a 50-cent jump at the gate.

Ella Fitzgerald plays this spot tonight (2).

Stan Zucker Quits MCA

NEW YORK, Sept. 2.—Stan Zucker, MCA executive, resigned from his post today and plans to announce his new connections in a week. In all probability he will go into business on his own and take with him his brother, Ben. Stan, former CRA manager in Chicago, joined MCA here four months ago, handling dates for many Local 802 bands. Ben recently left the CRA fold in Chi.

MacDonald Pasadena Draw

PASADENA, Calif., Sept. 2.—Billy MacDonald and his Royal Highlanders pulled in 4,200 people Friday (25) at the Civic Auditorium here and 3,200 for the Saturday night stand. MacDonald had the biggest Coast to Coast hook-up hit by an ork here in some time, with 110 stations here and in Canada carrying the program.

Kaye's Nightly 2,000

WEST ALLIS, Wis., Sept. 2.—Sammy Kaye attracted an estimated average of 2,000 persons a night at 35 cents a head to the Modernistic Ballroom on the grounds of the Wisconsin State Fair, which closed its nine-day run here August 27. Kaye was the first name ork booked for the exposition. Steve Swedish is the house band at the dansant.

Detroit Bands Set

DETROIT, Sept. 2.—Five bands making headquarters here got assignments this week, most of them for indefinite runs. Art Mooney opened at Buckeye Lake, O.; Jimmie Gargano at Northwood Inn, near here; Ace Adair at The Villa, Toledo; Ralph Fischer at Club Lido, St. Clair Shores, Mich., and Frank Sidney at the local Arcadia Ballroom for four weeks.

DEL COURTNEY

and his ORCHESTRA

BRUNSWICK-
VOCALION
RECORDS
NBC NETWORKS

Now Playing
RITZ CARLTON HOTEL, BOSTON, MASS.
Direction: WILLIAM MORRIS AGENCY

Just Concluded 14
Smash Weeks
BEAR MOUNTAIN
INN, N. Y.

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

Orchestra Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

ABBREVIATIONS: a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat t—theater.

A
 Adams, Vernie: (Hollywood) Pineville, La., nc.
 Adler, William: (Ambassador) NYC, h.
 Akin Jr., Bill: (Greenbush) Greenbush, Mich., cc.
 Alberti, Jules: (Shell Chateau) Willimantic, Conn., re.
 Aldin, Jimmy: (Van & Bill's) Glens Falls, N. Y., ro.
 Allison, Don: (Gormley's) Lake Charles, La., nc.
 Angelo: (Bertolotti's) NYC, nc.
 Arias, Ramon: (885 Club) Chi, nc.
 Austin, Harold: (Crystal) Buffalo, b.
 Ayres, Mitchell: (Canadian Natl. Expo.) Toronto, Ont.

B
 Baker, Bruce "Bubbles": (Totem Lodge) Averill Park, N. Y., cc.
 Baker, Jim: (Miramar) Boise, Ida., b.
 Bardo, Bill: (Rice) Houston, h.
 Barnett, Charlie: (Palomar) Los Angeles, b.
 Baronie, Jackie: (The Oaks) Winona, Minn., cc.
 Barron, Blue: (Muehlebach) Kansas City, Mo., h.
 Bartel, Jeno: (Lexington) NYC, h.
 Bartha, Alex: (Steel Pier) Atlantic City, b.
 Basile, Charles: (Olympic) Irvington, N. J., p.
 Basile, Joe: (Canadian Natl. Expo.) Toronto, Ont.
 Bass, Paul: (Chateau Moderne) NYC, nc.
 Bauer, George: (Evergreen Gardens) Pittsburgh, h.
 Baum, Charles: (St. Regis) NYC, h.
 Becker, Howard: (Club Edgewood) Albany, N. Y., h.
 Benson, Ray: (Montauk Casino) Montauk Point, L. I., nc.
 Bernard, Nate: (Leighton's) Noroton, Conn., ro.
 Bernie, Ben: (Astor) NYC, h.
 Blase, Paul: (Sagamore) Lake George, N. Y., h.
 Brown, Les: (Syracuse) Syracuse, h.
 Bruce, Roger: (Club Gloria) Columbus, O., nc.
 Bruckmann, Maurice: (Knickerbocker Gardens) Flint, Mich., nc.
 Brusiloff, Nat: (Park Central) NYC, h.
 Bryant, Howard: (Top Hat) Douglas, Ariz., nc.
 Bundy, Rudy: (Colonial) Rochester, Ind., h.
 Burkhardt, Johnny: (Henry Grady) Atlanta, h.
 Bush, Eddie: (Seven Seas) Hollywood, nc.
 Busse, Henry: (Beverly Hills) Newport, Ky., cc.

C
 Cabot, Tony: (Villa Moderne) Chi, ro.
 Calloway, Cab: (Cotton Club) NYC, nc.
 Camden, Eddie: (Pavilion) Mentone, O., b.
 Campbell's Trio: (Hiawatha Bar) Wisconsin Dells, Wis., nc.
 Candido, Candy: (Ace Cain's) Hollywood, nc.
 Candulla, Harry: (Atlanta-Biltmore) Atlanta, h.
 Cannadaro, Ray: (Seven Gables) Milford, Conn., ro.
 Carlson, Bill: (Trianon) Chi, b.
 Cartwright, Charles: (Ideal Beach) Monticello, Ind., b.
 Cascales, Johnny: (Topsy's) Southgate, Calif., nc.
 Cavallero, Carmen: (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Chiesta, Don: (Ivanhoe Gardens) Chi, nc.
 Childs, Reggie: (Rustic Cabin) Englewood, N. J., ro.
 Clinton, Larry: (Paramount) NYC, t.
 Cloud, Ken: (Lodore Club) Story, Wyo., b.
 Code, Morrison: (Old Mill) Salt Lake City, nc.
 Cole, King: (Wild's) Sault Ste. Marie, Mich., nc.
 Coleman, Emil: (Troadero) Hollywood, nc.
 Conrad, Jackie & His Stylists of Melody: (Chanticleer) Middleton, Wis., nc.
 Coon, Dell: (Eden) Chi, b.
 Coquettes, The: (Cavalier Beach Club) Virginia Beach, Va., nc.
 Courtney, Del: (Bear Mt. Inn) Bear Mountain, N. Y., h.
 Craig, Carvel: (Jantzen Beach) Portland, Ore., p.
 Crocker, Mel: (Club 21) Grand Rapids, Mich., nc.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.

D
 D'Amico, Nicky: (Plaza) NYC, h.
 D'Artega: (Sun Valley) World's Fair, NYC, re.
 Davies, Al: (Saranac Inn) Saranac Lake, N. Y., h.
 Davis, Johnny "Scat": (Blackhawk) Chi, c.
 Davis, Eddie: (Larue's) NYC, re.
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Davis, Bill: (Crystal Lodge) Council Bluffs, Ia., b.
 Day, Bobby: (Show Bar) Forest Hills, N. Y., nc.
 Decker, Paul: (Deshler-Wallick) Columbus, O., h.
 DeFoe, Al: (Curly's) Minocqua, Wis., nc.
 Denny, Jack: (Sui-Jen) Galveston, Tex., nc.
 Deutch, Emery: (Paradise) NYC, re.
 DeVillier, Ken: (Radisson) Minneapolis, h.
 Dibert, Sammy: (Povaton Club) Detroit, nc.
 Dollar, Mr., & his Five Halves: (Bohemia Roof Garden) Birmingham, nc.
 Donahue, Al: (Rainbow Room) NYC, nc.
 Dorsey, Tommy: (Pennsylvania) NYC, h.
 Drummond, Jack: (New Kenmore) Albany, N. Y., h.
 Dunsmoor, Eddy: (Krug Park) Omaha, b.
 Dupree, Harry: (Chicken Inn) World's Fair, NYC, re.
 Duchin, Eddy: (Buffalo) Buffalo, t.
 Duranda: (La Conga) Hollywood, nc.

E
 Eby, Jack: (Royal Palm) Miami, nc.
 Eddy, Teddy: (Scroon Manor) Scroon Lake, N. Y., cc.
 Eldridge, Roy: (Arcadia) NYC, b.
 Engel, Freddy: (Rest Ye Inn) Albany, N. Y., re.
 Ennis, Skinnay: (Mark Hopkins) San Francisco, h.
 Ernie, Val: (El Morocco) NYC, nc.
 Estes, Bobby: (Bentley) Alexandria, La., h.

F
 Farber, Burt: (Netherlands Plaza) Cincinnati, h.
 Featherstone, Paul: (Broadmoor) Colorado Springs, Colo., h.
 Feldstein, Joey: (Tic Toc Tap) Milwaukee, nc.
 Fidler, Lew: (Coronado) St. Louis, h.
 Felder, Johnny: (Plaza) San Antonio, h.

G
 Fields, Shep: (New Yorker) NYC, h.
 Pio-Rito, Ted: (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Fisher, Jack: (Vienna Room) Boston, re.
 Fisher, Buddy: (Old Vienna) Cincinnati, re.
 Fisher, Art: (Black Cat) Chi, nc.
 Flint, Emil: (Big Pavilion) Saugatuck, Mich., b.
 Flora, Jimmy: (Schlitz Palm Garden) World's Fair, NYC, re.
 Fodor, Jerry: (Frankie's) Toledo, nc.
 Fomen, Basil: (Belmont Plaza) NYC, h.
 Foster, Chuck: (Del Mar Beach Club) Supta Monica, Calif., nc.
 Fotin, Larry: (Willow Grove) Phila, p.
 Fox, Syd: (Marta) NYC, nc.
 Franklin, Morton: (Brown) Louisville, h.
 Freeman, Bud: (Nick's) NYC, nc.
 Frisco, Sammy: (16 Club) Chi, nc.

H
 Gagen, Frank: (Statler) Detroit, h.
 Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.
 Gasparre, Dick: (Ambassador) NYC, h.
 Gates, Bill: (Black Cat) Wilmington, Del., nc.
 Gendron, Henri: (Villa Venice) Northbrook, Ill., nc.
 Gentry, Tom: (Riviera) Lake Geneva, Wis., b.
 Gibson, Larry: (Skyrocket) Canton, Ill., nc.
 Giggly, Bob: (Hack Wilson's Home Run Club) Chi, ro.
 Glass Sisters: (Belvidere) Sault Ste. Marie, Mich., h.
 Golden, Niel: (DeWitt Clinton) Albany, N. Y., h.
 Golly, Cecil: (Glen Echo) Washington, D. C., p.
 Goodman, Ann: (International Casino) NYC, nc.
 Gordon, Gray: (Westchester Country Club) Rye, N. Y., cc.
 Gordon, Al: (Frolics Club) Albany, N. Y., p.
 Gordon, Herb: (Onondaga) Syracuse, h.
 Graham, Roger: (Ausable Chasm) Ausable Chasm, N. Y., h.
 Grayson, Hal: (Casino Gardens) Los Angeles, b.
 Grier, Jimmy: (Biltmore Bowl) Hollywood, nc.
 Grofe, Ferd: (Ford Exhibit) World's Fair, NYC, mh.
 Groshoff, Dutch: (Silver Beach) Waits Lake, Wash., b.

I
 Hamilton, Johnny: (Trianon Club) Santa Fe, N. M., nc.

J
 Hamilton, Dave: (Villa Bee) Jackson, Mich., nc.
 Hardy, Bob: (Flamingo) Boston, nc.
 Harper, Nick: (Wisconsin Roof) Milwaukee, nc.
 Harriott, Harold: (The Farms) Scarsdale, N. Y., re.
 Harris, Phil: (Golden Gate Expo.) San Francisco, a.
 Harte, Carl: (Chamberlin) Old Point Comfort, Va., h.
 Hartman's, Hal, Mello-Aires: (Cawthon) Mobile, Ala., h.
 Heidt, Horace: (Biltmore) NYC, h.
 Helming, Kitty: (El Dorado) Wildwood, N. J., h.
 Henderson, Horace: (5100 Club) Chi, nc.
 Henry, John: (Carolyn) Columbus, O., nc.
 Herbert, Arthur: (Dupont) Wilmington, h.
 Herman, Woody: (Glen Island Casino) New Rochelle, N. Y., re.
 Herth, Milt: (La Salle) Chi, h.
 Hill, Tiny: (Rainbow) Denver, b.
 Hills, Worthy: (Baybrook) West Haven, Conn., nc.
 Hilton, Barry: (Bartlett Lake) Jackson, Mich., b.
 Hogan, Tweet: (Woodlawn Bay) Delavan Lake, Wis., b.
 Hollywood Harmonizers: (Post Tavern) Westbury, N. Y., nc.
 Holmes, Herbie: (Dayton-Biltmore) Dayton, O., h.
 Hopkins, Len: (Chateau Laurier) Ottawa, Ont., nc.
 Horton Girls: (Log Cabin Inn) Lewistown, Pa., nc.
 Huarte, Julian: (El Chico) NYC, nc.
 Hudson, Dean: (Totem Pole) Boston, nc.

K
 Idlers, Three: (St. Moritz) NYC, h.
 Irish, Mace: (Chanticleer) Millburn, N. J., nc.
 Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

L
 Jaffe, Moe: (Poland Springs) Poland Springs, Me., h.
 James, Harry: (College-Inn) Chi, h.
 Jenney, Jack: (Roadside Rest) Oceanside, L. I., ro.
 Jerome, Henry: (Childs Paramount) NYC, re.
 Johnson, Bill: (Cozy Corner) Detroit, nc.
 Jones, Jerry: (Lagoon) Salt Lake City, p.
 Jones, Isham: (Claridge) Memphis, h.
 Jordan, Louis: (Elk's Rendezvous) NYC, nc.
 Juel, Frankie: (Loon Lake) Loon Lake, N. Y., h.
 Juneau, Tommy: (Show Boat) St. Louis, nc.
 Jurgens, Dick: (Aragon) Chi, b.

M
 Kalsow, Karl: (Sugar Loaf) Winona, Minn., nc.
 Kardos, Gene: (Hungaria) NYC, nc.
 Karson's Musicales: (Onesto) Canton, O., h.
 Kaufman, Mac: (Mayfair Manor) High Gate Falls, Vt., h.
 Keating, Ray: (Sherman's Pavilion) Caroga Lake, N. Y., b.
 Kemp, Hal: (Waldorf-Astoria) NYC, h.

N
 Kendis, Sonny: (Stork Club) NYC, nc.
 King, Henry: (Victor Hugo) Beverly Hills, Calif., re.
 King's Jesters: (Broadmoor) Denver, cc.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John: (Ambassador East) Chi, h.
 Kramar, Sammy: (Turkish Pavilion) World's Fair, NYC, mh.
 Krupa, Gene: (Earle) Phila, t.
 Kurtze, Jack: (Elms) Excelsior Springs, Mo., h.

O
 Lally, Howard: (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Lande, Jules: (St. Regis) NYC, h.
 Lang, Teddy: (Club Cavalier) NYC, nc.
 Lazin, Charles: (Moonlight Gardens) Saginaw, Mich., nc.
 Le Baron, Eddie: (Rainbow Room) NYC, nc.
 Le Harr, Billy: (Chez Ami) Buffalo, nc.
 Leonard, Steven: (Melody Mill) Chi, b.
 Leonard, Jackie: (Terrace Gardens) Rochester, N. Y., nc.
 LeRoy, Howard: (Lowry) St. Paul, h.
 LeRoy, Denis: (Midway Gardens) Ann Arbor, Mich., nc.
 Levant, Phil: (Bismarck) Chi, h.
 Light, Enoch: (Taft) NYC, h.
 Little, Jack: (Edison) NYC, h.
 Livingston, Jimmie: (Riverview) Boston, b.
 Lopez, Tony: (Paddock) Miami, nc.
 Lyman, Abe: (Chez Paree) Chi, nc.
 Lyon, Deb: (Cave Under the Hill) Omaha, nc.

P
 McCreey, Howard: (Ambassador East) Chi, h.
 McCune, Bill: (Essex House) NYC, h.
 McCreane, Don: (Paramount) NYC, h.
 McIntire, Dick: (Hula Hut) Hollywood, nc.
 McPherson, Jimmy: (Torch Club) Los Angeles, nc.
 McRae Bros.: (Havana Casino) Buffalo, nc.
 MacDonald, Billy: (Lakeworth Casino) Fort Worth, Tex., b.
 Machlan, Wally: (Del Shore) Chi, ro.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Martin, Freddy: (St. Catherine) Catalina Island, Calif., h.
 Marcelino, Muzzy: (Wilshire Bowl) Los Angeles, nc.
 March, Freddie: (Hay Loft) Concord, N. H., nc.
 Master, Freddie: (Nut Club) NYC, nc.
 Maul, Herbie: (Cedar Lane Club) Opelousas, La., nc.

Q
 Meade, Jack: (Avon) Avon-by-the-Sea, N. J., h.
 Meekin, Fran: (Wisconsin Roof) Milwaukee, h.
 Messner, Johnny: (McAlpin) NYC, h.
 Miller, Bob: (Hollenden) Cleveland, h.
 Miller, Walter: (Biltmore) Santa Barbara, Calif., h.
 Mills, Floyd: (Indian Beach Club) Rehoboth Beach, Del., cc.
 Mitchell, Frank: (Ace of Hearts) Chambersburg, Pa., nc.
 Molina, Carlos: (La Conga) NYC, nc.
 Moore, Hoopie: (Canyon Lodge) Yellowstone Park, Wyo., b.
 Morrow, Marshall: (Webber Duck Inn) Wrentham, Mass., nc.
 Morton, Hughie: (Anchorage) Pittsburgh, nc.
 Munro, Hal: (Paxton) Omaha, h.
 Murphy, Francis: (Ten Eyck) Albany, N. Y., h.
 Murray, Charlie: (Mon Paris) NYC, nc.

R
 Nagel, Harold: (Pierre) NYC, h.
 Nance, Skipper: (Beverly Gardens) Little Rock, Ark., nc.
 Nelson, Ozzie: (Strand) NYC, t.
 Newton, Frankie: (Cafe Society) NYC, nc.
 Nichols, Red: (Willows) Pittsburgh, ro.
 Newell, Dick: (Ocean Beach Pier) Clark's Lake, Mich., b.
 Norris, Stan: (Waco) Lake Wawasee, Ind., b.

S
 Oakes, Billy: (Main Central) Asbury Park, N. J., h.
 Olsen, George: (St. Francis) San Francisco, h.
 Olson, Hem: (Country Club) Coral Gables, Fla., nc.
 Ortigo, Al: (Belvedere) Sault Ste. Marie, Mich., h.
 Osborne, Will: (Edgewater Beach) Chi, h.

T
 Pablo, Don: (Palm Beach) Detroit, nc.
 Palmer, Freddie: (New Colonial Inn) Singac, N. J., re.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
 Pancho: (Versailles) NYC, nc.
 Parks, Bobby: (Castle Harbor) Bermuda, h.
 Patrick, Henry: (Open Door) Phila, nc.
 Peaker, Ken: (Bessborough) Saskatoon, Sask., h.
 Perez, Chuy: (Club Zarape) Hollywood, nc.
 Piccolo Pete: (Club Petite) Pittsburgh, nc.
 Powell, Walter: (Old New York) World's Fair, NYC, re.
 Powell, Teddy: (Famous Door) NYC, nc.
 Prima, Louis: (Hickory House) NYC, nc.

U
 Quartell, Frank: (Colosimo's) Chi, nc.
 Quintana, Don: (El Chico) Miami Beach, Fla., nc.

V
 Raeburn, Boyd: (Thornwood Gardens) Cedar Rapids, Ia., nc.
 Ramos, Ramon: (Ambassador) NYC, h.
 Rapp, Barney: (Barney Rapp's) Cincinnati, nc.
 Ravazza, Carl: (Sir Francis Drake) San Francisco, h.
 Ravel, Don: (Casa Seville) Franklin Square, L. I., re.

W
 Ravel, Arthur: (Claremont Inn) NYC, re.
 Read, Kemp: (Martinique) Bridgewater, Mass., nc.
 Reichman, Joe: (Palmer House) Chi, h.
 Revelers, Richardson's: (Rockledge Club) Roanoke, Va., nc.
 Reynolds, Tommy: (Playland) Rye, N. Y., p.
 Rich, Tommy: (Jensen's) Riverside, Conn., ro.
 Rines, Joe: (St. Regis) NYC, h.
 Ritz, Case: (Ritz) Bridgeport, Conn., b.
 Roberts, Chick: (Tally-Ho) Albany, N. Y., p.
 Roberts, Bill: (Florentine Gardens) Los Angeles, nc.
 Robinson, Al: (Rose Bowl) Chi, nc.
 Robie, Chet: (Ye Olde Cellar) Chi, nc.
 Roccaforte, Joseph: (Valenti) Far Rockaway, L. I., h.
 Rodrigo, Nano: (Havana-Madrid) NYC, nc.
 Rogers, Buddy: (Cavaller) Virginia Beach, Va., h.
 Rollini, Adrian: (Piccadilly) NYC, h.
 Roth, Allen: (International Casino) NYC, nc.
 Roth, George: (University Grill) Albany, N. Y., nc.
 Russell, Jack: (Chateau) Chi, b.

X
 Saunders, Hal: (Montparnasse) NYC, re.
 Savitt, Jan: (Lincoln) NYC, h.
 Schenk, Charles: (B. & E. Casino) Pensacola, Fla., nc.
 Schilling, Bud: (Merry-Go-Round) Dayton, O., nc.
 Sellari, Pete: (Blue Moon) Bunkie, La., nc.
 Shand, Terry: (Bossert) Brooklyn, h.
 Sheets, Ray: (English Village) Tulsa, Okla., nc.
 Shelley, Lee: (Murray's) Tuckahoe, N. Y., ro.
 Sherr, Jack: (St. Moritz) NYC, h.
 Sherwood, Bobby: (Palace) San Francisco, h.
 Short, Willie: (Cedar Inn) Wilmington, Del., ro.
 Sid & His Boys: (Marta's) NYC, nc.
 Sidney, Frank: (Arcadia) Detroit, b.
 Sisse, Noble: (Paramount) NYC, h.
 Skinner, Al: (Rich's) Old Greenwich, Conn., ro.
 Skyliners: (Glass Hat) NYC, h.
 Smith, Jabbo: (Midway Inn) World's Fair, N. Y., re.
 Snider, Billy: (Gibson) Cincinnati, h.
 Solari, Phil: (Dunes Club) Narragansett, R. I., cc.
 Sontag, Jack: (Billy Loughran's) Tobyhanna, Pa., nc.
 Sorey, Vincent: (Child's Spanish Gardens) NYC, re.
 South, Eddie: (Blatz) Milwaukee, h.
 Spanier, Muggsy: (Sherman) Chi, h.
 Spratt, Jack: (Topper) Cincinnati, h.
 Steck, Gus: (Berkeley-Carteret) Asbury Park, N. J., h.
 Steele, Brooks: (Ballantine Inn) World's Fair, NYC, re.
 Stern, Ellinore: (El Rancho) Chester, Pa., nc.
 Stern, Sammy: (Oasis) Detroit, nc.
 Stipes, Eddie: (Bank Bar) Toledo, nc.
 Strong, Benny: (Park Plaza) St. Louis, h.
 Stuart, Nick: (Plantation) Dallas, nc.
 Sylvio, Don: (Bertolotti's) NYC, nc.

Y
 Tay Voge Quartet: (King's) Paramus, N. J., nc.
 Teagarden, Jack: (Meadowbrook) Cedar Grove, N. J., ro.
 Thal, Pierson: (South Shore) Chi, cc.
 Thue, Norm: (Horeymoon Bay) Newman Lake, Wash., b.
 Tolbert, Skeets: (Plantation Club) NYC, nc.
 Trace, Al: (Ivanhoe) Chi, re.
 Travers, Ted: (Lookout House) Covington, Ky., nc.
 Tucker, Orrin: (Cocoanut Grove) Los Angeles, h.

Z
 Unell, Dave: (Club Alabam') Chi, nc.

Lookout Mt. Hotel Hits
Snag With Non-Union Ork
 CHATTANOOGA, Sept. 2.—Local musicians' union adopted a resolution condemning Lookout Mountain Hotel, resort and dance spot, for what it charged was the use of a non-union orchestra for dinner-dancing at the hotel and playing each evening in the large outdoor patio. Union charges management replaced George Van Arsdale's ork, playing there about two weeks, with "an out-of-town non-union unit of inexperienced youths of high-school age," and requested the Chattanooga Central Labor Union to place the hotel and patio on its unfair list. Sam J. Littlegreen, manager of the hotel, could not be reached for comment.

Music in the Air

By DANIEL RICHMAN

Martial Music

WITH the major networks on the air 24 hours a day to report the latest developments in the swiftly moving panorama of European war or peace, dance remotes the past week enjoyed a prominence not normally theirs, with the audience for this type of show greatly increased by dialers anxious for latest bulletins. To most people tuned in only to hear the news, the dansapation was probably an annoying interruption between flashes, but even so bands, established and otherwise, had an unusual opportunity to make their presence known to a much larger listening group than normally turns to late hour dialing.

The frequent interruptions for bulletins from New York, Washington and European capitals of course played hob with the usually routine remote procedure. One amusing mix-up occurred on the GEORGE OLSEN show (*Hotel St. Francis, San Francisco, WJZ*) when an NBC announcer in New York, following a five-minute break-in on Olsen for a Washington dispatch, informed dialers that "we now return you to Vincent Lopez in Detroit." He had the right band in the right city at the right time but on the wrong network, since Lopez was opposite Olsen but on NBC Red. The program went back to Olsen correctly despite the announcement, with George handling the situation humorously by remarking that "this is not Lopez speaking; it's George Olsen."

Between Bulletins

DIVORCED from its martial overtones and their attendant mix-up, the Olsen remote was eminently worth listening to. With a large "cast" of vocalists, singly and in groups, a pleasant brand of sweet swing and an amiable personality, Olsen delivered a showmanship-filled half-hour that included new and old, popular and semi-classical songs, routine and paced well. Olsen's friendly manner in announcing his show and his thanking the featured singers after their numbers were only two of the details going to make up a generally well-handled remote.

Rito Rio Draws 1,150

MORGANTON, N. C., Sept. 2.—Rita Rio's all-girl ork attracted a capacity crowd of 1,150 people to the Armory here August 25. Admish was \$1 in advance and \$1.25 at the gate.



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The Reviewing Stand

Willie Farmer

(Reviewed at Park Central Hotel, New York)

FARMER'S 11-piece crew displays little in the way of general music-making ability or individual musicianship to indicate that it will ever become an ork to be reckoned with. Band has only one trick that lifts it out of the ordinary, but unfortunately the originality of the stunt is completely nullified because it isn't too good an idea in the first place and it's overworked to the breaking point. Maestro calls his stuff "Farmer-in-the-Dell Music" and attempts to prove it by using the melody of that jingle as a modulation between what seems like every second chorus. It may fit occasionally on a lively rhythm tune, perhaps, but it's hopelessly out of place on the majority of numbers the ork plays.

Four reed, three brass and four rhythm make up the outfit, with Farmer conducting, sans instrument, in a lackluster fashion. Library contains practically all types of tunes, but completely uninspired arrangements manage to make them all sound alike. Only bright spot in the whole picture is Farmer's current vocalist, Linda Keene, who picks things up considerably thru an appealing voice, good looks and a personable band-stand manner.

Richman.

Bob Chester

(Reviewed at Hotel New Yorker, New York)

AFTER several years of fronting a band that achieved little success despite some better hotel stands in Eastern and Midwest cities, Chester now steps out with an entirely new group that shows infinitely greater promise than most of the current crop of formative orks. When caught, the band had rehearsed only a few weeks and had not had more than half a dozen public appearances, which made the quality of its music-making all the more remarkable. Naturally, there are plenty of rough edges to be planed down, and the sureness and precision that come only after much rehearsing and actual work in front of dancers are lacking. But the band has the basic musicianship and the fundamentally solid drive and spirit to carry it far.

Chester's tenor sax heads a personnel that takes in four additional reeds, three trumpets, two trombones and four rhythm. Solo passages for the most part are up to the maestro, and he delivers well. Keynote of the arrangements is simplicity, with the emphasis on rhythmic melody for smoother dancing and easier listening rather than wild get-offs and rides. Books contain a surprisingly wide tune range, considering the short time the boys have been together; featured are current ballads and rhythm numbers, plus a good sprinkling of standards.

Chester hasn't as yet worked up too much in the showmanship department, but he has a good bet along these lines in Al Stuart, trumpet, who can readily be developed into an outstanding comedy vocalist. Stuart already displays excellent hoke comic ability in the handling of the *Well, All Right*, and *Hoy, Hoy* type of novelty and can be built up into a definite personality. Ballad warbling is attended to capably by Kitty Lane, who knows how to sell a song.

The main thing Chester needs now is plenty of work that will put a polish and finish on his outfit, which already shows a brand of musicianly and yet commercial sweet-swing that augurs a bright future for it.

Richman.

Dale Brodie

(Reviewed at Fairyland Park Ballroom, Kansas City, Mo.)

THIS band was owned and fronted for the past two years by Louie Kuhn but was bought out last May by Henry Miller, Midwest booking agent, and Dale Brodie. Outfit, heavy on the brass, was cut down in size for the sweeter rhythms, the present crew numbering three brass, four reeds, piano, bass and drums.

Band can swing out for the j-bugs, employing a torrid Dixieland style, but the sweet tunes are generally favored by local terpers. Five of the boys do the arranging, and all but two of the crew can double fairly well on the ivories. Best numbers in the books are slush-pumper Howard Abernathy's scoring of *It's a Wonderful World*, alto sax player Horace Booth's arrangement of *Farewell*

Blues, and ivory-pounder C. V. Henderson's original killer-diller, *The Toad Tumble*. Trumpet solos and vocals are taken by Brodie and Louie Kuhn.

Locke.

Fats Waller

(Reviewed at Panther Room, Sherman Hotel, Chicago)

THIS clown of the keyboards as a rule does not have the same band for any length of time. He picks up his men in whatever city he plays to fit his particular style and form. As a rule, however, the supporting group is in the background and Fats, as it should be, cops the spotlight. Instrumentation, as usual, includes four rhythm, one trumpet and one sax, making it a rhythmic and mellow combination. It is danceable music but, above all, it is highly suitable for Waller's sock pianology.

The big brown maestro remains a terrific showman-pianist, mugging to hilarious results and fingering the ivories with zip and verve. He is in a class by himself, his ivory tickling sessions being both commercial and darn good music. It is an amiable personality that he has, one that goes big in either theaters, ballrooms or niteries.

On hand, also, is a Krupish drummer who comes out of the hole only upon the occasion when a Waller arrangement would request it. Otherwise, he remains in the background for just a pinch of rhythm to blend with the bass, sax and trumpet. Each of those men, incidentally, is a deft musician.

Honigberg.

Artie Shaw

(Reviewed at Eastwood Gardens, Detroit)

SMOOTH style of the Shaw band is responsible for a noticeably different reaction from the gapers in front of the stand when Artie and his men hold forth. Instead of indulging in rhythmic gyrations commonly called jitterbugging, Shaw's fans stand still and watch fascinated. The band's style is rather far on the sweet side of swing, but Shaw has numbers for adherents of both kinds of music and alternates them successfully.

Line-up is four sax, three trombones, three trumpets and four rhythm, Shaw leading with his clarinet but minus any flashy conducting tricks. He bows out into the spotlight often to give solos to George Auld, sax; George Arus and Les Jenkins, trombones, and John Best, Bernie Privin and Chuck Peterson, trumpets. On numbers like *The Chant*, almost a Shaw theme song, and blues items Artie's clarinet work is outstanding. Drummer Buddy Rich shines particularly in the long solo jungle-rhythm passage introducing *The Chant*.

Helen Forrest and Tony Pastor, sax, attend to the vocals. Girl has a strong, clear voice but could stand a bit more personality. Pastor takes the comedy wordage and goes over well.

Reves.

Harry Owens

(Reviewed at Hotel Peabody, Memphis)

OWENS takes an electric steel guitar as a base and builds around it with strings and reeds to produce romantic South Seas rhythms that haven't a trace of swing in them, but which are exceedingly danceable. Six Americans and six Hawaiians make up the personnel, which includes three saxes, two fiddles, rhythm section and only one brass, a trumpet muted most of the time. Tunes are all Hawaiian, with Owens writing many of them himself and making his own arrangements.

Vocals are taken by Kenny Allen mostly, with Alvin Kaleolani coming to the mike for an occasional lyric. Owens also offers the Royal Hawaiian Sweethearts, three-girl hula team that claims to dance the native routine as it really is and not in the "vulgar American way."

Tucker.

Bands on Tour

Advance Dates

Rita Rio: Colonial Theater, Dayton, O., September 8 week.

Glen Gray: Tobacco Festival, South Boston, Va., September 8 week; New York World's Fair, Flushing, L. I., September 22 week.

Glenn Miller: New York State Fair, Syracuse, September 8; Hershey Park (Pa.) Ballroom, September 9; State Theater, Hartford, Conn., September 15-19.

Gene Krupa: Earle Theater, Philadelphia, September 8 week; New York World's Fair, Flushing, L. I., September 15-20.

Lawrence Welk: Chicago Theater, Chicago, September 8 week.

Don Redman: Apollo Theater, New York, September 8 week.

Lou Breese: Ritz-Carlton Hotel, Boston, September 8 week; Century Country Club, White Plains, N. Y., September 16; New Yorker Hotel, New York, September 17.

Phil Spitalny: Loew's Theater, Canton, O., September 8-10; Loew's Theater, Akron, O., September 11-14; Earle Theater, Philadelphia, September 29 week; State Theater, Hartford, Conn., October 18.

Ramona: Philmont Country Club, Philadelphia, September 9.

Tommy Tucker: Ritz Ballroom, Bridgeport, Conn., September 9.


Buddy Rogers: Steel Pier, Atlantic City, September 9-10; Orpheum Theater, Memphis, September 22 week.

Eddy Rogers: Brighton Beach, Brooklyn, September 9; Manhattan Beach, Brooklyn, September 10.

Red Nichols: New Yorker Hotel, New York, September 10.

Ted Flo-Rito: New Haven (Conn.) Arena, September 10; also George Hall.

Louis Armstrong: Harlem Casino, Miami, Fla., September 10; Gadsden (Ala.) Auditorium, September 12; Township Auditorium, Columbia, S. C., September 13; Armory, Owensburg, Ky., September 14; RKO Theater, Dayton, O., September 15 week; RKO Theater, Cleveland, September 22 week.

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INDIE HOUSES TIED UP

Bank Terms, First Calls Give Shubert Spots Near-Monopoly

NEW YORK, Sept. 2.—Problem of available houses has achieved a new high in forcing the independent producer into the Shubert real estate fold. Twelve of the independent houses are committed to a system which gives certain producers first call on them, and of those remaining, all but one are trying to insist upon a four-wall, complete rental or lease deal which, economically, eliminates them from the means of the one-show producer. The single refuge is the National, and it is tenanted at present.

First change noticeable this season is that Shubert list of houses increased when the Federal Theater Project vacated the Ritz and Maxine Elliott. Columbia Broadcasting Co.'s Ambassador reverted to the Shuberts also.

Outside the Shubert fold, most houses have more or less steady customers. William Brady, of course, has first choice on the Playhouse; George Abbott on the Warner-Abbott operated Biltmore; Guthrie McClintic on the Empire (which, however, has taken in Leonard Sillman's revivals because of McClintic's late start); Sam Harris on the Music Box; Gilbert Miller on Henry Miller's; Martin Beck, McClintic and Miller on the Martin Beck; Theater Guild, naturally, on the Guild, and John Golden on the John Golden. Musicals have priority on the Alvin, a large house which just opened with George White's *Scandals*.

Labor Stage's 10-year lease on the Windsor puts that out of the running along with Labor Stage Theater. National Broadcasting Co. has taken up the Vanderbilt. And it would be an optimist who thought there was a ghost of a chance to tenant the Forrest, where *Tobacco Road* has become a fixture.

The Center Theater seems pretty well taken care of by *The American Way* and the pending swing model of *Midsummer Night's Dream*; and that stadium is way too big for regular-sized legit productions anyhow.

The six houses which up to this week

would not deviate from the four-wall or long-term-lease terms are the Fulton, Lyceum, Hudson, Belasco, Adelphi and Little. All are controlled by banks or non-theatrical corporations. The Little belongs to *The New York Times*.

The Nora Bayes has housed a series of semi-pro turkeys and is generally avoided, tho new management this year may turn the tide. Boris Said's St. James and 44th Street theaters are big houses, too big for the smaller dramatic shows; and the Mercury, of course, is now Arterf's.

Bucks County Has Successful Season

NEW HOPE, Pa., Sept. 2.—With the end of the season in sight, the Bucks County Playhouse, situated here, which will run thru to September 30, reports that the season's grosses will run well into the black side of the ledger. With weekly take hovering between \$2,400 and \$2,700, this 300-seater accounts for a hefty profit for the inaugural session.

Plays were recruited from the catalog of old stand-bys, with a sprinkling of late Broadway hits. As for the quality, most of them showed a lack of preparation, with players frequently departing from character to ad lib. The box office leaned heavily on names such as Edward Everett Horton, Richard Bennett, Julie Haydon, Florence McGee, Haila Stoddard, Bettina Hall, Sherling Oliver, Jessie Royce Landis, Bramwell Fletcher, Dennis King, Thornton Wilder (who played the stage manager in his own *Our Town* with amateur sincerity), Martha Scott, Marie Wilson and Charles Farrell. Thru adroit press-agenting Solf Jacobson has kept the stars rather than the plays in the lead of all his publicity.

Next year execs are considering knocking out the rear wall of the house in order to enlarge the seating capacity. Slightly in excess of 500 pews will then be available.

St. Louis Muny Op Shows Slight Loss

ST. LOUIS, Sept. 2.—A total of 686,045 persons attended the 83 performances of the St. Louis Municipal Opera at the Forest Park Amphitheater, which closed August 27. This figure is 78,086 less than the 764,131 attendance reached last summer, when 85 performances were given, a decline of slightly over 10 per cent. It also marks the first time in six years that the attendance at the Muny Opera here dropped below the 700,000 mark.

Rain and threatening weather were the important factors in the attendance decrease, according to the management.

Reviewing Reviewers

Dramatic critics are exerting an increasing financial influence over new productions, it has been held, and, on the other hand, there are plenty of producers and others who say that were critics attuned to public tastes the tenor of Broadway reviewing would change radically. Hedging for one, they claim, would be eliminated.

With a view to shedding some light, *The Billboard* inaugurates with this week's number a new feature which will chart critical influence by showing the relation between Broadway reviews and box-office welfare. It will list the eight reviewers on general metropolitan dailies, indicate whether they favored, disapproved or hedged in their reviews, and at the end of each month list the critical score on each show and also the way the show made out at the box office.

The daily report sheets showed there were only 32 predictions of fair weather during the 87 days of the season. There were 54 clear nights, but in many instances threatening skies prevailed up to performance time, and four performances were called off because of rain, compared to two rained out last summer.

According to officials, the 1939 season will in all probability show a small deficit. If so, however, it will be so small the guarantors will not be called upon. The attendance at each show, in the order of performance, follows: *Rose Marie* (10 performances), 83,156; *On Your Toes*, 63,383; *Firefly* (6 performances), 62,534; *Mary*, 61,283; *Katinka*, 58,627; *Last Waltz*, 51,630; *Song of the Flame* (6 performances), 51,119; *Victoria and Her Hussar* (6 performances), 49,584; *The Bartered Bride*, 48,898; *Babette* (6 performances), 46,747. Unless noted, shows had 7 performances.

Summer Theater Reviews

"Marriage Royal"

(Casino)

NEWPORT, R. I.

Three-act romantic comedy by Robert Wallsten. Presented by the Actor-Managers, Inc. Directed by Agnes Morgan. Settings by Emeline Clark Roche. Staged by John F. Roche. Cast: Lucile Watson, Herbert Yost, Reginald Mason, Doris Dalton, Richard Waring, Philip Tonge and others.

It is unfortunate that every budding playwright whose work is unveiled for summer-theater audiences can't have as splendid a production and professional cast as afforded by the Newport Casino to its premiers.

Even with a true professional cast, two excellent stage sets by Emeline Clark Roche and the other benefits presented

by the Actor-Managers group at the Casino, however, young Robert Wallsten's new play failed to reveal Broadway prospects during its tryout (August 22 to 25). But film makers should certainly look the script over. For the screen could offer greater possibilities for the play than does the Casino's little stage.

The story deals with the exiled Empress Theresa (Lucile Watson), who at the opening of the play is living with a handful of faithful court followers in one wing of a great castle in Banjaluka, Yugoslavia. Her son, Franz, heir to the throne which no longer exists (Richard Waring), is completing his studies in Berlin. To the castle comes Lorescue (Philip Tonge), emissary of the dictator of neighboring Lucania, with a proposition that Franz wed Princess Beatrice, daughter of the Lucanian king (Herbert Yost). The Empress could then return to her country with her son a puppet ruler taking orders from the dictator. Unless the betrothal takes place the royal family must get out of Central Europe.

With no alternative, the Empress signs the betrothal agreement and orders her son home. Scene two, he comes, bringing with him a young actress with whom he has become enamored. Here begins the expected struggle of love vs. loyalty. Finally the Empress convinces the actress (Doris Dalton) she must give up Franz.

Last act: In Lucania the young emperor and the princess meet for the first time. Comes a telegram from the actress that she has wed another. So the pair step out on the balcony to face the cheering populace, a mob cheering not them but the dictator who is to speak from an upper balcony. Says the knowing old chancellor (Reginald Mason): "They cheer the dictator today, but Franz is a very young man." Curtain.

A few brilliant lines and some highly amusing scenes (particularly in the second act, between Miss Watson and Mr. Yost) break the monotony of a too talky, slow-paced play. Mr. Waring has the youthful looks of an heir to the throne, but also the fault of imagining each dramatic scene calls for raising his voice to a shout and overacting. The guest star is perfect in the Empress-mother role, playing it regally or maternally as the scene demands. Yost makes the little Lucanian king a "fat" part, and Mason and Tonge are splendid in their roles, as is Miss Wilson, the innocent princess sacrificed to the altar-who she appears in but one act.

C. A. RossKam.

"The Magazine Page"

(Westport Country Playhouse)
WESTPORT, CONN.

An intimate revue with Sheila Barrett, John Hoysradt, Hildegarde Halliday, John O'Connor, Francis Carlyle, Gene Kelly, Mimi Doyle, Russell Carlson and the Revuers.

Altho displaying plenty of evidence of having been hastily slapped together, this production has loads of good material, with a cast that knows how to sell its stuff well, including several known show-stoppers. Scenery is nothing to write home about, almost nil, yet this does not deter this versatile gang from giving such an excellent performance that the settings aren't even missed. The usual blackouts, without which no revue would be complete, are capably handled by a group of two girls and three fellows known as the Revuers, who have been at the Village Vanguard in New York for the past year. These youthful comics write their own material.

Sheila Barrett scored heavily in her several take-offs of screen and stage celebrities, her standout being a scene between Fannie Brice and W. C. Fields. She also works in several scenes with John Hoysradt, who gives her a close race for applause honors and who almost steals the show with his A-1 imitations or various international figures. Gene Kelly, a personable juvenile, taps his way into the hearts of the audience with several difficult routines, while Francis Carlyle in feats of legerdemain had the folks out front gasping with his flawless performance. Hildegarde Halliday's trick sneezing specialty, Russell Carlson's pi-anology and John O'Connor's emcee work all deserve praise. This is first musical to play this house and experiment went over well. Production, however, needs lots of going over and lots more polish.

Samuel A. Lefkowitz.

Review Percentages

(Listed below are the decisions of dramatic critics on the eight general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show with eight "no opinion" votes 50 per cent rather than zero. At the end of each month of the season the shows and their percentages will be listed, together with a resume of how they fared at the box office, in an effort to determine how much the critical reception affects the financial returns and how closely the critics agree with the decision of their readers.)

"Scandals"—75%

YES: Atkinson (*Times*), Beebe (*Herald Tribune*), Coleman (*Mirror*), Ross (*World-Telegram*).

NO: None.

NO OPINION: Manson (*Post*), Anderson (*Journal*), Mantle (*News*), Lockridge (*Sun*).

Realism

COHASSET, Mass., Sept. 2.—*Spring Meeting*, co-starring Philip Merivale and Gladys Cooper, opened recently at the local Town Hall and played the first two nights to enthusiastic tho dignified audiences. However, on Wednesday night the spectators lost their dignity and all but rolled in the aisles. In a critical moment in their first act James, the butler, was scolding the younger daughter for "the foul odor" of her perfume when, slowly, a truly foul odor began to pervade the hall. A skunk had crawled under the theater and was going to town.

From Out Front

By EUGENE BURR

There isn't going to be much of a column this week. It's impossible to write about the only thing worth writing about in the legitimate field, because deadlines are such that the situation may be entirely reversed by the time this appears.

And even a situation that threatens (at the moment at least) to throw thousands of actors and other stage employees out of work is dwarfed into infinitesimal insignificance by the reports of world-wide madness pouring thru the presses from abroad. When millions of men are being rushed by their rulers to horrible deaths, when millions of others are being forced to turn murderers simply by the power of catchwords, the theater seems a peculiarly tiny and insignificant thing.

Of one thing, however, we can be certain. Both the major horror abroad and the little Broadway war between rival unions will take their toll from the stage—and at a time when at last, after the long, dreary years of the depression, there was a chance that the theater might win back a few feet of its lost ground.

Both the wars—the great one and the tiny one—will tend inevitably to drive financial backing into hiding. And the legitimate field subsists only on the backing that it can entice into its fold. In the matter of the financing of shows, the effects of the little war will still be felt in curtailed production and curtailed announcements a year from now; the effects of the great war can only be guessed at, but they will be tremendous even tho America does keep its head and saves democracy for the world by remaining out of the conflict.

This is neither a long column nor a very happy one. But there's appallingly little to be happy about in the world today.

New Play on Broadway

Reviewed by Eugene Burr

ALVIN

Beginning Monday Evening, August 28, 1939

GEORGE WHITE'S SCANDALS

(1939 Edition)

A revue with lyrics by Jack Yellen, music by Sammy Fain, and sketches by Matt Brooks, Eddie Davis and George White. Production staged by George White. Dialog directed by William K. Wells. Dances staged by George White. Additional lyrics by Herb Magidson. Settings designed by Albert Johnson and built and painted by Studio Alliance and Stagecraft Studios. Costumes designed by Charles LeMaire and executed by Mme. Berthe. Consultants on production, Max Weldy and Emil Friedlander. Orchestra conducted by Charles Drury. Orchestration by Hans Spialek, Don Walker, Lew Harris and Ted Royal. Press agent, Ned Dorfman. Presented by George White.

PRINCIPALS: Willie Howard, Eugene Howard, The Three Stooges (Larry Fine, Moe Howard and Curly Howard), Ben Blue, Ella Logan, Ann Miller, Raymond Middleton, Ross Wyse Jr., June Mann, Billy Rayes, Jack Williams, Collette Lyons, Kim Loo Sisters, Knight Sisters, Betty Allen, Craig Mathues, Lois Andrew, Harold Whalen, Fred Manatt, Harry Stockwell, Martha Burnett, Christine Forsythe, James French, Vera Shea, Victor Arden and His Orchestra.

THE GEORGE WHITE GIRLS: Barbara Lenton, Lois Andrew, Betty Allen, Christine Forsythe, Dorothy Stanton, Marie Kelly, Lois Kent, Bonnie Bennett, Lillian Walsh, Florette DuElk, Miriam Franklin, Jane Hatfield, Dorothy Koster, Rhoda Long, Amy Collins, Fay Renault, Peggy Graham, Ginger Johnson, Jane Dixon, Fran English, Olga Corey, Peggy Kirk, Georgia Jarvis, Mary King, Phyllis Dawn, Kay Buckley, Frances Neal, Loretta Kane, Marie Brady, Myra Weldon, Ella Windell, Constance Snow, Marj Beeler, Mary Carroll, Cece Ames, Mary Francis, Amelia Gentry, Prudence Hayes, Rose Marie Magrill, Betty Nielson, Lois Palmer, Dorothy Reed, Paula Rudolph, Gloria Scott, Helen Wishart, Mae Britton, Susan Carewe, June Curtis.

Scholars who have been puzzling over the abstruse question of what is wrong with modern musicals might do well to take a trip to the Alvin Theater, where George White's 1939 edition of his *Scandals* (it would have been the 13th edition if he'd stuck to his numerical nomenclature) opened on Monday night, just 20 years after the first *Scandals* burst upon a startled, but enthusiastic Broadway. They might take a trip to the Alvin and realize that Mr. White, in his 13th edition, has carefully eschewed modernity, sticking to the old revue pattern that brought varying success to the previous 12. And they'll further realize that Mr. White, in so doing, has turned out a fast, entertaining, talent-filled, excellent and constantly enjoyable revue, one of the best musicals to be seen on the Stem in many weary moons.

The old revue pattern, so far as may be judged from Mr. White's current successful example of it, consists of filling the stage with as much talent as may be had, piling good comic upon good comic, keeping the long line-up moving at a fast, steady clip, and eschewing all gewgaws that may either slow the pace or overshadow the people on the stage. After all, you can see pictures, even pictures of settings, in an art gallery; but it's only on a stage that you can get a succession of topnotch performers like Willie and Eugene Howard, Ann Miller, the Three Stooges, Ben Blue, Ross Wyse Jr., the Knight Sisters and all the others who contribute to the high entertainment quotient of Mr. White's party.

And, still wisely, Mr. White has kept his material within the older formula. There are no attempts to inject art or satire or sophistication or even any annoying quantity of wit. If the sets are sometimes dingy and the costumes some-

times drab, they are at least bright and colorful when needed and they never dwarf the talent that they are supposed to background, as so many revue sets do these days. If the sketches are for the most part neither very new nor very witty and if their humor sometimes generally verges upon that of the smoking car, at least they are cannily calculated to give full play to the bright talents of the battery of comedians Mr. White has assembled. And if the songs make no claims to rival (or even to steal from) Tchaikowsky or Brahms, they are at least catchy, hummable, engaging examples of popular songwriting at its best. Sammy Fain wrote them, and they make up a fine workmanlike popular score, with *Are You Having Any Fun?*, *The Mexiconga* and *A Hat Like That* leading the parade.

The production has been geared for movement rather than scenic effect, and the finales and novelty numbers show it. The first-act finale, based on the old idea of a duel between Tin Pan Alley and the longhairs, is immensely engaging and effective; a piece such as *Curb Your Dog* is unpretentiously amusing; the finale of the second half actually gets the customers singing; and even such a mildly nauseating number as *Smart Little Girls* is saved, like the stories in a Sunday-school book, by an amusingly twisted moral at the end.

But in a set-up such as Mr. White's it is the talent that makes or breaks the show—and this talent most emphatically makes it. Willie Howard, that lugubrious imp, is back in all his glory of raised eyebrows and eloquent shrugs, particularly in a pastiche that shows him as a French poodle nostalgic for la vie Parisienne. The Three Stooges, those mad zanies, rush bellicosely in and out of skits like a trio of inflamed Ferdinands in a meadow of catnip. And scoring a solid and eminently deserved show-stop in the midst of all this comic competition is Ben Blue, with his wistful, sad-faced and earnest hilarity. He is, as you don't have to be told by now, one of the greatest comic stylists of our day.

Also in the show-stopping category (on two separate occasions, believe it or not) is Ann Miller, one of the best and cutest tap dancers within memory. Tho no great shakes in her film appearances, she emerges in this as something to watch and to cheer; and with all due recollection of Eleanor Powell and company, this reporter still says Miss Miller can't be beat. And to add to the exciting sock of the dancing contingent you have Ross Wyse Jr. and June Mann (also show-stoppers), with their terrific acrobatic routine, and the Knight Sisters, a pair of lovely lasses who do a marvelous session of adagio, with the smaller of the pair working as the under-stander.

The singing is handled by Ella Logan (who managed to add this reporter to the thousands of people who think she's swell); Raymond Middleton, who unleashes his excellent baritone in a couple of numbers, and Craig Mathues, a tenor who can really sail whenever he manages to forget the audience.

In addition, take into consideration such performers as Collette Lyons, who helps tremendously in the sketches and has never looked lovelier in her life; Billy Rayes, a superior comic juggler; the Kim Loo Sisters, a quartet of Oriental charm-ers, and Betty Allen, a lass from the chorus who knows how to read lines and sell a novelty song. Add various other capable performers and a nice chorus, and you have some faint idea of the amount of talent in Mr. White's newest show.

As for rumors drifting down from Boston concerning the show's indigo fringe, they seem like most rumors from Boston, highly exaggerated. It's true that Governor Dickinson might jib at a couple of the implications; it's true that the almost constant effort to approximate nudity without actually displaying it isn't precisely edifying or tasteful; but there's really nothing in the show that need give vapors to any alleged adult. And what there is never seems to come in the

BROADWAY RUNS

Performances to September 2, Inclusive.

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Plymouth)	Oct. 15	371
American Way, The (return) (Center)	July 17	56
Little Foxes, The (National)	Feb. 15	230
No Time for Comedy (Barrymore)	April 17	160
Philadelphia Story, The (Shubert)	Mar. 28	183
Tobacco Road (Forrest)	Dec. 4, '38	3236
Musical Comedy		
Hellzapoppin (Winter Garden)	Sept. 22, '38	401
Pins and Needles (Windsor)	Nov. 27, '37	768
Scandals (Alvin)	Aug. 28	8
Streets of Paris, The (Broadhurst)	June 19	88
Yokel Boy (Majestic)	July 6	68

category of filth for filth's sake—so who except a Boston censor would kick?

The 13th edition of the *Scandals*, whatever its defects (and there aren't many of them), is a fast-moving, unpretentious, constantly entertaining revue that features talent instead of esoteric production numbers. In other words, it's a swell show.

Stage Whispers

Despite the European situation and the actor unions' jurisdictional mess, the theater responded nobly to the spur of cooler weather, and business in practically all the legitimate box offices boomed encouragingly. Monday, which marked the end of the protracted heat spell, saw amazing business for what is traditionally the worst night of the week. Six of the 11 shows sold out, no less, and of the six three had standees. And the mid-week matinees, which have been surprisingly good all season, were even better. Shows that had averaged three-quarters or less went clean. . . . The tragic death of Sidney Howard, one of the five members of the Playwrights' Co., has prompted the four remaining members of the group to establish a memorial that is probably the most fitting they could devise; Howard was always interested in helping young dramatists—so Maxwell Anderson, S. N. Behrman, Robert E. Sherwood and Elmer Rice have established the Sidney Howard Memorial Award for the best first play by an American dramatist produced on Broadway each season. The award will be \$1,500. . . . Leonard Sillman, who has been up to his ears in Osborne trouble with his forthcoming revival of *Journey's End*, finally figures that he's set. Philip Merivale was originally hired to play Osborne, but withdrew to go with *Ladies and Gentlemen*. Sillman then signed A. E. Matthews by cable, but a few days later Mr. Matthews, who is in London, sent word that he wouldn't be

able to book passage in time for the show. So now the Osborne is Reginald Mason, who played the role in the Chicago company when the show was first produced here and did a beautiful job. . . . At the moment the plans of Maurice Evans, which have been in a state of flux, include a return Broadway engagement in *Hamlet* to start some time in December and continue at least thru the Christmas holidays. Also before that there'd be a road tour of *Hamlet*, with a new production probably being rehearsed meanwhile. It might be either *Measure for Measure* or *Love's Labour's Lost*—and then again it might not. . . . The Oscar Hammerstein 2d-Jerome Kern musical that Max Gordon plans to present will be called *Very Warm for May*, and the libretto includes this and that concerning summer theaters. Hiram Sherman, Eve Arden and Jack Whiting are so far set for the cast, and rehearsals will start September 22—if the unions have settled their tong war by then. Out-of-town opening would be October 24.

A group of players who used to be on the FTP have banded together for Broadway productions, under the name of the Capitol Group Players, and have scheduled a piece called *Native Sweetheart*, by Murray Brown, who will also handle the direction. Not content with that, however, they also list three other plays—*Fickle Women* and *Bad Company*, both by Mr. Brown, and *Greenwich Village*, by Edward Barry, press agent for the group. A press release also states that "Esperanza Corra, famous Puerto Rican dramatic ingenue," has been imported for the stellar role in the first show—which seems a somewhat ambitious move for ex-FTP-ers who ostensibly need all available work for themselves. . . . With Alexander Woolcott definitely out of the new George S. Kaufman-Moss Hart play, *The Man Who Came to Dinner*, the role that was written for him will be played by Monte Woolley, the bewhiskered professor from New Haven. The show is set to open (unions willing) September 23 at the Bushnell Auditorium in Hartford, after which it will play two weeks in Boston, opening at the Music Box here on October 10. . . . Tallulah Bankhead has been conferring with Col. Theodore Roosevelt concerning the annual "bowl of rice" parties to be held thruout the country the week of October 30 to raise funds for the Chinese. Col. Roosevelt is national chairman of the drive, and Miss Bankhead heads the theatrical division. . . . Note on a Busman's Holiday: Frieda Barnett, secretary at the headquarters of the Actors' Equity Association, spent her two-week vacation acting on the borscht circuit. . . . The summer session of the Feagin School of Dramatic Art ended August 31 with the production of a program of one-acters at the school auditorium in Radio City. Eighty-four students attended the sessions, including representatives from 26 States, the Philippine Islands, Canada and Sweden.

THE PRESS ACCLAIMS THE KNIGHT SISTERS

"ADAGIO POETIQUE"

"The Knight Sisters scored deservedly in the dancing activities of the evening."—New York American.

"The Knight Sisters scored in a sensational dance number."—New York Post.

"Mr. White has discovered a pair of female adagio dancers who perform mighty feats of strength and balance in the light attire of the Roman chariot race."—New York Times.

"Add the Knight Sisters to the 'Scandals' click list."—New York Mirror.

"The pretty Knight kids, perhaps the loveliest posture dancers in the business, were visiting a familiar scene when they visited the Grove. . . . Three months ago they were a hold-over attraction at the Boston night club. . . . Last night the youngsters scored a decisive hit in the 'Scandals.'"—Boston After Dark.

Featured in
GEORGE WHITE'S
SCANDALS

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FALL TERM BEGINS OCTOBER 26

FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

FALL NITERIES OUTLOOK GOOD

Barring Union Jam, Prospects For Plenty of Work Are Fine; Heavy New York City Openings

NEW YORK, Sept. 2.—Outlook for the fall for local night clubs and hotel spots is good, with a couple of new clubs slated to open and a lot of spots that had closed for the summer reopening. In addition, the night club field does not anticipate any strike tie-ups as threaten other indoor theatrical fields due to the actors' union situation. This angle alone is encouraging to variety acts.

The American Federation of Actors appears to continue its strong grip on local niteries and is now renewing one-year AFA shop contracts. This week the AFA removed pickets from Cafe Society on that club's promise to adhere to its contract with the AFA. It had previously been reported that Cafe Society had renounced its AFA contract and switched to the AFA's rival, the American Guild of Variety Artists.

The AFA will not reveal the names of club contracts being renewed, obviously not to tip off AGVA, and says it has won raises in the minimums in several instances.

Ben Marden's Riviera closes tonight after a season of 16 weeks, which is much shorter than last year's run, and plans to reopen in May. Joe E. Lewis, Raye and Naldi, Frazee Sisters and Ted Fio-Rito's Band, in the closing week, played the entire 16-week run.

The Paradise is planning a new show in two weeks. The Cotton Club, having stuck it out all summer, claims it grossed \$600,000 the first five months of the current show's six-month run.

Mother Kelly's Miami Room will reopen September 14 with Jerry Livingston's Band after having shuttered two weeks ago. Meanwhile the club's cocktail lounge remains open, with the Vocalaires, instrumental and vocal trio, entertaining.

The Club Gaucho, which closed two weeks ago, reopens September 6 with Maria Berta, Paulita Rioja, Nedra Madera, San Miquel Trio and Juan Makula's Orchestra composing the entertainment.

The St. Moritz Hotel has closed its roof garden and launches the fall season of its Cafe de la Paix September 15 with Eddie Varzos' Band and Verma Raye, singer. Jack Sherr's Band is playing the cafe now.

Leon and Eddie Change

Leon and Eddie's is changing policy of billing floor shows above the band and brings in Ramona and her male band September 15. Bobby Sanford replaces Wally Wanger as show producer. Godoy and band and the La Playa troupe will handle the Conga numbers.

Ernie Sgori, owner of Ernie's in Greenwich Village, has taken over the Gypsy Tavern and reopens it as the La Caravan September 20.

The International Casino is making a few changes in its show. Milton Berle dropped out Thursday in order to go into a legit show, and Ranny Weeks is filling in as emcee until Henny Youngman returns next week from one week at Shea's Theater, Toronto. Youngman was originally to open last night, but inability to cancel the Toronto date gummed up the works. Romo Vincent was originally set to succeed Berle but the deal fell thru. Lillian Carmen also closed Thursday and was replaced by Paul Sydell and Spotty. A new girl singer is being auditioned. Lionel Rand's Band succeeded Allen Roth's music for the show and for dancing four weeks ago.

The new Martinique, on the site of the old La Conga Club, will reopen soon under management of Ralph Maurice.

Outlook Good

Not only are prospects for a profitable season felt for talent locally but plans being made out of town for heavier floor-show schedules, according to Paul Small, night club booker of the Wil-

liam Morris Agency. Indications are that all types of night club and vaude performers will have an abundance of work unless the field becomes tied up by a general strike.

Small pointed out that many hotels out of town which formerly dwelled mostly on a name-band policy are going in for full-length floor shows along with name bands. In some cases name bands are being dropped in preference to more floor talent. Included among these are Roosevelt Hotel, New Orleans; Biltmore Bowl, Los Angeles; Mark Hopkins Hotel, San Francisco; Ritz-Carlton, Boston; Mayflower, Akron, and the Hollenden, Cleveland.

Morris office thus far has a heavy night club booking schedule running into December. Acts booked by Small and Joe Sully, of that office, include:

Hotel Belmont Plaza, New York, September 12—Carlos and Carita, Frazee Sisters and Harry Stevens. Colony Surf Club, West End, N. J.—Belle Baker. Roosevelt Hotel, New Orleans, for four weeks—Gary Leon and Tut Mace, Del Rios and Fritz and Jean Hubert. Chez Paree, Chicago—Harry Richman, Abe Lyman, Ruth Daye, D'Angelo and Porter and June Lorraine, current, with Joe E. Lewis stepping in October 18.

Versailles, New York, September 28—Sophie Tucker, for three weeks, to be followed in by Gertrude Neissen and then Lucienne Boyer. Neissen also goes into the Chez Paree, Chicago, with Romo Vincent December 22.

Walton Roof, Philadelphia, September 7—Bob Russell, Manno and Stratford, Lillian Carmen and Bob Ripa. New show, September 28, for Walton Roof includes Ethel Shutta, the Minevitch Rascals and Trixie.

On September 15 Club Mayfair, Boston, reopens with Helen Morgan as the headliner. Same date Dwight Fiske goes into the Colony Club, Chicago.

DICK FIDLER, now a Columbus, O., insurance agent, is working on a radio program recalling those days in the 1920s when he was Columbus' dance band king.

Petey Buys New Toupee—and Now He's Ready To Join Maisie

By PAUL DENIS

Dear Paul:

PETEY FAYE called again yesterday and said I better hurry up and make up my mind if I want to team up with him. He says he made \$38.78 in Saratoga last week and that he is going over to buy a new fancy toupee to cover that bald spot. With the toupee, plus the rejuvenation exercises that he's going to start next week, Petey says he'll be stepping out like Mickey Rooney.

Of course, Petey is a nice fellow and knows all the bookers by their nicknames (he called Mr. McChisel "Stinky" last week). But he doesn't work regularly and I am afraid it's now a problem whether to lay off as Maisie and Hazy or as Maisie and Faye. Petey says he's so smart that the bookers are afraid to book him because he's such a sensation that the bookers have to explain to the front office why they hadn't booked him before.

JOE GLOOKSEY asked Hal and I to audition for him at the Gilded Crum Club. It's not a high-class spot, but they removed three tables and Hal and I were able to do our routines. Once a waiter crossed the floor and I found myself waltzing with him and two steins of beer. Anyway, the owner of the club liked our routines and says he'll give us the highest salary he's ever paid a dance act in his club—\$51.50. He says that if we don't draw business, he'll be ruined.

Incidentally, did you know that Glooksey is very nearsighted? He bought four beers for a gent at the bar, thinking he was Jake Shubert, and then discovered it was only my partner, Hal. Now he threatens to deduct 40 cents from our salary next week. I hear that Glooksey once took Sam Goldwyn out to dinner and even ordered champagne in trying to sell him some new personalities. But he discovered Goldwyn was not Goldwyn but Sammy Blintz, the agent across the hall. Glooksey had indigestion for days and, when he recovered, the first thing he did was to order a new pair of extra-strong glasses.

ONE thing nice about Glooksey—he is the only agent I know who writes you special delivery. Even if you're not a big act—he will write you special delivery, even when giving you that final "No." Some day, when I become a big name, agents will send me wires—and will I be thrilled! I've never once received a wire in my life—and I can't understand why Mae Gordon, who does a cheap strip act, always gets a wire from Joe Pursant. I saw one of the wires once and it said, "Come back. Poppa needs you. Joe."

That's a funny way for an agent to wire an act, isn't it?

MAISIE.

Night Club Ribs FDR

SHEBOYGAN, Wis., Sept. 2.—The Esquire takes a crack at President Roosevelt's recent Thanksgiving proclamation in a newspaper advertisement captioned, "Nuthouse Newsies!" reading:

"In addition to changing Thanksgiving, we propose that New Year's be changed to March, thereby giving merchants a greatly increased annual income. Further, every other day should be Saturday so you could stay here late every other night."

The Esquire offers continuous entertainment.

"New" Clubs Sneak Up on Cleveland OLC

CLEVELAND, Sept. 2.—A new club has burst into blossom but it looked like, and was intended to look like, another blossom on the same plant.

Some months ago, just before the summer slow season set in, the Ohio Liquor Commission put on a drive to close "sneak" night clubs. In the lexicon of the OLC, a "sneak" is a club that closes its regular place of business at the legal hour of 2:30, only to reopen in another place at 2:31.

Night club licenses of both the Backstage Club and the Hanna Grill were lifted during the drive. Week ago last Stage Door Club opened in the old Backstage rooms on Chester, and lo, Gloria Gaylord and her Singing Troubadours were featured along with Thelma Aerni, who was playing the accordion and reciting Pony Boy. If it weren't for the name on the door, anyone would have thought that it was the Backstage Club; but it isn't, altho it has the same waiters, acts, furniture, prices and all the rest of the trappings of the old club. Nate Stein is the manager of the new club.

Joe Lewis, one of the founders of the old Backstage, has taken a lease on the old Hanna Grill property, and will open it soon.

Club Talent

New York City:

FRAZEE SISTERS, after a full summer at Marden's Riviera, Fort Lee, N. J., go into the Glass Hat of the Hotel Belmont-Plaza here September 12. Still on their radio commercial, too. . . . THE DE MARCOS are slated to go into the Colony Club, Chicago, October 6 despite newspaper stories that they have split again.

Chicago:

MADAME VIBRA, seeress at the Blue Fountain Room at the LaSalle Hotel the past 34 weeks, is initiating a new feature, Vibra's Weekly Breakfasts, at which she will discuss astrology. . . . MANNO AND STRAFFORD open Thursday at the Walton Roof in Philadelphia for three weeks. . . . MINOR AND ROOT replaced Harrison and Fisher this week in the show at the Empire Room in the Palmer House.

Here and There:

SOPHIE TUCKER has been voted the greatest entertainer in Atlantic City this season in the third annual talent poll conducted by Jack Yarmov, columnist and press agent. . . . BETTY NYLANDER is doing an indefinite run at the Plaza Cafe, Pittsburgh. . . . BOB RUSSELL opens at Jack Lynch's Walton Roof, Philadelphia, September 7. . . . VICTOR, HENRICKO AND NOVA are working at the Frolics, Salisbury Beach, Mass. . . . JERRY AND LOUISE RENEE are playing a return engagement at the Club Continental, New Haven, Conn. Chick (Daffy) Darrow emcees. . . . MARK AND MARLYS have opened at the Hotel Lenox, Duluth, Minn., for a four-week engagement.

BILLY MEAGHER, emcee the past 18 weeks at Ken Roberts, Detroit, has renewed for eight more weeks thru Mabel Duggan, of the Gus Sun office.

PIERRE AND RENEE CHARISE, ballroomers, have deferred jumping to the West Coast until early winter and opened Saturday (2) at the Nicolle Hotel, St. Paul. . . . BARNEY AND LONGIE, who closed at the Bartlett Club, Rochester, N. Y., Labor Day, open Thursday (7) in Timmins, Ont., at the Cartier Theater, from where they go to Kirkland Lake, Ont., for Bill Stewart, of Toronto, and then Greenlee Golf and Country Club, Hull, Que., beginning September 14. . . . LEE ROSS and his singing violin closed a 20-week run at the Lobby Cafe, Juarez, Mexico, September 3, moved to the Roxy Theater, Salt Lake City, for four weeks. . . . LEO GANNON and his six-girl line are current at the Belmont Club, Miami Beach, Fla. . . . KENNY JAGGER and his electric organ moved into the Indian Head Tavern, Winamac, Ind., after winding up 10 weeks at Hotel Bestview, Bass Lake, Ind. . . . BOB HALL, the D'Ivones, Vicki Allen and the Five Maxellos are current at Beverly Hills Country Club, Newport, Ky.

Vaudeville Notes

DICK WARE opened Friday for an indefinite stay at the newly reopened Tower, Kansas City, Mo., as house emcee.

DOROTHY MAUEL, secretary to Max Turner, B. & K. vaude booker in Chicago, resigned this week to retire from the biz. . . . BILLY GRAY and Jerry Bergen have signed a p. m. contract with the William Morris office.

KATHERINE WESTFIELD, American puppeteer, opened Monday night at State Kinema, Kilburn, and Casino, London. Will play other London dates thru Michael Mitchell Agency.

PATSY KELLY will get \$3,500 a week when she opens at the Strand, New York, next Friday. . . . HARRIS AND SHORE, dancers, are vacationing in Denver. . . . LOUIS J. POPE is back in New York after a tour with vaude units in the Middle West. . . . JOHN GARFIELD is in New York to make a p. a. at the opening of his new film, *Dust Be My Destiny*, at the Strand Theater Friday.

CARL ROSINI, the original, is being featured in the Illusion Room of Ripley's Believe It or Not show in New York. Now in his eighth week there, he is playing up the headless girl stunt.

Empire Room, Palmer House, Chicago

Opening in late August as the mid-summer revue, management has shown extremely good taste in presenting a small but perfectly balanced show with Cardini, Peter Higgins and Harrison and Fisher. Joe Reichman and ork were kept over and for good reason, because he definitely fits this room like a glove.

Twelve-girl Abbott line opens and closes the proceedings with two very bright and clever numbers. Opener is a fast, snappy routine to the ork's arrangement of *Some Like It Hot*. Finale is a clever production called "The Abbott Dancers Take a Trip." Gals single-file onto the floor, each carrying an over-night bag. After each "tour" around the floor, girls don a new set of headgear to represent another country, then proceed to ape that country's dance motif. Very impressive and clever.

Cardini continues to amaze with his suave, impeccable performance of magic with the inexhaustible cards and cigarettes. His prolonged dexterity of making literally hundreds of playing cards appear in his gloved hands stops the customers from trying to guess how it is done. Same effect is gotten with his ever-burning cigs, cigar and pipe, leaves everyone wide-eyed. Well received, and why not?

Peter Higgins, Irish tenor, stopped the show cold with an array of songs. Customers positively would not let him go, and at the end of his seventh number were still applauding for more. His strong, vibrant voice makes each song sound better than ever before, and his calm, winning personality sells him all over again. Besides a couple of Irish ballads there were *Donkey Serenade*, *Vieni, Vieni*, *South American Way*, and two more pops.

Harrison and Fisher furnished just the proper change of pace to round out the proceedings. Their work is a relief from many ballroom teams, holding lots of punch in their rhythmic and graceful, yet fast-paced executions. Make an excellent appearance. Irene Castle was introduced opening night from the ringside, and consented to do the *Rock and Roll* with Fisher. Veloz and Yolanda were also introduced by Reichman and Frank Veloz stepped up for a few words.

Small show at 10 o'clock gave Reichman and his lads a chance to show their stuff, and that they did, with accordionist Dave Keiner and trumpet man Charles Grifford striking out with Reichman and his piano in solos with the band's tricky arrangement of *Dark Eyes*. *Twelfth Street Rag* and *Smoke Gets in Your Eyes* were also on the docket, and Reichman's piano work on the latter was a real sender. Grifford's hot trumpet rendition of *Well, All Right* was also all the title implied.

Gertrude Simmons, one of the Abbott dancers, took the spotlight for a neat acro dance, and the band closed with the stock *Bolero*.
Harold Humphrey.

Chez Ami, Buffalo

Still the top spot in town, the Chez Ami is now presenting the best show we have seen here. Tho the larger fall and winter bills are not generally scheduled to start for another couple of weeks, this nitery offers an unusually fine round-up of top artists. Show impressed with its flawless production and the air of cheer and charm. Local audiences, notorious for sitting on their paws, were more than enthusiastic.

Largely responsible for the success of the show was the capable emceeing of Danny White. White is one of the finest, not only because he sends the show off to a swell start and makes co-workers do their best but because on his own he has a lot of personality and is as good an entertainer as many names. His mimicry and grimaces produced oodles of hilarity, and his impersonations of a lady taking a bath and the jitterbug gone mad were classics. His dance routines were styled a la Jimmy Savo and, together with his clever cracks, caused patrons to ask for more and more.

John Booth, an extremely personable and clever magician, not only performs in a suave style but presents a rather unusual array of stunts. The trick of tying and untying of handkerchiefs was well done tho not new. He then thrilled audiences by swallowing thread and 10 razor blades, chased by a glass of water, and then producing the blades attached to the thread. Trick of grabbing lighted cigarettes out of mid-air was impressive, and the appearance of four goblets filled with water and a bunch of flowers from under a silk scarf did

Night Club Reviews

not fail to fascinate. Making a bird cage disappear was another good one.

Three Le Brun Sisters, who have made a name for themselves on network broadcasts, return here, where they were hailed as a sensation a year ago. The girls have good looks, poise, fine voices and plenty of rhythm. Their renditions of *Dark Eyes*, *Don't Worry 'Bout Me*, a Spanish song and *Well All Right* were tops. The sisters are on their way to Hollywood, where they will work as background in animated movies and sing on Eddie Cantor's program.

Don Arden and his Artists Models are a line of six good-looking and well-trained girls headed by a handsome young lad who possesses not only charm and dancing ability but also produces the numbers. Brought here from the Lookout House in Covington, Ky., where he was in charge of production for 26 weeks, Arden will do the same for the Chez Ami and plans to enlarge the line to 10 girls. His numbers here are far above average. Girls are Jackie Glad (captain), Martha Louise and Betty Matz. Their Ziegfeld number was easy on the eyes and had girls dressed in black and red carrying parasols. Clark Lyle, pianist with Billy Le Harr's Band, chimed in with singing during this number. Getting a real rise out of the crowd, the girls and Arden performed the *Beer Barrel Polka* as a finale. This type of slapstick, new here in chorus work, went over very big.

Billy Le Harr's Band, consisting of three sax, two brass, three rhythm, produces very danceable music and does very well in accompanying the show. Tony Geonetti, playing the harp between dances, keeps customers happy by playing all requests capably.

Jack Grood, oozing personality as the ever-smiling accommodating host, still draws old friends back again and again. Phil Amigone, Chez Ami's owner, and pretty Mrs. Amigone make the atmosphere at this nitery one of wholesomeness and good clean fun.

Eva M. Warner.

Biltmore Bowl, Los Angeles

Joseph Faber's policy of furnishing patrons with tops in nitery fare explains the consistent popularity of this downtown spot. Faber usually has a talent line-up that spells money. Show caught Tuesday night found this hotel spot nearly filled, with a noticeable cash outlay going for the "grape."

Easily the outstanding act is Park and Clifford, a duo of hand balancers. Caught several weeks ago in a vaude show, the boys work equally well if not better from a spectacular point of view on a night club floor. These boys haven't listened to the usual walls that there is no way to modernize standard vaude acts. Working with the strict tempo of the orchestra, the boys go thru their routine minus the usual grunts and groans which used to be called showmanship for a hand-balancing act. They really put on a sensational performance.

Evelyn Farney did a couple of tap routines that went well with the crowd. The gal has looks and plenty of personality.

Mardoni and Louise present some streamlined magic routines that are above the average. Opening with some stock tricks, such as disappearing handbags and parasols, the act heads for a mind-reading routine. With the femme blindfolded and working at the mike, Mardoni passes thru the crowd, with the gal naming any object he happens to point to. Clever finale was new slant on old card trick. Three femmes in audience pick trio of cards. Mardoni has a mechanical duck and, standing about 10 feet away, causes the duck to pick the right cards. Swell to watch.

Paul Regan does some impersonations of film celebs, including Peter Lorre, Edward G. Robinson, Ronald Colman. His take-off on FDR was by far the best. Finish had him giving impersonation of Lionel Barrymore as lawyer defending boy who murdered his stepfather. Script was strictly hoke but the effect was there and the crowd went for it.

Jimmie Grier and ork don't offer much in entertainment, dishing out straight dance stuff. Grier is emcee but confines his gab to straight introduction.

Grier's vocalist, Armide, is tops in selling songs.

Biz keeps on an even keel here, with dinners going for two bucks and 35 cents for the straight drinks. Minimum is dollar per person.

All talent booked by Joe Faber.
Dean Owen.

Nixon Restaurant, Pittsburgh

Who said vaudeville was dead? A few more acts like Bill and Irene Burns' canary circus and the five-a-day could be transplanted to night clubs.

Co-featuring five acts in a summer revue whose principals change twice monthly, Tony Conforti continues to ring the bell with a formula of a ballroom team, two dancers, two singers and a novelty.

Openers are the Paulins, a swell-looking ballroom duo, whose clean-cut appearance and youth should shoot them to the tops if they'd only add a few unusual steps to their routine. Their first standard turn and their walking-cane idea revealed potentialities. The femme half, if she'd smile more and cut her sometimes-seeming strain, would be a bet for the movies.

The dancing Lonneta Sisters followed with a highkick usual to musical comedies and a boogie-woogie concoction that pleased the patrons. Their two-tone provocative flowing gown garb was an effective adjunct.

Tenor Bob Carter, who also emceed, hit high notes with *I Poured My Heart Into a Song*, *The Donkey Serenade* and *When Irish Eyes Are Smiling*. His appeal was especially appreciated by the younger women.

A canary circus guided by Bill and Irene Burns cleaned up. After an opening parade by the gal with a blue-feathered parrot perched on her shoulder, Burns speeds with pert sallies into a routine that maneuvers eight canaries into antics on trapezes, ladders, a merry-go-round, airplane and train. It's the dog-act idea done with birds. For a night club where the feathered mimics can be seen the act is a pleaser.

Following some tricky acros by the Lonnettes, Angelo di Palma hoves into sight with his 275 pounds for his umph year as specialist in operetta tunes and arias. He's been here so long he calls customers by name, and they yell out requests while he capers, bounces and gesticulates to abet his delivery.

Wind-up are the Paulins with a rumba and a ballroom.

Important in the year-round success story of the Nixon are the price policy and George Lazard. For dinner the menu is moderate. For supper dancing, a covert of \$1 per couple keeps out

jitterbugs who sip cokes. George is the combination host-head waiter-floor manager-hawkeye who greets most customers by name after their first visit, arranges for chats with the acts if they care to chat and in general protects Conforti's interest.
Morton Frank.

S. S. Acadia, New York to Bermuda

This is the Eastern Steamship Lines boat which is completing its second summer of round-trip service from New York to Bermuda. And talent has been playing a most important part in the social activity picture. Remarkable is the fact that the performers, in addition to their act routines, are useful as mixers and stimulate dozens of pleasantries. As a rule those are the type of acts that get the first call on this boat.

The program this season, which lasted from April thru Labor Day, has been conducted by Harry Sutherland, cruise director. His is the same job as that of a social director in mountain resorts. He emceeds the floor shows, keeps the guests in line on all scheduled attractions and leads the vacationists on a day-long sight tour of Bermuda. Harry is a sociable sort of guy and has little trouble making friends. Consequently he has a comparatively easy time selling the acts on hand.

Included in his show, staged the first and last day of each Saturday-to-Wednesday cruise, are Harry Schilling, magician; Andrew Visocchi, accordionist, and Irving Young's six-piece band, which plays both dance sessions and is quite active during shows.

Schilling is a run-of-the-mill card, cigaret and silk manipulator, but his straightforward salesmanship and clean-cut personality put him across. The fact he executes those tricks under unusual conditions is to his credit. The guests are crowded all around him and are seated uncomfortably close.

Andrew Visocchi's accordion is active during most of the day, leading the promenade parade in the morning, playing lunch and show time music and entertaining the guests on the Bermuda sight-seeing train. His talent on the accordion is curbed, but his good-natured personality more than overcomes that handicap.

Irving Young, drummer, leads the band

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thru a number of novelties during shows, most of the men spotted singularly in special arrangements of pop and original tunes. Band, as a lot, comes thru with good work.

Shows are presented in a cafe-styled room and food and drinks there are available during all evening hours.

Similar attractions are offered by other Bermuda-bound boats, among them the Queen of Bermuda and Monarch of Bermuda, operated by the Furness Line. *Sam Honigberg.*

Units Set by Gus Sun Agency

SPRINGFIELD, O., Sept. 2.—Gus Sun agency starts the season this week when *Streets De Paree* unit opens at the Palace Theater, Marion, O. Cast includes Evelyn Brent, Harry Fox, Jack Greenman and D'Arco, the Fredericks, Victor Charles Puppeteers, 10-piece band and eight-girl line. Unit will tour and will be followed by Earl Taylor's *Artists and Models* unit.

Smaller vaude units on Gus Sun time open September 9 in Zanesville, O.

Office is booking the *Boone County Jamboree* and *Renfro Valley Barn Dance*, also playing Warners, Shea and Schine theaters booked by Sun.

\$1,500 Shows for Bowery in Detroit

DETROIT, Sept. 2.—The Bowery, popular-priced spot, has been enlarged to seat 1,000. Altho remodeling is not quite completed and the enlarged show policy does not start until September 11, the spot is filled almost nightly.

Manager Frank Barbaro of The Bowery is shifting to production-style shows next week, with Eve Ross, late producer at the Fox Theater, as producer. Budget will be about \$1,500 for shows of 35 to 40 people.

Nebolo's at Melvindale, class west side spot, restores floor shows tonight. Both spots are booked by Amusement Booking Service, which is also adding the Merry-Go-Round, Akron; the Gloria, Columbus, and the Recreation Club and Miami at Toledo.

Girl Magician Challenges Another in Houdini Stunt

GARY, Ind., Sept. 2.—Cazan, the "Girl Houdini," who has been doing an under-water escape act the past five years, is now arranging to do a parachute jump from a plane while wearing a strait-jacket.

Miss Cazan also challenges Joan Brandon—who was recently publicized as being the first woman to plan to do the under-water escape—to duplicate any standard escape stunt performed by the late Harry Houdini.

Miss Brandon was to have done her water stunt last week in Staten Island, but failure to get police okay has postponed the stunt indefinitely. She may do the stunt off a boat in the Hudson River.

Class Vaude for Colonial, Detroit

DETROIT, Sept. 2.—Return of stage shows here is set for the latter part of September at the Colonial Theater, operated by Raymond Schreiber. The house had stage shows until June but of generally second-rate quality. Caliber of shows is to be "stepped up 100 per cent," according to the circuit, and this will mean bringing quality close to that of shows formerly seen at the Fox and Michigan, both now playing straight pictures.

Schreiber has left for a week's tour of booking offices in New York, accompanied by Sol Berns, local booker who will book the house again, and Edgar McMillan, stage manager, who will buy new scenery.

Canton, Akron Resuming Units

CANTON, O., Sept. 2.—Phil Spitalny's girl orchestra, first stage show for Loew's here in more than four years, opens three days starting September 8. House for several months has been adhering to a dual first run film program at 35 cents top.

Manager Frank Henson said the local theater had an opportunity to get the attraction by splitting a week with the Akron Loew house. It is believed the attraction will serve as a feeler for other units. Palace, opposition house, has made no announcement as to whether it will play attractions this fall and winter.

With no flesh here in recent years Palace in Akron, which offers units once a week during the season, has been drawing heavily from Canton and near-by smaller towns.

Kugler To Open Arcadia, Philly

PHILADELPHIA, Sept. 2.—William B. Kugler says the now shuttered Arcadia International Restaurant will open late in the fall under his auspices. Kugler is one of the operators of Kugler's Restaurant. It has not yet been determined whether the Arcadia will feature entertainment.

The Arcadia has had a long and varied history. Opened many years ago as a straight restaurant, the spot did not bring in entertainment until Arthur Padula, currently operating the Anchorage, took it over. When first opened by Padula the spot featured top bands but the nut forced to lower standards of entertainment. The creditors last year closed the show.

Millar Band Opens Room

COLUMBUS, O., Sept. 2.—Bob Millar's Band, now at Cleveland's Hollenden Hotel, will reopen the Century Room of the Neil House here September 18. Spot has been closed for more than a month. Judy Janis and Dale Hunter are featured singers.

TMAT Suspends Treasurers as IA Steps In

NEW YORK, Sept. 2.—As predicted exclusively by *The Billboard* two weeks ago, the International Alliance of Theatrical Stage Employees has chartered treasurers and ticket sellers who had up to then been part of the Theatrical Managers, Agents and Treasurers' Union. As a result TMAT's board of governors yesterday suspended all treasurers in its union pending an investigation to determine loyal ones worthy of reinstatement.

Formal granting of charter took place Thursday (31) at Hotel Capitol. Walter O'Connor chaired the group of 14 bolting to the new parent. Charter sets up a division in the IA similar to that of the AFA. However, geographical jurisdiction of the new group is limited to half-way mark between here and Chicago, because the IA had already issued a similar charter to the Chicago treasurers. More specific jurisdictional boundaries will be determined later. Seceded treasurers reported at 200 expect to have their own election under the IA banner within the next 48 hours.

Besides planning action against the bolted treasurers, TMAT, according to Gustave A. Gerber, union's counsel, will file charges against the Shuberts with the State Labor Relations Board, specifying "unfair labor practices" aimed to set up a company union. TMAT's suspension order included two officers, James Murphy, secretary-treasurer, and Morrie Seaman, business agent. Until a special investigating committee squelches the revolt or devises a means of protecting union's claim to the treasurers' jurisdiction, another committee of three will govern the union. Committee consists of Herman Bernstein, Charles E. Cook and Milton Weintraub. Investigating committee consists of Saul Abraham, president; William Fields, vice-president; Louis Werba, Abe Enkelwit and Howard Herrick.

Charges against the Shuberts are said to be outgrowth of the Shubert managers' influencing their box-office staffs to join the IA group.

Defection of the treasurers leaves the TMAT in a greatly weakened bargaining position. What is left of the union (press agents and company managers) has lined itself up with the Four A's in the latter's fight against the stagehands.

Birmingham Clubs Clean Own House

BIRMINGHAM, Ala., Sept. 2.—With two major goals in mind—erasing the word "honky-tonk" from the public vocabulary and forcing "undesirable" roadhouses out of business—22 Jefferson County beer and dance permit holders here organized the Jefferson County Tavern Association. They are large operators of coin and vending machines.

Mrs. Hazel Powell, association president and operator of the Blue Crystal Club, explained the objectives of the organization: "It is our purpose to co-operate with the sheriff's office and the Alabama Beverage Control Board and see to it that all laws and regulations are complied with to the letter."

Association records show that there are 72 roadhouses in the county.

AFA Pressures L. A. Theater

HOLLYWOOD, Sept. 2.—Jack Kramer, local head of American Federation of Actors, announces his office is starting campaign to enforce union's rules to the letter by insisting that only acts carrying AFA cards be permitted to work.

First target was the downtown Orpheum Theater, which has assertedly been using both American Guild of Variety Artists and AFA members on the same bill. Kramer stated that with the backing of musicians' Local 47 and the IATSE there would be a concerted effort made to enforce the AFA edict.

It was claimed that management of Orpheum will be told that no acts can work the theater unless they carry AFA cards, under threat of a general walk-out of musicians and stagehands.

3 Kids Tour Own Unit

SUPERIOR, Wis., Sept. 2.—Joe Cook, Herbert Lee and Helen Frye, three local 16-year-old kids, are doing a first-rate business with their *Revue of Tomorrow*, with a cast of 14 youngsters ranging from 11 to 18.

The troupe has played the Andria Theater, Alexandria, Minn., and has been booked for a tour of the Balho Theater Circuit until school starts.

Cook is emcee and Lee musical director, while Miss Frye handles the financial end. The trio has appeared on the stage and radio since they were about 10 years of age.

Cantor Opening At Casa Is Weak But Grosses Rise

FORT WORTH, Tex., Sept. 2.—Fifth week's gross, August 18 to 25, at Casa Manana cafe-theater is estimated at \$22,000, compared with the previous week's \$15,000. The increase is due to the one-nighter (two performances) by Bob Burns August 21 which grossed \$6,500. C. A. Lupton, vice-president of the Casa Manana Association, paid \$3,500 for the house the following night when he entertained 7,000 of his customers at two performances. The last night of the Martha Raye two-week engagement here drew the smallest house of the season.

Even Eddie Cantor, highest paid entertainer to play Casa Manana to date, couldn't fill the house at his opening of a week's engagement last Friday. House was slightly over three-fourths full. However, he drew a full house Saturday night, and fairly good house for the Saturday Jamboree. He drew the best Sunday night crowd of the season. Best attendance before Cantor was drawn by the Kenny Baker-Abe Lyman combination the third week.

Cantor and his 13-year-old protege, Leni Lynn, were on the stage nearly an hour each night.

Morton Downey, featured in the 1938 Caasa Manana Revue, succeeds Cantor for the last four days of the show, thru Labor Day.

Benny the Bum Plans Name Bands

PHILADELPHIA, Sept. 2.—Benny Fogelman, operator of Benny the Bum's, which shuttered for the summer after the court sustained his appeal to keep his spot open, is negotiating with Moe Gale for the Ella Fitzgerald Band for his opening October 3. Said to have obtained a new backer, Benny intends to get attractions for his spot.

The Inkspots, also under Gale management, are swinging a few doors away at the Little Rathskeller.

Robitschek Opens Hollywood Nitery

HOLLYWOOD, Sept. 2.—Old Hollywood Barn is getting new coat of paint by Kurt Robitschek, who is remodeling it as a new nitery. Margrit Wyler will handle the staging, with shows by Jack Robinson and Gene Stone. Hans Katz will act as house manager.

New spot will be labeled the Montmartre Theater. Hollywood Barn has long been a jinx. Latest group to do a flop was the *Fatal Glass of Beer Co.* Type of shows planned for the Montmartre could not be learned.

Opening is slated for October 1.

Better Films for Palomar

SEATTLE, Sept. 2.—John Danz has set September 8 for reopening of his principal local theater, the Palomar, with its new pix policy. At that time the vaude-film house will introduce Warner first run.

Marjorie Keeler Debuts

SEATTLE, Sept. 2.—Marjorie Keeler, young sister of Ruby Keeler, was greeted with a family reunion here this week. Mrs. Al Jolson was the center of the family gathering. Marjorie is being headlined by *The Ranch*, along with her dance partner, George Davis.

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IA, 4A'S SIGN PEACE PACT

—Vaude Grosses—

Clinton-Crosby Pic Opens Big; Capitol Still in Money; Roxy Weak; M. Hall Up; State Down

NEW YORK.—Business in the Broadway presentation houses continued strong last week—those with smash attractions doing a heavy gross and those with weak bills just watched the crowds go by.

An unofficial labor boycott against the picture *Our Leading Citizen*, alleged to have an anti-labor bias, was possibly reflected in the b.-o. receipts at the Paramount, with a very poor \$24,000 for the week. Usual opening week average for the house is \$50,000. Jimmy Lunceford's Band was on the stage, which accounted for a good part of the gross among the jitterbug trade. New show, with Larry Clinton headlining the flesh layout and Bing Crosby's *The Star Maker*, opened strong last Wednesday.

Capitol, for its first vaude flyer in years with Mickey Rooney and Judy Garland, continued to show a strong b. o. with \$52,000 for the second week, along with the *Wizard of Oz*. Pic has another week to run, with Bert Lahr and Ray Bolger replacing Rooney and Judy Garland staying on. First week gross was \$68,000.

Music Hall's showing of *Fifth Avenue Girl* and a flesh layout of Leon Folkine, Nina Whitney and Paul Haakon, along with the stage regulars, accounted for a very strong \$102,000. Running at least another week.

Strand offering of Horace Heidt on the stage and *The Old Maid* on the screen, a strong b.-o. draw, is going strong. Drew a \$42,000 for the third week. Pic is being held another week, but Ozzie Nelson and Louis Prima replace Heidt for the last stanza.

Roxy's *Hotel for Women* and a stage show consisting of the Arnaut Brothers; De Val, Merle and Dee; Olive Sibley, Debonairs, Dorn Brothers and Mary had just a fair week with a gross of \$31,000. Friday's opener of *The Adventures of Sherlock Holmes* was extremely weak.

Loew's State did only fair with \$22,000, which isn't bad for the State nowadays, but by any other standards it's not so hot. Bunny Berigan, Maxine Sullivan, Al Trahan and Eunice Healy were the flesh attractions, with *Man in the Iron Mask* as the film. Ed Sullivan and the *Harvest Moon Ball* winners, always a good attraction for this house, had a strong opening day.

Chi Tops With Boles & Pitts

CHICAGO.—B. & K.'s Chicago rings the bell again with John Boles, Zasu Pitts and Red Skelton on the stage and *Golden Boy* (Columbia) on the celluloid, chalking up an easy \$46,000. Veloz and Yolanda, in for the second week of *Stanley and Livingstone*, did more than okeh on \$40,000 for the past week. Possibility of a strike of the stagehands was averted at the last minute Saturday, and Boles and Miss Pitts were allowed to remain in the bill when they signed with the AFA.

Palace held over *Bachelor Mother*, and stage bill remained intact for second stanza, too, with Cookie Bowers headlining. Biz off somewhat but still good for a round \$20,000. Last week the pic was responsible for an excellent \$22,000.

Earl Taylor's *Artists and Models Revue* took over the stage at the Oriental this week, with the house cutting down to a single feature pic, *Second Fiddle*, a second run. An all right \$14,000 will be marked up. Stroud Twins were responsible for a sock \$16,000 last week.

Milt Britton's Band the feature on the State-Lake bill, with the Dead End Kids' *Hell's Kitchen* the screen fare. Started off strong and looks as if a good \$13,500 will be pulled in. Off somewhat last week was *They All Come Out* and Lowe, Hite and Stanley; Hank Browne and the Daros. Marked up a fair \$11,500.

Grable Unit \$20,000

PHILADELPHIA.—The first week of the return of vaude to its old haunt, the Earle, proves that a wise move has been made in transferring Warner flesh from the Fox. With a mediocre show headed by Betty Grable, who has little more than her figure and screen reputation to warrant her booking, the take went slightly over \$22,000. Eddie (Rochester) Anderson furnished the major portion of the entertainment, with Leighton Noble's Band supplying the musical backing. Bud Hughes and Lane and Ward complete the stage bill. The gross is definite proof that the Earle can get by with weak film accompaniment, whereas the Fox needed first-rate pictures. *These Glamour Girls* on screen.

Blackstone Turns Neat Trick

MILWAUKEE.—Blackstone the Magician and company turned in a neat \$8,000 at the Riverside Theater here for the week ending August 31. Average biz is \$6,500. Pic, *Should Husbands Work?* (Rep.).

SUGAR'S DOMINO

(Continued from page 4)

clean, smart and tasteful scenery and costumes. Let them grab theaters that are not in back alleys.

If burlesque brushes off its dirt and jacks itself otherwise it will fully deserve a choice place in theater row. The public will patronize its theaters with considerably more enthusiasm than most of the double-feature bills the celluloid merchants are offering these days. Show business is hardly proud of burlesque as it has been, but when burlesque steps out of the gutter, brushes itself off and gets a haircut and a shave it will not only be welcomed into the ranks of the show business but it will again prove itself to be—as 20 and 30 years ago—one of the important cradles of American talent; a place where talent experts will come to pick future greats for the sound stages, radio mikes and better theaters of the world.

WHITEHEAD CLAIMS

(Continued from page 3)

the Four A's and that he would unite with the AFL and the "progressives in Equity." Fred Keating had previously written to Whitehead that Robert Montgomery, James Cagney and "a few other radicals' like myself" had been discussing "some sort of tie-up with the AFA." (This year, when the Four A's and the AFA had an open break, Keating attacked Whitehead and the AFA.)

According to Whitehead, Thomson offered him Gillmore's job as director of the Four A's and at various times tried to win AFA support for his policies, including elimination of "Equity and Mr. Gillmore." At a party at the Essex House last year Whitehead claims Thomson told him in the presence of the AFA's Harold Koenigsberg that the Four A's "does not need the musicians, the stagehands or the AFL." Thomson pointed out, says Whitehead, that the money paid to the various AFL central labor councils and to the AFL itself could be used exclusively by the Four A's.

Whitehead claims that when the AFA refused to go along with the SAG on its resolution condemning the IA, Thomson then "worked to discredit" him (Whitehead). Mrs. Florence Marston, Mrs. Emily Holt, Paul Turner and Frank Gillmore were also at the get-together at the Essex House, says Whitehead.

Whitehead added this week that Thomson apparently had followed the course of first trying to weld the Equity Forum group and the AFA into an anti-Equity (See WHITEHEAD CLAIMS on page 59)

Strike Averted as Stagehands Give In; Ralph Whitehead Out; AGVA Takes Over AFA Members

NEW YORK, Sept. 4.—As exclusively predicted last week in *The Billboard*, the International Alliance of Theatrical Stage Employees, in order to protect its shaky jurisdiction in Southern California, yielded to the demands of the Associated Actors and Artistes of America, thereby averting what threatened to be the most disastrous strike in amusement history.

With dramatic timing, Frank Gillmore, president of the Four A's, at a general membership meeting which was called to ratify a strike vote if the IATSE pulled its stagehands out of *Leave It to Me*, announced, "The controversy between the IATSE and the Four A's has been settled to the satisfaction of both internationals." The meeting at the Hotel Astor, which had between 4,000 and 5,000 in attendance, lasted only five minutes.

The agreement which was reached at the eleventh hour covers eight points and as its chief provision calls for a mutual assistance pact between the IA and the Four A's, "similar to that existing between the IATSE and the American Federation of Musicians." No provision is made for the reinstatement of Ralph Whitehead, executive secretary of the American Federation of Actors, who has been the focal point of the attack, but instead the agreement has a general clause under which he may join AGVA and run for office.

Agreement includes the following points:

1. In order to prevent a recurrence of the controversy the Four A's and the IA will enter into an agreement of mutual aid and, subject to the consent of the American Federation of Musicians, the Four A's will become a party to the agreement existing between AFM and the IATSE, with revisions necessary to make it applicable to the Four A's.

This first point of the agreement, protecting the IA on the Coast and elsewhere, gives rise to the interpretation that Browne succumbed to pressure being brought against him by motion picture producers, mediation from the Department of Labor in Washington and the danger in California of threatened competition from the United States Technicians' Guild, CIO outfit.

The Billboard reported last week that the California State Federation of Labor had brought the warring factions together, and it was then stated that the basis for negotiations would be for the Four A's backing of the IA in the stagehands' current battle with the USG in Hollywood, where a labor board vote is now being held to decide the jurisdiction in the film studios.

Under the terms of the Four A agreement the IA becomes the chief gainer because it gains surety on the West Coast and also gains victory in its long-drawn-out efforts over a period of years to inject the IA into the night club field.

2. IA recognizes the jurisdiction of the Four A's over all performers in the entertainment world.

3. IA will revoke the charter issued to the AFA.

4. IA will notify its locals all over the United States that the only organization with jurisdiction over variety performers is AGVA, the variety field union formed by the Four A's to replace AFA. Locals are to assist AGVA in every way. This assistance shall be mutual, thus lining up performers to help in the IA's night club drive.

5. All contemplated strikes and litigation arising out of the controversy shall be dismissed.

6. Suspension of Sophie Tucker and Harry Richman from other branches of the Four A's is lifted.

7. Neither party will invade each other's jurisdiction in the future.

8. AGVA will admit present members of the AFA to membership without discrimination and without initiation fee. Observers point out that if it had not been for the West Coast situation Browne might have retained the AFA

and Ralph Whitehead and put up a battle for jurisdiction over the actor union field.

The motion picture producers, however, with investments of millions of dollars, are said to have applied the main pressure to Browne. It was also pointed out that, with the Four A's backing, Browne might successfully be able to rout the independent USG from the studio picture.

Also since August 18 the Department of Labor has had one of its conciliators in New York investigating the situation. He is understood to have applied pressure to the situation in a report that he submitted to Frances Perkins, secretary of labor, last Friday. To top that, it was learned that there was dissension in the ranks of stagehands, altho none of them came out in the open for fear of reprisals from the IA. Harry Mountford, ex-leader of the old White Rats, also appealed to Browne to settle without a strike.

Negotiations towards the conclusion of the agreement will begin tomorrow, with a representative of the Department of Labor present.

After Sunday's meeting a Four A's official, when asked what was going to happen to Whitehead, replied, "Well, what happened to the Indians?"

Altho the last clause of the agreement inferentially gives Whitehead permission to join AGVA and run for office, he threw in the sponge Sunday night and announced that he was "glad to be an instrument thru which these conditions (the strike) were averted, even at painful personal sacrifice."

Whitehead, in detailing his sacrifices, said, "My relief and joy that there will be no strike are equalled only by my feeling of gratitude toward Sophie Tucker and the thousands of other loyal AFA members who stood by me."

Taking a parting crack at the Four A's, Whitehead said, "Only one fear clouds the outlook. It is my fear for the future of vaudeville, night club and outdoor performers, now that their destinies have been placed in the hands of a group who pointedly ignored and misunderstood them for 20 years. I therefore urge all performers to join AGVA, to be good union members, to support the organization—but to be alert and vigilant always so that their best interests as performers will always be properly protected."

Gillmore, in closing the Sunday night meeting, asked that members of the Four A's "express no belligerence or jubilation that may annoy the other side. Let bygones be bygones," he said, "and let us work for the future and the glory of the American theater."

Developments of the week were highlighted by:

1. The collapse of negotiations between the IATSE, represented by George Browne, and the Four A's, by Kenneth Thomson and Ralph Morgan, which were begun in Hollywood the end of last week and then transferred to New York. Four A's presented a three-point proposal as a means of settling the dispute peacefully, which included the IA's withdrawal from the field; the jurisdiction being administered by a non-partisan committee of 10 for 90 days; an election held to settle the dispute. Browne balked at Four A's refusal to accept Whitehead during the 90-day period, and the warring factions were back where they started.

Four A's insisted Browne's intention "is to reduce the actor to a vassal state," and that, to them, meant an open fight. Four A's stated, "We accept the issue."

2. Councils of unions affiliated with the Four A's authorized their executive secretaries to call a strike, if and when the general situation becomes necessary. Membership of the Screen Actors' Guild, on the Coast, voted for a strike. Four A's began setting up the machinery in New York to care for their members if (See IA, 4-A's SIGN on page 59)

Loew's State, New York

(Reviewed Thursday Evening, August 31)

State, according to business Thursday evening, will realize a good gross for the week. Show had the theater fairly well filled, with some standees in the orchestra. Draw is Ed Sullivan, Hollywood columnist, with the winners of *The Daily News' Harvest Moon Ball* plus a few standard acts. Pic is *Beau Geste*. Stage layout had Ruby Zwerling pit ork on the boards, with the Harvest Moon dancers draped around.

Opener to Cappy Barra Harmonica Ensemble, seven lads who do versatile instrumental work, both pop and classical stuff. Ensemble quite often chants vocals—which is good for a turn of this kind and has Freddie Stewart singing occasional vocals and Eddie George doing solo harmonica work. Act outstanding in *Tiger Rag* and *Flight of the Bumblebee*.

Deuce to Ginger Harman, billed as a jitterbug singer. Harman femme is a brunet, with a strong voice which seemingly has no trouble in hitting the notes. One of her chief qualities is a buoyant enthusiasm. In some of her tunes she hoofs by way of sending herself. First did a comedy novelty, not so forte, but scored strongly with *Comes Love* and *Old Man Mose*. Closed well.

Three Swifts, male jugglers, unlike a lot of juggling turns, do dialog constantly, getting in humorous angles via chatter. Work only with clubs, doing some amazing and rapid passing. Turn built up on idea of one man applying for job as juggler, other two proceeding to audition him. Trio are good workers.

Ed Sullivan for the closer brought on all Harvest Moon winners, including couples who took awards for fox trot, rumba, tango, shag and Lindy Hop. None of these couples showed professional caliber, but audience followed their gyrations with terrific interest and applauded vociferously.

Sullivan emceed the show well, letting the acts take the applause.

Paul Ackerman.

State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 1)

Headlining its stage opus with Milt Britton, this bargain house pruned its usual large array of acts down to four, figuring the Britton menage would compensate for the quantity shortage. Things were not balanced proportionately, however, with the result that the whole affair goes overboard on the zany angle, each act having a little of it thrown in, besides Britton's gang of screwballs doing things up brown.

Dick, Don and Dinah open with their comedy acro turn, performing a couple of very difficult feats while in a three-high position. This combined with their lighter stuff with a large rubber ball and mugging thru other acrobatic stunts, sell them to this bunch of customers with very little trouble. Good hand.

Bob Hopkins, mimic, gets off to a rather slow start, but his biz of incorporating the impersonations around Bing Crosby's air show and making each carbon a good one, soon put him in the good graces of the audience. His Crosby, Charlie Butterworth, Bob Burns and

Vaudeville Reviews

Peter Lorre imitations are the best. Finishes up with a song from one of Bing's late pics and makes it convincing.

Evelyn Wilson, comedienne songstress, gets a rousing reception with her take-offs of a tipsy doll and a comic opera warbler. Gal knows how to sell her wares and does so with plenty of gusto. Proves her voice is okeh, too, in her delivery of *Lady's in Love*.

The Milt Britton aggregation tops things off with their usual wacky three-ring circus. Larry Collins' trick work with the slip-horn, the comedy antics of Chubby Silver, Irving Jaffa and Joe Britton, and the eccentric dancing and cavorting of Tommy Rafferty all combine to make the act a miniature *Hellzapoppin*.

Warner's *Hell's Kitchen* occupies the screen. Business very good first show opening day, despite a winner right across the street at another B. & K. house, the Chicago.

Harold Humphrey.

RKO-Boston, Boston

(Reviewed Friday Evening, September 1)

Vaudeville returned to the RKO Boston Theater after a summer vacation and found Bostonians eager to receive it. However, the opening left something to be desired. On the whole the talent not quite up to the standard. The ork, which is to be here all season, is under the direction of Larry Flint. They do a neat job on the often-played *Beer Barrel Polka*.

Opening are the Trojans, tumblers. They go thru their maneuvers efficiently but too methodically to stir up the spectators. Their turns lacked variety and color.

A red-headed brother and sister team, Florence and Bob Robinson, tapped with a lot of kick. Florence, with legs a la Dietrich, joined Bob in an Irish Reel which got a nice hand. They seemed to be enjoying themselves immensely and consequently the audience enjoyed them.

The comedy team of Hank Morton and Loretta Dennison got a few laughs. Loretta sings and dances a bit. Hank carts a bass viol and tries pantomime. A good gag; in fact, their best one, is when Hank takes a bottle of spirits out of his pocket, uncorks it, carefully pours out a teaspoonful of the stuff, drinks out of the bottle and carefully pours the teaspoonful back into the bottle. However, this is balanced by weaker stuff.

The real hit of the show, if there is a hit, is Sue Ryan, who molds her stuff after Martha Raye. She assumes all sorts of awkward poses, with her knees bending like rubber and her face going thru contortions that get many laughs. She imitates a torch singer, chorus girl singer and an opera singer, all with plenty of "bodeodo." Her best is a contrast between a 1911 *Alexander's Ragtime Band* and the modern version. Her vitality and oomph brought her a nice greeting.

Screen had *Exile Express* and *Bad Lands*. House looks forward to a good week.

Gerald Hern.

Irving, Wilkes-Barre, Pa.

Current stage show at this Comerford theater is certainly pulling them in and pleasing the customers. Most of the acts had to give at least one encore.

Carlton and Miller opened with a comedy acro tap and followed with singles. Don Frye, who also served as emcee and did a good job, came thru superbly with his ventriloquist act with Willie the

dummy. The banter was good, with tap-dancer Boots Martin serving as a stooge. Frye goes one better in having Willie sing *Three Little Fishies*. As an encore Frye also brought out a black-faced dummy that talks in Southern dialect and then the pair go into a duet on *Alexander's Ragtime Band* which drew plenty of applause.

Another fine comedy act is Merrick and Allen, with the former playing an accordion and wearing a dead pan and comical derby hat. Drew plenty of laughs. Allen's singing is okeh and, while they stick to comedy almost exclusively, she certainly can sing well and he is a mean hand on the accordion. Their take-off on opera, with Merrick accompanying Allen's singing, amused the house.

Boots Martin's fancy tapping was easy on the eyes since she is attractive as well as a good dancer. A telephone scene blackout almost brings down the house.

Four Kings of Harmony did a fine job of blowing harmonicas with their special arrangement of *Caravan*.

In all, it was a show full of fun and good clean entertainment, with Don MacLuskie's pit band working well with the performers.

House was packed. Pic, *She Married a Cop*.

House runs shows three days a week.

Milton Miller.

Capitol, New York

(Reviewed Friday Evening, September 1)

The MGM campaign to put over the *Wizard of Oz* continues, with Bert Lehr and Ray Bolger replacing Mickey Rooney today and Judy Garland staying over. The Lehr-Bolger-Garland combo will appear here for another week.

That Rooney is a great draw is more obvious now than before, the house being far from full opening day of the new show which didn't have Rooney. The audience, of course, went for the new show in a big way, enjoying heartily the dynamic singing and personality of Judy Garland, the eccentric dancing and comedy talk and mugging of Bolger, and the woodchoppers' number of Lehr. The trio got together for a song and dance, *Jitterbug*, originally rehearsed for the *Oz* film.

Miss Garland, an odd combo of wide-eyed sweetness and Sophie Tuckerish vitality, sang *The Lamp Is Low*, *Comes Love* and *F. D. R. Jones*, socking each over like a sledge hammer. Bolger did an eccentric dance, a satire on a political speech and a comedy prize-fighting pantomime. Proved his versatility and had them laughing all along. Lehr did the woodchopping number, winning loads of laughs.

George Stoll's Orchestra on the stage provided background, giving the stage life and handling the show music well. Stoll's Orchestra (23 men) warm up the audience before Garland comes out with renditions of a couple of *Oz* numbers. Two girls and a boy vocalize with the band. Stoll takes the spotlight for excellent violin soloing.

Next two films slated here are *The Women* and *Lady of the Tropics*, but Loew has not made a final decision on whether to augment the films with p. a.'s of film names.

Paul Denis.

Strand, New York

(Reviewed Friday Evening, September 1)

New stage layout and holdover pic, *The Old Maid*, now in its fourth week, looks like good business for the Strand. When reviewed house had both upper and lower floors well filled.

Stage bill, a good one and strong on music, comedy and dancing, has Ozzie Nelson's Orchestra. The Nelson group do some very hot jiving and are aided in this direction by Louis Prima, who brings with him a torrid trumpet and keen sense of showmanship. Ork immediately set things swaying with such rhythmic tunes as *Yes, Sir and Well, All Right*, and Prima continued this tradition with *Basin Street Blues*, *Tiger Rag* and a few other standard jazz epics. Terrific sending. Prima vocals occasionally and makes a very personable stage appearance, but that trumpet is the stuff.

Band vocalist is Rose Anne Stevens, okeh for the job.

Harriet Hilliard (Mrs. Ozzie Nelson) knocked off a couple of vocals, showing beautiful voice quality in *Comes Love*. But a duo with hubby Ozzie was not so hot. They did *Two Sleepy People*, giving it too elaborate production. Some of Miss Hilliard's tunes had special

lyrics, bringing in the family angle. Nelson meanwhile stood aside and grinned. Audience liked it, altho we thought Miss Hilliard would have scored even better with a straight singing turn, omitting much of the domesticity angle.

Betty Bruce, tap dancer, strictly sock in a couple of routines. Way ahead of average tapper, Miss Bruce has style and class in addition to footwork. Added to this, girl is a temp raiser, and with her sinuous free delivery she cannot fail to score. Big hand.

Betty Lou, acro dancer, does her best work atop a small table. It's scarcely dancing, but good acro, and dangerous. Among other stunts, she did back flips, using no hands and landing on one leg. Also a running somersault with a one-and-one-half twist.

Don Cummings, rope-twirling comic, came out with sock gag material and soon had the audience chuckling. Works in formal dress and intersperses his gab with acro rope tricks. Timing very good, and Cummings delivered a very punchy tct, going off solidly.

Nelson a good emcee, conducting with easy informality and humor.

Paul Ackerman.

Minnesota, Minneapolis

(Reviewed Saturday Evening, August 26)

For the money (30 cents), patrons are getting their money's worth this week.

Jack Malerich and Orchestra are a fine group whipped into shape, with Jack doing many of his own arrangements.

The Patricia Wynne chorus of 12 young ladies furnish a lovely background with dances for the Malerich numbers. This week they appear as farmerettes to the delight of many State fair visitors.

The bill has good variety this week. Ted and Art Miller get laughs with their pitter-patter lingo. Pedro and Luis, acrobats and tumblers, have a good act, the climax coming when one of the men walks up a tight rope backward with the aid of an umbrella and then proceeds to slide down the rope from the balcony to the stage. Gave the folks a thrill. Jans and Lynton, dance team, have a girl as a rag doll, whom they toss around, tie up in knots and whatnot. She seems to have no bones in her body. Evelyn Wilson, singer, put on rather a good cock-tail-silly-woman routine. Lew Brock, emcee, handles his work well.

Film, *Should Women Work?* (Republic).

Fred H. Strong.

Paramount, New York

(Reviewed Wednesday Evening, Aug. 30)

A rather well-paced entertainment graces the Paramount pit this week, picture being Bing Crosby in *The Star Maker*. Larry Clinton heads the band chore, with John Gallus, Dean Murphy and Cass Daley the supporting acts.

Clinton's Band is held down considerably, contributing fewer numbers than is usual. A fast-paced swinger opens, Mary Dugan, the band's gal vocalist, following with *Over the Rainbow* and *Hat With Cherries*. She was roundly applauded for reasons not discernible to this reviewer.

John Gallus has an okeh novelty act, opening by doing a clarinet routine, balancing a rubber ball on the instrument while playing it. Follows with a puppet routine, presenting eight little gals dancing to his clarinet accompaniment. Latter half of the act is better than the opening work.

Ford Leary, husky saxster and vocal doubler, has personality and a somewhat unusual voice. Really scored the first sock of the show with his chanting of *Parade of the Wooden Soldiers* and *Shadrach*. Latter tune is one of the Clintonian specialties and is presented in a corking arrangement. Another goal was scored by a jam quartet out of the band in a zippy barrel number.

Murphy, a mimic, was introduced by Clinton as a "coming star." His imitations are good—as a matter of fact there are others who can ape better—but what gives Murphy stature as an entertainer is bright material. Whoever writes it deserves plaudits for presenting a well-tailored routine of mimicry. Murphy's encore number is a powerhouse take-off on President Roosevelt, potent on laughs. It's a good act and clicked solidly.

After a quick ork number Cass Daley, in a tough spot following the well-liked mimic, took about one minute to whom herself over and then kept it up for the remainder of her act. She deserved a return for a fourth number, but didn't make it. Her antic singing and inhibitionless cavortings got over for a real

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wham. How pictures have missed this gal is a mystery.

Clinton fails to exert sufficient personality to help himself, speaking thru the mike in a rather shrinking way. His band is a solid outfit, strong on arrangements, but the stage value is hindered by the maestro's podium manner. Business excellent. *Jerry Franken.*

Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 1)

House has an unbeatable set-up this time, with the stage affair even out-doing its billing topped by John Boles, Zasu Pitts and Red Skelton. This coupled with Columbia's new release, *Golden Boy*, has hit the nail right on the head at the b. o. Only thing that may mar the week's biz is a threatened walkout of the stagehands over the appearance of Boles and Pitts, who are SAG members and not members of the AFA.

Proceedings are opened by Skelton, who also acts as master of ceremonies thru-out the show. His adeptness at this task and his continual filling in with his own top-notch comedy go a long way toward making this the sock show that it is. Skelton does his take-off on a gal rising in the morning, his stock doughnut-dunking bit and some bright stuff with his partner, Edna Stillwell, all sprinkled in between the other acts. Audience is in the palm of his mitt right from the start and he never lets 'em down.

Gaynor and Ross, working on a built-up platform, perform some breath-taking stuff on the roller skates. Make a good appearance and the fellow's work with the gal on the fast whirls and dips is real sock.

John Boles stops things cold with his song repertoire. Guy is presold to the audience before he makes his entrance and he doesn't disappoint. Sang *Following the Sun Around*, *Blue Heaven*, *Rio Rita*, *One Alone* and *Waiting at the Gate for Katie*. Skelton had trouble quieting 'em down to allow Boles to duck.

Pops and Lourie pleased everybody, too, with a dash of scat-piping followed by some very fast footwork in a rapid dance series. Colored duo work with a minimum of effort in their more difficult numbers, which is a distinct relief from the pantings of many dancers today. Solidly accepted by the crowd.

Zasu Pitts, greatly abetted by Skelton, who feeds her lines, does a good job of displaying the traits by which everyone recognizes her, and her entire turn was packed with belly laughs. Following some cross-fire with Skelton, she hokes up a rendition of *A-Tisket A-Tasket*, with Skelton asking for plenty of applause via large signs which he packs back and forth behind her during the song. Naturally she gets plenty of same.

Biz was way above excellent for first show opening day, with crowds forming in the foyer for the second stanza.

Harold Humphrey.

Capitol, Portland, Ore.

(Reviewed Tuesday Evening, August 29)

This show seemed to please everybody. There were breath-taking acrobatics, a variety of music, dancing, good gags and lots of laughs. The program was well balanced.

By far the biggest hand was awarded Matt and Mary Ruth Duffin for their interpretation of a rag-doll dance. The audience gasped when Matt tossed Mary's limp form into the air the first time and caught her by a leg, and was still emitting sympathetic sounds when he bounced her on the floor at the close of the routine. Earlier in the act Mary did a fast acrobatic-contortionistic dance and Matt a tap routine.

Another form of acrobatics, contributed by the DeMartinis, was a hilarious version of how they did it in the Gay '90s. With hair slicked down, spit curls on the forehead and attired in baggy tights, the boys had the audience guffawing at memories of the gaslight days. High-light of their performance was a hand-stand act out of the humorous vein that drew a roar of applause.

Gwenelda proved to be a versatile musician. But, altho her efforts on the singing saw and musical ringing of silver bells were well received, it was evident that she was most skilled at the xylophone when she played the *Poet and Peasant* overture. Thru most of the number the tall blonde used only two hammers, yet gave a full rendition of the number.

Decidedly on the funny side were the antics of Dave Tannen, emcee. His imitations in pantomime of the Seven Dwarfs and versions of Dad's girl and

the modern girl going to bed nearly brought down the house. Hardly less laughable was the eccentric tap dancing of the sleepy-eyed, elastic-mouthed comedian. *Kenneth Madden.*

Riverside, Milwaukee

(Reviewed Friday Afternoon, Sept. 1)

From a rather flat opening, *Impressions of 1939*, produced by Fred Evans, builds up to a zippy enough close in a show which runs close to an hour.

The 12 Evans dancers in the opening stage a decent enough routine to *Begin the Beguine* but, altho lighting and costumes are good, lack of appropriate settings lend a rather cold atmosphere.

Olive White, a versatile gal with a pleasing personality and voice, offers *Lady's in Love With You*, *My Sombrero*, *When Mischa From Moscow Plays His Violin* and *It's the Rhythm in Me*. She augments her singing with bits on the guitar, violin and cornet.

The Evans dancers' next number is an innocuous bit with the participants in period costumes pirouetting to minuets and waltzes.

Floyd Christy and Hal Gould engage in clownish antics, best received of which is a slow-motion exhibition of a double somersault. From this point on Christy emsees, thereby assisting to correlate the remainder of the show advantageously.

Well received was Owen McGivney in his presentation of a scene from Dickens' *Oliver Twist*, in which he plays five characters with the stage and props so arranged as to permit the audience to see him make his changes.

Chick and Lee get a good hand for their mimicking of radio personages, including Walter Winchell, and close with imitations of Hitler and Mussolini. This ties in with the finale, which has six members of the chorus wearing masks of Hitler, Mussolini, Roosevelt, Daladier, Chamberlain and Stalin seated about a peace table. Curtain drops as each dances with a gal attired in costumes of their respective countries.

Biz about average when clocked. Pic. *Parents on Trial* (Col.)

H. C. Brunner.

Roxy, New York

(Reviewed Friday Evening, September 1)

House this week has a well-balanced stage presentation but is weak in name value, depending on *The Adventures of Sherlock Holmes*, mystery thriller, for drawing appeal. Picture, however, is also a weakie and is only slated to run for just one week.

Opening act is preceded by a Gae Foster production number which effectively introduces Bud Hughes and his two dogs. Girls go thru a screwy magic routine (at least they're versatile) in skin-tight yellow and black costumes, silk-stockinged to the hips, giving the number that added dash of sex appeal. Hughes does a few minutes of showmanly magic and it worked out well, because he finally produces one of his dogs out of a box. Very well received.

Howell and Coles, a pair of colored boys, are in the deuce spot and do a smash song (plus own guitar and fiddle accompaniment) and dance routine. It was good slapstick without being too corny, with Howell doing nice singing, polishing off high notes as tho they were nothing. Coles offers neat tap numbers, interspersed with comedy hits by both.

Maurice and Betty Whalen showed off to excellent advantage with their adagio turn that lifted the *Deep Purple* production number out of the doldrums. Number was a bore, but these two closed it with a routine of graceful body movements, replete with fast tricks and turns.

Borrah Minevitch's Rascals (sans Minevitch) are a well-established entertainment force in this house by now, but the humor in the act is only forthcoming from the monkeyshines of the midget. Their harmonica-playing is still way up to par with an arrangement on *When Day Is Done* as the standout.

House very thin opening night. Paul Ash's Band in the pit as usual. *Sol Zatt.*

ROSITA ORTEGA, Spanish dancer, doubling from the Havana-Madrid Club into the Music Hall, New York, was inadvertently omitted from the review of the Music Hall last week. She is appearing in the finale, doing a lively, graceful number.

State, Hartford

(Reviewed Friday Afternoon, Sept. 1)

The season opened with a bang with Frankie Masters and his Bell-Tone Swing Orchestra in support of Betty Grable and Jack Benny's valet, Rochester.

Good house greeted the opening despite the warm weather and the fact that the band wasn't well known here.

Bobby Lane and Edna Ward proved two of the swiftest and neatest dancers seen in Hartford in many a moon. They combine ordinary exhibitions of *The Lambeth Walk* and *The Big Apple* with acrobatics.

Marion Francis sings *Comes Love* and *Sunrise Serenade*, going to town on both of them.

Nelson's Novelettes, marionettes, proved a highly entertaining feature.

The band tears down the house with *It Ain't How You Do It*, imitating other popular bands, and then comes in for strong applause with a bottle novelty representation of *Little Brown Jug*.

Betty Grable sings and dances nicely, with comedy patter worked in between her and the maestro. Rochester does part of a Benny program with the aid of Steve White, impersonator, who later does a turn of his own. Inferior material takes the punch out of his number.

Picture, *Invitation to Happiness*, third-run in Hartford. Next week Gene Krupa. *J. B. Tuthill.*

Stanley, Pitts, Resuming Vaude

PITTSBURGH, Sept. 2.—Two weeks after Warner and the Harris Amusement Co. announced that stage shows would be a possibility in the distant future, Warner zone manager Harry Kalmine revealed the Stanley would resume vaude in the middle of the month, and the Harris Senator started publicizing a three-day appearance of Jesse Lasky's *Gateway to Hollywood* auditions on the stage the last week in September.

Tentatively slated as an early Stanley attraction is Hal Kemp's Band. The Stanley takes second choice of first-run pictures after Loew's Penn scans the release list, in accord with a pooled booking arrangement.

Preliminary to the vaude resumption is the *Dr. I. Q.* air show, to be broadcast for five more weeks over an NBC-Red hook-up from the Stanley stage, following satisfactory debut Monday.

The Harris Alvin is currently plugging a one-day appearance of William Holden on its stage September 6 in connection with the showing of *Golden Boy*.

Gypsy Rose Lee In Court Exam

NEW YORK, Sept. 2.—Gypsy Rose Lee went thru a three-hour exam before trial last week in the \$10,000 breach of contract suit against her by Irving Sherman, who insists he is her former manager. Sherman put on exhibit 30 letters to prove she regarded him as her manager. During the questioning she often answered, "I don't remember."

The hearing was adjourned. Sherman claims he has a five-year contract with her beginning with October 30, 1936.

Vaude Hypos Girl Softball Games

PITTSBURGH, Sept. 2.—Vaudeville has been moved into Duquesne Garden as an added attraction to a double-header girls' soft-ball game in a new attempt by the Harris Amusement Co. to make flesh entertainment pay.

The "six big acts of vaude" compete as amateurs for cash prizes.

Charging 10 cents for general admission, 25 and 40 cents for reserved seats, the Garden will book two nights weekly of the vaude-sports combination until the week of September 29.

Levis To Visit New York

NEW YORK, Sept. 2.—Carroll Levis, top English radio name, who is still successfully running two strong vaude units every week at leading English variety theaters, will visit New York, arriving December 12.

PEGGY METCALF and Vincent Daniels, who closed Friday (1) at Club Chanticleer, Hartford, Conn., after a two-month engagement, were booked by Gordon Entertainment Bureau. . . .

Saratoga Clubs End Flop Run; Blame Game Ban

NEW YORK, Sept. 2.—Four out of five of Saratoga Springs' top night spots took a powder last week as "a protest to Saratoga," closing a week before the racing season came to a close. The niteries, because of the ban on gambling, suffered severe losses.

After operating four weeks (racing season, one of the East's most lucrative, runs five weeks) Piping Rock, Riley's, Mother Kelly's and Meadowbrook shut, since there was little patronage while the gambling casinos were padlocked. Most of the spots had been raided in the past few weeks. Arrowhead Inn carried on until the bitter end, this week.

Before the ban on gambling two seasons ago, these spots during the five weeks of operation were always good for a profit of \$150,000. Performers, too, used to walk away with a lot of the coin because the money was unusually high during the height of the season. Some, however, were wont to leave the watering resort in hock to the night club owner because they couldn't leave the galloping dominoes alone.

Some spot operators are toying with the idea of pulling out of Saratoga next season if the anti-gambling ruling is still enforced.

Elizabeth, St. George to Vaude

NEW YORK, Sept. 2.—Two more theaters in the metropolitan area are introducing vaude this month.

On the ninth the Liberty, in Elizabeth, N. J., starts Saturday-Sunday vaude, booked by Arthur Fisher.

The St. George, St. George, Staten Island, booked by Al Rogers, starts September 15. Unlikely that Rogers will return this season to operate the Shubert or the Rivera in Brooklyn, being unable to obtain leases there. However, he is negotiating for a theater in Northern New Jersey.

Fisher office reports also that reopened Gaiety, Boston burly, is doing good business without cutting into the Columbia and the Howard.

Ben Marden on Bail

NEW YORK, Sept. 2.—Ben Marden, owner of the Riviera night club at Fort Lee, N. J., was sentenced to six months in jail this week for refusing to give information concerning gambling at his club. He was released on \$10,000 bail.

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

A
 Abdallah, Sam, Girls (Lotus Garden) Washington, D. C., nc.
 Akers, Hank (Aquacade) World's Fair, NYC.
 Allen, Roberta (McAlpin) NYC, h.
 Allen, Vicki (Beverly Hills) Newport, Ky., cc.
 Alpert, Mickey (Cocoanut Grove) Boston, nc.
 Ammons, Albert (Cafe Society) NYC, nc.
 Andre, Janis (Paradise) NYC, nc.
 Antoine & DuBarry (Nemerson) South Fallsburg, N. Y., h.
 Ardash, Fred (Little Old New York) World's Fair, NYC.
 Arden's, Don, Artist Models (Chez Ami) Buffalo, nc.
 Arica, Princess (Torch) Atlantic City, nc.
 Armstrong, Harry (Diamond Horseshoe) NYC, nc.
 Arnaz, Desni (La Conga) NYC, nc.
 Arnold, Jean (Summit) Baltimore, nc.
 Ash, Paul, & Band (Roxy) NYC, t.

B
 Banks, Sadie (Old Roumanian) NYC, nc.
 Barclay, Irene (Barney Gallant's) NYC, nc.

JACK GWEN
BASSETT and BAILEY
 A Unique and Distinctive Novelty! Thirteenth Smash Week at George Jessel's Little Old New York. Per. Mt., **BILLY JACKSON**, Palace Theater Bldg., N. Y. C.

Baily, Will (Paradise) Atlantic City, nc.
 Barr, Weldon (Golden Gate) San Francisco, t.
 Barra, Cappy, Harmonica Ensemble (State) NYC, t.
 Bartel, Lee (Renault) Atlantic City, nc.
 Bassett & Bailey (Little Old New York) World's Fair, NYC.
 Bates, Lulu (Diamond Horseshoe) NYC, nc.
 Beadini, Jean (Little Old New York) World's Fair, NYC.
 Bell, Rita (Queen Mary) NYC, nc.
 Bell & Grey (Blue Crystal Club) Girard, O., nc.
 Belmont, Bobby (Bismarck) Chi, h.
 Bennett, Ethel (Old Roumanian) NYC, nc.
 Bennett, Gordon (Oriental) Chi, t.
 Bernard & Henrie (Rose Bowl) Chi, nc.
 Bessinger, Frank (Radio Franks) NYC, nc.
 Beuvell & Tova (Earle) Washington, D. C., t.
 Billington, Orrin, & Betty Lou (Blackhawk) Chi, re.
 Bishop, Fred (Radio Franks) NYC, nc.
 Bishop, Jim (Gay Nineties) NYC, nc.
 Blackstone (Riverside) Milwaukee, t.
 Blaine, Dorothy (Bertolotti's) NYC, nc.
 Blair, Jimmy (Famous Door) NYC, nc.
 Blake, Arthur (Torch) Atlantic City, nc.
 Blakstone, Nan (Hi-Hat) Chi, nc.
 Blanche, Jeanne (Paradise) NYC, nc.
 Biane, Rose (Chez Patee) Chi, nc.
 Blondina (Paradise) Atlantic City, nc.
 Boles, John (Chicago) Chi, t.
 Bouvier, Yvonne (St. Moritz) NYC, h.
 Bower, Cookie, Girls (Palace) Chi, t.
 Boyle, Jack & June (Show Box) Seattle, nc.
 Brite, Betty (Golden Gate Expo.) San Francisco, a.
 Britton, Milt, & Band (State-Lake) Chi, t.
 Bronze Beauties, Ten (Paradise) Atlantic City, nc.
 Brooks, Howard (500 Club) Atlantic City, nc.
 Brown & Cook (Harlem) Atlantic City, nc.
 Bruce, Betty (Strand) NYC, t.
 Bruce, Roy (Versailles) NYC, nc.
 Bruce, Ted (Versailles) NYC, nc.
 Burgess, Jean (Barney Rapp's) Cincinnati, nc.
 Burnell, Buster & Billie (Paradise) NYC, re.
 Burns Twins & Evelyn Price (West) Sioux City, Ia., h.
 Byrnes, Jimmy (Blackhawk) Chi, nc.
 Byrd, Muriel (Belmont Plaza) NYC, h.

C
 Captivators, Three (Powell's) Antigo, Wis., nc.
 Cardini (Palmer House) Chi, h.
 Carpenter, Imogene (Weylin) NYC, h.
 Carl, Billy (606 Club) Chi, nc.
 Carrell, Helene (Lexington) NYC, h.
 Carrenos, Los (El Chico) NYC, nc.
 Carroll, Kay (Town & Country Club) Milwaukee, nc.
 Carroll, Don (International Settlement) San Francisco, nc.
 Carroll, Jack (Paddock) Wheeling, W. Va., nc.
 Carson, June (Colosimo's) Chi, nc.
 Carter, Betty (Jimmy Kelly's) NYC, nc.
 Carter & Schaub (Jimmy Kelly's) NYC, nc.
 Carter, Frank & Bowie, Arthur (Barney Gallant's) NYC, nc.
 Cawthorne, Johnny (Bal Tabarin) NYC, nc.
 Cella, Connie (Oriental) Chi, t.
 Chadwick's (Village Rendezvous) NYC, nc.
 Chamberlain, Eddie (Aquacade) World's Fair, NYC.
 Chick & Lee (Riverside) Milwaukee, t.
 Chocolaters, The (Cotton Club) NYC, nc.
 Christy, Floyd (Riverside) Milwaukee, t.
 Clare & Sana Sisters (Earle) Washington, D. C., t.
 Clark & Dexter (Topsy's) Southgate, Calif., nc.
 Claudet, Marguerite (Lowry) St. Paul, h.
 Clayton, Ruth (18) NYC, nc.
 Cobey, Lew (Leone's) NYC, nc.

WALTER MARY ADAMS
THE COLLEGIANS
 Now 2nd Week
PALACE THEATER, CHICAGO
BOB

Collegians, Four (Palace) Chi, t.
 Collette & Barry (St. Moritz) NYC, h.
 Collette (Dutch's) Chi, nc.
 Collette & Galle (Sherman) Chi, h.
 Colligan, Bill (Marie's Crisis) NYC, nc.
 Conrad, Bob (Leon & Eddie's) NYC, nc.
 Conrad, Jackie (Club Chanticleer) Madison, Wis., nc.
 Conyer, Dorothy (Old Vienna) Cincinnati, re.
 Cook, Ralph (Dutch's) Chi, nc.
 Cook, Gloria (Leon & Eddie's) NYC, nc.
 Cooper, Una (Earle) Washington, D. C., t.
 Cooper, George (International Settlement) San Francisco, nc.
 Cornet, Alice (Court of Flame) World's Fair, NYC, re.
 Cortes, Arturo (Havana-Madrid) NYC, nc.
 Craig, Reginald (Earl Carroll's) Hollywood, nc.
 Craig, Phil (Playhouse) Kansas City, Mo., cb.
 Cummings, Judy (Anchorage) Phila, nc.

Acts-Units-Attractions Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; re—road house; re—restaurant; s—showboat; t—theater.
 NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Cummings, Don (Strand) NYC, t.
 Curran, Vince (18) NYC, nc.

D
 Daley, Cass (Paramount) NYC, t.
 Danna & Dahl (Connecticut Inn) Southington, Conn., nc.
 Day, Doris (Barney Rapp's) Cincinnati, nc.
 DeAngelo & Porter (Chez Patee) Chi, nc.
 Debonairs (Capitol) Washington, D. C., t.
 De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
 De Forest, Marie (St. Regis) NYC, h.
 DeMar & Denise (Bismarck) Chi, h.
 Di Narsos, Dolores (Town & Country Club) Milwaukee, nc.
 Deppe, Lois (Harlem) Atlantic City, nc.
 Detroit Red (Harlem) Atlantic City, nc.
 Deon, Illis (Queen Mary) NYC, re.
 Desjardens, Pete (Billy Rose's Aquacade) World's Fair, NYC.
 Dick, Don & Dinah (State-Lake) Chi, t.
 D'Ivons, The (Beverly Hills) Newport, Ky., cc.
 Donahoe, Ralph (Merry-Go-Round) Dayton, O., nc.
 Donnelly, Harry (Gay '90s) NYC, nc.
 D'Orsay, Fifi (Show Box) Seattle, nc.
 Douglas, Dorothy (Oasis) Detroit, nc.
 Dowling & Davies (Ace Cain's) Hollywood, nc.
 Doyle, Buddy (Diamond Horseshoe) NYC, nc.
 Dracken, Russell (Whirling Top) NYC, nc.
 Drew, Doryce & Freddy (Green Shay) Lancaster, Pa., nc.
 Duchin, Eddy, & Band (Buffalo) Buffalo, t.
 Duffy, Douglas (New Yorker) NYC, h.
 Dunigan, Crash (Capitol) New Britain, Conn., t.
 Dupont, Bob (Buffalo) Buffalo, t.

E
 Earle, Robert (Crystal Palace) World's Fair, NYC.
 Eberle, Ray (Glen Island Casino) Westchester, N. Y., nc.
 Eddy, Marion (Little Old New York) World's Fair, NYC.
 Ederle, Gertrude (Billy Rose's Aquacade) World's Fair, NYC.
 Edward Sisters (Paradise) Atlantic City, nc.
 Evans, Dale (Sherman) Chi, h.

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

Everett & Conway (Owls Club) Alpena, Mich., nc.

F
 Farrell, Jack (Town & Country Club) Milwaukee, nc.
 Fay & Andre (Music Hall) Seattle, nc.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Faye, Helene (Earle) Washington, D. C., t.
 Faye, Andrea (Oriental) Chi, t.
 Fayne & Foster (Capitol) Washington, D. C., t.
 Fears, Kay (Diamond Horseshoe) NYC, nc.
 Farrett, Bunny (Place Elegante) NYC, nc.
 Ferguson, Bobby (Wagon Wheel) Phila, nc.
 Fiddlers Three (Dellview) Lake Delton, Wis., h.
 Fitzgerald, Lillian (Plantation) NYC, nc.
 Florenz, Paul, Line (Frolics) Salisbury Beach, Mass., nc.
 Floretta & Boyette (Chelsea) Atlantic City, h.
 Flowerton, Consuelo (Queen Mary) NYC, nc.
 Folies Bergere (Orpheum) Minneapolis, t.
 Foster, Gae, Girls (Roxy) NYC, t.
 Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.
 Fox, Earle & Tucker, Bobby (Fifth Ave. Bar) NYC, nc.
 Frances, Emma (Diamond Horseshoe) NYC, nc.
 Franz & Fuller (Del-Monte) Del Monte, Calif., h.

G
 Gale, Betty (Shelton) NYC, h.
 Gale, Lenny (Park Casino) Williamsville, N. Y., nc.
 Gali, Gali (Rainbow Room) NYC, nc.
 Gallagher, Ruth (Ernie's Three-Ring Circus) NYC, nc.
 Gali, Yola (Villa Venice) Northbrook, Ill., ro.
 Gallus, John (Paramount) NYC, t.
 Galvan (Congress of Beauty) World's Fair, NYC.
 Garland & Marla (Hollywood) West End, N. J., h.
 Gaylords, The (Renault) Atlantic City, nc.
 Gentry, Tex (Chateau Moderne) NYC, nc.
 Georges & Jalna (Waldorf-Astoria) NYC, h.
 Geraldine & Joe (Minnesota) Minneapolis, t.
 Gerard, Anne (Rainbow Room) NYC, nc.

PAUL AND NINO
GHEZZI
 ERNIE YOUNG'S FAIRS
 Direction: EDDIE SMITH.

Gilbert, Lillian (Topsy's) Southgate, Calif., nc.
 Gilmore, Patricia (Weylin) NYC, h.
 Glover & LaMaie (Mt. Royal) Montreal, Que., h.
 Goldie, Jack (Little Old New York) World's Fair, NYC.
 Gonzalo & Christine (Jimmy Kelly's) NYC, nc.
 Goodwin, Jack (Weylin) NYC, h.

Gordon Sisters (Frolics) Salisbury Beach, Mass., nc.
 Gracella Dancers (Casa Manana) Ft. Worth, nc.
 Granoff, Bert (Bismarck) Chi, h.
 Grant, Bobby (4 Aces) Chi, nc.
 Grauer, Bernie (Gay Nineties) NYC, nc.
 Gray, Maxine (Belmont-Plaza) NYC, h.
 Green, Al (Swing Club) NYC, nc.
 Green, Effie (Torch) Atlantic City, nc.
 Griffin, Billie (Paradise) Atlantic City, nc.
 Guardsmen, The (Weber's Hofbrau) Camden, N. J., nc.

H
 Hacker & Sidell Treasure Island) San Francisco, p.
 Haddon, Harriette (St. Regis) NYC, h.
 Hager, Clyde (Diamond Horseshoe) NYC, nc.
 Hale, Chester, Girls (Palace) Chi, t.
 Haley, Jack (Earle) Phila, t.
 Hall, Charley "Red" (Federal Gardens) Buffalo, nc.
 Hall, Cliff (Mother Kelly's) NYC, nc.
 Hall, Bob (Beverly Hills) Newport, Ky., cc.
 Hall, Lethia (Paradise) Atlantic City, nc.
 Hank the Mule (Colosimo's) Chi, nc.
 Hanlon & Clark (Show Box) Seattle, nc.
 Harmon, Ginger (State) NYC, t.
 Harrington, Pat (Club 18) NYC, nc.
 Harris, Whitey, with Lynch's Death Dodgers (World's Fair) NYC.
 Harrison & Fisher (Palmer House) Chi, h.
 Harvest Moon Dancers (State) NYC, t.
 Harvey, Sharon (Summit) Baltimore, nc.
 Heidt, Horace (Biltmore) NYC, h.
 Henri, Harry (Connecticut Inn) Southington, Conn., nc.
 Hess, Bobby (Wilson) Harrisburg, Pa., h.
 Higgins, Peter (Palmer House) Chi, h.
 Hillegarde (Savoy Plaza) NYC, h.
 Hilliard, Harriet (Strand) NYC, t.
 Hilton, Frankie (Hilo Club) Battle Creek, Mich., nc.
 Hollenbeck, Mysterious (Colonial) Wheeling, W. Va., t.
 Holiday, Billie (Cafe Society) NYC, nc.
 Holm, Eleanor (Billy Rose's Aquacade) World's Fair, NYC.
 Holt, Meymo (Lexington) NYC, h.

Honey Sisters (Summit) Baltimore, nc.
 Hooton, Don (Hollenden) Cleveland, h.
 Hopkins, Bob (State-Lake) Chi, t.
 Hot Shots, Four (Earl Carroll's) Hollywood, nc.
 Howard, Shemp (Stage 1) Hollywood, nc.
 Howard, Sammy & Helen (Aquacade) World's Fair, NYC.
 Howard, Bob (St. George) Brooklyn, h.
 Howard, Joe (Connecticut Inn) Southington, Conn., nc.
 Howard, Maida (Topsy's) Southgate, Calif., nc.
 Howard, Jack (Little Old New York) World's Fair, NYC.
 Howard, Terry (Capitol) Washington, D. C., t.
 Howard, Joe E. (Diamond Horseshoe) NYC, nc.
 Howell & Coles (Roxy) NYC, t.
 Hruba, Vera (New Yorker) NYC, h.
 Huasos, Los Cuatro (Waldorf-Astoria) NYC, h.
 Hughes, Lysbeth (Biltmore) NYC, h.
 Hughes, Bud, & Pals (Roxy) NYC, t.
 Hunnington Sisters (Troadero) Harrisburg, Pa., c.

I
 Intimates, The (Arnold's) Cape May, N. J., nc.
 Isles, Steven (Gay Nineties) NYC, nc.

J
 Jackson, Willie, & Jr. (Paradise) Atlantic City, nc.
 Jans & Lynton Revue (Minnesota) Minneapolis, t.
 Jarvis, Sam (St. Regis) NYC, h.
 Jensen, Lola (Astor) NYC, h.
 Johnson, Lee (Barney Rapp's) Cincinnati, nc.
 Johnson, Tilda (Diamond Horseshoe) NYC, nc.
 Johnson, Myra (Harlem) Atlantic City, nc.
 Johnson, Lucille (Diamond Horseshoe) NYC, nc.
 Jordan, Mildred (Colosimo's) Chi, nc.
 Juliette of France (Connecticut Inn) Southington, Conn., nc.

K
 Kaly, Chandra (Villa Venice) Northbrook, Ill., ro.
 Karson, Maria (Onesto) Canton, O., h.
 Kaufman, Ben (Place Elegante) NYC, nc.
 Kavanaugh, Stan (Capitol) Washington, D. C., t.
 Kay, Beatrice (Diamond Horseshoe) NYC, nc.
 Kaye, Ellen (Town & Country Club) Milwaukee, nc.
 Keller, Jack (Hughes 1-11) NYC, nc.
 Kelly, Paula (Rainbow Room) NYC, nc.
 Kellum, Corky (Billy Rose's Aquacade) World's Fair, NYC.
 Kelton, Jack (Club Plantation) Corpus Christi, Tex., nc.
 Kenny, Phyllis (Murray's Inn) Tuckahoe, N. Y., ro.
 Kenny & Burke (Minnesota) Minneapolis, t.
 Khan-Ashim (Casino Russe) NYC, nc.

King, Clyde (Torch) Atlantic City, nc.
 King, Charlie (Melody Club) Union City, N. J., nc.
 King, Carl (Bon Air) Wheeling, Ill., cc.
 Kolola Paradise) Atlantic City, nc.
 Kramer, Sam (Little Old New York) World's Fair, NYC.
 Kretlow Girls (Lookout House) Covington, Ky., nc.
 Kreuger, Stubby (Aquacade) World's Fair, NYC.
 Krupa, Gene, & Band (Earle) Phila, t.

L
 Lambertons, The (Wivel) NYC, re.
 Lamour Twins (Village Nut Club) NYC, nc.
 Lamont's Cockatoos & Macaws (Buck's Show) World's Fair, NYC.
 Landrae & Vernon (Oriental) Chi, t.
 Lane, Mary (Jimmy Kelly's) NYC, nc.
 Lassen, Sigrid (Armando's) NYC, nc.
 Lauren, Vicki (Babette) Atlantic City, nc.
 Lawrence, Marian (Crystal Palace) World's Fair, NYC.
 Lee, Bob (Wivel) NYC, nc.
 Leonard, Hazel (Roumanian Village) NYC, nc.
 Leonard, Ada (Colosimo's) Chi, nc.
 Lester & Irma Jean (Tivoli) Sydney, Australia, t.
 Lewis, Meade Lux (Cafe Society) NYC, nc.
 Lewis, Helen (Marie's Crisis) NYC, nc.
 Libuse, Frank (Diamond Horseshoe) NYC, nc.
 Lindy Hoppers, Six (Paradise) Atlantic City, nc.
 Lit, Bernie (Eldorado) Wildwood, N. J., h.
 Lopez, Maria Luisa (El Chico) NYC, nc.
 Lopez, Victor (Versailles) NYC, nc.
 Lorraine & Rognan Girls (Palace) Chi, t.
 Lorraine, Billy (Gay Nineties) NYC, nc.
 Loyona & Renard (Lookout House) Covington, Ky., nc.
 Lozipo, James (Ambassador) NYC, h.
 Lunatrix, Three (Renault) Atlantic City, nc.
 Lynn & Marianne (Bertolotti's) NYC, nc.
 Lynn, Sandra (Town & Country Club) Milwaukee, nc.

M
 McCall, Mary Ann (Glen Island Casino) New Rochelle, N. Y., nc.
 McCann, Eleanor (Village Nut Club) NYC, nc.
 McCoy, Bob (Biltmore) NYC, h.
 McGivney, Owen (Riverside) Milwaukee, t.
 McKay, Deloyd (Onyx) NYC, nc.
 McLean, Barbara (St. Regis) NYC, h.
 McLean, Bobby (Chez Ami) Buffalo, nc.
 McLean, Ross (New Yorker) NYC, h.
 Malina, Luba (Belmont Plaza) NYC, h.
 Manno & Stafford (Walton) Phila, h.
 Mangan Sisters (Diamond Horseshoe) NYC, nc.
 March, Linda (Bertolotti's) NYC, nc.

MARLYN and MARTINEZ
 Featured With George Hamid's
"Fantasies of 1939"

Marcus, Dr. (Lookout House) Covington, Ky., nc.
 Marin, Carmen (885 Club) Chi, nc.
 Marionettes, Kurtis (Lookout House) Covington, Ky., nc.
 Mark & Marlys (Lenox) Duluth, Minn., h.
 Marlynn & Michael (Rainbow Grill) NYC, nc.
 Marsh, Gloria (Jimmy Kelly's) NYC, nc.
 Marshall, Everett (Aquacade) World's Fair, NYC.
 Marshall, Don & Ruth (Melody Club) Union City, N. J., nc.
 Mason, Bud & Gil (Paradise) NYC, nc.
 Matthey, Nicholas (Casino Russe) NYC, nc.
 Maxellos, FIVE (Beverly Hills) Newport, Ky., cc.
 Meagher, Billy (Ken Roberts's) Detroit, nc.
 Medley & Dupree (Earle) Washington, D. C., t.
 Meyer, Theresa (Bismarck) Chi, h.
 Miles, Lee (New Yorker) NYC, h.
 Miller, Susan (Earl Carroll's) Hollywood, nc.
 Minevitch, Borrah, & Harmonica Rascals (Roxy) NYC, t.
 Miralles, Soledad (El Chico) NYC, nc.
 Modie & LeMaux (Colosimo's) Chi, nc.
 Mooslein, Prof (Canteen) Harrisburg, Pa., nc.
 Moore, Leila (Earl Carroll's) Hollywood, nc.
 Moore, George (Rose Bowl) Chi, nc.
 Morgan, Helen (Mayfair) Boston, nc.
 Murphy, Dean (Paramount) NYC, t.
 Murray, Elizabeth (Diamond Horseshoe) NYC, nc.
 Murrell Twins Roosevelt) Jacksonville, Fla., h.
 Mystic Vibra (LaSalle) Chi, h.

N
 Nash & Evans (International Settlement) San Francisco, nc.
 Nelson, Joan (Crystal Palace) World's Fair, NYC.
 Nelson, Ozzie, & Band (Strand) NYC, t.
 Nichols, Rudy "Red," Hollywood Premieres (Fox) McCook, Neb., 6-7, t.
 Nightingale, Billy (Harlem) Atlantic City, nc.
 Nirsla (Earl Carroll) Hollywood, t.
 Noyes, Nancy (Village Nut Club) NYC, nc.
 Nunn, Claire (New Yorker) NYC, h.

O
 O'Hrel, Del (Colosimo's) Chi, nc.
 O'Neil, Tex (Gay Nineties) NYC, nc.
 O'Neil, Lee (Barney Rapp's) Cincinnati, nc.
 Olivette, Nina & Dmitri (Villa Venice) Northbrook, Ill., ro.
 Orla, Nina (Versailles) NYC, nc.
 Ortega, Rosita (Havana-Madrid) NYC, nc.

P
 Page, Lolita (Marie's Crisis) NYC, nc.
 Paige, Ken & Roy (Colosimo's) Chi, nc.
 Paley, Nellie (Barney Gallant's) NYC, nc.
 Paine, Billy (Cocoanut Grove) Boston, nc.
 Palmer, Gladys (Three Deuces) Chi, nc.
 Palmer & Forresta (Eldorado) Wildwood, N. J., h.
 Park & Clifford (Biltmore Bowl) Los Angeles, nc.
 Parker, Mary, & Billy Daniels (St. Regis) NYC, h.
 Parker & Fredericks (Villa Moderne) Chi, ro.
 Parker, Muriel, & Charles Fredericks (Gibson) Cincinnati, h.
 Parsons, Kay (International Casino) NYC, nc.
 Patricia & Cesar (Havana-Madrid) NYC, nc.
 Patricia, Tom (Diamond Horseshoe) NYC, nc.
 Patterson, Jim (Aquacade) World's Fair, NYC.
 Payne, Frank (Sherman) Chi, h.
 (See ROUTES on page 60)

Dave Cohn's N. Y. Bookings

NEW YORK, Sept. 2.—Dave Cohn's bookings via Tommy Levene for the Irving's opener September 11: Stinky and Shorty, George Carroll, Allen Forth, Chet Atland, Jean Mode, Donna Rogers, Joy St. Clair and Georgia Sothorn. For the Star, Brooklyn, opening yesterday: Tommy Raft, Bert Carr, Mervin Harmon, George Kay, White Sisters, Georgia Sothorn, Nona Martin and Toni Mitchell. Also Rubber Lip and Sherry Britton.

For People's, this season in hands of the Chrystie Amusement Co. (Russell Carew, president and manager, and Howard Montgomery, producer), opening September 8: Ben Chasen, Harry Seymour, Harry White, Jule Sherman, Dee Oliver, Jean Pardue, Nina Nixon and Lesa Marville. For the Eltinge: Diane Ray and Annette. For the Gaiety: Roxanne.

Columbia Third Burly in Boston

BOSTON, Sept. 2.—Columbia Theater began its third year of burly with a Sunday midnight show. Named *Red*,

White and Hot, it was designed for the VFW, holding its annual convention in Boston. The show had a cast of 60 and once again Mandy Kay acted as funny man and emcee.

The other headliners whom Manager Max Michaels featured were Gypsy Nina, Noma Niles, Marion Young, Ginger Waldron, Lee Marnar, Harry Ryan, Les Golden, Eddie Innis and Walter Brown. The 30 Bernardolls were an innovation.

The Columbia's reopening means three burly houses in Boston as compared with two in previous years.

Strike Closes Burly House

SEATTLE, Sept. 2.—Rialto Theater, burly house, is dark again after recent reopening under new management, due to projectionists being called out on strike. A sound truck broadcasts the strike message from the street outside the house, which also features second-run pictures.

Atlanta, Atlanta, Drops Burly

ATLANTA, Sept. 2.—Atlanta Theater, which for several years has operated as a burlesque house, has been turned into a double feature motion picture theater. Jesse Cox is the operator.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

EDWARD SAINT, the Houdini archivist, infers that the weekly magazine, *Deutsche Illustrierte*, published in Berlin, carried a five-page spread on Houdini along with five photos of Harry and Bessie Houdini in its March 7 issue. The article, Saint says, lists the important events in Houdini's life from 1900 up to his dramatic death in Detroit in 1926. While Saint is a bit late in imparting the information, he insists that the article is an important item for collectors. . . . TRIXSTA THE MYSTIC, after completing a jaunt thru Canada, jumped into New York for a few weeks' stay before hitting out for a South American tour. He recently visited LaVerne, magician-mentalist, at Hubert's Museum on Times Square, and Mystic Zoraida, who is entertaining with his mental turn at the World's Fair. . . . HARRY WONG has closed with the Hilderbrand's Combined Show, to join *The Hit Parade*, a stage unit playing thru the State of Washington. He is being billed as the Mysterious Mr. Wong and is working under the direction of C. A. Barle. . . . DE COURSEY MYSTERY SHOW, which has been showing to fair returns in Prince Edward Island, Canada, begins on a string of Maine fair dates soon. . . . TED DELMONICO, magician of ceremonies, last week moved from the Torch Club, Canton, O., to Lantz's Merry-Go-Round, Dayton, O., and from there jumps to a Washington C. H., O., nitery. He is being booked by Ernie Creech, Columbus, O., booker. . . . JACK W. THOMAS, the "Jack Frost Magician," infers from Columbus, O., that he's booked well up into the winter. He recently took delivery on a new Silver Dome trailer. . . . ROY HOWARD, after showing his wares for a week at the Golden Grille, Hornell, N. Y., has transferred his activities to the Maple Tree Inn, Portville, N. Y. . . . EDDIE MARINO pencils from Halifax, N. S., that he has eight more weeks in Canada, after which he heads back for New York City. Eddie recently bumped into Karl the Magician in Sydney, N. S., while the latter was enjoying a brief spell off the road.

MILBOURNE CHRISTOPHER, Baltimore conjurer, had another piece in a recent issue of *The Baltimore Sunday Sun*, this time on "Magic Salesmanship." In it were mentioned Dr. Hoffman, Jack Gwynne, Blackstone, John D. Lippy Jr. and several minister magicians. Christopher also recently staged his annual evening of magic at the Hilltop Theater, Ellicott City, Md., the local sheet boosting the show with a half a column on the front page. . . . EMMETT BARBEE, Oklahoma City magic enthusiast, has retired from business and is en route to Mexico and South America to look over magic and magicians. . . . ON THE NEW YORK front Hardeen is still current in *Hellzapoppin'* at the Winter Garden, Gali-Gali is in the Rainbow Room in Rockefeller Center, Dr. (Think-a-Drink) Hoffman is in the *Streets of Paris* at the Broadhurst Theater and Guilly-Guilly is on the midway at the World's Fair. . . . "THE GIRL IN THE CAGE," a mystery story of which John Mulholland is co-author, is slated to hit the publishers early this month. . . . DUKE MONTAGUE resumed with his show August 28 after a month's vacation in Salt Lake City. Marjorie Higbee has been added to the staff, and Gladys Emerson, with Montague last season, joined Labor Day. . . . WILFRID BECKMAN, Montreal magician, who recently concluded a 10-week swing thru the Province of Ontario with the *Broadway to Harlem* unit, is currently doubling between the Cartier Theater, Hull, Que., and the Bellevue Club, a mile away in Ottawa, Ont. . . . KENNETH SPENCER, vent and Punch man, is working fair dates out of Minneapolis for Station WCCO, that city. He plans to hit the road for six weeks with his three-day talking picture and vaude show late in September. . . . A. F. BULL (Francisco) and his Spook Show, who recently played thru Idaho, Utah and Colorado, is set in Fox West Coast Theaters in California for the month of September, with Nebraska and Kansas set for October. Sid Fleishmann, of Alhambra, Calif., recently joined the show in Denver. Robert Muse continues as chief assistant.

Burly Outlook Best Since '37

(Continued from page 4)

Newark; Trocadero, Philadelphia; Gaiety, Baltimore; Gaiety, Washington, and Mayfair and National, Detroit. Latter house is now doing stock, but is expected to switch to road shows.

Burlesque business out of town during the last season was better than at any time during the past 10 years, and it is believed that in addition to hypoped circuit activity many more indie spots will function as the season gets under way. There are some 25 indie houses now in key cities.

Tom Phillips, Brother Artists' Union chief, is now negotiating with both the Hirst and Midwestern circuits for basic agreements.

Hirst Units Begin Tours

NEW YORK, Sept. 2.—New Hirst circuit show, opening tomorrow at the Empire, Newark, will travel as Renee's *Daughters of Eve*. In the cast, besides the feature, will be Max Coleman, Leonard the Greek, Billie Diamond, Lou Devine, Eddie Haywood, Louise Rogers, Jess Mack, Jean Lee and the Morgan Sisters.

Show at the Troc, Philadelphia, also opening tomorrow, will be billed as *Crystal Aymes' Torrid Teasers*. Other principals are Binder and Rosen, James X. Francis, Patricia Paige, Stanley and Kaplan, Bobby DuBois, Lillian Bryan, Dixie Sullivan, Paddy Cliff and Janese.

Circuit last week added two more houses to the wheel, Mayfair, Dayton, opening September 9, and National, Detroit, September 8. These will shorten the jump between the Pittsburgh Casino and the St. Louis Garrick. Latter opens September 9.

Empress, Milwaukee, Opens

MILWAUKEE, Sept. 2.—Charlie Fox, burlesque impresario here the past 32 years, will reopen the Empress Theater here starting next week with road shows. Headliners set include Minda Wausau, Ada Leonard, Marian Miller, June St. Claire and Charmaine.

Casino, Pittsburgh, Resumes

PITTSBURGH, Sept. 2.—George Jaffe will reopen the Casino September 10 with an Iessie Hirst show featuring Valerie Parks, Scratch Wallace and Vic Plant, sales manager Abe Jaffe announced today. As for the past two years, a two-hour show including short film subjects, will be sold at a 25-cent-40-cent policy.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

GUS SCHILLING and Betty Rowland, in Los Angeles burly, broke into dailies here with the news that Gus has been signed for an important role in the Orson Welles pic, *Heart of Darkness*, and Betty was lauded as being "one of the more notable strip-tease artists in this locality." Gus last year appeared in the Mercury Theater production of *Five Kings*, also sponsored by Welles. . . . BEVERLY CARR, producer, to double between the Embassy, Rochester, and Palace, Buffalo. . . . GLADYS CLARK, since the fair's opening with NTG's *Congress of Beauty* (now closed), and Frank Penny open at the Republic September 11. . . . PAT DEAN, who moved from the Eltinge to the Republic, is being used by producer Audrey Allen as an emergency girl, a dancer or a showgirl, according to spots vacant. . . . SANDRA SAKS, showgirl at the Republic, is able to con-

verse in Serbian, Russian, Polish, German, Jewish and English despite the fact she was born in Moundsville, W. Va.

MURRAY LEONARD writes from an island near Oak Bluffs, Mass., where he is vacationing and fishing, that he landed a 100-pound tuna August 16 and that his German boxer dog, Gretchen, won a blue ribbon in a local dog show and rescued a child from drowning. . . . HERMAN FERBER, former character-straight in burly, is now a salesman for furniture specialties. Writes from Tulsa, Okla.: "Covering five States, Nebraska, Iowa, Kansas, Missouri and Oklahoma. New set-up is positively grand. Good luck to all show pals. Inez Marvin and I received final decree August 1, so the team of Ferber and Marvin no longer exists." . . . MARIE ASHDOWN left the Republic August 24 to double as showgirl and stripper in the Valerie Parks show on the Hirst Circuit. Republic's engagement was Marie's debut before the footlights away from her home town in Kingston, N. Y. . . . ART GARDNER, Boob McManus, Marie Cord and Evelyn Taylor new at the Continental September 1. . . . BOB EUGENE, former burly comic, is now Bob Lash; a steward aboard European-bound steamers. . . . PEGGY REYNOLDS and Irene Austin replaced Ginger Waldron and Zonia DuVal at the Gaiety August 25.

JOYCE BREAZELLE is mourning the loss of a purse containing money and valuable personal belongings stolen from her in a Jersey nitery. . . . CHARLES SCHULTZ replaced Harry Ryan at the Republic August 25, Ryan shifting to the Columbia, Boston. . . . CHRIS NIELSON, showgirl, is doubling as acro dancer in Billy Koud's numbers at the Gaiety. . . . FRANKIE FAY is a happy and proud chorine at the Gaiety over the win of her brother, Mike Kaplan, a welterweight from Boston, in his recent battle at Madison Square Garden. . . . PAT PAREE and Pinto and Della are also with H. & M. Minsky's show at the Canadian Exposition. . . . PHILLIE BRENNAN, Republic executive, birthday partied and celebrated August 22. . . . MAX SHARP returned to the Gaiety from Pittsburgh, where he attended the unveiling of a gravestone for his mother. UNO.

From All Around:

GARRICK, St. Louis, opens Friday (8) with the following: Hamp and Beck, Harry Evanson, Billy Ainsley, Franklin Hopkins, Nazarro Hallo, Wanda Kay, Hilda Allison and Peaches. . . . Gayety in Cincy will have Lillian Hunt on the producing end. . . . GAYETY, Detroit, opened Friday with Charles Country and Kenny Brennan, George Schiller, Buster Lorenzo, Mickey Pearl, Marion LaMarr and Marion Morgan featured. Paul Morokoff is the house producer.

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Montgomery Big For Austin Show

MONTGOMERY, Ala., Sept. 2.—Gene Austin's *Models and Melodies* tent show played here two nights last week-end to capacity crowds and was held over for a third performance under auspices of the Montgomery Fire Department's Pension and Relief Fund. On the third night a number of vacant seats were spotted in the big tent, which seats 4,500, but this was attributed to a delayed holdover decision that made adequate advertising impossible.

Show played in Gunter Park, within the city limits, under good weather conditions. Equipment is in good condition and the show, according to the management, is traveling in 30 vehicles, including private cars. From here troupe went to Tuscaloosa, Ala., with Memphis to follow.

Fire Halts Myhre Under-Canvas Tour

MOBRIDGE, S. D., Sept. 2.—A contemplated week's stand here by the Myhre Tent Show was cut short after one night's performance when the 60x110 foot top was destroyed by fire early Tuesday morning. Ed Myhre, owner-manager, said no other equipment was lost. The tent was uninsured. Fire was believed to have started from a short circuit.

Loss of the tent will not inconvenience the troupe seriously, as it is scheduled to begin its winter theater tour September 9. Business has not been up to the usual standard the last few weeks on account of harvesting, Myhre says, but he looks for a good season in theaters because crops in this territory are above average.

Madge Kinsey Set For Canton Stock

SIDNEY, O., Sept. 2.—Madge Kinsey Players, current here this week after a six-week run in Mansfield, O., moves from here to Marion, O., for a fortnight's stand, opening Labor Day. The Kinsey organization, which launched its under-canvas season at Fostoria, O., early in May, winds up the tent trek the week after Marion.

On September 25 the Kinsey Players move into the Opera House, Mt. Gilead, O., for fair week and from there jump to the Grand Opera House, Canton, O., for an indefinite stock run beginning October 7.

Kinsey roster comprises Jimmy and June Parsons, Otto Imig, Dave Hemminger, George and Joan Colbert, Eddie and Babe Mason, Betty and Jean Graf, Hugo Imig, Esther Fortner, Mary Jane Davis, Katherine Ann Fortner, Lottie Davis, Madge Kinsey and Harry Graf, manager.

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F. S. WOLCOTT'S RABBIT FOOT SHOW WANTS

Chorus Girls, Novelty Act; E-Flat Saxophonist, doubling Clarinet; Tuba Player who doubles Bass Violin; two good Comedians; two good Billposters. Elmer Yancey, show now on the road, answer this ad by wire. Shaw, Miss., 6th; Drew, 7th; Pace 8th; Benoit, 9th; Greenville, 11th; all Mississippi. F. S. WOLCOTT.

Rep Ripples

NIG AND JESSE ALLEN Players, after circling airdome style in Western Kansas for the past four months, are making plans to switch to an Oklahoma circle for the fall and winter. . . . THE CAST of Herbert Walters' Comedians spent a day in Kansas City, Mo., last week on a shopping tour. Troupe is showing spot in Northern Missouri and Southern Nebraska, but will about-face soon for their southward trek. . . . RED AND DONNA DAVENPORT have closed with the Caldwell-Slout Show in Michigan. . . . HARVEY AND ELEANOR BRANDON, who successfully managed their own troupe for many years but inactive the last two seasons, recently joined Larry Dunning's Little Theater Players in Western Kansas. . . . L. H. McDONALD, who has his own sound truck, is blazing the trail for the Frank Smith Players. . . . CORINNE LONGDON recently joined the Chick Boyes Co., playing stock at Lincoln, Neb. . . . ART AND MAE NEWMAN, after closing the season with the Gagnon-Pollock Players, are sojourning in Indiana. . . . S. G. DAVIDSON, former manager of the Hazel Cass attractions, was a visitor in Kansas City, Mo., the last week-end. . . . RALPH FARRAR, formerly pianist with various Midwestern tent reps, is now bookkeeper and office worker with the Siebrecht Plumbing Co., San Antonio.

JERRY BRUCE, formerly with the Ward Show in Texas, has joined William Balthazer's No. 1 unit temporarily. . . . JUSTUS-ROMAIN CO. has begun its contracted fair dates and celebrations thru Western Nebraska. . . . CECIL VERNON recently reopened his circle, with headquarters in Mar-marth, N. D. He plans to return to his former Minnesota territory later in the season. . . . ADRIAN BILLY LEE has joined the Golden Rod Showboat in St. Louis. . . . JACK LOCKWOOD, well-known repster, left Kansas City, Mo., recently for an Ozark Mountain resort, where he has contracted to direct a local production. . . . SKEET AND PAT CROSS, now with Frank Ginnivan Players, will be back with Station KMA, Shenandoah, Ia., following the close of the tent season. . . . MILDRED LYONS has opened a dance school in Kansas City, Mo. . . . KING AND HAZEL FELTON have decided not to launch their own trick, and have rejoined Jim Warren's Comedians as a concert attraction. . . . J. GORDON KELLY, who has been rehearsing his

company in Omaha, will open soon on a Southern Nebraska circle. . . . BILLY AND HELEN VAN SANDT are terminating their contract with the Smith Show in Colorado.

WILL B. (BILLY) MORSE, identified with rep shows for many years and now manager of one of Hap Morse's bowling alleys in Dallas, is recovering from an appendectomy at St. Paul's Hospital, that city. . . . OTIS OLIVER, erst-while rep and stock manager and now engaged in special promotion for Central Show Print Co., recently visited show friends around Indian Lake at Lakeview, O. . . . HONEY WILDS, formerly featured with Lasses White on the Tolbert Show, now heads a five-people radio unit working theater dates out of WSM, Nashville. Featured opposite Wilds is Dandy Lyon, blackface. . . . RUBE AND AVIS FERNS, well known in repdom, are playing fairs thru Indiana with their Arabella and Zack-aria act. . . . JOHNNY (SMOKY) BISHOP and wife, Vernie, are rounding out a solid year and no layoffs with the Jack Grady tent opry touring Virginia and North Carolina. Postaling from Sevensprings, N. C., Johnny says: "Lots of shows in this neck of the woods and all report business as okeh." . . . EDDIE AND BABE MASON, of the Madge Kinsey Players, jumped into Cincinnati for a few days last week to visit friends and to ring in a bath. Babe has just rejoined the show after several weeks in Detroit, where she went to minister to her aunt who is seriously ill.

Boob Brasfield Comedians

SMITHVILLE, Miss., Sept. 2.—Company is all set for a winter run in Gadsden, Ala., and Chattanooga, Tenn., making our eighth season in the former city and the second in the latter.

Mrs. Neva Brasfield and Bonnie are vacationing in the Lower Rio Grande Valley, where they are visiting Neva's sister, Mrs. A. B. Hill, of Donna, Tex. Fungio and Dawn, dance team, have closed. Remainder of the roster is still the same and includes Red and Bea Jenks, Irvin and Lois Behmer, Slats and Alice Randall, Bob Kent, Slats Emanuel, Slim Arnold, Charles Gunster, Bessie Bolton, Eva Lynn, "Booger" Lewis and Marge Pettit.

Boob Brasfield has gone home to the bedside of his father, who is seriously ill. Company is now under the management of Bob Kent.

Brasfield is planning a hillbilly unit to play Alabama, Georgia and Tennessee this fall and winter.

BOOB BRASFIELD.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Gray's Texarkana Walkathon Continues To Pull Good Biz

TEXARKANA, Ark., Sept. 2.—Playing under canvas, the walkathon opened here August 17 by Harry Gray, sponsored by the local police department, continues to play to good crowds. Fourteen teams and three solos remain at the 216-hour mark. Curley Kent was "frozen alive" Thursday night of last week before a packed house. Music is furnished by Buddy Baker, and show is aired three times daily over Station KCMC.

Contestants remaining are Smitty Inman and Velma Lane, Joe and Mary Rock, Bill and Betty Forte, Pee Wee Collins and Pauline Boyd, Billy Ryan and Jo Jo Kelly, Bob Sells and Lita White, Junior Dixon and Grace Jolliff, Eddie Anderson and Betty Lauck, Bill Fite and Gladys Griffith, Curly Kent and Hazel Barryman, Popeye Thomson and Rose Miller, "Pistol Pete" Wilson and Violet Gretchel, Sammy Kirby and Johnnie Bradshaw and Rex Garret and Dovie Miller. Solos are Stanley Rock, Jack Diamond and Mickey Reeder.

King Brady is handling the stand, with Chuck Payne assisting. "Pistol Pete" Wilson is carrying the comedy end, and Smitty Inman takes over the mike at the midnight hour. Judges are Earl Clark and Walt Gross. Trainers are Tony Gross and Gene Williams. Pauline Lyons is nurse. Others on the staff are Johnny Hubbard, Chief dietitian, assisted by Mrs. Hubbard, with Willie McKenzie on the opposite shift; top tent man, Ernest Fisher, assisted by Jimmy Carleton; auditor, Granny

Roberts; head cashier, Anita Lloyd, with Margie Hanes on days; police officer, Jesse Stewart; maintenance man, Bud Sweatt. Concessions are handled by Wendel Haines. Popcorn Johnnie and Maxine Freshwater peddle the corn. Carl Ochsenbein is doorman.

Youngblood Show Nears End

TERRE HAUTE, Aug. 2.—Opening here July 6, Zeke Youngblood's show is now in the final stretch, with four couples and one solo left of the 44 teams who started. Dynamite derbies are now in effect. Show has enjoyed good crowds since opening night. Still in the running are Doris and Billy Donovan, Bobby Davis and Johnnie Hughes, Eileen and Mickey Thayer Jr. and Jennie Busch and Blackie La Tessa. Bill Ross is solo.

Decatur Contest Winds Up

DECATUR, Ill., Sept. 2.—Decatur's walkathon, which had been in operation since June 16, ended August 31 after 1,800 hours. The final sprint was run out in pursuit, with Peggy Jackson, after 52 minutes, being declared the winner of the girls' running against Mildred Crum. Johnny Makar won over Jack Glenn in a grudge race after 57 minutes.

KAY KORKY, assistant manager of the walkathon in Marion, Ill., last winter and concessions operator on the Zeke Youngblood Shows this summer, was a visitor to the St. Louis office of *The Billboard* Wednesday of last week. He stated that he wouldn't be a bit sur-

Roberson Players Put in Big Week

GALESBURG, Ill., Sept. 2.—George Roberson Players pitched their big top here for a fortnight's stand. Business all week has been of near-capacity variety.

Following the local engagement, Manager Roberson takes his troupe to Quincy, Ill., for a two-week stay, to be followed by a like engagement in Springfield, Ill. Negotiations are currently under way to move indoors for a stock run in the fall.

The Roberson company has just finished rehearsals on a new bill, *Cradle Snatchers*, with another play slated to go into practice today.

Morgan-Helvey Notes

MONMOUTH, Ill., Sept. 2.—This town gave the show four days of good business plus many visitors. Billy Terrell and his Arizona Cowboys, playing Fox Midwest houses, caught our opening here and were loud in their praise of the show and Neale Helvey's colorful opening, *Caliente Fiesta*. Terrell, who formerly had his own rep, is doing okeh with his vaude unit. With him are Vern and Babe Malone, former rep folks.

Nearness to Galesburg, where George Roberson Players are holding forth, resulted in several visits. The Mundees, Boots Stone, Jane Allardt and the writer enjoyed Roberson's matinee. Show has a fine outfit, a good cast and a capable ork under the direction of Wilbur Embs. Manager Roberson returned the visit, catching our show.

Fred and Anne Ewen spent two days on the show this week visiting the writer and Jane Allardt. They were en route to Iowa after closing the Buddy Players in Pennsylvania.

Roi Lorenzo and Al Tanner, of the Roberson show, were over one night last week and the Ewens' house trailer was the scene of much revelry.

Lee and Toots Ayers and Edna Cable (Mrs. Jack Sexton Sr.) also visited and caught show here. Last named is with the Roberson show.

Lee Ayers, now out of the business, is located in Peoria, Ill., selling trailers.

Rajah Korie is mourning the loss of his pet kitten, Boots, whose demise occurred under the wheels of one of the gayly painted trucks.

Jack Hutchinson, have you quit selling *The Billboard*? I've missed you on the list lately.

Walter Kieft, formerly with McOwen Stock Co., is now located in Abingdon, Ill., and was a visitor on the show there.

Saw Roi La Renzo's string bass recently mentioned on this page and must say the Great La Renzo has mastered the instrument and slaps a mean bass.

A. S. PITCAITHLY.

Rusty Williams Show

CLARKTON, N. C., Sept. 2.—Business has been good with us since our opening May 8. Roster includes Rusty Williams, Dot Williams, Billie and Wilma Williams, Paul (Rusty) Scott, Gladys Scott, Mr. and Mrs. William Hurrey, Earl Beaman and Rigdon Hammer.

Recent visitors included Mr. and Mrs. Paul Liniger, Mr. Dize, of Winston-Salem, N. C.; Mr. Cogsdell, of the Bob Hofeller Candy Co.; Betty Mellon and Johnny Finch, of the Ollie Hamilton Tent Show, and Bert Russell.

The writer had the pleasure of catching the Ollie Hamilton Comedians recently. A good show, and seeing Ollie do black again recalled the good old days. Enjoyed Red Fletcher's comedy, too, and Johnny Finch's straightening and hoofing.

Also took time out recently to look in on Winstead's Minstrels in Fairmont, N. C., and also the "SeaBee" Hayworth tenter in the same territory.

RUSTY WILLIAMS.

prised if there were another show in Marion this fall.

HODDY REED writes: "Put over a beauty show in Lexington, Ky., August 28 and 29, after having a flop in a derby show here several weeks ago. Show was held in Woodland Auditorium."

ANNABELLE MILLER cards from Union, N. J., to inquire about Thelma Walters and Margaret and Whitey Helm.

Conducted by THE ROADSHOWMAN—Communications to 25 Opera Place, Cincinnati, O.

Roadshowman's Success Hinges Upon Care He Gives Equipment

(Continued from last week)

CINCINNATI, Sept. 2.—Every roadshowman will find it a good investment to carry spare parts for that part of his equipment that will require occasional replacing. Carrying of spares can frequently save the roadshowman from inconvenience and embarrassment and disappointment to himself, his audience and his possible sponsor.

Since the roadshowman is always on the go, there is a possibility that his exciter, pilot and projection lamps might be damaged. The photo-electric cell is also a delicate mechanism. Additional lamps should always be carried, for one never knows when bulbs may burn out or become damaged. In the case of the exciter lamp additional precautions should be taken. As soon as it begins to discolor insert a new exciter bulb. It is good for about 30 hours (approximately 15 shows) but should never be allowed to completely burn out. More photo-cell voltage is necessary when the exciter lamp is failing and this condition is responsible for speaker noises. However, never change bulbs with the current on.

Roadshowmen, especially those who give shows outdoors, should give special attention to their speakers. While new models receive protective treatment at the factory to enable outdoor use, those who have the old type should not subject the speakers to dampness. Wires running from the amplifier to the speaker should always be well insulated, with good connections at the plugs.

When the projector has been set up for a program, roadshowman should carefully check it. After the removable reel arms have been fastened in place it is important to set the tension adjustment according to the size of the take-up reel. The setting is judged by the hub size on some projectors and reel size on others. If the tension is insufficient film will back up in the projector. If the tension is too great there will be a tendency to split the sprocket holes.

The take-up reels used should be carefully packed when traveling. While in itself not one of the most important parts of the projector, a battered take-up reel can cause a great deal of damage to the film. And, too, always carry a supply of fuses.

Care of Film

If the roadshowman follows a regular schedule in taking care of his projector he will have little trouble with his film. However, there are certain things which have to be done to protect film regardless of how clean the machine is kept.

If the oiling of the projector is done according to instructions there will be little or no trouble from smudgy films. Regular cleaning of film will doubly in-

sure the roadshowman of better projection, for it is next to impossible to prevent some oil from coming in contact with the film. Cleanliness of the projector again comes to the fore in considering scratched film. If the aperture gate is kept clean and untouched by any metal instrument the chances of scratches are greatly reduced.

All 16mm film is subject to drying out when left exposed to the air. This causes it to shrink, curl out of shape and become brittle. This condition may be prevented by keeping the film in metal humidors, but the pads in these cans must be moistened periodically. While water will serve the purpose, oil of camphor (not camphorated oil) requires less frequent renewal. If the film has shrunk more than one-eighth of an inch per foot it should be humidified before being projected, as brittle film is likely to break at the perforations.

If because of incorrect adjustment of the tension the sprocket holes are broken, they should be repaired immediately. Mis-threading will also cause the holes to break. When this condition is found the damaged section should be cut out before the film is again shown. Roadshowmen in splicing their film should follow instructions carefully.

Film may be cleaned at a laboratory or by rewinding thru a soft clean cloth soaked in a solution prepared by a

that the roadshowman can promote unlimited publicity with little cost. For instance, by getting sponsoring organizations to distribute window cards, he is assured of widespread distribution. In addition, he doesn't have to hand out passes for placement since the customers of the establishment placing the card can explain that the show is being given for the churches or the schools of the community and no passes are being handed out. Some roadshowmen, in fact, have even procured radio time, 24-sheet boards and columns of newspaper publicity for practically nothing, simply by efficient organizing of the "publicity committee" of the sponsoring groups.

Cuttin' It Short

EDWARD DENHAM writes from Corn- ing, Ark., to say that the Denham family now has five tent talking picture shows on the road, all equipped with 35mm. sound-on-film projectors. Denham infos that they buy all their films outright from the various firms.

TWO BING CROSBY films, each two-reels, are being released by Walter O. Gutlohn, Inc. Titles are *One More Chance* and *I Surrender Dear*.

F. SHAHAN and his two sons, Billy and Buddy, 6 and 11 years old respectively, are now operating in Pennsylvania. They are currently showing *Young and Beautiful*, *Last of the Mohi-*

Recent Non-Theatrical Releases

(16MM. unless otherwise designated)

Key: Me.—Melodrama; My.—Mystery; Mu.—Musical; Ad.—Adventure; We.—Western; Dr.—Drama, and Co.—Comedy.

(Films listed below are feature pictures. Releases of other than features will be carried in the regular news column on this page.)

Film Title	Reels	Talent	Released By
<i>Glamorous Night</i> (Dr.)	7		Walter O. Gutlohn, Inc.
<i>Spy of Napoleon</i> (Dr.)	10		" " "
<i>Forbidden Music</i> (Co.)	8	Jimmy Durante, Richard Tauber	" " "
<i>When Knights Were Bold</i> (Dr.)	8	Jack Buchanan, Fay Wray	" " "
<i>Prisoner of Corbal</i> (Dr.)	8		" " "
<i>Lorna Doone</i> (Dr.)	10	Victoria Hopper, John Loder, Margaret Lockwood	Eastin 16mm. Pictures Co.
<i>The Last Wilderness</i> (Ad.)	5	Howard Hill, champion archer	" " "
<i>The 400,000,000</i> (Dr.)	6	Fredric March	Garrison Films
<i>High Hat</i> (Mu.)	7	Frank Luther, Dorothy Dear, Lona Andrea, Franklin Pangborn	Post Pictures

reputable firm. Carbon tetrachloride will also serve very well as a cleaner.

Care of Screens

While the screen is an important part of the roadshowman's equipment, its care involves least care of the set-up. However, this is not to imply that screens can be tossed into the back of an auto and forgotten. Tripod models are deemed best for roadshowmen who use the one screen for all showings. These may be set up in the middle of the floor and moved at random.

Only a few types of screens may be cleaned satisfactorily. For this reason the roadshowman should not allow the screen to be left exposed after shows. When the collapsible or roller type is used the roadshowman must be careful to roll the screen smoothly and evenly. A crease across the screen may ruin it for future projection.

Success Depends Upon Publicity

CINCINNATI, Sept. 2.—The secret for the success of the motion picture roadshowman who offers religious or educational films under auspice of religious or educational groups or fraternal organizations lies fundamentally in the roadshowman's ability as an organizer and publicity-getter.

Those experienced in this type of operation never overlook a bet to work up the enthusiasm of sponsoring organizations to fever pitch. To begin with, the town and surrounding countryside are heavily papered. Sponsoring organizations are furnished with window cards to be placed in merchants' windows, and newspaper and radio tie-ups are arranged.

The beauty part of such tie-ups is

cans, *Exposure* and *The Phantom Broadcast* plus cartoons and serials to good results.

CASTLE FILMS announces the release of two new shorts, *Washington*, a camera story of the nation's capital, and *Pirate Ship*, a Terry Toon cartoon comedy. Castle Films has arranged for the filming of important events of the forthcoming American Legion national convention in Chicago, which it plans to have ready for release September 28.

TOUCHDOWN, a one-reeler on football, has been released by Pictorial Films. Narration is by Frank Stone. Six new *Flip the Frog* cartoons are also ready for the market. These include *Cuckoo Murder Case*, *Movie Mad*, *The Village Smithy*, *Jailbirds*, *The Village Barber* and *Stormy Seas*.

RANGLE RIVER, released by J. H. Hoffberg Co., Inc., has been secured for showing by the Interstate Circuit in Texas. Deal was set by Pat Garyn, Hoffberg district manager.

POST PICTURES announces a series of 13 pictorial adaptations of famous

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Outdoor Depts., 25 Opera Place, Cincinnati, O.
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Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.
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SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. 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 Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. 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. 51. SEPTEMBER 9, 1939. No. 36.

poems by Edgar A. Guest under the general title of *Poetic Gems*. The films, each one-reel with a running time of approximately 10 minutes, are suited for both amusement and educational purposes. The narration is by Norman Broken-shire, with a musical background.

PLANS TO START production on films based on 24 Indian legends were announced last week by the Redwing Motion Picture Co., Inc. First to be produced will be *The Saga of the Leni-Lenapes* on the river near Hackensack, N. J., where Chief Oratan lived. Chief Redwing will serve as director and producer of the series.

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Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Morrell, Dorothy Murray, Flora Myers, Mrs. Renna Nagy, Mildred Nays, Mrs. Bertha Neal, Anna Newcomb, Mrs. Pauline Newton, Mrs. Vera Nix, Mable Noble, Marge Norris, Mame Obermiller, Mrs. Georgia O'Brien, Mrs. Minnie O'Brien, Mrs. Ruby J. O'Connor, Mrs. Margaret O'Day, Frankie O'Dell, Mrs. Imogene O'Dell, Mrs. Jesse O'Donnell, Julia Oliver, Lillian O'Neill, Leila Orr, Anna Louise Owens, Elaine Page, Mildred Paggett, Mrs. Winnie Parisian Melodies (Girl Orch) Park, Mrs. J. A. Parker, Mrs. C. W. Parkerson, Mrs. Margaret G. Parks, Frances Parrish, Mrs. Mae Perry, Mrs. Irene Perry, Mrs. Jack Peters, Mrs. Mary Peterson, Julia Phillips, Erelyn Phillips, Mrs. Harry Phillips, Mae Phinney, Margaret Pickering, Valure E. Pierce, Mrs. Audrie Poland, Vivian Thorne, Vera Thorne, Victoria Timmons, Mrs. Bobbie Tindall, Charlotte Tommy, Miss Texas Toyo, Anna Travis, Mrs. Doc Triplett, Cassie Trueblood, Mrs. C. D. Tuller, Mrs. Jos. Turner, Little Bitt Turner, Mrs. Mary (Ross) Underwood, Mrs. Howard Uvondovitch, Mary Valley, Mrs. Roy Van Loosen, Van Scyle, Mrs. Ray Able, B. Ablin, Leo Ackey, Jimmie Adams, Mr. Babe Adams, Rudo Adams, James & Hazel Adams, Roy E. Adolph, Clarence Agee, Vance G. Aitkens, R. M. Albersheim, Bill Alcorn, Gene Alexander, J. C. Tent Show Allen, C. M. Allen, Fred Allen, H. (Doc) Allen, J. S. Allen, Jackrabbit Allen, Jos. Allen, Leo Allen, Ralph Roger Almony, Fred Alvord, Ned Anders, Frank Anderson, C. A. Anderson, Cowboy Ray Anderson, Jack Ringlin Andre, J. A. Andrew Bears, Manager Andrews, R. W. (Bill) Anthony, Milo Anthony, W. W. Arpebaum, Sam Arbenz, John P. Arbogen, Geo. C. Arbuttle, H. R. Arch, Steve Archer, Max Arelen, Cressonians Argabright, Louis Armbruster, A. H. Armstrong, Radie Arnett, Danny Arnold, Harry Arnold, Jack Barrow, Bobbie Barry, Geo. Barry Medicinaj Barry, Mrs. J. Show Bartfeld, Dave Bartley, Francis J. Bartols, M. Barton, Bob Barton, H. Bass, Doc Mgr. Bass & Lane Show Bassett, Dennis Bates, Guy & Ada Batson, H. Bauackman, Mervin Bauer, Ed, Agent Bayano, Rupert Bays, Dick Beard, Al Beal, A. W. Beall, Hiram Beamon, Ray Beard, A. (Pollock) Beasley, O'Dell Beasley, White Bedford, Fred Beers-Barnes Circus Behee, Earl R. Behr, Karl Behr, Samuel Belew, R. R. Bell Jr., James Belletti, Troupe Belmont, Harry Benefiel, Paul Bennis, Jack Benny, Big Hearted Benton, Frank Bergdorf, Sam Berggren, Carl Bernard, Wm. Carrol Bernards Animal Farm Bernhardt N. Berni Vicci, Count Besinger, Spot Bevard, S. V. Bev, Ben Bickford, Pat Biggs, Harry Bishop, W. H. Bishop, West Show Bishop, "Red" Bissonette, Pat Bisson, Leo M. Bjorkman, Kenneth Black Bros. Black, Capt. Lew Blackman, Mr. Black Hawk, James Blair, C. D. Blair, Edw. Blaiss, Jack Blake, Sam Blakey, Glenn Boardman, O. W. Bobbette, Bobby Bond, Jack Bond, Jimmie Boone, C. R. Bootey, James Booth, Harold Borron, Jay O. Botstick, Wm. Lee Botts, Owen Bowerson, Robt. C. Botwin, Paul Bould, Lincoln McD. Boulou, Dewey Bove, Lawrence H. Bowler, Walter Boyd, Bill String Boyd, Homer Boyle, Elmer H. Brack, Robt. Louis Braden, James Bradford, Dave Bradford, T. R. Brady, Jim W. Bragg, Geo. Branholtz, J. Brasher, Joe Elmer Brasher, Steve Brasher, J. Collins Braunstein, B. Frank Brawn, Jack Bray, Wm. Whitey Bremson, Robt. Sr. Brennan, Jerry Brennan, Mickey Brenner, Eddie Brenthinger, Jim Bricket, J. Wm. Barlow, Edw. H. Barnes, Jack Barnes, Pampa Bobbie Barnes, Roger Barnett, Harry Barnett, O. C. Barnett, T. C. Barney Bros. Raymond Barney, Tom & John Brod, Lou Bronlee, Walt Bronley, Wait Bronson, Wayne Brooks, C. R. Brooks, Wm. H. Brown, Edw. S.

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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

ALLEN—Evelyn (Sister Mary Elizabeth), sister of Rex Allen, of Ringling Bros. and Barnum & Bailey Circus, in Cumberland, Md., recently. Survived by her parents, six sisters and two brothers.

ANTHONY—Harry, 60, former manager of Coney Island, Cincinnati amusement park and one-time deputy sheriff of Hamilton County, of a heart attack August 30 in Harrison, O. He managed Coney several seasons until he retired to Harrison in 1929. Survived by his widow and daughter.

IN LOVING MEMORY OF MY BELOVED HUSBAND,
EDWARD S. ALEXANDER
EDDIE DELEVAN
WHO PASSED AWAY SEPT. 10, 1938.
SADLY MISSED BY HIS WIFE,
RUTH ALEXANDER

ATKINSON—James A., 61, father of Edward Atkinson, former booker for United Detroit Theaters and now with theaters in Miami, Fla., August 24 in Detroit. A daughter also survives. Burial in Detroit.

BELLSTEDT—Chris Sr., 77, prominent Cincinnati musician and former band player, at his home in that city August 22 of pneumonia. He was the son of Herman Bellstedt Sr., nationally known musician and band leader, who died 30 years ago. Bellstedt formerly played cornet with the Weber and Brand bands and various theater orchestras in Cincinnati during vaude days. Deceased quit the music field about 10 years ago. He was a charter member of the Cincinnati musicians' union. Survived by his widow, Eva Bolin; a daughter, Mrs. Lillian Baer, and two sons, Chris Jr. and Erwin. Services in Cincinnati August 26, with burial in Vine Street Hill Cemetery there.

BENJAMIN—Henry J., 81, Cincinnati-born musician and a member of the original Wiegand Juvenile Orchestra, at a daughter's home in St. Louis August 19, where he had been living in retirement. Benjamin had played at the old Woods Theater, Cincinnati, and was with the Cincinnati Symphony Orchestra from 1878 to 1883 under Michael Brand, Theodore Thomas and Max Maretzki. From 1883 to 1893 he led the orchestra at Havlin's Theater, Cincinnati, which position he resigned to accept the job of musical director of the Olympic Theater, St. Louis, remaining there 23 years. During his career he was also on the road with *The Birth of a Nation* and spent 10 years teaching music in California. He was a charter member of Cincinnati musicians' Local No. 1 and St. Louis Local No. 2. Survived by four sisters in Cincinnati and one in New York.

IN LOVING MEMORY OF
VICTOR BEDINI
Papa, you left us a year ago, but your sweet memory lives with us forever.
YOUR CHILDREN

BRUNING—D. Henry, midget auto racer, fatally injured in a crash August 12 at Tunkhannock Fairgrounds, Wyoming County, Pa. He was known to New York auto racing fans as Hank Davis. Survived by his mother, Mrs. Alice Bruning; a brother, Homer, Carbondale, Pa., and a sister, Mrs. Marshall Winfield, Newark, N. J. Funeral August 16 in Carbondale.

BRUSHABER—Walter, 41, operator of the Avalon night club, Port Clinton, O., August 21 when thrown from his automobile. Services and burial in Port Clinton.

CHURCH—Joseph H., 75, oldest lino-type operator at *The Billboard*, Cincinnati, in Mercy Hospital, Hamilton, O., August 31 after a week's illness. Church had been with *The Billboard* 40 years. Survived by three sons, Joseph Jr., Allan F. and Charles, and one brother. Funeral from the home in Glendale, O., with interment in Oak Hill Cemetery there.

CONWAY—Leo, 53, former head of the Conway Theater Ticket Agency, in Philadelphia August 28 of heart disease. Survived by his widow, Florence M. Conway, and son, Leo Jr.

COOKE—Louis E. (Buddy), West Coast showman and said to have been a grandson of the late Louis E. Cooke, long with Barnum & Bailey Circus, killed August 20 in downtown Los Angeles by a hit-and-run driver. He last traveled with the Mel H. Vaught Shows. Survived by his widow and two young sons. Funeral August 22 from White Funeral Home in Azusa, Calif., and interment in Inglewood (Calif.) Cemetery.

The Final Curtain

CRAMER—Earl, 51, well known to Ohio, West Virginia and Western Pennsylvania fair officials for his racing-stable activities, at his home in Salem, O., August 29 of a heart attack. His widow, a daughter and a son survive. Services in Salem, with burial in East Palestine, O.

CRANE—James S., 55, track supervisor for the Ohio Horse Pulling Association, Inc., well known to Ohio county fair officials, suddenly August 19 at his home in Bellefontaine, O., after a few days' illness. Services and burial in Bellefontaine.

DARNELL—Henry C., Sr., father of Henry C. Darnell Jr., August 5.

DAVENE—Mrs. William, 81, circus acrobat, once "queen of the big top," of a heart attack August 24 at the home of her daughter, Mrs. Totty Newsome, in Burlington, N. C. Her parents were circus acrobats and she debuted at the Lambrecht Theater, London, when 7 years old, touring Europe with various circus and vaudeville troupes. While still a young girl she spent four years with the Rentz Circus in Germany and then went to Russia, where she was engaged by the Suer-Russie troupe, remaining several years with that unit before touring Havana, Mexico, Guatemala and this country with a group managed by Amiel Schuman. While performing in Brooklyn with the Blank A. Robbins Circus she met her husband, Billy Davene, English aerialist. With him she was billed as Mademoiselle Lotta and Billy Davene. On one occasion she gave a request show for President Benjamin Harrison and had been presented to Queen Victoria and the Sultan of Turkey. Survived by one daughter and four grandchildren.

DUFFY—Mrs. John, wife of the owner of Duffy's Circus, English enterprise, at Tyron, Eng., August 12. Interment in Borough Cemetery.

EVANS—Arthur John, 65, father of Madge Evans, motion picture actress, August 24 of a heart attack in Miami, Fla.

FINN—Arthur Wood, 56, cookhouse operator on the Broadway Shows of America for the past five years, in a Huntington (W. Va.) hospital August 27. Survived by his widow, Hester; a son, Larry Patrick, and a sister, Mrs. Larry Francis, of Hollywood. Burial in Grandview Memorial Park Cemetery, Dunbar, W. Va.

FITZGERALD—Vincent, magician and Punch show operator, suddenly August 26 in Little Falls, N. Y., while playing with a vaude unit there.

GARDNER—Joseph L., 80, father of Helene McCree, actress and lecturer, suddenly at his home in Detroit August 12. Survived by his widow and daughter. Burial in Oak Hill Cemetery, Pontiac, Mich.

GIROUX—Edmond, 71, legit theater manager, in New York August 27. Before retiring in 1934 he had managed the Morosco for 18 years and also had been associated with several Shubert houses. Prior to that he was transportation manager for the Barnum & Bailey Circus. He leaves his wife and two sisters.

GURLEY—R. W. (Mack), Scotch bagpiper with Cole Bros.' Circus side show last year and formerly with Spanton Bros.' Circus and Acme Exposition Shows, in Allegheny General Hospital, Pittsburgh, August 27 of internal hemorrhages. Years ago Gurley was secretary-treasurer for Zeidman & Pollie Shows.

JOHNSON—William, 62, well-known park manager and operator, at Celeron Park, near Jamestown, N. Y., August 18 of dropsy. Formerly an executive of the Street Railway Co., Jamestown, he became co-partner of George Carr, who managed the Celeron Amusement Park in 1926. He remained at Celeron until 1928, at which time he took over the near-by Midway Park at Lake Chautauqua, spending 10 years at that spot. He managed the Coliseum Roller Rink in Jamestown during the winter months. In 1938 he returned to Celeron to take charge of the Heidelberg beer garden and the Merry-Go-Round. Survived by his widow, a daughter, two brothers and a sister. Services and burial in Jamestown August 21.

JONES—Russ, professional ice skater, at Menominee, Wis., August 22. Burial in Bloomington, Ill.

JONES—John R. (Johnny), 60, one of the members of the original Free Setters Quartet, a Cincinnati group which flourished during the city's Vine street night life heyday and which later gained prominence on the country's major

vaude circuits, in General Hospital, Cincinnati, August 31 after a month's illness. For the past 10 years Jones had operated a cigar store across the street from *The Billboard*, Cincinnati. Deceased was popular in the city's night life and sporting circles. He was the third member of the Free Setters to die, the only remaining member being Joe Murray, residing in New York. Survived by a brother, Joseph, Ft. Wayne, Ind., and a niece, Alice Jones, Cincinnati. Services September 2 from the J. J. Sullivan Funeral Home, with interment in new St. Joseph's Cemetery, Cincinnati.

KING—Parker Buck, 28, member of an acrobatic troupe composed of his father and two brothers, in Spartanburg, S. C., July 29. Survived by his widow, two children, parents and two brothers. Burial in Oak Wood Cemetery, Spartanburg.

KRAUS—Charles, 71, formerly in show business and in recent years identified with amateur theatricals, at his home in Armstrong, Mo., August 18. Kraus had toured with several shows in his youth, including one which went into Alaskan Klondike mining fields. Kraus served as mayor of Armstrong for 18 years and had been justice of peace and a member of county Democratic committee. He was a Spanish-American War veteran and member of IOOF. Survived by his widow, Mrs. Mattie Kraus. Services in Armstrong August 20, with burial there.

MCGREGOR—Harry, 40, dwarf fire eater with a carnival company playing the Iowa State Fair, Des Moines, August 27 of a heart attack. He was stricken during a performance and died within a few minutes. McGregor performed at The Century of Progress, Chicago, doing an "iron-eyelid" act. Survived by his widow, who also does the latter act; a brother and sister. Burial August 29 in Laurel Hill Cemetery, Des Moines.

MCINTYRE—Russell, 32, of Bayonne, N. J., chauffeur for the Shanghai Wing Troupe, of a heart attack August 31 in Rensselaer, Ind., while the act was playing the Jasper County Fair there. His only known survivor is a sister in Bayonne.

MANNIX—Frank, 52, manager of a concession supply business, Detroit, killed August 27 when his car was struck by a train at Flint, Mich.

MORGAN—Mark, 32, Columbus (O.) midget auto racer, killed August 20 while driving at a Lima (O.) track. He died from a broken back soon after being admitted to Lima Memorial Hospital. Services at Cook & Son chapel, Columbus, with burial at Obetz, O.

MORRIS—Mrs. Ruth Celine, 40, wife of Samuel W. Morris, assistant editor of *Motion Picture Daily*, plunged to her death from the 19th floor of the Taft Hotel, New York, August 19. They were married a week previous.

MULHALL—Johnny (John Henry), 27, orchestra leader, August 25 at his mother's home in Princeton, Ind.

NAPPACH—Mrs. Margaret, 33, daughter of Bruno Walter, internationally famous orchestra leader, fatally shot by her husband in Zurich, Switzerland, recently.

NAPPACH—Husband of Mrs. Margaret Nappach, daughter of Bruno Walter, orchestra conductor, a suicide in Zurich, Switzerland, after fatally shooting his wife. Nappach was a former motion picture director in Vienna and had attempted to make films in Switzerland but with little success.

NIESSEN—August M., former conductor of the Irving (Comerford) Theater orchestra, Carbondale, Pa., accidentally electrocuted August 16 in the testing room of a Cincinnati concern, where he had been working. His widow, a daughter and parents survive. Burial in Carbondale.

RICCARDI—Antonio, 62, father of Rex Riccardi, secretary of Philadelphia Local 77 of the American Federation of Musicians, in Philadelphia August 27 after a long illness. Besides his widow, Mary, he is survived by four daughters and five sons. His sons, Rex, Joseph, Theodore, John and Anthony, are all musicians.

SMITH—Donald Cole, 23-month-old son of Curly and Lillian Smith, in McKennon Hospital, Sioux Falls, S. D., August 25.

TRIMP—Harry, 65, who until about six years ago conducted Trimp's Dance Hall, St. Louis, in that city August 13.

TROY—James, 82, father of Jack Troy, who when last heard of was in advance of the Barlow Shows, of a heart attack at his home in Price Hill, Cincinnati, August 30. Survived by two other

brothers; three sisters, Agnes, Mary and Julia, and a daughter-in-law, Lillian. Services in Lady of Grace Church, Price Hill, Cincinnati, September 2, with burial in new St. Joseph's Cemetery there.

TURBERG—Pauline, 61, wife of Harry Turberg, co-manager of the Palace Theater, local unit of Northio Theaters, Inc., Hamilton, O., in Mercy Hospital, that city, recently after a long illness. Survivors include her son, Nat, manager of Northio Paramount, and a brother, Harry Silver, co-manager of the Palace.

TWOMEY—John J., 70, Detroit musician, August 22 at his home in that city. Survived by two sons, John Jr. and Leonard, and a daughter, Mrs. Vincent Olesik. Burial in Mt. Olivet Cemetery, Detroit.

VAN DEUSEN—Jerome (Ruff), member of the orchestra at Big Charley's Grille, Albany, N. Y., in that city August 20 after a short illness. He had been associated with the band for eight years. Survived by his widow; a sister, Carena, pianist, and a brother.

VANDERSLUIS—Siebren, 66, music teacher and dancing master known as Harry Van when he toured the country for a number of years as head of the Van-Barkley Trio, recently of a heart attack at his home in Ensley, Ala., after an illness of six weeks. Born in St. Cloud, Minn., Vandersluis toured five foreign countries during his half-century career as an actor. Survived by his widow, a daughter, a son and three grandchildren. Services in Ensley, with burial in Oakland Cemetery there.

WILSON—Maxine, 21, wife of Dime Wilson, of the C. F. Zeiger United Shows, in a Malta (Mont.) hospital August 25 of pneumonia. A daughter, her parents, two sisters and a brother also survive. Burial in Kansas City, Mo.

WRIGHT—O. S. (Stape), whose dance band was a favorite on the campuses of Midwestern and Southern colleges 20 years ago, August 23 at his home in Columbus, O. Wright was among the first Negro band leaders to make Victor recordings. He served in Cuba in the Spanish-American War. His widow, two daughters and a son survive. Services and burial in Columbus.

WOODS—Joe, 21, motordrome rider with the World of Mirth Shows, in Ottawa, Ont., August 25 from injuries sustained August 23 while performing at the Central Canada Exhibition. His mother, a brother and sister survive. Burial in Greenville, S. C.

Marriages

AHERNE-FONTAINE—Brian Aherne and Joan Fontaine, film players, in Del Monte, Calif., August 20.

BORLAND-JACOBS—Leslie Gordon Borland and Lottie Jacobs, of the E. J. Casey Shows, in Flin Flon, Man., August 12.

COSTELLO-REEVES—Maurice Costello, veteran movie actor, and Ruth Reeves, actress-daughter of Federal Judge Albert Reeves, of Kansas City, Mo., in Tijuana, Mex., August 29.

CUTLER-CAMPBELL—Ben Cutler, New York orchestra leader, and Flora Campbell, leading woman in the Sinclair Lewis play, *Angela Is 22*, in La Fontaine, Kan., August 24.

FERDON-HALL—John M. Ferdon, singer and emcee for Pizaro's med show, and Nelle Gay Hall, nonpro, in Tazewell, Va., August 12.

HAMMETT-AUGUSTINE—James A. Hammett, musician, and Hazel M. Augustine, August 17 in Marinette, Wis.

HAUSER-DARNEY—Robert Hauser, talker on the Ideal Exposition Shows, and Dolores Darney, dancer, in St. Mary's Rectory, Massena, N. Y., August 18.

HOMOLKA-MEYER—Oscar Homolka, actor, and Florence Meyer, actress and daughter of Eugene Meyer, former governor of the Federal Reserve Board, August 21 at Mount Kisco, N. Y.

HULL-SHEFFLER—Hollis (Doc) Hull, announcer at Station KWOS, Jefferson City, Mo., and Emma Sheffler, nonpro of Warsaw, Ill., in the latter city August 2.

IRELAND-WHITNEY—Erol Ireland, affiliated with the Peter J. Iodice Booking Agency, Detroit, and Arlene Whitney, dancer, in Detroit August 18.

KAVEN-FEHRING—Frank Kaven and Margaret Fehring, cashier at the Palace Theater, Milwaukee, August 16 in Antigo, Wis.

LEE-HUNTER—Harry Lee, office manager of the Amusement Booking Service, Detroit, and Gladys Hunter, acrobatic dancer, August 18 in Detroit.

LINEHAN-LEE—Edward A. Linehan and Lillian Lee, dancer, August 23 in New York.

MARTIN-RINEHART—William E. Mar-

(See MARRIAGES on page 59)

NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

St. L., S. F., Chi (2) and Cleve Did It; Shows' 21 Mil; Eats Cut In

As amusement income drops food-shop revenues rise, take from latter source 17 million—showbiz cuts 34% of pie, eats 27.6—N. Y. battling to hold p. c. up

(Continued from page 3)

\$310,354, or 9 3/4 per cent, totaling 26 1/2 per cent for attractions.

These five events developed an average of 26.3 per cent for shows-specs and 7.7 per cent for rides-amusements, for a total p. c. of 34 against gross income from concessions of all classes. These figures bear out the power of the attraction end in gathering the coin. An accompanying chart will show, however, that exposition amusements gradually dwindled in percentage importance, beginning with St. Louis' 54.6 and ending with Cleveland's 26.5. The advent of large and imposing restaurants, domestic and native, with good menus, coincident with the habit of "eating out" altered the directional flight of spending. St. Louis, for instance, had a revenue of 17.5 per cent from restaurants, whereas its attraction p. c. was 54.6. Eleven years later in San Francisco eating income stepped up double to 35 per cent as its take from amusement sources dropped to nearly one-half of St. Louis, with 30.5. Total amusement concession revenue at the five expos was \$21,057,690, or 34 per cent, while the eateries drew \$17,041,046, or 27.6 per cent. It should be mentioned, however, that restaurant income does not include refreshment stand grosses in any instance. If this class were taken in grosses and the percentage from food sources would go beyond those of amusements. It is evident that Americans like to eat as well as be amused.

While New York's gross for the 108-day period was \$9,415,924, this figure covers only known sources and does not include restaurant receipts with the exception of several maintained as part of villages and other attractions. Moreover, various "settlement" periods are involved.

It is not fair to the other expos, therefore, to make comparisons as all sources of revenue as between the five and New York do not tally and are therefore unequal. Flushing's shows-specs did 27.4 per cent, the villages 6.5 for a subtotal show-type p. c. of 33.9, which, added to the rides' p. c. of 5.9, yields a grand total of 39.08 for attractions. This is a large figure which will dwindle correspondingly when returns from commercial sources are added to the already known income.

New York's percentage is, with one exception, greater than any other fair under consideration, including Chi's first year. Exception is, of course, the inevitable St. Louis. Ride p. c. is, however, smaller so far than the others with the exceptions of Chi in 1933 and 1934, but figures to be smaller than both of these when all returns are in. New York's ride gross will also not match Chi's first year even if a miracle happens, altho it is already ahead of the 1934 issue, when the devices were shifted to another setting.

It is worthy of note that big ride grosses were chalked up at St. Louis and San Fran when rides were a com-

paratively new and intriguing thing. They still are, of course, as Chi's 1933 show will bear out. Shows, too, were comparatively new, which accounts for the St. Louis and San Fran records in this category.

When comparisons are made it should be noted that New York had no stranglehold on amusements in the matter of number. Other fairs had far more show and ride items, even tho they could not boast of such an extravagant enterprise as the Aquacade. It may be that in the absence of a dominating Aquacade the Flushing midway would have done better, in the same way that General Motors' Futurama exhibit has all but dwarfed the exhibit sectors. But with no Aquacade there would also be an absence of heavy show breaks and general traffic leading to the midway, and there would be no strong talking point for the amusement area in general as well as the fair.

It is conceivable that, figured realistically, Mr. Rose's Marine Amphitheater has helped rather than hurt general midway revenue—and if grosses are thin, what would have been the situation without the Bantam Barnum's 40-center?

Paid Attendance

Previously reported	15,027,443
Saturday, August 26	219,020
Sunday, August 27	306,480
Monday, August 28	115,621
Tuesday, August 29	82,218
Wednesday, August 30	105,923
Thursday, August 31	76,893
Friday, September 1	139,397
Total	16,072,995

The Week's Events in Capsule

NEW YORK, Sept. 2.—Sunday, August 27, proved to be the expo's peak, with 306,480 paid entries. Coupon in *Daily Mirror* admitting at gate and several attractions for 35 cents accounted for the rise. It brought up the question of why similar newspaper tie-ups have not been made on an extended scale.

Another high was reached yesterday, best Friday since opening, with 139,397 paid. Tho no breakdown was announced, it is believed that the \$1 combo ticket (50 cents for kids) good for gate and six attractions grouped in six divisions for

Fair	Concession Grosses	Attraction Grosses	Percentage Of Total	Restaurant Grosses	Pct. of Total
St. Louis	\$13,282,991	\$7,255,235	54.6	\$2,320,587	17.5
1904					
San Francisco	7,497,022	2,298,397	30.5	2,624,271	35.0
1915					
Chicago	23,953,312	6,304,868	29.0	6,607,712	27.6
1933					
Chicago	14,877,164	4,354,715	28.3	4,626,952	31.1
1934					
Cleveland	3,194,000	844,475	26.5	861,524	27.0
1936					
Totals	\$62,804,489	\$21,057,690	Aver. 33.75	\$17,041,046	Aver. 27.5

An Insider Looks at the Fair

—Eleventh of a Series—

The writer of this series is a consultant on the staff of the New York World's Fair who feels, in common with *The Billboard*, that the amusement world at large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be divulged.

Subject: 1940--II

THIS seems an inopportune time in which to set down the wrongs of men in a small corner of the world (Flushing) when a larger corner (Earth) seems to have gone mad with bombs bursting in air. It is because we have been able to persevere in a conception of right and justice that we can face the future with a serenity and faith vouchsafed to few others. This is America—and we live not by the miraculous powers of one man but by a rule of faith and justice. America moves on the wings of vision, and so while her sons may be great, they are also legion.

And so it has come to pass at our little fair that the American way once more has won: A new chief; we salute him and know that victory can be snatched out of defeat. The little world that is the fair takes hope and courage from the accession of Harvey D. Gibson to the position of power he so lately assumed. Few there are among us who would forsake the green fields he plowed so merrily for the fallow fields of other men's failures. But America is made up of minor and major adventurers into the realm of the difficult.

And so, Mr. Gibson, we salute you! We are glad you have come to stay with us for a while. We do not presume to tell you how to run this or any other business. Your worth has been well proved on the industrial and banking fronts; but time is . . . or should we say that it simply tears on? It will be difficult indeed to measure the men who make the wheels go round unless you are given adequate time—and adequate time is one of those things that show business seldom or never provides. Maybe that is why it is so often messed up.

There are many questions that will confront you in the next few days; many more that will rear their ugly heads in the next few months. Even more will show up in the course of next year's preparations. May we presume to tell you (once more) that even tho Mr. Whalen has been relegated to his proper place the men under him know no more of exploitation problems than he did? May we tell you (once more) that schemes for the realignment of the Amusement Area need careful consideration? May we tell you that the man responsible for the selection of Commander Lammers (Ed. Note—Chairman Amusement Control Committee) is not the man who can be trusted with the job of rehabilitation? May we point out that if you shorten the midway it raises one set of problems? That if you leave the Parachute Jump where it is it raises another set? That if you throw out certain concessioners on the assumption that they are not showmen, that maybe the man who throws them out doesn't know a good one when he sees one?

May we tell you that several employees of the fair were dismissed for seemingly unethical conduct in the days before operation and yet one of the major executives is allowed to continue in his present position after coming under a cloud of suspicion as evidenced by articles in all the newspapers? May we tell you that a six-page report explaining this is hardly a whitewash of such conduct.

Perhaps Commander Flanigan can explain the ugly rumors as to why he continues John Krinsky (Ed. Note—Director of Entertainment) in office despite this "cloud of suspicion." Perhaps, too, he might explain the Krinsky record of no earnings, no work and great expenditures on several projects, none of them earning any money and all of them costing the fair many thousands of dollars. Perhaps someone needs to continue this type of management, but it seems neither fitting nor necessary for either the fair or Harvey Gibson.

There are other problems. If you allow the same showmen to continue to operate their own buildings, will you allow them to continue with the same shows? If not, what will they be allowed to run? And who says so? A couple of ex-navy men? And if you throw these showmen out, whom else do you get? And if you run them yourself, who, specifically, runs them? Mr. Krinsky with some recruits from Annapolis? How long do you think that men who have been in the amusement business like George P. Smith Jr. (Ed. Note—Vice-Chairman Amusement Control Committee) can be kept as loyal employees if you keep superseding them with out-of-work Navy men? And if Smith was good enough to be a leader in the National Association of Amusement Parks, Pools and Beaches, then don't you think he ought to be allowed to continue without supervision by a writer of regulations?

What are you going to do about admission prices next year? Ask Commander Flanigan's advice? If you are going to spend money to improve the Amusement Area, how are you going to spend it? In one lump sum or by spreading it? And whom will you ask to do the spending? The same unqualified people?

And so, Mr. Gibson, let us close by saying that we know from the record that you will find a way to answer all these questions and answer them correctly. Time tears on, and many who can get close enough will come and say "Hail, Master!" But be sure to say to him, "Friend, wherefore are thou come?" For, as we stated in previous articles, in the final days that are to come the buck will be passed to Harvey Gibson and he will be left holding the bag. And so it has come to pass.

Knowing you, we know that to you the torch has been passed and you will hold it high. Knowing you, we know that you will catch the slimy sack and raise it high until it is an honored banner fit for any to hold aloft.

But the road is long and time tears on. Beware of the idlers in the Administration Building!

yesterday and Thursday was responsible for the play. On the other hand, Thursday's strips turned in were negligible, rain clamping lid down on attendance, which was 76,893, one of the lowest on record. Concessioners therefore believe Friday's gate was bigger than it would have been if Thursday's weather was better. Unused tickets will be accepted today, tomorrow and Labor Day.

Europe's undeclared hostilities have already been felt in the international zone, with Roumania folding its native-manned restaurants in that nation's pa-

vilion, one of the most popular in the zone. Mayor La Guardia and President Grover Whalen went to Washington yesterday to discuss a 1940 edition with President Roosevelt, who, as Chief Executive, is the one to issue invitations for foreign participation. The mayor quoted the President as saying that he is in favor of a second issue and would make an announcement, but *The Times'* Washington correspondent said that the President and his secretaries "apparently were too occupied with the European crisis

(See *THE WEEK'S* on page 63)

"Insider" Urged Gibson, New Board Chief, To Take Action

NEW YORK, Sept. 2.—Four weeks ago, in the August 12 issue of *The Billboard*, the seventh article of the series, *An Insider Looks at the Fair*, advanced the suggestion that Harvey D. Gibson, chairman of the finance committee, study the World's Fair more closely. The exact words were:

"It might do Harvey D. Gibson and Mortimer N. Buckner, chairman of the executive committee, a lot of good if they realized that the reports they receive from those now administering the fair are biased and misleading and, that being so, do not deserve the close attention they are getting from these gentlemen. I know perfectly well that neither of these gentlemen can devote his whole time to looking after the fair, but it would be good business for them if they took a week off and

had a talk with some of the people in the field who know the situation. They could then have two sides of the question presented on which to base their judgment.

"It might be well if Mr. Buckner and Mr. Gibson heard them ('the cries of... men who are wronged') first 'in camera.'"

Mr. Gibson, president and board chairman of Manufacturers Trust Co., which acts as trustee for bondholders, on Thursday took over the position of chairman of the board of the Fair Corp., succeeding George McAneny, resigned. Announcement was timed with return of President Grover Whalen from a week's vacation. Mr. Gibson will devote his full time to the expo and will receive no compensation.

On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Sept. 2.—Ad agency Needham & Grohmann released interesting comparative Chi-NY expo figures for June and July to its hotel-travel clients. A table gives daily paid attendance of Chi's first edition compared with corresponding day and date of Flushing. Here are the totals:

Chicago (June).....	2,502,477
Daily Average.....	85,416
New York.....	3,866,651
Daily Average.....	128,888

We note that Chi's June peak was reached on Friday, the 23d (when the expo was in operation 28 days), with 139,452. New York's June high occurred on Saturday, the 3d, on its 35th day, when 230,254 entries were scored.

July totals were:	
Chicago.....	4,025,917
Daily Average.....	129,868
New York.....	4,261,148
Daily Average.....	137,456

Chi's July acme came Monday, the 3d, with 244,742; New York's, Saturday, the 22d, 256,253. In short, when the Windy City got over its first month (June, opening having been May 27), it started to go places, playing Flushing to what amounts to a stand-off during July. Chicago's best month at gate was August, with 26.1 per cent of the paid admissions. Next in line were September (20.5), October (19.7), July (18.1), and June, 11.2 per cent. May, with five days' operation, took in 1.6, and November 1-12, 2.8 per cent.

Faith Bacon, the Broadway doll, denies

The Gibson Career

Harvey D. Gibson, new chairman of the board of directors of the New York World's Fair Corp., a berth which many believe means taking over powers heretofore held by President Grover Whalen, especially on the fiscal and financial end, is president and board chairman of Manufacturers' Trust Co. and chairman of the finance committee of the fair. He started with the American Express Co. 37 years ago and later became a principal partner in the travel firm of Raymond & Whitcomb. In 1912 he hooked up with the Liberty National Bank and five years later became its president. In 1921 he was named president of New York Trust Co. and 10 years later boss of Manufacturers' Trust. He was active in American Red Cross work during the World War and in 1931-'32 was chairman of the New York City Emergency Unemployment Relief Committee.

We give you the new official boss of Flushing Meadows—Harvey D. Gibson.

vehemently to this sector that she was given her walking papers by NTG's Congress of Beauty before Lammers hammered Granlund and Granlund hammered Lammers and fate hammered the show by closing it. Miss Bacon said she quit because she was dissatisfied with the type of publicity build-up she had been getting. She also announced receipt of an offer from the Streets of All Nations in San Francisco.

Maybe It Isn't "Human Interest"

NEW YORK, Sept. 2.—"The 3,000-000th cash customer to toddle thru the Rosean turnstiles" of Aquacade turned out to be Ruth Sale, 24-year-old society girl from Lynchburg, Va., who attended on Monday, August 28, according to info from the Rose office. It probably isn't newsworthy—is it?—to disclose that on that very day the Tri-County Agricultural Fair in Lynchburg, Va., opened its gates?

Frank (Atlantic City) Hubin almost made a front connection at Penguin Island, but this week's rain interfered with man-power additions. . . . After several weeks in the New Brunswick section of the Canadian Pavilion, Fred H. Phillips returned to Fredericton, N. B., to start press duties for the exhibition there.

E. K. Fernandez, the West Coast-Philippines showman, due in from Chi any minute now to ogle Gibson's Gargantua. . . . Which reminds us that Abe Goldstein, Carnivaland clown cop, who has been in Fernandez's employ on many occasions, drew considerable space in the newspapers recently, a full column in *The Herald Tribune* included. Abe hands out attractive buttons to kids, making them members of the Children's World Restaurant Club. Which further reminds us that Leon Loeb, manager of Carnivaland, is worried because his wife has a new object for affection—the newborn donkey at the Pony Track.

Neighboring concessioners and personnel are still laughing about the first day that grinders at Zouary's Temple of Knowledge employed mikes. At the blow-off of the pyro-fountain show in the Lagoon of Nations, two of Zouary's lungsters peddled their wares at the same time, "one with a pronounced Gregory Ratoff accent, the other offering a swell imitation of Dracula, minus the fiendish laughter that was expected," as one attache expressed it. "The dual sales talk continued for about 20 minutes, during

(See FLUSHING FRONT on page 63)

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO
February 18 to December 2



Present Trend Spells Solvency, Biggies Declare

SAN FRANCISCO, Sept. 2.—Expo operated during August at a profit of about \$700,000, based on announced accurate figures for the first 15 days, which showed gross operating profit of \$350,000.

Gross operating profit from the opening on February 18 to August 15 was given as \$2,600,000 which officials said was being applied on the fair's obligations contracted during construction period and to carry on business of the corporation.

Officials declared unofficially that if the present trend of business were maintained, the expo might be concluded in a state of solvency.

Moguls Discuss 2d Year's Run

SAN FRANCISCO, Sept. 2.—Expo moguls have reached the point of discussing possibilities of a second year. Heretofore activities at board meetings, especially references to a 1940 run, have been hushed. Phil Patchin, member of the board of management, admitted at close of Tuesday's board session that the members had discussed possibility of opening the fair again next year.

"But there has been no action taken," he said. "The whole thing is right where it was several months ago when President Leland Cutler issued a statement saying the exposition would close this year." This is the first time anyone high in the management has mentioned possibility of a second year. Previously officials have scoffed at suggestions that 1940 was under consideration. If any definite announcement is made belief is that it will not come for several weeks. Officials fear any early announcement of a projected second year would be harmful to 1939 attendance.

Expo now is pronounced in the black, altho up-and-down gymnastics, mostly down, are expected at turnstiles after Admission Day, September 9.

Cavalcade Is Topper

A new 14-day attendance record was made for the two weeks ending on August 25 at midnight, with a total of 715,999 paid admissions. Average daily attendance ran to 51,142. At no time during the period did daily total drop below 40,000.

Cavalcade of the Golden West has had its 1,000,000th paying customer. Producer Al Vollman says his show is doing more repeat business than anything else at the fair. Spec is also top money-maker, getting \$38,739 last week, up by almost \$10,000. (See MOGULS DISCUSS on page 63)

"De Ducks" To Start Soon

SAN FRANCISCO, Sept. 2.—Concessioners' Association has been notified by H. C. Botoroff, expo executive secretary, that ops will soon receive a statement as to cost of demolishing their buildings. Exposition's plan for a percentage deduction for demolition was approved by the CA after notice from Botoroff that the expo had considered it unwise to delay further on a method of extracting money from participants. He explained that contracts called for complete demolition after December 2, regardless of rumors of a second year.

SAN FRANCISCO, Sept. 2.—Walter K. Sibley, business secretary of the Concessioners' Association, plans to fly to Mexico City right after Admission Day, September 9, to confer with officials regarding the proposed international exposition next July. He holds an option on a midway set-up and reports receiving a number of inquiries.

Paid Attendance

Previously reported.....	7,042,662
Thursday, Aug. 24.....	46,176
Friday, Aug. 25.....	40,964
Saturday, Aug. 26.....	56,185
Sunday, Aug. 27.....	78,644
Monday, Aug. 28.....	35,385
Tuesday, Aug. 29.....	38,439
Wednesday, Aug. 30.....	35,668
Total.....	7,374,123

Sally Rand Takes Greenwich; Is To Appear in Person

SAN FRANCISCO, Sept. 2.—Contracts were signed on Monday between Sally Rand and the exposition which provide that she assume control of the off-organized Greenwich Village. Contractors, creditors, entertainers and unions had to be placated before the deal was concluded. Everyone previously associated with the village lost money, with the expo reported to have dropped \$5,000 due utility companies and for other services. It is reported Rand interests paid \$6,000 to performers and subcontractors and \$15,000 to contractors and other creditors. Frank Wooley, who operated a chili stand in the village, demanded payment in full, a compromise being reached with Wooley getting a choice spot.

Concessioners who decided to stay include P. H. Markley, French dolls and novelties; Felippo Cotroneo, coffee shop; Hazel Glover, Zoe Hartley, beer and sandwiches; H. A. Weisenhauf, tobacco; Manuel Ordenez, flowers; Betty Bybee, French hats; E. E. Lockwood, life art class; M. Zimmerman, perfumes, and V. Canepa, cocktail lounge.

It was not disclosed how much Sally is putting into the venture. Reconstruction started on Tuesday, with the village to be renamed Gay Paree. Sally will appear in person with other entertainers and a 14-girl troupe. Present plans call for three orchestras with continuous dancing, a French sidewalk cafe and other typical Parisian establishments. "Lady Godiva's Ride" is to be staged four times daily. The Rand appearance, it was announced, will have no effect on her current appearance at the Music Box, San Francisco night club. Sidewalk Cafe will be managed by George Riccomi, proprietor of the Music Box. Midway ops say the new show means a boom for other gay spots at the fair.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Sept. 2.—The 7,000,000th visitor came the other day, a woman, who was wine, dined and feted. At the same stage of the 1915 fair 11,000,000 had passed thru the gates. H. C. Botoroff, expo executive secretary, who addressed the concessioners at their last meeting, talked on policy regarding demolition, future events and other things of interest to them, created a fine impression by his openness and his friendliness for troupers. For Keys System Day, September 27, Vincent Hidalgo, general manager of the great transportation company, predicts 25,000 employees and friends on Treasure Island. San Francisco Day, September 30, it is anticipated, will break all records. Feature of San Francisco Day at the 1915 expo here was a tombola. It was a great success, and practically the same kind of an event will be held as a feature under the name of Treasure Island Treasure Hunt. More than 3,000 prizes will be distributed to holders of numbers, to be placed all over the grounds. Looks like a good gag and should pull plenty of customers. Showmen's Day tickets for the Sally Rand show, to be the piece de resistance of the September 7 event, are selling fast, and they should, as they have real value for \$1. They include admission to Treas-

(See GLEANINGS on page 63)

Additional World's Fair News

Five Expos' Take \$62,804,489.....	3
Broadway Beat.....	3
11 Western States' Annual Celebrations.....	4
World's Fairs no Bonanza (Crosses).....	52
NSA Column.....	41
Showman's Day at GGIE.....	40

War Causes Wirth To Delay Taking Acts to Australia

LOS ANGELES, Sept. 2.—Phil Wirth, one of the owners of Wirth Bros.' Australian Circus, and his wife are back in Los Angeles after an extensive auto trip thru the United States and Canada. They traveled over 9,000 miles.

To *The Billboard* representative here Wirth stated that this was the 61st year of the Wirth circus, during which time the show has traveled the antipodes and much of the Orient. It was his original plan to take back to Australia quite a number of circus acts, and he had intended sailing for home November 1. However, the war scare made a change in his plans. He and his wife are therefore sailing for home September 12, taking Slim Walker with them to break elephants and work a nine-bear act.

Big Wedding Party on Baddeley Bros.' Circus

JASPER, Alta., Sept. 2.—Baddeley Bros.' Circus played two days here, August 21 and 22, and the outstanding event was the wedding of Clifford Henry and Mary Pritchett, of Vancouver, B. C. A big wedding party was given, as the couple are popular and well liked by all on the show. Many gifts were received. After the party a visit was made to Jasper Lodge and the Glacier Park. The newlyweds headed the show's grand entry at Jasper and received a great round of applause. They left for the States, as they have a contract to play high schools in California for six months beginning September 1.

Staats Plans One-Ringer On Wagons for Next Year

CINCINNATI, Sept. 2.—E. E. Staats, manager of Staats Bros.' Show, says he will have an old-time one-ringer circus and travel by wagon next year, opening early in the spring at Bloomsbury, N. J., the show's winter quarters. Expects to carry 40 head of stock, a 10-piece band and about 75 people.

Staats spent considerable time on the Lowande Circus before it closed August 21.

Richard Out Till December

CHARLESTOWN, Ind., Sept. 2.—Richard Bros.' Circus, after playing Charlestown September 5, will head for the Carolinas and Georgia and continue on tour until early December. Two bill-posters were recently added, making five in all. C. C. Smith, general agent, will pilot *The Rambling Rosebuds* this winter.

Tractors Vs. Horses

By P. M. SILLWAY

The general impression seems to prevail that tractors are used to displace labor as well as horses, but this is not the truth as it applies to labor. The tractors do displace horses, but there is a distinct gain in time of handling the equipment to and from the trains and also in setting up and tearing down the show. For each big animal van or wagon at least four horses formerly were needed, and frequently six and eight horses were used. Now, however, one of the tractors will hook up to three heavy wagons or cages and snake them out on a horse trot.

I watched the work of tearing down the menagerie of Ringling-Barnum circus one evening and with tractors alone the ground was cleared in an hour's time without the swinging around of four, six or eight-horse teams. Tractors can swing in where lengthened teams of horses cannot go conveniently or turn around without interference.

Not long ago an item in *The Billboard* from a circus fan suggested that a few teams of draft horses would expedite the work of getting on and off the lot, but as I watched the work of hauling and spotting the R-B show wagons I concluded that the present arrangement of using tractors, with the innovation of the horse fair, is not only a time-saver but also very satisfying to the lovers of fine equines.



TEX LEON SNYDER and Johnnie May Silverlake, of the Bud E. Anderson Circus, who were married recently in Spirit Lake, Ia. They are working on new acts for the big show.

Bertram Mills Circus

BRIGHTON, Eng., Sept. 2.—Show is playing towns along the South Coast, mostly resort places, and it is quite warm. As the matinee begins at 5 o'clock, there are not many people on the grounds during the day; all seem to be in the water. London is not far, and as there are no shows Sunday some of the gang go to the city.

Bill Aussie, better known as Bill Lawler, is clicking with his wife in their ax and whip act. Clowns have about six hospital shows chalked up to their credit, mostly lawn shows; they did, however, have one on a roof. Two of the boys, Michal Coco and Smiler Foster, go down town on high bicycles, pedaling with stilts as an ad stunt. Practicing of animal and horse acts starts every day at 7 a.m. and lasts until noon. All take turns. Darts are the big pastime with the gang in the beer places. Girls go in mostly for sun bathing. There have been three staff dances so far, for which the whole show turns out.

Several publicity stunts have been done with the 15 nationalities represented, the writer being the only born American. He has been accused of speaking the poorest English. The Baker boys (English) are clicking with their fast riding. Rummy is the big pastime in the dressing room. Show carries a fire department engine. Tea is served to women between shows. Albie Austin has an American circus trunk. He used to be in George Hannaford's act. His wife did the riding. Foreign newspapers are delivered daily. *The New York Herald*, printed in Paris, keeps the writer from losing out on American baseball. Cricket is the big game here. EMMETT KELLY.

Wathon Coming to U. S. for Talent for English Circuses

LONDON, Sept. 2.—Circus talent booker Stanley Wathon is slated to sail for New York September 14 in search of talent for Christmas circuses at Manchester Belle Vue, London Agricultural Hall, Glasgow Kelvin Hall and Liverpool Stadium, also contracting for next summer at Blackpool Tower and Yarmouth Hippodrome.

Manchester Belle Vue is likely to have circus opposition this Christmas in Manchester City Hall, sponsor being Provincial Expositions, Ltd., promoter of expositions thruout Britain.

London will also have a Christmas circus at Alexandra Palace, pleasure center on the city's northern heights. Last effort there five years ago had Power's Elephants as the feature, but mainly thru bad transport facilities failed to draw expected business.

Route Card Means More Biz

Seneca, S. C.,
August 31, 1939.

Editor *The Billboard*:

Frequently in the last year I have read certain censorious statements in *The Billboard* anent circus managements not making their routes known in the route list or advising, thru the medium of route cards, their playing dates to circus lovers along the way.

I am offering a word of praise here for Russell Bros.' Circus. Today's mail brings me a route card of next week's itinerary, which will be for the most part South Carolina towns. The show will not be nearer than 40 miles to me, but the fact that they saw fit to offer this bit of information in advance means I will catch the show, otherwise I would have missed it. Needless to say the favor was greatly appreciated and my method of reciprocation will be to offer enough paying circusgoers to compensate them 1,000 per cent.

Very sincerely yours,
J. EDGAR DILLARD,
Circus Fan 710.

Benson To House London Rarities If War Comes

NEW YORK, Sept. 2.—Fearing press reports on the subject would not be credited in the trade, John T. Benson, owner of Benson's Wild Animal Farm, Nashua, N. H., wired *The Billboard* confirming his negotiations with London Zoo to care for its rare animals if war breaks out. Benson would house and feed the specimens "until wanted again." Shipment would be made on an American steamer to Boston, thence overland to Nashua.



JOSEPH EDWARDS, showman for 37 years and dealer in animals and show property, said to have landed the first gorilla, alive, in America. Here he is shown with a boa.

West States That Edwards Imported The First Gorilla

CINCINNATI, Sept. 2.—There has been so much controversy as to who imported the first gorilla to America that John H. West, of Long Beach, Calif., went to a great deal of trouble to obtain proof from some high authorities. He states that the Edwards Brothers—Joseph and Edd, and their father, Solomon Edwards,—were the first to import a gorilla to the States, and that he can verify this as he was affiliated with them from 1901 to 1918.

The specimen he referred to was a young gorilla, arriving in Boston May 2, 1897, and living but five days. During that time thousands of people visited the show and paid 25 cents to see it. The body was sold to Professor Wilder, of Cornell University, and the stuffed body can be seen in the Cornell Museum, numbered 3,561.

Following are copies of letters which West has:

New York Zoological Park,
New York, June 4, 1909.
Mr. J. S. Edwards
Edwards Bros.' Show
Cleveland, O.

Dear Mr. Edwards: In reply to your inquiry I will state that up to this date only one genuine gorilla ever has landed on the American
(See WEST STATES on page 39)

15 Years Ago

(From *The Billboard* Dated
September 6, 1924)

Gentry-Patterson Circus passed up Trenton, N. J., because of a high license fee and played Morrisville, N. J., instead. . . . Hagenbeck-Wallace Circus canceled its parade at Elgin, Ill., because of a late arrival. Dr. A. E. Roberts, show's physician, left at Elgin and returned to his home in Dyersburg, Tenn. May Gilmore, snake charmer, and Lillian Maloney, albino girl, were new additions to the side show. Clarence Stokes, aerialist, who had suffered a bad fall on the show, was slowly recovering. . . . Ivy Birge and brother, Marvin, joined Seils-Sterling Circus at Moquah, Wis. Miss Birge handling candy stands and her brother assisting Milton Grimes with animals. Show lost a valuable performer in Bridget, somersault riding monkey, which escaped from its cage.

Herb DuVall, of Little Rock, Ark., succeeded Frank McGuyre as legal adjuster of John Robinson Circus at Grand Island, Neb. Considerable excitement was caused on the circus when a large baboon of Wink Weaver's act escaped and ran into the blues. . . . Eddie Moore left Hagenbeck-Wallace Circus to become assistant to boss hostler Charlie
(See 15 YEARS AGO on opposite page)

Value of a Circus Parade to a Community

THE Circus Fans Association of America wants to see a general revival of the old-fashioned circus parade, which is now a daily feature on only two circuses in the country—Cole Bros., on rails, and Parker & Watts, on trucks.

The Fans feel that such a revival will play a tremendous part in helping perpetuate the circus—that the parade will recall to the minds and hearts of grown-ups the childhood thrills that belonged only to Circus Day—that it will instill in the younger generations of today a true love of the circus that will endure down thru the years.

In a resolution recently passed at their 14th annual convention in Ann Arbor, Mich., the Fans urged their members to point out to all and sundry—to city officials, to merchants and business, to the press, to fellow citizens and to circus managements—that the circus parade is a benefit and a boon—and NOT a detriment to the community.

"The parade brings hundreds, sometimes thousands, of people to the business section of the city to see its beauties and its attractions," the resolution says. "And many of these spectators remain to make purchases from the community's merchants and to transact other business. From the sentimental standpoint, the circus street parade enables thousands upon thousands of youngsters to thrill to an advance showing of the marvels and treats, the clean entertainment in store for them under the Big Top, out at the circus lot. Hence, all the community benefits from the circus parade—the local merchants and business people; the thousands who can afford to see the ensuing spectacle on the lot and the thousands who cannot afford it; the local transportation companies, and also the circus itself."



With the Circus Fans

By THE RINGMASTER
CFA

President **WILLIAM H. JUDD** Secretary **W. M. BUCKINGHAM**
25 Murray St., New Britain, Conn. Thames Bank, Norwich, Conn.
(Conducted by **WALTER HOHENADEL**, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

29. *Smith's Diving Ponies	2,786
30. Maximo	2,785
31. Jack Smith	2,704
32. *Ben Beno	2,614
33. Terrell Jacobs	2,610
34. Shorty Flemm	2,590
35. Verneta Byrd	2,473
36. Frank Shepherd	2,445
37. Bert Nelson	2,437
38. Pete Carsetti	2,369
39. *Wells Brothers	2,311
40. Flying Concellos	2,308
41. Carver's Diving Horse	2,306
42. Clyde Beatty	2,303
43. Black Brothers	2,201
44. Bee Starr	2,197
45. *Dorothy Lewis	2,189
46. Jamie Graves	2,186
47. Buddy Dunn	2,184
48. Virginia Senior	2,163
49. Will Hill's Elephants	1,151
50. Ethel Jennier	2,123

Captain Mars, 2,114; *DeCardos, 2,098; *Joe Jackson, 2,084; Mickey King, 2,082; Wallendas, 2,077; Yacopis, 2,072; *Marlo and Lefors, 2,049; McCall Circus, 2,007.
*Leader in own division.
Other scores are available on postcard or phone inquiry to New York office of The Billboard.

Downie Bros. Lauded

LEXINGTON, Ky., Sept. 2.—Downie Bros.' Circus arrived here early Thursday morning from Maysville, where it played the preceding day and met with great approval, making a front-page story in *The Daily Independent*. In Lexington the circus gave a special exhibition, arranged by Art Miller, advance agent, for crippled children on the rear lawn of the Good Samaritan Hospital. A three-column picture of clowns entertaining the children appeared in *The Lexington Leader*.

15 YEARS AGO

(Continued from opposite page)
Rooney on John Robinson Circus. . . . Fred (Peggy) Poole, female impersonator, who had the snake pit show on Robbins

Dressing Room Gossip

COLE BROS.—Albert Yoder and Guy Warren, of Vic Robbins' Band, liked Benton Harbor, Mich., so well they took in the rest of the sights the next day. Mr. and Mrs. Mackey, of Lansing, visited all day there and were guests of the management at the matinee and for dinner in the cookhouse. Jimmie Allen was also a visitor at Lansing. Walter Guice has returned to work after being out of the program with a broken rib. Joe Ricks was a recent visitor and played the air callope in the parade. Roland Hebler, former seal trainer with the Big Show, was on the lot all day at Saginaw, his home town. Mr. and Mrs. Carl Romige, of Romige and Rooney, caught the day show at Flint, as did Edna Curtis, who was on her way to Detroit to play a date. Otto Griebing is getting so many clowns in the coupe that all are thinking seriously of getting shock absorbers installed to protect their necks. Bill Hamilton was on the lot the other day. Billy Cook has been confined to her cars with a severe cold and sore throat. A new addition to Duke Drukenbrod's side show is Tina Crolla, doing a series of specialty dances. Joe Becker left to take a new position in Peru, Ind. Allan King and wife were on lot all day at Saginaw. Babe Floyd, of the Guice Troupe, will be out of program for a few days as her horse stumbled while she was going for a

jump and she fell under it. Jimmie Taketa had a big day at Bay City. Johnnie Chatlosh is now in charge of the pie car. Jimmie DeCobb had a birthday at Kalamazoo. Radios in the dressing room are going full blast these days.

VISITORS to the show at Peoria, Ill., August 20 included Wayne Larry, Bob Porter; Bobbie Behee, brother of Clayton Behee; Tommy Whiteside and his troupe, Hilda and Niles Burkhart; Mr. Ruch, of New York Life Insurance Co., Bloomington, Ill.; Roger Getty and Harold Ramag, circus fans, who visited the writer; Bert and Mrs. Doss, Gene Enos and Bud and Julie Asher, formerly of Flying Abaugh's. Mrs. Linna Cone came over from Chicago and spent the day with her brother, Lew Walton. At Joliet Harry Atwell, Ab Johnson and Phil King visited, and in Gary, Ind., John Davenport, Joe Coyle, Mrs. Joe Taketa, Mrs. Al Fleet and Hanna Griebing with her three children and parents. Max Gruber visited the writer and his many friends at Muskegon, Mich. Marion Knowlton celebrated her 18th birthday, with refreshments being served in Mrs. Harry McFarland's private top. Joe Kuta came back to give Marion the well-known chapping but finished up getting a dandy chapping himself. Better luck next time, Joe. At Grand Rapids Tom Barron paid his joey friends a visit, also Rosina Nelson and the doctor. At Benton Harbor a lot of the folks visited the House of David. The writer and wife were invited but were too busy to attend. We have had one grand week's business thru Michigan and Indiana.

FREDDIE FREEMAN.

ROCHELLE, Ill., Sept. 2.—A letter received by *White Tops* from Emmett Kelly, clown with Bertram Mills Circus, dated Brighton, England, August 21, asks that he be remembered to his many Circus Fan friends in this country.

When Cole Bros.' Circus came thru Central Illinois, A. T. Sawyer, of Monmouth, caught the show at Rock Island, and Fred Schlotzhauer, of Oquawka, saw it at Peoria.

Mr. and Mrs. Frank H. Hartless, of Chicago, are spending the Labor Day weekend with friends at Paw Paw Lake, Mich.

Ringling-Barnum circus showed Missoula, Mont., one performance Sunday, August 20, to capacity. Fans on the lot there were Leonard Gross and Harper Joy, of Spokane; Dr. William Mann, of Washington, D. C., and Claude Elder, State chairman of the Bartholomew Top. Elder states that Milt Taylor and wife, Felix Adler and others were entertained at lunch by Mrs. Elder. State chairman visited the show at Winona, Minn.; Helena and Missoula, Mont. Several editorials and articles appeared in local paper after show had left and Missoula people voted it the best show ever there. This is the sixth time there and first time in 10 years. First time in Missoula was 1899 with 40 cars, just half its present size. Dr. William Mann, of the National Zoo at Washington, was with the show at Helena, Butte, Missoula and Spokane. Dr. Mann saw the circus in Helena at the age of 12 and wished to see it again at his old home.

James L. Shuster, Grand Rapids, Mich., caught Cole Bros.' Circus when it was there and reports he had a grand time. He and his two sons were on the lot at 5 o'clock in the morning and until after the matinee performance.

Favorite Outdoor Performer Contest

See Coupon This Page

Stark 719 Ahead

The First 50 Leaders

(4,500 or More)	
1. *Mabel Stark	10,425
2. *Bee Kyle	9,706
3. *Marjorie Bailey	6,992
4. *Aerial Apollos	6,946
5. Four Jacks (Aces)	6,874
6. *Wilno	5,726
7. *Dime Wilson	5,523
8. Frank Cushing	5,443
9. *Hubert Castle	5,223
10. *Flying Valentinos	4,715
(3,000 to 4,449)	
11. Speedy Phoenix	4,067
12. *Blondin-Rellims	3,814
13. *English Macks	3,789
14. *Harry Clark	3,788
15. Dorothy Herbert	3,528
16. *Daredevil Waters	3,407
17. *Edna Curtis	3,340
18. Selden, Stratosphere Man	3,322
19. *Cheerful Gardner	3,306
20. Flying Behees	3,239
21. Mary Gordon	3,175
22. Flying Behrs	3,117
23. Flying Valentines	3,088
24. Harold Barnes	3,082
(2,000 to 2,999)	
25. Oscar Babcock	2,848
26. *Fussner	2,805
27. Dave Ceyer	2,904
28. Zacchinis	2,798

OFFICIAL BALLOT

FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Balloting is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points)
2. (9 ")
3. (8 ")
4. (7 ")
5. (6 ")
6. (5 ")
7. (4 ")
8. (3 ")
9. (2 ")
10. (1 Point)

The Billboard is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939. Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name..... Please Print

Permanent Address..... Please Give City and State

Affiliation in Show Business or by Whom Employed.....

Signature..... Ballots without signatures are void

CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

FLYING BEHEES

WITH COLE BROS.' CIRCUS
"Greatest Flying Act in the World Today"

featuring **ROSE BEHEE**

The First and Only Lady Flyer performing a two and a half Somersault to a catch by the feet while blindfolded.

Inviting offers for Indoor Circuses starting in November.

Permanent Address: **CLAYTON BEHEE**, Care The Billboard, Cincinnati, O.

OUTSTANDING TRICK

An eccentric, novel, unique feature which I have developed after four years of persistent practice is a still stand "Brandy" starting while standing on one leg and picking up a handkerchief pyramided a few inches from the ground with my mouth while executing same. Have other classical A-1 tumbling numbers. Will consider any proposition with a reputable troupe or show.

Write **CARL O. ENGELBERT**, Mgr., 108 So. Broadway, New Ulm, Minn.

CIRCUS ACTS WANTED

That do two or more, double aerial and ground. Dog, Pony and Monkeys Acts; small Liberty Horse Act, Comedy Bar, fast Teeterboard Act. Avalons, write. Clowns. Happy Kellems, write. Open October 16. Close May 1, so make salary low. Want Agent, Program and Banner Men, Lithographer, Prop Riggers. All must have own cars. All privileges for sale. Will buy heavy Ring Mat. Address

JIMMIE COLE, Mgr.,
Indoor Circus, Penn Yan, N. Y.

Free Winter Quarters

For a small Animal Circus in the West Coast of Florida. Monkeys especially. Will pay 10 per cent of total gate receipts. Animals must be on display each day from 12 noon until 6 p.m. Past daily attendance estimated at three to five hundred persons. Apply

GORDON C. HUNT,
Wall Springs, Fla.

WANT FOR CIRCUS

Open soon, long season: Performers, Pony and Dog Acts, Musicians. Will lease or buy Elephant. Want complete Side Show on percentage. Privileges for sale.

TOL TEETER, 421 West Houston St., San Antonio, Tex.

HAMITER UNIT

Liberty Act, Dog and Pony Act, Comedy Mule, Elephant Act are now playing Ohio and Pennsylvania fairs. Will be available after October 1 for Pairs, Indoor Shows. Want to hear from Lady Menage Riders. **JAMES HAMITER JR.**, P. O. Box 1882, Dallas, Tex.

TIGHTS

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Under the Marquee

By CIRCUS SOLLY

TWO SEALS of Boswell's Circus, touring South Africa, died recently.

JOHN ROBINSON IV has been taking in the Golden Gate International Exposition.

EDDIE CORLISS clowned track and grand stand at Auglaize County Fair, Wapakoneta, O. Barker Bros.' Circus played there Saturday (2).

BUCK AND ROSE STEELE, who with their stock have been with Russell Bros.' Circus all season, left the show recently to play several Southern fairs.

BARNEY O'DARE (The Duchess) is still with the Davenport Society Circus, playing the tobacco country in South Carolina until the fall fairs.

SILVER BROS.' CIRCUS is showing near New York City and several of the show have visited the World's Fair, says H. R. Brison.

Get the kiddies and the parents and guardians will follow.

J. B. SWAFFORD and wife have joined Dick's Paramount Shows for the remainder of the season, J. B. having recovered sufficiently to resume work.

THE AERIAL ROMAS (Roy G. Valentine and wife, Mary) presented their double trapeze and muscle grind at the Clinton (Ia.) Labor Day Celebration for the Billie J. Collins Agency.

KIT CARSON JR. and family have been enjoying the summer at their home in Champion, Neb. He says that fairs and rodeos in his section of the country have been doing good.

BARNETT BROS.' Circus played Tulsa, Okla., Saturday and Sunday, August 26 and 27. House at the Saturday matinee was half full, reports Dr. E. W. Wise, who also says he heard the other performances drew better.

JOE COYLE, Ko-Ko the Clown, is not working at Riverview Park, Chicago, as reported. During the past week he clowned at the Candy Show at Hotel Herman for the Lee-Tex Rubber Products Corp.

WALTER L. MAIN, Geneva, O., traced the history of the Ashtabula County (O.) Agricultural Society in a broadcast over Station WICA August 12. He will speak before the Geneva (O.) Rotary Club September 12.

TWO-COLUMN cut in *Life*, issue of August 28, showed five elephants of Downie Bros.' Circus eating a huge pile of peanuts at Suffolk, Va., peanut factories there holding the feast for the benefit of children.

MRS. PEARL VAN POOL, wife of CFA Van Pool, of Joplin, Mo., was seriously injured in an auto accident at Depew,

Okla., while en route to the Golden Gate Exposition. She was removed to St. John's Hospital, Joplin.

Build for the circus' future by giving the kiddies inducement today.

POSTCARD from Dr. Hugh Grant Rowell while aboard the S. S. Brazil August 15 reads: "Landing Barbados tomorrow and then to Rio, Sao Paulo and Buenos Aires, but probably see no circuses."

DENNIS STEVENS, after 21 years with Barnett Bros.' Circus, closed in Tulsa, Okla. Says he had a pleasant season under one of the best producing clowns in the business, Ed Raymond. Stevens, now in Detroit, will be there for some time.

BILLY PAPE AND CONCHITA, while playing the Hofbrau Club at Lawrence, Mass., visited Joe and Bebe Stegrist and Bessie Costello on John T. Benson's animal farm. The following week found the team on the closing bill at Playland Park, Rye, N. Y.

PARKER & WATTS CIRCUS is doing okeh in Virginia, where it has been following Russell Bros.' and Downie Bros.' circuses, reports Marion Wallick, assistant side-show manager of Parker & Watts. Despite the opposition, the parade seems to bring them out, Wallick says.

J. R. HERVEY, general agent of Downie Bros.' Circus, has been engaged by the Paul M. Sullivan organization, Concord, N. H., to be advance representative for the Kearney Kallander Orchestra for season of 1939-'40. Ralph Keniston, formerly with Sells-Floto, is also a member of the Paul Sullivan staff.

Circus managers should find food for thought in what ladies' and knothole days have done for baseball.

AYRES DAVIES has been with the Illinois Division of Highways since leaving Ringling-Barnum late in June. He recently visited with Frank Graham, CFA, the Admire show in Polo, Ill., and McCall Bros.' show in Ohio, Ill. He says the McCall show has been doing very well, with capacity business at Ohio and Harmon, Ill.

J. A. WAGNER, past president of the CFA, is very proud of the honor bestowed upon him at the recent CFA convention when a resolution was passed expressing the association's great appreciation of the services rendered to the circus as an institution by the veteran Fan and further stating "that he be forever listed on the records of this association as 'The Savior of the American Circus.'"

AERIAL ORTONS, after leaving Parker & Watts July 29, caught Ringling-Barnum in Chicago, then went on to Iowa. After picking up their rigging they con-

tinued to Oxford, Neb., and played the fair there, then returned to Iowa for the Bayard Horse and Colt Show. From there to Kansas for several weeks of fairs. Mulie Ben Burr, formerly of Parker & Watts, Seils-Sterling and other circuses, is handling their rigging.

About this time of year it begins to look like most of the shows want to play the same spots on the same days in only a comparatively small part of that section known as Dixie.

MR. AND MRS. REX INGHAM, Mrs. L. L. Ingham, Gracie Randolph and Oscar Fitzgerald, all of Ruffin, N. C., caught the Parker & Watts matinee in Danville, Va., August 23 and were guests of Manager Ira Watts, legal adjuster Joe Webb and Doc Heffernan. Rex was driving a police car and wearing the uniform of the Rockingham County (N. C.) police, of which he is a member.

HARVEY MILLS, whose obit appeared in the August 26 issue of *The Billboard*, had not been working alone most of the time, as stated therein, but worked with Walter Clingman for 10 years and was working this year with Bill and Warren Overfield and Grace Mills, writes Miss Mills, secretary of the Mills Troupe, high-wire artists. She also states: "We were not working for the Zimmerman Shows when the accident occurred, but were booked at a celebration independently thru the John H. Billsbury office, Chicago."

MRS. FRED K. LEONARD spent two days with the Barnett Bros.' Circus at Wichita, Kan., August 13-14. She writes: "That was the first truck circus we were ever with (it was back in 1934), so we knew nearly everyone. We missed our old friend Tommy Burns, who is in Cincinnati for medical care. Business for the circus was very bad here, as the national baseball tournament was on and drew 10,000 to 12,000 each night. Fred Leonard has developed a 2-year-old colt into a fast trotter, which he is going to try out at a few county fair meets around here."

A circus is the youth's ideal form of amusement. To make it possible for the ones whose parents or guardians are not so well off financially to attend, and in consequence make these kiddies regular circusgoers when they grow up, is an important problem. Showing such parents and guardians consideration by not only reduced general-admission but reserved-seat prices for the children is a good solution, Solly is convinced.

GAINESVILLE COMMUNITY CIRCUS did good business during its two-day stand at Cooke County Fair, Gainesville, Tex., August 22-23. Show has contracted for a new 24x28-foot marquee, which will be ready for use at Dallas September 8. Show exhibited Thursday and Friday of last week in the rodeo arena at Corsicana under the Live Stock and Agriculture Show auspices. Manager Roy Stamps and A. Morton Smith and sons attended Barnett Bros.' Circus in Oklahoma City August 19 and were guests of W. H. Woodcock. They also visited with Walter Parnell, of Gainesville, who is a member of the band.

The Corral

By ROWDY WADDY

CAMERON NIXON reports he plans to stage rodeos in Atlanta and Birmingham soon.

HARRY HUFF'S RODEO REVUE played a three-day engagement at Philippi, W. Va., recently to about 5,000 people. Show was sponsored by the Philippi Kiwanis Club. Red Davis was chairman.

ROSTER of the Greer-Hammer Rodeo includes Joe and Harry Greer and W. E. Hammer, owners; Harry Greer, arena director; Joe MacMacken, assistant; Bill Buschbom, live stock; George Tyler and Carl Strong, clowns; Ray Dean, announcer; Joe Mae Greer, Etta Carrion, Irene Mann, Ruth Marion and Georgia Gilliam, cowgirls; Art Keller, S. A. York, Buck Kellogg, Bud McDaniels, Cliff Lewis, Buc MacMacken, Earl West, Ted Buschbom, Frank Marion, Al Mann, Joe Farrell, Speck McMillian, Carlos Carrion, Bill Buschbom Jr., Orvil Gilliam and Ted Miller, cowboys.

DON LIEBERMAN, president of Coronada Film Corp. of Hollywood and active in many Western productions, has turned

to a new field to be included in his enterprises. He will produce a seven-day rodeo at Philadelphia and is contemplating a circuit of rodeos thru the South this fall and winter.

Lieberman has just completed arrangements with Fred Beebe, nationally known rodeo producer, to personally direct and stage his productions. Offices have been opened in Philadelphia. Prize lists will be off the press within a few days. Indications are the Philly rodeo will equal the one staged there by Beebe during the Sesquicentennial which is said to have grossed nearly \$250,000.

Lieberman was born in Philadelphia. He was organizer of the Coronada Film Corp. He is also treasurer of the French Motion Picture Co., of New York City.

SHERIDAN, WYO., RODEO, held recently at Sheridan, Wyo., drew 13,000 people during its three-day run. Officials were R. E. McNally, president; Frank Schall, vice-president; T. T. Tynan, treasurer; E. S. Lewis; H. C. Fleischer, advertising and publicity; J. S. Bentley; E. F. Ernst, arena events, and L. C. Morrison, secretary. Results: Calf Roping—First go-round, Toots Mansfield, Carl Sheppard, Everett Shaw, Jim Laycock. Second go-round, Earl Moore, Cecil Owsley, Tony Salinas, Bill Eaton. Finals, Toots Mansfield, Cecil Owsley, Everett Shaw, Carl Sheppard. Bulldogging—First go-round, Tom Hogan, Ralph Stanton, Herschell Ross, Dave Campbell. Second go-round, Dave Campbell, Hub Whiteman, Dick Truitt, Herschell Ross. Finals, Dave Campbell, Herschell Ross, Ralph Stanton, Dick Truitt. Bucking Contest—First go-round, Leo Murray, Nick Knight, Ray Gafford, Bill McMaken. Second go-round, Paul Carney, Cliff Helm, Tom Knight, Dick Slappert. Finals, Roy Gafford, Leo Murray, Paul Carney, Chet McCarthy. Bull Riding—First go-round, Hoyt Heffner, Felix Cooper, Ben Bender, Jim Patch. Second go-round, Fritz Becker, Andy Gibson, Felix Cooper, Joe Orr. Finals, Felix Cooper, Hoyt Heffner, Ben Bender, Fritz Becker.

DAY MONEY and final winners at the rodeo in Sidney, Ia., August 15-18, were as follows: Bareback Bronk Riding—First day (Tuesday afternoon and night), Frank Finley; Hoytt Heffner and Carl Huckfeldt split second and third; Kid Fletcher. Second day (Wednesday afternoon and night), Paul Carney, Cecil Henley, Jimmie Hazen, Carl Huckfeldt. Third day (Thursday afternoon and night), Cecil Henley; Lance Pollard and Ned Ferraro split second and third; Kid Fletcher. Fourth day (Friday afternoon and night), Gerald Roberts, Fritz Becker, Ned Ferraro, Kid Fletcher. Finals, Cecil Henley, Paul Carney, Kid Fletcher, Lance Pollard. Calf Roping—First day, Jess Goodspeed, Juan Salinas, Buck Goodspeed, Roy Mathews. Second day, Jim Snively, Bud Spilsberry, Ike Rude, Tony Salinas. Third day, Roy Mathews, Jess Goodspeed, Toots Mansfield, Hub Whiteman. Fourth day, Toots Mansfield, Roy Mathews; Jess Goodspeed and Bud Spilsberry split third and fourth. Finals, Jess Goodspeed, Toots Mansfield; Clyde Burke and Roy Mathews split third and fourth. Cowgirls' Bronk Riding—First day, Grace White, Violet Clements, Mary Keen, Vivian White. Second day, Vivian White, Mary Keen, Mildred Horner, Violet Clements. Third day, Helen Kirkendall, Mildred Horner, Vivian White; Mary Keen and Violet Clements split fourth. Fourth day, Vivian White, Mildred Horner; Mary Keen and Helen Kirkendall split fourth. Bronk Riding—First day, Jerry Ambler; Fritz Truan and Milt Moe split second and third; Paul Carney. Second day, Milt Moe and Cliff Helm split first and second; Eddie Curtis, Herman Linden. Third day, Carl Huckfeldt, Eddie Curtis, Gerald Roberts, Hub Whiteman. Fourth day, Ken Roberts, Gerald Roberts, Jerry Ambler, Kid Fletcher. Finals, Jerry Ambler, Eddie Curtis, Fritz Truan, Hub Whiteman. Steer Wrestling—First day, Hub Whiteman, Maurice Rielly, Gene Ross, Mike Fisher. Second day, Dick Truitt, Hub Whiteman, Mike Fisher, Norman Person. Third day, Dick Truitt, Herschell Ross, Tex Slocum; Hub Whiteman and Bud Spilsberry split fourth. Fourth day, Bruce Ross; Mike Fisher and Gene Ross split second and third; Shorty McCrary, Bud Spilsberry and Milt Moe split fourth. Finals, Hub Whiteman, Dick Truitt, Bud Spilsberry, Mike Fisher. Bull Riding—First day, Hoytt Heffner, Kid Fletcher, Charlie Beals, Paul Carney. Second day, Ken Roberts, Lance Pollard, Hoytt Heffner, Paul Carney. Third day, Jimmie Hazen, Paul Carney, Frank Marion, Lance Pollard. Fourth day, Kid Fletcher, Lance Pollard, Jim Whiteman, Gerald Roberts. Finals, Hoytt Heffner, Paul Carney, Lance Pollard, Charles Colbert.

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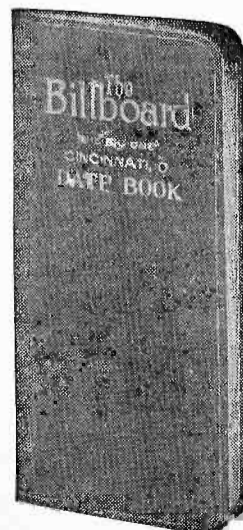
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Pay Idea Grows

By J. MELL BROOKS

Secretary Mississippi County Fair Association, Blytheville, Ark.

I read with great interest the article on page 52 of *The Billboard* of August 26 regarding "Everybody Pays" and I am indeed glad to see this idea spreading thruout the fair world.

This association is in its fourth year of holding fairs on new grounds, which was an investment of about \$175,000, and we instituted this policy of "Everybody Pays" with the beginning of our new fair program in 1936.

This association does not print passes and operates on the theory that those who want to see the fair should be willing to pay to do so, be they public officials, fair officials or other individuals. In the beginning we had a lot of grief with this policy, but I am happy to say that after three years of going along this line we find the general run of people to be in entire harmony with this policy, and I hope to see the time when all fairs will operate on the basis of "Everybody Pays," for we cannot expect to pay our bills with passes.

More glory to those boys who adopt this policy!

Iowa Gate Off; Upped Net Seen

DES MOINES, Ia., Sept. 2.—Altho attendance at Iowa State Fair here on August 23-September 1 up to the last day was running about 32,000 behind that of 1938, it was expected to come out ahead of last year's on financial returns. Weather was ideal, helping in the 11 grand-stand sellouts of a total of 14 afternoon and night shows. Only shows not greeted by full houses were the three afternoons of harness racing. Adding to the financial picture was a virtual sell-out of concession space, first time in history of the fair.

Total attendance, including Thursday night's, was 365,178, compared with the 1938 figure of 397,823 on the same date. However, the 1938 fair observed a State Centennial and part of the increase was due to additional passes and tickets to exhibitors. Still remaining in doubt was the final result of name-band attractions, billed as top features and expected to increase the gate. Bands of Paul White-man, Abe Lyman, Griff Williams and Don Bestor made night appearances before the grand stand and then played in a block-long tent for dancers on a specially laid maple floor. Dance-floor receipts: Don Bestor, 604 attendance, \$278.10 paid; second night, 1,604, \$671.75. Griff Williams, 853, \$355.50; second night, (See *IOWA GATE OFF* on page 36)

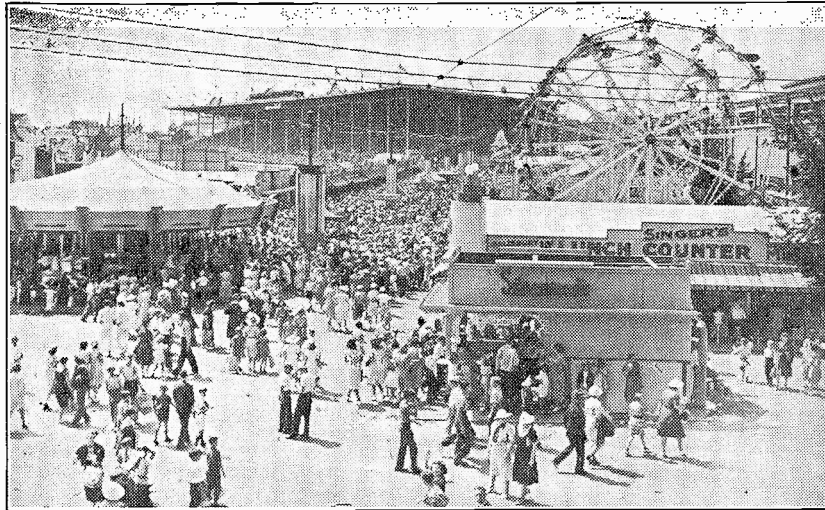
St. Lawrence Gate Beats '38 Mark; New Plant Seen

TROIS RIVIERES, P. Q., Sept. 2.—Altho rain hit opening night, St. Lawrence Valley Exhibition here on August 20-26 drew 125,000 paid admissions for a new record, report fair officials. With a free gate Sunday afternoon, attendance was over 35,000, with midway grossing about 45 per cent more than last year. Kids' Day, Friday, promoted by Glenn Ireton, of Endy Bros.' Shows on the midway, thru a tie-in with the local radio station and newspaper, was highly successful.

A George A. Hamid bill was nightly offering in the Coliseum with capacity attendance. Layout of new buildings and grounds, representing an investment of \$4,000,000, greeted fairgoers. Much of the credit goes to Maurice L. Duplessis, prime minister of Quebec, for obtaining the government grants making the development possible. Grounds include a large swim pool, residences and permanent maintenance offices, mammoth concrete grand stand (not yet roofed), mile track, baseball stadium, coliseum, agricultural hall, industrial building and another exhibit edifice. A poultry hall, of frame construction, is the only old building remaining.

Horse stables are west of the track and behind them is the midway. Grand stand and bleachers seat about 5,000. Exhibit buildings were sold out. Fair is managed by J. B. Loranger, president; Dr. J. H. Vigneau, manager; J. A. Trudel, secretary; B. J. Trepanier, vice-president, and Charles P. Rochleau, racing secretary.

TORONTO UP 15,000



THIS PANORAMIC VIEW was taken at the Canadian National Exhibition, Toronto, on Children's Day, Monday, August 28, and depicts portions of the varied amusement bill offered crowds. Looking down the west end of the midway are seen concessions, rides and the packed grand stand in the background.

CNE in Jump First Five Days

Colorful Frolexland gets praise from press—capacity night crowds out

TORONTO, Sept. 2. — Clear weather augmented crowds at the Canadian National Exhibition here August 25-September 9 to give a 15,000 increase over '38 on the first five days, 634,000 having attended up to Wednesday night. Afternoons were only fair due to midday heat; at night grounds were packed. Attendance by days:

	1939	1938
Friday	53,000	51,000
Saturday	207,000	203,000
Monday	179,000	176,000
Tuesday	88,000	86,000
Wednesday	107,000	103,000

Total to date.. 634,000 619,000
Increase on year—15,000.

Monday, Young Canada's Day, attendance was best since 1935 when gates then totaled 185,000. Many children were guests of the CNE on free tickets distributed in schools. Shrine, headed by E. Y. Hutchison, took 2,000 of them out for the day. Frolexland was their first stop, where they were handed the key by J. W. (Patty) Conklin, its manager. Jack Hoxie's Circus and Round-Up played to 4,000 and Mrs. Ike Rose's Midgets to 3,000 during the day.

Seven New Fronts

Heralded by the press as the most beautiful amusement zone presented here in many years, Frolexland displays seven new colorful fronts of modernistic design with 24 shows and 11 major rides, exclusive of 15 attractions in Kiddieland. Shows include: Midgets, Mrs. Ike Rose; Mr. and Mrs. C. Winston, front. Back to Nature (Girl Show), Shirley Lyons; Eddie Peden, Marie Mann, front. Dream Doctor, Rajah Raboid; C. White, front. Glass House, C. Dekreko; Edwin Deal, Bill Williamson, front. Ro-Lo, Funhouse, L. Hughes; Fred Cooper, front. Baby Thelma, Fat Girl, F. Mitchell; H. J. Swan- (See *TORONTO UP* on page 36)

Truck Is Ad for Ky. State

LOUISVILLE, Sept. 2.—Kentucky State Fair for the first time has used a sound truck thruout the State to advertise. It is furnished gratis to county fairs to boost their attendances. During fairs it is placed in front of grand stands for use of county fair officials and the area of each county fair is covered by the truck in advance. State Fair officials have many glowing reports of success of this type of advertising. Truck is colored in orange, with attractions that are to be shown at the State Fair painted in black. Both sides are glass-enclosed and at night are illuminated. As a good-will builder it has no equal, said Horace S. Cleveland, managing director of the fair.

Molesworth Quits Mason City

MASON CITY, Ia., Sept. 2.—R. D. (Duke) Molesworth, secretary of North Iowa Fair here for the past two years, has resigned, effective on August 31. It is said he has under consideration an offer from Tulsa (Okla.) State Fair.

Superior Has About 110,000

SUPERIOR, Wis., Sept. 2.—Tri-State Fair here on August 14-20 had attendance of about 110,000. Paul Whiteman's Band played before the grand stand and for night dancing. Royal American Shows were on the midway.

Buildings Burn in Michigan

NORTHVILLE, Mich., Sept. 2.—Secretary's office and poultry building on Wayne County Fair grounds here were destroyed by fire on Monday, extent of damage to records not yet being known. Fair was held two weeks ago. Training quarters of Joe Louis, adjoining the grounds, were threatened but not damaged.

Some Dates in East Summed Up by Wirth

NEW YORK, Sept. 2.—Back here for a short breathing spell after a tour of fairs at which he booked grand-stand attractions, Frank Wirth furnished the following observations anent the annuals:

Angelica, N. Y.—Secretary L. L. Stillwell announced a "very big" week with "capacity crowds" afternoon and night. Attractions consisted of Six Algerians, Miacahua, June Boyd, Minerva Sisters and Ora, Gregoresko, with Capt. Jimmy Smith and his Squadron of Death performing Saturday.

Bangor, Me.—New fair opened in bad weather but turned out to be "a very big success; grand stand completely sold out Wednesday and Thursday nights." Here's to You Revue the featured show, produced by Wirth and B. Ward Beam. Complete scenery changes for each number with chorus of 20 girls. Johnny Lonergan directed. Specialties were Ben Yost's Varsity Eight, Jack Gleason, Ray Walbert, Eleanor Olcott and Mlle. Melba. Novelty acts were Kitaros, Emerald Sisters, Billetti Troupe, Dell and Co. and (See *SOME DATES* on page 36)

Nebraska Mutuels Going Up

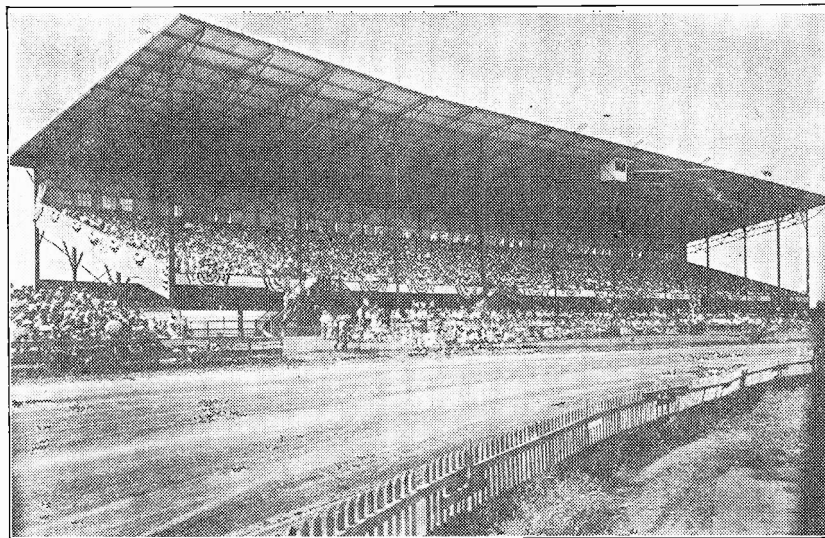
LINCOLN, Neb., Sept. 2.—Pari-mutuel handle at Nebraska State Fair promises the fourth straight increase since horse betting was legalized. Race meet opened on the grounds on August 26 and from opening day on crowds and money wagered have increased.

Minn. in Daily 63,000 Average For Its Initial 6

ST. PAUL, Sept. 2.—First six days of the 10-day Minnesota State Fair got off to a flying start with more than 63,000 daily average for total attendance of 382,353 at 25 cents, including Thursday night. The dates include Labor Day, normally good for 150,000 attendance, and fair officials are optimistic that the expanded show will break all records. For the first six days a year ago, which included Labor Day, 408,680 passed thru gates. Perfect weather, with only a suspicion of rain on Wednesday, and new features (See *MINN. IN DAILY* on page 36)

Red Lion, Pa., Near Record

RED LION, Pa., Sept. 2.—Attendance at 21st annual Red Lion Gala Week Fair on August 21-26 was close to that of the record, altho Thursday night was lost by rain after a big kid matinee, said Secretary R. M. Spangler. Final night crowd was one of the largest in the fair's history. Gordon and Gordon, slack wire and aerial acts, were substituted for the Great Eugene. Auto and commercial exhibits were presented in tents. W. C. Kaus Shows were on the midway. Total attendance was estimated at 16,500. Police department reported that not one complaint had been received during the fair.



ONE OF THE PACKED GRAND STANDS which marked the celebration of the 100th anniversary of Genesee County Fair, Batavia, N. Y., on August 14-19. All grand-stand attendance records were broken. George A. Hamid's "World's Fair Revue" featured the Gae Foster Girls and the Disappearing Water Ballet.

Michigan State, Now a 10-Day Fair, Pulls 48,000 First 2 Days

DETROIT, Sept. 2.—The Michigan State Fair attendance for the first two days is about 48,000. Friday's figure of 12,593 is 30 per cent ahead of the last Friday opening in 1937, and Saturday's figure is about 4,000 over the opening Saturday of last year. But the two days together are away behind 87,000 for the corresponding two days ahead of Labor Day in 1938 16-day fair.

Linwood Snow, manager, told *The Billboard*, "I am very pleased with the opening." The fair is budgeted for an attendance of 400,000 for 10 days, or 60 per cent of the 1938 16-day fair.

The war scare apparently seriously affected amusement patronage, especially during the frequent news broadcasts. More younger patrons are attending than the older generation.

An attendance of 75,000 is expected for the veterans' memorial dedication next Saturday. Weather has been warm and sultry, considered favorable, with clear week-end predicted.

The grand stand show for first time in six years drew 5,000, near capacity, Saturday night for the rodeo.

Show in Coliseum drew 1,988 people Friday night, with 1,478 attendance for the dance following. There were about 2,500 at the dance Saturday night.

Beckmann & Gerety Shows are running

about 5 per cent ahead of their last engagement here four years ago. No figures are available for 1938 comparison. Midway attendance has been small but spending fairly good.

Midway was seriously hurt by Governor Dickinson's ban on bingo, etc. Six large games folded on tonight without opening. The possibility of other games making up for the losses is slight.

First harness racing in six years got 5,000 attendance Saturday with track record broken for auspicious start. Racing is drawing crowds, but they are not patronizing the midway.

Chevrolet negotiated with the IATSE, putting one stagehand on its show, as sought by the union, and the show went on as scheduled, with projectionists and musicians, who were called out for about two hours on Chevrolet building only, returning to work.

Dave Sanford, Midland, Tex., is in Highland Park General Hospital with a brain concussion and probable broken ribs, sustained when thrown from a horse in the rodeo Friday.

Striking of oil on the fair grounds occurred Thursday afternoon. The gusher was capped for the time being. Similar discovery was made a few days before opening two years ago.

Fair Grounds

MACON, Ga.—Increase in premiums, mainly in the new live-stock show, to \$6,800 for the 1939 Georgia State Fair and Exposition here, has been announced by E. Ross Jordan, secretary-manager, a jump of \$900 over awards paid last year. This year's fair will run 10 days instead of week as formerly.

BURLINGTON, N. C. — Community Fair here has booked Dodson's World's Fair Shows as midway attraction, said C. F. (Pete) Neese, general chairman. Premium list, expected to contain new prizes, as the association seeks to enlarge its range of exhibits, will be distributed soon. Negotiations with exhibitors have been opened.

BLACKSTONE, Va.—The *Courier-Record's* 5-County Trade Area Agricultural Fair and Exposition's new 92-acre tract here is being transformed for presentation of the fourth annual. Bantley's All-American Shows will be on the midway and 42,000 square feet will be under

canvas to house 60 commercial exhibits and agricultural features to be offered to an anticipated 50,000. New parking lot will hold 3,000 cars. Alexander Hudgins, president of the association, has started plans to care for growth of the fair for the next 20 years. Fair is operated for farmers in Nottoway, Amelia, Lunenburg, Brunswick and Dinwiddie counties.

WAUSAU, Wis.—Despite rain on closing day Wisconsin Valley Fair and Exposition here on August 12-17 had an estimated 25,000 paid admissions, considerably exceeding last year's five-day fair. Entertainment featured included Ernie Young's *Cavalcade of Hits* and Hinck's Congress of Thrills. Gate was 25 cents for adults and 10 cents for children, with grand stand at 35, 50 and 75 cents.

BENTON, Ky.—An extensive building program probably will be started for the 1940 Marshall County and American Legion Community Fair here as a result of a federal set-up for construction of a big TVA dam here, said Manager A. C. Perryman. Dates for the 1939 fair have been advanced from those first announced. Blue Ribbon Shows will be on the midway.

NELIGH, Neb.—Secretary Dave Rice, Antelope County Fair, said the gate would be lowered to a 25 and 15-cent scale this year. Art B. Thomas Shows, with Toyama Troupe, Kenny Duo, Peaches Young, Williams and Bernice, and Jo-Jo have been contracted.

Indiana State Beating Previous Records; Jones' Gross Up 15%

INDIANAPOLIS, Sept. 2.—Altho only two days old, the 87th annual Indiana State Fair already has existing records on the ropes, needing only a good weather break to deliver the knock-out punch to shatter nearly every existing record.

Bedecked with new improvements, foremost of which are several new buildings, including the nearly completed but usable \$1,000,000 Coliseum, the fair got off to a flying start yesterday, which was a day earlier than the previous fairs have opened. It will run thru September 8.

First day's paid admissions amounted to 9,873. This figure, of course, did not include nearly 30,000 boys and girls who were admitted free to participate in special Youth Day exercises attendant upon the dedication of three new 4-H Club buildings. Saturday's paid admissions were 24,801, an increase over the 1937 record of 18,968. Fair officials are confident that this year's total attendance will exceed 400,000. Their confidence is rooted in the fact that of 200,000 half-price advance tickets sold, only 10,000 had come in by Saturday night.

Agricultural Situation

Condensed Data From July Summary by U. S. Department of Agriculture, Washington, D. C.

FARMERS produced 52,000,000 pigs this spring. Marketings of hogs will decline seasonally this summer, then increase. Meanwhile, a new corn crop is being made. Supply of all feed grains for fall and winter feeding will be in better balance with the increased number of grain-consuming animals on farms this season than last. Winter wheat harvest is well under way, but it is much smaller than in 1938. Production of winter and spring wheat will about equal domestic requirements this year. This points to a reduction in the carry-over next season. Prices of most farm products are lower than last season but farmers' cash income in the first five months of 1939 was \$47,000,000 more than in the like period of 1938. Government payments to farmers co-operating in conservation programs have more than offset reduced income from marketings. In late June signing of a cotton-rubber exchange agreement between the United States and Great Britain was announced.

DEMAND: IMPROVEMENT

Some improvement in industrial activity and consumer incomes apparently is under way. No marked changes are expected, but the general business situation and demand for farm products probably will improve moderately during the remainder of 1939. Conditions in various industries—coal, steel, building, automobiles—lend support to these conclusions. But partly offsetting the favorable factors, there may be a slackening in some textile lines and a greater-than-seasonal decline in automobile assembly operations prior to the introduction of new models this fall.

Some recovery in industrial production during summer and early fall from the level of April and May seems probable. The Federal Reserve index of industrial production in May was 92 per cent of the 1923-'25 average, the same as in April, but 6 points lower than the figure for March. Weekly figures indicate that production in June was considerably larger than in May. Continuation of improvement in industrial conditions into late

Net of Grand in De Pere

GREEN BAY, Wis., Sept. 2. — Brown County, De Pere, August 23-27, was expected to show a profit of more than \$1,000, according to prelim figures. Receipts from three main sources were \$1,043 higher than in 1938, said Secretary William S. Klaus. Admissions totaled \$7,344.35; grand stand, \$4,260.95, and exhibitors paid \$409.20, a total of \$12,014.50, without counting concession money. Attendance approached the 28,000 of last year. Flash Williams drew capacity grand-stand crowds at two performances on Thursday. Ernie Young's *Follies Internationales* were given Friday, Saturday and Sunday nights, Cumberland Ridge Runners Wednesday night and acts Friday, Saturday and Sunday afternoons and nights. In the fairgrounds ballroom Arch Adrian's and Jack Crawford's orchestras played for dancers nightly.

fall and winter will depend partly upon the extent to which commodity prices respond to the generally improved outlook. In late May and early June commodity prices showed a strengthening tendency, despite the continued absence of forward or speculative buying.

INCOME: INCREASE

Farm income is expected to total about the same this summer as last. There is a possibility that income from products that move directly into consumption may increase slightly more than usual during summer months, especially if there is an increase in industrial activity and in consumer incomes. Government payments to farmers will be larger this summer. Income in the first five months of this year (marketings plus government payments) totaled \$2,829,000,000, compared with \$2,782,000,000 in the like period of 1938. Larger income has been received from marketings of grains, vegetables, meat animals and chickens and eggs as a group. Smaller income was received from cotton and cottonseed, fruits, tobacco and dairy products.

PRICES: LOWER

Total from marketings was smaller in the first five months of this year, but the difference was more than offset by increased government payments. In May (last month of record) income from both marketings and government payments was larger than in May last year. Besides the increase in dollar income this year there has been a small rise in purchasing power. Prices paid by farmers for commodities used in production and living have been slightly lower this year than last.

Index of prices of farm products declined slightly in June, principally on lower prices of meat animals. Meat animals as a group dropped 5 points. Chickens and eggs as a group were down 2. Most of the other commodity groups advanced, notably fruits, up 8 points. Fruits, truck crops and cotton and cottonseed were higher than on June 15 last year. Index of prices received was 89 for June, compared with 90 for May, and with 92 in June last year. Prices paid by farmers increased 1 point to 121. This compared with 124 in June a year ago. The buying power of farm products was the same this June as last, 74 per cent of pre-war.

CNE ATTENDANCE

(Continued from page 3)

affected," said the president. "We have every reason to believe that the policy of keeping open as in 1914-'18 will be followed in the present crises."

Exhibition officials denied rumors that the Royal Canadian Mounted Police unit, which is presenting a musical ride before the grand stand, has been withdrawn.

Despite hot weather, Saturday gave Frolexland the best day's business since opening, running 5 per cent above Children's Day and 12 per cent better on the first eight days compared with the same period last year. Circus Side Show is still in the lead. Land of Dance and Back to Nature girl shows are tying Darkest Africa. Enjoying consistent business from the start, Minsky's show, beautifully framed, has been drawing plenty of publicity and holds third position from the top of the amusement zone. Late tonight J. W. (Patty) Conklin told *The Billboard* that he was pleased with the business done so far by Frolexland, of which he is director general.

11 WESTERN STATES

(Continued from page 3)

1947, and other Western cities, notably Los Angeles, are considering possibilities between 1943 and 1947, he said.

According to Vandenburg, the idea is to continue the Western travel movement which the Golden Gate Exposition has begun.

These celebrations would be about 99 per cent entertainment, Vandenburg said. All of the 11 States would participate, offering shows instead of exhibits. The entertainment themes would be built around a Cavalcade similar to the one here but localized to feature history of the celebration's area.

Vandenburg is to leave the exposition about the middle of this month and will immediately start working on plans for the series of celebrations.

CONCESSIONS WANTED

Independent Midway

NEW MEXICO STATE FAIR

Albuquerque, N. M.

8 DAYS—Sept. 24 Thru Oct. 1

No "Flat Joints"

A few very desirable concession opportunities remain open at this state-owned and operated fair. 8 Days of Racing with pari-mutuel wagering.

STUART ROBERTS TROUPE

America's Finest Trio of Aerial Horizontal Bar Gymnasts

Now open for later Fairs and Indoor engagements.

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Am Now Ready To Contract

Shows, Rides, Concessions, etc., for our Annual Fair, Sept. 21 to 23

See, write, call or telegram RUPERT CROSS, Secretary, Haskell County Fair Board, Stigler, Okla.

METUCHEN COUNTRY FAIR WANTS

CONCESSIONS, Shows and Rides that do not conflict with those booked. Demonstrators, write. Fair grounds one block off main street. Sponsored by Combined Fire Co.'s and Civic Organizations. Address COUNTRY FAIR, 180 Main St., Metuchen, N. J. P. S.: Billed for miles. Look at this location on map.

Sedalia Gets Records for Opener, Sunday, Kids Day and Night Stand

SEDALIA, Mo., Sept. 2.—The 39th annual Missouri State Fair here on August 19-26 closed with attendance estimated in excess of 250,000. Altho the two last days were disappointing, final figures are expected to reveal quite an attendance increase over 1938, and officials indicated receipts would considerably exceed last year's. First three days set new all-time marks for an opening day, for a Sunday and for a Children's Day. Tuesday afternoon's horse-racing program and Edgar I. Schooley's *Fascinations of 1939*, night grand-stand feature, were rained out.

The week, however, saw an attendance record for grand stand Wednesday night and an attendance record for the Horse Show for the four years it has been housed in State Fair Coliseum. Shifting of auto races to the two opening days was believed to be in part responsible for record crowds that marked the first half. A five-day program of harness and running races drew the largest number of entries even in the light-harness division, but no new track records were set. Thrill Day, featuring Flash Williams and his Thrill Drivers, on closing Saturday was disappointing in attendance, altho the performance of Williams and his drivers was proclaimed a real thriller. Weather, pleasant but unusually cool, almost brought shivers to grand-stand crowds at several night performances.

During the latter part of the week crowds from all parts of the Middle West jammed the Fine Arts Building to view an oil painting by Mrs. Percy Lewis, Marshall (Mo.) Negro housewife, that took first prize in the amateur class and was acclaimed by Austin Faricy, judge in the department, the "finest example of primitive art I have ever seen." Bitter art disputes broke out with wide publicity given the award by newspapers. Crowds flocked to the exhibit in such numbers that the second floor of the

building was so weakened by weight of persons attempting to get a view of the picture that it was necessary to close the building half a day so as to brace its supports.

Receipts of Fairly & Little Shows slightly exceeded those of last year, and concessioners all reported good business. James K. Hutsell, of Missouri Press Association, who was in charge of publicity, expounded some ideas which no doubt were a factor in attendance increase. Fair spent more for newspaper advertising than in previous years and had 150 24-sheet stands over the State. Baker-Lockwood Mfg. Co., which furnished all tents and canvas for housing of live stock and other exhibits, as well as "Tent City," said the canvas spread at the fair was probably the largest in the country. Secretary-Manager Charles W. Green declared the fair "the most successful Sedalia has ever known."

Favorable Start Is Made By New Annual in Bangor

BANGOR, Me., Sept. 2.—Bangor Fair on August 21-26, operating under new management and name of the New Bangor Fair, had attendance about 100 per cent larger than last year's, said Secretary Francis E. Croteau. While the fair did not make money this year, it was expected that would be the case, he said. Attendance was about 35,000 and about \$60,000 was bet with pari-mutuels. Good business was reported for Ben Williams Shows on the midway.

Frank Wirth booked entertainment and the night show was *Here's to You* revue, the first time a night show has been on so big and successful a scale. Nightly displays were presented by American Fireworks Co. Weather was bad on Monday and Tuesday but cleared on Wednesday. Secretary Croteau said the new management spent \$5,000 on permanent improvements and heavily for acts, fireworks and prizes. Reaction to the improved fair was reported most favorable.

William H. Himan, Skowhegan; J. Lynn Foss, Solon, and Secretary Croteau are the new officers.

A. Grey Productions Open Southern Booking Office

GREENVILLE, N. C., Sept. 2.—The A. Grey Productions, headed by A. J. Grey, who has been in the theatrical business for 26 years, beginning as a performer, will operate a Southern booking office in 1940, catering to fairs, parks and beaches.

With the operation of three fairs in 1939, the Grey company will endeavor to build a Southern fair circuit. The three consist of the State-wide tobacco show at Rocky Mount, N. C., under the American Legion, with Dodson's World's Fair Shows furnishing the midway; Pitt County Fair here, under the American Legion, with Art Lewis Shows furnishing the midway and United Fireworks Co. presenting an aerial display nightly, also high thrill attractions booked thru Art Lewis and Grey, and Tar River District Fair, Franklinton, N. C., under the Lions' Club, on the new grounds at the ball park, with Heller's Acme Shows on the midway.

Gate Best in Mason, Mich.

MASON, Mich., Sept. 2.—Ingham County Fair here on August 23-26 had attendance of about 35,000, a rise of 20 per cent over 1938 and largest in its history, President W. H. Freshour said. Grand-stand show had Jack Raum's Circus and Rodeo and an extra show was given the night before fair opening. Grand-stand show netted about \$2,000 over expenses, Raum said, contrasted with a deficit of about \$4,200 last year when a pageant was booked. Barkoot Bros.' Shows, back after an absence of three years, reported business above last year, altho not up to normal for this fair.

PROGRAM at Du Quoin (Ill.) State Fair, September 4-9, will end with Central States Racing Association-sanctioned auto races on Saturday and includes Rufe Davis, *Stars on Parade*, Clyde Lucas, Flash Williams and his Thrill Drivers, Chaz Chase, Balabanow Family, Patsy Marr, Carol and Bodine, Sonya and Romero, Shanghai-Wing Troupe and Peggy Talor Trio.

Grand-Stand Shows

MADAME BANARD'S Animal Unit was at Nappanee (Ind.) 4-H Fair, August 16 and 17; Whitestown, August 18-20, and Monticello (Ind.) Street Fair, August 23-27.

GEORGE A. HAMID'S revue played to capacity crowds on four nights at Erie County Fair, Hamburg, N. Y., August 21-26. Lucky Teter and his Hell Drivers drew heavily on four afternoons. Auto-race program on Saturday was reported another sellout.

AT Northern Colorado District Fair, Longmont, August 23-25, Wheeler & Pittman presented their *Times Square Revue* with Osaki and Taiki, perch; Miss Penny, tight wire, and James Cogswell, high-stilt clown, in front of stand and on the midway.

AUTO-RACE program, under direction of Ira Vail, at the Erie County Fair, Hamburg, N. Y., August 21-26, was presented to the largest crowd in history of the fair, reports Earl Newberry. Up to Friday attendance had soared to a record and a perfect day brought out 30,000 to see the speed program, marred by death of Glen Meyer, Detroit race pilot, in a four-car crack-up.

AMONG acts at Calhoun County Fair, Marshall, Mich., August 22-26, were Rita and Dunn, high wire; Marie's Dogs; Flying Howard, skaters; Four Monte Carlo Boys, teeterboard, and Brown, the Clown, working come-ins.

AT CHALMERS (Ind.) Horse Show and 4-H Club Fair, on August 16-19, for the Burton Agency, were Deacon Hampton's Cotton Pickers, Fitch B. Cooper, Argentine Duo, LaVern Lamb, Bessie Hollis and Company, Aerial Solts and Houghton and Houghton. Same acts were at Putnam County Fair, Greencastle, Ind.; North Manchester (Ind.) Fair and annual celebration in Serbia, Ind., for the Burton office.

ACTS at Marshall County Fair, Benton, Ky., for which dates have been set earlier than originally announced, will include Teeter Sisters and Capt. La Valley Troupe, high divers, said Fair Manager A. C. Perryman.

HENRY H. LUEDERS, United Booking Association, has contracted the office's major revues, *Ship Ahoy* and *French Follies*, to play the 1939 Hillsdale (Mich.) Fair. Both revues were at Darke County Fair, Greenville, O. Two other Lueders shows, *Bits of Broadway* and *Continental Cavalcade*, played Marshall (Mich.) Fair, while Wapakoneta (O.) Fair had the Yacht Club Boys heading an eight-act show on Wednesday, with *Continental Cavalcade* unit on Saturday.

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THE STRATOSPHERE
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World's Highest
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Every minute . . . Every second . . . is THRILLING AND NOW . . . is HIGHER THAN EVER! More thrilling . . . more sensational . . . decidedly more of a crowd-puller!

Night performances brilliantly illuminated. Time available for a few more Late Fairs and Celebrations.

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FAIR SECRETARIES**

We have available for late dates Sensational Acts, Novelty Acts. All high class at low prices.

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CONCESSIONS WANTED
Clean, legitimate. No Shows. No Bides.

MONTGOMERY COUNTY FAIR

Old Fairgrounds, Litchfield, Ill.
SEPT. 28, 29, 30, 1939
Need High-Class Eats Stand.
Contact W. F. ALLEN, Supt. of Concessions.

**SOME OPEN TIME DURING
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Outstanding aerial attraction—125 feet in mid-air. Unique and different illumination. Adds zest to any grand-stand program.

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NEW JERSEY STATE FAIR 7 DAYS 7 NIGHTS
TRENTON

OPEN SUNDAY SEPT. 24 TO SAT., SEPT. 30
AUTO RACES SUNDAY, OCTOBER 1

WILL CONSIDER EXCLUSIVE CUSTARD, SCALES, NOVELTIES.

Midway Merchandise Concessions \$5, \$6 and \$7 a Foot. No Sticks. No X. Buy direct or thru Cettin-Wilson. All Other Concessions Open. Midway Extended From Coliseum to Bus Gate. Open Day and Night. Attendance 250,000. \$25,000 in Premiums. Horse Racing. Greatest Live-Stock Show in the East.

Wire, Phone or Write **HARRY LA BREQUE, Sec'y-Mgr.**

THE GREATER SPARTANBURG FAIR
FIVE DAYS—SIX NIGHTS—October 9, 10, 11, 12, 13, 14

Merchandise Wheels and Legitimate Concessions can be spotted on our Independent Midway, located between Exposition Buildings and Grandstand. Bingo and Novelty sold. Jewelry and Specialties stands to be sold indoors all next to Exhibits. Children's Days Tuesday, Wednesday and Thursday. Harness Racing four days. Hankinson's Auto Racing Saturday. Victor's Grandstand Attractions. Write or wire direct.

SPARTANBURG FAIR, Spartanburg, South Carolina.

Is Your Subscription to The Billboard About To Expire?

Popular Programs Feature Latest Annual in Erie, Pa.

ERIE, Pa., Sept. 2.—Tri-County Fair, taking in Erie, Crawford and Warren counties, on August 14-19, first to be staged here in several years, had excellent attendance. Location was on Highway 20, three miles from Erie. Large tents housed many exhibits on the 110-acre tract. Auspices were business men of Erie and vicinity, and \$10,000 in cash prizes were among awards.

Wednesday afternoon, after a horse-pulling contest, Tony, elephant of the John Robinson herd of the Marks Shows' midway, wearing trace chains, competed against the prize-winning teams and easily won with a 40-foot pull, registering 36.10 tons.

Arena Show, booked by George A. Hamid, had the Roxettes Revue, with L. Barton Evans, Elaine Dowling and Orsalo Arelli, prima donna, featured. Among acts were Frank Mazzone and Co., adagio and apache dancers; Five Fearless Albanis; Dr. Bernard's Elephants, presented by Joe Hansen; White Bros.; Mollie, trained horse; Kanawaza Troupe, acrobats, and the Kays, skaters. Smith's Superba Band gave concerts and played the grand-stand show. Fireworks were staged nightly.

Marks Shows' midway business was light on the first three days and to large crowds on the last three days and nights.

Fair officials are Robert E. Larkins, president; Maurice L. Lowe, vice-president; Carl C. Guerin, treasurer; Clarence R. Cummins, secretary-manager. Mr. Cummins, who was manager of the former Erie Exposition several years, executed a big advertising campaign and was credited with an excellent job.

Mansfield Draw Satisfies

MANSFIELD, Mo., Sept. 2.—In variable weather Ozark Summit Exposition and Fair here on August 8-12 was well patronized, reports Frank Edwards. Kenneth Clapp's Ozark Amusement Co. was on the midway, and grand-stand attractions included Cherokee Bill, Indian bull whips and emsee; Clyde Harrison's cyclists; Billy Irwin, clown; Gordon Irwin, trick riding; Captain Perkins' Death Drivers, Sensational Gauchos, Harry Froboess and Jack Carnes' Twilight Ramblers, assisted by Bert Knight and Frank Edwards.

Wis. Tops Big Last-Year Mark With 630,954

MILWAUKEE, Sept. 2. — Wisconsin's 89th State Fair overcame a handicap of intermittent rain during the first five days to ring down the curtain on the nine days on August 27 with total attendance of 630,954 to break last year's record of 624,401. Increased premiums, record exhibits and \$50,000 worth of entertainment contributed to making the \$1,000,000 exposition under able guidance of Manager Ralph E. Ammon the success that officials reported it was.

On Thursday, August 24, 86,112 attended against 81,903 last year. Auto races drew between 17,000 and 18,000 with Ted Horn copping the 25-mile feature and five-mile race for the five fastest cars in time trials in the new track record time of 3:28.40. Old mark of 3:31.71 was set by Mauri Rose.

Friday, Dairy and Farm Equipment Day, tallied 88,798 attendance, 39,477 of whom were kids admitted on presentation of collars attached to milk bottles distributed by milk men around the State. This turnout compared with 88,872 for the same day in 1938. Harness racing closed in the afternoon before some 4,000 spectators. For the second time since the fair's opening Barnes-Carruthers' *Flying Colors*, night revue before the grand stand, was able to continue without being interrupted by showers, and some 17,000 watched the show which was followed by Thearle-Duffield fireworks.

Contests Are Staged

Youth and Boy Scout Day on Saturday had 62,754 attendance against 56,013, while Sunday, Racine County Day, clocked 85,983 against 66,410 last year. This day also saw a record turnout of some 30,000 fans for the concluding AAA races with Egbert G. (Babe) Stapp, Los Angeles, winning the 100-mile national championship and collecting first-place money totaling \$2,200.

In addition to the enlarged program, which included Sammy Kaye in Modernistic Ballroom on the grounds for seven nights out of the nine where he and Steve Swedish, house band, drew several thousand nightly, a variety of exploitation stunts such as a freckles contest for kids, an old farm-machinery contest, a "Where's Elmer?" contest on American Legion and Pioneer Day, coupled with the modernized permanent midway, all helped to build increased interest. There were daily airings from grounds over WTMJ, covering harness and auto races, parades, exhibits, junior fair and Little Theater, as well as National Barn Dance heard from in front of the grand stand on opening day.

IOWA GATE OFF;

(Continued from page 33)
996, \$425.75. Abe Lyman, 2,928, \$1,231.75. Paul Whiteman, 2,115, \$1,426.25. Lyman outdrew Whiteman by more than 800 dancers, but the jazz king pulled down a heavier gate with a 25-cent increase in prices. Whiteman played on the two final nights but figures are not yet available.

Comment on Name Bands

It was noted that dance bands playing in other parts of the city drew larger attendances than the name bands. Use of the name bands aroused much comment

P. O. S. of A. FAIR

ORIENTAL, PENNA.
SEPT. 21, 22, 23—DAY AND NIGHT
Want Independent Shows and Concessions with Own Outfit. Frozen Custard with Own Power. Central Pennsylvania's Largest Free Fair. All mail to WALLACE HOCKENBROCK, Sec'y., Mt. Pleasant Mills, Penna., Snyder County.

GRAND STAND ATTRACTIONS SI AND FANNY, AND TRICK MULE, ABNER

Comedy Novelty Act. Two months New York World's Fair. 15-week Fair Season, including Illinois State Fair. Available October 7.
SI OTIS, Billboard, Cincinnati

ALABAMA STATE FAIR

BIRMINGHAM, OCTOBER 2 THRU 7

Want—Legitimate Concessions of all kinds.

W. C. MARTIN, Supt. Concessions.

and some criticism. Some operators at the fair complained that the name bands did not help business as expected. There was also some criticism because the dance bands were not used from the grand stand more often. One dance-hall operator not connected with the fair criticized the fair for alleged inexperience in conducting dances without hiring a competent operator to put them over. The operator explained that youthful dancers could not be expected to dance in a "circus background" with sawdust covering the ground outside the dance floor.

Altho the fair received its usual generous space in the local paper, the working press, apparently the victim of legislative by-play, complained against lack of passes, especially to the grand stand. Fair was criticized in the last Legislature for issuing too many passes. Amusement Corp. of America show on the midway clicked to good business, unhampered by weather.

An additional Thrill Day was added, as was one-night performance. First night show was held on Thursday with a rodeo performance. Friday, official opening day, had attendance of 67,866 compared to 71,494 a year ago. The opener, Children's Day, packed the grounds and especially the midway for capacity business.

Thrill Days Are Big

A Saturday Thrill Day drew 54,521, with Jimmie Lynch and his Death Drivers packing the grand stand. Auto races were held on Friday, Sunday and closing day. Sunday races drew 57,437. Figures dropped on harness racing on Monday and Tuesday, but Wednesday's Thrill Day of 52,282 exceeded 1938 figures. Jimmie Lynch made a second appearance and stunt pilot Dick Granere brought added excitement when he crashed his plane while attempting to land prior to the show. He took up a second plane later but a scheduled "dog fight" had to be called off.

Barnes-Carruthers *Show of a Century* excelled previous night shows and was well received, as were Thearle-Duffield fireworks. M. H. (Mike) Barnes personally handled the show and Art Briese was on the job for Thearle-Duffield.

SOME DATES

(Continued from page 33)
Burton and Kay. Jules Lenzburg conducted the band.

Lowville, N. Y.—"One of the best weeks in history. Grand stand packed and chairs placed on track at night to accommodate the crowds." Wirth presented *Ambassadors Revue*, featuring Elaine Seidler Girls. Neon and stroblite employed for lighting effects. Don Tranger was emcee. Among acts were Charles Troupe, Dobas Troupe, Libby and Betty, Les Letrees and Noval Troupe.

Cortland, N. Y.—Cortland celebrated its 101st annual, "which proved to be a humdinger." Special acts were offered in afternoon, consisting of Bob Eugene Troupe, Beebe Stevens Bears, Six Cardovas, Romano Troupe and Nelson and Nelson. Night show was *Cheer Up Revue*, making initial appearance this year. Big setting employed, which extended 210 feet along track. Sixteen girls in the line with dances arranged by Frank Small. Arthur Ball was emcee and specialties included Marshall Montgomery, Jules and Clifton and Rodney and Gould. Suicide Hayes had the thrill layout Saturday afternoon and there was "record-breaking attendance."

MINN. IN DAILY

(Continued from page 33)
in farm exhibits and entertainment are given as causes for heavy clicking of turnstiles.

Children's Day, Tuesday, with youngsters 15 and under free and treated to free milk and a matinee grand-stand performance, drew a record Children's Day crowd of 99,458, with midway rides and hot dogs at half price. Fine crops and an early harvest have brought in thousands of patrons from Canada to Iowa. Recent merger of *The Minneapolis Journal* and *The Star* and expansion of *The Tribune* to two 24-hour sheets has stimulated Twin City competition for



THIS photo study of Charles W. Green indicates his feelings regarding the record Sunday attendance at Missouri State Fair, Sedalia, August 19-26. Picture of the secretary-manager was taken on the big Sunday. The "Everybody Pays" 25 cents gate has done big things for the "Show-Me" State annual inaugurated by Secretary Green four years ago.

both metropolitan and rural readers. This resulted in exceptional news and feature coverage of the fair, *The Dispatch-Pioneer Press*, of St. Paul, setting up a 24-hour six-man staff to give full coverage.

Midway Gains Consistent

Frontier Days Stampede, a streamlined rodeo, took opening billing on Saturday and Sunday with matinee and evening stands. Show went off with snap and drew well. Monday night the *State Fair Revue of 1939* went before the grand stand and this Barnes-Carruthers show is appealing, with lots of variety, including Flying Otaris, Garo-Neilson dancers, Power's elephants and Loyal-Repinsky horse act. Thearle-Duffield fireworks are getting a hand. Jimmie Lynch and his Death Dodgers, Dan Fowle's pick-a-back plane take-off and landing and Clarence Hinck's multiple balloon flight were Thrill Day features on Friday. Auto races were booked for Saturday and Monday.

Consistent gains in virtually every department of the Royal American Shows obtained for the first six days, said Carl J. Sedlmayr, president of the Amusement Corp. of America and general manager of the shows on the midway here. Children's Day, he said, was 25 per cent ahead of last year's and 4 per cent ahead of the all-time high of 1936.

Marjorie Kemp's Thrill Arena, featuring her Legion of Lady Hell Riders; Dick Best's World's Fair Freaks and Aldrich's Beautiful Hawaii were considerably ahead of the 1936 peak record. While several of the new ride devices have made excellent showings, conventional units such as the Ridee-O, Scooters, Lindy Loop, Heyday and Ferris Wheel were breaking records. The four new Roll-o-Planes, purchased after experimental trials at Florida Fair, Tampa, last winter, have proved to be good investments, Elmer C. Velare, business manager, reported, but were not among the top gross rides here. The elevated Octopus, however, has worked to capacity daily from noon to midnight. In spite of the existence of a steam railroad permanently situated on the Minnesota State Fair grounds, Slover's new train has been even more popular than was his racing auto ride presented here for two years.

Among many visitors were W. R. Hirsch, general manager of Louisiana State Fair, Shreveport, and George Lauerman, Chicago; J. C. McCaffery, general manager of the Amusement Corp. of America; Frank Mayer, publisher of circus programs, and J. C. Casantera, president of Cuban National Exposition, Havana. Publicity in daily newspapers and on radio stations has been 50 per cent more extensive in connection with the midway this year than at any time in the seven years the Royal American Shows have been at the State fair.

AFTER having played American Legion Fair, Lynchburg, Va., August 28-September 2, Eva May, aerialist, reports she will play Timonium (Md.) Fair September 3-10.

TORONTO UP

(Continued from page 33)

son, front. World's Fair Freaks (Side Show), J. Halligan; Eddie Hagen, Al Manson, front. Land of Dance (Girl Show), W. Woods; Whitey Woods, front. Darkest Africa, C. Lucas; Rex Thomas, Bill Watson, front. Minsky's Oriental Follies, H. K. Minsky; Shannon O'Day, L. Pavis, Sol Magdoff, front. Frozen Alive, Bob Lee, Penny Arcade, A. Loban. Jack Hoxie's Circus, C. Mantley; Martin Smith, J. Edison, front. Watercade, S. Snyder. Alligator Show, Bob Barron; Joe Vincent, John Waddell, front. Magic Carpet, H. A. Illions; Albert Callow, Bozo Summer, front. Model City, W. K. Noble; Steve Donald, Jack Robb, front. Dugongs, Pollock; John Pease, H. Newton, front. Variety Museum, L. Nichols; Les Nichols, Mike Stepinck, front; Cleopatra, Martin; P. Lailley, Carl Balmer, front. Tropical Exhibit, J. May. Sand Modelers, C. Bell. Holy Land, A. Butler.

Rides: Merry-Go-Round, Trepanier; Three Ferris Wheels, A. Lister, G. Gray; Tilt-a-Whirl, W. Graff; Auto Speedway, J. Hays; Octopus No. 1, G. Allaire; Two Rocket Rides, W. Hutchinson; Flying Skooter, A. Bischo; Moon Rocket, C. Starkweather; Bozo and Rapids, H. A. Illions; Octopus No. 2, G. Forsyth.

Midway Gross Up 15 Per Cent

Kiddieland is drawing large crowds, located at head of the amusement zone, surrounded by electrical pylons. Attractions are Jimmie's Auto Ride, Streamlined Train, Boat Ride, Pony Saddle Track, Auto Speedway, Ferris Wheel, Kiddie Caterpillar, Toyland, Airplane Swings, Merry-Go-Round, Loop-o-Plane, Kiddie Whip, Shipmen's Swings, Model City, Kiddie Playhealth and Kiddie Octopus.

Glen Gray opened dancing under canvas Friday night to 1,100 couples, with a slight improvement on Saturday and capacity on Monday. Ducats are 50 cents at matinee and \$1 nightly. Guy Lombardo moved in on Tuesday for three-day date, playing to capacity.

Concessions include Shooting Gallery, J. Gilbert Noon; rolldown, Holmes; baseball, Mrs. Boyd; darts, Simms; hoop-la, swat the fly, rolldown, ace high, Atkinson; blanket flasher, fishpond, MacIntyre; color flasher (2), cigaret flasher (2), Skee-Ball, bingo (2), electric bingo, cigaret shooting gallery, blanket flasher (2), blanket bingo, Saratoga flasher, photos (2), candy flasher, ham and bacon flasher, pokerino, Bill Beasley; palmist, Al Ford; scales (3), Harry Goldberg.

Due to hot days and an overcrowded midway at night, concession row has been suffering some. Unless there is a let-up in high temperatures, it is probable concessions will run under last year's business.

Up to Wednesday night Frolexland had showed a gross increase on the first five days of 15 per cent, said Manager Conklin. He added, "If business continues without any weather setbacks the date should end ahead of any in the past three years." Press is liberal with stories and art. Maurice Rapkin, chief announcer of CKCL, toured Frolexland, broadcasting from shows and rides.

Hamid Acts for Spec

Grand-stand spectacle, *Utopia*, opened on Monday, August 28, has been playing to capacity; tickets, 25 cents; reserves, 50 and 75 cents and \$1; boxes, \$1.50. Altho not the largest cast this show has ever presented, it is being called the best-produced spec ever shown here. All details of staging and movement are worked out in vast dimensions. Before the climactic scene, the Roxyettes do their solemn "Wooden Soldiers" burlesque on stilt legs and a clikky ballet-burlesque to Scotch airs in costume. A parade of "Nationals" in Canada, arranged in a carnival of splendid costumes brought a colorful climax. Music for the pageant is exceptionally well played under direction of Joe Basile. The acts, booked by George A. Hamid, Inc., are Eric, the Great, high pole; Saxons, high balancing act; Hoaglands, horses; Ricardos, trapeze; Frank Mazzone and Company, apache; Elaine Dowling, acrobatic dancers; Beddells, trapeze and spring board; Demnati Arabs; Peerless Cronins, bar act; Winnie Colleano, trapeze, and the Roxyettes. Afternoon performances feature Lucky Teter and his Hell Drivers.

ROCKVILLE, Ind.—Parke County Fair here, August 21-26, was the most successful in years, officials report. Mr. and Mrs. Doc Kelly, with their educated chimpanzee, Esau, tripled their business of last year. F. E. Gooding rides topped all previous business. Little Joe Miller with his blanket concession increased business of all previous fairs. More shows and stock concessions are planned for next year.

BALBOA ZONE GETS 11% LIFT

Rock Springs Brought Back By New Pilot

CHESTER, W. Va., Sept. 2.—Rock Springs Park here, survivor of a half dozen amusement centers once in the upper Ohio valley and in a bad state of repair when taken over several years ago by C. C. Macdonald, has been restored to its status of two decades ago when it ranked as one of the outstanding parks in the Middle West, then owned and operated by C. A. Smith and associates of this city. R. L. Hand, assigned to its rehabilitation when Macdonald relinquished charge to give full attention to another holding, Idlewild Park, Ligonier, Pa., with assistance of Secretary Jimmy Hocking, identified with the park here since 1902, has carried out a big improvement program. Operators have proceeded cautiously year after year in restoring the spot.

Despite a 25-cent-each-way toll-bridge charge from the Ohio side over the Ohio River, the park this season will show a gain of about 25 per cent in business over 1938, Hocking said. Picnic bookings were about on par with last year's, but better spending crowds have come. Except for one or two, there has been rain every Sunday since the opening on Decoration Day. Grosses were upped substantially at start of the season by more than two weeks of district school outings, which brought thousands of students from all points in the upper Ohio valley. Policy of free acts was abandoned in favor of KDKA radio shows Sunday afternoons and nights. Chief worry of the management, it was said, has been absence of people on the midway at night.

Pool Competish Hurts

Dancing in Virginia Gardens, spacious pavilion, gave way this summer to roller skating four nights a week and the spot has been developed into one of the best in the district. Dancing to Frank Craven's Band was available at major outings. Repainting of rides and buildings continued, a new 16 Eli Wheel was installed, a launch put in the lake, pool renovated and landscaping furthered. Last season the Merry-Go-Round was redecorated and other improvements made.

Pool business fell off with opening of a municipal pool across the river in East Liverpool, O. Arcade, operated by William Hocking, one of the oldest operators in the district, had good year, while bingo was good draw and lead gallery, ball games and dart games were profitable. Recently installed Octopus was a consistent money-getter, as were the Cyclone, high ride, and Merry-Go-Round. Park management worked out a plan with the bridge commission for reduced round-trip toll, when picnic groups came from the Ohio side, by issuing a 15-cent round-trip ticket to each person, a saving of 35 cents on the regular charge. Park will shutter on Labor Day, with exception of rink, with a 1940 improvement program to get under way immediately.

New Zoo Spot Has Outings

COLUMBUS, O., Sept. 2.—In Zoo Park, new spot northeast of Columbus on the Scioto River, two communities, Marysville and all of Union County, had annual outings, sponsored by *The Marysville Tribune*, more than 1,000 attending. On August 25, Clintonville Day, residents of the Columbus suburb flocked out. On August 31 employees of Telling-Belle-Vernon Co. had the park. On August 29 and 30 one of the largest crowds of the year was at the annual entertainment for carriers of *The Columbus Dispatch* and their families.

CANTON, O.—Ray Ehert, many years a concessioner in Chippewa Lake Park, near Medina, O., will join his brothers, George, concessioner in Buckeye Lake (O.) Park, and Elmer, Canton, in operation of their large grab stand at some Eastern Ohio fairs. They will also have pop corn, carmel corn, peanuts and taffy.

Peak in Flint To 30% Rise

Stay-at-homes from summer resorts add to volume, with spending down

FLINT, Mich., Sept. 2.—Largest crowds in history of Flint Park have brought season's business to about 30 per cent ahead of last year's in the only amusement park now operating here. Patrons have not been spending freely, but increased volume has meant a total net increase. Industrial unemployment in this city, an auto manufacturing center, has kept a large number of families at home instead of going to summer resorts as in the past, and result has been that some of the business of stay-at-homes has been transferred to the park.

Free acts on a weekly change basis have been a major factor in building patronage this year, drawing repeat business, in the opinion of Doc L. H. Firestone, park manager. Two night shows were usually given with no repeat of routine. Result has been that patrons who came out for the early show at 7:30 stayed for the later one at 10:45 and spent money in the meantime.

Barton's Circus just closed, after being held over a second week, while Fred Reckless, high pole, is in for the closing week, with park slated to go dark on Labor Day.

Last week was the biggest single week in history of the park, said Manager Firestone, with an estimated 120,000 attending in eight days. A tie-up was effected with a grocery chain and its patrons were given free strips of tickets for attractions at reduced prices. Plans for 1940 call for expenditure of about \$18,000 for lighting and streamlining buildings. All rides recently had similar treatment. Skating rink and ballroom will be open all winter.

Roster of Personnel

Roster: E. E. Berger, president and general manager; Fred Walker, vice-president; L. H. (Doc) Firestone, manager; Howard Oviatt, secretary; Pat Anger, superintendent. General staff, Ernest Bowers, chief of police; Paul Schagne, chief electrician; Betty Johnson, public-address system.

Ride operators: Frank Forker, Coaster; Ralph Watkins, Loop-o-Plane; Neville (See *PEAK IN FLINT* on page 38)

Pick-Up in Biggest Bay City Spot And Slump for Others in Area

BAY CITY, Mich., Sept. 2.—Park business around this city has shown a slight pickup in one large park, while weather and industrial conditions have kept trade even below 1938's poor level in smaller spots. Opportunity for adequate promotion and capacity for big picnics has raised this year's level about 10 per cent above that of 1938 at Wenona Beach, which draws heavily from the northern resort area, Thumb District and Saginaw Bay City region. Rides have shown an increase, while concessions are down. Ballroom has also shown some improvement.

In the Casino Club, night spot, a better quality of show was introduced this season, working on a "Round the World Cruise" theme with each show built as a unit upon a different country, changing weekly. Show this closing week is *The Gay '90s*. Harry Jarkey is emcee, in his third season, and Earl Bammel has his orchestra in as well as doubling as manager of the spot. Shows are booked by Peter J. Iodic, of Amusement Booking Service.

Balloon ascensions, introduced as a regular Sunday feature, drew crowds from a large radius. Fireworks have also been used this season. New concessions included pistol range, basketball game and a slingshot range, locally designed. Archery range, in its second year, again proved most popular. Park



HARRY H. BAKER, who has kept a steady stream of outings going to Marshall Hall (Md.) Park, just outside of Washington, for a season 15 per cent ahead of that of last year in business. Park Manager L. C. Addison reports a new high mark in picnics. Baker is district manager of the Wilson Line, Washington, operator of the steamer City of Washington, which has made four daily trips to the park.

October 1 Extension For Beach in N. O.

NEW ORLEANS, Sept. 2.—Devoting all of September to special promotions thru tie-ins with business houses, management of Pontchartrain Beach has decided to operate the spot until October 1. New Orleans' season might easily be extended well into fall and the experiment will be watched with interest.

Manager Harry J. Batt favored the late closing after the beach had its latest opening, as the new site lacked facilities to insure a successful season. August attendance showed marked improvement over that of July, and the latest free act, Peejay Ringens and his diving bike, is drawing heavily. Manager Batt may bring in another act before Ringens leaves.

has been closed on Mondays, offering all employees a day of rest. Industrial picnics, heavily promoted, have been responsible for much of the best business.

Roster: O. M. Pierce and H. N. Smart, proprietors; O. D. Colbert, general manager; Leo Piewociac, auditor; Charles Kinderman, chief of police; Ernie Ducharme, George Hebert, Verne Huebner, police; Wesley Jerreaw, electrician; Jesse Plant, carpenter; Mike DePeal, gardener; Barney Gregoire, mechanic.

Club Casino: Earl Bammel, manager; Harry Jarkey, emcee; Mrs. Gladys Goebel, floor manager.

Concessioners: Merle Gorton, four games; Frank Jones, archery and slingshot; Douglas Hall, three; Mr. and Mrs. Red Peiffer, four; Johnny Danks, three, and Harry Jennison, photo gallery.

Ride operators: Robert DeFord, Scooter; Earl Dagon, Merry-Go-Round; Charlie Swanson, Jackrabbit Coaster; Harry Jennison, Kiddieland; Harry Jean, manager of Heydey, owned by Jean and O. D. Colbert; bathhouse, Mrs. Wesley Jerreaw, manager; ballroom, Rush Willard, manager; Beef Trains, cashier; Russell Anderson, floor manager; Leo Lepac, deputy. Skating rink, Hazen P. Hurkett, manager; Louis Gregoir, floor manager; Mrs. Louis Gregoir, cashier. Cashiers, Mrs. Leo Piewociac, Mrs. Roy Billett, Dale Yahr, Ormond Colbert, Don Kelly, Brad (See *PICK-UP IN* on page 38)

Calif. Beach Spot Pays Out

Owner Anderson's special events pull—rather select patronage is drawn

BALBOA, Calif., Sept. 2.—Owner and Managing Director Al Anderson of the Fun Zone here reports an 11 per cent increase in business over that of last year, which was a very profitable one. This spot, Balboa Park, is in Orange County, somewhat removed from other beach resorts, and apparently enjoys an edge for that reason. A rather select clientele is drawn and numerous retired stage stars and active movie personalities have summer homes near here.

This is the third year of operation and altho a large financial outlay was made, it is said the big Fun Zone paid out the original investment by the middle of the 1938 season. Special events have drawn heavily, Tournament of Lights having brought more than 100,000 in five days when it was staged on Balboa Bay. Owner Anderson said there were 132 illuminated floats. A Chinese junk, sailed from Hongkong in 87 days by Captain Montieih, drew immense crowds for three weeks and is booked for a return exhibition this month. Fun Zone is marked by specially constructed concessions, excellently conducted rides and an unusual degree of orderliness, which is in accord with the policy of Owner Anderson.

Concessions include: Tackle House, Cliff Sturgis, Al Ray, E. B. Whitson, Ed Keil, Lunch and Soft Drinks, E. B. Malloy, Joe Pringle, Casino, E. N. Workman, owner; Mrs. Ella Workman, hostess; Dan Green, Carl Ebert, Monte Banks, Blanche Morgan, Ellen Pearsall, Harry Vermyla, Chilli Bowl, E. N. (Dad) Workman, owner; Bob Bond, Leonard Woodward, Bob Kidd, Harvey Robinson, Elwood Hall, Orpha Bond. The Keys, Bob Murphy, Al Rothery, John F. Vogle, Cliff Hall, Bert Wulson, Cliff Berneis, Dallas Palmer, Bob Papegay, Robert and Horace Brown, Bill Ireland, Frozen Custard, Mr. and Mrs. Jack Skinner, Baseball Game, B. B. Dale, R. C. Defor, J. T. Bishop, Ham and Bacon, J. L. McKinney, Ray Burke. Groceries, Ross Young, Henry Stowe. Cigarette wheel, Earl Watterman, George Young. Balloon Game, Bettie Holland, James Wiley. Skee-Ball, Al Snyder, owner; Harry Brown, Louis Patch. Grunt Derby, Norman Leimar, owner; Sam Young, Derwing Pasnick, Bottle Game, Sam Ridkin, owner; Al Grice, Mack Young. Dish Game, Mr. and Mrs. Bill Dischong. Archery, J. B. McFarland, owner; Elva Swoffer, Gene Parker. Machine-Gun Gallery, Al Schneider, owner; Jack Bailey, Jane Bishop, agents. Baseball Paddle Game, J. R. Kern, Lewis Bencit. Handwriting, Bettie Jackson. Candy Floss, Candy Apples, Peanut, James Cooley, Eva, Neva and Russell Brewster. Photos, Sam Williams, owner; David Williams, Martin Lummel, Henry Holmesworth. Hot Dogs, Harry Finney, owner; Jerry Bennett, Walter Melton. Hawaiian Drinks, J. E. Ferrell, owner; Guy and May Moffitt.

Show in Bamboo Room

Electric Boats and Kyaks, Paul Fancher, Jerry Wiley, Hugh Stevenson, New Sorensen, Perry Gradgate, Henry Alcorn, Pat Smithfield. Guess Weight, Nick Grico. Broiler, Vaux White, Elida Worrell, Josie Cameron, Jack Devlin. Bill's

(See *BALBOA ZONE* on page 39)

Capitol Pool Showing Best

LINCOLN, Neb., Sept. 2.—Capitol Beach, R. L. Ferguson's amusement park here, which will close on September 10, has had a fair season, pool showing biggest pick-up over 1938 of any one department. Capt. E. Hugo, high net diver, was last free attraction booked.

BILL in Olympic Park, Irvington, N. J., included Beckman Duo, trapeze; Two Powers, equilibrists; Frabelles, wire; Frank and Alma, comedy barrel jumpers, and Charlotte and Her All-Girl Band were booked by Manager Henry A. Guenther for the ballroom, week ending September 1.

Coney Island, N. Y.

By UNO

Charles Kean, manager of Ravenhall's, was elected grand marshal of the Mardi Gras at a meeting in Feltman's, Frederick Veimeister, president Coney Island Carnival Co., presided. John Ward will have charge of the baby parade to be held September 16. Assistants are Lester Wildman and Allan Kramer. Total prizes amount to \$2,000. Second night, September 12, will be for Volunteer Firemen. Friday night will feature American Legion and other war veteran organizations. Seventy girls have been selected for the floats. Engraved invitations to attend have been sent President and Mrs. Roosevelt.

Coney's publicity bureau shuttered August 27 with the local promotion committee tendering both Irving Hoffman and Billy Friedberg a luncheon and gifting them with watches the day following at the Half Moon Hotel in appreciation of good work performed. . . . Mrs. Holtz, large gift-shop operator, is well pleased with season's take. So is her son, Leon, boss of a bottle game for many summers. Leon predicts next season will be even better. . . . Sam Wagner dickering for another museum spot in Manhattan, but mysterious-like, won't divulge the location. Also will plant shows in Greater New York's department stores over the holiday shopping period. Louis Newman, his partner in the World Circus Side Show, on the sick list all of last week with a bad leg.

Add Wagner Notes—Zenda, mentalist, crashed into the Star Gazer's columns in *The Sunday News* of August 27 for almost an entire page with a Hitler horoscope. . . . Tommy McNeil, lecturer, left for the Flushing fair. Started September 1 on a Pop Dunlap location. . . . Raymond Wagner, lecturer, leaves after Mardi Gras for the Pike, Long Beach, Calif. . . . Mr. and Mrs. J. E. Pepin, who own the two long-tailed (200 feet) roosters at Wagner's and two more at Ripley's Odditorium in Manhattan, and who have been wholesale bird and animal dealers the last 20 years, are here for the first time in 12 years, away from their establishment in Los Angeles. J. E. tells a story about an exchange of two buffaloes for two of the birds in a deal with a Prince of Korea, Japan. Another two came later as a gift. The first were Yokohama specimens, the others Phenix. The Pepins plan to return after the season to their California home provided other show deals are not forthcoming.

Where Are 31 Rides?

Harry Kaufman, weight guesser in Luna, takes to the Southern fair route this fall. With him goes Louis Sperling, age guesser, now on the Surf avenue front of Luna, and Barney Spiegel. Harry Steiner, Sperling's partner, is to be married in October to a Newark girl. Butch, of the balloon game on the avenue, left for New York fairs. Morris Jaffe, of Luna's pop-corn stands, found the River-

head, L. I., fair not so financially profitable.

Steeplechase Notes — Man Mountain Dean a Coney visitor last week. Was a Hoop-La ride manipulator before the fire. Angelo, stage dwarf, returns to movie shorts in local studios. Sandy Schell, ork leader, renews nitery engagements after Mardi Gras week. Albert McNamara, circus manager, who erected the ring and other necessary equipment seven years ago, tells how he completed the entire job in seven days' time. Tom Brennan, overseer at the pass gate, knows his Coney history. Women's handball tournament August 27 was won by Amy Degraw, with Dolores Lowe and Camille Galanti, second and third respectively. Grace Riley, Miss Coney Island, is entered for the Atlantic City beauty pageant. She's sponsored by the Tilyous. Capt. Roland Tieber and his trained sealions exited September 2 for the Rutland (Vt.) Fair, opening September 4. Booked by Hamid, Bill Cox, Surf avenue ticket seller, who returns to the electrical contracting business after Coney closes, remembers when Steeplechase had 62 rides compared to the current 31, according to a story told a female customer who wanted to know what became of the other 31. Bill's answer was that 31 were eliminated by doctor's orders. Sol Beatty, Bowery ticket seller, going back to his old line selling chemicals.

Vets Favor Moses Plan

Erwin Gottschalk, Feltman's manager, to be dined again at season's wind-up by employees who plan to upset Erwin's present diet regime with a tempting menu of eats. Julius Tolces, game and ride manager, has in view a trip to the West Coast to engineer the new Feltman machine guns. Alfred Feltman returned last week from a 10-day Saratoga trip with a well satisfied look upon his countenance. Sam Cook, Boomerang's ticket juggler, is being heckled by co-workers for info as to who the new "neighborhood" is that has been haunting the ride lately. Municipal life guard Richard Goldberger rescued Maurice Maisles at West 21st street beach last week.

William F. Mangels, president of the Carousel works and veteran local leader, and Dr. Philip I. Nash, former president of Coney's Chamber of Commerce, are others in favor of Commissioner Moses' improvement plans. Not sympathetic is Frank Fox, president of the Realty Associate Securities Corp. . . . Stage, screen and radio personalities as well as members of the cast of Broadway's *Pins and Needles* comprised a large entertainment menu at the concert and entertainment sponsored by the Jewish Writers' Club of New York, held last week in the grand ballroom of the Half Moon Hotel to raise funds for their unemployed members.

Long Island

By ALFRED FRIEDMAN

Raw and rainy weather for several days blasted the cheerful attitude of concessioners. World's Fair is expected to prolong biz of beach operators till middle of October. Expo has not done anything impressive to up shore biz, but there is a feeling that it may result in some post-season trade. Lake Ronkonkoma has fared best on the Island's fresh-water resorts. Many concessioners from Rockaway and Long Beach will be at Mineola Fair.

ROCKAWAY BEACH: Rockaway Chamber of Commerce reports that up to and including August 25, starting on Decoration Day, attendance at this resort reached 21,540,000, more than

1,500,000 over corresponding period last year. Excellent weather is given the credit, and not the World's Fair, upon which the chamber had made a prediction that 40,000,000 would visit the resort. Also reported that hotels, shops and amusements have boosted trade 5 per cent over the same time last year. Altho Rockaway's official season closes about September 15, many amusements remain open until October.

American Recreational Equipment Association

By R. S. UZZELL

Harry Charles Baker has left us. His passing has its nearest parallel in that of Andy S. McSwigan's death in January, 1923, in Pittsburgh after having been elected four successive times as president of our national association. Baker was elected president in 1934 in Toronto when our association reached its lowest ebb. Last year in Chicago was his fifth time to be chosen national leader. Each year he was able to report progress over the preceding one. He often neglected his own business for that of the association.

It was in 1927 that he was elected as treasurer of our manufacturers' association which is now the American Recreational Equipment Association. Never has your author served anywhere with a better guardian of other people's money; honest, and accurate to the minutest detail has characterized his long term of office with us.

Planning for Museum

As a trustee of the American Museum of Public Recreation, he was planning for its advancement and had some well-formulated plans for its greater progress to be put forward at the New York meeting in November.

Born in Kewanee, Ill., in 1887 of humble, upright and hard-working parents of German origin. They could give him only the public school education on which he traveled far and climbed to place by sheer force of hard, persistent work. His brief military career of three years was spent as a cavalryman in the U. S. A. forces serving in the Philippines.

In the fall of 1908, just 31 years ago, he did some amusement park construction at Riverview Park, Chicago, and never ceased to be a builder thru these intervening years. In 1910 he built the pneumatic tube ride in ill-fated Forest Park, Chicago. From 1910 to 1914 he was one of the force of Ingersoll Engineering and Construction Co. This brought him in contact with John A. Miller and Elwood Salsbury which led to some of his greatest undertakings. Thru the one he became a great coaster builder and operator and with whom he became one of the equal owners of Miller & Baker, Inc., which built coasters in all sections of this country and many abroad. As selling agents and builders of the structures for the Dodger, they gave it a wide distribution. With Salsbury they built the park on the Island in Bridgeport, Conn. Salsbury passed on earlier this year from a sudden heart attack.

Casualty of World's Fair

On severing the Miller connection he operated under the firm name of Harry C. Baker, Inc. This gave way to Park & Beach Supply Co., the present set-up of the major activities excepting the 12 rides at the New York World's Fair and the three attractions at San Francisco Exposition.

Only last year he rebuilt Highland Park near Brockton, Mass., to have it badly smashed by that misplaced tropical storm last fall. He was the largest operator in Crescent Park, Providence, and had several permanent attractions on Mid-South Fair grounds, Memphis, operated six attractions at Playland, Rye, N. Y., and had an interest in about 25 other rides in the States.

For a time after 1914 he was associated with his brother, Herman, in the real estate and building business under the firm name of Baker Brothers. They operated in Kewanee, Ill.; Streator, Ill.; Galesburg, Ill.; Muscatine, Ia., and Davenport, Ia. But during this time he kept in active touch with amusement park affairs in the Middle West.

It was on January 1, 1912, that he was united in marriage with Meta H. Griep, who survives him. An invalid for four or five years, she stood the shock and incidental strain with that

fortitude characteristic of true women. Wilbur Paul, the only child, was born on October 9, 1913, living only until December 24 of that year. Only one brother, George, of Playland, survives. He has been in the amusement park business many years and will be a most valuable help to Mrs. Baker in handling the estate.

It was the expositions, especially the New York one, that caused the physical collapse last April from which Harry never recovered. He is most surely a casualty of the New York World's Fair. That strain was beyond his endurance. He brought the national association closer to its individual members than it has ever been before and will most assuredly be missed.

PEAK IN FLINT

(Continued from page 37)

Brasseur, Whip; C. Harper, Bug; C. Garrent, Aerial Swing; George Clement, Flying Scooter; Dan Reish, Miniature Railway; J. Hiatt, Old Mill; L. Dunigan, Merry-Go-Round; W. Uptigrove, Dodgem; J. Stevenson, Pretzel; R. Garrent, Whirlwind Racer; Leo Eisenhauer, Octopus; J. Sherbenaut, Kiddieland.

Operators of park-owned games: C. Reish, Penny Arcade; Arthur Clark, zoo, and Mr. and Mrs. W. J. Smith, photograph Gallery.

Skating rink: L. H. Firestone, manager; Kenny Shepherd, cashier; H. Waters, doorman; George Bickerstath, skateroom; Norma Soderbloom, music; K. Greer, Buster McAuley and Harry Williams, floor men.

All concessions, as well as Kiddieland rides, are leased by L. L. and Robert Kerner, with the following staff: Hank Shelby, manager; Ben Ellis, Skee-Ball; Eddie Burke, head bartender; Isabelle Bolinger, head waitress; Abe Everett, John Everett, Lyle Eavy, Jack Coats, Joyce Van Norman, Geraldine Sherbenaut, refreshments; Charles W. Bickel, scales; Ben Bernard, cat rack; Chet Lating, high striker; Emma Lating, milk bottles; Burton Donnigan, cigaret wheel; William Holden, candy wheel; Beatrice Holden, bowling alley; Lee Gill, balloon game; Eddie Shinoz, three Japanese stores.

Ballroom: L. L. Frazier, manager; Mrs. Gertrude Johnson, cashier; bathing beach: M. Maddox, manager. Cashiers, Mrs. B. McBride, Mrs. E. Ross, Mrs. L. Garrent, Mrs. H. Kalsky, Wenona White-tree, Mrs. I. Robb, Mrs. M. Eisenhauer, Mrs. E. Bower, Miss L. Moore.

PICK-UP IN

(Continued from page 37)

Shepherd, Mrs. Addison Reid, Mrs. Florence Hartwig.

Paul's and Paraleon

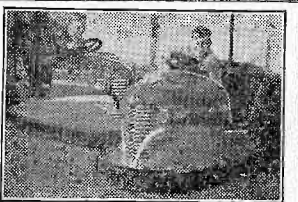
Two miles west along Saginaw Bay are Bay City's other two parks, practically a unit separated by a mere hundred yards. Older is Paul's Amusement Park, owned and operated for 16 years by Paul Hausman. Property is now owned by the State and the lease will expire next year, so that 1940 will probably be the last season for this park. Children's matinee business has been fair, but small size of the park and cut-rate conditions on rides, due to competitive conditions in the twin parks, according to Manager Hausman, have reduced grosses considerably. Early season business was badly hit by 19 rainy days in June and a flood on July 4th, altho there has been a little pick-up since.

Roster includes Walter Siggelkow, manager of Miniature Railway; Chuck Cherry, Merry-Go-Round manager; Walt Petroski, restaurant manager; Tony Giffel, Penny Arcade and Skee-Ball manager. Giffel is also lessee of the Kiddie Ride, and George Koinis, of pop-corn stand.

Second of the twin parks is Paraleon Beach, a typical lakeside park. With weather against the park, rain, plus cool nights, business has dropped to 15 per cent below that of 1938, with the bathhouse largely responsible for this big drop. Much patronage for these two parks comes from people going to the 200-acre Michigan State Park which adjoins them.

George S. Dilas operates Paraleon with the following lessees: Paraleon Cafe, Harry G. Dilas; Penny Arcade, Mrs. Louis Dilas; two refreshment stands, Walter Jones; two games, James Ransier. Dilas' own operations include the following, with their managers: Indoor baseball, Lester Anderson; archery, Art Curtis; Ferris Wheel, Norman Zeske; two kiddie rides, Clarence Dixon; Merry-Go-Round, Robert Sampson; bathhouse, Mrs. Margaret Wintemeyer; Skee-Ball Alley, Dilas.

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Long Branch, N. J.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

A FIGURE and skate-dancing club, with the aid of two professional instructors, has been organized in Sylvan Gardens Roller-drome, Sand Lake, Onsted, Mich., reports Operator Harry W. McSwain. Success has been such during its first season that he hopes to continue sessions during winter. Members of the new club are housed in a modern clubhouse facing the lake. Operator McSwain announces he is a member of the Roller Skating Rink Operators' Association of the United States and that he plans ice skating in connection with the roller rink, there being a 100-by-200-foot pond adjacent to the rink that will be available as soon as weather permits.

EASTWOOD Park Rink, Detroit, is open after having been closed for the summer for installation of a new floor and other improvements. Frank Kutzen is again manager. Special parties will be features of the fall program. Sigmund Ross has been engaged to play the organ. New skates have been purchased.

SESSIONS will continue thru the fall season in Rock Springs Park, Chester, W. Va., said R. L. Hand, park manager. Rink has been operating four nights a week all summer under management of Tommy Sayers and "Red" Rhodes, latter having recently opened a rink in Erie, Pa.

LLOYD LOWTHER, former trick and fancy roller skater, who toured larger rinks in this country and Europe, recently celebrated his 71st birthday anniversary at his home in Akron, O. A former circus performer, he is now a deputy sheriff, one of the oldest in the Middle West. He is still interested in roller skating and is a frequent visitor to rink in the district.

MANAGEMENT of Lake Francis Pavilion Rink, Siloam Springs, Ark., were hosts to members of Stanolindas Girls' Club, of Tulsa, Okla., at a skating jam-

boree on August 25-27, three sessions being given, reports Armand J. Schaub, manager of the rink. Special entertainment was provided for the guests, headed by Belle Templeton, president; Mary Evelyn Pigford, vice-president, and Irene Ellis, secretary-treasurer.

RIALTO Rink, Walnut street, near State, Springfield, Mass., was opened for the fall and winter season on September 7, Manager Leo Doyle announced.

DEUBACK family reports good progress with Deuback Arcade Rink in Dallas, Tex., it being 50 by 150 feet and in operation all year. There are daily sessions and beginners' classes. John and Victor Deuback are perfecting a series of acrobatic novelties on skates. Rink staff comprises John Deuback, owner-manager; Mrs. Gertrude Deuback, agent and reservations; John E. Deuback, floor manager and instructor; Victor Lee Deuback, skateroom. There are a night watchman, car parker and four skate boys. Hostesses are Margarette Winterbauer, Marcellette Lorenz, Billie Lynch, Jeanette Scott, Marie Measels and Tiny Smith. Music between numbers is by organ and Rock-Ola phono.

MIDNIGHT skating parties were staged in Nantasket Rollerway, Paragon Park, Nantasket Beach, Mass., and in Lyonhurst Rollerway, Lake Williams, Marlboro, Mass., on September 3. Nantasket Rollerway will be open nights and Saturday and Sunday afternoons until September 24. Lyonhurst Rollerway is now on full schedule with nightly sessions and Saturday and Sunday matinees. Chez Vous Rollerway will open on September 7 and Winter Garden Rollerway on September 28. These rinks, in the environs of Boston, are under Fred H. Freeman management.

H. D. RUHLMAN reopened the fall season in his Lexington Rink, Pittsburgh, on September 5 with special entertainment and exhibitions and souvenirs. He also organized a beginners' waltz class, with Netwon Yoder as instructor. A figure-skating unit will be organized on September 10 under direction of William Opatrny. Rehearsals for the fourth annual Hi-Hat Skaters' Revue will begin in mid-September. Recently completed at the Lexington was a figure-skating addition to the floor, built in a corner of the rink. Skaters held a swimming party on August 27, at Burke Glen, near Wilkensburg, Pa.

BALBOA ZONE

(Continued from page 37)
Lunchery, James Barker, Helen Graham, Jerry Brown, Claude Derlin, Charley Rehberg, Ruth Belding, Joe Page, Homer Hackey, Jack Cook. Sea Foods, Rita Reburn, Glenn Hutch, Tom Findlayson, Jesse Pettigrew, Currie's Mile-High, Mrs. Wilma Mize, Gladys Croucher, Walter Wilson, Doreen Hamilton, Sadie Beardsworth. Hot dogs and hamburgers, Jack Walker, Tom Pfeiffer, Penny Arcade, George, Don, Grant and Ralph Phillips. George's Pop Corn, George Magruder, Sallie Quaintance. Malt Mill, Sam and Etta Stanger. Gift Shop, Gene Croucher, Jane Reid, George Phillips, Madeline Decourcey. Mae's Place, Frank Walker, Ben Greiner. Lunch and Soft Drinks, Harry Hightower, David Westerly. Box-Bail Alley, Frank Keich, John Koster. Barbecued Hot Dogs and Hamburgers, Tom Terris, Adam Tanner. Long-Range Lead Gallery, Frank Rathgen, Eddie Seeds. Balboa Candy Kitchen, Mr. and Mrs. I. Weiner. Photo Strips, Margaret San-siper, Etta Goulding.

Fishing Boats, Ott Merriam, Miles Tourney, M. R. Smiley, Jerry Judkins, Al Palmer, Fred Dascomb, Joe Ballard, Joe Gilbert, Harry Stone, Charles Fulkason, Charles MacLeod, Ben Doubleday. Bamboo Room, Jessie Perry, hostess; Claude Derden, Norma Clark, Freda Harmiston, Pete Charming, Elwood Leighton; Holly and Lee, entertainers; J. T. Bishop, "4,000 ounces of joviality"; Mae Weir, songs. Harry's Lunch and Drinks, Harry Finney, owner; Kelley Nika, Jennie Fagelman, Kennedy Steward, Charley Mills-paugh, Cecil Kinzey, Red Miller, Bud Mellen, Dot Sanborn; Daisy Lowell, cashier. Myrt's Lunchery, Myrtle Lawrence, owner; Burt Lownie, Vivian Crabtree, Blanche Morgan, Gladine Cochran, Clarence Nicklizer. Greeley's Pavilion, Race Track, L. W. Wallace. Bowling Alley, Chauncey Druck, Woodrow Merritt,

Eddie Seversen, Thomas Hutchinson, Stanley Goodnough, Fred Miller. Archery, Glenda Barrett, Ury Gregory. Oriental Store, T. Soto, K. Namasuma, Miss K. Kawaga. Lunch and Soft Drinks, Ed Fairfield, Al Thompson, Harry Gradison, Tom Penquite, Jack Guinn. Speedboats, Ronney Valliele, Frank Valliele, Chuck Johnson, Mack Thompson, Ned Beresford, Billie Jesperson. La Cocinita Cafe, Mexican Foods, Adelaide Ridge, Amelia Crawford, Inez Torres, Consuela Camarilla.

Rides: Merry-Go-Round, Gene Barnes, foreman; Lonny Grieves, clutch; Fred Buckley, Cora Grieves, tickets. Kiddie Airplane, Gordon Swafford, Glenn Bardsley. Ferris Wheel, T. E. Barnes, foreman; G. Byrns, Alta May; Jessie Arborn, cashier.

With the Zoos

FORT WORTH, Tex.—Birthday parties for Queen Tut, 19-year-old elephant in Forest Park Zoo here, will be discontinued after this year. Her party, with cake, cookies and music for visitors, was on August 12, but attendance was disappointing. Queen Tut has been having birthday parties for the past 15 years. Zookeeper Hamilton Hittson is planning a zoo variety show each summer to show tricks animals have learned during the year and to take the place of the birthday parties.

CANTON, O.—Pair of swans, representing first purchase this year, were bought by Municipal Zoo from the city of Youngstown, O., said Manager Carl Weiss.

COLUMBUS, O.—Full-grown chimpanzee, Mr. Popsickle, has been donated to Columbus Zoo by Frank Highes.

MOOSE JAW, Sask.—A two-month-old Virginia deer has been donated to Moose Jaw Wild Animal Park, which now has nearly 20 Virginia deer, many born this year.

LITTLE ROCK, Ark.—Work on a new WPA building program in Fair Park Zoo has begun with start of seven dry-moated paddocks for hay eaters and a stone house and moat for zoo's elephants. Later work will begin on food-storage plant, improved type of outside cages and fencing of entire area. Zoo commission funds will aid in cost of work.

WEST STATES

(Continued from page 30)
continent, and that was the one brought to Boston from Liverpool by you about 12 years ago. Various showmen have exhibited baboons of various species, labeled "gorilla, or man killer," but none of them were genuine gorillas.

The Zoological Society once purchased a gorilla in Hamburg, but it died a week before it was to have been shipped. Later on we purchased one in London and Doctor French brought it alive within two days of New York when it died at sea. Two years ago one of our agents purchased a gorilla for us in

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Africa and endeavored to bring it to us, but it died at the end of two weeks. Yours very truly,
W. T. HORNADAY,
Director.

This second letter bearing on the same subject is from Dr. Burt G. Wilder of Cornell University, Ithaca, N. Y., the eminent scientist who dissected the body of the young gorilla and preserved the most interesting parts of it.

December 2, 1908.
J. S. Edwards: In reply to your request for an authoritative refutation of the claim of some ignorant or unscrupulous showmen that their exhibits include real gorillas, I include a copy of the note, "Baboon, Not Gorilla," published by me in *The New York Tribune* for January 2, 1906. The first paragraph of the note states that, unlike the gorilla and other true apes, orang, chimpanzee and gibbons, all the baboons so exhibited in America have (or had) tails of greater or less length. The second paragraph refers to the only real gorilla ever brought alive to this country, viz., the "infant" purchased in Liverpool by you, which reached Boston on Sunday, May 2, 1897, and died on the 7th. The body was purchased by Cornell University, and the stuffed skin, with the brain, etc., may be seen in our museum under No. 3,561.
Joseph Edwards was born in Ottawa, Ont., in 1864 and died of pneumonia in 1927 in Los Angeles, where his body was interred.



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Strates Adds Seven Flat Cars

Delivery Made Augments Train

Nelson's Elephants signed for Hippodrome Show in '40—biz at fairs better

ELMIRA, N. Y., Sept. 2. — James E. Strates Shows have purchased seven steel flat cars from Associated Investment Co., South Bend, Ind., that formerly were used by Cole Bros.' Circus, it was announced by Dick O'Brien, of the shows, which played Chemung County Fair here on August 28-September 2.

This, it is said, will augment size of the Strates train to 30 cars, the additional flats having been delivered last Saturday for the run to Elmira.

Shows have signed Adele Nelson's dancing and baseball elephants for the season of 1940, to be one of the features of a hippodrome show to be carried, it was also announced.

O'Brien said that a portable lighting plant had been purchased for use in spotting wagons on lots after dark. He reported business at fairs played so far this season has shown a marked increase over that of the 1938 fair season.

New Title, Policy For Zacchini Bros.

MASSILLON, O., Sept. 2.—Management of Zacchini Bros.' Shows, which have been playing Ohio the past few weeks, announced a change in policy, effective immediately, calculated to give the show more circus atmosphere. Henceforth the organization will be known as Zacchini Bros.' Circus Shows and new title was used here for the first time, where plans for the change in policy were completed.

A pull-up top for presentation of several acts, including the Rieffenach Troupe, has been purchased. Blues, which will accommodate some 2,000, will be used in the new top. Double-cannon act continues as finale and it is planned to charge a 10-cent admission to the top for about a 40-minute program.

In the past two weeks the shows have been operating with a midway about half the size of the one which came into this territory early this summer. Leased rides have been replaced by those owned by the shows, which included a Ferris Wheel, Tilt-a-Whirl, Merry-Go-Round and Kiddie Ride. Three shows, girl revue, expose and the Fish Bowl illusion, are being carried. Officials said they plan to remain in this territory two more weeks before heading south.

Advance Ticket Sales Up For GGIE Showmen's Day

SAN FRANCISCO, Sept. 2.—Advance ticket sale for Showmen's Day next Thursday at Golden Gate International Exposition today was reported brisk by J. Ed Brown, arrangement committee chairman. Tickets are \$1 and include admission to the exposition after 7 p.m., Cavalcade show at 9 p.m. and big wind-up in Music Hall at 11 p.m., where Sally Rand's revue will be featured.

Exposition President Leland Cutler has ordered the fair staff to co-operate with the Showmen's Day committee in making the event a financial success. Assisting Chairman Brown are Fred Weddleton, Frank Zambrino, Nate Miller, Mel Smith, Walter K. Sibley, Harry Taylor, Plain Dave Morris, Betty Levine, Art Belcher and George Davis.

Proceeds will go into benefit funds of Pacific Coast Showmen's Association and Showmen's League of America.

Denny E. Howard Injured

NORTH PLATTE, Neb., Sept. 2.—Denny E. Howard, general manager of Hennies Bros.' Shows, was taken to a local hospital on Monday when it was discovered that a twisted ankle, sustained while laying out the lot, required medical attention and hospital facilities. Howard was to be out within a few days, his doctor stated. Homer Gilliland and Louis Ringold, special agents, pinch hit for him in locating attractions here.



J. F. SPARKS (third from left), owner of the J. F. Sparks Shows, which are reported in a strong comeback after having been washed out in a "flash" flood at Moorhead, Ky., is shown registering contentment in front of a grand-stand crowd on closing night, August 19, of Twin County Fair (Floyd and Clark) New Albany, Ind. Also looking contented are the fair officials, President Ray Allen (left); Secretary Frank Edwards and Treasurer S. Lee Wright.

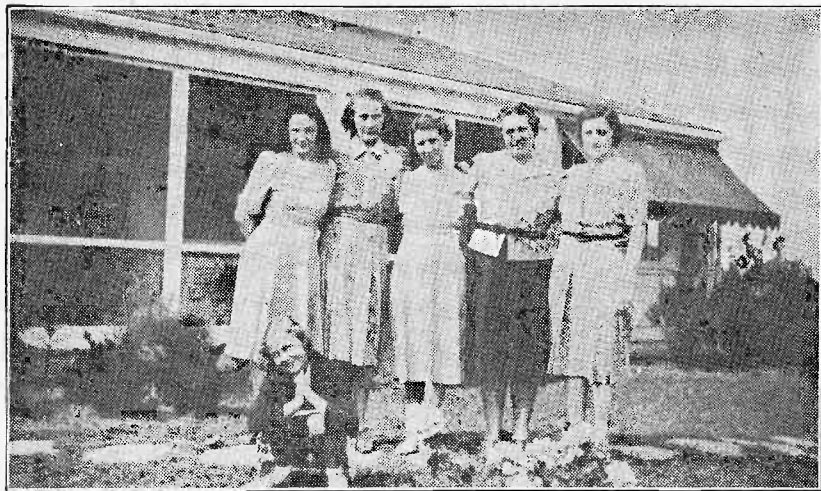
RA Midway Is Televised At Minn. Fair

ST. PAUL, Sept. 2.—Royal American Shows took credit for the first midway television broadcast in carnival history here on August 25. The transmission was put on with an RCA unit by Station KSTP and was an experimental preview of Minnesota State Fair, which opened on August 26.

Featured in the transmission were Baby Ruth Pontico, featured fat girl; Del Rio midget troupe, featuring Paul Del Rio, and Slim Jim Curtis, skinny man working with Big Bertha Curtis in Baby Ruth's fat show.

Jack Dadswell, director of publicity for Amusement Corp. of America, who was here with the Royal American Shows for the State Fair, had charge of the performance. Elmer C. Velare, treasurer of the amusement corporation and business manager of the RAS, appeared in two of the scenes.

It was necessary to use wide-angle lenses in transmitting images of ponderous Baby Ruth, but a long-range telephoto was switched into position on the camera for the 19-inch Paul Del Rio.



WHEN ENDY BROS.' SHOWS played Burlington, Vt., recently under Young Men's Athletic Association auspices, several of the womenfolk visited the home of Mrs. Michael Roman's sister-in-law there and posed for this photo. Left to right: Mrs. Claude Lord, wife of Mayor Lord, Pottsville, Pa.; Mrs. David B. Endy; Mrs. Michael Roman, cookhouse owner and operator; her sister-in-law and Mrs. Louise Endy, wife of Treasurer Ralph N. Endy. In the foreground may be seen Joan Endy, daughter of Mr. and Mrs. David B. Endy, show owners. Photo furnished by James (Irish) Kelly.

Swallow These Statistics

NEW YORK, Sept. 2.—Alex Linton, bayonet hurler and sword swallower, who will have completed a 10 months' engagement at Hubert's Museum September 13, has compiled an interesting record. His calculations show he has thrown an average of 300 bayonets a day or a total of 90,000 for the 10 months without hitting Stella, tattoo girl, his target. He has swallowed approximately 260 feet of steel per day or about 78,000 feet in all. He performed these feats without being late or missing a single performance during the entire run.

International Has Satisfactory Biz On Washington Trek

ELLENSBURG, Wash., Sept. 2.—International Shows, which inaugurated the season at Cle Elum (Wash.) Fourth of July Celebration, came in here this week to play the local rodeo following successful stands in Port Angeles, Enumclaw, Bothell and Tacoma. George French joined in Cle Elum with Ferris Wheel, as did A. B. Miller with Dodgem and new Octopus. Tacoma's Golden Jubilee Celebration on streets resulted (See INTERNATIONAL HAS on page 50)

Clark Combo Does Well in Georgia; Roster Announced

CEDARTOWN, Ga., Sept. 2.—I. J. Clark Combined Shows, which opened the season three weeks ago to rain and poor business in Murfreesboro, Tenn., closed a successful week's stand here tonight on a downtown location, under American Legion Post auspices. Good weather prevailed thruout. Manager Clark was away the biggest part of the week on a booking tour.

Roster, completed, at this stand includes I. J. Clark, manager; Buddy Braden, legal adjuster; Art Petit, ride superintendent and electrician; Mr. and Mrs. Oglesby, cookhouse; Mr. and Mrs. Marvin Smith, bingo; Mr. and Mrs. Shinn, photo gallery; Pat McGinnis, ball game; Mrs. R. L. Fisher, ball game; N. McLean, stum skillo; Louis Snider, roll down; Mrs. Petit, pitch-till-you-win; Mrs. Art Petit, pop corn; Mrs. Nora Gerald, penny pitch, and Mrs. Mildred Morra, jingle band.

Hoppy Chapman, ham and bacon; C. W. Hendricks, blankets; Brownie Clark, agent; Mrs. Boby Hendricks, hoop-la; Mrs. Stan Mitchell, palmistry. Rides are Ferris Wheel, Jeff Kizer, foreman and chief mechanic; Chairplane, Art Petit, foreman; Loop-o-Plane, Don Mull, foreman; Kiddie Rides, Sam Kelly. Preparations are being made for the shows' fairs.

Tenn. Up to Par For Scott Bros.

CELINA, Tenn., Sept. 2.—Scott Bros.' Shows opened here on Monday at Clay County Free Fair after stands in Springfield, Franklin and Lafayette, Tenn., with the organization winding up with par business for the three engagements. Highlight of the Springfield date was a birthday anniversary party tendered Owner C. D. Scott on August 9 when over 200 attended. Event was staged in the Minstrel Show and among numerous gifts received by the honored guest were a gold-headed cane, wrist watch and an Elk's tooth charm.

First four days in Franklin were fair, but Friday and Saturday drew well enough to put the date on the right side (See TENN. UP on page 47)

Drome Rider's Hurts Fatal

GREENVILLE, S. C., Sept. 2.—Funeral services were held here this week for Joe Woods, 21, motordrome rider with World of Mirth Shows, who died in Ottawa, Ont., on August 25 of injuries sustained while performing at Central Canada Exhibition. Woods hit the guard wire encircling top of the drome and fell to the bottom, carrying Randolph Lewis, who also was on the wall, with him. Lewis sustained cuts, abrasions and shock. Personnel of the shows sent a floral tribute.

Club Activities

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Sept. 2.—September 1 started club's 1940 fiscal year. Dues are payable and a number of boys responded, including R. F. Trevellick, Jack Neal, Clarence Katz, William Hetlich, J. C. Donahue, R. E. Marietta, Louis J. Berger, Robert Sugar, Phil C. Travis and Leonard B. Schloss. Notices are being mailed and a prompt response is looked for.

Recent receipts on pledges to Showmen's Home fund include M. J. Doolan, David Abe Kann, William Hetlich, Fred Beckmann, William Claire and Denny Pugh. Remember, pledges were to be paid in August. Your response will be appreciated. Sick list includes Col. F. J. Owens and Tom Rankine confined in their homes; R. F. Trevellick, Harry Paul and Darley Wander in American Hospital, and Ben Beno and Jack Lydick. Ned Torti visited while en route to Detroit. He's working hard on the membership drive and says he will close the year with good results. Callers were Julius Wagner, Irving Malitz, Joe Murphy, Nate Nye, M. J. Doolan, Maurice Hanauer, Max Brantman, Francis L. Deane, H. Neitlich, William Young, Jack Pritchard and Sam Bloom. It's only a month ere the opening winter meeting and many social activities are being planned by the entertainment committee.

Ladies' Auxiliary

Club's social on August 31 at the Sherman Hotel had Rose Page as hostess. Night was dedicated to Annette Sheesley, of the Mighty Sheesley Midway, and Hattie Wagner, Great Lakes Exposition Shows. All reported a good time and swell prizes prevailed. Clara Harker won first prize, a beautiful blue water set, while Mae Taylor was awarded two prizes, a pair of silk pajamas and a pair of pillow slips. Members were glad to have Blanche Latta with them again. She spent most of the summer with her husband on the road.

Phoebe Carsky will leave soon and Frances Keller plans a trip to Detroit and Indianapolis. President L. M. Brumleve plans a trip into Wisconsin for the week-end, while a few other members will go to Riverview Park. On September 7 club will hold another social with Mae Taylor as hostess. It will be Virginia Kline and Viola Fairley night. On September 14 Edith Streibich will be hostess at the social, honoring Mrs. Marie Kortes and Mrs. A. J. Weiss, of Beckmann & Gerety Shows. Letters were received from Meta Eyrley, Evelyn Mueller, Peg Willin Humphrey and Grace Goss. Dues are coming daily. Send in yours now.

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Marysville, Ohio, this week; Delaware, Ohio, week September 11.

WANT

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WANT

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Palace Theater Building, New York.

NEW YORK, Sept. 2.—Mailing of new prospectus is under way and those who have already received copies expressed favorable comment on the neat typographical job and concise text matter. Prospectus carries a miniature membership blank which is expected to prove effective in the membership drive. Sam Rothstein writes he will return to the city soon after a successful and pleasant sojourn at Saratoga Springs. R. J. Vitale letters that he has disposed of his coupon award book and wants a new supply, emphasizing his remarks with a check covering same and his dues for the coming year. A letter from Morris Batafsky states that the New England resorts are doing good business.

Andre Dumont, impresario of forthcoming "Hollywood on Parade" at the New York World's Fair, is busier than a couple of centipedes. Thomas and Richard Coleman, Coleman Bros.' Shows, are enjoying a good business and sent in a newsy letter together with their dues. Let's get out the cheer leaders: Dorothy Packman, of the Ladies' (God bless 'em) Auxiliary, is doing a little collecting on her own. She sent in a check for \$10 for Samuel Cohen, of the Oscar O. Buck Shows, and has made several reservations for banquet tickets.

Plans are progressing for the benefit which will be held at the New York World's Fair in the next few weeks. Executive Secretary John M. Liddy is lining up his forces and full details will be announced soon. It is expected to be one of the most pretentious affairs of the season, inasmuch as a wealth of talent has been pledged and several new departures in the field of entertainment are planned. Event will probably be held in Brother Billy Rose's Aquacade, altho this has not definitely been decided on.

There are several letters that might be important which are on file in the clubrooms. If club has your correct address it promptly forwards same. Unfortunately, several of the members have been lax in keeping the club informed of their whereabouts. Please send in your address now. President George A. Hamid, who made a quick jump from Canada to attend services for Harry Baker, reports good business. He is arranging a series of Canadian benefit shows and already has corralled a goodly number of members.

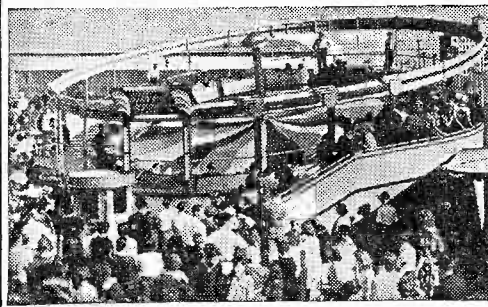
Souvenir year book promises to be a thing of beauty and a joy forever. A number of artists have agreed to make preliminary layouts for an original type of book and binding in striking color and pictorial effects. First notices have been mailed to show owners asking for an early reservation of space and several favorable responses have been received. One of the features of the new program and year book is to be (if the cost is not prohibitive) a uniform border for each page depicting what might be termed "A Cavalcade of Outdoor Show Business." As usual, distribution of the book will be made at the second annual benefit banquet November 18 at the Commodore Hotel, New York.

Birthday greetings to Otto Ernest Fantino, Paul R. McKee, Homer Davis, September 5; Matthew J. Riley, Dr. Frank Vita, Laddie Lamont, September 7; Lawrence K. Sager, September 9; John E. Walker, September 10; Charles C. Morris, Frank L. Massick, September 11; Ralph W. Smith, Donald D. Simmons, Irving Harris, September 12.

Ladies' Auxiliary

Stork paid a visit to Sister Catherine Billings' house and left a lovely little stranger. Sister Rosa Donatella made a donation to the Bess Hamid Sunshine Fund. Congratulations are in order for club's first bride, Sister Hilda Hough-

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taling, who has changed her name to Hilda Vincent. Hubby is talker in Seminole Village, Toronto. Orsola Arelli has been proposed by Sister Hamid.



Heart of America Showmen's Club

Reid Hotel

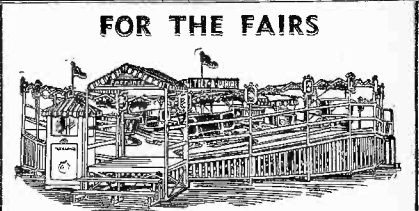
KANSAS, CITY, Mo., Sept. 2.—With the State Fair on at Sedalia, visitors have been numerous and several members of the Fairly & Little Shows playing the fair were made members, as was F. M. Shortridge who visited briefly over the week-end. Brother Herbert Moon accompanied by his wife, children and Ed (Scar) Holman, visited en route to Anadarko, Tex., after closing with Crowley's United Shows. Brothers Harry Altshuler, G. C. McGinnis and Chester and Leo Levin trekked to Sedalia and brought in some new members. Brother Bob and Mrs. Leroy, of the Gay Way Shows, purchased a new house trailer. Brother Bert Cummings and wife arrived from the West Shows and will visit here for a few weeks. Frank Capp is headed for the West Coast and the Frisco Fair Golden Gate International Exposition. Brother Tony Martone and wife are out of the city on a vacation, while Brother J. F. Rodabaugh, of Baker-Lockwood Co., returned from an Eastern business trip. Brother Bill Snyder, adjuster with Crowley's United Shows, returned. Brother George Pugh is staging a jitterbug contest at the Municipal Auditorium. Brother Cliff Adams and wife visited during the Sedalia Fair. Brother George Howk has several concessions there and plans to (See HEART OF AMERICA on page 47)



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Sept. 2.—An air of expectancy prevades the club these days as several events draw near, including Outdoor Showmen's Day at the Golden Gate International Exposition and Charlie Haley's home-coming. Slogan contest committee is receiving slogans and putting them in cold storage for the judges. Bill Hobday's membership committee reports a spirited contest between the White City and Golden State Shows. Arthur Hockwald returned from the Frank Burke Shows and plans to take Messrs. Richards and Pringle on tour with a revival of African minstrelsy. Numerous brothers have sent in an application for membership and requested us to mail cards immediately.



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STANDARD CHEVROLET CO.
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NEW USED TENTS
FOR SALE OR RENT
WRITE FOR FREE CATALOG.
VANDERHERCHEN, INC.
2846 Emerald St., Philadelphia, Pa.

This, for obvious reasons, cannot be done as the summer meetings are limited to a couple per month and the by-laws provide that an application for membership (See PACIFIC COAST on page 47)

Midway Confab

By THE MIXER

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

WANTED: Some spenders at fairs!

NEW TALKER on the All-Star Minstrel Show on F. H. Bee Shows is Bob Bryant.

A RECENT addition to Lagasse Amusement Co. is John Lagasse, girl show operator.

THREE DELLS card from Flora, Ill., that they are presenting the free act with L. J. Heth Shows at fair dates.

FRANK ZORDA scribes from Pittsburgh that he joined Ray Cramer's Side Show.

NOTHING sadder than a fair-less carnival—unless it be a carnival-less fair!

UNTIL recently advance agent for Ohio Valley Shows, J. W. Phelps left to take out his own shows.

FORMERLY with California Shows, Joe Sugerman cards that he is confined in a Wrentham (Mass.) hospital.

DEWEY CLARK, former agent and well known in outdoor show circles, is

fives are always treated with courtesy and respect—but on others??—Mrs. Upshaw.

IN its second season with F. H. Bee Shows, Vincent Bellomo's Band has been contracted to furnish the music on John B. Davis Southern State Shows this fall.

MR. AND MRS. HARRY BURKE, Burke Shows, returned to Opelousas, La., recently following a 10-day vacation in New York, where they visited the World's Fair.

PENNY MARSHALL, who fell doing her slide for life on Ideal Exposition Shows in Rochester, N. Y., is recuperating at her mother's home in Portland, Ore.

CLARENCE RHINEHART has turned over his agency for *The Billboard* on Hilderbrand's United Shows to June Pickard, daughter of Pickles Pickard, reports John H. Hobday.

MOST experienced showmen will admit that any idea or promotion for increasing attendance on the lot is worthy of consideration.

SINCE closing with Johnny J. Jones Exposition about the middle of May, Joe L. Strayhorn has been working his concessions on the boardwalk at Ocean View Beach, Norfolk, Va.

DURING the stand in Huntington, W. Va., Marks Shows' sponsoring committee

Shows, joined the West contingent in Minden, Neb., as general agent.

BEATRICE PIERCY, also known as Bea May, writes from Bluffton, Ind., that she is rapidly regaining health after a two-year absence from the road and would like to read letters from friends.

JAMES C. (JIMMIE) SIMPSON was among visitors to the St. Louis office of *The Billboard* on August 28 while en route to his home in Birmingham after visiting Johnny J. Jones Exposition and Beckmann & Gerety Shows.

A MIDWAY FAVORITE and son of Mr. and Mrs. Charles Martin, operators of the photo gallery on Eric B. Hyde Shows, John Charles Wilson celebrated his third birthday anniversary during the stand in Lenoir, N. C.

SPREAD of "Everybody Pays" policy at fair gates may help some to hold down pass nuisances for midway shows, "Education" may score again.

BERT ROSENBERGER, well-known show operator and agent, signed as managing director of the first annual Southeastern Colored Fair, Atlanta. He has a number of other colored fair dates planned in the South.

MRS. BOBBIE BRIGGS cards from Elaine, Ark., asking that anyone knowing whereabouts of her sister, Frances Beshears, have her contact Mrs. Briggs at once, as their mother is seriously ill in an Elaine hospital.

FORMER secretary and *The Billboard* agent on Pan-American Shows, V. A. McNamara, is now managing the cookhouse on the organization, which concluded its stand at Cincinnati Colored World's Fair on September 4.

IT appears that, while there will be a bumper cotton crop in Mississippi this fall, it is expected that cotton seed may bring the lowest price in years.

S. R. (SPEEDY) WILSON, who has been sojourning in South America, returned to the States several weeks ago from Buenos Aires and passed thru St. Louis en route to the West Coast, where he will visit relatives.

MOE FISHMAN, former carnival trouper, of Detroit and later of Miami Beach, Fla., reports from Hot Springs, Ark., that he must remain in Levi Memorial Hospital about three more weeks. Moe has been a patient there since being stricken by blindness.

MANY a sturdy yokel got his start with an old-fashioned bucksaw and sawbuck and found his finish with a new-fangled huckley-buck.—Cousin Peleg.

AMONG visitors to Cetlin & Wilson Shows in Bedford, Pa., were Mrs. George A. Hamid, Harry A. Manley and party,

PROVEN MONEY MAKERS

LOOP-O-PLANE OCTOPUS ROLLO-PLANE

Leading All Sales for 1939

Visit the Octopus and Rolloplane Rides, New York World's Fair and Golden Gate International Exposition, San Francisco.

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Size 48x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price\$12.00

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KELLEY'S UNITED SHOWS

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Will book Ferris Wheel or Any Ride with Own Transportation except Merry-Go-Round or Kiddie Ride; Seventy-five Twenty-five. Want Show Complete. Out all winter, with Bank Night every night. Wire or write, EARL (SPOT) KELLEY, 841 Mission Way, Sacramento, Calif.

Shows, Concessions, Free Acts WANTED

Sept. 7th and 11th—Fun Frolic, Lake Bloomington, Ill.
Sept. 13th and 16th—Fall Festival, Minonk, Ill.
M. J. DRESSEN, HUDSON, ILLINOIS

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



HERE'S one of the many family groups that are with Endy Bros. Shows, currently playing a string of Canadian fairs. Standing is Sandy Hogan, talker on Prof. Wendell Kuntz's Ten-in-One Show. Mrs. Hogan is holding four-month-old Sandra, while four-year-old Denny squints directly into the camera. Hogan's openings are credited with helping Kuntz turn in consistently good grosses. Photo furnished by Glenn Ireton.

operating Fifth Avenue Hotel in Huntington, W. Va.

JACK M. AKERS advises from Montrose, Pa., that he has assumed duties of transportation superintendent on Penn State Shows.

THIS business of being a g. a. can't be learned in two or three seasons. It requires years of experience.—Colonel Patch.

MEMBERS of Dodson's World's Fair Shows taking delivery on new cars in Pittsburgh were Ray Cramer, Pedro Lopez and Buddy Garrison.

BESSIE BESSETTE cards from Vancouver, B. C., that she will be in the side-show annex on W. C. Huggins Shows at Canadian-Pacific Exhibition there.

FOR the past two seasons with Beckmann & Gerety Shows, Kitty Kelly is now in the annex of the John F. Johnson Side Show on Imperial Shows.

JACK L. OLIVER, now in his sixth year as an executive of Wallace Bros.' Shows, formerly was general agent of Miller Bros.' Shows and others.

WOMEN TALKERS on Dodson's World's Fair Shows include Ollie Hager, Wall of Death; Jessie Clarke, Gay Paree, and Lucille Dodson, Ches LaFemme.

ON all regular shows the wives of execu-



OWNER-OPERATOR of the bingo stand on Weyls Production Co., Eddie Young is seen here holding Jacqueline Tolliver, 10-month-old daughter of the Great Jacqueline, free attraction. Photo was snapped during the shows' recent stand in Curwensville, Pa.

entertained city orphans Saturday afternoon. Mack Glynn donated refreshments.

MANAGER F. H. BEE JR. returned to his shows in Lebanon, Ky., following his release from Memorial Hospital, Huntington, W. Va., where he had been undergoing treatment.

"HOW sharper than a serpent's tooth" is the ingratitude of the agent who takes money that his boss hands out—and then bites the hand!

MAYOR SCULLY and eight City Hall executives were guests at a midway party staged by C. Guy and Mel Dodson Sr. during Dodson's World's Fair Shows' Pittsburgh stand.

WALLY O'CONNOR joined Golden State Shows in Napa, Calif., to take over the Side Show and added another attraction in the person of his sister, Frances O'Conner, armless wonder.

SUCKERS are supposed to be gullible—and then there are the show owners who dispatch funds to improperly identified persons.—Uncle Boob.

HARRY BADGER, old-time friend of W. E. West, owner of the shows bearing his name, and former owner of Badger

BILL HAMES

Recently bought his fourth BIG ELI Wheel. "Looks mighty good," he says. "I like the way you've got it rigged up with the V-Belts, new lights and crates. Everything arrived safely." Follow Mr. Hames' advice. Buy a BIG ELI Wheel for long life, dependable profits.

ELI BRIDGE COMPANY
Builders of Dependable Products.
800 Case Ave., JACKSONVILLE, ILL.

The Improved Kiddie Airplane Swing
Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated crests with no advance in price. Idle revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.
SMITH & SMITH, Springville, Erie Co., N. Y.

J. H. Book and party; Dave Rosenberg, Max Gruberg's World's Exposition Shows; Neil Berk, West Shows, and Warren Mickel.

"CONGRATULATIONS on the Fall Special Number, which reached here on August 24," letters W. R. Patrick, of the shows, bearing his name, from Kalispell, Mont. "Copies didn't go on sale because every one that reached here had been spoken for and paid for in advance."

HOLLYWOOD SKY ROCKETS and Hustrel Troupe are new free attractions on Hilderbrand's United Shows No. 2 unit, having replaced Glenn Henry Duo and Capt. Charles Sodderberg, who left to join the No. 1 Unit at Chehalis (Wash.) Fair.

DOC STANLEY writes from Memphis: "I'm still in Veterans' Hospital here and doing fine. Have been getting my copy of *The Billboard* each week from the agent on Rogers' Greater Shows. Have received numerous letters from friends and plan to make some fairs this year before going to Florida."

KENNETH RICE letters from Elizabethtown, Ill., that he is seriously ill at his home there and must undergo an emergency operation. He asks that anyone knowing whereabouts of Cecil C. Rice have him contact Kenneth immediately.

THE concession boss lives in a humble trailer and lets his flock of agents check in at knock-off inns. Heigh, ho! Suppose next winter they'll ALL have tough scuffling. —Smackover Slim.

BRYAN WOODS, well-known showman, has recently been victim of an impostor, who has been representing himself as Woods and trying to obtain money from various showmen. Fortunately, the impostor's crude methods forewarned most of his intended victims.

PEARSON SHOWS' notes by Lora Potter, secretary: Good business resulted from the stand at Fairbury (Ill.) Fair, altho rain interfered the first night. Among visitors were Mr. and Mrs. Carl Byers, Byers Bros.' Shows; Mr. and Mrs. Blackie Sullivan, Mrs. Cotton Ellis and Barney Burnett.

WHILE Hilderbrand's United Shows' No. 2 unit was playing Moscow, Ida., Walton de Pellaton entertained the following at dinner: Mr. and Mrs. George Wiley, Mr. and Mrs. John Lewis, Claude and Irene Wiley, Tommie Miller, Margaret Lunsdren, Mae Qualls, Irene Brooks, Carl O'Mar and Richard Johnson.

ATTRACTIONS and concessions added by Hilderbrand's United Shows during Chehalis (Wash.) Fair and subsequent dates included D. C. Brooks' Midget Auto Speedway; Whitey Monette, novelties; J. R. Dykes, diggers; Glenn Henry, two ball games, and August Hustrel, guess-your-age and scales.

MEMBERS of Cetlin & Wilson Shows tendered Gilman Brown a party in celebration of a birthday anniversary on August 24 in Bedford, Pa. It marked the first time Brown celebrated such an event outside of Canada, where he was born. He and wife, Georgia, operate the Miss America Show.

TOLD the boss that I wanted a chance to book the show next season and that many a man with untold ability had gone to his grave for lack of an opportunity. And the boss said, "Go ahead!"—Milo McGoof.

RAY BALZER was a visitor at *The Billboard's* Cincinnati offices early last week on his way to Pennsboro and Charleston (W. Va.) fairs. Now playing independently with two ball games and guess-your-weight scale, assisted by his

wife. Ray had been with a Gooding unit several weeks this year.

MOXIE HANLEY, of Hanley Photo Co., Kansas City, Mo., visited Fairly & Little Shows at Missouri State Fair, Sedalia, bringing along his motion picture machine, on which he showed the 400 feet of color pictures of the flowers and funeral of Orville W. Hennies to the many friends of the shows who were unable to attend the funeral.

FUNLAND SHOWS' notes by Ted C. Taylor: Sky-hi Girl and Joe March's Band continue popular. Shows have three more stands in Kentucky before moving into Tennessee and Georgia. Charles Miller added another stock store. He now has six, as has Mrs. Albert Heth. A party was tendered Floyd R. Heth in celebration of a birthday anniversary during the stand in Wheelwright, Ky.

THEODORE MEADOWS, former electrician on Great Lakes Exposition Shows, accompanied by his family, is en route to Cairo, Ga., where he will assume similar duties with the John B. Davis Southern State Shows at fairs in Georgia and Florida. Meadows also will operate concessions on the shows. While en route they visited J. J. Page, Morris Miller and Reading United shows.

GENERAL MANAGER Max Linderman and his World of Mirth Shows garnered some well publicity during the stand in Plattsburgh, N. Y., when *The Plattsburgh Daily Press* in its August 15 issue, and *The Plattsburgh Daily Republican* in its August 12 edition, each devoted two full columns of their editorial pages to complimentary reports on Linderman and the workings of the shows.



THREE MEMBERS of Wallace Bros.' Shows of Canada are seen here as they were photographed when the shows played Richmond, Que. They are, left to right, Cherie Fourhue, fan dancer in Vanities on Parade; Garnet Dazell, mail man, *The Billboard* agent and concessioner, and Bobby Kork, in the Congress of Living Freaks attraction.

AMONG other habits of the most unpopular trouper I ever knew was that of borrowing money from those willing to help him and then knifing them in the back at the first chance.—Whitey Cooks.

AMONG performers who will lend their services to the benefit thrill show to be staged for Mary Gordon, aerialist, in the Charlotte, N. C., ball park on September 12 are Capt. Frank Cushing and his Death's Holiday Troupe, Marjorie Bailey, Pete Carsetti, Dawn Collero, Grace Darling, Captain Mars and Arthur Dunn. J. C. Rates, agent and thrill rider with Cushing's troupe, is handling arrangements.

OFFICIAL organ of American Federation of Actors, issue of August 29, carried a boxed announcement to circus workers that they are "not affected in any way by our controversy with the AAAA" (Associated Actors and Artistes of America, which expelled the AFA charter). "Our jurisdiction over circus workers was granted to us directly from the American Federation of Labor—not thru the AAAA." No mention is made of carnival worker jurisdiction.

WELL-KNOWN showman and currently operating the sound system on Buffalo Shows, Arthur (Doc) Travis narrowly escaped serious injury on August 25 when forced off the road and into a tree by a

motorist who crowded his car off the highway near South Lansing, N. Y. Travis was rushed to a near-by physician, who found that, altho badly bruised and in considerable pain, he suffered no broken bones. Bill Dunham, an employee of the shows, who was riding in the sound car, also was badly shaken up and dazed.

BEN BENO letters from Port Chester, N. Y., that he's still in the United Hospital there, where he has been confined for the past 12 weeks with a broken back. He adds that as soon as a brace can be placed on his back he will be permitted to sit up, but that the injury will keep him from working for the remainder of the season. Thru a previous notice in these columns Ben says he received scores of letters from friends. He would like to hear from these again as well as others.

"PICKING letters from waste baskets," confides a writer to *The Mixer*, "piecing them together and then showing them to others in an effort to discredit loyal workers is about as low as the buttons on a duck's weskit."

PATRICK SHOWS' notes by W. R. Patrick: Since playing Omak, Wash., shows had good results at two stands. Sandpoint, Ida., under American Legion Post auspices, proved one of the best still dates of the season, with all reporting excellent business. Shows were on the shore of Lake Pend D'Orelle, and all fishing and swimming enthusiasts reported an enjoyable time. Northwest Montana Fair, Kalispell, was another good one, despite rain and high winds on August 24.

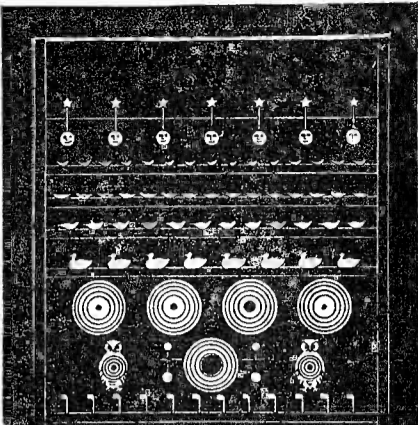
MR. AND MRS. JOHN T. FRANCIS, owners of Greater Exposition Shows, celebrated their 40th wedding anniversary on August 16 while shows were playing East St. Louis, Ill. That night they were entertained at dinner at the home of Mr. and Mrs. Charles T. Goss, and Mr. and Mrs. J. Crawford Francis, Mr. and Mrs. Tom W. Allen and Mrs. Elizabeth Yearout also were guests. Following the dinner a celebration was held on the showgrounds, starting at 11 p.m., at which corn beef and refreshments were served.

VISITORS on Fairly & Little midway at Missouri State Fair were Mr. and Mrs. Charles T. Goss, Standard Chevrolet Co.; Frank Fellows, Springfield Wagon and Trailer Co.; Mr. and Mrs. C. J. Chapman, Chapman Show Print; C. E. (Slim) Johnson, Midwest Merchandise Co.; Hymie Schreiber, B. & N. Sales Co.; H. Spears, George Howk, Jack Moon, Mr. and Mrs. William E. Snyder, all of Kansas City, Mo.; C. Mitchell, secretary, Kansas State Fair, Hutchinson; R. D. (Duke) Molesworth, secretary-manager, Northern Iowa Fair, Mason City, and Frank B. Joerling, of *The Billboard*.

HOW many of these old and newer names, mostly old, bring up memories: Thompson, Danville, Stevenson, Kasper, Kline, Clyde, Evans, Allen, Lardus, McMann, McMahon, Westlake, Matthews, Leonard, Pilbeam, Dalton, Anderson, Brown, Cronin, Brunen, West, Ehring, Allman, Cloth, Washburn, Weaver, Copping, Young, Negro, Pearson, Macy, Boucher, Carroll, Wallcott, Westcott, Lachman, Hart, Atwood, Keith, Winslow, Gregory, Levitt, Clark, Nugent, Murphy, Spencer, Dyer, Narder, Heinz, Krause, Rice, Dore, Miller, Veal, Whitney, Corey?—Road-Map Johnson, the Hopscoatching Troupier.

CETLIN & WILSON SHOWS staged another benefit performance on August 24 in Bedford, Pa., but this time it was held for an ex-showman, now in a county home in North Carolina, with paralysis of legs and arms. A substantial amount was accrued and immediately sent to him. Participants on the program, directed by Julie English, included girls and orchestra from Paradise Revue; Rudy Caffee, emcee of George A. Hamid's 1939 Fantasies, and a musical act from the same unit. Milton Morris was emcee and principal speakers were General Manager J. W. Wilson and William C. Brice, president of Bedford Fair.

NUMEROUS basket picnics and swimming parties were held by members of Hilderbrand's United Shows' No. 2 Unit during the date in New Meadows, Idaho, largest being staged by Mile. Rane, who had as guests Irene Brooks, Virginia Evans, Bobbie Grimm, Ruth Groff, Hazel Johnson, Mae Qualls, Mae Evans, Mrs. Mario DeSilvo, Don Savage, Carl O'Mar, William Summers, Delbert McCarty, Harold Weaver, Al Rhoades, Frank Dykes, Butter Summerfield, Tommy



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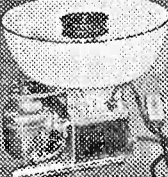
Fair Secretaries and Managers should not be misled by statements that Lottie Mayer's Disappearing Water Ballet (or any other attraction using the title Disappearing Water Ballet) can be reproduced on any midway except Royal American Shows or any grand stand show other than Hamid's World's Fair Revue.

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Our New SUPER WIZARD with a heavy double head and larger spindle. We have sold this machine to the Concession for the New York World's Fair, Spins Candy Floss FASTER and FINER. For full details write or wire **ELECTRIC CANDY FLOSS MACHINE CO.**, 202 Twelfth Ave., S., Nashville, Tenn.

Vontila, Pat Rooney, Mr. and Mrs. H. Williams, George Becker, Pat Doyle, J. C. Bright, Albert Brown, Al Johns, Chet Barker, Curley Williams, C. C. Connolly, Nadine Jones and Sallie Eilers.

All in Day's Work

WARREN, O., Sept. 2.—Helping townfolk is all in a day's work for the Robinson Elephants on the Marks Shows, as witness the following incident which occurred here recently. While backing her car out of the drive of her home Mrs. Glen Reichard ran into a ditch. Seeking aid, she went to the show lot about 100 feet down the road. The manager sent back one of the elephants to extricate the car and it had no trouble at all. In fact, it was so easy for the pachyderm it was amazing. Carnivals help out townspeople so often that the show-folks think nothing of it.

FULL-DATE
CARNIVAL
SHOW LETTERS

Direct From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Hennies Bros.

(Railroad)
Casper, Wyo. Week ended August 26.
Location, circus grounds. Weather,
windy. Business, mediocre.

Lot was a considerable distance from the town and a three-night Golden Gloves boxing tournament bit into business, as did bank nights at local theaters. Newspaper-sponsored kids' matinee Saturday drew well. Arrangements were made with a bus company to haul the youngsters for 5 cents. Red Huntsinger, concessioner, bought a new car, as did Chuck Moss. Jack Dondlinger and Lou Gordon, operators of the show taxi service, had bad luck when their station wagon collided with another car. Mrs. Robert Runte returned from Fort Worth, Tex., where she attended funeral services for her mother. Mrs. Daisy Hennies returned from Kansas City, Mo., and is recuperating from a fall. Mr. and Mrs. H. A. Miller, Jack and Jackie Dondlinger, Mrs. Harry Hennies, Sis Dyer, Sammy Steffan, Mr. and Mrs. Jake Brizendine and Mr. and Mrs. Jack Simonds visited Chrystal Ballroom in the Gladstone Hotel here, where the Detroiters, band boys, gave a special entertainment after closing hours.

Mrs. Johnny Nelson, wife of the train steward, spent four days in a hospital here, and *The Billboard* agent and mail man, Roxy Porat, also spent a day in a hospital from an asthma attack. Eddie Phillon installed a coin-operated phonograph in his Midway Cafe. Montine Vincent and Patricia Delaney are with the Red Hot and Blue revue.

WALTER HALE.

James E. Strates

(Railroad)
Hamburg, N. Y. Week ended August 26. Auspices, Erie County Fair. Weather, showers daily. Business, fair.

New York State milk strike still affects the agricultural section and as a result fair gave shows a fair week. Crowds were on hand but did not spend as in past years. Fair opened on August 20, Lucky Teter Day, and brought out a capacity crowd, which hampered the setting-up process somewhat. Adele Nelson base-

3000 BINGO

Heavy weight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.
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ball-playing elephants closed to take up their fair dates and left Friday morning for Portland, Me., where they work the Elks' Circus. As they left they carried with them contracts to appear on the Strates midway all of next season. Writer left the shows at Batavia, N. Y., on August 18 for Savannah, Ga., where he is to look after the shows' interests at the Georgia-Carolina Coastal Fair. Jimmie Lynch's Death Dodgers were signed to make two appearances with the shows at Savannah.

The writer also visited Fred Vess and his wife, managers of the Four Laddies, free act, in Gary, W. Va. From Gary he went to Pocahontas, Va., for a visit with Capt. Frank Cushing and his Death's Holiday unit with the Eric B. Hyde Shows. He also visited owner Hyde, Buck Denby and Mr. Thomason. G. HODGES BRYANT.

F. H. Bee

Lebanon, Ky. Week ended August 26. Auspices, American Legion Post Fair. Weather, good. Business, fair.

Shows arrived Sunday noon, after a 60-mile jump from Broadhead, Ky. Monday was spent improving and reconditioning rides, shows and concessions. Fair opened Tuesday and moderate spending from good crowds prevailed all week. W. M. Jarvis is constructing a new banner-line and lighting system for the All-Star Minstrel Show. Arthur Thomas is work-

day, a good crowd was on hand before all rides were erected, and shows and rides received good patronage. Saturday was one of the best days of the season so far, with shows enjoying their best stand to date. Sunday was just under Saturday's gross. Skooter was the chief ride attraction. Al Hubbard's Sex Show, Sampson's Athletic, Doc Roun's Hawaiian and Kenny's Posing shows vied for top honors. DON TRUEBLOOD.

John H. Marks

(Baggage cars and trucks)

Huntington, W. Va. Week ended August 26. Auspices, Fraternal Order of Police. Location, C. & O. Showgrounds, Fifth avenue at 28th street. Weather, fine. Business, excellent.

Business here was good. Committee, headed by Patrolman Charles Clarke, who tramped for many years with the Al G. Fields and other minstrel organizations; Detective Howard Newman and Sergeant Neale co-operated. Shows prevailed several times during the week, but none during the show hours. Saturday was a big day, with the largest Children's Party of the season, sponsored by the O. J. Morrison Department Store. Over 4,000 youngsters attended. A birthday anniversary party for Antoinette, 92-year-old John Robinson elephant, was staged in front of the Morrison store downtown, where a huge birthday cake was cut and distributed to spectators.

Saturday night's attendance was well

grossed more that afternoon than on Thursday afternoon and night. Frank Bydair's Skooter was best, with Rollo-plane close behind. Posing Show took honors in that department. Concessions also reported takes. Wilno, free act, was popular.

Fair management, under direction of J. B. Loranger, president, co-operated. Show moved out at 1 a.m. Saturday. Move was made under direction of Chuck Connors, trainmaster. Mrs. David B. Endy and Mrs. Ralph N. Endy were hosts to a large party which visited the International Paper Co. plant here. Mike Roman snared a 48-pound muskellunge from the St. Lawrence River. Dick Scott is augmenting his Swing Revue. Jimmy, legless swimmer, clicked. Prof. Wendell Kountz reported good business for his Ten-in-One, as did Lou Powers for the Casa Manana. Dick Nufer also played to capacity. Irish Kelly had a big run on Fall Special issue of *The Billboard*. Harry Batton is assisting as lot man. Neville Baker had a profitable week.

GLENN IRETON.

Beckmann & Gerety

(Railroad)

Toledo, Week ended August 26. Auspices, DAV Post. Location, Secor road and Sylvania avenue. Weather, perfect. Business, good.

This city, which rarely gives a carnival a week's business, went overboard for these shows. Toledo residents who had not visited a midway in 10 years were on the ground nightly and attendance jumped from 4,000 the first night to over 8,000 on Saturday. Pete Kortez reported the best still week so far for his Circus Side Show. Mac McKetrick, former Columbus, O., resident, took off from his talking duties for a two-day visit to the old home town and High street. Zeke Shumway also reported a good week with his Thrill Show.

Tom Iles' Auto Skooter and Jack Dillin's Triple Ferris Wheels topped rides, with Fred Baker's Octopus close up. Rides are in good shape and ready for the fairs. Visitors included Peazy Hoffman and Harry Wingfield, Fred Sprenger, Toledo promoter and haberdasher; Jack Bell, United Posting Co.; Mrs. Al Wagner, Great Lakes Exposition Shows; Leonard and Virginia Karsh, formerly with Al G. Barnes Circus; James Edgar, Detroit, and Freddie Schader, press agent, Michigan State Fair. BOB HICKEY.

Mighty Monarch

Gary, W. Va. Week ended August 26. Auspices, American Legion Post. Weather, fine. Business, excellent.

Spot was one of the best so far this season and gate, shows, rides and concessions all got money. Mrs. Carroll's Caterpillar topped the rides. Mark Williams joined with his Side Show and garnered top money among shows. Martin and Dearing joined with their Girl Revue and the Sahara Rose Show also came on here. Manager Roland returned from a booking tour of the South on Saturday. Shows start their fair season at Clintwood, Va. Armistice J. Riggs and the writer are handling the fairs and advertising.

War, W. Va. Week ended August 19. Auspices, VFW Post. Weather, spotty. Business, fair.

Weather here was against shows and they were fortunate in breaking even. Many friends of Managers Roland and Goffas were here to renew old acquaintances. They included J. Frank Woods, former secretary of Broadway Shows of America.

Vivian, W. Va. Week ended August 12. Weather, fair. Business, good.

Shows played a repeat date here and all reported good results, with rides, shows and concessions doing very well. W. T. MARTIN.

J. J. Page

Lexington, Ky. Week ended August 26. Location, Epping Ball Park. Weather, fair. Business, good.

Altho having first chance at the New Bluegrass Fair, shows canceled and took their old location and gained thereby, because there was nothing to indicate they were day and dating a fair. Crowds came out and spent as well as usual when shows play here. Four Aces made an 800-mile jump to be back for this



MEMBERS of the Doc Smith Shows as they posed in front of the Merry-Go-Round during the recent stand in North Woodstock, N. H., where good weather helped make the engagement a success. Shows are working towards the South, and Roy A. Brown, *The Billboard* agent and sound truck operator, who submitted the photo, says rides, shows and concessions report good results, considering conditions.

ing in Red Higgins' grab stand, which has a new top. Bill Cooley has a new penny pitch in operation and Al Alfredo added Dixie Lou and Wilma Mathewes to his museum. George Warner purchased a new car, and Elizabeth O'Rear, of Jasper, Ala., is visiting her uncle, W. L. Dunahoe, and Mr. and Mrs. Leonard McLemore.

D. F. Saunders attended the sale of his father's estate at Flemingsburg, Ky. Colonel and Mrs. Riley, owners of Dixie Bell Shows, visited from Bardstown. Mr. and Mrs. J. Aldon Sparks returned from a week's visit with their father and mother on the J. F. Sparks Shows. Charley Drill Jr. returned to his home in St. Louis to enter high school. He was accompanied by Mr. and Mrs. Charles Drill. Mrs. Mary Crawford returned from a week's visit in Chattanooga, and Bobby Sickels, secretary, has a new Chrysler.

RAYMOND R. HULL.

West Bros.

(Motorized)

Appleton, Minn. Week ended August 26. Auspices, Swift County Fair. Weather, good. Business, fine.

After closing late Thursday in Redwood Falls, Minn., shows made a hurried jump in here and was ready at 2 p.m. Friday. It was the first fair of the season, and good weather prevailed. It was the fourth successive year shows played here, and this year's gross surpassed by far the preceding year. Friday, opening

over 10,000, the largest of the week. Visitors included Howard Ingram, trainmaster, Mighty Sheesley Midway, who was en route to join the Art Lewis Shows; Jim Lloyd, former general agent, Dodson's World's Fair Shows; Ben Davidson, old-time trouper; F. H. Bee, owner of the shows bearing his name; Ed Nugent and Charles A. Abbott Jr., and Graves A. Perry, chief West Virginia tax collector. Shows made the 361-mile trip over the mountains from Erie, Pa., in good time, with Jimmy Zabriskie, chief mechanic, in command. Paul, Billie and Dave Lane are doing well with their concessions. John Robinson's Military Elephants, under Capt. George Thompson, made daily street parades.

WALTER D. NEALAND.

Endy Bros.

Trois Rivieres, Quebec. Week ended August 26. Auspices, St. Lawrence Valley Exhibition. Weather, rain one night. Business, very good.

This date lived up to the most optimistic forecast. Opening Sunday afternoon with a free gate, fair officials estimated an attendance of over 35,000 and midway grossed 45 per cent more than last year. Shortly after 5 p.m. it began to rain and Sunday night's business was nil. However, that was shows' only encounter with the elements. On Friday a successful kids' day was held, promoted by the writer thru tie-up with local radio station and newspaper. Rides

week and they proved popular. They left on Sunday for a date in Ohio. F. H. Bee Jr. visited, as did his agent, Bobbie Sickels, both congratulating owner Page on shows' appearance.

Lawrenceburg, Ky. Week ended August 19. Auspices, American Legion Post Fair. Weather, showers first half. Business, good.

Another fair which suffered from rain, and had it not been for a good Saturday week would have been a failure. As it was Saturday brought the week on the right side of the ledger. Jimmie Allen's Athletic Show again got first money, while Jack Smith's Minstrel Show ran second. Bert Melville's Hollywood Revue was third. Twin Ferris Wheels, Tilt-a-Whirl and Loop-o-Plane ran one, two, three on the rides. Several switches have been made in the ride personnel. Charlie Thomas replaced Earl Coffman on the Loop-o-Plane, and Rance Boyd, utility man, was put in charge of the Airplane ride. Thomas also took over the Chevrolet truck which Earl had been driving. J. J. Page away for two days on business, returning on Thursday. Jack Barry's grab stand was lost on Tuesday when a gas tank caught fire. However, another was up and ready for the night crowds. R. E. SAVAGE.

J. F. Sparks
(Motorized)

New Albany, Ind. Week ended August 19. Auspices, Floyd County Fair Association. Location, Twin-County Fairgrounds. Weather, three good, three rainy days. Business, excellent.

Drawing from New Albany and Jeffersonville, attendance totaled 31,214, with almost all of it on Wednesday, Thursday and Friday nights, when weather was good. *The Louisville Courier-Journal, The Louisville Times* and Stations WHAS, WAVE and WGRG co-operated. Committee provided free grand-stand attractions nightly. Jack Orr's Circus Side Show did well and the Tilt-a-Whirl topped the rides. Ex-Senator M. C. Thornton, committee member, ballyhooed Mrs. Odelleta Orr's snake show at the gate each night. Mrs. Sparks' bingo also did well. Ray Hamblen, who had been with shows two previous seasons, rejoined this week. Visitors included Dr. E. L. Wolf, president Corydon (Ind.) Fair; Mrs. James L. Sparks, J. C. and Mrs. Sparks, Mrs. H. T. Reeves and her children, Howard Jr. and Madrid. Mr. and Mrs. J. F. Sparks visited the L. J. Heth Shows at Martinsville, Ind. Since the Moorhead, Ky., flood in the spring shows have been repainted and lost equipment has been replaced. RAY HAMBLEN.

Lagasse No. 2
(Motorized)

Bridgewater, Mass. Week ended August 26. Auspices, Fire Department. Weather, rain one day. Business, fair.

Rain Tuesday night marred the week's play a bit. Shows are under management of Benny Lagasse. Merry-Go-Round and Chairplane have been working to good results for Billy Colbert and wife. Teddy O'Connell and Jimmie (Flash) Gordon are operating the Merry-Go-Round, while William (Slim) Scott has charge of the Chairplane. Stanley Pennell and Roland Rivenburg are operating the Ferris Wheel for Frank Curley and wife, in addition to their spill-the-milk stand. Diving Gordons, free act, are popular. Henry Lagasse and family are in charge of the cockhouse. JAMES GORDON.

Hilderbrand's
(Motorized)

Chehalis, Wash. Five days ended August 27. Location, Lewis County fairgrounds. Auspices, Southwest Washington Fair Association. Weather, cool at night. Business, excellent.

Opened Wednesday, a day before official start of fair, and while receipts did not justify the effort, succeeding days brought great crowds and good business. Tabulation showed date one of the best of the season so far. Rides, shows and concessions reported good play. Midway opened each morning at 9 o'clock and closed at 2 a.m. the following day. Despite the great variety of attractions offered by the committee, including the four free acts furnished by the shows, including the Hollywood Skyrockets, Hustrel Troupe, Henry Duo and Capt. Charles Soderberg, concourse never lacked heavy attendance.

Concessioners reporting good receipts were Jerry Jackson, nails; Hazel Fisher and Verna Seeborg, candy floss; Ed Lahey, cookhouse; Maurice Lahey, grab

stand; Johnnie Cardwell, blowers and privilege car; Ralph Balcom, roll-down; Mrs. Balcom, photo gallery; Johnnie Hicks and wife, Billie, trading post; Eddie Hall, beano; Johnnie Danzelli, penny pitch; Tom Pierson, hoop-la and Mrs. Art Anderson, four concessions. All rides did well, with Merry-Go-Round leading and Ferris Wheel, second. Fred Thumberg's Octopus was third. On grind shows, Jimmy La Rue's Nudist Colony was best, with Claude Barries' French Casino first on the big show. Everett Mitchell was second with his Temple of Mystery. Chapin D. Foster, committee president, co-operated, as did Station KELA, which donated numerous spot announcements to the shows. Sound car under J. Emerson Mote covered 50 miles of territory daily. Visitors were Frank Shafer, Puget Sound Tent and Awning Co.; Messrs. Lew and Joe Snitcher, Portland, Ore. attorneys; A. J. Kern, of Jewett, Barton Leavy & Kern. JOHN H. HOBDAV.

World of Mirth
(Railroad)

Ottawa, Ont. Week ended August 26. Central Canada Exhibition. Weather, good. Business, good.

Despite current war scare, which hurt business during the latter part of the week, grosses ran on a par with the record attained last year. Shows opened to the biggest first-day gross in the history of the exhibition and exhausted the supply of children's tickets ordered for this and a second kiddies' day on Friday. Personnel was grieved to learn of the death of Joe Woods, motordrome performer. Earl Purtle's Motordrome again was top attraction, with Silver Streak second. T. W. Kelly's World's Fair Freaks clicked. Shows' appearance was liberally commented upon. Ralph Hinkson, *The Buffalo Evening News'* State editor and photographer, visited for the week. George A. Hamid also visited.

Plattsburg, N. Y. Nine days ended August 6. Auspices, St. Jean the Baptist. Location, fairgrounds. Weather, good. Business, fair.

Concentration of some 60,000 members of the regular army and the national guard here for war games failed to boost attendance or gross perceptibly, because most of them found their time taken up with maneuver requirements. Nine days were utilized by the personnel to repaint and in some cases rebuild various units for Central Canada Exhibition. Karl Walker's Gay New Yorkers front was rebuilt, and Jack Ward's Glamour Girl front had much work done on it. Davey Linderman's Kiddie Rides show greatest improvement among those devices. New Silver Streak was set up here for the first time. Tom Weldon, editor of *The Free Press*, and Steve Harnett, editor of *The Daily Republican*, co-operated. JIM McHUGH.

Dodson's

Pittsburgh, Pa. Week ended August 26. Location, exposition grounds. Weather, good. Business, fair.

First week here showed good attendance and business, especially on Friday and Saturday nights. Newspapers and City Hall officials co-operated and many parties were in order, with a big press luncheon heading the list on Thursday. Midway was host on Tuesday and Wednesday to 400 carriers from *The Sun Telegraph*. Event was promoted by Danny Edwards, promotion manager of the paper. On Friday night Sec. Hawkins, of *The Press*, and 167 members of the Hawkins Press Club were entertained. Harold Crissman, managing editor of *The Post Gazette*, with a party, was midway guest on Saturday evening. Papers were liberal, and a feature story, with several pieces of art, was carried in the Sunday edition of *The Sun Telegraph* about Dickie and Stella Flagle, midgets. Carl Barlow, business manager, entertained many old friends, including Charlie Kurtzman, manager of Loew's Theaters.

Four Apollos and Bill Overfield, free acts, were entertained at a reception tendered by Charlie Bears, of West View Park. Charlie Clarke, band leader, has his hoop-la working well. Katherine Taylor's European Monkey Circus has a new front. Eddie Rieter is framing a new fun house. Mae Britt, singer and dancer, is clicking in Gay Paree. Dave Fineman left to play fairs and concessions. Jo Jo the Clown, assisted by Tommy Faulkner, are doing good work. Bob Wyett's troupe joined here. Mrs. Charlie Wright now is in charge of

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shows' ball games. Mr. and Mrs. Eddie O'Leary left on a business trip. Jack Baillie planned to Detroit and returned the same day. His new Silver Streak got top ride money. Skooter was second. Visitors included Harry Thomas, booking agent; Jack W. Wilson and party, from Cetlin & Wilson Shows, and Johnny O'Rear. ROY B. JONES.

L. J. Heth
(Motorized)

Fairfield, Ill. Week ended August 26. Auspices, Wayne County Fair Association. Location, fairgrounds. Weather, warm. Business, excellent.

Shows have been playing this date since organization of the fair in 1935 and each year has given better grosses, with this year's stand climaxing all dates here. Fair association this year engaged the George V. Adams Rodeo as a special attraction, which proved popular, as did Capt. Clifford Gregg, free act. J. T. Hutchens' Side Show reported its largest single day's business since 1934.

George Kelly, lot superintendent, added two concessions, and Mrs. Joe Sparks left for a two-week visit with relatives in Uniontown, Pa. Paul Reynolds and Shorty Graham took a truckload of excess paraphernalia to winter quarters in North Birmingham. Juggling Dells joined here. Daisy and Howard Reeves left for a brief visit in St. Louis, where Howard signed as salesman with a St. Louis firm for the winter, while Daisy went on a clothes-buying spree. Ginger Reeves left recently to re-enter school in Birmingham. H. B. SHIVE.

Barfield's
(Baggage cars)

Corbin, Ky. Week ended August 26. Auspices, American Legion Post. Location, Eighth and Main streets. Weather, good. Business, excellent.

Spot proved a big surprise as it turned out to be an excellent one. Business opened slow on Monday night, but Tuesday was railroad pay day and receipts picked up each night until Saturday, when the midway was jammed to capacity and all spent well. Commander Jenkins, who is also police chief, co-operated. Concessions reported good business and shows and rides chalked up one of the best weeks this season. Among visitors were Knox County Fair committee, Barbourville, Ky.; C. P. Ramsey and party, of Manchester Fair committee; Dave Wise and several members of the Davis & Parrot Shows. Kenneth Franklyn, secretary, was stricken ill and rushed to a hospital in Corbin. He left on Saturday, however, and he and wife left for their home in Birmingham. The writer is pinch hitting in his absence. WALTER R. JOHNSON.

W. S. Curl

Osborn, O. Week ended August 19. Weather, good. Business, good.
All chalked a good week here and auspices co-operated. Mrs. Chapman and son, Donnie, who are visiting San Francisco and the Golden Gate International Exposition, will rejoin Mr. Chapman soon. Bobby Burns, with his Thelma Show, joined here, and Chief Rolling Cloud came on to join the writer's show. Mrs. Curl's concessions are clicking, as

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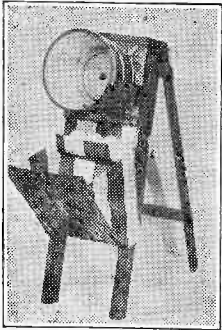
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is the Monkey Show. Mrs. Cedora Edwards purchased a photo gallery here. Mrs. Chief Rolling Cloud's hoopla is scoring **DOC EDWARDS.**

Crystal Expo
(Motorized)

Knorrville, Tenn. Week ended August 26. East Tennessee Colored Fair. Weather, good. Business, excellent.

Second year here proved highly satisfactory for all. Weather, excepting light intermittent showers on Thursday and Friday, was balmy and comfortable enough to draw good crowds daily and about a 30 per cent white attendance was checked and noticeable increase over last year was recorded. B. B. Smith, owner-editor of *The Record Flash*, colored newspaper, and fair secretary cooperated despite the death of Mrs. Smith a week prior to shows' stand here. Doc Felmet and wife, the former Alta May Bunts, visited on Sunday and returned next day to continue the directorship and publicity of shows next three Tennessee fairs. They are making their headquarters in Newport, Tenn.

Other visitors were Ed Caldwell, of Station WNOX, who gave the shows a good sendoff on various broadcasts; Reverend Cummings, reformed convict preacher. **H. NELLA.**

Frank Burke

Laramie, Wyo. Week ended August 19. Auspices, American Legion Post. Location, fairgrounds. Weather, good. Business, good.

Long trip from Jackson, Wyo., was made without mishap and shows opened to good crowds, altho the location was one and one-half miles from town. Shows, rides and concessions reported good business, and Harry Gold took delivery on a shipment of merchandise for his corn game. Owner Frank Burke and Secretary Joe Zarate went to El Paso, Tex., to purchase a new lighting plant. Mr. and Mrs. Lowell May, operators of the refreshment concession, purchased a new car. Snow and hail storms near by on Saturday afternoon caused Saturday night's business to fall far below expectations. Don LaVola and Carlotta, free act, continue popular.

Jackson, Wyo. Week ended August 12. Auspices, American Legion Post. Location, downtown square. Weather, cold. Business, good.

Spot proved virgin territory, as no carnival or circus had ever played here before. Located 54 miles from Yellowstone Park and the dude ranches in the vicinity, Jackson is a mecca for tourists. Despite chilly weather, midway was packed nightly, with shows, rides and concessions getting good play. Merry-Go-Round and Rolloplane did the bulk of business. Mr. and Mrs. Frank Burke enjoyed visits from relatives from Wichita, Kan. **E. M. CAROUTHERS.**

Hilderbrand's No. 2
(Motorized)

New Meadows, Ida. Five days ended August 26. Location, Main street. Auspices, LLL. Business, fair. Weather, fair.

Without the use of the marquee or free attractions, shows' five-day stand here was fair considering size of the town. Close proximity to McCall, where MGM was filming *Northwest Passage*, drew a nightly crowd from that summer resort. Extreme heat encountered was created by several forest fires raging in the vicinity, and hundreds of inhabitants were drafted to fight the fires, considerably reducing attendance. Shows were not the same without the marquee

and free attractions. They will join at the Payette Labor Day Celebration, however. Owner Hilderbrand intends to enlarge this unit and reduce the No. 1 show for the remainder of the season. Almost all of the personnel visited McCall daily. Lucille King spent a day here and then returned to Payette. General Agent Pierre and Fay Ouellette, of the No. 1 unit, visited en route to Utah. General Manager Cleo Quall is recuperating at a Payette hospital. William Groff redecorated and painted his concessions and housecar. Basket luncheons were given at the swimming parties held at near-by Hot Springs. Because of a raging forest fire Cascade, Ida., was canceled and shows moved into Payette for a three-day layoff. Mrs. Mae Qualls made several trips to Payette to visit her husband, who is ill in a hospital there. Chet Barker's Nudist Colony was repainted and redecorated. A reptile show, under direction of Carl Williams, was added, and Irene Brooks entertained at the Payette Inn at McCall to a select group of friends.

Cragmont, Ida. Three days ended August 20. Location, Main street. Auspices, L. L. L. Weather, hot. Business, poor. Pay gate, 10 cents.

Town was too small for the show. Almost all inhabitants attended the first night, so the remainder of the engagement did not amount to much. General Manager Cleo Qualls was rushed to Payette Hospital, where he is confined with double pneumonia. Owner O. H. Hilderbrand joins at Payette with two



MAKING HIS DEBUT in outdoor show business in 1906, Albert R. Wright's career has been colorful. For the past eight years he has been general manager of Western States Shows. His hobby is deep-sea fishing and he relaxes from his strenuous duties with an occasional game of boc-man with Jack Ruback, owner of the shows. Photo by Larry Mullins.

rides, several shows and concessions for the shows' home journey. Writer was host to Charles Marshall and wife, Penny, of the Ideal Exposition Shows. Mrs. Hazel Johnson entertained visitors at an after-the-show party here. Delbert O. McCarty made a trip to Payette, Ida., on business. Bobbie Grimm spent the three days visiting friends in Grangeville, Ida. A farewell party was tendered Mr. and Mrs. Glenn Henry and Mr. and Mrs. Charles Soderberg on the eve of their departure for the No. 1 unit. Mrs. Mae Evans added a new concession. Butter Bummerfield arrived from the No. 1 unit to take over the Athletic Show, and Lucille King is on a booking tour in Southern Idaho. General Agent Pierre and Fay Ouellette, of No. 1 unit, visited en route to Boise, Ida.

Moscow, Ida. Three days ended August 16. Location, Recreation Park. Auspices, VFW Post. Business, good. Weather, hot. Pay gate, 10 cents.

With large crowds nightly, three-day stand here was a financial success, despite lack of committee interest. On the third night committee walked out, altho midway was filled to capacity. Personnel went swimming at the near-by Municipal Swimming Pool in an endeavor to cool off. Irene Brooks, Carl O'Mar and the writer were guests of Mr. and Mrs. George Wiley at a fried chicken dinner at their home in Deary, Ida., and also the guests of Tommie Miller at a unique dinner in the mess house of the Lewis Lumber Co., Bovill, Ida. General Agent Lucille King spent the first day *(See SHOW LETTERS on page 51)*

With the Ladies

By VIRGINIA KLINE

TORONTO, Sept. 2.—We left Westview Park, Pittsburgh, on August 17 and drove north to Butler, Pa., where the Art Lewis Shows were playing at the fair. Lewis was away on business, but we visited with Mr. and Mrs. Clint Meyers and I found the first woman operator of a Roll-o-Plane. Mrs. Meyers can sell tickets, but she also operates the ride and does a good job of it. Paul and Mabel Knauff were there, former as electrician and builder, while Mabel seems to be general helper to all. She has a new house trailer and during my half-hour visit with her she dressed an injured finger for one of the show boys, shampooed her daughter's hair and bossed the job of getting the trailer lights in order. She's a member of the Ladies' Auxiliary of the Heart of America Showmen's Club and was anxious to hear news of her many friends there.

Dodson's World's Fair Shows were in New Castle, Pa., and we visited with Mel and Guy Dodson. Shows have several big free acts and among them I noticed Lionel Legare on the revolving globe. I was interested, as there formerly was one by that name on the Patterson-Brainerd Carnival many years ago. But I learned that Lionel Legare is a young man, so it was not the one I knew, but the act is a swell one. John H. Marks Shows were at Erie (Pa.) Fair when we stopped and it was a huge affair, and had a large stage show as well as the carnival and exhibits. Marks took us around the grounds and I visited with Mrs. George Lucas in her trailer. Mr. Lucas was on the Patterson-Kline Shows and Turk Laird, pop-corn and candy-floss operator, was on the Great Patterson Shows before the World War. James E. Strates Shows were playing Batavia, N. Y., Fair, and as it was the big day we found all busy. Mr. and Mrs. Harold English welcomed us, as did Mr. Strates, and Ethel Baillie entertained us in her new trailer. Ethel has joined the ever-lengthening list of women ride owners and is doing well. At Niagara Falls we spent the night in the Cataract Hotel, as we did 25 years ago on our honeymoon. Outside the hotel they have large wooden signs hung up to advertise the names of former distinguished guests. Abner offered to pay for the sign and paint if they wanted to put his name up with the others, but since they wouldn't agree to add Eyerly Aircraft Co. the deal fell thru. We drove in here on Sunday afternoon and found the Conklin Shows on the exhibition grounds and an army of men building and preparing for the opening. Mr. and Mrs. J. W. (Patty) Conklin and Mr. and Mrs. Frank Conklin are here and we were cordially welcomed by them and taken over the grounds for a quick look. Patty's son, Jimmie, is recovering from a tonsil operation, but hopes to be able to take over his duties as manager of Kiddy Land for his father during the exhibition. We hope to stay and see the Toronto Exhibition and then go on to New York and view the World's Fair there.

WANTED FOR MARYVILLE, TENN., FAIR

WEEK SEPT. 11TH
Legitimate Concessions All Kinds. Will place Corn Game. No roll-downs, skillets or build-up concessions tolerated. SHAN WILCOX, Pres. Fair Assn., Maryville, Tenn.

WANTED

FOR SYLVESTER, GA., FAIR, SEPT. 25-30 Shows, Rides, Concessions. No Grift or P. C. Seven fairs following this and all of them hand-picked and best spots in South. Short jumps. Unit out all winter. Cookhouse, Bingo, Custard, 10c Grind Stores.

Tom's Amusement Co.
EDISON, GA., SEPT. 6-16

READINGS SHOWS

Want 10-cent Stock Concessions, Ball Games, Diggers; Join at once. Lead Gallery, Novelties, bal. of fairs; 12 fairs yet. Want Cookhouse help. Want good Athletic showman to take charge of Athletic Show for balance of season. Waynesboro, Tenn., and Portland, Tenn., next week; Lindon and Santa Fe, Tenn., fairs this week. W. J. WILLIAMS, Mgr.

DYER'S LOTTA HOOEY WANT

Five or six Good Shows, Merry-Go-Round, Pony Ride. We have 13 more Celebrations and Fairs, all with free gate. Join this Lotta Hooey now, assure yourself of a flying finish. Wire, write, Join as per route.

DYER'S GREATER SHOWS

GOLD LEAF SHOWS
WAYNESVILLE, N. C. FIREMEN'S AND LABOR DAY CELEBRATION ALL THIS WEEK.
Want to buy Show Fronts for Cash. What have you? Also Tents.
Have nine bona-fide Fairs to follow, including TWO STATE COLORED FAIRS. Capt. Cushing, can use your complete show for Charlotte and Greensboro. Moe Jackson, get in touch with me at once.
J. B. REDMAN, Business Mgr.
J. E. TIERNAN, Mgr.

BILL KEMP
Wants Drome Riders
Both Lady and Men. Want TRICK and FANCY RIDER. Top salaries and sure pay each week. Can give you all winter's work after Shreveport. Have five riders now and always carry enough so riders only make one ride each show. Wire or write care HENNIES BROS.' SHOWS, Grand Island, Neb., Sept. 4-9; Council Bluffs, Iowa, 11-14; Springfield, Mo., 16-22.

HIPPODROME SHOWS WANT
Shows and Concessions of All Kinds, no exclusive, for string of fairs and celebrations in Arkansas. Labor Day Celebration, Lake City, com. Sept. 4; Rector, 11-16; Black Oak Bridge opening celebration, Sept. 18 to 24. Biggest doings in Ark.
HIPPODROME SHOWS, LAKE CITY, ARK.

GIRLS WANTED-GIRLS
HAWAIIAN DANCERS
Youth, beauty and form most essential. Salary, \$20.00.
GEO. RODY
WEST'S WORLD WONDER SHOWS,
Durham, N. C., This Week

WANT TO BUY
Auto Kiddie Ride, also Small Bingo. Will book American Palmists, Short Range Shooting Gallery. Have 25' by 40' Top for Grind Show. Come on. No grift. No gate. KENNETH WRIGHT, Atlas Shows, Drakesboro, Ky.

ZACCHINI BROS.' SHOWS
— WANT FOR —
BELLAIRE, OHIO, FALL CELEBRATION, WEEK SEPT. 11
FIRST SHOW IN TWO YEARS—ALL MILLS AND MINES WORKING
CONCESSIONS of All KINDS. RIDES: Can place Rolo-Plane, Mixup and any flat ride except Tilt. SHOWS: With or without their own outfits. Will furnish outfits to capable showmen. RALPH DECKER, wire.
This show will be out all winter in the South. Address this week, Washington, Penna. Bellaire, O., week Sept. 11th.
JACK A. PURCELL, Manager.

BREMER SHOWS
WANT for Long Season South—Roll-o-Plane, Chair-o-Plane, Concessions, Shows, High Act. FOR SALE—No. 12 Big Eli Wheel. Address Waukon, Iowa, this week; then per route.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 2.—During the past week we continued our visitation program with an additional visit to Gruberg's World's Exposition Shows on August 21, showing a split week under auspices of Doud Post, American Legion, of this city, prior to departure of the shows for New York State Fair, Syracuse. In addition to Manager Max Gruberg and other personnel, we found in attendance George Kerestes; George Clancy, former State commander of the American Legion, and Press Agents Dick Collins and Charles B. Tutty Sr., the latter a local writer. Also noted on this visitation were extensive painting and a new type of life show front entitled Creation, with a Venetian blind effect which impressed us as being most novel.

On a second visit to Strates Shows on August 17 at Batavia (N. Y.) Fair we noted extensive additions to personnel and attractions. We spent a pleasant evening with Manager James E. Strates, Press Agent G. Bryant Hodges and Concession Manager Jame Kelleher.

This office is in receipt of a letter from William O. (Doc) Stone, West Rumney, N. H., calling our attention to a very disparaging item in *The Writer's Digest* upon the personnel of the carnival industry. In fact, the item is such that we would not attempt to restate it in this column, but wish to assure the industry that we have promptly notified the publishers and have demanded an immediate retraction.

We received thru courtesy of Cetlin & Wilson Shows an unusually fine program from Flourtown (Pa.) Fair, which pays a fine compliment to the attractions of their organization, and we were greatly impressed by the friendly feeling shown the shows by the fair organization. While we appreciate that many of our members receive complimentary publicity of this nature, it is advantageous to the industry to have such items brought to attention of the public, for this is one effective way of offsetting and counteracting many unfounded attacks upon the industry by persons who write more for the purpose of presenting sensational statements than for depicting truthful conditions.

HEART OF AMERICA

(Continued from page 41)

make the Topeka Fair. Brother John B. Tumino, manager of Fairyland Park, resumes his orchestra bookings when the park closes on Labor Day. Brother Art Brained is back at his post at the Tower Theater and Brother Frank Ryan and wife, who have been visiting on the West Coast, returned and are operating their restaurant in the New York Life Building. Brother C. G. (Mike) Wright and brother, of Chicago, visited during the week as did Mrs. Merle Hellman, while en route to St. Louis, where she will spend a few weeks before rejoining Maurice.

Ladies' Auxiliary

Hattie Howk, acting secretary, is receiving dues which were payable September 1. She also reports receipt of books for the afghan from Peggy Landes and Blanche Pellman. Fairly & Little Shows were at Sedalia, Mo., last week and several club members visited there. Viola Fairly came here on business as well as pleasure. Mrs. C. W. Parker and daughter, Lucille, returned from their Western trip. They visited the J. L. Landes Shows in Omaha on their way home.

Ruth Martone left the city recently. Postcards were received from Boots Marr and Lettie White. Both stated they were looking forward to the fall meetings. Jackie Wilcox passed thru here Sunday and greeted friends. Ruth Ann Levin is at Belleville, Kan., visiting Peggy Landes. Gayway Shows, with Margaret Haney and Myrtle Duncan, left for Platte City.

PACIFIC COAST

(Continued from page 41)

or reinstatement must be read at two consecutive meetings before action can be taken. So please be patient, brothers, all get acted upon in due time.

Ted LeFors spent two days in town last week, buying new equipment and visiting his many friends at the club. Crafts' 20 Big Shows made a leisurely move thru the city Tuesday and en route to San Diego, enabling many of the personnel to visit the club. President Harry

Hargrave went to San Francisco over the week-end to confer with Eddie Brown's executive committee for Outdoor Showmen's Day. Frank Ryan, of Heart of American Showmen's Club, Kansas City, Mo., renewed acquaintances with several of the ex-Middle West boys last week. Vice-President Joe Glacey still in Hawaii, says Anna John Budd and Bert Anderson are going strong and adds he is cutting up old scores with Whitey Clare and Jimmy Thomas.

Eddie Mack, mechanical man, spent a few days around the club and news from the North indicates that Past President Archie Clark is rapidly recovering from his recent accident. Brother Pat Shanley is recuperating at the Hollywood Plaza Hotel. Samuel D. Wells is vacationing at Venice and makes occasional visits to the club.

WAGNER, REEVES

(Continued from page 40)

day time and 15 cents at night. There has been no decision as yet on the title.

Wagner, who has been in show business the major part of his life, this year entered the ranks of carnival managers by taking out the Great Lakes Exposition Shows. He also holds a half interest in Sandy Beach Park, Russells Point, O. Reeves has been doing press with carnivals and circuses for several years, and has also worked on daily newspapers.

TENN. UP

(Continued from page 40)

of the ledger. It marked the eighth time the shows played the spot. Weather was ideal for the first fair of the season in Lafayette, under American Legion Post Auspices, but first three days resulted in only fair takes. Last three, however, saw the midway packed to capacity with plenty of spending. Darlin Rose Savage, accompanied by her brother, two sisters, and uncle and aunt, Mr. and Mrs. Hamlin, visited in Lafayette and was tendered a party in celebration of her ninth birthday anniversary. Mrs. Virginia Campbell handled arrangements with plenty of refreshments. Darlin was recipient of numerous gifts.

Mrs. Pearl Shroyer, stepmother of Mrs. B. M. Scott, returned to the shows for the season here. Attractions getting top money for the past three weeks were Minstrel Show, Pearl Harris' Rock Pythons, Indian Checo's Animal Show; Funhouse, John Thompson's Fantina Show, Monkeydrome, Marie Johnson's Girl Show, Braley's Illusion Show, W. R. Hamlin's Ten-in-One, Kelly Grady's Ferris Wheel and Tilt-a-Whirl. Concessions have been augmented since opening. Mrs. Alice Decker presented Mrs. Scott with a hand-crocheted counterpane and Arthur and Katherine Scott returned here from a visit in Mississippi. Buddy Braden left to accept a position with the Clark Shows. Mrs. Ruth King is recovering from a recent illness.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

No Money Downs, Ky.
Week ended September 2, 1939.

Dear Mixer:

A bit of a misunderstanding in the contract with our committee here caused the office no end of trouble. Signed contract stipulated very plainly that Ballyhoo Brothers agree to furnish all stock and people for the First Annual No Money Downs Race Meeting. Knowing that the show carried every known race on the face of the globe and believing that without any additional races they could fulfill the contract, the bosses were not prepared for the event.

Monday morning the committee arrived to look over our stables. Seeing nothing except the riding ponies and the Rocky Road mules, the beefing started. It was then that the bosses awoke to the fact, or at least pretended to, that they were to furnish the horses and that this was a horse-racing event. Quickly the contract was dug up and reread and the contents noted, wherein the bosses were the party of the second part and not of the first part, due to their having signed the committee's contract and the committee not having signed theirs.

A contract being a contract and to be honored as such, Pete Ballyhoo immediately got into action. Hearing that Handsome Cab and Hack Co., Inc., had pensioned its horses some 15 years ago, he rushed to the office of the last living member of the concern, who referred

FAIRS-J. F. SPARKS SHOWS-FAIRS

RHEA COUNTY FAIR, DAYTON, TENN., SEPT. 11-17; JACKSON COUNTY FAIR, SCOTTSBORO, ALA., SEPT. 18-23; ATTALLA COMMUNITY FAIR, ATTALLA, ALA., SEPT. 25-30; CHEROKEE COUNTY AGRICULTURE AND LIVE-STOCK FAIR, CENTER, ALA., OCT. 2-7; MARSHALL COUNTY FAIR, ALBERTVILLE, ALA., OCT. 9-14; WINSTON COUNTY FAIR, HALEYVILLE, ALA., OCT. 16-21; BULLOCK COUNTY FAIR, UNION SPRINGS, ALA., OCT. 23-28; MONROE COUNTY FAIR, MONROEVILLE, ALA., OCT. 30-NOV. 4. Will book Grind Shows of All Kinds with Own Transportation. Comedian and two more Chorus Girls for Minstrel Show. Salary from office. Book Octopus, Loop-o-Plane and Loop-o-Plane. Will buy No. 5 Eli Wheel. Exclusive American Palmistry, Long and Short-Range Lead Gallery, Guess-Your-Weight-and-Age, Candy Floss and Candy Apples. Book Fishponds, Pitch-Tilt-Win, Cork Gallery, Ball Games and all Stock Concessions. Bill Whitaker and Big Dutch Kohlman, write or wire. All replies J. F. SPARKS, Mgr., MARION CO. FAIR, JASPER, TENN., THIS WEEK.

LEAKESVILLE, NORTH CAROLINA

ROCKINGHAM CO. FAIR, SEPTEMBER 11TH TO 16TH INCLUSIVE

WANT LEGITIMATE CONCESSIONS OF ALL KIND EXCEPT BINGO. WILL SELL EXCLUSIVE ON NOVELTIES. CAN PLACE LONG-RANGE GALLERY, PALMISTRY AND DIGGERS FOR BALANCE OF SEASON OF SOUTHERN FAIRS. EXPERIENCED MEN ON FERRIS WHEEL AND CATERPILLAR. ADDRESS

MANAGER KAUS, KAUS EXPOSITION SHOWS, INC.

DUNBAR, WEST VIRGINIA, THIS WEEK; NEXT WEEK, LEAKESVILLE, N. C., FAIRS.

BLUE RIDGE SHOWS

WANT for Jackson County Fair, Gainesboro, Tenn., and other fairs to follow in Tenn., Miss., and Ark., Concessions, all kinds. Want Digger, Photos, Candy Floss, Popcorn, Grab, Snow, Custard, Grind Stores, Wheels, also Agents. Will book Octopus, Tilt, Loop-Loop, Loop-o-Plane, Kiddie Autos. Want Arcade. Haverstick, Evershore, wire. Shows with own equipment. Have own Girl Shows. Fair secretaries, have some open time in Tenn., Miss. and Ark. We feature Lorraine Wallace and her African Lions as free acts. Address JOE KARR, GEN. MGR., or HARRY MILLER, BUSINESS MANAGER. Monticello, Ky., this week. Gainesboro, Tenn., Fair next.

TAZEWELL COUNTY FAIR

TAZEWELL, VIR., SEPT. 12 TO 16

Wanted: Legitimate Concessions of All Kinds. Will sell exclusive on Novelties. Bingo sold exclusive. Can place Grind Shows, Minstrel Show or Minstrel Performers; also Ride Help. Cherokee and Murphy, N. C., fairs to follow. All address

KEYSTONE MODERN SHOWS

OAKLAND, MD., THIS WEEK

FOR SALE

OCEAN WAVE, complete, ready to set up and operate: LeRoi motor, fence, ticket box, lights, etc., \$650.00; or trade for factory-built Kiddie Auto, Mechanical Show, complete Side Show or what?? One complete panel-front turn-over Crazy House, ready to set up and operate, \$250.00. One Milk Bottle Ball Game, hood fly, pin hinge frame, balls, bottles, etc., \$40.00. One set Evans heart-shape Pitch Blocks with racks, \$20.00. One all-electric Pop Corn Machine, cost \$85.00, used three weeks, \$25.00. One Novo 4-cylinder Ride Engine, clutch, transmission, pulley, \$35.00. One International 6-horse Gasoline Engine, 1-cylinder, like new, \$25.00. Six Parker Jumper M.G.R. Horses for two-abreast, \$10.00 each. 1,000 300-wat West-ingham and Sylvania Light Bulbs, mogul sockets, slightly used, but perfect, 25c each. EH Transmission Drive for LeRoi motor, used two seasons, \$20.00.

ELLMAN SHOWS

Westfield, Wis., Fair, Sept. 6 to 9; then 2239 No. 56th St., Milwaukee, Wis.

Attention, Carnivals and Southern Park Managers

20-car ALLAN HERSHELL KID-AUTO RIDE, like new, with or without own transportation, for balance of fair season. Answer, giving route and terms. Also would be interested in stationary location South for Auto Ride and 5 other Kids Rides. Also would prefer working Novelties. Address all communications to

VERLIN F. HODGES

1541 W. 30TH ST., INDIANAPOLIS, INDIANA

the office were given a three-day vacation with pay and tickets for the track. Orders were given them either to win or get even in the office.

On Thursday, Friday and Saturday Ballyhoo Bros.' world's foremost traveling bookies not only broke the entire midway but made the date a clearing house for all back debts. Thus our entire personnel became parties from the eighth to the 700th parts, involving more parties than in any other single contract in carnival history.

MAJOR PRIVILEGE.

Philadelphia

PHILADELPHIA, Sept. 2.—World's Fair Shows operated here for two weeks. The first at G and Luzerne was poor, with the second at 19th and Johnson fair. Weather was good. Cetlin & Wilson Shows chalked a big 10-day stand at the Flourtown (Pa.) Firemen's Fair. Jere Shaw units are having the best season of their career playing local spots. Joseph J. Sheenan has recovered from a recent illness and again will hit the road for fairs. Mrs. Bobby Hasson has returned. Mayor Claude L. Lord visited the World's Fair Shows here.

Hazel Hasson is doing the talking on the front of Tom Hasson's side show. Paul Prell was not able to operate his bingo here. Clarence Lauther reports some good spots with his pop-corn and candy-apple concessions with the World's Fair Shows. Professor Hedspeth is presenting his mentalist act with Tom Hasson's side show, where Teddy Ward is inside manager and lecturer. Eighth Street Museum opened its seventh season today.

CORN POPPERS—FEARLESS, ALL ELECTRICS, giant geared popping kettles, caramelcorn equipment. Get our prices first. **NORTHSIDE CO.,** 1925 10th, Des Moines, Ia. no4x

FOR SALE — GRAB JOINT ON STUDEBAKER. Excellent condition, all ready to go. **SNAKE SHOW,** Fair Grounds, St. Clairsville, O.

LORD'S PRAYER BLUE DOT STAMPING MA-chine with four different dies, \$75.00. **DAVE BERK,** care B. & N. Sales, 533 Woodward, Detroit, Mich.

POPCORN, POTATO CHIP, CRISPETTE, CAR-amel Popcorn, Cheese Coated Popcorn Machines. **LONG EAKINS CO.,** 1976 High St., Springfield, O. oc21x

POPPER—KINGERY MONEL METAL, WITH Motor, \$60.00; Caramel Popcorn Kettle, \$8.00; Caramel Popcorn Furnace, \$10.00. **CHAS. MACK,** Box 933, Springfield, O. se16

ROLLER SKATING RINK—35x90, A-1 CON-dition, now in operation. 50x95 Tent, 150 Pairs Skates, \$1,000 cash. **RAY BUCHACKER,** Mineral Point, Wis.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE — 16 AND 24-SEAT ADULTS' Chairplanes. Complete with motors, fence, ticket box. **CALVIN GRUNER,** Pinckneyville, Ill. se9x

FOR SALE—KIDDIE AUTO RIDE. NEW Air Tires, Ballbearing Wheels, Gas or Electric Drive. Can send photo. Write **H. H. PICKLESIMER,** North Vernon, Ind.

LONG RANGE EVANS SHOOTING GALLERY built into truck with all accessories. Most complete outfit of its kind on the road. Will sacrifice. Can be seen Kentucky State Fair, September 11-16. **BOX C-270,** Billboard, Cincinnati.

NEW BABY "Q" CARRY-US-ALL—WRITE FOR prices. **C. W. PARKER AMUSEMENT CO.,** Leavenworth, Kan.

PEEPHOLE REDUCING LENSES—GIVES FULL vision in small space. Measures 6x5 inches. Covers a wide angle of view. Only \$1.00 each. Hurry! **CHICAGO SALVAGE,** 509 So. State St., Chicago. se23x

PRACTICALLY NEW BABY "Q" CARRY-US-All—Write for details. **C. W. PARKER AMUSEMENT COMPANY,** Leavenworth, Kan.

SALE — CHAIRPLANE, 20 PASSENGER, \$150.00; Swing Boats, \$125.00. Operating every day. Must go, lease running out. **SAM CATTANIO,** Seaside Heights, N. J.

HELP WANTED

ACCORDION PLAYER—MUST CUT OLD TIME, Swing. Good Sax Man doubling Stage for radio, show, dance. **JACK BROWN,** Amery, Wis.

AGENT WITH CAR — BOOK REAL ATTRAC-tion. Theatres, clubs, schools. Ray Salzer, write, **TIM MIX,** Western Hot Shots, Sept. 9, Brownsville, Tenn.

GIRL SPECIALTIES — MUST BE SOLID FOR line. State age, height, weight, send photo. **LEO GANNON,** Belmont Club, Miami Beach, Fla.

GIRL TO LECTURE AND HANDLE SNAKES—Must be a lady. Steady work, salary sure. **SNAKE SHOW,** Fair Grounds, St. Clairsville, O.

PIANO, DOUBLING ACCORDION — ALL ES-sentials for top strolling unit. Details and references first letter. **BOX C-119,** The Billboard, Cincinnati, O.

WANT AT ONCE—EXPERIENCED, RELIABLE Floor Manager. New portable. State all first letter. Clarence (Pee Wee) Pearson, write. **MYERS BROS.' RINK,** Pineville, Ky.

WANT — ADVANCE MAN, PERCENTAGE, TO book theatres or auspices. America's largest Mystery Show. Two tons baggage. Want Girl Assistant. **RAJAH,** Billboard, Cincinnati.

WANT CLUB PERFORMERS, SPECIALTY ACTS. Trios, Duos and Small Girl Lines. Week's work with an option. Salary not great but it's there. Contact **AGENT,** care Parker Hotel, Galesburg, Ill.

WANT PIANO, DRUMMER, TRUMPET — OR-chestra work. State all in first. Reliable job. **BOX C-275,** care Billboard, Cincinnati, O.

WANTED AT ONCE—TWO HIGH WIRE PER-formers. Write or wire **W. R. CLINGMAN,** care General Delivery, Columbus, O.

WANTED — EXPERIENCED SALES MANAGER for new, unique, sensational coin-operated game of skill. Real opportunity for man who knows field. Salary and commission. Live Los Angeles or San Francisco. Write **BOX C-271,** Billboard, Cincinnati, O.

LOCATIONS WANTED

LOCATION WANTED FOR SKATING RINK—Send full particulars first letter. Location of three nearest rinks. **WILLIS F. AMWEG,** Kenton, O.

WANTED — BUILDING WITH HARDWOOD Maple Floor, suitable for Skating Rink or Dancing. **M. E. WILLIAMS,** Bristol, Vt.

MAGICAL APPARATUS

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. se30x

Show Family Album



THE FAMOUS AVALLON TROUPE as it appeared in 1913 on the Barnum & Bailey Greatest Show on Earth. Top row, left to right: Archie Bell, "Windy" (last name not remembered), Mrs. Bob Avallon, Bob Avallon and "Dewey". Standing in front are Hazel Cotter and Naida Miller (now Naida Perez), the latter at present a member of the team of Naida and Perez, who played the Chicago Stadium Circus some weeks ago. Hazel Cotter, now Mrs. Whitey Harris, is playing theaters and fairs.

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.

CATALOGUE OF MINDREADING — MENTAL-ism, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystals, Lucky Pieces, Palmistry, Graphology Charts. Wholesale prices. World's largest stock. New 156-page illustrated catalogue, 30c. **NELSON ENTERPRISES,** Nelson Bldg., Columbus, O. se23

STRICTLY PROFESSIONAL VENTRILOQUIAL Figures—Punch-Judy and Marionettes, new and used Magic. Lists free. **PINXY,** 1261 North Wells St., Chicago. x

WANT TO BUY—STANDARD USED MAGICAL Apparatus Books. No junk or secrets wanted. **OTTO WALDMANN,** 332 E. 77 St., New York.

MISCELLANEOUS

POPCORN DRESSING, CRISPETTE WRAPPERS. Waxed Popcorn and Potato Chip Bags. **LONG EAKINS CO.,** 976 High St., Springfield, O. oc21

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ASTONISHING BARGAINS — 16MM. SOUND Projectors, \$145.00. Terms. Factory reconditioned. Film rented. Sold \$5.00, \$7.50 reel. **NO. 521-E STATE THEATRE,** Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment. Weekly Programs rented. **ROSHON,** State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis. x

ATTENTION, ROADSHOWMEN — GOING OUT of 35MM. Film business. Prices slashed. First come, first served. **ZENITH,** 308 W. 44th, New York.

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.,** 1318 S. Wabash, Chicago. se16x

BUSSA FILM EXCHANGE—OFFERING 35MM. Talkies at prices you expect to pay for Westerns, Gangster, Short Subjects. Catalog Free. **Friendship,** Ohio. se9

LIFE OF ABRAHAM LINCOLN—16MM., 90 minutes, best for schools and churches, \$90.00. Also, Religious Comedies and Cartoons, 35 and 16MM. No lists, tell me your needs. **E. ABRAMSON,** 7204 Sheridan Road, Chicago.

OPERATE ROADSHOW THEATRELESS COM-munities. We Rent and Sell 16mm Sound Projectors and Films. **SOUTHERN VISUAL,** 494 S. Second St., Memphis, Tenn. se16x

35MM. SOUND ON FILM—WESTERNS, AC-tions. War, Gangsters and Medical. Write **APOLLO EXCHANGE,** 117 S. 9th St., Newark, N. J. se16

MUSICAL INSTRUMENTS, ACCESSORIES

ATTENTION, PHONOGRAPH OPERATORS—We buy records—any quantity. Best prices paid. How many have you and where. Write today. **CHICAGO SALVAGE,** 509 S. State Street, Chicago. se23

PERSONALS

IF "WHITEY" DIXON, OR ANYONE KNOW-ing his address, will write **BOX C-268,** Billboard, Cincinnati, we have news for him.

MRS. BELLE ROBERTS—PLEASE COMMUNI-cate with **MRS. ETHEL BARTON,** 1408 Staunton St., Port Huron, Mich., or anyone knowing her present whereabouts. Contact me immediately.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS. Send today for information on the new Photo-Flash outfit using only six 20-watt lamps. Takes pictures size 1 1/2x2. **MARKS & FULLER, INC.,** Dept. BC-11, Rochester, N. Y. se30x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY,** Terre Haute, Ind. se16

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO,** Unionville, Mo. se23x

SALESMEN WANTED

FAST-SELLING EXCLUSIVE CALENDAR LINE—Highest commissions, outfit free. No experience necessary. **SUPREME CALENDAR & NOVELTY CO.,** 641 Plymouth Ct., Chicago, Ill. x

PRINTING PRICES WRECKED—SELL UNION Label Business Stationery; 1,000 Labels, \$1.45; 100 Salesbooks, \$4.75; 10,000 Circulars, \$5.45; Book Matches, \$3.58 per 1,000 in quantities; 1,000 Tear-Off Cards, \$2.95; Calendars, Xmas Cards. No experience necessary; 35% advance commission, bonuses. Outfit, cuts free. **STATES PRG. CO.,** 641 Plymouth Ct., Chicago, Ill.

SALESMEN — AMERICA'S FINEST SIDELINE. 40% commission daily. 725 fast-selling repeat items. Every business uses and must buy. No investment now or ever. Sales portfolio free. **WILLENS,** 2130 Gladys, Dept. MD, Chicago. x

SELL UNION LABEL 1940 CALENDARS—GOR-geous color beauty, life-like subjects in beautiful Art Wall, Varished Hangers, Metal Novelty Gold Embossed Die Cut Desk Calendars and Artistic Thermometers. Mechanical Advertising Pencils and Advertising Novelties. Low prices. Commission advanced. Free kit offer. Free samples. Write quick. **ADVANCE CALENDAR PRODUCTS,** 82 W. Washington, Dept. C-1, Chicago. x

SCENERY AND BANNERS

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.,** 1236 S. Halsted St., Chicago, Ill. se16

DYE DROPS—LIKE NEW; OVER 300 DE-signs, from \$10 to \$25, according to size. **SCHELL SCENIC STUDIOS,** Columbus, O.

TENTS—SECOND-HAND

CHEAP FOR CASH—70x40 TENT AND SIDE-wall. Fair condition. **GEO. NEWMANN,** Kenyon, Minn.

SIDEWALL BARGAINS—15,000 FEET SLIGHT-ly used, 7 feet high, \$15.00 per 100 ft.; 8 ft., \$17.00; 9 ft., \$19.00. Good as new, light tan. **MAIN AWNING TENT CO.,** 230 Main St., Cincinnati, O.

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. Slightly used Tents, 20x30, \$80.00; 32x32, \$96.00; 50x80, 60x90 and others. **KERR COMPANY,** 1954 Grand Ave., Chicago. se16x

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS,** Winton, Pa. x

100 14x22 6-PLY WINDOW CARDS, \$2.50; 5,000 3x9 Dodgers, \$3.00. Drawings and Cuts made to order. **CRESSMAN,** Washington, N. J. se16

WANTED TO BUY

WANTED TO BUY—50 PAIRS OF USED ROLLER Skates. Send particulars to **FRANK WOOD,** Suite 3, Graham Block, Calgary, Alta., Can.

WANTED TO BUY—REAL GOOD MECHANICAL Show. For Sale, Tangley Calliophone, Small Wurlitzer Organ, Kid Ride. **RAY YARHAM,** Newton, Ia.

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AT LIBERTY BANDS AND ORCHESTRAS

DON RICARDO'S ORCHE-stra—Available after September 10th. **650 NORTH DEARBORN,** Chicago. se9

FIVE-PIECE COCKTAIL -Dance Unit—Available September 15th, hotel or club location. Featuring girl vocalist, vocal trio, nine instrumental doubles, novelties. Complete equipment. **BOX C-272,** Billboard, Cincinnati.

AT LIBERTY AFTER SEPT. 15TH — 4-PIECE Novelty Combination. Piano, Sax, Drums and Bass. All double; vocals. Complete wardrobe and P.-A. system. Modern, up-to-date library. Travel anywhere. Southern locality preferred. Now on location at Ahlers, Southampton, L. I., N. Y. References. State all first letter. **MUSICAL ACES,** care Ahlers' Inn, Water Mill, Southampton, N. Y. se16

MANAGERS AND BOOKERS — 8-PIECE OR-chestra, union, styled for hotels, nite clubs, ballrooms. Can augment. Furnish best of references from past engagements on musical ability and playing faultless shows. Two featured vocalists in band. Fine girl vocalist available. Best in equipment, wardrobe and arrangements. Will furnish pictures, advertising and mats upon reliable request. **ORCHESTRA LEADER, X-L,** 620 N. Pierson St., Indianapolis, Ind.

CHARLIE WALTERS and His Broadway Playboys —Just completed 12 weeks' engagement. Available for steady week-end spot New York or New Jersey. Non-union. Play sweet and swing. Collegiate type, terrific versatility. Write or wire. **CHARLIE WALTERS,** 623 W. 170th St., New York City.

STROLLING COMBO—Three Men and Girl Singer. Accordion, guitar and bass, all with name band experience. Now working Atlantic Coast. Bookers, write. **BOX C-269,** Billboard, Cincinnati.

4-PIECE BAND at liberty after Sept. 10th—Will also augment to 5 men. Union, all essentials. Lots of novelties, vocalists. Now playing first-class club. **RAY KRAEMER,** Marshfield, Wis.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

New Bedford Wins With Talent Array

NEW BEDFORD, Mass., Sept. 2.—Altho rain killed Friday night's attendance, good crowds attended the Kiwanis Club Circus here on August 21-26, which wound up on right side of the ledger. An estimated 12,000 attended a matinee for underprivileged children on Tuesday and many of attractions doubled to give the kiddies a long show. Acts also presented a one-hour show at the Sol-o-Mar Hospital for crippled children Thursday morning.

Among performers appearing on the program, which was booked by Al Martin for J. C. Harlacker, promotion manager, were Ralph Reno, comedy bicycle; Oliver Sisters and Lewis, head-to-head balancing; Welby Cooke and Sydney, Australian dancing horse; Harry LaMar Troupe, flying act; Voice, comedy bar; Capt. Sol Solomon's Diving Champions; Five Eltons, aerialists, and Four Bombshells.

One of the highlights was a picnic staged on Wednesday under direction of Welby Cooke in Fort Phoenix, all performers attending. Games were played, with girls defeating boys in a soft-ball game, 10 to 7. Prize winners included Mimi Wagner, Mickey LaMar, Lucia Emig, Nill Keersucker and Sol Solomon. An abundance of sandwiches were served by Mimi Wagner and Betty Fouin, and Kiwanis Club donated refreshments.

Juve Divers for Publicity

PROVIDENCE, Sept. 2.—J. C. Harlacker, director of the Second Annual Legion Circus to be staged in the Cranston (R. I.) Municipal Stadium on September 4-9, under American Legion Posts,

"Special Credit"

IT WOULD not be fair to other promoters and organizations if I did not express my appreciation of the value of *The Billboard*. Having been a subscriber many years, I find that it gives to the purchaser of talent and concession and other merchandise a finger-tip knowledge which helps in promoting and presenting events economically and with a punch. For enormous crowds that marked our event on August 23-26 we give special credit to *The Billboard*.—FRANK OTTNEY, secretary and chairman, Gibsonburg (O.) Volunteer Fire Department Home-Coming and Ox Roast.

Ohio Post Has Long Midway

EAST PALESTINE, O., Sept. 2.—Seventh annual Street Fair here, sponsored by the American Legion Post, attracted 3,000 on opening night, August 24, nearly 5,000 the second night and about 7,500 on final night. Concessions and rides lined several downtown blocks. R. H. Wade's Eli Wheel, Merry-Go-Round, Loop-o-Plane, Chairplane and Kiddie Auto Ride were again on the midway and about 50 concessions, with 11 operated by Larry Larrimore, Akron, including bingo. A feature was an industrial and art goods display.

will use the same eight acts which played for him in New Bedford, Mass., and Portland, Me., this month at sponsored shows. Morton & Reynolds, handling publicity, expect much from a juvenile diving contest in the tank of Sol Solomon's act at Saturday's matinee.

SHORTS

ACTS in Ravenna, Neb., August 17-19 were Flying Williards, horizontal bars; Ralph Kirk's animal acts and Joseph R. Schad's Congress of Dare-Devils. Latter starred Baby LeRoy, contortionist. Fredrick Amusement Co. furnished midway.

AMONG FEATURES at the annual movie studio employees' picnic in California Zoo Park, Los Angeles, on August 20 were Olga Celeste's animal movie stars and Joe Arcari's lion and tiger group. Attendance totaled more than 2,000 and Joseph M. Schenck, Daryl Zanuck, Sol M. Wurtel, William Goetz and William Koenig represented the executive group. Fred L. Metzler is president of the studio group and David B. Allen is treasurer. May Stanhope handled arrangements. Bill also included Wally Vernon, emcee; Cally Holden's Movieland Band, Eddie Collins, Nick Castle, Geneva Sawyer, Nat Young, Buster Brodie, Mary Healy and Kay Griffith.

GREAT SIEGFRIED, ski jumper, was featured at Two Rivers (Wis.) Snow Festival, booked thru Tommy Sacco. Act later went to Illinois State Fair, Springfield, and Belvidere (Ill.) Fair.

AN ESTIMATED 10,000, said to have been the largest crowd in its history, attended the 45th annual Street Celebration in Barryton, Mich., on August 2-3. Vic Horwitz's Motor City Shows furnished attractions.

SONORA CARVER and her high-diving horse, Red Lips, were free attraction at the successful Spanish Fiesta in Hermosa Beach, Calif., on August 6-13. United Carnival Co. supplied midway features.

GOOD CROWDS and business prevailed at the Old Settlers' Reunion in Quitman, Tex., on August 9-11, reports J. H. Robbins. Parade of Shows, with four shows and rides and 20 concessions were on the midway.

NEARLY 8,000 were on the fairgrounds on August 27 at annual picnic and dance of Manitowoc (Wis.) County Cheesemakers' Association to set a new attend-

ance record. Admission to grounds was free, with grand stand 15 cents for adults and 10 cents for kids. Attractions included Miss Kathleen and Co., acrobatic and tap dancing; Al Peiffer, impersonator, and Genuine Swiss Yodelers. Dancing was in the new exposition building, with music by Romy Gosz's Orchestra.

MEXICAN CLUBS of Houston, Tex., are completing plans for an Independence Celebration. On the program will be outdoor sports, music and dancing and a midway. Event will be held in Park Hidalgo. R. V. Martinez, secretary of the Boys' Welfare Council, is acting chairman.

AMERICAN Legion Street Fair, Columbiana, O., this week featured a long midway of shows, rides and concessions. R. H. Wade's rides were contracted and Larry Larrimore's concessions.

57TH ANNUAL Hico (Tex.) Reunion, August 9-12, marked up another success. Bob Hurst Shows, as in the past three years, provided attractions, bringing in six rides, six shows and 20 concessions. Reunion dance was held the first night in Bluebonnet Country Club, with music by Crystal Springs Ramblers. Profits from the event are kept at a minimum and distributed to worthy causes and civic organizations. Sponsoring committee remains intact each year. S. J. Cheek has served as manager more than 10 years.

DUE to a mistake in dates made by the carnival company engaged for Warrensburg (Ill.) Home-Coming, the event originally scheduled for September 2 and 3, has been postponed, according to the committee in charge.

GOLDEN WEST Show Co., St. Paul, has been booked for four-day Chippewa Falls (Wis.) Dairy Festival and Celebration.

ENTERTAINMENT committee for the State convention of Wisconsin Elks, Wausau, presented during the week of August 21 Harry Berry's *Sunkist Varieties*, vaude revue, reports Chairman E. H.

Lattimer. Among acts were Rosita and Perez, William Dee, Phillips and Breen, Doctor Lewis and his Stooges, Roberta Hine, Seven Swing-o-Pating Sirens, Bill King and featured maestro Harry Berry.

GIBSONBURG, O., Sept. 2.—Big crowds turned out for the Volunteer Fire Department's Home-Coming and Ox Roast here on August 23-26 and event proved a huge success, reports Chairman Frank Ottney. Midway attractions included Pat and Willa LeVolo, free act; Seccium Park Rides, under direction of R. A. Jolly, and concessions, which were booked independently. Sponsors operated corn game, lunch stand and dance floor. Profits from the event go into a fund for civic and Volunteer Fire Department maintenance.

EDEVILLE, Mich.—Frank I. Wixom, former showman, had attendance of about 75,000 at his annual Lumberjacks' Picnic on his ranch here on August 23.

SHOW LETTERS

(Continued from page 46)
On the shows and then left for Payette. Al Rhoad's photo gallery did well, while the Ferris Wheel topped rides. Hi-Hat Revue, operated by Mlle. Ranece, was best among shows, and Ruth Groff's bingo topped concessions. Charles Soderberg and the Glenn Henry Duo, free acts, were popular.

WALTON DE PELLATON.

United American

(Motorized)

Neillsville, Wis. August 16-20. Clark County Fair. Weather, hot. Business, good.

Fair broke all its attendance records, but the gross, altho good, was not in keeping with attendance. Shows, largest to play the date, were crowded for space, but managed to get everything up. Fair officials co-operated. General Agent Busse sent in some contracts for Iowa celebrations and Mississippi fairs, and S. A. Stanley, special agent, is in Plymouth, Wis., arranging for the shows' arrival there. Visitors included W. Horace Johnston, secretary Columbia County Fair; Mr. and Mrs. Bill Antes. G. Raymond Spencer's daughter, Nancy, sustained a severe injury to her right eye and was confined in a local hospital during this stand and personnel contributed to a fund for books, toys and flowers to make her stay there as pleasant as possible. FRANK PALMER.

Tom's Amusement

(Motorized)

Panama City Beach, Fla. Week ended August 19. Weather, fair. Business, fair. A 65-mile-an-hour gale hit the shows on two days, but no damage was done because of warnings given out by the Coast Guard. All equipment has been painted for the South Georgia fairs. Mrs. Earle still holds the fishing championship on the shows, but Mrs. Tom Rich is running a close second. The latter tendered a birthday anniversary dinner to her sister, Mrs. A. A. Arline, of Shreveport, La., in her trailer during the stand here. Manager Tom Rich has been busy arranging for the fair trek. DR. L. E. BROWN.

Golden State

(Motorized)

Roseville, Calif. Week ended August 26. Auspices, Fair Association. Weather, ideal. Business, good. Intense heat prevailed as the writer laid out the lot, it being the hottest day here in 15 years. All was ready at opening time, however. Fred McConnell,

second man on the Scooter, sustained a heat stroke and was rushed to a Sacramento hospital, where he was confined for three days. First two nights here were only fair, but the remainder of the week was good. Since this is a railroad town, midway was closed at 11 p.m. Side show got top money, with the girl and athletic shows second. Manager Bill Hobday, with the lot superintendent and electrician, spent one day fishing and returned with three bass and 21 catfish.

Napa, Calif. Week ended August 19. Auspices, Chamber of Commerce. Business, good.

Fair here broke all previous records for paid attendance. Shows and rides played to good business, with the scooter leading. Merry-go-Round was second and all shows reported good results. Dick Kanthy's athletic show continues to be popular. Owner Crafts visited here. FRED SOLEY.

Imperial

(Motorized)

Rock Falls, Ill. Week ended August 26. Location, streets. Auspices, Firemen's Fall Festival. Weather, fine. Business, excellent.

Playing the Firemen's Fall Festival for the fourth consecutive year, shows had their best week of the season and set records for gross receipts. Several free acts and prize drawings each night by the committee helped hold crowds. Friday was children's day, with special attractions and fireworks prevailing. Matinee attendance records were smashed when nearly 7,000 children milled around the streets. Saturday's gross set a new record for the show on all rides and shows. Firemen's committee co-operated, which helped to make this year's festival the best on record. Many friends visited from Chicago. KENNETH BROWN.

WANTED FOR Seven County Live Stock Show

OCTOBER 14
CIRCUS, RODEO OR CARNIVAL AND CONCESSIONS
Expect 10,000 Visitors
Wire or write G. R. WARBLow, Brinkley, Ark.

Sturgis, Mich., Sept. 11-16

ANNUAL VETERANS OF FOREIGN WARS CARNIVAL
NOTTAWA STREET SHOWGROUNDS, RIGHT IN TOWN.
Can place Legitimate Concessions, \$1.25 a front foot, minimum 10 feet to a Concession.
Midway controlled by F. L. FLACK. This week, Hart, Mich.

WANT

Entertainment for Free Street Acts, NOVEMBER 1 TO 4
Kentucky Tobacco Carnival
112 S. Upper Street, Lexington, Kentucky

Armory Jubilee Week

6 DAYS — SEPT. 25-30
SPENCER, INDIANA
Want Shows, Funhouse, Motordrome, Free Attractions, Clean Concessions
FLOYD F. DAVIS

GOSHEN, INDIANA, FALL FESTIVAL

SEPTEMBER 20-21-22-23—MAIN STREETS

CONCESSIONS WANTED: Everything open except Bingo, Popcorn and Crackerjack. CAN USE Eating and Drinking Privileges, Including Frozen Custard. Will book Diggers if operated legitimately. Parker, contact us immediately. Address Inquiries:

THE F. E. GOODING AMUSEMENT CO.
Box 386, Columbus, Ohio.

WANT CONCESSIONS

Of all kinds for Independent Midway; no Games. A-1 location.

ARKANSAS LIVESTOCK SHOW ASSOCIATION

Write CLYDE E. BYRD, Secretary-Manager, City Hall, North Little Rock, Ark.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

WORLD'S FAIR NO BONANZA

Souve, Novelty Men Find Event Long Ways From Being a Mint

Biggest purveyor of Perisphere and Trylon items had anticipated 6c on each paid admish—recent reports show figure down to 3½c—post cards, folders click

NEW YORK, Sept. 2.—Many concessioners, souve and novelty workers who fought for space at the World's Fair believing it would offer them the chance of a lifetime now realize the opportunities to get rich there weren't so hot after all. Reports on merchandise sales at the fair the first 108 days show that the takes are far below expectations, because attendance has been below pre-fair predictions. Fair workers have had and are still having keen competition from the boys with similar items who line the highways and byways to Flushing Meadows, in addition to the numerous stands and stores in this city selling the Perisphere and Trylon items.

Soon after the fair opened April 30 the Exposition Souvenir Corp., biggest purveyor of World's Fair souves with exclusive rights to vend on streets of the fair as well as in all fair-controlled buildings, reported that it anticipated its take to average 6 cents per each paid gate admission. Reports issued to August 14 show that the firm has sold \$548,311 worth of souvenirs and novelties, while postcards, view books and folder sales have amounted to \$117,795, or a total of \$666,106 on the three franchises. Of this amount the fair gets 28 per cent, or \$186,509, in addition to service charges totaling \$9,057. This gives \$470,550, which figures about 3½ cents net operating revenue per capita—or .034 to be exact.

View folders and postcards are clicking with fairgoers just like they did at the Chicago exposition. Canes, which ranked second at the Windy City event, are in third place with umbrellas and seat canes. Kaplan & Bloom have grossed \$75,910 on these items, but the fair comes in for 28 per cent, or \$21,255, with an additional service charge of \$2,125 to boost the operating expense—not including salaries and other expenses—to \$23,380.

Sales by Exhibitors

A survey of receipt of exhibitors with sales privileges show that some novelties are going well on their stands. The most outstanding item is the model aeroplane on which the Dudley Crafts Co. has grossed \$22,854. The fair collected a 10 per cent share, with no charge being recorded for services. The firm also has done a \$13,762 business on other souvenirs between April 30 and August 9, the time at which this check was made. Fair's cut on the latter was 28 per cent.

Exhibitor stands plying pens and pencil sets, imported dolls, jewelry, pottery, novelty brass items and typewriter banks are leading items, but even they haven't set the woods afire. Of a total of \$1,918,145 sold by exhibitors, the fair has collected \$196,566, plus \$113,619 in service charges. The period covered in this check-up ended August 9.

While in Chicago live turtles were exceptionally good sellers, New York fair visitors seem to prefer other novelties. For instance, Exposition Publications, Inc., souvenir books, which may be included in the postcards and view folder class, follows canes, umbrellas and seat canes with a \$58,311 gross. The fair takes 20 per cent of this figure, plus \$1,710 for service charges.

Photographic Supplies, Inc., follows with a \$47,419 gross on its illustration studio. Fair's cut is 15 per cent, plus \$948 for services. Fountain pens and pencil sets handled by M. B. Troiano and Harry Yager come next with \$28,074, with \$4,211 going to the fair as 15 per cent of the take, and then an additional \$741 tacked on for lights and other charges.

Miscellaneous stands on a percentage basis, which include novelties and souvenirs, have grossed \$1,374,845 since April 30, of which the fair has received \$306,339, plus service charges of \$29,968.

In addition to this the fair has also received \$8,886 from concessioners who pay a flat rate. No service charges for this latter type of rental are recorded. Exhibitors with sales privileges have grossed \$1,918,145, with the fair participation being given as \$196,566, with \$113,619 service charges for percentage participants. Flat rate rentals for this group amount to \$990.

While the attendance at the main gate has increased slightly during the past two weeks, concessioners, novelty and souve workers are far from satisfied with the amount of biz they're doing. Pre-fair reports that Flushing event would attract 40,000,000 people or more during the fair, which, with this as basis, attendance as per reports filed should have been about double the 13,681,184 paid admissions recorded in the first 108 days. However, fair officials recently revised its views on the expected attendances to 125,000 for weeks days and 220,000 for Saturday and Sunday. Changes in predictions, however, still leave the boys with a lot of merchandise and the Expositions Souvenir Corp., which had expected 6 cents per admish is still getting about 3½ cents per admission.

New Lamp Numbers Mexican Item Put Item in Lead Demand Grows

NEW YORK, Sept. 2.—Lamps, the old stand-by of premium and prize users, looms as a leader in the merchandise field this fall and winter because of new and exceptionally attractive models recently introduced.

Outstanding at this time is new Radio-and-Lamp distributed by Allied Premium Sales Co. The new combination is heralded as the greatest advance in lamp design since the invention of radio. It combines a five-tube superheterodyne radio in a table lamp 23 inches in height. The radio is concealed in the base of the lamp, which comes in ivory and gold, Old English bronze and silver and gold finishes. A stock of such radio-lamps is certain to enhance the display of premium users. Bingo operators and salesboard men intend to use it as the

(See NEW LAMP on page 54)

NEW YORK, Sept. 2.—“The trend is to Mexican merchandise this year,” an official of the recent gift show held at 225 Fifth avenue is reported as saying. While products from America's next door neighbor have always been in demand, the popularity has skyrocketed this year, this man “in the know” said.

Of special interest to the concessioner bingo and salesboard operator are the colorful serapes which are in various college colors and claiming popularity on the eve of the football season. These serapes have a slit in the middle, enabling them to be worn like a poncho for a windbreaker. Every college student and football enthusiast will want one of these to brave wintry blasts to see their favorites on the gridiron. The potentialities of the serape do not end here, for they may be used for wall decorations or as a table throw.

While Mexican huaraches and long-handled tin dust pans to hold pop corn are old stand-bys, the public is paying special attention to new numbers in Rio Grande pottery. Ash trays, plaques, book ends and many other items suitable for the home or den have been introduced in new designs. A feature of the items is that they employ a pottery base and a coating that makes them durable and attractive.

An item recently introduced to premium users in New York is the string of bean pods made up in a number of colors. As a decoration for the home households are finding it valuable to hang by the fireside. In this respect it is also appealing to women in rural and urban areas.

While there is no stampede for Mexican wares, the items are becoming more and more popular with prize and premium users.

Many New Items at Midwest Gift Shows

CHICAGO, Aug. 26.—One hundred and fifty lines of prize and gift merchandise will be presented to buyers from a wide territory at the Ohio State Fair Gift Show which opens tomorrow at the Deshler-Wallick Hotel, Columbus, O. Plans call for displaying many newly created items that will be a representative forecast of what's new in the field for the fall and winter.

From September 4 to 8 the Detroit Gift Show will be held at the Hotel Statler there. Here, in an efficient and time-saving arrangement, buyers from many States will have the opportunity to inspect over 200 lines of merchandise designed to satisfy the demands of the coming season's buying public.

Merchandise Picture of Fair

Name	Project	Fair Participation (See note)	Gross Sales to Aug. 14	Per Cent	To Fair
Exposition Souv. Corp.	Souvenir and novelties	28	\$548,311		\$153,527
Exposition Souv. Corp.	Postcards, view books, folders, etc.	28	117,795		32,982
Kaplan & Bloom	Canes, umbrellas, seat canes	28	75,910		21,255
Expositions Pub., Inc.	Souvenir books	20	58,311		11,674
Expositions Pub., Inc.	Sale of Daily Prog.	20	3,421		684
Photographic Supplies, Inc.	Illustration studio	15	47,419		7,112
M. B. Troiano and Harry Yager	Fountain pens and pencil sets	15	28,074		4,211
20th Century Photomatic Co.	Photo studios	25	23,404		5,877
Tong Sang Publications	Official pictorial maps	25	15,859		3,964
Publishers' Service, Inc.	Current copies N. Y. Post—special headlines	10	15,673		1,567
S. Kunin	Amberine combs	20	11,098		2,219
Official Motion Picture Prod. Co.	Motion pictures, cameras	15	10,840		1,626
Abraham Fox	Photo studio	25	7,728		1,932
Edward J. Campion	Novelties	15	3,444		516
Ronson, Inc.	Cig. cases, lights, desk sets	5	2,562		128
Ferdinand J. Ulrich, Inc.	Retail jewelry	10	2,376		237

FLAT RATES

Name	Project	Fair Participation	Weekly Rate	Total Paid
Theodore Goldstein	Humatunes, whistles	300		4,500
Charles Peters	Trick cards and coins	50		800
Emil Seibold	Trick mouse	40		640
Samuel E. Stone	Kitchen gadgets	225		2,571
St. Germain Foundation	Merchandise	25		375

Note: Figures are exclusive of service charges, which, on miscellaneous stands on a percentage basis, amount to \$29,968. Service charges on flat rate stands are not recorded.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

It seems we cannot write about the fundamentals of the salesboard business too often . . . the following letter received from S. A. Buckner, of Washington, is typical of many that reach this desk:

“I was very much interested in an article by you under the heading “Deals” in the July issue of *The Billboard*, particularly in which you say how easy it is to get into the salesboard or salescard business such as K. A. S., of Denver, is in. In his letter he mentions salescards; in your article underneath you say salesboards. Do these both mean a card which is left with a storekeeper and when a customer buys \$5 worth of merchandise he may buy one of the premiums for 99 cents or more? Or is this called a trade stimulator?”

“I would certainly appreciate your writing me if it isn't too much trouble just what it is necessary to do to get into this business; where to buy the necessary printed matter, premiums, etc., and just how to go about everything in order to make a start; what type of stores it's best to work; in short, everything (See DEALS on page 54)

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.



"IT'S IN THE BAG"
POSITIVELY A SENSATION!

Brand new screamingly funny self-mailing souvenir folder. It is a miniature traveling bag made of lithographed cardboard to resemble a suit case. When opened, it is found to contain a pair of tiny rubber bloomers comically imprinted. Size of bag when closed 4 1/2 x 3 1/4 inches. This ideal souvenir may be sent through the mail as it is printed and ready for mailing. One side printed "IT'S IN THE BAG," the other side printed "THEY'RE OFF." Sells like hot cakes for 15c at Fairs, Parks, Carnivals, Circuses, Resorts, etc. Sample dozen, 90c; with orders of 100 or more the name of town, resort, or your attraction imprinted thereon without additional cost at \$6.00 per 100, f. o. b. Chicago. Weight, 5 lbs. per 100. Write to your jobber or direct to

JACKSON PUBLISHING COMPANY
4021 Carroll Avenue, Chicago

Water Pen

This new and improved water pen is the result of much experimental work and is destined to make history in its field, Associated Pen Corp. reports. The firm says it will not only write well but will stand up under steady use and make its own ink for two years. The cap and barrel are finished off with black buttons. A wide gold-plated engraved band and streamlined clip combine to make the pen modern and attractive. Colors available are jet black, Burgundy pearl, grey pearl, green pearl and golden-brown pearl. All are highly polished and finished by hand. Each pen has the inner cap fitted into the cap which makes the pen a self-starter. A feature of the item is the double-action lever and bar such as found only in expensive pens. Pens are loaded with six ink sticks. Since the item is so servicable and fills a long felt want, streetmen, novelty men and prize users in general are finding it an easy seller, the firm reports.

comb combination. Item fills long-felt need with novelty workers and prize users who are finding it an outstanding eye-catching article, the firm heads report.

Photographic Item

The Pict-O-Graph, a unique picture mailing folder which may be easily turned into an attractive easel photograph frame by folding back the flaps, is today one of the fastest selling items of its kind on the market, Benson Camera Co. reports. In addition to the features mentioned there is also space on the postcard for a personal message. Pict-O-Graph keeps the picture in view and serves as a reminder of the person from whom the gift came. Any size snapshot may be used. Appealing to both young and old, the Pict-O-Graph is proving a natural with novelty and souve workers everywhere, the firm reports.

MAGNETIC TRICKY PUPS



Cash-in While They're Hot!

Two Scotty Dogs mounted on bases of General Electric Alnico Magnet Metal. They will draw together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.

BIGGEST NOVELTY TODAY!

BIN30 Per Gross Sets **\$19.00**
Per Dozen Sets **1.65**

N. SHURE CO.

200 W. Adams St., Chicago, Ill.

YOUR EYES WILL POP OUT!
—When You See Our Ad Next Week!
Look for It!

EVANS NOVELTY CO.
800 Washington Blvd., Chicago

Bucking Donkey Toy

Prize and premium users over the nation and especially at fairs are welcoming the Bucking Donkey toy, Spors Co. officials report. The small unique toy lends itself to flash and has appeal for both young and old. The donkey switches his tail and jumps around in realistic fashion. The donkey is 2 3/4 inches high and is covered with gray fuzzy material to resemble donkey hair. Item is also proving an easy seller for streetmen and novelty workers, the firm reports.

Joey—The Clown Doll

Persia Mfg. Co. claims to have a live item for carnival and fair workers in its new Joey—The Clown Doll, which comes in three sizes—21 inches, 25 inches and 30 inches. Packed with appeal, the item affords much fun for both young and old, Persia officials report. Joey stands alone, but his joints squeak when he moves. The dolls are colorfully attired in true clown colors of yellow and red, yellow and blue or yellow and green. Persia Mfg. Co. gangs them in assorted colors, one dozen to a case.

New Burglar Alarm

A new-type burglar alarm is a hum-dinger profit maker for salesmen and demonstrators, Electronic Products Co. reports. An invisible "black ray" beam sets off a loud, continuous alarm the instant the beam is broken or interrupted. The unit plugs into any light socket, may be set up anywhere and takes only seconds to demonstrate. Prospects are virtually without limit among homes, stores, offices, taverns, garages, filling stations, etc., the firm reports.

Cigaret Roller

Increased taxes on cigarets in some States and communities have boosted the popularity of the E Z Roll Cigaret Maker, Midwest Enterprises, Inc., reveals. Reported to save smokers 75 per cent and make 40 perfect cigarets from any five-cent package of granulated tobacco, the item is claiming a big demand. Because it is simple to demonstrate and on the must list of every smoker who seeks to economize, the item is an easy seller, the firm reports.

Mini Glass Jug With Cork

The new blown-glass miniature jugs with corks are much in demand by housewives, Leo Kaul Importing Agency reports. Standing 1 1/2 inches in height without corks, number comes in variety of colors. Glass is of such fine quality that many mistake it for Venetian work. Prize users are finding it a flashy item and easy to sell, firm heads report.

Luck Charm

The Floating Four Leaf Clover Necklace, good-luck charm, is proving itself popular wherever prizes are used, Cleve-landt Corp. reports. Item contains lavalier with four-leaf clover in it and a small chain necklace. Novelty workers are also finding this number one of the most appealing to be introduced to the market in recent years, firm officials report.

Comb and Brush Combo

The Comb-Pak, say officials of Ben Hur Products, Inc., is one of the most popular items on the market today. Item combines folding brush, hair comb and curl comb in one compact unit that locks open or closed in a transparent acetate case. Brush has water resistant bristles, and fine-tooth comb is also of a high quality. May be used separately or locked together as brush-

1 STARTS YOU IN BUSINESS

SELLING TIES—OVER 100% PROFIT
Silk Lined Ties, Sample Tie 15c.....\$1.50 Doz.
Hand Made Ties, Sample Tie 30c..... 3.00 Doz.
Slide-On Ties, Sample Tie 25c..... 2.40 Doz.
Muffler Tie & Kerchief Set, Sample Box.....90c
Tie & Kerchief Set to match, Sample Box.....85c
3 Ties in a Box & Pin Set, Sample Box.....60c
Complete line of Ties, Slide-Ons, Bows, Knitted

Ties, Leathertones Mufflers and Boxed Novelties. Send 25% deposit with order, balance C. O. D.

FREE Write To-DAY for Descriptive Wholesale Catalog, Gross Prices, FREE Sample Materials.

PHILIP'S NECKWEAR 20 West 22d St., Dept. B-12, New York.

FRIENDLY ENEMIES



First again with a New Hit—Magnetic G.O.P. Elephant and Dem. Donkey Novelty. It's going to be the hottest selling novelty today. Genuine Alnico Magnets, lustrous red bases and cleverly moulded figures in grey and tan. Special Instructions enclosed for Republicans and Democrats. Retail 50c. Order No. B15x57. Per Doz., \$3.25. Per Gross, \$36.00. Three pair postpaid for \$1.00. B15x54, Magnetic Jitter Pup Novelty. Still going fast. Per doz., \$2.40. Per Gross, \$27.00. Four pair sent postpaid for \$1.00. Catalog 393 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN COMPANY
The World's Bargain House.
217 & 223 W. Madison St., Chicago, Ill.

REPEAT ORDERS ASSURED BY OUR FREE FUR COATS CATALOG

Our latest and greatest catalog is now ready with smartest fall models in Coats, Scarfs, Capes, Jackets (80 varied money makers). All GENUINE Furs, all styles, sizes. Our increasing business proves that our line has highest values. Guaranteed satisfaction or money refunded in 3 days. Same day deliveries. 25% Dep. Bal. C. O. D. **LOWEST PRICES.**

H.M.J. FUR CO.
150 W. 28 ST. N.Y.C.

SPECIAL—ELGIN & WALTHAM
AMERICAN MADE DUBER-HAMPDEN WRIST WATCHES in Yellow Cases. Strap and box with price tag. Lots of 3 Each **\$2.50**

12x6, 7J Elgin and Waltham Knife Edge Model, Each \$2.75; 15J Each..... **\$3.25**
16 Size, 7J Elgin with New Yellow Cases, Lots of 6. Each..... **\$2.25**
18 Size, New R. R. Model, Waltham or Elgin, 7J. Lots of 6. Each..... **\$1.75**
Same—15J. Lots of 6. Each..... **\$2.25**
Special Prices for Quantity Users. 25% Deposit. Balance C.O.D. Sample 50c Extra. Send for Catalog.

N. SEIDMAN 173 Canal Street, New York, N. Y.

Newest Novelty Merchandise For Carnivals and Fairs

3725—CHESTERFIELD CARVED HANDLE GANES. Gross..... **\$7.50**
3702—BAMBOO CROOK GANES. Per 1,000..... **6.50**
3752 and 3753—NOVELTY HEART GANES. Per 100..... **4.50**

The Famous **LOVE PUPS**
Newest Mystery Magnet Novelty
No. 4010—Love Pups. Put up 2 dogs in a set.
DOZ. SETS...\$ 1.85
GRO. SETS... 21.50

2024—7-INCH FEATHER DRESSED CELLULOID DOLLS With Assorted Hats and Canes. **\$ 8.00**
2029—12-INCH WHITE FEATHER DRESSED DOLLS. Doz. \$1.85; Gross..... **21.00**
2106—FUR JUMPING MONKEY, Height, 6 1/2 in. Gross..... **3.75**
4005—CELLULOID BUTTONS WITH COMIC SAYINGS. Per 100, 73c; Per 1,000..... **6.95**
SEND FOR FREE COPY OF OUR 1939 CATALOG

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

OUR NEW REVISED CATALOG 1939-1940 Ready for Distribution.

Complete Line of Jobbers — Wagon Men — Canvassers.
Free Sample Case With First \$10 Order

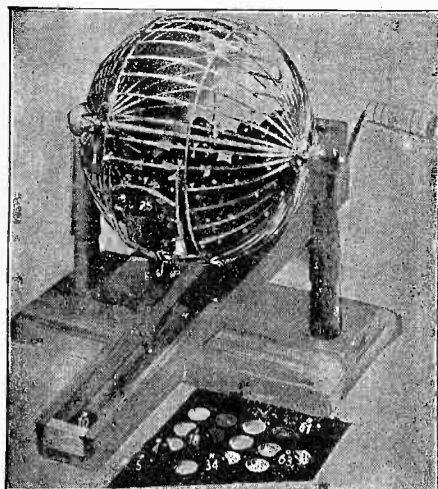
CHAMPION SPECIALTY CO., 814-T Central Street, Kansas City, Mo.

It Has Flash! Class! UNDERWOOD ELECTRIC SHAVER
Biggest Value at **\$1.00** Each Plus Postage (25% Deposit)

JUST OFF THE PRESS. CATALOG No 40. WRITE FOR YOUR COPY NOW. ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS. MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY, MO.

BULOVA - GRUEN - ELGIN - WALTHAM
Start at **\$2.95**
Wrist & Pocket Watches FOR LADIES AND GENTS
Reconditioned. Guaranteed Like New. 1939 Styles now available. Write for Our New Catalogue.

NORMAN ROSEN
801 SANSOM ST., Wholesale Jeweler PHILADELPHIA, PA.



Thousands of Satisfied Operators ARE NOW USING EVERLASTING BINGO BALLS and

THE CHUTE BINGO CAGE

If your jobber cannot supply you, write us and we will recommend nearest jobber in your locality.

Manufactured by
METRO MANUFACTURING CO.
217 East 5th St., New York City

DEALS

(Continued from page 52) thing you can tell me about the business will be greatly appreciated. "I've been wanting to get into something along these lines for a long time but just didn't know how to go about it."

We like to receive such letters. For one thing it shows us there are newcomers interested in the business and for another we are always glad to answer questions if we can.

Most of the questions raised by Buckner are answered in the article "Salesboard A, B, C's" which appeared in the August 26 issue of *The Billboard*. As for the others—there is no basic difference between the salescard and the salesboard. The salescard is customarily used in cases where a deal requires 100 punches or less . . . over that number a board is more practical. However, the card which is left with a storekeeper on the 99-cents-or-more plan is called a trade card or trade stimulator card and should not be confused with a salescard or salesboard.

The trade-card stimulator deal differs from the salescard deal in that the former accords a customer the privilege of buying a valuable piece of merchandise at its low wholesale cost. A salescard deal offers a customer a chance to win that merchandise. There is a sharp distinction here and methods of operation are therefore necessarily different. Any of the salesboard manufacturers who advertise regularly in *The Billboard* are in a position to supply an operator with cards and boards.

J. Mallory is working on a new deal on which there may be an announcement soon.

HAPPY LANDING..

MAGNETIC HOISY-TOSY PUPS



The Well-Known Mysterious Pups that Follow Each Other and Make Love. Each set (2 Dogs) to a Box. SEND FOR OUR LOWEST PRICE IN THE COUNTRY—BAR NONE. OUR PRICE CAN'T BE BEAT. LARGE STOCK CARRIED ON HAND FOR IMMEDIATE DELIVERY. Send 25c for Sample Set Postpaid.

BENGOR PRODUCTS CO.
378 BROADWAY, NEW YORK, N. Y.

Heavy Maple American Made
STOCKMEN'S AND PARADE CANES. One-Piece Maple, Natural Color. **\$18.00 Gross** \$1.75 DOZEN. 25% Deposit with Order.

WRITE FOR OUR CATALOGUE
Showing Our Complete Lines Carnival Supplies for Bingo—Concessions—Novelties, Etc.
B & N SALES
2030 Commerce, DALLAS, TEXAS.
707 Preston, HOUSTON, TEXAS.
310 W. 9th St., KANSAS CITY, MO.

1939 BEST SELLERS FROM OUR BIG LINE
LEVIN BROS. TERRE HAUTE, IND.
1939 CATALOG NOW READY. (ADVISE YOUR LINE WHEN REQUESTING CATALOG). 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

	Per Doz.	Per Gro.		Per Doz.	Per Gro.
BB1 Flying Birds, Outside Whistle		\$1.90	BB8 China Head Cans	.80	\$ 6.75
BB3 Flying Birds, Inside Whistle, Tinsel Heads	2.75		BB9 Chestnut Canes	.65	7.50
BB4 High Hat Monks, 6 1/2"	.35	3.75	BB10 Rubber Covered Balls	.35	10.00
BB5 High Hat Monks, 9"	.80	6.75	BB11 Carnival Decorated Balloons, No. 8		2.35
BB6 Cell. Doll, 7" with Feather Dress, Hat and Cane	.65	7.50	BB12 Balloon Stix, Best Grade		.25
BB7 Swagger Stix, 36 In.	.50	6.50	BB14 Robinhood Hats, Felt with Colored Feather	.80	8.00

A New Clock
That Clicks in Big Way
ELECTRIC PENDULUM HORSESHOE CLOCK

- ★ Striking Beauty
- ★ Triple Chrome Plated
- ★ Full Year Guarantee

PRICED LOW
\$3.25 each lots of 6 Sample \$3.50

Already Proven an Instant HIT Stands 9 1/2" high—A.C. Current Special Salesboards Available

Terms: 1/3 Deposit with order—Balance C. O. D.—F. O. B. Chicago

RICHMOND CLOCK CO. 440 So. Dearborn St., CHICAGO, ILL.

\$ EARN BIG MONEYS \$

With the New P. D. Q. AUTOMATIC "One-Minute" Camera.

- Takes Beautiful BLACK and WHITE Photos.
- No Films—No Plates—No Dark-Room.
- DIRECT POSITIVE Photos—NOT Tin-Types.
- No Experience needed. Instructions are simple.
- BIG Attraction. See your photo develop in DAYLIGHT.
- Photos CANNOT FADE.
- Less than \$75 puts you in this interesting BIG MONEY-MAKING BUSINESS.

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BL, Chicago, Ill.

"LOVE PUPS"
(Made with Genuine G. E. Alnico Magnets)
DEAL DIRECT WITH AMERICA'S LEADING MANUFACTURER
LOWEST PRICE!
A. M. WALZER CO., Security Bldg., Minneapolis, Minn.

MAGNETIC DOGS
GOOD WORKERS — NO LARRYS. Sample 25c; Doz. 2.00; Gro. 21.00. Also **MAGNETIC DONKEY and ELEPHANT, HEN and ROOSTER**. MULES; extra strong Action with **NEW Magnetic Dogs, all-metal. Do All Stunts. Doz. 3.50; Gro. 33.00.**

MAGIC COIN BOX TRICK, Flat Wood Box, 1.25 Doz.; Squa. Wood Box, \$1.50; and our NEW improved make with METAL outside box (1.00 Retailer), 2.00 Doz.

FAST SELLERS BELOW LISTED at DOZ. PRICE

Doggont in box	.60	Sneeze, Itch	.25
Squirt Magn. Glass	.40	Trick Matches	.25
Sgt. Bloody Fing.	.35	Pepper Hot Gum	.35
Cartoon Card Sets	.50	Stinko Plug	.35
Comic Spinners	.50	Auto Tire Bomb	.40
Transparent Mirror	.35	SHIMMY Dancers	.25
Sand Cards, asst.	.30	STICKO Joke	.35
Monk Head, metal	1.50	HOT SEAT JOKE	.40
Monk Cane & Tray	2.75	Voice Tester	.80
Rub. Glove (folder)	.60	SNAKE on STICK	.35
Cigarette Plugs	.25	Comic Diplomas	.20
FUNNY! Fortune Telling Dog	.65		
New Hot Shimmies (Folder Form)	.50		
WORLD'S FAIR VIEWS (Black-Eye Joke)	.50		
Samples	50 assorted for 2.00.		

IF IT'S A TRICK, JOKE, PUZZLE, WE HAVE IT
MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

Fur Coats
Here is a typical example: P'd Seal, dyed Coney, genuine Fur Coat in latest styles; all sizes. Tremendous Bargain at Smash values in other furs as Squirrellets, Caraculs, Coccolettes, etc.

Great bet for Salesboard and Bingo operators. Send for Free Price List.

ROEBLING FUR SHOP 118 West 27th St., New York, N. Y.

(ELGIN or WALTHAM REBUILT) WATCHES
Guaranteed Like New
MEN'S WRIST AND POCKET WATCHES \$2.95
Also complete line of Men's and Ladies' Hamilton, Bulova and Gruen Pocket and Wrist Watches at Lowest Prices.
10% Deposit, Balance C. O. D.
JOSEPH BROS., Inc.
59 E. MADISON ST., CHICAGO

NEW LAMP
(Continued from page 52)
basis for outstanding takes of the season. The new Ship-Lamp is one of the neatest jobs on the current market. The eye-catching item is a natural salesboard and premium item. The Ship-Lamp is 17 inches long and 16 1/2 inches high, with the hull and waves made of heavy acid-etched glass. Metal parts are chrome plated, with silver cords used for the rigging. Lamp comes in walnut, mahogany and Swedish modern complete with bulb, six-foot cord and switch.

A new line of boudoir lamps distributed by Western Novelty Co. is sure to attract the attention of prize users over the nation. With the Christmas season just beyond the horizon, concessioners, salesboard and bingo men will want to stock the eye-catching and useful item. Lamp has overall of 13 1/2 inches and comes enameled in beautiful colors. The trimmings and fittings are nickel and the parchmentized shade is matched. Lamp is ready for use, as switch, cord and plug are supplied.

These items are especially adapted for use as Christmas gifts and are being stocked now so that the public may have ample time to secure them before the yuletide rush begins.

Extra Value! **\$2.25 EACH**

5 for \$10.50

No. BB 9583 — Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

DEALERS, Write for Catalog.
ROHDE-SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

WALTHAM & ELGIN POCKET WATCHES
Yellow Engraved Hunting Case, with Yellow Chain to match. Jewel Re-conditioned movement. In lots of 3. 20% Dep., Bal. C.O.D. **SPECIAL PRICE FOR LARGE QUANTITIES.** Send for Free Catalog.

PLYMOUTH JEWELRY EXCH. 163 Canal St., New York, N. Y.

BINGO GAMES
Every style and size. Markers, Paper and Catalin. Specials 1,500 and 3,000. Balls, Cages, etc. lowest prices

WARWICK NOVELTY CO., Conimicut, R. I.

POPULAR MODELS—LOW PRICES

No. 2H8.—Elgin Kwik Shave dry shaver. Sample 55c; Doz. 50c each; 6 doz. 49c each. No. 2H17.—Imperial Dry Shaver. Sample 53c; Doz. 49c each; 6 doz. 47c each. No. 2H20.—Underwood Dry Shaver. Sample \$1.15; Doz. 98c each.

HOT Doggie Magnetic PUPS

No. J638—The magnetic toy that keeps 'em spellbound. Dependable G.E. licensed magnets. Packed one black and one white in a box. Size of each pup 3/4" x 3/4". 5 Sets \$1.00. Doz. \$2.00. Gross \$21.80.
SPORS CO., 9-39 Erie St., Le Center, Minn.

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



VISITORS TO NEW YORK say they are disappointed in not finding a bingo game at the World's Fair. Many of the visitors, interested from the angle of operating the game, expected to see the greatest array of prizes on earth in the World of Tomorrow. When they get to Flushing and find no games they feel disappointed. However, the fact that bingo is not in the World of Tomorrow is no indication that the game will not be there. Operators who thought they were drawing about the largest crowds possible are finding out, in many cases, that their fields are still comparatively unworked. When you find a game that seemingly reaches a saturation point and then continues to draw and draw, the popularity cannot be estimated. It is in no means limited.

BINGO continues to raise funds for churches and organizations; in fact, nearly all charitable organizations are (See *BINGO BUSINESS* on page 57)

PUSH FILLER



PUSH THE BUTTON! SEE IT FILL!

JOHN F. SULLIVAN, New York City. 458 Broadway, New York City.

FAIR WORKERS!!!
We have the most complete line in NEWEST STYLES of LOCKETS, CAMEO and WHITE-STONE RINGS, CROSSES and COSTUME JEWELRY. IMMEDIATE DELIVERY!!! Write for CATALOG or send \$2.00 for Samples.
MAJESTIC BEAD & NOVELTY CO.
307 Fifth Ave., New York City

EASTMAN PENS



PLUNGER PENS, \$12 Gr. UP.
Everything in Pen-Pencil line. Good Quality, New Designs, Lowest Prices. 3 Samples Best Sellers, 50¢ postpaid.

WILLIAMS SALES CO.
210 West 8th St., Kansas City, Mo.

ELGIN & WALTHAM

REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in S. H. Engraved Cases, at
Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo.

INK-VUE
Trade Mark Reg. U. S. Patent Office.
The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS
New Push-Filler (Illustrated) and Lever-Filler Types Backed by ARGO'S Reputation for Quality.
ARGO PEN-PENCIL CO., Inc., 220 Broadway, New York, N. Y.

THE NATIONAL AEROPLANE
Large Balloon, Wheels, Wings, Propeller, in 2 Colored Envelopes, Gross... \$6.50
25% Deposit.
SAMPLE DOZEN, PREPAID, \$1.00
125 5th Ave., New York, N. Y.
UNITED BALLOON CO.

LOWEST PRICES
100 Social Security Plates... \$3.50
100 Colored S. S. Plates... 6.00
100 Double Cases... 2.50
100 Single Cases... 1.25
Die Sets and Gauge... 5.00
Send for Complete List Free. New Name Plates and Stamping Machines. Don't delay. Send 25% for C.O.D.
FRANK BONOMO,
65 Central Avenue, Dept. B-9, Brooklyn, N. Y.

DE LUXE WATER-FIL PEN
(Patent Applied for)
Writes Ink for 2 Years
At last—a Water Pen which writes and stands up. No reloading for 2 years. A real sensation and money maker! Send \$1.00 for 3 samples.
ASSOCIATED PEN CORPORATION
187 LAFAYETTE ST., NEW YORK CITY.

CHEWING GUM 22 BOX
RETAILS FOR \$1.00.
Each box holds 20 Cellophanned 50 Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50¢ for sample box (prepaid). GREAT FIELD FOR AGENTS. Write **AMERICAN CHEWING PRODUCTS CORP.,** 4th and Mt. Pleasant Aves., Newark, N. J.

REX HONES 3c Each
Now Less Than \$4.25 a Gross
Send \$1.00, Bal. C. O. D., Plus Postage.
Each Hone in flashy silver box, priced 50¢. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up ACT QUICK. **REX-HONE MFRS.,** 1500 West Madison, Dept. BR-9, Chicago, Ill.

SOCIAL SECURITY PLATES
Size 3 1/2 x 2
100 Plates, \$ 4.50
1000 Plates, 40.00
100 Double Cases, 3.00
100 Single Cases, 2.00
Sample Plate 10¢; with Name and Number, 25¢.
Send for Circular, 311 Degraw Street, Brooklyn, N. Y.
HART MFG. CO.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

BILL ELLIS . . . is holding down his spot in Detroit with pokes and leather goods.

WHEN YOU see your name advertised in the Letter List, please send your forwarding address as soon as possible. By doing this you help the Mail Forwarding Department to help you.

JACK DILLON . . . is on the West Coast.

ED FRINK . . . who retired from the road a few years ago, is in the Masonic Home at Arlington, Tex., and would appreciate hearing from old friends. Frink says he's on the shady side of 70.

KINDNESS to children pays big dividends in the end. Even the meanest of them can be won over with kindness. Remember, later on they are the ones who will be either good boosters or destructful knockers.

TOM FLANAGAN . . . blasts that he has been making fair dates in Nebraska and to date has found no red ones. He joined Frederick's Amusements in Lexington, Neb., as ticket seller on the palmistry stand.

AMONG THE FAIR SEX . . . working in Newark, N. J., are Viola Reynolds, in the Ben Bruemmer Department Store; Mae Williams and Sue Reynolds. Sue is sporting a new Packard, according to Viola Reynolds.

BUSINESS can be had this fall, but you must hustle for it.

PHIL KRAFT . . . pens: "I have enjoyed a successful stay in Chicago and can say I've received some good pay checks from Twittie Bros., for whom I pitch Lock's foot remedies. Bob Twittie has trained a group of workers and has booked the Boston store in Chicago for the first time it has ever been done, and right on the main floor. Dick Weith has gone under the Knebel and Kumer banner and is doing a swell job in Milwaukee. Twittie has also opened a spot in Milwaukee and from the start it looks like a red one. Good workers are in demand in Chicago; even Johnny-Come-Latelies can make money. Workers in town for Twittie are Dale C. Baker, Joe Mann, Cowboy Williamson, Jack Reynolds and myself; for Knebel and Kumer, Mildred Marks, Kay Semlow, Frank Rebedeau, Edith Rachlin, Frank and Mildred Parkerson, Gertrude McLaughlin, Myron Burnstein and Martin King. They all seem to be well dressed and well fed. So come on, pitchmen, let's see your faces in Chi."

IF YOU CANNOT give square and honest information regarding spots, it's far better not to say anything about them.

DOC VICTOR B. LUND . . . pencils from Des Moines: "I have to express my opinion on the articles by Eddie Kiehl. I have read them all but never did I dream of meeting the man in person, which I did in Des Moines. After a talk with Eddie I can readily see his purpose, which would be of real benefit for every roadman if abided by. I believe we could have a real organization if every member would be loyal and forget the larceny. Some call those whom they interest in purchasing their wares chumps, but they are the chumps. The time is not far away when we will have to awaken to the fact that there are no spots open to us. Eddie Kiehl is a fine fellow and it was a treat to meet him. Iowa has been fair, tho no big money. Have had a few spots closed because of gyp fly-spray workers. In fact, Ames, Ia., has pick-up order on the boys. Wonder why people want to put the real gyp flukum to the sales barns. It's our one real asset for week-day sales. We all cannot work large cities or storerooms. We should think of the other fellow more. There is more or less gyp in all walks of life, but red-hot heat is uncalled for. We all close

some spots, but not intentionally. That's where an organization like Kiehl advocates would work its ideals, as spots that are closed because of competition would be pried open. Would like to see pipes from Al Rice, King Lamar and the West Coast boys."

THERE'S SOME consolation in the thought that next year you may be laughing at the seeming insurmountable difficulties of the past summer.

ROVING AL BURDICK . . . pipes in after many moons. He says that he has traveled a lot this year and finally found a red one at Hallettsville, Tex., his banner spot for the year. Al gives this info: "West Texas is n. g.; North Texas is okeh; parts of South Texas are okeh; Hallettsville is good if you have a permit. The Chamber of Commerce there has a vigilance committee that requires anyone who works to have a permit."

GET WITH the times, boys and girls! You can't get results unless you operate in a clean and legitimate manner.

JUST ARRIVED . . . in Detroit from San Francisco," discloses Madaline E. Ragan. "Chat Wedge, Chick Townsend and myself worked several days here (Detroit) on the Monroe street lot with Gypsy Brown to fair business. Met quite a few of the boys—Tommy Hoy, Dr. Moore and Tim and Hope O'Day, who are working drug-store windows. Billy Blackhawk and Minnie are also working a lot here. The old Roxy lot is no more. They are building on it. We have 10 fairs in the East, then back to the West Coast. My sister, Mary, is still clicking at the Market in San Francisco."

PITCHMEN'S SAYINGS: "So what happens!" —Art Nelson.

PIPES Sept. 9 Wait

GEORGE DURST . . . of Jamaica, N. Y., believes that pitchmen should be the ones to distribute samples for large companies, claiming that the paid chaps who do such distributing have no interest in the product. "It is better to have 2,000 samples correctly and honestly distributed by a licensed pitchman than to have 10,000 samples thrown into lots or handed to the wrong type of potential customer," says Durst.

TRIPOD OPENINGS: "You can't fish with a hook that's bare. Give 'em something for their money."

AL SEARS . . . pencils from Newark, N. J.: "Just came back from Asbury Park and Atlantic City. Saw many of the boys. Nat Morris, of glass knife fame, is getting the long green, and Joe Morris has a beautiful pen flash. Ed Williams is pitching white shoe cleaner, and Viola Reynolds is working horoscopes. The leaf is not so good, as the boys are bringing in eggs, chickens and vegetables. Lou Reynolds gave a farmer 20 year's subscription for a pig."

THINGS WE NEVER HEAR: "We invited pitchmen to work in our town because they work clean, respect each other, give consideration to all in their tip and are a pleasant group of men."—Local Mayor.

Events for 2 Weeks

- (September 4-9)
 - ARK.—Little Rock, Celebration, 4-9.
 - Paris, Celebration, 4-9.
 - Pocahontas, Fall Festival, 4-9.
 - CALIF.—Del Rey, Community Fair, 7-9.
 - Escondido, Grape Day Celebration, 9.
 - West Riverside, Harvest Festival, 7-10.
 - Oakland, Dog Show, 10.
 - San Gabriel, Fiesta, 8-10.
 - COLO.—Arvada, Harvest Festival, 8-9.
 - Englewood, Fall Festival, 7-9.
 - Montrose, Rodeo, 9-10.
- (See EVENTS on page 56)



MONEY GETTER!
Mickey Mouse Inflatable Toy is made of heavier rubber than balloons. Inflates through foot. 11 inches high.
Sold by the Leading Jobbers
The OAK RUBBER CO. RAVENNA, O.

Concessionaires.. NOVELTY SUPPLY FOR
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NEW 1939 PINS
Increase your sales! . . . these new 1939 Engraving Pins are "oloking". See these new styles in new catalog No. 24, just off the press. Catalog also contains best selling Whitestone and Cameo Rings; also Billfolds and Photo Jewelry. Write for Catalog No. 24 today.

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MILLIONS SOLD YEARLY! **SELL ACE BLADES**
Quality blades at lowest factory prices gets you fast, daily earnings. **STANDY REPEATS. WE PAY SHIP.** PING! Flashy display cards. Big PROFITS! Free Samples!
ACE BLADE COMPANY,
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They're Here! WALTHAM PENS
The Greatest and Fastest Selling Name in Fountain Pen History!
Write today for completely illustrated catalog of every type Fountain Pen and Pencil. **PRICES NOW LOWER THAN EVER BEFORE.** The season is starting off now with a BANG with **WALTHAM PENS**, so get started now with the pen that is going over best—**PARK-O-TYPE PENS NOW READY. STARR PEN CO.,** 300 W. Adams, Dept. B-20, Chicago.

WRITE FOR YOUR FREE STAMPING MACHINE
Double your present earnings by offering the Identification Plate line which covers every organization and fraternal order as well as Social Security. Start taking orders right away without investing one penny. Ask us how you can earn full profits from the start with no investment and also earn a FREE Stamping Machine—so that you too can hire your own agents. We will rush FREE CATALOG, IDENTIFICATION PLATE & MACHINE CO., Inc. World's Largest Distributors of Identification Plates and Stamping Machines
1560 BROADWAY, Dept. B2, NEW YORK CITY

ORIGINAL SLIP-NOT-TIES
New FALL Line, \$2.50 Doz. REAL 50¢ SELLER. Repeaters. Send for Sample Dozen and be convinced. Free Catalog.
GILT-EDGE MFG. CO.
Patented. 13 N. 13th St., Phila., Pa.

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Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.
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Manufacturing Pharmacists
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Pitchmen's Rights as Citizens

Unnecessary Horn-Blowing

(Fifth of a Series)

By E. L. KIEHL

BECAUSE he's free in the world, it does not mean that the itinerant merchant, including the direct salesman, pitchman, canvasser, etc., is free to do anything the momentary whim may call for. If the law of our country protects us from unfair practices of our freedom from the layman, it also equally protects the layman from unfair practices of disturbing the peace of his domain. Therefore, no person has the legal right to disturb this peace in any way; in other words, what affects one positively must affect all. The law of equal rights is as old as time and perhaps accounts for the attitude of the world in general in classing "birds of a feather." While opinions vary, some correct and others in error, the basic principle is what counts.

To explain my meaning more clearly. You, the layman or I do not, according to law, have to stand for anyone creating a nuisance of himself. No one needs tolerate an inebriate tearing up his place of business just because the law allows the sale of intoxicants, nor is anyone forced to accept abuse from any public servant, yet many take advantage of their personal positions and return abuse for abuse, which is basically wrong, dead wrong. Some local merchants pile up garbage cans on the

sidewalks which give forth offensive odors; the pitchmen themselves, thoughtlessly leave paper and trash in the streets, etc. Self-government means just that, not substitutes in a tit-for-tat law.

Seldom Out of Order

We are not an aggregation of sots in a body. We do not have conventions and tear up a lot of hotel pillows; disturb tired and innocent guests; break furniture and expect the "Keys to a City" for the privilege of doing just that. The only "keys" in which we are interested are the keys to the city clerk's desk, which unlock the receipt book for a city license of \$1 a day, or \$300 a year, pro rata. And they won't even let us pay that with impunity—even if we swear to mind all the babies in the city.

22-Karat Unfairness

In a recent survey by myself in a Virginia city of 6,000 people, where the license is \$200 a month for itinerant merchants; backed up by a valid Virginia State law of \$200 a year or fraction thereof, I found grocery stores paying an annual license of \$25 a year, which means 48 and a fraction cents a week, or eight cents and a fraction for a six-day week. This is a very fair and just license to them, but what about us?

Do you still feel that our supreme government will uphold such practices of usurpation in this nation when legally, appealingly and adequately brought to its attention? I have no mercenary ambition other than the same desires as you have—to stay in a business that I know, with a degree of accuracy, is indissoluble. Years have made little difference in our effective manner of selling. It has inexhaustible possibilities—no promise of great riches, yet a living if given liberty—and without freedom there is no liberty. So what sums up more sensibly: we sell our rights, or merchants sell us out?

No Loose Memory

Resolve that if we ever do get back our freedom in the form of reasonable licenses, we shall guard it with our lives. For the few to overstep their rights and take advantage of the many is just as debased as our vica versa present condition. Let us strive for an elevation, which is the only source of real satisfaction to one's soul, and trust our Almighty God, implicitly, to supply every human need, if not every human desire.

Recapitulation

Q. Have the merchants an assumed attitude of hatred toward itinerants?

A. Yes, but this attitude is of the common-garden variety, caused by jealousy. They are forced into the necessity of staying in one place, while they perceive the itinerant free and with less responsibility.

Q. Are the merchants justified in their actions?

A. They are not. They are using a free suggestive gift, given to them by pre-missionary work of peddler and pitchman during the days of the infancy of American Commerce.

Q. Do all merchants own the buildings of their places of business?

A. Many merely rent their buildings.

Q. If the common-law practice would be applied, giving an exclusive privilege of retail selling in a city to any group, how could it be interpreted legally?

A. By a majority of the local voters, with two-thirds in favor of a complete shut-out of all retail outsiders; passed upon by the common council, validated by the State legislators, with the privilege of anyone arrested because of a violation of that rule to take it before a bar of justice and to various higher courts thru appeal, and lastly, by appeal to the Supreme Court of the United States whose decisions would be final, and then it would be considered a valid law of the land.

Q. Would the Supreme Court affirm such a law?

A. It would not.

Q. Why?

A. Because of the articles of the Constitution; namely, the 1st and 14th Amendments. Any local ordinance is null and void when it is contrary to and

in violation of the 1st Amendment to the Constitution of the United States, which reads:

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof, or ABRIDGING THE FREEDOM OF SPEECH or of the press; or the right of the people PEACEABLY TO ASSEMBLE and to petition the government for a redress of grievances.

Any ordinance that is contrary to and in violation of the 14th Amendment to the Constitution of the United States, which has the effect of making the said 1st Amendment not applicable to the States, is also null and void because the 14th Amendment reads:

All persons born or naturalized in the United States, and subject to the jurisdiction thereof, are citizens of the United States and of the State wherein they reside. No State shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States; nor shall any State deprive any person of life, liberty, or property without the due process of law; nor deny to any person within its jurisdiction the EQUAL protection of the laws.

And therein, gentlemen, you have your answer!

EDITOR'S NOTE—The sixth article of the series will appear within a few weeks.

EVENTS

(Continued from page 55)

- IDAHO—Filler. Twin Falls Co. Rodeo, 6-9.
- ILL.—Alexis. Home-Coming & Fall Festival, 6-9.
- Bethalto. Home-Coming, 8-9.
- Du Quoin. Auto Races, 9.
- Lena. Firemen's Fall Festival, 7-9.
- Le Roy. Fall Festival, 7-9.
- Naperville. Centennial Celebration, 9-16.
- Nauvoo. Grape Festival, 8-10.
- Strasburg. Home-Coming & Barbecue, 7-9.
- IND.—Jasonville. K. of P. Celebration, 4-9.
- Marengo. Legion Jubilee, 9-16.
- Markle. Fall Festival, 6-9.
- Pierceton. Street Fair, 5-9.
- Rising Sun. Legion Fall Festival, 4-9.
- Rushville. Old Jules Celebration, 7-9.
- Winchester. Auto Races, 10.
- IA.—Centerville. Pioneer Day Celebration & Agril. Show, 6-9.
- Cherokee. Pilot Rock Paving Match, 6-7.
- Creston. Jubilee & Horse Show, 5-7.
- Drakesville. Old Soldiers & Settlers' Reunion, 7-9.
- Tama. Legion Carnival, 4-9.
- KAN.—Cherokee. Home-Coming, 7-9.
- Florence. Celebration & 4-H Club Expo., 4-6.
- Osawatimie. Free Fair, 7-9.
- KY.—Paintsville. Legion Fall Festival, 4-9.
- Paris. Paris-Hopewell Sesquicentennial, 3-6.
- Vanceburg. Celebration, 4-9.
- LA.—Baton Rouge. Legion Fair, 9-10.
- MICH.—Hudsonville. Community, 7-9.
- Perry. Harvest Festival, 8-9.
- MINN.—Duluth. Legion Carnival, 4-9.
- Ortonville. Corn Festival, 5-6.
- MO.—Bland. Festival, 7-9.
- Jamesport. Fox Hunt, 5-9.
- Rolla. Rollalions Club Carnival, 6-9.
- MONT.—Glasgow. Harvest Jubilee & Federal Bldg. Dedication, 6-9.
- NEB.—Lincoln. Rodeo, 4-3.
- Rushville. Old Jules Barbecue, 7-9.
- N. Y.—Goshen. Dog Show, 8.
- Rye. Dog Show, 10.
- Tuxedo Park. Dog Show, 9.
- N. C.—Kinston. Bazaar, 4-9.
- O.—Andover. Street Fair, 8-9.
- Antwerp. Home-Coming & Paulding Co. Centennial, 7-10.
- Ashtabula. Merchants & Manufacturers' Expo. & Celebration, 4-9.
- Columbiana. Legion Fair, 8-9.
- New Holland. Legion Fall Festival, 6-9.
- New Richmond. Mardi Gras, 6-10.
- Orwell. Firemen's Street Fair, 6-9.
- Stow. Home-Coming, 4-9.
- Shelby. Community Fair, 6-9.
- OKLA.—Woodward. Elks' Rodeo, 8-10.
- PA.—Coalport. Celebration, 4-9.
- Kittanning. Celebration, 4-9.
- TENN.—McMinnville. Celebration, 7-9.
- Petersburg. Colt Show, 5-6.
- Whitesville. Harvest Festival & Horse Show, 4-9.
- TEX.—Dallas. Southwestern Gift Show, 3-8.
- Colorado City. Frontier Round-Up, 7-9.
- UTAH.—St. George. Rodeo & Fruit Festival, 7-9.
- VA.—Fairfax. Horse & Pony Show, 9.
- South Boston. Natl. Tobacco Festival, 7-8.
- WASH.—Colfax. Rodeo, 8-10.
- Goldendale. Jamboree, 8-10.
- W. VA.—Bluefield. Celebration, 4-9.
- WIS.—Mount Horeb. Fall Frolic & Home-Coming, 7-9.
- Fond du Lac. Dog Show, 10.

(September 11-16)


- CALIF.—Glendale. Dog Show, 17.
- Lodi. Grape & Wine Festival, 15-17.
- San Diego. Mexican Independence Day Fiesta, 16.
- Santa Barbara. Natl. Home Show, 11-16.
- COLO.—Hotchkiss. Rodeo, 13-15.
- CONN.—Rocky Hill. Vol. Firemen's Carnival, 11-16.

- ILL.—Abingdon. Horse Show, 15-16.
- E. St. Louis. Legion Home-Coming, 11-16.
- Lake Forest. Dog Show, 17.
- Vandalia. Old Settlers' Reunion, 15-16.
- IND.—Ft. Wayne. Auto Races, 17.
- North Judson. Celebration, 13-18.
- Waynedale. Celebration, 12-16.
- IA.—Weldon. Free Barbecue & Fall Festival, 13-15.
- KAN.—Overland Park. Dog Show, 16.
- Topeka. Dog Show, 14-15.
- MD.—Centerville. Eastern Shore Show, 12-14.
- Fair Hill. Breeders' Fair, 15-16.
- MINN.—Morristown. Corn & Colt Show, 15-16.
- MO.—Bonne Terre. Chamber of Commerce & Merchant's Booster Week, 11-16.
- Gallatin. Fall Festival, 13-16.
- Pleasant Hill. Street Fair & Home-Coming, 12-16.
- N. J.—Passaic. St. Anthony's Church Celebration, 11-17.
- Far Hills. Dog Show, 16.
- O.—Canal Winchester. Legion Fall Festival, 13-16.
- Cleveland. Dog Show, 17.
- Perrysville. Home-Coming, 13-16.
- Trotwood. Fall Festival, 14-16.
- OKLA.—Enid. Cherokee Strip Celebration, 14-17.
- ORE.—Pendleton. Round-Up, 13-16.
- PA.—Allentown. Dog Show, 17.
- McClure. Bean Soup Home-Coming, 14-16.
- TENN.—Memphis. Rodeo, 11-16.
- W. VA.—Davis. Blackwater Falls Pageant, 16.
- CAN.—St. John's Nfld. Indoor Circus, 12-23.

Royal American Near All-Time High

ST. PAUL, Sept. 2.—Royal American Shows' sixth consecutive year at the Minnesota State Fair, with two days still to go, is likely to smash even the famous all-time high of \$92,000 established in 1936. Children's Day, Tuesday, surpassed the same day of that memorable year. This year's fair is for 10 instead of eight days.

Weather reports are for showers Sunday but clear midsummer conditions Labor Day, which always is a big day.



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Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Blue Ribbon (Motorized)

St. Joseph, Ill. Week ended August 26. Weather, good. Business, fair.

Show came into what was the most overrated fair in its history. First, date was too close behind the fair held nine miles away; second, poor co-operation was obtained from fair officials. Shows and rides did fair, but concessions were out of the money. Mrs. Mary Sidler left to play picnics with her ball game. She will return to join her husband at Goshen, Ind. Joe Inles finished his new mechanical game and expects to put it in operation soon. He also added a bowling alley. Chief electrician Pat Brady contemplates buying a new trailer. Several members of the Urbana Fair board visited here. WILLIAM R. HICKS.

Ideal Expo

Malone, N. Y. Week ended August 26. Malone Fair. Weather, good. Business, good.

Business here, shows' first fair, was good considering the milk strike and the war scare. Mr. Kelly, fair secretary, co-operated. Harry Lewiston's new banners arrived, and Bucky Allen and Mr. Agnee had the corn games on the fair midway, while Irving Merson had the corn game on the shows' midway. Many visitors from the World of Mirrh Shows appeared. O. C. Buck also visited. The writer and Mrs. Lippman visited the Endy Bros.' Shows at Valleyfield, Que. Mrs. William Glick's custard clicked here. Count Napolis has taken over the Fountain of Youth and Robert Whalen and wife are in charge of the Parisian Follies, replacing Fred O'Brien and wife. The writer's mother died Sunday, but he received the message too late to attend the funeral. All rides and shows where painted for this date.

EDDIE LIPPMAN.

Zimdars (Motorized)

Albia, Ia. August 22-25. Albia Free Fair. Weather, rain first day. Business, fair.

Overnight jump in here proved unsuccessful because of inclement weather, although shows were ready to go. Fair business prevailed but attendance was light.

Los Angeles

LOS ANGELES, Sept. 2.—From shows in Southern California come reports that the past week was the best of the season. United Shows had the rides and concessions at the Wilmington (Calif.) Celebration. Big crowds were on hand all week. San Pedro-Wilmington Chambers of Commerce and Merchants' Association sponsored the event, and all concessions reported good business. Stephan's Superior Shows played the Spanish Fiesta and Flower Show at Inglewood, Calif., and all reported it the best week of the season.

United Shows opened Tuesday at San Gabriel, Calif., to good business. Masquers' Club, of Hollywood, will hold its annual outdoor frolic on September 10 at Uplifters' Ranch. Pat West and Harry Stubbs are handling the event. Paul Girard Smith announced that the Uplifters' Club plans a four-day celebration at their ranch. Leo J. Haggerty, of Downie Bros.' Circus, has the contract for the Cucamonga (Calif.) Fiesta.

Fred Haynes, retired showman, is living here and planning amusement promotions. Al Painter is associated with Charley Walper. Burr J. Bostwick and wife came in from Coeur d'Alene, Ida., for a brief visit. Sam Shafer and wife, who since retiring from show business are ranching near Escondido, Calif., in for a short stay and report they are doing well. Mark Kirkendall also came in.

MAD CODY FLEMING SHOWS

WANT FOR COUNTY FAIRS—FLAT RIDE, KIDDIE RIDE, BINGO, LEAD GALERY, FISH-POND, CLEAN SHOWS. Cotton Picking is in full swing down here now. Address ROBERTA, GA.

Carl Scott was busy making the rolling stock ready.

Knoxville, Ia. August 18-21. Marion County Fair. Weather, good. Business, good.

Shows reunited here. Four of the No. 1 unit rides were sent in earlier and the new Merry-Go-Round was set up here for the first time. WLS Barn Dance was presented at two performances daily except the last day. Good business and attendance prevailed.

Rockwell City, Ia., Fair. Weather, good. Business, fair.

Two rides and all shows with the No. 1 unit joined the No. 2 unit here. Attendance was mediocre, with spending fair. Williams and Lee, free act, presented the nightly grand-stand attraction. Owner Zimdars, Carl Scott and Merry-Go-Round crew went to Leavenworth, Kan., to take delivery on that ride. Charlie Noels, agent for Fuzzell's United Shows, visited. BUDDY MUNN.

BINGO BUSINESS

(Continued from page 54)

benefiting thru the game. Even during the summer attendances at bingo games was tops, and moving the game indoors isn't expected to reduce the popularity one iota.

WE HAVE RECEIVED letters from all sections of the country requesting prize lists and information on the game. The information was sent out immediately and whatever other information could be given was offered. However, there are so many angles to bingo that no one person knows them all. So, ops, if you have any suggestions to make for conducting more successful games, drop us a line. Let's help each other. If you're a veteran you are certain to have some unique and original methods of increasing your attendance. We'll swap you.

OPERATORS moving their games indoors might do well to consider some important points regarding their halls if they haven't already signed a lease. Get a place that is easily accessible and sufficiently large enough to allow plenty of space between tables. If possible get a ground-floor place, because people hate to walk up steps. Check on the ventilation and light—a light and airy place is certain to draw the crowds. See if a checkroom can be installed and secure a building with a neat external appearance.

THE ELABORATE plans being made by operators and counselors from Maine to California for continuing bingo this fall and winter on a grander scale than ever before must deal a knockout blow to those skeptics who said "it can't last." Bingo is going to last and it is going to grow. It is bound to become the favorite pastime of an increasingly large portion of the public so long as it continues to serve as the tremendous power for good that has characterized its functioning in thousands of communities to date. The game's wholesome aspects in the way of providing needed charity or relief funds, in giving worth-while entertainment to millions and its value as an economic force in the distribution of vast quantities of merchandise are un-

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied

fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard*, Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

Material Protection Bureau

A Free Service for Readers

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

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

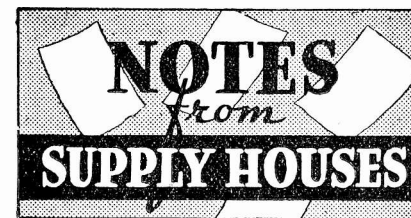
Send sealed packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The *Billboard's* intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

answerable arguments in favor of bingo's acceptance and encouragement.

METRO'S new chute bingo cage is reported proving an excellent complementary item for the Everlasting Bingo Ball introduced in black bakelite by the firm a year ago. Sid Finklestein, of the firm, advises that operators in all parts of the country are satisfied users of the EBB and the sale of the new cage is showing progress. Sid claims that the cage speeds up the game and thoroughly mixes the balls and drops only one at a time down the chute.



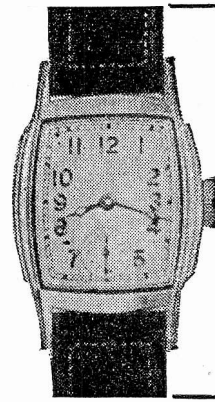
Sloane's reports that its line of corn and callous remover is claiming much popularity during the last few weeks of summer and the new fall deals are now being shipped thruout the nation. Workers are urged to write for information on the line in order to work the fairs and celebrations completely.

Western Novelty Co. reports that its new catalog is now available. Firm reports that it is offering a number of special values. Also on hand are complete lines of bingo items, plaster, fair novelties, concession supplies and specialty items at new low prices.

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each con-

nection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.



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Last Festival attendance 141,000—6 days. Airplane factories, shippards and steel plants working three shifts daily.

SEPTEMBER 15 TO 24, INCL.
ARION PARK, BALTIMORE, MD.

Day and Night—Everyday a Big Day. Baby Show, Beauty Pageant, Free Acts, Fireworks and Five County Days. Want Rides, Concessions and Free Acts. Wire or write CONCESSION MGR., 420 E. Baltimore St., Baltimore, Md.

GREAT SUPERIOR SHOWS WANT

For 10 Southern fairs: Shows with own outfits, and Concessions that work for Stock. Reasonable privileges. Will sell X on Corn Game. Want Chair-o-Plane at once. Wilson County Fair, Lebanon, Tenn., this week; Houston County Fair, Erin, Tenn., next week. Get lined up with a show that stays out until Xmas. We carry three Free Acts. All mail as per route.

WANT

Join Martinsburg, W. Va. week September 11. Aspires all Labor Unions. Date changed to catch big pay days. Concessions, Fish Pond, Bowling Alley, Dart Game, Cigarette Gallery, Pitch-Till-Win, Bumper, Hi-Striker, Hoop-la, Clothspin Pitch, Candy Apples, Cotton Candy, Scales, Grab, Bingo and all Legitimate Concessions. Book Shows with own outfits at low percentage. Book Loop-o-Plane and one more Flat Ride, also Kiddie Ride. Want Electrician. Routed south to November 18. Quick action necessary. Wire space wanted and come on. Coddinas, come on with show. Address B. H. NYE, Martinsburg, W. Va.

EUREKA SHOWS WANT

FOR PEARL RIVER, N. Y., to be followed by Roselle, N. J., Exposition week Sept. 11, then Southern Fairs, Loop-o-Plane. Will lease, buy or book Two-Abreast Merry-Go-Round, also place Kiddie Rides. Want Girl Show. Can place Carnival Electrician who can handle Kelley plant. Want Cookhouse, plenty meal tickets. Also place Legitimate Concessions all kinds. Will sell Diggers exclusive. All address STANLEY ROBERTS, Pearl River, N. Y., this week.

WANT FOR UNION CITY, IND., FAIR

ON STREETS, SEPTEMBER 19TH to 23RD. Legitimate Concessions of All Kinds and Shows with Own Outfits. Address all communications to TOM BAKER, Sheridan, Indiana, until September 14th; then Union City.

WANT

Shows, Rides, Concessions or complete Carnival for

CHELSEA JAMBOREE FOUR COUNTY FAIR

September 28 to 30.
CHELSEA JAMBOREE, Box 6, Chelsea, Okla.

WANT

For Clinton, Wis., Fall Festival on main street. September 13, 14, 15, 16; Concessions of all kinds. Everything open except Corn Game. Rides are booked. WILL SMITH, 1301 Center Ave., Janesville, Wis.

WANT

For my Department Stores, Xmas Circus, open about Nov. 11th, A-1 Mind-Reading Act, Magician, Punch, Novelty Circus Acts, Animals, and good Animal Man or Lady to work Stock. Assistants. Write all to GEO. E. ROBERTS, Circus Manager, Shubert Theater Building, 250 So. Broad Street, Room 202, Philadelphia, Pa.

WANT

CONCESSIONS, RIDES AND FREE ACTS, SEPT. 20, 21, 22, 23.
TRI-COUNTY COLORED FAIR
HUNTINGDON, TENNESSEE. PHONE NO. 109.
Cotton Picking Now in Progress.
W. B. STEWART, Sec'y.

Hartmann's Broadcast

AN ITEM in *The Madison (Ind.) Courier* of August 24 told about the manager of a carnival asking for a permit to show Madison, and that when he was informed that the fee would be he refused to pay the price named in the city ordinance. "The new city officials," the item continued, "have learned from recent experiences that such attractions do not always pay as far as the city is concerned; rather they have proved detrimental."

"For the most part these troupes have been made up of irresponsible and undesirable individuals who proceeded to get themselves and others into various kinds of trouble. Their shows have been of the cheap, vulgar type. The attractions have been morally loose, while the games were questionable to say the least, nothing 'fair' about them. The administration is absolutely opposed to such things that lower the standard of decency and is being complimented for this attitude."

If such things were tolerated, as *The Courier* says, where were the law-enforcement officers? Adrian, Mich., had a similar experience with a carnival, but did *The Adrian Daily Telegram* attack the carnival? It did not. In an editorial headed "Where Were the Officers?" it said, in part:

"There is always a strong possibility that somebody will try to run gambling or indecency if he thinks he can get away with it. A little—a very little—official vigilance would discover such offenses. That is the business of the officers of the law. It is not the business of private persons to produce evidence and make complaints. It is the duty of officers to enforce the law; and that means that it is their duty to investigate if they have any reason to suspect that the law is being violated and to stop the violation or arrest the offenders."

As we said in this pillar in the issue of August 26 so do we say again: "There you have a true picture of why things in violation of laws are found on midways of carnivals in some cities and towns."

"There are just as good people in the carnival business as in any walk of life. They will not violate laws any more than anybody else, and working in the open as they do, they would not attempt violation if not encouraged to do so thru 'fixing' or by noninterference on the part of law-enforcement officers."

NORTH CAROLINA fairs should be "good pickins" for shows this year. Walter C. Denmark, managing director of The Carolina Publicity and Development Association, Goldsboro, tells us that prospects in the eastern part of the State are better than they have been for years.

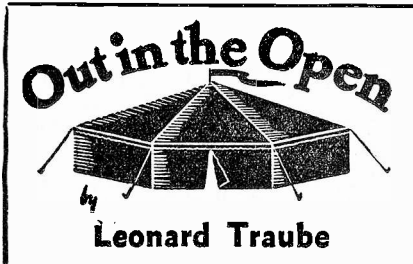
Of the government's estimated tobacco crop of 1,022,000,000 pounds the largest in the nation's history, about 700,000,000 pounds are grown in North Carolina, with most of the 700,000,000 pounds

produced in the eastern section. With the prices now being paid for tobacco on the Georgia and South Carolina markets, indications are that Eastern North Carolina will get an average of from 18 to 20 cents a pound. It is estimated that this crop alone will place into immediate circulation from \$75,000,000 to \$100,000,000.

In addition to the fine tobacco production, North Carolina farmers have made this summer a good produce and fruit crop. This has not only helped them financially but has provided a surplus of fruits and vegetables. These are being preserved and canned by housewives, assuring them creditable exhibits for the approaching fairs.

In commenting on the business situation, Mr. Denmark says: "Midway operators should not get the idea that this enormous exchange of money is all profit to the farmers. They, the farmers, have their fertilizer and other expenses to take care of. With clean, moral amusement attractions and legitimate concessions, professional people should find business in this section very good."

"I might say in this connection that carnivals playing in North Carolina fully realized long since that our population is made up of people who will not tolerate immoral shows and illegitimate concessions. I congratulate your publication on its constant editorials and advice to amusement people. I think *The Billboard* has done very much of the work of eliminating from the fair midways features that have not only caused criticism of the profession but in many cases embarrassed fair managers."



IT TOOK a tragedy, unfortunately, to demonstrate with telling effect the inadequacy of the circus business in the matter of supplying routes and route cards. The victim was Irene Ledgett, Russell Bros.' performer killed in an accident. "We were trying to locate the show and were not able to do so as its route was unknown," writes Melvin D. Hildreth, Washington attorney, who is the immediate past president of the Circus Fans' Association. "We simply had to wait the coming of *The Billboard* to learn the details, and then, of course, we did all we could to help in this most unfortunate incident."

Mr. Hildreth builds up his point from what seems to us an interesting, and perhaps new, angle. "In *The Sandust Ring*, published by the CFA of Great Britain, there is an article about the circus in Germany," Mr. Hildreth notes, "and there are more than 20 circuses on the road in that country, according to the author."

The author says that 'every year, in November or December, after the outdoor season has ended, all circus managers or their representatives meet in Berlin to discuss their tours for the coming year. The organization officials try to smooth out all difficulties and by the mutual exchange of ideas and proposals their tours and their routes are fixed so that every circus travels by other ways and plays other places than those visited in the preceding year. No circus has any reason to fear undue competition. Only the bigger cities are visited by two or three circuses during the season, and even then no earlier than about three months after the first circus left the town. This arrangement, naturally, has been extremely successful and every circus gets its full share on the road."

Mr. Hildreth adds, "Lest this be thought a Hitler innovation, it should be recalled that this was a general German policy in the days of the Republic. Perhaps such an arrangement might be considered for the United States. I have no doubt that much of the secrecy concerning routes is due to the desire to escape competition."

With Mr. Hildreth, routes or no routes, the circus is a weakness, sharing honors, if possible with a charming wife and bright offspring, if we may be permitted to make the proverbial "odious comparisons." He likes it so fervently that he is caused to say, "I wonder how many circuses we have in the United States. It seems amazing that there are none at all in the Western portion (his letter is dated August 19) and practically every circus has confined its activities to States east of the Mississippi. Of course, we have two railroad circuses, but how many motorized? I know of only 10; perhaps there are more. England this year has one railroad circus, 10 motorized and six permanent circuses. There are two in Ireland."

"Only two towns in the entire United States each day thrill to the circus parade, and in only two towns can boys and girls gather at the tracks to watch the circus unload. In only one town can we watch the horses bringing the wagons to the lot."

Milton Danziger, of Eastern States Exposition, calls "that other fair" Whalen's Whimperoo. . . . After splashing around with Kaus Shows and Bantly's All-American Jimmy (Diver) Jamison filled in last week at a Trenton (N. J.) celebration, we are informed by his best press agent, Mrs. Jamison. . . . What are the details on that narcotic thing involving an act at the recent Ulster County Fair, Kingston, N. Y.? . . . An ex-bike performer who had an usher's job in the late WPA Circus in New York contacted his old bike partner to interest him in reviving the combination. The partner said no, thank you, I wouldn't think of quitting my permanent dish-washing job (at a local restaurant) to gamble on getting dates. . . . Talking about cyclists, if there's a Luigi Jensen or Jensen in the business, MGM Pictures would like to know. . . . When George Jessel played Loew's State, New York, he was billed as "The Man With Millions of Friends," a label which Frank (Atlantic City) Hubin says he has used for a quarter of a century. This column doesn't wish to risk sticking its vulnerable neck out, but Hubin's slogan is "The Man With a Million Friends." The difference being a mere few million. Hubin should be satisfied with just a million. It's at least 999,999 more than most people can boast, the one friend being themselves, provided they are not their own worst enemies, to coin a phrase.

Notes From the Crossroads

By NAT GREEN

FIRST thing that greets the visitor to Iowa State Fair this year as he enters the main gate is the huge old Eastern Hemisphere circus wagon, now the property of the Iowa Circus Fans. The wagon has been placed at a strategic point and attracts a great deal of attention. The Des Moines fair is a favorite gathering place for showmen and fair men. One of the first seen on the midway was W. R. (Bill) Hirsch, of Louisiana State Fair, just looking it over in a leisurely way. Bill said most assuredly he'll be at the big doings in Toronto. Midway covers a lot of territory and at night is a beautiful sight. We have an idea Bob Lohmar, manager, would like to have those miniature trains he brought from Dallas in '29 to make his rounds. Larry—beg pardon,

Col. Lawrence S. Hogan—was a visitor in company with Louis Leonard, of Chi, and Ned Torti, of Milwaukee. Lots of old stand-bys around. Pat Bacon starting the races; Fred Terry shooting 'em with his Graflex, and Col. Arthur Briese bossing the huge fireworks display. We committed a faux pas by not clicking our heels together and saluting Col. Art! Mike Barnes got his revue—and it's a gorgeous show, especially the Broadway number—under way Sunday night and beat it for St. Paul to look at his show there, which is one of his finest efforts in the revue line. Had a pleasant visit with Sam Gordon and his charming wife, both real folks. J. P. Mullen and Art Corey, well pleased with the big exhibits and fine entertainment program, were not too busy for an occasional relaxation and chat in the infield. And, of course, Rube Liebman was in evidence—it wouldn't be a fair without Rube. Saw the "Stratosphere Man" work for the first time. When he starts his giant swing atop the high pole it's a thrill that holds the audience breathless. Carl J. Sedlmayr was done from St. Paul for a day. B. S. Gerety and J. C. McCaffery also were visitors.

JOHN HOOPER has written an interesting book titled *The Circus Boat* which doubtless will appeal to circus lovers. It tells the story of the Royal Tar, floating menagerie which sank off the coast of Maine in 1836. . . . Emmett Kelly, tramp pantomimist with Bertram Mills' Circus, writes from Brighton, England, that the show is doing nice business in the English provinces. "It has cleared after two months of rain and mist," he writes, "but rain here does not affect business; in fact, seems to help it." Kelly plans to return to the States next winter. . . . Ora O. Parks in Chi to pick up some photos for Cole Bros.' Circus, which he reports is doing satisfactory business.

. . . We got a glimpse of some of the costumes Bench Bentum was having made at Lanquays for her disappearing water ballet, and they should make a gorgeous flash. . . . Dusty Rhodes has left Rochester, Minn., and rejoined the Ringling show. The infection on his cheek is rapidly healing. . . . Ward Morehouse, noted *New York Sun* writer, spent a week in Chicago gathering *Chicago Nights* material, a considerable part of which will be devoted to John Barrymore, whose remarkable run here is the talk of the country. . . . The huge Navy Pier has had its approximate six acres of floor space scrubbed. Once the most popular recreational spot on the lake front, it has declined of late years. An attempt is being made to restore it to popular favor, which could be done if a showman were placed in charge and guaranteed against political interference.

RALPH CHAMBERS, of Hamilton, O., writes the Crossroads that there is some renewed activity at the Peru Circus City indicating there may be some life left in the historic old spot. "They were filling the mow over the big wagon shed with hay while I was here," says Chambers. "The big shed had been repaired and was in fine shape. It was full of wagons and they, too, were in fine shape. The other barns had all been cleaned up. The cage shed back of the cat barn was full of cages and parade wagons, all in good condition. Down at the car barns some Hagenbeck coaches have been dismantled so they can have the track space. There are four Hagenbeck-Wal-lace coaches and one Barnes private car in the repair shed, and all of the Ringling-Barnum baggage stock cars on the siding along with some Barnes and Hagenbeck flat cars."

Sounds as if there might be a chance for the quarters to remain intact. Thousands of circus lovers would like to see them blossom forth again. Maybe they will!

MINEOLA FAIR

MINEOLA, N. Y., SEPTEMBER 11 TO 15

CAN PLACE CONCESSIONS OF ALL KINDS.

WANT PLANT PERFORMERS, MUSICIANS, TALKERS FOR HEADLESS GIRL AND UNBORN SHOW. REVUE GIRLS, Office Paid. RIDE HELP.

All report MINEOLA, N. Y.

ENDY BROTHERS' SHOWS, INC.

THIS WEEK, QUEBEC CITY, CANADA

ERIC B. HYDE SHOWS

Can place for Rocky Mountain Fair and 12 more bona fide Southern Fairs—Monkey Show, Funhouse, one more Flat Ride, good No. 12 Wheel to dual with our own balance of season. Legitimate Concessions of All Kinds. Ben Mottle wants competent Cookhouse help. Can use two outstanding Free Acts. Wire lowest salary, no time to figure. Harry Bauers, contact me. Side Show People, wire Madam Estelle. Address: APPALACHIA, VA., THIS WEEK.

THE T. J. TIDWELL SHOW

Has all necessary rides and concessions and a free act. Long string of fairs. Needs only one Show; a Side Show, have complete frame-up for same. Communicate at once. Miami, Okla., this week.

ALL AMERICAN EXPOSITION SHOWS

WANT LEGITIMATE CONCESSIONS OF ALL KINDS, ALSO SHOWS FOR SOUTHERN ROUTE OF FAIRS. We positively hold Contracts for Seven Bona-Fide Southern Fairs. WANT HAWAIIAN SHOW (we will furnish outfit for same). WANT MINSTREL SHOW with own outfit and transportation.

Address: ALLISON, IOWA, this week; ELDORA, IOWA, next week.

ROGERS & POWELL SHOWS

WANT One Flat Ride; Shows of All Kinds; Concessions of All Kinds. Look at this route: Carthage, week Sept. 4; Quitman, week Sept. 11; Waynesboro, Sept. 18; Collins, Sept. 25; then Pelahatchee, Forest and Canton, all Mississippi.

Bob Bovey Killed in Fall

ST. LOUIS, Sept. 4.—Bob Bovey, 28, known as the Great Bovey, was killed instantly on Saturday when he fell from his rigging in Washington, Mo., where he had concluded a three-day stand with his high-pole act at an annual homecoming celebration. He fell from near the top while he was taking down his rigging. He had been under contract with the Sidney Belmont Amusement Service. Bovey is survived by his widow, mother and several brothers and sisters. Remains were shipped to his home in Martinsburg, W. Va.

MARRIAGES

(Continued from page 27)

tin, *Artist and Models Revue* talker on the John H. Marks Shows, and Wanda Mae Rinehart, of the *Chez Paree Revue* with the same organization, at a public wedding on the Tri-County Fair grounds, Erie, Pa., August 18.

MCCARTHY-CHAMBERS—Jimmy McCarthy, accordionist with Ukulele Bill's Hillbillies, and Wilma Chambers, beauty parlor operator, in Haileybury, Ont., July 25, it has just been learned.

MULLEN-HOGAN—Joseph F. Mullen, known in musical and med show circles, and Eva Hogan, known professionally as Eva Thomas, repertoire and radio performer, in Gainesville, Tex., August 1.

PARKS-HECKER—Robert Parks, nonpro, and Harriet Hecker, of RKO-Radio Pictures, Detroit, in that city recently.

SAMPLE-ANDREWS—Fred W. Sample, continuity editor of Station WHKC, Columbus, O., and Dorothy Jane Andrews August 26.

SCHELLING - MARSHALL—Ernest Schelling, composer, pianist and conductor, and Peggy Marshall, nonpro, August 11 in Berne, Switzerland.

SEIVERS - FRIES—Otis Seivers, mechanic with the Art Lewis Shows, and Olga Fries, mentalist with the same organization, in Radford, Va., August 21.

UNDERWOOD-SHAMBLIN—Jesse L. Underwood, singer and guitarist for Pizaro's med show, and Marie Shamblin, nonpro, in Tazewell, Va., August 19.

WEISSMULLER - SCOTT—Johnny Weissmuller, film actor and current performer in Billy Rose's Aquacade at the World's Fair, and Beryl Scott, San Francisco society girl, in Garfield, N. J., August 20.

Coming Marriages

Edna Sullivan, aerialist, formerly with Cole Bros.' and Robbins Bros.' circuses, and Joseph D. Kingsley, nonpro of Holyoke, Mass., October 14.

Betty Lou Reed, Canton, O., former dancer with the Russian ballet, and Serge Ismailoff, of Paris, solo dancer with the ballet, this fall in New York.

Tilly Losch, international dancer and actress, and the Earl of Carnarvon in London soon.

Births

A boy to Mr. and Mrs. Bill Nippo in Hollywood recently. Parents were with the Hagenbeck-Wallace Circus last season, but father is now employed by a Hollywood bank.

A nine-pound son, Jimmie Roger, to Mr. and Mrs. Frank Taylor in Live Oak, Fla., August 19. Parents were formerly with the Eric B. Hyde and Brown Novelty shows.

A son, Ronald Whitman, to Mr. and Mrs. Rudy Weiss August 13 in Hollywood. Father is member of Warner Bros.' staff.

Twin daughters to Mr. and Mrs. Al Kavelin August 23 in Chicago. Father is the band leader.

An eight-pound daughter to Mr. and Mrs. Homer (Slim) Hooper in Wilt, Ill., August 19. Father is a photo man, formerly with Hughey Bros.' Shows.

A 6¾-pound daughter to Mr. and Mrs. Earl (South) Goforth in White Hall Hospital, White Hall, Ill., recently. Father is black-face comedian and drummer.

A daughter to Mr. and Mrs. Rex D. Billings recently in Montreal. Father is general manager of Belmont Amusement Park there.

A 6½-pound daughter to Mr. and Mrs. Don Trueblood in a Belle Plaine (Ia.) hospital recently. Father is secretary-treasurer of West Bros.' Shows and mother was formerly a member of Larsen's Band.

A 7½-pound daughter to Mr. and Mrs. Mack McNatt, cookhouse operators on the Harry Burke Shows, in New Iberia, La., August 8.

A 12-pound son to Mr. and Mrs. H. B. Waller Jr. in Dallas August 17. Mother is the daughter of Grace (Connelly) and Chappy Chapman, well known in tab musical comedy circles.

An eight-pound son, Patrick, to Mr. and Mrs. Francis Cummins in Providence Hospital, Kansas City, Kan., August 24. Father is known as Si Cummins, trumpeter with Herbie Holmes' Orchestra, and mother is the former Ginger Stover, dancer.

A nine-pound girl to Mr. and Mrs. Walter Briant August 25 in Lying-In Hospital, New York. Father is member of the Briants, novelty act.

Divorces

Roseanna P. (Patsy) Bova, former burlesque performer, from James A. Bova, former burlesque show performer and producer, in Cincinnati August 25.

Judith Anderson, New York stage star, from Benjamin H. Lehman, University of California English professor and novelist, in Carson City, Nev., August 23.

Susan E. Brower from Jay Brower, orchestra leader at the Golden Gate Theater, San Francisco, in that city August 23.

Hillary Gordon, sister of Janet Gaynor, actress, from John J. Gordon in Las Vegas, Nev., August 25.

Mary Leeper Maynard from Ken Maynard, Western motion picture star, in Los Angeles August 29.

WHITEHEAD CLAIMS

(Continued from page 19)

group and later switched to forming an Equity-AFRA-SAG-AGMA block against the AFA.

The Four A's did not attempt a rebuttal of his accusations before the AFL council, says Whitehead. He also accuses the Four A's of "irregularity and undemocratic procedure" and claims lawyers "were permitted to sit as delegates and vote in meetings of this international board of actor unions." Whitehead claims Equity attempted to retain control of the Four A's from 1935 to 1937 "frequently thru the outright sale of charters."

A spokesman for the Four A's said, however, that "Mr. Whitehead's charges were fully answered before the American Federation of Labor executive council in Atlantic City. Mr. Whitehead should reveal to his members what those answers were."

IA, 4-A'S SIGN

(Continued from page 19)

the strike is called on Sunday night. 3. At the same time, the IA and AFA began tightening up their forces in the vaudeville field, with the IA informing theater managers that unless acts playing their houses were members of the AFA, the stagehands would be pulled out. In Chicago, John Boles, Zasu Pitts and Red Skelton joined the AFA

in order to play out their date at the Chicago Theater, thereby narrowly averting a strike. In Boston, the engagement of the Three Slate Brothers was canceled at Keith's Theater because of their refusal to pay back dues to the AFA. Act was replaced by Charles Rozello.

4. Ralph Whitehead, focal point of the Four A's attack, filed a \$100,000 damage suit in New York State Supreme Court against the officers of the Four A's. Defendants included Edward Arnold, Frank Gillmore, Kenneth Thomson, Paul Dullzell, Emily Holt, Florence Marston, Paul Turner, Henry Jaffe and Edward Harrison. Whitehead alleges that he was unfairly accused by the defendants of having a dummy council, lying about membership figures, making false statements, misusing Theater Authority funds, denying relief funds to actors, having been found dishonest and unworthy of a position of trust, and that he was facing prosecution from the district attorney's office and the public welfare department and the U. S. Treasury department.

5. Emergence of an opposition in Actors' Equity, calling itself "100 Sane Members of Equity," but whose identity was not divulged. It is distributing literature urging Equity actors to oppose a strike on the ground that a general strike was no way of settling a personal feud.

6. Sophie Tucker received 32 form wires from members of the cast of *The American Way* urging her to resign from the AFA. Tucker responded, "I suggest you appeal to Equity."

7. American Federation of Musicians, which has a pact with the IA covering theaters and film studios, has thus far remained neutral, altho it is understood that Joseph Weber, AFM prez, urged Frank Gillmore to accept the original AFL decision. No appeals for

aid from any of the three sides have been received by the AFM. Tom Gamble, assistant to Weber, said the AFM will act on the situation when it becomes necessary.

8. Further strengthening its hold in the legit field, the IA chartered a division of treasurers and ticket sellers, which claims 200 treasurers including all those working in Shubert theaters. The TMAT retaliated Friday by suspending its entire chapter of treasurers. This situation brought statements from TMAT and the Four A's that they would direct their fire against the Shuberts.

10. Grand Opera Choral Alliance, which lost its Four A's charter to the American Guild of Musical Artists two years ago, is negotiating with the IA for affiliation. GOCA claims 200 members.

10. Unverified reports here are that 3,500 members of the Screen Actors' Guild have secretly joined the IA, because of the IA's alleged promise of better conditions.

11. Bert Lytell, first vice-president of Equity, was appointed acting president by the council, due to the illness of Arthur Byron, who is out on the Coast

12. AFA accused Kenneth Thomson of originally plotting to oust Gillmore as Four A's director and form an anti-Equity bloc. (See general news section for further details).

13. The situation has attracted extensive press coverage, with most editorial and syndicated columns being anti-stagehands. A prominent exception was Heywood Brown, who urged an industrial union in show business and also intervention by the department of labor.

14. IATSE on Thursday denied rackeetering influence in IA and an IA spokesman said "if there were any racketeers, something would be done about it. For all the charges of the actors not a single federal attorney, state attorney or district attorney has done anything."

GREAT READING, PA., FAIR

SEPTEMBER 10 TO 16

Can Place Game Concessions of All Kinds. Space as Low as \$3.00 Per Foot. ALOA: Wants to hear from Alligator Skin Boys. Balance of Fair Season and Winter Museum. Toney Harris, Emmett Bojano, Alfred Green or John Williams, answer. NOW SELLING SPACE FOR NEW JERSEY STATE FAIR, TRENTON, SEPT. 24TH TO 30TH. ALL ADDRESS: THIS WEEK, BRIDGETON, N. J.

Cetlin & Wilson Shows

EVANGELINE SHOWS

WANT Snake Show, Crime Show, Midgets, Miniature City, Half and Half, Illusion, Small Animal Show; will furnish canvas. Concessions open: Photo Gallery, will sell exclusive; \$15.00 week to right party. Bottle Game, Fishpond, Hoop-la, String Game, Scales, Grocery Wheel, Ham and Bacon, Bird Wheel, Country Store; Lead Gallery, long-range or short. Agents for Swingers, Slum Spindles. Show out all winter in South Louisiana; have fairs in Louisiana. Address Fayetteville, Ark., week Sept. 4th; Russellville, Ark., week Sept. 11th. C. R. LEGGETTE.

Heller's Acme Shows, Inc.

Want Concessions of All Kinds; no exclusive but Corn Game and Cookhouse. Want Side Show People. (Bradly Plantation Show, write). Will book Loop-o-Plane, Octopus, U-Drive-It. Can use help on Rides. Want Mental Act, Magician and Talker. Want Shows for following fairs: Front Royal, Warsaw, Va.; Enfield, Weldon, Roanoke Rapids, Carthage and Franklinton, N. C. Others pending. Out all winter. All address HARRY HELLER, Gen. Mgr., Mathews, Va., then per route.

CLYDE'S UNITED SHOWS

WANT Ferris Wheel, Loop-o-Plane, Kiddie Ride, Pony Track. WANT Pitch-Till-U-Win, Hi-Striker, Candy Floss, Palmistry, Long or Short-Range Lead Gallery, Roll-Down, Blanket Wheel, Duckpond, Penny Arcade, Ball Games. WANT Girl Show, Snake Show, Monkey Speedway, Plantation Show, Illusion, Crime Show. WANT Free Acts for Cookport Fair. All communications to COALPORT, PA., this week.

WOLFE AMUSEMENT

Pickens, S. Car., all this week; Seneca, So. Car., Merchants' Trade Week, Sept. 11-16, on the Streets; Cornelia, Ga., Sept. 18-23, Apple Festival; Clarksville, Ga., Sept. 25-30, Fair; Crawford, Ga., Oct. 2-7, Lions' Club Fall Festival, and four more Fairs to follow. One of the best Armistice Celebrations in the South, Hartwell, Ga., on the Streets. Can place Small Cookhouse, also Diggers, American Palmistry, no gypsies; Ball Games, any Stock Concessions. We have no gate or racket. If you want to make money get in touch with me at once. Florida all winter. Can place good Banner Man. BEN WOLFE.

SCOTT COUNTY FAIR

DUNGANNON, VIRGINIA, SEPTEMBER 11 TO 16.

MIGHTY MONARCH SHOWS

WANT FIRST-CLASS COOKHOUSE AND ALL KINDS OF CONCESSIONS. PLACE MOTOR-DROME, ALSO KIDDIE RIDE. Play all good fairs to middle November. WANT MECHANICAL CITY, SNAKE SHOW OR ANY GOOD GRIND SHOW. Sam Swain, come to Dungannon. All address MIGHTY MONARCH SHOWS, N. P. ROLAND and GEORGE GOFFAS, Fair Ground, Clintwood, Virginia, this week.

WANT FOR Greater Exposition Shows

Competent Ride Help for Dodgem and Major Rides, Side-Show People, Manager for Athletic Show; Performers for Colored Minstrel Show, Concessions and Concession Agents. Week Sept. 4th, Cairo, Ill.; week Sept. 11th, Cape Girardeau, Mo. Out until December.

Want—CENTRAL STATES SHOWS—Want

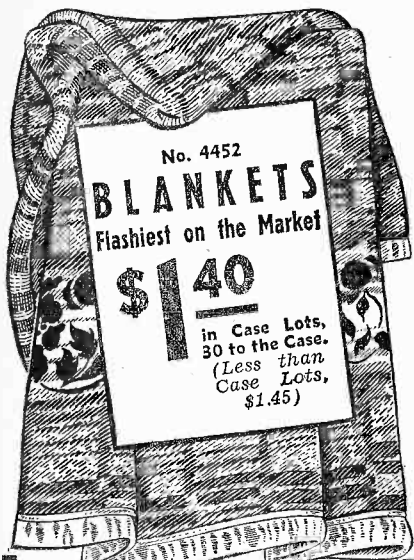
Now booking All Concessions, no exclusive. Want Scales, Range Gallery, Juice and Ball Games; any Concessions Working for Stock. Special proposition to Show People in all lines; want Man and Wife to take Illusion Show. We have new tops and banners. Want Banner Man. This show will stay out until December; open in March. Leo Allen, get in touch with us. Will play three Fairs in Oklahoma, then three day spots in West Texas cotton district. Bumper crops. Wire CENTRAL STATES SHOWS, Cushing, Okla., Sept. 4-9 (Fair); Pauls Valley, 11-16 (Fair).

WANT

Fast-Stepping Agent; long season cotton; strictly percentage. Recognized small Circus. Must be able finance advance, have own car. Can also use Side-Show Manager with complete outfit. Other useful people, communicate MANAGER CIRCUS, Western Union, Paducah, Ky. Pay your own wires.

WANT

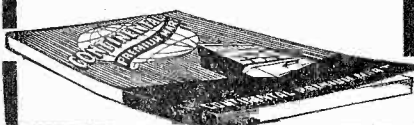
RIDES, SHOWS AND CONCESSIONS FOR JUBILEE DAY SEPT. 16, KIMMELL, IND. C. J. FEDERS, Chmn.



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BYERS BROS.' SHOWS

WANT

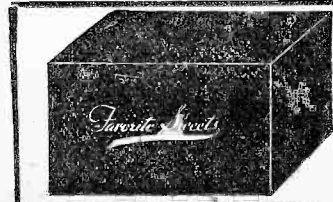
LOOP-O-PLANE FOREMAN AND SECOND MEN ON RIDES THAT CAN DRIVE SEMIS. SHOWS AND CONCESSIONS NOT CONFLICTING. Margaret Sullivan wants Ball Game Agents. Jerseyville, Ill., Sept. 4-9; Steele, Mo., Sept. 11-16; then a long season to follow in the Cotton Country.

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ROUTES

(Continued from page 22)

Pedro & Luis (Green on the Tavern) Waterloo, Ia. Pennington, Ann (Little Old New York) World's Fair, NYC. Pitts, Zazu (Chicago) Chi, t. Pops & Murray (Chicago) Chi, t. Prinz, Jack (Colosimo's) Chi, nc. Fryde & Dell (Rudd's Beach) Schenectady, nc. Punjab (Talisman) Los Angeles, nc.

Quentmeyer, Bill (Gay Nineties) NYC, nc.

Rains, Patsy Lou (Oriental) Chi, t. Randall Sisters, Three (Capitol) Washington, D. C., t. Ranson, Blenda (Village Nut Club) NYC, nc. Rancheros, Los (Weylin) NYC, h. Raymond, Little Louise (Lookout House) Covington, Ky., nc. Reardon, Casper (Sherman) Chi, h. Reed, Riana (Bath & Turf) Atlantic City, nc. Reilly, Nan (Eldorado) Wildwood, N. J., h. Remos, Paul (International Casino) NYC, nc. Renee & Stella (Havana-Madrid) NYC, nc. Renee & Ravelle (West) Sioux City, Ia., h. Revere, Amy (Little Old New York) World's Fair, NYC.

Rhythm Rockets, Twenty (Capitol) Washington, D. C., t. Ricalde, Orlando (Villa Venice) Northbrook, Ill., ro. Richards, Harold (St. Regis) NYC, h. Richey, Jean (Martin's Tavern) Lima, O., nc. Richman, Harry (Chez Paree) Chi, nc. Rios, Juanita (Versailles) NYC, nc. River Boys (Claremont Inn) NYC, nc. Roberts, Whitney (Palomar) Los Angeles, h. Robinson, Bill (Cotton Club) NYC, nc. Rodriguez, Teddy (Versailles) NYC, nc. Rollickers Trio (Elms) Excelsior Springs, Mo., h. Rollini, Adrian, Trio (Earle) Washington, D. C., t.

Rosella, Jessie (606 Club) Chi, nc. Ross, Lee (Roxly) Salt Lake City, t. Ross & McCain (Small's Paradise) NYC, nc. Roth & Shay (Casino Municipal) San Remo, Italy. Royal Rollers & Mickey (Balsams) Dixville Notch, N. H., h. Royal Duo (Palomar) Los Angeles, nc. Royce, Lynn & Vanya (Buffalo) Buffalo, t. Royce, Rosita (Crystal Palace) World's Fair, NYC. Russell, Jack (Show Box) Seattle, nc.

St. Clair & Day (Hollenden) Cleveland, h. Saunders, Milton (Ambassador) NYC, h. Sava, Marusia (Casino Russe) NYC, nc. Searles & Lane (Topsy's) Southgate, Calif., nc. Scheff, Fritz (Diamond Horseshoe) NYC, nc. Schweng, Hans (Little Old New York) World's Fair, NYC.

Shannon, Terry (Jimmy Kelly's) NYC, nc. Shaw, Esther (Lexington) NYC, h. Shaw, Don (Torch) Atlantic City, nc. Sheridan, Nora (Fifth Ave. Bar) NYC, nc. Shore, Willie (Colosimo's) Chi, nc. Short & Bowman (Small's Paradise) NYC, nc. Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc. Siemon, Harry (Minnesota) Minneapolis, t. Simmons, Gertrude (Palmer House) Chi, h. Skelton, Red, & Edna Stilwell (Chicago) Chi, t. Sloane, Estelle (Eldorado) Wildwood, N. J., h. Snyder, William (Samover Russian Art) Montreal, Que., 1e.

Son & Sonny (Cotton Club) NYC, nc. Spencer, Florence (Golden Gate Expo.) San Francisco, a. Spivy (Tony's) NYC, nc. Spizzie & George (Small's Paradise) NYC, nc. Steele, Larry (Harlem) Atlantic City, nc. Steele, Brooks (Ballantine Inn) World's Fair, NYC.

Sternay, George (Coe Rouge) NYC, nc. Sterling, Dolly (606 Club) Chi, nc. Stevens, Marsha (Wilson) Harrisburg, Pa., h. Stevens, Rose Ann (Strand) NYC, t. Stewart, Bernice (St. Regis) NYC, nc. Strickland, Charles (Gay '90s) NYC, nc. Stroud Twins (Minnesota) Minneapolis, t. Sullivan, Ed (State) NYC, t. Suter, Ann (Club Alabama) Chi, nc. Sutherland, Ann (356 Club) San Francisco, nc. Suzanne & Christine (Club Powatan) Detroit, nc. Swanson, Murry (Torch) Atlantic City, nc. Sweet, Ancil (International Casino) NYC, nc. Swifts, Three (State) NYC, t. Sydell, Paul, & Spotty (International Casino) NYC, nc.

Tait, Katherine (Bossert) Brooklyn, h. Tanya (Jimmy Kelly's) NYC, nc. Taras & Masters (International Settlement) San Francisco, nc. Taylor's, Earl, "Artists & Models Revue" (Oriental) Chi, t. Tharpe, Sister (Cotton Club) NYC, nc. Ticknor, Wanda (Casa Manana) Ft. Worth, nc. Tint, Al (National) Detroit, t. Tisdale Trio (Coe Rouge) NYC, re. Tommy & Nellie (Show Box) Seattle, nc. Trixie (Casa Manana) Ft. Worth, nc. Tryon Sisters, The (Sherman) Chi, h. Twardy, Ray (Aquacade) World's Fair, NYC. Tyler, Thorn & Post (Oriental) Chi, t.

Valdez & Peggy (Blue Meadow) Lexington, Ky., cc. Van, Betty (Blackhawk) Chi, nc. Van, Gus (Belmont Plaza) NYC, h. Vance, Valeria (Jimmy Kelly's) NYC, nc. Velez, Angela (Show Bar) Forest Hills, N. Y., nc.

Vincent, Romo (International Casino) NYC, nc. Vincente, Margo (Versailles) NYC, nc. Vocalaires, The (Mother Kelly's) NYC, nc. Vodery's, Will, Choir (Cotton Club) NYC, nc.

Wahl, Walter Dare (Aquacade) World's Fair, NYC.

OUTSTANDING COMEDY HIT Of New York World's Fair WALTER DARE WAHL BILLY ROSE'S AQUACADE

Waldron, Jack (Paradise) NYC, nc. Walker, Kirby (Plantation) NYC, nc. Wallace, Beryl (Earl Carroll's) Hollywood, nc. Wallace, Baha (Paradise) Atlantic City, nc. Walters, Jean (Jimmy Kelly's) NYC, nc. Walters, Jean (Queen Mary) NYC, nc. Ward, Joy (English Village) Tulsa, Okla., nc. Waring, Fred, Glee Club (Billy Rose's Aquacade) World's Fair, NYC. Wayne, Ginger (Barney Gallant's) NYC, nc. Wayne, Iris (Golden Gate Expo.) San Francisco, a. Wayne, Marshall (Billy Rose's Aquacade) World's Fair, NYC. Webster, Helen (International Settlement) San Francisco, nc. Weeks, Marion (Little Old New York) World's Fair, NYC. Weidner, Helena (Connecticut Inn) Southington, Conn., nc. Weissmuller, Johnny (Billy Rose's Aquacade) World's Fair, NYC.

Wences (Dorchester) London, h. West, Frieda (Palmetto's Cafe) Detroit, nc. Wetzel, Henry (Paradise) Atlantic City, nc. Whalen, Maurice & Betty (Roxly) NYC, t. Wharton Twins (Rose Bowl) Chi, nc. White, Jack (18) NYC, nc. White, Dorothy (St. Regis) NYC, h. White, Olive (Riverside) Milwaukee, t; (Oriental) Chi 8-14, t. White, Madalyn (Bertolotti's) NYC, nc. White, Eddie (Renault) Atlantic City, nc. Wicke, Gus (Gay Nineties) NYC, nc. Williams, Dolores (St. George) Brooklyn, h. Williams, Frances (Billy Rose's Aquacade) World's Fair, NYC.

Willard, Harold (Gay Nineties) NYC, nc. Willis, Mary (Versailles) NYC, nc. Wilson, Evelyn (State-Lake) Chi, t. Wilson, Charley, Trio (Le Possonnier) NYC, nc. Wood, Johnny (Earl Carroll's) Hollywood, nc. Worthly, Mildred (Diamond Horseshoe) NYC, nc. Wright, Charlie (Buckingham) NYC, h. Wright, Edythe (Pennsylvania) NYC, h.

Ygor & Tanya (Earl Carroll's) Hollywood, nc. Yost Men, Four (Diamond Horseshoe) NYC.

Zandra (Maynard) Seattle, nc. Zaranoff, Sonia (Ivanhoe Gardens) Chi, nc. Zink, Betty (Merry-Go-Round) Dayton, O., nc.

GRAND-STAND AND FREE ATTRACTIONS

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

Allen, Ted: (Fair) Brookfield, N. Y. Armstrong's Funny Ford: (Fair) Hemlock, N. Y.

Arony's Aerial: Wilmington, Del., 7-16. Barbara's Lady, Circus: (Fair) Vernon, N. Y. Barr, Ruth: (Fair) Bath, N. Y. Bernhardt & Ketrow: (Fair) Akron. Billetti Troupe: (Fair) Ebensburg, Pa. Blondin-Rellim Troupe: (Fair) Schaghticoke, N. Y.

Boyd, June: (Fair) Brookfield, N. Y. Cards, Three: (Fair) Fonda, N. Y.; (Fair) Woodstock, Va., 12-15. Cowdens, Aerial: Medina, O., 6-8. De Carlos, Six: (Fair) Lewiston, Me.; (Fair) Frederickton, N. B., 11-16.

Dobas Troupe: (Fair) Ebensburg, Pa. Darmer, Dorothy: (Fair) Merville, Ia., 5-7; (Fair) Postville 8-10. Eltons, Five: (Fair) Cranston, R. I. Emerald Sisters: (Fair) Ebensburg, Pa.; (Fair) Hughesville 11-16. Emil & Evelyn: (Fair) Smethport, Pa. Frabell, Al & Emma: (Fair) Smethport, Pa. Franz Troupe: (Fair) Smethport, Pa. Gregoresko: (Fair) Smethport, Pa. Hartsock Bros.: Hardin, Ill.

Johnson, Jane Elmer: (Fair) Merville, Ia., 5-7; (Fair) Postville 8-10. Jules & Clifton: (Fair) Ebensburg, Pa. Kitapos: (Fair) Ebensburg, Pa. Kymos: (Fair) Smethport, Pa. La Vola, Don, & Carlotta: (Fair) Rocky Ford, Colo. LaZellas, Aerial: (Fair) Webster City, Ia., 7-11.

Le Brants, The: (Fair) Black River Falls, Wis., 10-11. McGinnis, Shirley: (Fair) Merville, Ia., 5-7; (Fair) Postville 8-10. Nelson & Nelson: (Fair) Hemlock, N. Y. Ora & Minerva: (Fair) Hemlock, N. Y. Ortons, Aerial: Culbertson, N.D. Reynolds, Helen, Skaters: (Exhibition) St. Johns, N. B.

Ricardo, Great: (Fair) Hartington, Neb. Richardson Sisters: (Fair) Merville, Ia., 5-7; (Fair) Postville 8-10. Rita & Dunn: (Fair) Van Wert, O. Roberts, Dave & June: (Fair) Merville, Ia., 5-7; (Fair) Postville 8-10. Roberta's Circus No. 1: (Fair) Topsfield, Mass.; No. 2, (Fair) Northampton.

Rockets, American: (Fair) Merville, Ia., 5-7; (Fair) Postville 8-10; (Fair) Bird Island, Minn., 11-13. Rogers, Harley: (Fair) Durham, N. C.; (Fair) North Wilkesboro 11-16. St. Fanny, & Mule Abner: (Fair) Hastings, Mich., 8-9; (Fair) Montpelier, O., 13-16. Spring Garden Band: (Fair) Ebensburg, Pa.

Tops, Louis, & Jimmy the Educated Monkey: (Fair) Black River Falls, Wis., 10-11. Tranger, Don: (Fair) Ebensburg, Pa. Unicorn Troupe: (Fair) Benton, Mont., 8-10. Varsity Eight: (Fair) Ebensburg, Pa. Volera Bros. & Denise: (Fair) Wauseon, O.; (Fair) Wooster 11-16.

DRAMATIC AND MUSICAL

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

Barrimore, John: (Selwyn) Chi. Tobacco Road: (Masonic Auditorium) Spokane, Wash., 6-8.

MISCELLANEOUS

Ace, Red: (Greenwell Night Club) Louisville, Ky., 4-9. Arthur, Magician: Taft, Tenn., 6-7; Hazel Green, Ala., 8-9.

Burro Ball: Hillsdale, N. J., 5; Allentown, Pa., 6; Midland Park, N. J., 7; Ridgewood 8; Teanack 9; Newburyport, Mass., 10; Mt. Kisco, N. Y., 11; Freehold, N. J., 12; Darby, Pa., 13; Chester 14; Nutley, N. J., 15; Radburn 16.

By-Gosh Tent Show: Woodland, Md. Childer's Fun Show: West Newton, Pa., 4-9. D'Arcy Girls: Malden, Mass., 11-16. Daniel, B. A., Magician: Colon, Mich., 7-9. De Cleo, Harry, Magician: Barberton, O., 4-9. Dressen's Attractions: Lake Bloomington, Ill., 7-11; Minonk 13-16.

El Rey Sisters: Reynolds, Ind., 4-9. George, Great, Magician: Sidney, Neb., 5-9; Spencer, Ia., 11-16.

Ginnivan, Norma, Show: Manchester, Mich., 4-9.

Harian Comedy Co.: Barberton, O. Hayworth, Seabee, Players: Clinton, N. C. Henry, Lew, Rides: Altavista, Va. Henry, Arthur: Merville, Ia., 7-8. Hunsinger, Harry, Magician: Oconto Falls, Wis.

Jaxon, Ventriloquist: Bemidji, Minn., 4-7; Cass Lake 8-9. Johns, Dick & Helen: (Fair) Canton, O., 4-7. Kinsey, Madge, Players: Marion, O., 4-9. Little Farm Show: Yuma, Colo., 6-8. Lovelo, Pat & Willa: Sunman, Ind., 8-9. Long, Leon, Magician: Seattle, Wash., 6-7; Grandview 8-9; Yakima 10-11.

Marquis, Magician: Flandreau, S. D., 5; Madison 6; Salem 7; Mitchell 8-9; Brookings 11; Clark 12; Watertown 13-14; Webster 15-16. Ricton's Wonder Dogs: Sparta, Tenn. Rippel Show: Kents Store, Va., 4-9; Gum Springs 11-16.

Sadler's Own Co.: Childress, Tex., 8-9. Seacuum Park Rides & Shows No. 1: (Fair) Wauseon, O., 6-9; (Fair) Toledo 13-16; No. 2: (Fair) Medina, O., 6-9; (Fair) Upper Sandusky 12-15. Schaffner Players: Bloomfield, Ia., 3-9. Wade, R. H., Ride Unit: (Fair) Columbiana, O., 8-9. Washer Bros.: Oakland, Ky. White Bros.: Granby, Que.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo.: Allison, Ia.; Eldora 11-16. Anderson-Strader: Norton, Kan. Atlas: Drakesboro, Ky. B. & H. Am.: Hemingway, S. C. Bach, O. J.: Frankfort, N. Y. Bantley's All-American: (Fair) Hatfield, Pa. Barfield's Cosmopolitan: Cleveland, Tenn.; Dalton, Ga., 11-16.

Barkoot Bros.: (Fair) Big Rapids, Mich., 5-9; St. Louis, Mich., 12-16. Baysinger, Al: Benid, Ill. Beckmann & Gerety: (State Fair) Detroit. Bee, F. H.: (Fair) McMinnville, Tenn., 5-10; (Fair) Centerville 13-19. Blotner Model: Jonesport, Me. Blue Ribbon: Cassopolis, Mich. Blue Ridge: Monticello, Ky.; (Fair) Gainsboro, Tenn., 11-16.

Bremer: Waukon, Ia. Brown Novelty: Silvertown, O. Buck, O. C.: Timonium, Md. Buckeye State: (Fair) Itta Bena, Miss.; (Fair) Eupora 11-16.

Bullock Am.: Taylorsville, N. C. Burke, Frank: (Fair) Rocky Ford, Colo. Burns Am. Co.: Mountain View, Ark. Byer Bros.: (Fair) Jerseyville, Ill., 3-8; Steele, Mo., 11-16.

Central States: Cushing, Okla.; Pauls Valley 11-16. Ceflin & Wilson: Bridgeton, N. J. Clark, I. J.: Rockmart, Ga. Clyde's United: Coalport, Pa. Coleman Bros.: (Fair) Schaghticoke, N. Y., 4-8; (Fair) Greenfield, Mass., 11-14. Crafts: San Diego, Calif., 1-10. Crescent: Whitaker, N. C.; (Fair) Hillsboro 11-16.

Crowley United: Carnegie, Okla. Crystal Expo.: (Fair) Rogersville, Tenn.; (Fair) Newport 11-16. Cumberland Valley: (Fair) Petersburg, Tenn., 5-8; (Fair) Cookeville 7-9. Curl, W. S.: Port Jefferson, O. Dixie Attrs.: Chauncey, Ga. Dixie Belle: Hartford, Ky. Dixie Model: Oak Hill, W. Va. Dudley, D. S.: Montague, Tex.; Quinlan 11-16. Dyer's: Hammond, Wis., 5-7; Cornell 8-10; Durand 11-14.

Elite Expo.: (Fair) Clay Center, Kan. Ellman: Westfield, Wis., 6-9. Ender Bros.: (Exhibition) Quebec, Can. Eureka: Pearl River, N. Y.; Roselle, N. J., 11-16. Evangeline: Fayetteville, Ark.; Russellville 11-17.

Fair at Home: Fonda, N. Y. Fairly & Little: (Fair) Lincoln, Neb., 2-9. Falls City: Livermore, Ky. Federal State: Whitley, City, Ky. Fider's United: Effingham, Ill., 6-9; No. 2, (Fair) Rolla, Mo. Fleming, Mad, Co.: (Fair) Roberta, Ga.; (Fair) Oglethorpe 11-16.

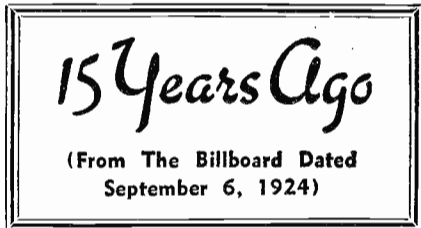
Four States: (Fair) Petersburg, Ill. Frank's Greater: Columbus, Ga.

Frederick Am.: Salina, Neb.
 Frisk Greater: (Fair) Windon, Minn., 5-9;
 (Fair) Bird Island 10-13.
 Funland: Garrett, Ky.
 Fuzzell's United: (Fair) Audubon, Ia., 4-8;
 (Fair) Trenton, Mo., 11-16.
 Galler's Golden States: Sacramento, Ky.
 General Am.: Marlin, Tex.
 Gibbs, W. A.: (Fair) Horton, Kan., 6-9;
 Waterloo, Neb., 11-16.
 Gold Medal: Calumet City, Ill., 6-10.
 Gold Leaf: Waynesville, N. C.
 Golden State: Vallejo, Calif., 5-10; (Fair)
 Orland 12-17.
 Great Lakes Expo.: Reading, O.
 Great Superior: (Fair) Lebanon, Tenn.;
 (Fair) Erin 11-16.
 Greater Exposition: Cairo, Ill.; Cape Girar-
 deau, Mo., 11-16.
 Greater United: Wewoka, Okla.
 Greater U. S.: Hydro, Okla.
 Grove's Greater: Mounds, Ill.
 Gruberg's World's Expo.: (Fair) Syracuse,
 N. Y.
 Gulf Coast: Little Rock, Ark.
 H. B.: Meridian, Ga.
 Hames, Bill: Paris, Tex.
 Henke Bros.: Neenah, Wis., 5-10; Milwaukee
 11-17.
 Hennies Bros.: Grand Island, Neb.; Council
 Bluffs 11-14.
 Heth, L. J.: (Fair) Russellville, Ky.
 Hilderbrand's United Shows & Circus: (Fair)
 Weiser, Ida., 6-9.
 Hilderbrand's United No. 2: (Fair Festival)
 Emmet, Ida., 6-9; (Celebration) Nyssa, Ore.,
 11-16.
 Hippodrome: Lake City, Ark.
 Hoffner Am.: Alexis, Ill.
 Hughey Bros.: Nashville, Ill.
 Hyde, Eric B.: Appalachia, Va.
 Ideal Expo.: (Fair) Ebensburg, Pa.
 Imperial: Leroy, Ill., 5-9.
 Jones, Johnny J.: (Fair) Indianapolis, Ind.
 Joyland: Gustine, Calif.
 Kaus Expo.: (Fair) Dunbar, W. Va.; (Fair)
 Leakesville 11-16.
 Keystone Modern: Oakland, Md.
 Landes, J. L.: (Fair) St. Paul, Neb.; split
 with Elwood & Wallace 11-15.
 Large, H. R.: Crenshaw, Miss.; Crowder 11-16.
 Lathip Home State: (Fair) Webster Springs,
 W. Va.
 Lewis, Art: (Fair) Staunton, Va.
 McKee, John: Beattie, Kan., 5-6; (Fair)
 Onaga 7-9.
 Magic Empire: (Fair) Florence, Kan.
 Marcy, C. S.: Mansfield, Pa.
 Marks: (Fair) Roanoke, Va.; (Fair) Lynch-
 burg 11-16.
 Melvin's United: Oskaloosa, Ia., 2-7.
 Mighty Monarch: (Fair) Clintwood, Va.;
 (Fair) Dunganon 11-16.
 Miller Am.: (Fair) Greenfield, Mo.
 Miller, Al H.: Omega, Ga.
 Miner Model Midway: (Fair) Laurelton, Pa.,
 5-9; (Home-Coming) McClure 11-16.
 Miner Model Ride Unit: (Fair) Pen Argy, Pa.
 Moon Light: Anderson, S. C.; Athens, Ga.,
 11-16.
 Motor City: Lawton, Mich., 6-9; Plainwell
 11-16.
 Naill, C. W.: Winnsboro, La., 11-16.
 New England: Henlock, N. Y., 6-9.
 Northern Expo.: Bowman, N. D.
 Northwestern: Hart, Mich.; Sturgis 11-16.
 Ohio Valley: Trenton, Ky.
 Oklahoma Ranch: (Fair) Arapaho, Okla.
 Page, J. J.: (Fair) Oneida, Tenn.; (Fair)
 Fayetteville 11-16.
 Park Am.: Magnolia, Ark.
 Peach State: McRae, Ga.
 Pearson: Brownstown, Ill.
 Penn Premier: Sunbury, Pa.
 Penn State: McConnellsburg, Pa.
 Pioneer: Canisteo, N. Y.; Gratz, Pa., 10-17.
 Prell's World's Fair: Pottsville, Pa.
 Pryor's All-State: Vanceburg, Ky.
 Rea, John T., Attrs.: (Fair) Hughesville, Pa.,
 11-15.
 Reynolds & Wells: Webster City, Ia.
 Rogers Greater: Crossville, Tenn.
 Rogers & Powell: Carthage, Miss.; Quitman
 11-16.
 Royal Midway: (Fair) Covington, Tenn.
 Rubin & Cherry: St. Joseph, Mo.
 Scott Bros.: (Fair) Waverly, Tenn.
 Santa Fe: Knox City, Tex.
 Shugart, Doc, No. 1: (Fair) Agra, Okla., 7-9;
 No. 2 (Fair) Meeker 7-9; (Fair) Okemah
 14-16.
 Silver State: Torrington, Wyo.; Mitchell, Neb.,
 11-16.
 Sims Greater: Napanee, Ont.

Smith Bros.: (Fair) Atoka, Okla.
 Smith, Lexie, Am. Co.: Jasonville, Ind.
 Sol's Liberty: Marshfield, Wis.
 Southern Attrs.: Holt, Ga.
 Sparks, J. F.: (Fair) Jasper, Tenn., 6-9;
 (Fair) Dayton 11-16.
 Sperton, P. J.: Alta, Ia., 5-9.
 State Fair: Sidney, Neb., 5-9.
 Strates: Dunkirk,
 Texas Kidd: Roton, Tex.
 Texas Longhorn: Duncan, Okla.; Durant 11-17.
 Thomas Am.: Rising Sun, Ind.; Woodburn
 11-18.
 Tidwell, T. J.: (Fair) Miami, Okla.; Anadarko
 11-16.
 Tilley: Sandwich, Ill.; North Judson, Ind.,
 11-16.
 Tom's Am.: Edison, Ga., 6-16.
 Wade, W. G.: (Fair) Marysville, O.; (Fair)
 Delaware 11-16.
 Wallace Bros. of Canada: (Fair) Brome, Que.,
 Can., 4-6; (Fair) Granby 7-9.
 Wallace Bros.: (Fair) Macon, Miss.; Aberdeen
 11-16.
 Ward, John R.: Vincennes, Ind.
 West, W. E.: (Fair) Glasco, Kan.; (Fair)
 Washington 11-16.
 West Bros.: Fairfield,
 Ia., 11-16.
 West Coast Am.: Susanville, Calif., 7-11;
 (Fair) Lodi 15-17.
 Western State: Dodge City, Kan.
 West's World's Wonder: (Fair) Durham, N. C.
 Weydt Am.: (Fair) Black River Falls, Wis.,
 9-12.
 Weyls Prod. Co.: Ashtabula, O.
 Williams, Ben: St. John, N. B., Can.
 Wilson Am.: Melvin, Ill., 5-9.
 Wolfe Am.: Pickets, S. C.
 World of Mirth: Rutland, Vt.
 World of Pleasure: Ludington, Mich., 12-16.
 Zacchini Bros.: Washington, Pa.; Bellaire, O.,
 11-16.
 Zimdars: (Fair) Du Quoin, Ill., 3-10; East
 St. Louis 11-16.

CIRCUS AND WILD WEST

Barker Bros.: Charleston, W. Va., 3-10;
 Carthage, O., 12-16.
 Cole Bros.: Logansport, Ind., 5; Anderson 6;
 Newcastle 7; Piqua, O., 8; Hamilton 9;
 Cincinnati 10; Norwood 11; Portsmouth 12;
 Williamson, W. Va., 13; Gary 14; Bluefield
 15; Wytheville, Va., 16.
 Gainesville Community Circus: Dallas, Tex.,
 8; Arlington 13-14.
 Gould, Jay: Remsen, Ia., 5-7; Adrian, Minn.,
 8-9; Springfield 11-12.
 Ringling Bros. and Barnum & Bailey: Fresno,
 Calif., 5; Stockton 6; Oakland 7; San Fran-
 cisco 8-10.



DeKreko Bros.' Shows were furnishing amusements for the Chicago Carnival and Industrial Exposition. . . . Rubin & Cherry Shows were playing to excellent results at Iowa State Fair, Des Moines. . . . Lachman Exposition Shows were contracted for Ak-Sar-Ben Carnival, Omaha. . . . T. A. Wolfe Shows chalked a good opening on a new lot in Dayton, O. . . . Plattsburg, N. Y., first fair date of the season for Brown & Dyer Shows, proved a red one. . . . While playing Bessemer, Mich., 17 members of Con T. Kennedy Shows were initiated into the Elks. . . . Prof. Eugene Robinson and Jack H. Nation, Dixieland Shows, joined the circus side show with Litts Amusement Co.

Adolph Spanier jumped from Birmingham to Columbus, O., where he operated a concession at Ohio State Fair. . . . Frank Marshall was promoting and ar-



A TRIO of old circus cronies shown on the lot of Crowley's United Shows when playing Boone, Ia. Left to right: "Uncle Ben" Wiley, veteran billposter; Doc Waddell, who was publicist for Crowley and is now at the Masonic Home, Springfield, O., and Col. Hugh Ettinger, show owner, now retired. Each is 76. Wiley has been in show business 61 years, Waddell 67 years and Ettinger 65 years. Wiley and Ettinger live at Boone. Photo by M. A. Aasgaard, publisher of "The Boone Messenger."



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We Carry a Very Complete Stock of BEACON BLANKETS ONE DAY SERVICE.

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No. 35—SNOW WHITE Gorgeous 14 1/2 in. Doll. 12 to Ctn. (no less sold), Each 14c

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Fairs

Fairs

SCOTT BROS.' SHOWS

WANT FOR 9 MORE BONA-FIDE FAIRS: WOODBURY, TENN., WEEK SEPT. 11; NEWTON, MISS., WEEK SEPT. 18; CLARKSDALE, MISS., WEEK SEPT. 25; STARKVILLE, MISS., WEEK OCT. 2; WESTPOINT, MISS., WEEK OCT. 9; AMORY, MISS., WEEK OCT. 16; GADSDEN, ALA., WEEK OCT. 23; SELMA, ALA., WEEK OCT. 30. Out all winter. WANT Small Jenny and Octopus, Roll-o-Plane, Side Shows, Sax and Tuba for Colored Minstrel, Agents for Nail Store and Swinger. Will sell few Wheels, Long and Short Range Gallery, Custard. Aspen-Waverly, Tenn., Fair, this week.

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FOR ELKLAND, PA., AUSPICES UNITED LEATHER WORKERS, SEPT 11 to 16. LARGEST TANNERY IN THE WORLD, WORKING DAY AND NIGHT. BIG PAY-DAY WEEK. FIREWORKS THREE NIGHTS, FINE BIG PARADES, BIG PUBLIC WEDDING QUEEN CONTEST, BABY PARADE. This is the outstanding event of the year. Legitimate Concessions of all kinds. Shows that do not conflict. This week, Canisteo, N. Y.

W. C. KAUS SHOWS, INC.

WANT U Driv Its, Octopus, Ridee-O, Rolloplane. Shows with own equipment, Fun House or Illusion. Want Diggers, Long or Short-Range Gallery; Palmistry, must be American. Legitimate Concessions of all kinds. Write or wire W. C. KAUS, Carlisle, Pa.

ranging a Home-Coming and Trade Week Celebration in Germantown, O. . . . Closing day of Colored Fair, Lexington, Ky., provided good business for Billie Clark's Broadway Shows. . . . Doc Carpenter, former side-show talker, was employed as clerk on a team track of the Michigan Central Railroad, Detroit. . . . Annual baseball game between married and single men on Dodson's World's Fair Shows was played in Okmulgee, Okla., the former winning, 17 to 16. Johnny Hoffman piloted winners; John Guinn managed the losers.

Clarence A. Wortham's World's Best Shows were in Council Bluffs, Ia., after a successful stand at Central States Fair and Exposition, Aurora, Ill. . . . Kentucky State Fair, Lexington, proved lucrative for Greater Sheesley Shows. . . . Lippa Amusement Co. closed an 11-week tour of Upper Peninsula of Michigan with a successful stand in Manistique and then crossed the straits for a return engagement in Cheboygan. . . . Erie (Pa.) Exposition and Fair proved a bloomer for Narder Bros.' Shows. . . . Dave Reese, formerly of Morris & Castle Shows, was seriously ill in Michael Reese Hospital, Chicago. . . . Robert G. Wing's Baby Jack Show was playing to okeh results in Maine.



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GLEANINGS

(Continued from page 29)
ure Island, Rand show and Cavalcade, total value about \$2.75.

It is reported Jack Benny and his troupe will receive about \$30,000 for their work during Labor Day week-end. Some of the smarter fellows think that Labor Day would have taken care of itself and that Benny would have drawn many a thousand thru the gates during the after-holiday slump. Paris Peggy, noted woman talker, now part of the front brigade of the Miss America show, as usual is making good. Ed Brown said that 300 members of Ringling-Barnum Circus, opening here on September 8, will attend the Showmen's Day benefit in the Music Hall on September 7. As the hall's capacity is only 4,000, it may be necessary to give two shows, judging by the way tickets are going. Recently doing the Gayway were John Robinson IV, Cincinnati, and John Brazil, of Ringling-Barnum Circus. Some committees for Showmen's Day: Harry Hargrave, president; J. Ed Brown, chairman; Fred Weddleton, Nate Miller, vice-chairmen; Frank Zambrino, treasurer; Mel Smith, manager of performance; Walter K. Sibley, manager of publicity; tickets, Cal Lipes, John Branson, Harry Phillips, Art Belcher, Plain Dave Morris, Ben Levine, Herman Rudnick, Theo Forstall, S. L. Cronin, Ben Darbert, Frank Downie; arrangements, Harry Taylor, Herb Usher, John T. Backman, Glen Widecker, Harry Seber, William Smith, Anaton Hayes, J. P. Morrell, G. R. Adema. Andy Hynes, who operates the Monkey Speedway concession, has taken an old game and made a success of it. No small part of the good business is attributable to its fine crew. Ray Hadwick is master of the simians; Warren Satenfield, Bill Stuve, tickets; Mrs. Hynes, prizes. "Red" Kearns has again bettered himself, being back with Sally Rand as relief orator for Miss America, Nude Ranch and the new Rand Gay Paree.

Audrey Madison, who has been one of the bally girls on the Headless Girl show since opening, has resigned to take a much-needed rest. Andy Anderson, free-lancing again, formerly talked on the Candid Cameras Posing show. Max Munro is now manager of Mickey's sandwich stand, assisted by his wife, Hippolyte DeLaVeaux, one of the owners of the French Carouselles, prepared to answer a call to the colors. He is a veteran of the World War, holding a commission and was several times cited for bravery. Tom Evans, of the expo publicity department, is giving Showmen's Day a good break. My lady returned from a six weeks' vacation in Chicago and Boston and at the New York Fair, where she enjoyed visits with Mr. and Mrs. Joe Rogers, Billy Rose, Madge Bloch, Ada Dufour, Morris Gest and many others. Tex Cameron, restaurant magnate and ex-prexy of the Concessioners' Association, has not been much in evidence lately. His doctor insisted that he take a rest, which he did. Now he is feeling more fit. Max Schwartz Candid Camera Posing Models show, moved to the Gloria building, has in-

creased business over 25 per cent by the change. Midget Village front, transformed with plenty of color and life, has had a big increase in business. Hugh Mack and son capably handle the front. Herman Zapf reports his Penny Arcade has done very satisfactory business and he hopes the fair will run thru 1940. Father Bucci, who has been operating the Stamp Exhibit, rented his building to an escape artist and the front has been completely changed. Baby Incubators, under direction of Ed Breckenridge, are maintaining excellent average business, now being off the nut. *The Drunkard*, which endured for the last few weeks, has given up the ghost. It is said it will be taken back to the Palace Hotel, where it played for a number of years before coming to Treasure Island. Bar is still in operation. Claude Bell, sand sculptor, is playing the Toronto Exhibition and his son, Claude Jr., is looking after his two studios here. Harry Taylor, back after playing Stockton (Calif.) Fair, said it was off about 25 per cent from last year, probably caused by the expo here. Art Belcher, of Fisherman's Grotto, plans a trip around South America after the fair. Bob Wescott has been engaged by Sally Rand to run one of the small shows inside her new Gay Paree. He has been on Streets of the World. Jerry Whitney, still with Streets of the World, is preparing to go to New Zealand to open in late November, as are Jack Manns and a number of other talkers and concessioners.

THE WEEK'S

(Continued from page 28)

to devote their time to other matters, for the statement was not issued." Several pavilions are calling their men to the colors. Priceless objects on display, as well as French and other European works of art worth fabulous sums will be held in this country for an indefinite period after the close of the fair to protect them in case the situation reaches even more serious proportions than at present.

It was disclosed that about 1,500 restaurant workers without union affiliation have been paying from \$1.25 to \$2 a month to a committee of 16 unions holding contracts under the banner of the World's Fair Joint Board Culinary Committee of Greater New York, AFL group. Minimum of one-third of the employees must be hired from the union and the others must obtain "working cards," revenue from this source totaling about \$2,300 a month, of which 20 per cent is earmarked for the Cincinnati headquarters of the parent union. A union official said that more than 80 per cent of expo restaurants, employing between 5,000 and 6,000 workers, have signed contracts with the committee.

On Wednesday, held the logical day to exploit the Thursday-Friday combo ticket, the fair chose to announce amelioration of one of its headaches, debts, stating that holders of more than 54 per cent of the bond issue had okehed the Fair Corp.'s request that they waive immediate claims to 40 per cent of the gate receipts, that percentage represent-

ing the bondholders' share against de-ventures. Fair also said it had secured its desired \$750,000 loan from New York banks, but these banks were not disclosed.

Victoria Falls spec, sponsored by Southern Rhodesian Government, with Norman Yule, long critical of the fair, in charge, sold out its interest to a "syndicate." A check-up revealed that the new operators are Falls Associates, Inc., headed by a Mr. Stevenson.

Bojangles Day was celebrated Monday in honor of Bill (Bojangles) Robinson, star of *Hot Mikado*. Expo thanked him for his part in stimulating the sale of tickets by WF employees. Altho the two weeks' campaign expired Monday (28), no announcement of the number sold was issued.

Police Athletic League's annual spec, *Parade of Stars*, will be held in the Court of Peace next Wednesday (6) with an ambitious program on tap. Consolidated Edison is expecting 20,000 employees and as many or more guests for CE Day a week from Labor Day (11). Warren Wade, NBC television producer, is to supervise the tel-show, the first utility program ever telecast, with John B. Kennedy emseeing.

MOGULS DISCUSS

(Continued from page 29)

\$1,000 over previous week. *Folies Bergere* was off, yet grabbed \$34,775.

Ax Hits Photogs

Deal has been set for Jack Benny, Mary Livingstone and Phil Harris' ork to play free shows opening Labor Day week-end. Harris will be in for several weeks with own offering. Exhibitors and *Folies* management are hardly speaking these days. Source of the coolness lies in refusal of the show management to permit its girls to pose in the various exhibits for publicity photographs. The ax has again cut into the press department. This time it's photographers, some of whom must go in interests of economy. Clifford Fischer has left the *Folies Bergere* company to take a vacation in Hollywood, leaving affairs in the hands of his lieutenant, Eddie Lewis, who helped organize the show.

FLUSHING FRONT

(Continued from page 29)

which time pandemonium not only reigned—it poured."

Justin Wagner, mike-grinding for the Snapper ride, pulled in the folks by announcing it as "The official No. 1 ride at the fair." Mighty nice adaptation, the Snapper being in the No. 1 group on the combo ticket sold yesterday and Thursday. . . . Gloria Jearl, Universal Pictures' new build-up object, is to leave for the Canadian National Exhibition, Toronto, Tuesday (5) as Grover Whalen's ambassador to the CNE. She will be the guest of *The Toronto Star*. Oh, yes, she will make a personal appearance at the Uptown Theater in connection with *The Under-Pup*, her first film effort.

Frank (Rondevo) Miller is back from Haines Falls, N. Y., where he took his family to get away from the World of Tomorrow for a short spell. He says the Catskill Mountains air, not mentioning the smoked salmon, was just what he needed. . . . Pre-fair souvenir tickets marked for the dark Savoy, Wild West and Cuban Village shows are being honored at Merrie England and Old New York villages, in both of which the expo has investments. . . . Put down Rubin (Rubin & Cherry Exposition) Gruberg and A. Brady (Kennywood Park, Pitt) McSwigan as visitors. . . . Edith Devany was readying to resume work in the restaurant of the Albanian section of Hall of Nations. Her pappy, the incomparable Orest, is still peddling pizzas, Italian delicacy, at a fast cliperoo in the Winery. . . . Princess Pat and her mother, Aloma, came in from Portland, Ore., to work this week only at one of Pop Dunlap's horoscopes, the Rainbow avenue location. Were scheduled to work a theater engagement on Labor Day as a try-out for a possible circuit of 40 houses. . . . Rose Brown and Caty Shaw, who supply some of the warmth to the *Hot Mikado*, Bill Robinson's starring vehicle at Hall of Music, intend to tackle a chicken farm at Columbus, O., at season's close. . . . That trio functioning in Chester Hale's Exstasie is, from left to right, Josephine Russo, Paula Mason and Leslie Bryan.

- | | | | |
|---|---|--|---|
| Bullock, R. S.
Caul, Bert
Charnes, Walter
Claire, Hans
Coates, Doc Jerry
Coleman, Leonard
Weston | Lyman, Mr. and
Mrs. Cockey
McGreavy, Michael
T. | Schultz, Jack
Seaton, Al
Smythe, Bill
(Straw Hat) | Wilson, Mrs. Myrtle Wright, Helen
Zidman, Mrs. Al
Jeanette |
| Costello, D. K.
Cress, Jack
Cressionars, The
(Harry Cress)
Day, Dave
Dayton, Eddie
Deugler, J. B.
Deering, Walter O.
De Goria, Joseph
Delmar, J. C.
Eller, R. O.
Elliott, C. L.
Ezell, Harry
Fitz Carroll
Fosnaugh, Fearless
Freitas, Alfred I.
Gates, A. L.
Goldstein, Sam
Goodie, Ray
Gregory, William
Haely, Horace
Harris, Herbert
Hawig, Al
Hunt, Hot-Cha
Hoffner, Jack
Holland, E. S.
Hoover, Wm. C.
Horner, Tommy
Hunt, Thomas
Ingelheim, Louis
Jamison, Capt.
Jimmie | McDonald, Mickey
Manhart, J.
Mattress, Co.
Miller, Fred
Morton, A. L.
Mulally, Tommy
Newberry, Paul H.
O'Brien, Don
O'Connor, Danny
Ort, Jack
Pain, Bud
Peavey, J. E.
Peary, L. W.
Peters, Lee E.
Powell, Bill
Reynolds, Harris
Ross, M. F.
Ross, Tommy
Saunders, Noel | Snell, Oscar James
Sorensen, Louis
Spencer, Don
St. Chad, Gordon
Stanton, Jack
Stone, Benny Z.
Taylor, Earl
Thomas, Mr. &
Mrs. R. D. (Kid)
Tinsch, Frankie
Warren, Bill
Watson, Harold
Weiden, John S.
West, Harry
White Wolf, Chief
Williams, Joe
Wood, Julian L.
Yerro, Vincent | Allen, H. Doc
Babbitt, Milton
Bachman, Ted
Balzer, Ray
Barth, Meir
Bennett, Blackie
Brady, Jim W.
Brooks, William
Brose, Nick
Bryar, Buddy
Bryer, Harry
Bryer, Ollie
Burnet, A. C.
Case, Glenn
Castle, John R.
Chance, Jared
Clarkson, Al
Clennon, Bart
Comaway, James
Daley, Don
Dilkey, Delmar
Dimes, Jake
Emerson, Whitey
Fehler, Vernon
Ford, E. M.
Fox, Jerry
Franklin, Eugene
Fulkerson, Charles
Fuller, Howard
Gardner, Al
Gardner, C. J.
Garn, Jack
Gavord, B. F.
Gordan, Carl J.
Goody, Ray
Guffie, H. G.
Haley, H. D.
Harwood, Van
Hinton, Hot-Cha
Hockenberry, Louis
Holman, Eryard J.
Interstate Show
Properties, Inc.
Jones, Pat
Keen Jr., James
Kinney, Loop-a-
Plane
Klein, James
Kreus, F. H.
Lawrence, Larry
LeBrell, George |
| Johnston, Brooks E.
Joy, Billy
Kemp, Donald
Keager, Walter
Keane, James
(Jim) Steven
Kirley, James
Kitchen, Maurice
P.
Knight, Thurman
Lane, Ralph
Lansay, "Daddy"
Lindsey, Daniel K.
Lipsky, Morris
Lonas, Johnny
Luck, Wm. J.
Lyman, Al | Benoit, Mrs. Louise
Beshears, Mrs.
Robert
Bessette, Bessie
Bing, Bernice
Thos. P.
Bowen, Mary M.
Bowers, Mrs. June
Broussard, Mrs. Eva
Burdett, Mrs. A. C.
Clark, Dorothy M.
Cortez, Madam
Doria, Betty Lee
Doyt, Mrs. Mabel
Eddy, Miss Dolly
Edwards, Rose
Ellis, Madame Rose
Fornest, Evelyn
Fortune, Mrs.
George E.
Glasscock, Mrs.
M. H. | Laird, Mrs. Mildred
Lawrence, Mrs.
Larry
Lennon, Mrs.
Pauline
Long, Mrs. Ethel
McCoy, Mrs. Betty
McLaughlin, Mrs.
Juana
Mack, Musical May
Moore, Mrs. Mave
Nottingham, Mrs.
B. H.
Procter, Mrs.
Ressie
Smith, Mrs. Mack
Stuart, Mrs.
Elizabeth
West, Mrs. G.
Williams, Mrs.
June
Williams, Louise | Lonas, Johnny
McMahon, E. H.
Mackey, Robert F.
Marchbank, A. J.
(Moco)
Marrs, Jack
Marshall, Al
Martin, Terry
Maye, Joe
Michls, Marty
Moan, James
Morton, A. L.
Murphy, A. L.
Murry, Frank
Newcomb, Verne
O'Brien, J. P.
O'Brien, Lou
Odee, Ralph
Park, Robert
Ray, Ralph V.
Redwing, Rudy
Reed, C. S.
Rhodes, T. A.
Roach, Pat
Romero, R.
Rowe, Jack
Salters, Slim
Schaffer, Harry
Seales, James H.
Seber, Harry G.
Seik, Herman
(Blackie)
Sewell, Dave
Smith, H. Norman
Stanley, Clifford
Stanley, Mike
Star, Gus
Stevens, George
Stuart, Roble
Stumbo, Fred R.
Tealock, Chas. I.
Thompson, Robert
Ulsh, John I.
Webb, Captain
Williams, Dave
Williams, Jack
Wilson, Bill
(Monk)
Wilson, Monie Gal
Wright, Harry E.
Young, Johnny A. |

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Rides: Chalplane, Roloplane. Worth-while Shows with Own Outfits. Legitimate Concessions of All Kinds. Bethel, Ohio, American Legion Celebration next week. Then Stamping Grounds, Ky., Fair; Owenton, Ky., Fair, with other fairs to follow. Come over and play these fairs and get your winter's bank roll.

All address JACOB PRYOR, Vanceburg, Ky. P. S.: Burkert's Cookhouse is over here.

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Complete with Band, must be well organized, for long circuit of Southern Fairs. We have complete new outfit. Wire

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All this week, Staunton, Va., Fair; week Sept. 11, Covington, Va., Fair.

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Wire: J. GEORGE LOOS,
GREATER UNITED SHOWS, WEWOKA, OKLA., this week.

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That don't conflict; Ride Help of All Kind; Concessions of All Kinds. Cream of Georgia Textile and Tobacco Fairs. First come, first placed. Out all winter. Florida Celebrations to follow. Lester McGee, Bill Hughes, get in touch with Buddy Braden at once. I. J. CLARK AMUSEMENT CO., ROCKMART, GA.

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

CANDY

Candy is a delicious food; enjoy some every day. This is a slogan introduced by the associated candy trade. It is remarkable how much good can be done, how much business progress can be accomplished by the use of an appropriate slogan to express an ideal.

The real power of the above slogan is that it gives the candy trade an aggressive slant, rather than a defensive attitude. The candy trade has its problems, as do all other trades, but these difficulties can best be met by a progressive attitude in business.

It is true that medical objections can be raised to the extremely large consumption of candy, sugar and starches by the American public. But herein is the great opportunity of the candy trade. It is the opportunity to acquaint the public with a new and more scientific viewpoint about matters of diet.

We get into a rut in our orthodox views of diet, when the people are anxious and waiting for a more enlightened viewpoint. Some of our orthodox views of diet are almost as vicious as the old theory of bleeding a person when he was sick.

It is not good judgment to deny sweets to the normal appetite; it is much better judgment to supply the energizing sweets and balance it with minerals and vitamins.

That is the progressive view. That is the most basically human and at the same time the most scientific view. That is the principle which can be converted into an aggressive advertising program for the candy trade to set new marks for increasing consumption.

Exploiting candy as a delicious food has been a wise and successful idea. But the opportunity exists to add the still more powerful appeal of health. Modern civilization brings new stress upon the human system that keeps adding increasing importance to the health appeal. The cigaret had to burn its way thru orthodox opposition to the place where it is accepted universally as a means to help bear the stress of life.

The cigaret revolutionized the orthodox views concerning the reaction of chemicals in the human body. The candy trade can teach the new and basic facts about the use of food within the system.

The candy trade has a decided advantage. New processes make available greater varieties of the essential minerals and vitamins in cheaper forms so that eventually candy itself will become a popular source for much that is needed in the daily diet.

An example. Much was heard about diarrhea following the Chicago World's Fair. Then apples came into the lime-light and fruit pectin has grown rapidly in medical importance since. Candy is made which incorporates this and other valuable elements. In fact, the manufacturing opportunities in the use of new mineral and other health factors in candy would seem to be limitless.

Thus, instead of being put on the defensive at any time, the candy trade can become the champion of better health, more economical energy, quicker energy, and at the same

time a tastiness that gives the consumer a happier outlook on life.

Just as the candy trade maintains a progressive attitude in the health qualities of its product, so it should also keep progressive in its merchandising outlook. It is just as bad to get into a rut in merchandising ideas as it is to get stale on matters of human health.

In merchandising candy, first, it is essential to keep in mind that the consumer largely buys candy upon impulse—except when it is used as a gift. He buys it when he sees it; he will not walk very far to get a bar of candy. To cater to this impulse buying, it is necessary to create as many and as attractive outlets for candy as possible.

In the modern program for merchandising candy, the vending machine will assume a place of increasing importance because it fits basically into the picture.

Machines are now being made which have reached a high degree of mechanical perfection so that they can sell efficiently. Modern design has been used so that candy vending machines will eventually assume a first rank place in order to display candy to advantage.

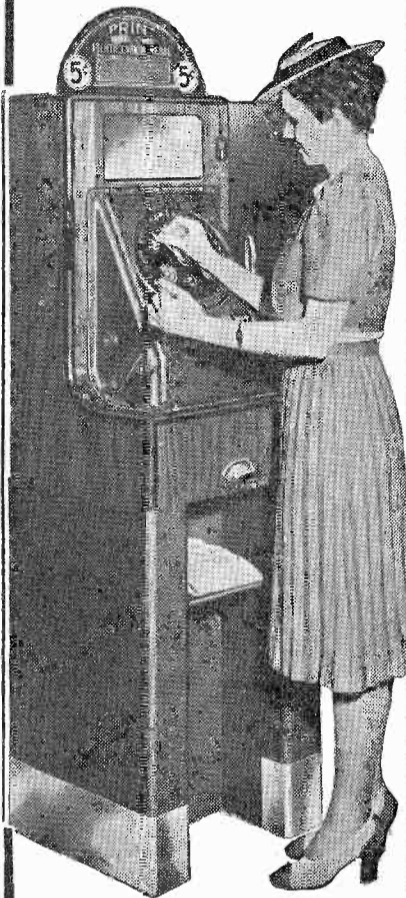
The vending machine has gone far to make candy available to the consumer in places where he would not likely get it otherwise. This is a service to which the consumer is entitled, regardless of any orthodox views of merchandising. The quick energy value of candy in itself indicates that the consumer should be able to get candy when and wherever he wants it. The entire candy trade should progressively support a program that caters to the consumer at all points. The object of everybody in the trade should be to sell candy and not get into a rut in methods of merchandising.

Since the consumer buys candy on impulse, display becomes a matter of first importance. Proper display devices are needed. In the modern retail store it is evident there is a great contest on to get preferred display space. The sale of candies depends so much upon the display. And yet the ultimate has not yet been attained in the display of candy bars and penny items. There is a fair percentage of the consuming public that would appreciate the opportunity to select and buy their candies from a coin-operated machine which also would serve as preferred display for the product. The vending machine makes possible thousands upon thousands of extraneous outlets for candy; the retail store also needs to go the second mile in making candy purchases convenient for the consumer.

Displays of candy at conventions reveal an ever increasing variety of penny items. While much of the penny goods is not adapted to sale thru vending machines, yet the field of machines and items for penny sales has hardly been explored. Co-operation between the candy trade and the vending trade is needed to push this field to its high possibilities. Government reports say that ten firms made over fifty million pounds of penny bars in 1938, but this does not begin to touch the penny market.

Mutually progressive ideas exist in the candy trade and in the vending machine trade and the mutual advancement of these ideas by all who make or sell candy will increase the sale of nickel and penny items to the consuming public.

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Join the hundreds of operators who are getting a wonderful income every week from their Metal Typers. You will tap entirely new sources of profit with this unique service machine.

Metal Typers look "swell" in the finest Hotel Lobby; they will attract crowds in Theater Lobbies, Railroad Stations, Bus Terminals, Night Clubs, Dance Halls, Office Buildings, Amusement Parks, Tourist Camps, etc.

Metal Typers render a definite service to every community by putting within reach of the public a coin-operated device which will emboss up to 32 letters upon a beautiful metal disc, which is vendored for only five cents.

Operating Profits from Metal Typers are surprising to owners; they increase week after week, as these Typers become known in their territory. One Man can service a number of these Machines. Complete Legality protects your investment.

Never any shut-down, when all other equipment is handicapped. Metal Typers continue to operate and earn profits day after day. Built to last twenty years; no yearly models; always in style and good taste. See your Distributor at once!

GROETCHEN TOOL COMPANY

130 N. UNION CHICAGO

Oregon Ruling Is Favorable

'For amusement only' pinball games okeh—injunction protects operation

PORTLAND, Ore., Sept. 2.—Pinball machines may be legal again in Oregon, if the recent ruling handed down in the Circuit Court in sustaining a demurrer to the State's complaint is upheld. The State had charged an ice-cream parlor proprietor with "unlawfully possessing, displaying and operating a pinball machine."

Judge of the Circuit Court ruled that pinball machines, when used merely for pleasure and not for gambling, are legal. Coincident with the sustaining order, Dobson granted the defendant an injunction restraining State law enforcement agencies from interfering with the operation of such machines for amusement only. If the machine is used for gambling, he said, then the machine may be subjected to seizure.

It is expected that the ruling may be appealed by the State, but while an appeal is pending the Circuit Court decision is law.

In Portland an operator and location owner, charged with possession of a pinball machine, were arrested, but their cases were dismissed under recommendation from the city attorney's office, following a conference at the city hall with counsel for the defense. A formal statement from the city attorney's office said, "that if pinball games are operated or possessed for gambling or for other than pure amusement purposes, the machines will be seized and the operators vigorously prosecuted."

The statement was augmented by the statement that "A city ordinance prohibits the use of pinball machines if they have an automatic payoff slot or an element of gambling is involved."

The city attorney later ruled that under the ordinance all pinball machines for use by the public as amusement devices must be licensed by the city.

Budge Wright, local distributor, reported that, altho many machines are stored in the territory, there is a brisk demand for new machines. Most of the old machines have been either removed from circulation or shipped to other Northwest points, he declared. He also revealed that distributors and operators have been co-operating in recent months in seeking removal of the anti-pinball statute.

Ten Strike Location Hit

CHICAGO, Sept. 2.—Ten Strike, latest coin machine to be released by the firm of H. C. Evans & Co., has been placed on location in the game room of the Sherman Hotel and there it has excited the attention of all who see it, it is reported.

Dick Hood, head of the firm, in describing the game, declared: "Ten Strike is real



HAROLD W. DAILY, South Coast Amusement Co., Houston, and Charlie Snyder, Mills roadman, check over Throne of Music sales records. South Coast is a distributor for the Mills phonograph.

THE CONSOLE SEASON IS HERE!

Take advantage of it with . . .

'39 Super TRACK TIME

The Finest Console Ever Built! New odd or even feature or the 9-coin head.

TRIPLE ENTRY

Pays off on all played numbers coming up on any of the three dials 9-coin chute with odds up to 200 to 1.

Keeney's PASTIME

With "match point" principle. 9-coin head. "Double life" doubles odds. Dice or number symbols on top playing glass.

They're the Biggest-Earning Consoles Ever Built!

J. H. KEENEY & CO. (INC.)

2001 CALUMET AVENUE — CHICAGO

"Ask the Man Who Operates One"

... CLEARANCE ...

- | | | |
|---|--|---|
| 6—Jennings Cigarettes 5 play at \$90.00 | Each | 10—Red Dogs Counter Machines at \$12.75 |
| 20—Automat Cigarette Machines 50 play 85.00 | 10—U. S. Counter Machines at 12.75 | 8—Deuces Wild Counter Machines at 12.75 |
| 7—Skill Draw Counter Machine at 12.75 | 4—Jennings Derby Day Consoles at 32.00 | 1/3 Deposit, Balance C. O. D. All Guaranteed Operating Condition. |

REX NOVELTY COMPANY

P. O. BOX 11

NEW IBERIA, LOUISIANA

bowling. A manikin, entirely under the player's control, actually bowls the ball down the alley. The automatic pin boy clears topped pins, returns ball for the second show of frame. The backboard records the frames played, the pins knocked down, spares, strikes and total score, identically as in regulation bowling. Strikes gives two extra balls, spares one extra ball. In other words, it duplicates exactly the action of the bowling alley."

The game occupies the central position in the Sherman game room and is the center of attention.

Fall Business Improvement Seen

CHICAGO, Sept. 2.—"Business has been so good," declare the Ginsburg brothers of the Atlas Novelty Co., "that it is necessary for ourselves and our various branch managers to confer personally with each other. Latest move in that direction was the arrival of Phil Greenberg, manager of our Pittsburgh offices, in Chicago.

"It seems we've all taken up on this circuit riding and with fall business shaping up in the manner it is we expect to spend many nights in sleeper trains. We will leave shortly for Buffalo, where Ben Kulick is in charge. He's doing a fine job on phonographs in that territory and business has increased to such an extent that we must discuss with him the enlargement of the arrangements in Buffalo. He's handling the thing all right now, serving all imposition to handle that heavier fall mediately—but we want to be in a

business in the same manner it is now being consummated."

Kansas Town Licenses Games

CHANUTE, Kan., Sept. 2.—Chanute has recently adopted an ordinance regulating the operation of pinball machines and phonographs. A license fee of \$5 a year for each pinball machine and phonograph will be charged, payable \$2.50 semi-annually on the 15th of September and March, under the terms of the ordinance.

Regulation of phonographs was provided in that they may not be operated after midnight of any day until 6 o'clock the next morning.

GET KIRK'S GUESSER-SCALE
(PENNY BACK IF YOU ARE RIGHT)
with the "WATCH YOUR HEART BEAT" feature

★
GREATEST MONEY MAKER EVER BUILT

C.R. KIRK & CO. → ALL ←
2626 W. WASHINGTON BOULEVARD
CHICAGO, ILLINOIS ★ MECHANICAL OPERATION

QUICK TRICK!

There's quite a trick to the way the ingenious PHOTOMATIC takes personal photos. And the whole job, frame and all, takes only 45 seconds! See why PHOTOMATIC makes real money, everywhere, all the time.

INVESTIGATE
International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N.Y.

BARGAINS FROM DAVE MARION

- | FREE PLAY SNAPS — GRAB 'EM | |
|--------------------------------|--------------------------------|
| 5 Spottem 44.50 | Chevron 47.50 |
| 5 Circus 32.50 | 5 Topper 47.50 |
| 3 Stop & Go 34.50 | 5 Ocean Park 47.50 |
| 3 Fifth Inning 37.50 | 2 Variety 52.50 |
| 3 Skipper 7.50 | 3 Rink 29.50 |
| 2 Paramount 22.50 | 4 Alps 24.50 |
| 2 Chubbie 39.50 | 2 1-2-3 (Late) 37.50 |
| 3 Arrowhead 32.50 | 3 Hit Number 10.00 |
| 4 Majors 42.50 | 2 Pot Shot 35.00 |
| Stablemates 22.50 | 2 Natural 29.50 |
| Ragtime 19.50 | Multi-Races 22.50 |
| Supreme 27.50 | Gem 35.00 |
| Ak-Sar-Ben 19.50 | Free Races 19.50 |
- 1/3 CASH DEPOSIT — BALANCE C. O. D.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

THE TALK OF THE INDUSTRY!!

EXHIBIT'S

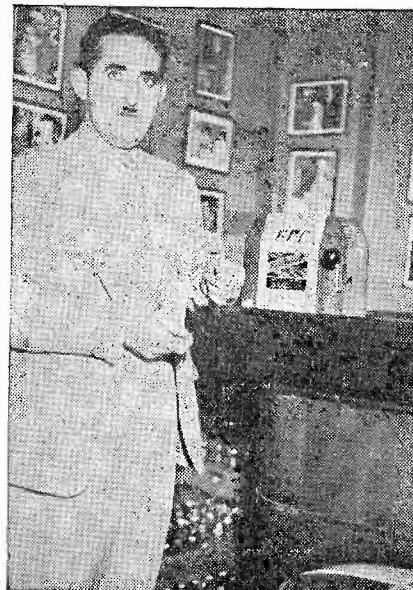
1940 GOLDEN GATE

Dedicated to the players' demand for "more game for the money" and the operators' demand for "more profit per game." Full of new features that puts it Years Ahead of Anything on the Market.

- NEW—Absolutely New Play Field Action.
- NEW—Massive Jumbo type cabinet.
- NEW—Jumbo type moulding on cabinet and backbox.
- NEW—Non-split cross-bolted double thick jiggle proof legs.
- NEW—Natural wood arch.
- NEW—Backbox bigger and deeper.
- NEW—Cabinets for Free Play and Regular models same big size.
- NEW—Coin chute mounted on extra large cash box door.
- NEW—Special heavy backbox door and lock.
- NEW—Six volt screw type light bulbs.
- NEW—Backboard glass removable for easy replacement of lamps.
- NEW—Free Play Register on back glass.
- NEW—Improved Chromium plated plunger.
- NEW—Playboard doubly protected by two special coats of clear lacquer.
- NEW—Rapid Fire Double Disc Bumper creates unusual, fast skip-proof ball action.
- NEW—Bumper capping positively beautiful.
- NEW—Magnetic Last Ball Action.

All these and many more superior construction features, combined with the newest and most play-appealing ball action, give you the Hit Sensation of 1940 Right Now! 1940 Golden Gate is definitely the finest and best Five Ball High Score Game ever produced. Free Play or Regular.

GET IT FROM YOUR DISTRIBUTOR OR WIRE
Exhibit Supply Co. 4222 W. LAKE ST., CHICAGO, ILLINOIS



MORRIE GINSBURG, executive of the Atlas Novelty Co., is reported to have had nothing but praise for Western's counter game Whooperdoo, shown to the right of Ginsburg.

Lucky Game Is Chi Coin's Newest

(New Game)

CHICAGO, Sept. 2.—Executives of the Chicago Coin Machine Mfg. Co. announced this week the introduction of "a brand-new high score novelty game—one that looks like another Chicago coin winner.

"Its name is Lucky," Chi Coin officials declared, "and we predict that operators who get in on the ground floor with it will all be calling themselves lucky before long. Its play principle has been designed to appeal to players everywhere.

"It has brand-new action and litemp, and is packed full of thrills. Upon the insertion of a coin all the lites go on. After the first hit the red skill lane remains lighted for 3 hits—then the yellow skill lane—then the green. A ball passing over a lighted skill lane counts 2,000. Two special skill lanes count 1,000. And here's the biggest thrill of Lucky. On every 10th hit the Lucky bumper lights. If a ball hits this bumper when lighted it remains lighted, and the four bottom bumpers on the playing field remain lighted also.

"All hits on a lighted bumper count for 1,000. A bottom 'out hole' skill switch also counts for 1,000 when the lights are on. Truly, Lucky is one of the most appealing games we've ever offered coinmen."

Pittsburgh Fee Raise on Pinball Ousted by Solons

PITTSBURGH, Sept. 2.—City council's finance committee, cued by its president, voted to table the Pittsburgh mayor's proposed ordinance which would have raised pinball machine license fees from \$1 to \$25.

The committee likewise shelved a companion ordinance that would have classified pinball machines in a category distinct from vending machines.

In response to a declaration that fees were higher in some cities, coinmen were quick to point out the fact that in many cases the higher license fees in effect in other cities were for a different type of equipment than is operated in Pittsburgh and which is more productive in

THIS WEEK'S SPECIALS

SLOT MACHINES
 36 MILLS VEST POCKET BELLS, conservative reels... **\$400.00**
 A DOZEN

12 MILLS 5c SMOKER BELLS, used less than 3 weeks and like new... **\$37.50**
 LESS QUANTITY EACH

17 MILLS 5c BLUE FRONTS... \$59.50
 12 MILLS 5c MELON BELLS... 69.50
 14 MILLS 10c BLUE FRONTS... 62.50
 7 MILLS 5c CHERRY BELLS... 69.50
 8 COLUMBIA JACKPOT BELLS 47.50
 NOTICE: ORDER THREE MACHINES IN THIS BLOCK AND TAKE 15% OFF

AUTOMATICS
 3 BALLY FLEETWOODS... \$24.50
 4 BALLY FAIRGROUNDS... 29.50
 8 MILLS HI-BOYS... 49.50
 5 MILLS RAILROADS... 10.00
 5 MILLS 1-2-3 TABLES, latest Model... 79.50

AMUSEMENT GAMES
 29 BALLY PARAMOUNTS... \$12.50
 7 BALLY RESERVES... 12.50
 8 BALLY DOUBLE FEATURES F.P... 59.50
 3 CHICAGO COIN RINK F.P... 42.50
 4 BALLY SPOTTEMS F.P... 59.50

MISCELLANEOUS
 4 MILLS MOVIE MACHINES, 16 MM. FILMS—Used as demonstrators only and guaranteed like new... \$145.00
 40 GENCO PUNCH-A-BALLS—One dozen for... 15.00
 Less than a dozen... 2.00
 1 BRAND NEW MILLS FLIP SKILL... 16.50
 1 BRAND NEW SKILL JUMP—Console Model... 23.50

Note: All equipment listed is offered subject to prior sale.

TERMS: 1/3 Certified Deposit with Order, Shipment C. O. D. for Balance.

THE VENDING MACHINE CO.
 FAYETTEVILLE, N. C.
 CABLE: COINSLOTS

COINDOM'S GREATEST VALUES!

FREE PLAY GAMES		PHONOGRAPH SPECIALS	
Exhibit Contact Like New	\$52.50	Seeburg Gem 1938 Model 20 Records	\$159.50
Chicago Coin Majors Like New	\$52.50	Seeburg Regal Slug Proof 1938 Model—20 Records	174.50
Exhibit Chief	\$39.50	Seeburg Concert Grand 1938 Model—20 Records—Like New	214.50
Exhibit Bounty	\$29.50	Wurlitzer 1938 Model 24-A Slug Proof—24 Records	164.50
		Rock-Ola Monarch 1938 Model 20 Records—Slug Proof	139.50
		Rock-Ola Imperial 20 Records—Slug Proof	84.50

Write for "Tipster" Bulletin Just Off the Press. 1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE COMPANY
 1731 BELMONT AVE. CHICAGO, ILLINOIS

BETTER BUYS FROM BROOKLYN

Chevron . \$37.50	Major . \$28.00	Paramount \$10.00
Spottem . 37.50	Chief . 25.00	Spinner . 10.00
Lot o' Fun 35.00	Box Score 24.00	Robin Hood 8.00
5th Inning 30.00	Fair, F.P. 20.00	Nags . 5.00
Contact . 30.00	Bubbles . 18.00	Tops . 5.00
Snooks . 30.00	Stop & Go 17.00	Review . 5.00
Gun Club 29.00	St. Moritz 15.00	Fleet . 5.00
Speedy . 28.00	Odd Ball. 10.00	Airway . 5.00
Chubbie . 28.00	Regatta . 10.00	Line Up. 5.00

BROOKLYN AMUSE. MACHINE CORP.
 660 Broadway Brooklyn, N. Y.

Sacrifice
PHONOGRAPH
 Specials!

Wurlitzer 412 \$62.50
 Wurlitzer 616. 99.50
 Model 24...\$169.50

USED CONSOLES	USED PAYOUTS	PHONOGRAPHS
1939 Track Odds . 129.50	Feed Bag . 34.50	Rockola Windsor 1938 149.50
1939 Riviera . 129.50	Derby Time, Mult. . 39.50	Rockola Imperial . 99.50
Galloping Domino, late 119.50	Derby Champ . 29.50	Mills Zephyr . 89.50
1939 Rollette Jr. . 99.50	One-Two-Three . 22.50	Rockola Rhythm Master 69.50
Triple Entry . 89.50	Quinella . 19.50	Seeburg Symphonola . 49.50
Saratoga F.S. 10c play 79.50	Big Race . 29.50	Rockola 42 . 39.50
Good Luck . 59.50	Fleeter . 19.50	
Kentucky Club . 59.50	Entry . 17.50	
Four Horsemen . 59.50		
1938 Skillo . 39.50		
Long Champ 5c & 25c 39.50		
Bang Tails . 29.50		
Track Time, Red Cab. . 29.50		
Dewey Jr. . 29.50		
Stoner Turf . 29.50		
Track Time, Bk. Cab. . 22.50		
Favorite . 15.00		
Skyline . 15.00		
De Luxe Bell . 15.00		

1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.
MAYFLOWER NOVELTY CO., INC.
 1507 UNIVERSITY AVE., ST. PAUL, MINNESOTA.

VIVID EYE ARRESTING ILLUMINATED PHONOGRAPHS AT \$50.00

For completely modernized P-12's, 412's that look like 1940 models for \$65.50.

No Risk To You. If these fail to please you, return them at our expense. Also P-12's at \$30.50—412's, \$42.50. Complete line payouts and novelties at rock-bottom prices. 1/3 Deposit. MERIT MUSIC SERVICE, Vernon 0942, 622 N. Eutaw St., Baltimore, Md.

the matter of receipts. Under the existing statute Pittsburgh's 4,654 licensed amusement and vending machines pay \$1 per year to the city treasurer.

The ordinance had been suggested as a method of raising funds for a health campaign.

Monarch Notes Free Play Trend

CHICAGO, Sept. 2.—Al Stern, Monarch Coin Machine Co. executive, claims the trend is swinging heavily to free play games. "The trend has been that way for some time," he said, "but now it is even stronger.

"We have a huge stock of games—both novelty and free play—on hand and can make immediate shipment on practically all games. Orders are constantly streaming in and we are always alert to be able to supply these orders.

"I believe that Monarch has one of the most diversified displays in the entire country. And that is perhaps the reason for our success."

Coming Events

- National Retail Demonstration Week, week of September 11, by stores in many large cities.
- Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.
- Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, November 20 to 24, 1939.
- Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.
- National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.
- National Apple Week, October 15 to October 21.

EASTERN FLASHES

NEW YORK, Sept. 2.—Distributors here are looking forward to a definite upswing in new equipment sales right after Labor Day. The 16 day heat wave just about brought business to a standstill here. As a result there are many games now on locations that are due to be traded in for new ones. Many here feel that the manufacturers are all set to unveil some new hits as soon as Labor Day is past.

WHO'S "DIRTY LEGS?" . . . Harry Rosen, Modern Vending exec, offers a free Wurlitzer to any operator in this territory who can guess the name of the Brooklyn op known as "Dirty Legs". . . Meanwhile, Irv Sommer is hinting that Modern will be unveiling a big surprise for all the boys in a few weeks.

MR. CHIPS . . . Gil Faria's wife took time out on their European honeymoon to postcard from Paris, "Gil has been flirting with all the girls here. But they don't mind since they can't understand a word he says" . . . Many observers say it's a safe bet that there will be some important changes in the coin biz set-up here this fall. Many discussions now center around the change of organization work, the line-up of distributors and the way ops buy equipment. . . . The boys are already beginning to talk "convention."

AROUND THE TOWN . . . Gil Faria's wife took time out on their European honeymoon to postcard from Paris, "Gil has been flirting with all the girls here. But they don't mind since they can't understand a word he says" . . . Many observers say it's a safe bet that there will be some important changes in the coin biz set-up here this fall. Many discussions now center around the change of organization work, the line-up of distributors and the way ops buy equipment. . . . The boys are already beginning to talk "convention."

FROM PONSER OFFICES . . . comes word that Seymour Piltz, who handled the Brklyn offices of George Ponsler for a short while, is now taking care of sales on the floor at the N. Y. C. headquarters of the firm. Milt Soffer is away on his vacation with Mrs. Soffer, who probably will make Milt "Daddy Soffer" before this is in print. . . . Over at the Newark headquarters, Barbara Codner (called Bobbie by the boys) announced her engagement to Mannie Spiewak. Her working mate, Rose Samalin, continues to be a confirmed bachelorette.

STONER'S NEWEST . . . game, Davy Jones, has Hymie Budin all hot and bothered. He's spending most of his time this past week calling Aurora, Ill., long distance, trying to get the factory to speed deliveries. Jack Semel is also all pepped up over the game and believes it will turn out to be one of the best ever introduced here.

THE SPORT PALACE . . . of Schork & Schaffer at Broadway and 52nd st. continues to be one of the brightest spots on Broadway. Crowds jam the place every night regardless of the weather. Coin games are always in action and the battery of photo machines never seems to rest.

"VOGUE" . . . is going to be the vogue here from now on," says Jack Fitzgibbons. "The game's taking the city by storm. It is definitely one of the best ever to come out of the Bally factory—and that's really saying something."

MEN AND MACHINES . . . Back from Europe comes Dave Robbins. He got away just in time to avoid the war scare. Dave has some highly interesting tales to tell. . . . Dave tells us he has three surprises for the trade in the amusement and vending line which he will announce shortly—two of the ideas are a result of his European trip. Due to the amount of foreign biz he does plus the way he's been publicized in newspapers and magazines of

all kinds, boys here are voting for Joe Calcutt as the "World's No. 1 Coin Machine Man." . . . Charley Aronson of Brklyn Amuse. says his firm is testing something now that is going to be a big surprise for all the boys. . . . Mr. and Mrs. Max Glass and their son, Sheldon, took time out during their rounds of the fair to have a big family portrait picture taken at the Mutoscope Photomatic Studio to keep as a remembrance of their trip. . . . Abe Green of Royal Music, Newark, is scheduled to "middle-aisle" it this coming month. . . . Leon Berman, the parts and supplies man, is now the proud father of a 7½-pound girl. It's Leon's first . . . and he's quite excited.

GOING TO TOWN . . . is Mike Munves with A.B.T.'s Challenger Pistol. Mike has sold them to some of the largest arcade men and the results have been remarkable, he reports. "It's the fine play this gun gives the public—10 shots for a penny—that makes this one of the biggest money-makers in the country," Mike says.

THE DELUGE OF MAIL . . . that followed on the heels of our announcement in *The Billboard* of our new low price on our single column selective candy vender convinces us that the entire country needs a candy machine of this type that will take standard size bars, report the execs of Du Grenier Sales Corp. . . . At the same time, the G. V. Corp. which has the Du Grenier selective Adams Gum Vender under its wing, reports "The increased interest in gum vender machine operation is due to the fact that sales taxes these days have placed more pennies in everyone's pocket. With our Gum Vender, the op has the chance to catch these pennies just as they come from the cash register."

NEWARK NOTES . . . Le Roy Stein will present some new plans before the Amusement Board of Trade at its next get-together. . . . Irv Orenstein's Hercules Machine headquarters have become the meeting spot for the boys. "My head is throbbing all day long," Irv moans, "because those boys really get into some hot arguments." . . . Jack Kay of Ace reports that orders piled up so much while he was away at Saratoga that he's working nights to catch up. . . . Ops in Newark are all taken up with organization work. "This is a darn good sign," one leading op stated. "It proves that the men want to come together to protect their interest in a body and to better operating conditions everywhere in the State if they possibly can." . . . A group in Essex County is planning to cover the country with Bally Beverage Venders.

NATIONAL NOVELTY . . . of Merrick, L. I., has entered the music business. Earle C. Backe, president of the firm, announced recently the purchase of the Nassau and Suffolk county routes of music machines formerly operated by the Servewell Phonograph Co. of N. Y. C. The deal makes possible National's entrance into the used music machine field. National is agent for the new Rock-Ola, too.

LIVING UP TO OUR NAME . . . is the way Joe Ash of Active Amusement Co., Philly, describes the business being done by his firm these days. "Right now," he says, "we're featuring some

of the biggest bargains in our history. These games are like new and at the same time we have some closeouts on new games that are honeys."

SO ENTHUSIASTIC . . . over the Mills Throne of Music is Roy McGinnis from Baltimore that he is hustling harder than ever before to get machines to his customers as fast as he can. "We just can't supply the demand," he says.

FROM PITTSBURGH . . . comes word that I. H. Rothstein of Banner Specialty is spending more time in the Smoky City than in Philly, his home town. The reason is that Banner will soon be announcing the opening of its new Pittsburgh offices, which, Izz reports, "will be the most beautiful in the industry."

A SWELL BUSINESS . . . continues to be done by the Arcus Simplex Ticket Co. with ops who use ticket games. This firm is responsible for making it so much easier for the ops to get the best tickets for their machines as fast as they want them.

Bowling Game Offered by Evans

(New Game)

CHICAGO, Sept. 2.—"It's the solution to the industry's problems," declare executives of H. C. Evans & Co. in referring to the latest product of the firm, Ten Strike, which is described as a 100 per cent legal coin machine. "Entirely skill," describes its action.

An elegant natural maple cabinet sets off the top of the game, which has a manikin, bowling alley and bowling pins as in the regulation bowling alley. These are completely inclosed in glass and chrome frames with action visible from top and sides. The machine registers every action as in regulation bowling even to the extent of giving an extra frame for a strike and an extra ball for a spare. The backboard shows the frame, the number of pins knocked down, all strikes and spares and otherwise duplicates the game.

"No payoffs, no grief with locations—absolutely legal," declare Evans executives. "Clean, wholesome sport, bowling is approved by business men, civic leaders and churches. It is as legal as bowling, because it is bowling."

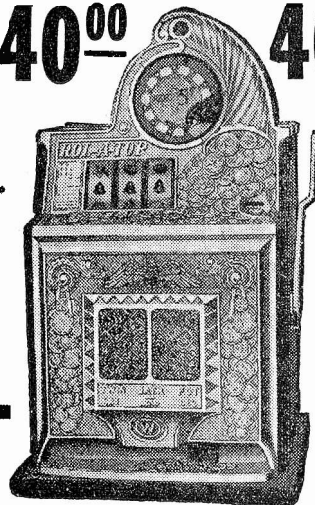
Game Turnover Good, Says Sebring

CHICAGO, Sept. 2.—Al Sebring, of Grand National Sales Co., reports a more rapid turnover in used games in the last 30 days than in several previous months. "This is undoubtedly due to the larger stock of a varied and fine line of games we now have on hand," said Sebring.

"Three-reel Spin-a-Pak, our cigaret counter game, is going very well," he continued.

Commenting again on the better games business, he said: "With larger selections of used games available, operators seem to be recognizing the importance of getting set now for their fall and winter business."

NEW LOW PRICE
\$40⁰⁰ 40⁰⁰



A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1888—Tel.: OOLumbus 2770.
Cable address "WATLINGITE," Chicago.

J. H. WINFIELD CO.
1022 Main St. BUFFALO, N. Y.

BUFFALO'S

distributor of

Wurlitzer Phonographs
and Coin Operated Amusement Machines
of Leading Manufacturers.

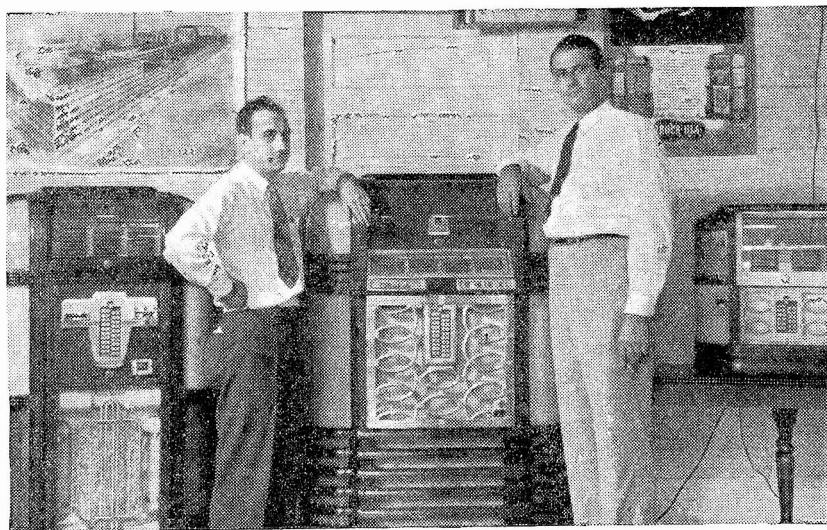
A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

Removal Sale!

WRITE FOR A COMPLETE LIST OF PRICES!
GIVEAWAY PRICES ON ALL TYPES OF MERCHANDISE.

Write Today—Now!

MILWAUKEE COIN MACHINE CO.
2816 WEST NORTH AVE.
MILWAUKEE, WIS.



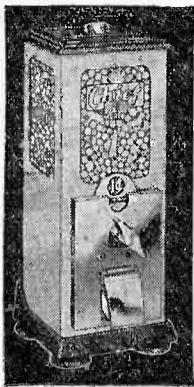
D. M. WERTZ, ROCK-OLA DISTRICT MANAGER (left), and E. I. Woodfin, Rock-Ola distributor, pose for the cameraman in the Rock-Ola section of Woodfin's attractive display rooms in Atlanta, Ga.

ALL GAMES GUARANTEED A-1 CONDITION

Sport Pages . . . \$55.00	Zeta \$19.50
Arlington . . . 17.50	Fleet
Preakness . . . 17.50	(Squadron) . . 11.00
Watling Treasures (5c Play, Like New) . . . 27.50	Palm Springs, Paramount, Odd Ball, Grand Slam, Tops, \$20.00 Each
Spinner Winner 15.00	Bally Reserve . . 8.50
Joker 12.50	Stop & Go, Free Play . . 35.00
Super Twelve (Variety) . . 69.50	Multi Free Races 25.00
Spottem 55.00	Bambino and Sky Hi 12.50
Chubby 42.50	Fifth Inning. 50.00
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One-Third With Order, Balance C. O. D.

A. A. A. VENDING MACHINE CO.
2154 Belmont St. TO 5-6450. Detroit, Mich.



THE CHIEF

Vends everything, Ball Gum, Almonds, Peanuts, Candies, Pistachios, etc. Capacity 2 1/2 to 3 lbs. of merchandise or 400 balls of gum. Vends 1/2", 3/8" or 3/4". When ordering Chiefs for ball gum please specify. Size 5x6x12.

Only \$3.75 ea.

In lots of 6 or more. Sample only \$4.25 each. 1/3 cash with order, bal. C. O. D.

We also manufacture several popular styles of Bulk Vendors, Stands, Brackets and Coin Counters. For details and low prices write us today.

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

PEANUT & GUM VENDING MACHINES

New, Direct From Factory.

ONLY **\$2.40** AND UP
Over 60,000 Sold.

MAKE MONEY NIGHT AND DAY
Without Selling

Step into the big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Start small, full or part time. Best locations prefer "Silver King." Get FREE facts today.



SPECIAL OFFER
10 "Silver Kings" \$55 from factory.

ONE SAMPLE MACHINE ONLY... \$6.50
SPECIAL—One Vendor, 10 lbs. Candy, 1 Gross Charms. \$8.45
1/3 Deposit With Order, Balance C. O. D.
Send for Circular and Easy Terms.

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A SQUARE DEAL

THE YEAR 'ROUND

Satisfied Customers Mean Bigger Profits for You!

CALCO DRILLED BALL GUM

In your vendors gives you the edge on competition.

Write NOW for Details

TOWNSEND MFG. CO.
Dept. B, 434 North Front St., BALTIMORE, MD.

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604 10th Ave., N. Y. C.
All Types of NEW AND USED MERCHANDISE MACHINES

such as

GUM — NUTS — CANDY CIGARETTE — SKILL GAMES Etc.

Call or write for FREE ILLUSTRATED CATALOG "B"

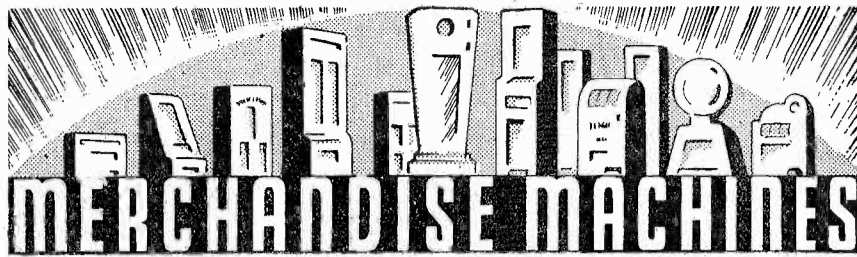
NEW DISCOVERY
ALUMINUM — CHROME — NICKEL "AUTOMATIC" — "METAL POLISH"
large 5-oz. can 50c postpaid Guaranteed

SAVE ON STANDS

PENNY, NICKEL COUNTERS
National Headquarters for PIPE, ANGLE IRON, SHEET METAL STANDS, FILLED, U FILLED

QUALITY VENDORS, \$3.25 up FREE Cat. and Operating Inst. Write AUTOMATIC GAMES, 2425 Fullerton, Chicago

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



Merchandise Machines Vending Machine Operators Turn Out for Candy Exhibit

Many new bars and old favorites compared by coinmen

CHICAGO, Sept. 2.—Operators of vending machines purveying confections, nuts and chewing gum turned out in large numbers for Chicago's second annual Candy Show held at Hotel Sherman August 29 to September 1 under the auspices of the Chicago Candy Club. The number who registered was surprisingly large and clearly indicated appreciation of an opportunity to visit a collective display of sweets, to compare products of the various makers and particularly to search out new and desirable items. That it was vastly easier to reach decisions marching up one aisle and down another making visual comparisons than to make mental ones after examining the products of one manufacturer when displayed from the salesman's sample case, was the opinion of operators.

The first interest of the vending machine fraternity was naturally in candy bars and confections put up in nickel rolls, also nut products so packaged as to be suitable for automatic merchandising. All the well-known favorites were on view, of course, but to these have been added this year quite a number of new products, several of which look like certain winners for coin machine purposes.

400 Attend Luncheon

Aside from the exhibits this gathering of the confection industry had many other features of a social or entertainment character. The opening day was set aside for an industry preview of the show and was marked by a luncheon in the Louis XVI Room of Hotel Sherman, attracting more than 400 important trade factors. Officers and members of the Chicago Candy Club were hosts, and their guests were candy manufacturers, officials of the National Confectioners' Association, motor truck and house jobbers and many from allied trades.

President Joseph H. Kenworthy, of the Chicago Candy Club, introduced the chairman of the show, Arthur L. Waldner, who represents the Klein Chocolate Co., of Elizabethtown, Pa., in metropolitan Chicago. Waldner in turn presented three speakers, Walter C. Hughes, well-known Chicago attorney, who has served the industry for many years as its trademark counsel; Tom Payne, vice-president of Reed Candy Co., Chicago, and a former president of the National Confectioners' Association, and one of Chicago's outstanding business women, Mrs. Ora Snyder, whose chain of retail candy stores in this city has developed into a very successful enterprise from a very modest beginning.

Hughes stressed the importance of maintaining quality standards on a very high level. He declared the deviation of even one manufacturer hurts the entire industry and urged the trade as a whole to maintain high levels in the production end. Tom Payne, who always deals out facts and truth but with a facetious twist, declared the industry is constantly making "more and more candy and getting less and less for it."

Mrs. Snyder, who received her first encouragement in candy making at a church bazaar and who now operates a large candy plant and 12 of Chicago's finest retail confection shops, gave her listeners suggestions drawn from her own experience. It was a new procedure at these gatherings to be addressed by a member of the manufacturing retail fraternity, as hitherto manufacturing wholesalers have held the spotlight.

Many Notables Attend

Among the well-known members of the industry seated at the speakers' table besides those mentioned were the follow-

ing: A. M. Kelly, Sam Hallstrom, Frank Kimbell and Max F. Burger, all of the National Confectioners' Association, the first named having come from his Eastern headquarters in New York. Also present at the table were W. D. Blatner, of the Associated Retail Confectioners of the United States; Jack Downs, of the wagon jobbers' group; Irving Teuter, of the McJunkin Advertising Agency, Chicago, and Edwin V. Zeddies, vice-chairman of the show and general sales manager of Curtiss Candy Co., Chicago.

One outstanding feature of this year's show was the volume of business booked by various exhibitors. Some of the time visitors commented that attendance did not seem quite as large as one year ago. Every time that remark was made the invariable response was that last year's crowd might have been a trifle larger, but the volume of sales this year was far ahead of last.

On Wednesday night an amateur show made up largely of youngsters from the industry, with a few drawn from outside sources, put on a performance made up of 18 acts that were run off in rapid-fire routine. Edwin V. Zeddies, vice-chairman of the show, repeated his great success of a year ago as master of ceremonies, displaying great aptitude for this role, appearing frequently in some change of costume that gave a comedy touch.

Amateur Show Held

The amateur show included tap, toe, jitterbug and duo dancing, drum soloist, ventriloquist, operatic singers, roller-skate tap dancers, a dog act, accordion playing, bird imitations and solo whistling and several acrobatic acts, both singles and duos. The judges included Johnny Mack, of Euclid Candy Co.; J. B. Frances, Reed Candy Co.; Josephine Mutter, public relations representative, Hotel Sherman; Miss Alpha Demaree, Consolidated Radio; Cliff Soubier, well-known radio minstrel; Max Kelly, of New York, vice-president National Confectioners' Association; Lester Zimmerman, Milprint, Inc., Chicago.

First prize was awarded to two youngsters, billed as Tommy and Marlien, doing an acrobatic act.

On Thursday night a beauty contest held in the grand ballroom of Hotel Sherman, in which young women from the local candy trade participated, resulted in the selection of Leona Jay as Candy Queen. Her crown and scepter were presented to her by Marilyn Meseke, who was chosen "Miss America" at the 1938-'39 Atlantic City Boardwalk Pageant and who came to Chicago from her home in Ohio to take part in the ceremony.

Livingston Joins Candy Crafters

LANSLOWNE, Pa., Sept. 2.—The vending trade and friends of A. S. Livingston will be pleased to learn that he has joined the Candy Crafters organization of Lansdowne, Pa., and is setting up a modern, fully equipped ball gum department which he anticipates will be in full production by September 15.

The new unit will market a full line of candy-coated chewing gum for vending machines with the weather-proof finish now so much in demand. Livingston, in charge of the new department, has many years of experience behind him, having served many years in some of the finest gum-producing firms.

According to Candy Crafters the most up-to-date equipment will be housed in the gum department. A newly acquired building of sanitary, daylight construction has been secured, it was revealed. Commenting, one official said, "This addition to Candy Crafters, Inc., makes it possible for the purchaser to secure his entire confectionery and gum requirement from the one firm."

New 1939 Model "E" SELMOR
\$6.25 SAMPLE
(Change in Quantity)
GUARANTEED FOR 5 YEARS
Vends all CANDIES TOYS and BALL GUM Brings BIGGER PROFITS
New Streamlined Design Chromium and Baked Enamel
Ask the Smart Operators
GREAT STATES MFG. CO.
Dept. E, 1601 09 E. 39th St., Kansas City, Mo.

GOOD USED VENDORS

10 Northwestern DeLux	Each \$9.00	5 or more \$8.00
25 Supremes, 6-lb. cap.	3.00	2.75
20 Supreme Jr., 3-lb. cap.	2.25	2.00
15 Lincoln, 6-lb. cap.	3.25	3.00
17 Columbus, 5c Model B.	3.00	2.75
30 Superiors, 4 1/2 & 6-lb. cap.	3.95	3.50
22 Stewart & McGuire, 1 and 5c comb.	5.50	4.90
225 Brand new 250 cap. Ball Gum Vendors	\$2.00	\$1.50
75 Ever-Ready 4-Comp. Merchandisers	5.00	4.00
50 Jergens Lotion Dispensers	5.00	3.90

Send for complete list of plenty more bargains. 1/3 Deposit, Balance C. O. D.
RAKE, 5 S. 22nd St., Philadelphia, Pa.

Used Cigarette Machines
Low Prices—Exceptional Values

National No. 6-30—Enclosed Stand	\$37.50
National No. 6-26—Enclosed Stand	27.50
Goretta Six-Column Candy	25.00
Stewart-McGuire—Six Column	15.00
Uneda-Pak—8 Column, Enclosed	19.50
Simplex—6 Column	12.50
Uneda-Pak—3 Column, Enclosed	12.50
Master—Six Column	9.75
Goretta—Six Column	9.75
National No. 5—Five Column	6.00

F. O. B. New York City.
TERMS: 1/3 Cash, Balance C. O. D.
HENRY WERTHEIMER
381 FOURTH AVE., - NEW YORK, N. Y.

PROVEN Money Makers!

Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants, Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chair of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. **FIELDING MFG. CO., Dept. 35, Jackson, Mich.**

CMA of Conn. Outing To Be Held Sept. 9-10

Attention!!
The annual outing of the CMA of Connecticut will be held this week-end, September 9-10, at the Berkshire Country Club, near Wingdale, N. Y. Spot is 70 miles from Times Square. Motorists take Bronx River Parkway to Kensico Dam, then Route 22 to Wingdale, where road signs directing drivers to club will be found. Outing will be the same as one earlier in June, says A. J. Masone, secretary of CMA of Connecticut, except "that a great many of the operators intend to bring along their wives."
The feature of the outing will be the softball game between New York and Connecticut for the trophy which the Nutmeggers are holding.
Be sure to attend. A great time is planned.

THERE IS NO ARGUMENT AGAINST

U-Select-IT

The Candy Bar Machine of Variety and Selection

BECAUSE:

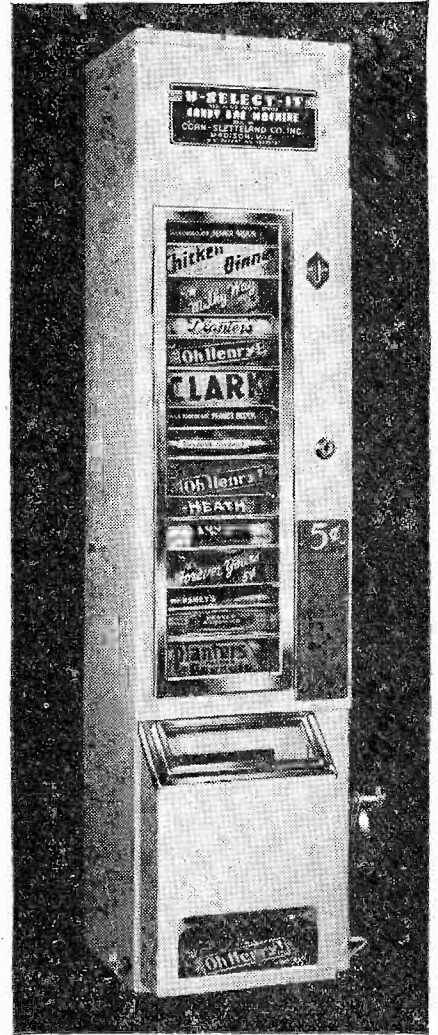
- U** —Offers the greatest display and largest variety of any candy bar machine made.
- ***
- S** —Makes it easy for people to buy.
- E** —Pulls all the sales by offering variety and selection.
- L** —Wins the best locations and holds them.
- E** —Is compact—fits any space.
- C** —Is easy to hang, place and service—truly a one-man machine.
- T** —Is sturdily built to precision standards to last a lifetime.
- *** —Is slug proof and tamper proof.
- I** —Gives everything needed for mechanical sale of candy.
- T** —Is built by a dependable, responsible company.

For Full Particulars Write to:

COAN-SLETTELAND COMPANY

Manufacturers of U-SELECT-IT candy bar machines

MADISON, WISCONSIN



U-SELECT-IT can be bought on liberal terms by responsible candy jobbers and operators. Full particulars will be furnished on request.

BEICH CANDY

for
VENDING MACHINE OPERATORS

5c WHIZ

5c DIPSY DOODLE

Give You Rapid Turnover—Are Advertised to the Consumer
Thruout the United States

WRITE DIRECT, STATING WHAT SIZE
BARS YOU ARE USING.

PAUL F. BEICH CO.
BLOOMINGTON, ILLINOIS

It in Metropolitan Chicago address:-

PAUL F. BEICH CO.
122 SO. GREEN ST., CHICAGO, ILL.

Pan Has Bar Vender Novelties

CHICAGO, Sept. 2.—Pan Confections, maker of bulk candies for bulk venders and also maker of boxed bulk items thru bar venders, has recently announced a new line of novelty items for use in bar venders.

The new items are glass novelties—a gun, a pencil, a locomotive and a nursing bottle, the latter complete with a rubber nipple. Each item is made of heavy glass and filled with the bulk items which Pan has successfully merchandised for many years.

According to Willard Seefeldt, Pan official, the new items are for use in bar venders in locations having a juvenile clientele, such as theaters, railroad and bus stations, parks, roadside stands and

myriad other places where children may buy candy.

"They'll add flash and that extra attraction that makes for more nickels in the cash box," declared Seefeldt. "Filled with delicious candy, the novelty appeal makes each of our new items a winner."

Pistachio Scarcity May Result From Crisis

DETROIT, Sept. 2.—A scarcity of pistachios as a result of European conditions was seen this past week in impending shutting off of nut sources in Turkey, according to John M. Germack, large supplier of nuts to the vending machine trade.

Cable was received advising that an embargo on export of food stuffs would, for the time being, cut off export of pistachio nuts from Turkey. Ultimate effect upon the American market remained uncertain.

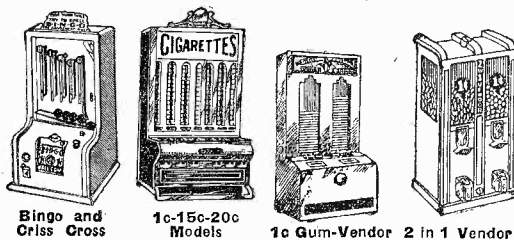
FREE!

5c PACKAGE NUT VENDOR

To introduce this beautiful and practical 5c Package Nut Vending Machine for Counters and Bars—we make this liberal FREE OFFER. With the purchase of 2,000 attractive Packages, at \$7.50 per thousand, we will give you FREE one Vendor. You fill these packages with Salted Peanuts you buy in your own locality. The regular price of this combination is \$32.50 F. O. B. Mpls. Send us only a \$15 M. O. and we will immediately express 2,000 Packages with one beautiful Vendor. This is a special time limited offer. ACT FAST!

WALZER CO.

Security Bldg., Minneapolis, Minn.



Write Today for
FREE CATALOG
of over 100 different New and Used Vending and Amusement Machines.
Ask about our **COMBINATION SCALE!** Vends stick of gum FREE with each weight!

D. ROBBINS & CO.,
1141-B DE KALB AVENUE
BROOKLYN, N. Y.

PAN • QUALITY • PAN • SERVICE • PAN • QUALITY

CHECK (✓) YOUR SUPPLIES

- CANDY**  for Bulk Vending Machines
- CHARMS** for Bulk Vending Machines
- CANDY** for 5c Package Machines

Write for Complete Price List



PAN CONFECTIONS-CHICAGO

345 W. ERIE ST.

Since SUPPER 1800

ORIGINATORS OF HARD-SHELL CANDIES

345 W. ERIE ST.

CHICAGO, ILLINOIS

SERVICE • PAN • QUALITY

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ACCLAIMED! The Buy of the Year!

THE WORLD
FAMOUS...
Du Grenier
SELECTIVE
Candy
Vender

Every machine thoroughly re-conditioned at the factory. Vends standard size candy bars. Generous 41 bar capacity. Solid, sturdy construction assures you fool-proof, lifetime operation. A perfect money-maker for hundreds of locations in your territory.

FORMER PRICE
\$37.50
Now Only
\$19.50
12 Months
To Pay

ACT QUICK!
RUSH YOUR
ORDER NOW!

Du Grenier Sales Corp.
632 Fifth Ave., New York

Changes in Cig Prices in N. Y.

NEW YORK, Sept. 2.—Adjustment in wholesale costs of cigarettes to dealers on the brands of Philip Morris, Herbert Tareyton and Fatima cigarettes have been announced during the past week. The new wholesale price will permit the sale of cigarettes in New York at a reduction of 1 cent from the former prices.

The new figure puts the aforementioned brands into the same brackets as the "big four" brands, namely, Camels, Old Golds, Chesterfields and Lucky Strikes.

The adjustment was ascribed to the competitive advantage which the "big four" brands have had since the enactment of the State cigaret tax and the desire to have the three brands in the 17-cent bracket, most common retail price in New York City.

NEW YORK, Sept. 2.—Wholesale adjustments have been made by the producers of Pall Mall and Deities brands of cigarettes to enable the retailer to sell them at the same price as the "big four."

N. Y. Times Study On Soft Drinks

CHICAGO, Sept. 2.—One of the latest fields to come to the attention of coin machine men has been that of beverage vending. Now from New York comes the news of the study by *The New York Times* of the soft-drink field.

The newspaper conducted a survey of the territory in and around New York, finding which localities bought and consumed the major portions of the beverages. These locations are compared as to their profit values to the store owner.

The story conveyed by the newspaper is that certain neighborhoods having only 14 per cent of the retail outlets consume 44 per cent of the output of the soft-drink industry for New York.

Cigarette Merchandisers' Associations

Members of the CMA's are very busy these days. With the CMA of Connecticut outing at Wingdale, N. Y., scheduled for some time this month and the CMA of New York already making arrangements for its banquet early in 1940, it is no wonder this has been dubbed the "Planning Era." However, events such as these have always been outstanding affairs and the boys are not going to let the standard drop because of the lack of planning. Everyone looks forward to events sponsored by the CMA—and rightfully so.

J. Marino, of National Cigarette Service, says he is glad the weather is cooling off a little. There is lots to be done, Marino contends. He joins others in the popular belief that nothing slows one down like hot weather.

Fred Durr, of Sunrise Amusement Co., reports that his business is on the up and up. He is unable to explain this sudden jump but says that he isn't kicking one bit about it. The thing of it is that Durr has been working hard all summer and his efforts are showing results.

Councilman Wants Hot Dog Vender!

DETROIT, Sept. 2.—Coin machines to vend hot dogs were proposed this week to the Detroit City Council by George Engel, Detroit auditor general. An audit of accounts at Detroit city parks showed a shortage per employee running as high as \$3.19 per day at one restaurant. Engel suggested that free consumption of hot dogs by employees was partly responsible for this state of affairs.

A coin-controlled vender, with rigid mechanical control over the actual number of hot dogs disbursed daily, would solve the problem, he said. Engel did not indicate where he expected to buy the new type of venders.

Matthew Forbes, manager of New York CMA, is enjoying his annual vacation. So far there haven't been any stories of "holes in one" being made in the Albany and Saratoga districts. We understood that Forbes was going to get in some golf, but maybe he changed his plans.

Bob Hawthorne, president of New York CMA, is busy making plans for some short flights around this area. An aviation enthusiast, Bob has been dividing his time between it and CMA duties. However, CMA seems to be getting the majority of hours.

Carl Scholobohm, of Superior Cigarette Service, reports that he is busy getting new locations. Always a hard worker, Scholobohm says the only way to get ahead in the cigarette biz is to keep plugging. From the way this man's business is increasing, there must be a lot in what he says.

Louis Schwartz, of Smokers' Service, tells us that traffic has been heavy out his way this summer. However, the increase in traffic has meant the increase in people and has resulted in increased takes. He has been on the hop during the hot weather to keep his machines stocked, one thing Schwartz says he never neglects.

The Home Cigarette Service didn't have a tie-up with Old Man Weather on this real summery weather. We have Herbert King's word for it. However, city folks, anxious to escape the heat, came out Long Island way and boosted King's receipts. While a good many people kick about the weather, Home Cig. Service is satisfied. It may be hot but it looks like the weather is "fit for King." (Not so good??)

Tom Cola, of United Cigarette Service, is making plans to attend the CMA outing at Wingdale. Tom, who devotes many, many hours to his business, says he enjoys those get-togethers. This time he is going to take it easy and his efforts will be spent yelling for New York CMA to win that softball trophy—again.

The Berkshire Country Club is an ideal spot for a CMA outing and those who attended the one sponsored by New York in June will certainly want to return there for a week-end. These men are talking so much about what a good time they had—you can bet your life there will be many others there. Indications are that New Yorkers will attend 100 per cent—and all will have a 100 per cent good time.

Meeting in Jersey

A special meeting of the CMA of New Jersey was held in the Robert Treat Hotel in Newark recently. John Sharenow, president of the organization, presided and outlined additional plans for the membership drive. This campaign is being so well planned that by the end of this year Jersey hopes to boast of one of the strongest CMA groups in the nation.

With Labor Day a thing of the past, operators in the shore area are looking forward to vacations. Of course, it will take a few weeks to bring the work up to date but after that you will see these ops taking it easy for a week or two. Business has been good in the resort area, reports reveal, because of the great numbers of people who went there to escape the heat.

Bar Vender in Heavy Production

MADISON, Wis., Sept. 2.—Coan-Sletteland Co., manufacturer of the U-Select-It candy bar machines, reports continuously increasing sales of its selective bar vender. "Our factory has been geared to full production during the last year," revealed Perry A. Sletteland, official, "and much of the time we have had to operate overtime to keep reasonably abreast of orders."

J. W. Coan, president of the company, has spent 17 years in development and production of machines for automatic merchandising of candy and it is said that under his management the U-Select-It candy bar machine has been developed to near mechanical perfection.

In speaking of candy merchandising, Sletteland said, "To accomplish success, the operator must be a merchandiser. He must know candies and keep abreast of what is going on in the candy world—taking advantage of advertising of well-known merchandise—and also find products of quality not so well known and see that they get before his consuming public. Then, placing his machines where it is easy for the consumer to buy, he is sure of success if he gives the consumer variety and selection—the outstanding feature of U-Select-It machines.

"U-Select-It candy bar machines are equipped with slug rejectors recognized as outstanding. Slug proof and tamper proof—and, the purchaser always gets his candy bar or his money back. U-Select-It builds confidence. Operators of long experience pronounce it a machine that has everything it takes to sell candy bars mechanically."

WHOOERDOO AUTOMATIC TOKEN PAYOUT



WESTERN PRODUCTS, INC.
925 W. North Ave., Chicago.

Enthusiasm for In-a-Bag Vender

CHICAGO, Sept. 2.—"From the enthusiasm operators are displaying over our new sanitary vender, In-A-Bag, it appears that the mechanical vending of nuts and confections is entering a new era," said Jerry Haley, executive of O. D. Jennings and Co.

"When we introduced In-A-Bag a few short months ago, operators were naturally skeptical. This was something entirely new—and while the idea of vending nuts and confections in sanitary bags looked like a natural, they still wanted to get the public reaction before they put their necks out on large commitments. It was only a question of a few short weeks when these same operators started sending in their orders on quantity purchases. Another very important discovery these operators made was that the average purchaser instead of spending one penny with In-A-Bag was spending two, three and as high as five cents because it was so easy to tuck the merchandise away in their pockets for later consumption. This point is definitely reflected in the exceptionally high earnings records of In-A-Bag."

Max Glass Studies Photomatic at Fair

NEW YORK, Sept. 2.—Max Glass, of the firm of Gerber & Glass, Chicago, was thrilled by the progress of the Photomatic, automatic picture taking machine of International Mutoscope Reel Co., Inc., Long Island City, on his visit to the new factory of the firm as well as his visit to the World's Fair, he reveals.

According to executives of the Photomatic firm, "Max Glass was among the pioneers in placing Photomatic machines in the United States. He was our first big photomatic customer. It was his successful operation thruout the Chicago area which convinced so many other operators of the possibilities as well as the profits of the Photomatics.

"At the World's Fair grounds, Glass was thrilled by the six Photomatic studios. He told us that it caused him to feel that he had once again pioneered the proper product for the smart operators of America."

Higher Cig Tax Possible in Illinois

SPRINGFIELD, Ill., Sept. 2.—Latest reports from this city, the capital of the State, indicate that if Governor Horner approves efforts will be made in the forthcoming special session of the Illinois Legislature to impose taxes on cigarettes and oil production to meet relief demands.

It is reported that Chicago's Mayor Kelly is ready to back the levy on cigarettes unless the governor comments unfavorably on the proposed measure. Chicago forces are said to be anxious to have a survey made of the entire relief problem, especially in regard to new revenues.



JACK R. MOORE TOURS THE WEST in this trailer, using it for display purposes. Moore is West Coast distributor for Bally Mfg. Co., makers of the beverage vender which is being shown to operators in Western States via trailer.

THE HUB ENTERPRISES

IT'S A CLEAN-UP!

WE MEAN IT! THESE BARGAINS ARE BACKED BY THE SAME GUARANTEE WE MAKE ON ALL TRANS-ACTIONS! EVERY MACHINE LIKE NEW! CLEAN, READY FOR LOCATION—OR YOUR MONEY BACK!

1-BALL PAYOUTS

10 Keeney Derby Champs \$29.50	5 Bally Entry \$19.50
5 Fleetwoods \$19.50	4 Man-O-War \$69.50
25 Fairgrounds \$20.00	

CONSOLES

15 Keeney 1937 Red Head \$40.00	8 Keeney Triple Entry \$139.50
10 Keeney 1938 Skill Time \$89.50	10 Jennings Multiple Races \$69.50
9 King Pin Races \$72.50	

NOVELTY GAMES

10 Box Score F.P. \$39.50	5 Fifth Inning F.P. \$42.50
14 Contact F.P. \$45.00	10 Bally Reserve \$8.50
10 Majors F.P. \$42.50	10 Odd Ball Meters \$15.00
1/2 Dep., Bal. C. O. D., F. O. B. Baltimore.	

43 SO. LIBERTY ST., BALTIMORE, MD.

POPMATIC

Popcorn Machines (Like New) **\$39.50 Each**

MCALL NOVELTY CO.

3147 Locust St., St. Louis, Mo.

Indiana Ops Meet Sept. 10

MARION, Ind., Sept. 2.—Charles W. Hughes, president of the Indiana State Operators' Association, Inc., reports that the next meeting of the association will be held at South Bend, Ind., at the La Salle Hotel, Sunday, September 10. Time set for convening at the hotel is 2 o'clock in the afternoon.

The meeting will be conducted by A. C. Evans, vice-president of the association, who will present Jack Kerner, executive of the Rowe Mfg. Co., manufacturer of cigaret vending machines. Kerner is credited by the association as having been one of the sponsors in the formation of the association.

Said Hughes: "Kerner is coming back to see the idea he sponsored fulfilled with an association of some 50 members who now have under their jurisdiction better than 5,000 machines."

Some of the subjects to be discussed by Kerner are:

1. "Why Do Operators of Cigaret Venders Fail?"
2. "What are the Causes for Failure of Music Merchants?"
3. "What Does 1940 Hold for the Operator of Legitimate Merchandising Machines?"

New Orleans

NEW ORLEANS, Sept. 2.—The steady march in and out of the city by vacationists is nearing its end and many operators are already laying down plans for an ambitious fall and winter campaign. In another 60 days the winter influx starts in the Crescent City and from then on until early spring New Orleans will be the host to tens of thousands of Northern "thaw outs" who come for the four-month racing season, the Sugar Bowl events and the Mardi Gras season. Operators know this and play heavily on this time of the year for their best returns. The summer resting season this year has been somewhat more encouraging than during recent years and with indications of better general business this fall.

Returning from a two weeks' vacation in the Windy City, Louis Boasberg, head of the New Orleans Novelty Co., reports seeing new clever ideas in the making at several of the big manufacturing plants there. Particularly appealing, he reports, is a new game soon to be marketed by Chicago Coin. Accompanying Boasberg was Hank Friedburg, connected with the firm. Ray Bosworth, of the same company, left last week for a trip to the New York Fair, expecting to be gone until mid-September. Bosworth returns via Chicago.

The Dixie Coin Machine Co., Bally distributor here, reports much interest being created by the early marketing of the Vogue. The firm reports a good demand for Bally's Pick 'Em, Variety and Spot 'Em as well as Mills bells.

Exhibit Supply's new Ariline was installed this week at the Sport Center on

St. Charles street, where Manager Mark Boasberg reports good play. Boasberg continues to talk favorably about play on four of the playland's Stoner Chubbies which he says has set a new high for earnings at the Center. Gottlieb's Lot-of-Funs and Stoner's Snooks are holding their good interest.

Gottlieb's Lot-o-Funs are in demand here. Several operators have been scanning the columns of *The Billboard* looking for resales. This game is one of the best money-makers ever to hit town, Jules Peres, of the J. H. Peres Amusement Co., reports.

The Dixie Music Co. reports a good demand for Mills Throne of Music phonographs thruout the delta area. A. J. Martinez, Gulf Coast op, has expressed keen satisfaction over his recently purchased lines of Throne of Music. "Every operator who has bought several of these Mills creations expressed complete satisfaction over results," Manager Sam Gentilich, of the Dixie company, says.

Mike Kontos, well-known pin game op, has gone to a near-by lake resort to spend a two weeks' vacation fishing and swimming.

J. W. McCarter, former branch manager for Decca Distributing Corp., Memphis, has been appointed director of sales at the Dallas office of the company. H. N. McCormick, Southern sales manager, announces this week. McCarter is well known among music operators of the South and has been connected with Decca for several years, McCormick says.

Among prominent Wurlitzer distributors of the Deep South who attended the showing and official introduction meeting sponsored by J. H. Peres Amusement Co. in the Gold Room of the Roosevelt here last week were F. A. Blalock, Pensacola, Northwest Florida and Southern Alabama distributor; Buster Williams, North Louisiana and Western Mississippi distributor, and Ed Newell, branch manager at Jackson, Miss., for Williams.

Stop It, Joe, the new Decca hit, is meant just for Uncle Joe Pipitone, member of the firm of Dixie Music Co., operators here contend unanimously. Always a step ahead of the local coin machine colony when it comes to getting around, Uncle Joe may be expected to take the hint this hit record gives.

A model parking meter standing in the corridor of the Shreveport City Hall this week attracted the attention of a boy peanut vender. He gazed attentively at the machine, inserted a nickel and showed disappointment because nothing popped out. "I put a nickel in that machine there and the 60 mints didn't come out," he complained to Finance Commissioner John McW. Ford. It was then discovered that the lad had mistaken "60 minutes for 5 cents" to mean 60 mints for your nickel. He got his nickel back and another one to buy mints at a near-by drug store.

Sl Schachter, Louisiana-Texas factory sales representative of the Rock-Ola Co., spent several days in New Orleans this week before leaving for Texas points. Mr. Schachter conferred with the Rock-Ola



THE EVERGREEN NOVELTY CO.'S PICNIC was a huge success is the fact attested to by Briz Crabtree, Mills Novelty Co. roadman who attended the affair in Seattle, Wash. Here we see Crabtree (center with hat) doing his famous snake charming act.

make more money

JENNINGS In-A-Bag

Vends Nuts and Bulk Confections in Sanitary Glassine Bags



Take this tip — before you buy any bulk venders be sure to see Jennings In-A-Bag. It's an idea that clicks with the public everywhere. Hundreds of operators have reported the earnings on their In-A-Bags to be 3 to 4 times that of the conventional vender. It truthfully is the vender you can operate at a nice profit.

In-A-Bag is simple in operation and foolproof. There are a number of models to choose from —

Write for complete details

O. D. Jennings & Company

4309 WEST LAKE STREET, CHICAGO, ILLINOIS

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

co-distributors here, Louisiana Amusement Co. and Sam Gentilich, and also met Ben Boldt, advertising and sales promotion manager, who is on a tour of the South. On a side trip while here Schachter went over to see J. J. Bertucci at Biloxi and found business in that area on the up.

Al Mendez, factory district manager for R. Wurlitzer Co., left Monday for a trip thru Louisiana, Mississippi and Tennessee. Mendez reports the best late summer sales of Wurlitzers in some time, particularly remarking that counter models are in brisk demand.

Popularity is supreme these days around the office of the Great Southern Novelty Co. on Rampart street, the main lure being the person of Alice Maloney, new secretary for F. P. Clesi, prexy of the firm. Despite this fact, Clesi took time out this week for a hurried trip to Texas on business.

The Dixie Coin Machine Co. continues to report a steady stream of visitors from Mississippi and Louisiana who are coming in to see and buy the new Bally and Mills ideas. Julius Pace, president of the firm, is already laying plans for a formidable showing for his New Orleans contingents when the annual show is held in Chicago.

L. R. is one of the city's most enterprising operators, but he reaches a height of something or the other when he spends a couple of hours each afternoon taking siestas in a Poydras street distributor's office while his pin games work for him. Well, maybe this is a good system after all.

Hugh Smith, head of record sales for the Electrical Supply Co., RCA-Victor distributors, reports a fine August turnover, crediting the *Beer Barrel Polka* for a greater portion of the good volume of business done. Here was a selection that helped many distributors of records to

offset the usual summer lull, Smith believes.

Mr. Chips Strains Genco Production

CHICAGO, Sept. 2.—Word comes from the Genco factory that an all-night shift has been added to an already enlarged day shift that is rushing out a record number of Mr. Chips machines.

Genco officials, in explaining the success of the game, attribute its popularity "to the thrilling action of every ball, with every ball having the chance to be a winning ball."

"There are three ways to win on Mr. Chips," explains Dave Gensburg, Genco leader. "A player can get free games by hitting a high score, or by putting out all nine lights, or by putting a ball over the No. 8 contact when lit. Imagine the terrific come-on of all these chances to win. In addition, there are four extra 1,000-when-lit bumpers for extra scoring and extra action. One other very fascinating feature is the fact that the bumpers stay alive until the very last light has been put out, thus keeping the scoring and interest alive every second.

"We call Mr. Chips the game with 'anything can happen' action because that's just what it is—a game where the player is constantly on edge, constantly interested and challenged by the intriguing action of each ball."

Keeney Console Tip Gets Action

CHICAGO, Sept. 2.—J. H. Keeney, head of the firm bearing the same name, reports that J. H. Keeney & Co. has received a flood of orders for Keeney console machines. The '39 Super Track Time, Triple and Pastime are reported to be sharing in the sales rise.

Stated Keeney, "Two weeks ago we advised coin machine operators that the big console season was upon us—that now was the time to sew up the finest locations for console operation for many months to come, rather than wait for second best locations later—that if they moved in early they would move out many months later with the cream of the coin game profit.

"Well, from the looks of the orders that have been arriving daily for our big-earning console machines, these operators certainly went to town in sewing up locations. Operators everywhere report that it is easy to obtain the finest locations everywhere with Keeney consoles. They add, once these great machines are on a location they do the rest in producing big earnings for both the locations' owners and operators."

MUSIC MERCHANDISING

Senator Urges Indiana Ops To Organize for Protection

Senator tells Hoosier coinmen to protect rights as a group

MARION, Ind., Sept. 2.—Indiana State Operators Association, Inc., held a dinner meeting August 28 in Marion, one of the regularly scheduled meetings being conducted by the organization thruout the State. The association is composed of operators of music and cigaret machines.

Outstanding on the evening's program was the discourse presented by State Senator Thurman Biddinger. Upon his introduction by Charles W. Hughes, president of the association, Senator Biddinger advised operators to take up a course of legislative activity. He said, "Unless you organize yourselves and come to the legislature by groups you may find yourselves put out of business thru the efforts of some other organization, without the legislature realizing what they have done."

He further said, "It is impossible to read the bills, as they stack them upon the desks of the legislators faster than they can possibly read them. So it is best for you men in this business to organize the same as all other like businesses have organized so that you may protect your business investments, and I urgently advise the association to have a legislative committee on the job thruout any session of the legislature."

Entertainment for the evening was in the words of one operator, "thick, juicy one-inch steaks followed by a swell floor show presented by the 'Two Kings and a Queen of Swing.'" The floor show was talent recruited from Marion, Ind., entertainers.

Those attending were Carl King, Elwood; J. Gaffney, Kokomo; John T.

Lorch Praises Luxury Lightups

NEW ALBANY, Ind., Sept. 2.—Basil H. Lorch, owner of the Lorch Music Co., reports excellent sales of Rock-Ola Luxury Lightup phonographs in Southern Indiana, over which his company is Rock-Ola distributor.

The Lorch organization features an unusual display room complementing the beauty of the new Luxury Lightup phonographs. "Never before have we seen a phonograph with the eye-appeal of the Luxury Lightup line. Operators don't have to be sold. When you mention phonographs, they say, 'If it's Luxury Lightup, that's what we want.'"

"Customers like to see the phonograph as well as hear it and this model can be seen from any place in the room. Operators down here are enthusiastic over the Rock-Olas because they do have a wonderful drawing-power besides the hundred and one superlative features, such as tone quality, the 99 per cent slug-proof coin chute, front door accessibility, etc."

Change-Over Unit Sales Up

CHICAGO, Sept. 2.—"Sales on our phonograph change-over grilles are still climbing steadily," reports the firm of Gerber & Glass. "We feel that their success is due to three main factors. First of all they are extremely practical. These new grilles turn old phonographs, incapable of earning any money for operators because of their old style and appearance, into bright looking phonographs that are opening many new locations.

"Secondly, the prices are favorable. And thirdly, they are made in such beautiful color combinations that they attract the eyes of patrons on locations wherever they are placed, thus result in greatly increased music sales."

Bogan and Mr. Weaver, La Fayette; Fred Johnstone, Anderson; Senator Biddinger, Harry Dwyer and Rictor Kirby, Marion; Charles Hughes, Ladoga; Otto Jensen, Logansport; Harry Moore, Muncie; J. E. Bogan, Muncie; Frank Wixel, Indiana distributor for Rock-Ola; Paul F. Jock, Indiana distributor for Wurlitzer; Sam Weinberger, Indiana distributor for Seeburg; H. J. Windt, Indianapolis; Ray Walters and James Baker, distributors for Mills, of Terre Haute; W. F. Merchant, district representative of Rock-Ola, Fort Wayne, and Reid Crawford and Spencer Otis, of the J. P. Seeburg Corp.

Boldt in South For Rock-Ola Corp.

NEW ORLEANS, Sept. 2.—Laying stress on the extremely favorable outlook for general business in the Deep South this fall and winter, Ben Boldt, advertising and sales promotion director of the Rock-Ola Mfg. Co., spent three days in New Orleans this week calling on the firm's two local distributors and making the acquaintanceship of music operators of this area. Accompanying Boldt on his rounds in this area was Si Schachter, factory sales manager in Louisiana and Texas.

"I find the fall outlook in the cotton belt area particularly very promising this year," Boldt declared. "It is because our business has expanded so encouragingly in the belt that Rock-Ola has added more distributing outlets in this area. In addition to making for better service to our many new Rock-Ola operators of 1939, we have found our new connections form a sort of 'knitting' together of our friendly ties with these music men," Boldt added.

Boldt announced that Rock-Ola's sales thus far in 1939 are far ahead of last year and that the expansion in business may be expected to continue right up thru the end of the fall season.

Reports Heavy Grill Sales

AUGUSTA, Ga., Sept. 2.—Music Machine Co., with headquarters here, announces heavy sales on its newly designed light-up panels and grills for automatic phonographs. The firm states that its ensemble is of durable construction from wood that closely matches the old cabinet, thus making the unit an integral part of the machine. Another feature of the light-up grills is the low price, Music Machine officials state.

Pity the Poor Phono Op!

BIRMINGHAM, Ala., Sept. 2.—A female Negro tavern owner has hired a lawyer, it has been learned, to file suit against a music operating firm which had placed an automatic phonograph in her place of business.

Here's the reason why:

Her customers were swinging out to the recorded music the other night when their energetic "rug-cutting" loosened a sill under the house. The floor sagged—and out into the open spilled a roomful of startled dancers.

The proprietor declared that she had told the firm owning the phonograph to move the machine out several days prior to the accident. Therefore, she declared, the music machine firm was responsible.

Awah! A-wah! A-W-A-H!

Wurlitzer Tour Likened to Forum

CHICAGO, Sept. 2.—Wurlitzer officials were in Chicago yesterday to conduct one of the informal gatherings that they are holding in all sections of the country. It was characterized by Bob Connor, advertising manager, as a socialized "forum" where Wurlitzer officials could "get their ear to the ground" and determine the trends in the phonograph business.

One of the largest stops to be made by the Wurlitzer retinue, the Chicago affair took place at the Knickerbocker Hotel, drawing well over 1,000 persons who talked, ate, danced and otherwise enjoyed themselves in play and in serious consideration of the phonograph business.

Connor emphasized the fact that the gatherings were not merely "parties." "We feel," he said, "that we cannot stay in North Tonawanda and interpret the trends in music merchandising. We would rather travel over the country and gather data and impressions from the important man in the Wurlitzer chain—the established, recognized operator. We have learned much in this first half of our swing over the nation and our policy during the coming year will be based in a great measure on what we are learning from applying our ears to the important essentials which operators are outlining to us in various parts of the country."

A full representation from North Tonawanda and the Midwestern distribution set-up was on hand. Those present were: Carl Johnson, manager, North Tonawanda division; Mike Hammengren, general sales manager; Jim Broyles, assistant salesmanager; Ernie Petering,

assistant general sales manager; Ray Haimbaugh, general engineer; Andy Christensen, assistant general engineer; Walter Reed, general manager, service department; Bill Bolles, manager, credit department; Don Kennedy, district credit manager; Harry King, special factory representative; Ed Wurgler, special factory representative; Bob Conner, advertising manager; Bob Bleekman, Chicago district manager; Ralph Rigdon, Indiana district manager; "Rosie" Rosenberg, Iowa and Nebraska district manager; and William Mossberger, Wisconsin district manager.

MILWAUKEE, Sept. 2.—Rudolph Wurlitzer Co. was host to 150 music merchants of this territory at an open-house party August 31 at the Schroeder Hotel.

The meeting, at which operators were given an opportunity to discuss problems with company representatives at first-hand and view the current Wurlitzer models, was 15th in a series of some 30 being held in key spots around the country.

Refreshments and a buffet luncheon were served operators, who were greeted by William Montrose, head of the Kemo Novelty Co., Wurlitzer distributor in this area, and company representatives from the home offices at North Tonawanda, N. Y., as follows:

Mike Hammengren, general sales manager; Ernie Petering, assistant general sales manager; Jim Broyles, assistant sales manager; Walter Reed, general manager of the service department; Andy Christiansen, assistant managing engineer to the factory; William Bolles, general credit manager; Ed Wurgler, special sales representative; Harry King, factory sales representative, and Bob Connors, advertising manager.

A spirit of optimism was radiated at the meeting, which concerned itself, among other things, with a discussion on ways and means to best stabilize the industry.

MINNEAPOLIS, Sept. 2.—Popular Rudolph Wurlitzer models met with acclaim Wednesday as 200 Northwest music machine distributors, operators, their wives and friends attended the Wurlitzer open house in the Junior Ballroom of the Hotel Nicollet.

The meeting was one of the most enthusiastic and best attended in the current swing around the nation of Wurlitzer executives, Bob Connors, advertising manager, said.

William Cohen, manager of Silent Sales Co., Minneapolis, considers this type meeting one of the best means of showing operators all the advantages of the machines, and waxed enthusiastic over future business.

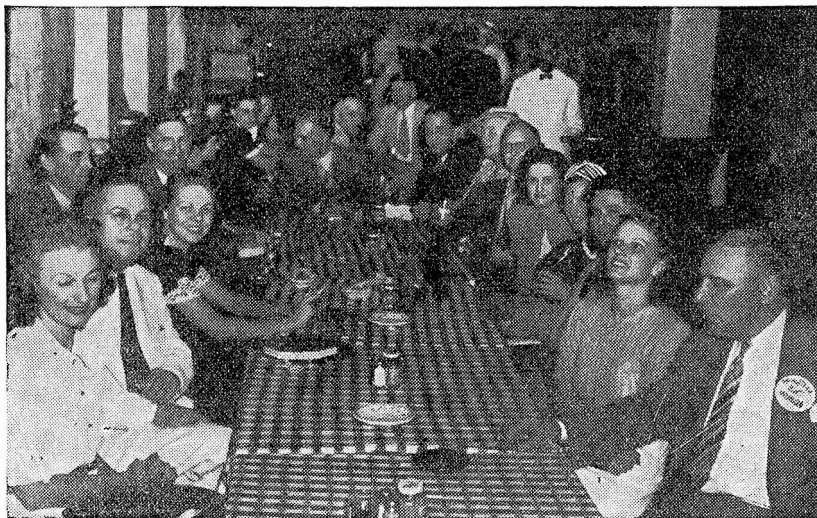
Music Caravan Clicks With Ops

NEW YORK, Sept. 2.—"After four weeks in New York State," George Ponsler reports, "our Throne of Music Traveling Caravan has clicked with the operators to such an extent that we will continue it as a permanent sales feature."

"The trailer was converted into a regular traveling caravan. The inside was fixed up like a showroom and office. There are two Mills Throne of Music machines on permanent display here."

"Jack Mitnick, our traveling salesmanager, is in charge and has been driving thruout the State for the past four weeks. The operators were tremendously pleased, Jack writes me, because of the fact that they could more leisurely examine the machines and study them. Instead of the operators having to come all the way down to our showrooms here in New York City to see the machine, we sent the machine traveling to them."

"We now intend to send Jack Mitnick thruout New Jersey with the traveling caravan so show the machine to hundreds of other interested operators who have since written to us. But so many of the New York State operators who missed the caravan have written to us that we believe Jack may take to the road again to visit with these men and show them the machines, too."



TIME FOR REFRESHMENTS at the Wurlitzer open-house meeting in Jacksonville, Fla. Around front table, clockwise: Mrs. Fred Rabe, Clyde Taylor, of the Taylor Electric Co., Brunswick, Ga.; Mrs. Earl Cain, Ray Bice, of Johnston & Bice, Winter Haven, Fla.; Julian Johnston, also of Johnston & Bice; Mrs. and Mr. O. J. Mullinix, of Savannah, Ga.; Mr. and Mrs. Jack Williams, Mrs. and Mr. Fletcher Fuller, of the Fuller Music Co., Ocala, Fla.; Mrs. Hess, Mr. Hess; Elizabeth Tapety and Ed Wurgler, special Wurlitzer factory representative.

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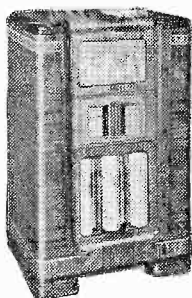
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VALUE

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Choice of Aluminum Grille and 2 columns of plastic or 3 columns of plastic with side louvre and top panel.

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Chicago, Illinois

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Detroit

September 2, 1939.

To the Editor:

Cab Calloway's *Jumpin' Jive* and Wayne King's *The Man With the Mandolin* are about the top favorites here. *Sunrise Serenade*, by Glen Gray, and the *Beer Barrel Polka*, by the Andrews Sisters, continue to bring in the nickels.

Other popular numbers are *My Last Goodbye* and *Over the Rainbow*, by Horace Heidt. From present indications it looks as tho *I Want the Waiter*, by Ella Fitzgerald, and *I Want My Mama*, by Rudy Vallee, would be A-1 successes.

We are certainly getting a fine lot of records now and they are increasing the nickels in the music machine business. Dance numbers are going very well, and Glen Gray and Glenn Miller are giving us some good ones.

The music machine business like many another is undergoing many changes, but they all seem to be for the betterment of the industry, and we must all keep up with the march of progress. In accomplishing this *The Billboard's* Record Column is of great help to the busy operator.

C. LEO CHADWICK,
Chadwick Coin Machine Co.,
Detroit.

chase the spiders out of the cash box of every phonograph is *The Man With the Mandolin*, by Wayne King, with Frances Langford doing the vocal. Ops had better buy an extra load of this number because they are going to play them thin. Another good number that will make money is *The Jumpin' Jive*.

Comes Love does not look so hot for this section, but *Go Fly a Kite* promises to click fairly well. Fats Waller's *You Meet the Sweetest People in Your Dreams* looks good and might prove a fair hit. *Sparkling Blue Eyes* is going to be a good hillbilly bet.

We have found that novelty stuff like *Music Goes 'Round and Around*, *Three Little Fishies* and the like are quick and heavy earners but short-lived. They zoom skyward and then come down as fast as they went up, but they are sweet while they last.

GEORGE BENNETT,
Lubbock Coin Machine Co.,
Lubbock, Tex.

Detroit

DETROIT, Sept. 2.—Snax Automatic Stores, large rotary selective type venders, which have been made here since 1932, have been sold out to New York organization, and all activities of the organization will be carried on hereafter in the East, according to W. H. Cornell, who has been general manager of the company.

The Triangle Music Co. was recently formed here to operate music machines by Max Schubb, Sam Rosenthal and James Passanante, all of whom are well-known figures in the amusement field. Headquarters on Linwood avenue are in charge of Schubb and Rosenthal.

Al Shifrin, head of Detroit Coin Machine Exchange, was out of the city on a business trip recently.

Lubbock, Tex.

September 2, 1939.

To the Editor:

Music is one swell business out here on these flat, rolling and broad plains of the Texas panhandle. We operators can cover lots of miles and service a large number of spots every 24 hours. One might think that it is a Wild West cowboy country, but we have very few cowboys. The Panhandle of Texas is made up of fertile farms that grow almost all sorts of crops, wide-awake cities that smack with the atmosphere of any metropolitan area. So operating music on the Texas Panhandle plains is about the same as operating anywhere else. If cowboy songs are played on our phonos they are usually played by college folks or city workers.

My spots demand the latest hit tunes. My customers' reactions to a new platter is about the same as the reaction that comes from a customer in Los Angeles, Denver, New Orleans or New York City.

Right at this time we are getting top play on that old stand-by, *Beer Barrel Polka*, cut by Glahe Musette. Of course, *Sunrise Serenade*, by Glen Gray, is still tops. *Woodchoppers' Ball*, by Woody Herman, is still pulling the coins in nice style. *White Sails* is wide awake and gathering no dust on any machine but spinning right along, and when any disc spins the cash box fills.

Believe me, the best coming-up number at this time and one that is sure to

a special section called TALENT AND TUNES ON MUSIC MACHINES will appear in the September 23 issue of The Billboard . . . music machines operators will find it interesting and informative.

4 STAR SPECIAL DEAL FOR VIRGINIA NO. CAROLINA SO. CAROLINA on Mills THRONE of MUSIC



LIBERAL ALLOWANCE FOR TRADE-INS OF ANY TYPE EQUIPMENT REGARDLESS OF CONDITION.



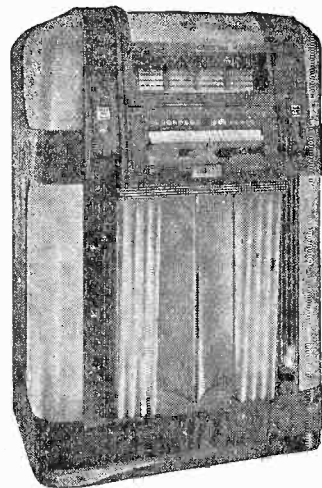
12 TO 18 MONTHS TO PAY AT NO EXTRA PREMIUM OR ADDITIONAL CHARGES.



JOE CALCUTT'S PERSONALIZED SERVICE THAT GETS YOU STARTED RIGHT AND KEEPS YOU GOING RIGHT!



THE ONLY COIN-OPERATED PHONOGRAPH IN AMERICA WITH ALL THE FEATURES!



Joe Calcutt Guarantees

that once you place Mills THRONE OF MUSIC on location you'll change your entire operation. The supremely beautiful, super-sturdy THRONE OF MUSIC will OUTEARN, OUTSHINE AND OUTPLAY any phonograph you have ever operated. To please your locations and your locations' customers as well as to completely satisfy yourself ORDER Mills Throne of Music NOW!

use ADJUSTABLE **Fulco** PHONOGRAPH COVERS

Cannot be surpassed for long life and general usage . . . adaptable to coin-operated machines as well as phonographs.

WRITE FOR PRICES **Fulton Bag & Cotton Mills** Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS
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EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35 c. See Your Distributor or Write

MAESTRO POINT

THE ELDEEN CO., 2000 176 W. Wisconsin MILWAUKEE, Wis.

PHONO RECORDS WANTED

Phonograph Records wanted—any quantity. Highest prices paid. Tell us how many you have and where they are. Write today.

CHICAGO SALVAGE STOCK STORE, INC.
509 S. State Street, Chicago, Ill.

WURLITZER P12 READY TO SET ON LOCATION—SINGLE, \$37.50
LOTS OF 3—\$35.00 EACH
LOTS OF 5—\$34.00 EACH
LOTS OF 10—\$32.50 EACH

MARION CO., Wichita, Kansas

WURLITZERS.

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FINEST RECONDITIONED PHONOGRAPHS AT LOWEST PRICES

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

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THE VENDING MACHINE CO.
FAYETTEVILLE, N. C.
CABLE: COINSLOTS

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LARRY CLINTON'S RECORDING

THE MOON IS LOW S' WONDERFUL

INTRODUCING HIS NEW
SINGING SENSATION

TERRY ALLEN
A VOICE THAT WILL OPEN OPERATORS'
EYES AND WOMEN'S HEARTS

VICTOR NO. 26341

LOOK! BELIEVE IT OR NOT!

WURLITZER P12 \$89.50	WURLITZER 412 \$39.50	COUNTER MODEL 5-10-25c SLOT! Very Beautiful \$99.00
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PHONOGRAPHS IN AMERICA. AIRMAIL, CALL, WIRE NOW!!

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CABINET STANDS for Rock-Olas and Wurlitzers

Art Cabinet Stands eliminate vibration, protect tone quality and dress up your counter models into flashy consoles that give beauty for every location.

Cabinet for Rock-Olas (left), for Wurlitzers (right), \$14.95. Light-up optional at slight extra cost. Patents Pending.

1/3 cash with order, Balance C. O. D.

ART CABINET SALES CO.
2925 Prospect Ave., Cleveland, O.



JUST IN OFF LOCATIONS and Ready for Immediate Delivery

<ul style="list-style-type: none"> 5 WESTERN DERBY CLOCKS... \$79.50 20 KEENEY STEPPER UPPERS... 27.50 20 KEENEY WINNING TICKETS... 39.50 10 BALLY HAWTHORNES... EACH 10 BALLY THISTLE DOWNS... 25.00 5 BALLY PACEMAKERS... \$145.00 3 BALLY SPORT PAGES... 59.50 8 BALLY FAIRGROUNDS... 27.50 2 BALLY KLONDIKES... 45.00 	<ul style="list-style-type: none"> 5 WESTERN FEED BAGS... \$47.50 2 KEENEY POT SHOTS (4-coin) Floor Samples... 65.00 20 KEENEY HANDICAPPERS... 39.50 20 BALLY STABLES... 37.50 5 DE LUXE PREAKNESS... 37.50 5 WESTERN DERBY TIME MULTIPLES... 47.50
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AND MANY OTHERS. ALL MAKES OF CONSOLES AT BARGAIN PRICES
ONE-THIRD DEPOSIT WITH ORDER, BALANCE C. O. D.
REFERENCE: Walker Bank and Trust Co., Salt Lake City
SPECIAL DISCOUNT IN LOTS OF FIVE OR MORE

R. F. VOGT DISTRIBUTORS CULLEN HOTEL BLDG.
SALT LAKE CITY, UTAH

WORLD'S LARGEST DISTRIBUTORS INTRODUCES NEW LOW PRICES FOR QUALITY MERCHANDISE

<ul style="list-style-type: none"> Mills Deluxe Dance Masters... Each \$17.50 Mills Swing Kings... 27.50 Mills Do Re Mi... 39.50 Wurlitzer P-12's... 25.00 Wurlitzer 412's or 400's... 44.50 Wurlitzer 616... 69.50 Rockola, 12-record Rhythm King... 39.50 	<ul style="list-style-type: none"> Rockola, 20-Imperial, with Ill. Grill... Each \$4.50 Seeburg, 1936 Selectaphone... 22.50 Seeburg Model A, with Illuminated Grill and Moving Background... 37.50 Wurlitzer 24 Model... 159.50 Air Pops It, Pop Corn Vender... 40.00 Keaney Bowlette... 25.00 Wurlitzer Skee Ball... 25.00
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SEEBURG DISTRIBUTORS

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

GOING STRONG

Recordings listed without an explanation are those that have appeared under this heading for four weeks or longer and have thus become such established successes that they require no further explanation.

The Man With the Mandolin. Any doubt that this is a pretty perfect example of a natural phono number must be dissipated this week in the face of report after report stating it to be overwhelmingly popular in all spots. This novelty is also an example of another kind—it proves again that the biggest hits are the ones that waste no time in coming up once they appear in the picture. Allegiance is pretty well divided among the public as to a favorite record. Named as grabbing plenty of nickels are Horace Heidt, Glenn Miller, Wayne King and Frances Langford, all of them doing well.

The Jumpin' Jive. Continuing to hold its strong grip on machine adherents is this Cab Calloway item. Lionel Hampton's disk is the only one around that is giving Calloway any competition whatever, and the Hampton platter is in demand only around the New York area. Cab's pressing is, of course, tremendous in colored locations, but its popularity in every spot is not far behind in size. This looks good for several more weeks, at least.

Moon Love. There are just about enough favorable reports on this one to keep it up here for another week. But it's slipping quickly, and taking it out of the machines will hardly prove a fatal error. Glenn Miller's disk seems to be surviving better than any of the others.

Sunrise Serenade. Glen Gray, Glenn Miller.

Beer Barrel Polka. Wille Glahe.

Well, All Right. Andrews Sisters.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Over the Rainbow. This corner cannot stress too strongly the necessity for stocking this hit number from MGM's spectacular *The Wizard of Oz* picture. From the reports received this week that advice is probably not necessary since most ops not only have it under the needles but appear to be reaping a harvest from it already. But for those who still are without it—don't delay on this. It's the second best selling song in the country this week, according to *The Billboard's* list of Sheet Music Leaders, and its radio strength is corresponding. And, as one report puts it, it will be good until the picture goes back in the can. Glenn Miller seems to have the jump on the field in the matter of preferred platters, with Larry Clinton trailing him fairly closely.

An Apple for the Teacher. Another soon-to-be "must" for the boxes is this first hit out of the score of Bing Crosby's latest flicker, *The Star Maker*. It gets a mention on all communiques this week as a fast-rising number, and there is little question that it will shoot pretty high. Crosby's disk is the most in demand, naturally enough, and of the dance records it's Larry Clinton and Charlie Barnet.

Comes Love. A good nickel-enticer for several more weeks is the outlook for this success from the Broadway musical comedy, *Yokel Boy*. It won't reach the heights, but it's an item that ought to be in every machine anyway. Larry Clinton and Eddy Duchin come thru with the most favored phono versions to date.

I Want the Waiter With the Water. Not too much change on this one from last week, with only a couple of additional localities reporting it catching on. However, there is enough activity on this Ella Fitzgerald recording to make it something for ops who are not already playing it to keep an eye on. La Fitzgerald's will probably be the only disk to amount to anything.

The Little Man Who Wasn't There. This novelty has jumped out of the "Possibilities" category into something more concrete, with several reports this week nominating it for future honors. It's beginning to catch on in the phonos, which is only natural, for it's a definite machine number. Larry Clinton and Glenn Miller are dividing honors evenly so far.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Are You Having Any Fun? Altho the score of the new George White *Scandals* which opened on Broadway this week contains several likely looking hits, this seems to have the best chance of all.

Mexiconga. May achieve hitdom, but its appeal is not as direct as this rhythm tune. Tommy Dorsey has one of the better disks available now.

Blue Orchids. This interestingly titled compo is Hoagy Carmichael's latest contribution to Tin Pan Alley, and is his nearest approach, musically speaking, to the heights he achieved in his perennial *Stardust*. Altho it's a difficult tune to play and sing, it has a melody, a title and a lyric that, aided by some judicious plugging, may carry it far.

What's New. Another ballad that has music row talking. It's understood that its publisher would like to hold up working on it for awhile, but the demand of band leaders to play it is so great that the tune may start on its way soon. This may very well be one of the biggest ballad hits of the fall.

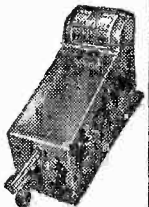
Traffic Jam. The latest platter from Artie Shaw and containing as it does some of his finest clarinetting it may be an ideal bet for the phonos. The reverse, *Serenade to a Savage*, is in the same swing groove, but *Jam* appeals to this department more as a nickel-grabber.

You Tell Me Your Dreams. Actually, this is more than a possibility. The Mills Brothers have had a record out for some weeks now that has been doing well in certain sections, but the tune's pubs are going to plug it in earnest and ops might do well to watch for it.

(Double-meaning records are purposely omitted from this column)

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Hottest and Biggest Money-Maker in history!
10 Shots for 1c!

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Bounty, F.P. .. 15.00	Request .. 12.00
Box Score .. 29.00	Rink .. 20.00
Chevron .. 35.00	Robin Hood .. 10.00
Chubbie .. 26.00	Snooks .. 30.00
Fair, F.P. .. 22.50	Spinner .. 15.00
Flight .. 15.00	Speedy .. 45.00
Lightning .. 12.00	Spottem .. 45.00
Major .. 27.00	Stop & Go .. 20.00
Midway .. 17.50	St. Moritz ..
Odd Ball .. 12.00	F.P. .. 12.50

Bally View Hi-Lo \$10 Ea.
Bambino Palm Springs
Exposition World's Fair

Register Swing \$8 EACH
Bull's Eye Daily Dozen
Snappy Fleet
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METAL TYPER WRITE FOR PRICES!

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593 10th Ave., NEW YORK.
Cable: MUNMACHINE.

Daval Reveals "Million-Game-Test"

CHICAGO, Aug. 26.—Officials of the Daval Mfg. Co. have revealed "the successful results of long preparation and research for methods which would lead to scientifically controlled perfection in the mechanical and electrical operation of pin games."

The search for new techniques, the firm revealed, centered around the plan to invent automatic testing systems to test every new Daval game under exhaustive conditions before going into production. "Not in any way minimizing the importance of a actual location tests, to which we will, of course, continue to subject every new release, our new Daval technical staff tackled the problem of devising an automatic device which causes each game tested to undergo approximately 1,000,000 complete games. The test requires a period of two weeks, the game being tested continually for 24 hours."



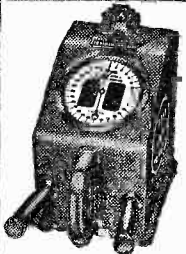
A. S. DOUGLIS

A. S. Douglis, president of Daval, recently announced the addition of several nationally known designers, electrical engineers and production experts to the Daval staff. It was these men who produced the automatic testing devices.

"Each new Daval game receives the equivalent of 1,000,000 complete plays before being considered for production," the experts stated. "Plays duplicate exact conditions encountered on locations except that play in every instance is made in such a way that every part of the game comes into active use. Every conceivable breakdown possibility is thereby tested which should make every Daval game trouble-free once it appears on the market."

A. S. Douglis, president, commented: "For the first time mechanical and electrical operating perfection is an accomplished fact. Operators should realize the earnest importance of the move we have taken to provide scientific means for true trouble-free operation of pin games. Realizing that our business depends upon the quality of merchandise we sell to operators, we have always been on the alert to dispense with obsolete manufacturing methods and to substitute modern efficient methods. We have the solution now—the only solution—in the 'million-game test,' which is the operator's guarantee against every and all mechanical and electrical defects assuring him of trouble-free operation."

"This week will witness an important event—the appearance of our new game, Triple Threat. Not only is Triple Threat the first 'million-game-test' production but also it presents the thrilling drama and excitement of football play. Triple Threat features three ways of scoring and receiving awards in a unique manner which will, without question, make it famous not only for its mechanical perfection but also for its swift action and intense appeal."



GOTTLIEB'S DELUXE 3-WAY GRIP TESTERS

Operators and Jobbers, write us for your special price, as we have a large order for these Grip Testers booked in advance which will enable us to make you quicker delivery, so wire, phone or write us your order.

FALL SPECIALS

5-BALL NOVELTY FREE PLAY

4 Spottems .. \$42.50
3 Daval Box Score .. 37.50
1 Free Race .. 20.50
1 Stoner Chubbie .. 35.00
5 Chevron, like new .. 42.50
2 Genco Rink .. 32.50
1 Genco Fair .. 35.00
2 Hold Tight .. 37.50

5-BALL NOVELTY

2 Palm Springs .. \$10.00
1 Bobs Skill Score .. 10.00
2 Chico Derby .. 5.50
1 Gay Time .. 12.50
1 Home Run .. 9.50
40 Bally Reserves, perfect condition .. 4.00
1 Five Star Reserve .. 5.50
1 Silver Flash .. 7.50
1 Bulls Eye .. 8.50
1 World's Fair .. 15.00
1 Bally Suspense .. 15.00
1 Line Up .. 7.50
1 Final Score .. 7.50

1 Jig Joy .. \$12.50

2 Airway .. 10.00
1 Western Baseball .. 75.00

AUTOMATIC PAYOUT

1 Quinella, single slot .. \$12.50
1 Air Race .. 7.50
1 Preakness .. 15.00
1 Bally Klondike .. 45.00

COUNTER GAMES

1 Tally, no. reels .. \$10.00
24 3-Way Grip Testers .. 9.00
12 Mills Vest Pocket .. 27.50
1 Poker Face .. 5.50
1 Chicago Club House .. 4.50
1 Spinner Winner .. 12.50
5 Spinner Winners, brand new .. 19.50
3 5c Mills QT Jackpot .. 27.50
2 Columbia Jackpots, perfect .. 27.50

CONSOLES

1 Gottlieb Race Track, 9 coin slot .. \$25.00
7 1938 Skill Time .. 92.50

1 Tanforan, ticket model .. \$19.50

1 Bally Skill Field .. 35.00
10 1938 Domino, cash pay .. 125.00
1 25c Pace Races, cash pay, light cab., No. 3836 .. 125.00
1 25c Paces Races Jackpot .. 197.50
10 Seeburg Ray O Lites, perfect condition .. 78.50

5 BALLY VICTORY Like New .. \$110.00

2 Mills Dance Master .. \$12.50
1 Mills Swing King .. 20.00
16 412 Wurlitzers .. 47.50
11 P-12 Wurlitzers, refinished cab. .. 42.50

40 Box Stands .. \$ 4.00

WANTED—25 PACES RACES, CASH PAY, LIGHT CABINETS 50 DOMINOS, 1937, 1938 or 1939 MODELS 50 SKILLTIMES, PASTIMES OR TRACKTIMES

We will pay cash, or we will make you an unusual trade allowance to apply on brand-new phonographs, trading machine on machine. Write us what you have, giving serial numbers, models and guaranteed condition mechanically and appearance with all keys, giving lowest cash price delivered to us in Richmond, charges prepaid.

Write us as to your requirements on any new machine that has been released by the respective manufacturer. Also ask us to put you on our mailing list. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. All of the above machines are offered subject to prior sale and these prices are effective September 9, 1939.

MOSELEY VENDING MACHINE EX. Inc., 00 BROAD ST. Richmond, Va.
Day Phone 3-4511 Cable Address: Movemco Night Phone 5-5328

Western Baseball Continues Success

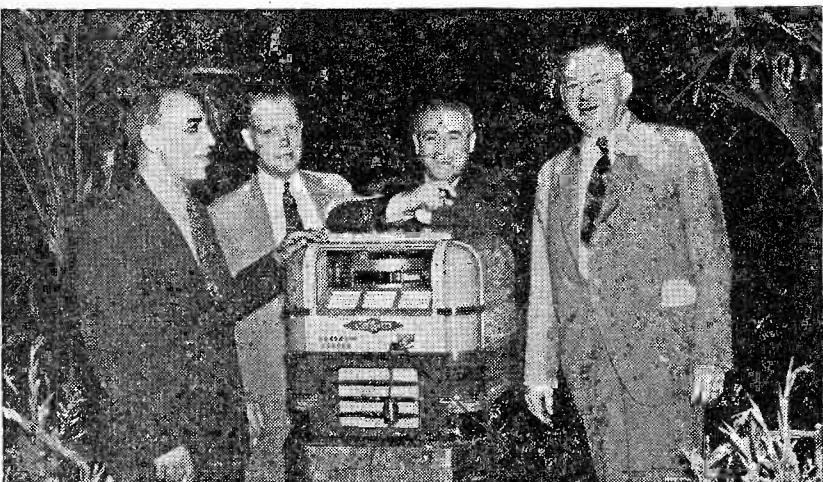
CHICAGO, Sept. 2.—Don Anderson, Western Products, Inc., sales manager, commented recently on the "ever-increasing sale" of the console game Baseball.

Stated Anderson: "It seems as if sales for our console game, Baseball, know only one direction—up. Ever since its introduction about a year and a half ago it has been a leading contender for top sales honors in the console field. Naturally since that time many improvements have been made in those super-console machines, but its primary appeal to players remains unchanged."

"1939 Baseball is certainly a real winner from every angle. A big feature about Baseball that operators are wild about is the fact that Baseball may be operated most anywhere, since we have offered it to coinmen in three different models: novelty, free play and payout game. This, plus its money-making qualifications, has made Baseball the favorite console game on the market."

Art Nagel Flies to Chicago

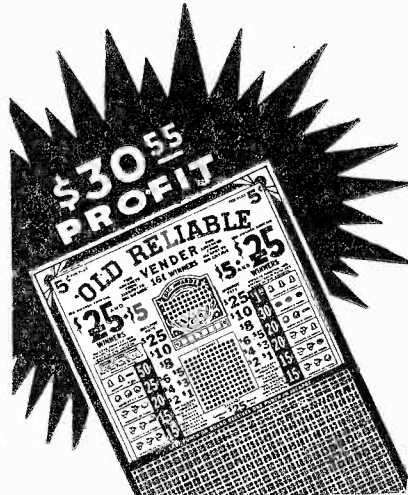
CLEVELAND, Sept. 2. — Art Nagel, president of Avon Novelty Sales Co., is back in Cleveland after a flying trip to Chicago, where he rushed in an effort to speed up delivery on Rock-Ola phonographs and Mr. Chips, the new Genco game. Avon Novelty reports a rush of orders for the new Mr. Chips game, which is going over well with Cleveland operators.



AT THE WURLITZER OPEN HOUSE in Philadelphia, Joe Eisen, Penn Coin-O-Matic Co., Philadelphia Wurlitzer distributors; Mike Hammergren, general sales manager of the Rudolph Wurlitzer Co.; Dave Margolin, of Penn Coin-O-Matic, and Joe Darwin, Wurlitzer district manager, all agreed that Wurlitzer's Counter Model 61 is a honey of a profit producer.

BOARDS WITH A PUNCH!

Here is just one of our entirely original slot symbol boards. Our complete line of salesboards for operators includes countless other slot boards as well as original novelty symbol boards.



When you buy Superior boards you are buying from a manufacturer with up-to-the-minute ideas—creators in salesboard trends.

Write for prices, full details and descriptive literature on boards made for operators! Get in on the ground floor of extra profits that are yours—be first in your territory with a new Superior board.

Send for your copy of "Scoops," exclusive salesboard trade paper. Address Dept. M.

SUPERIOR PRODUCTS
"World's Largest Salesboard Factory"
14 NORTH PEORIA CHICAGO, ILL.

\$\$\$ SAVE WITH AVON \$\$\$

ALL MACHINES RECONDITIONED AND IN A-1 SHAPE

FREE PLAYS	FREE PLAYS	STRAIGHT NOVELTY
SPOTTEMS .. \$49.50	QUALIFY .. \$39.50	BUBBLES .. \$22.50
AIRPORTS .. 57.50	KLICK .. 17.50	SIDE KICK .. 22.50
CHIEFS .. 34.50	BUBBLES .. 37.50	PARAMOUNT .. 12.50
FREE RACES .. 22.50	FAIR .. 32.50	STOP & GO .. 22.50
SIDE KICKS .. 37.50	OCEAN PARK .. 55.00	SNOOKS .. 15.00
STOP & GO .. 37.50	MIAMI .. 37.50	REVIEW .. 20.00
MAJORS .. 49.50	CONTACT .. 49.50	REQUEST .. 20.00
CHUBBIES .. 40.00	REVIEW .. 29.50	CONSOLES
SPEDY .. 39.50	MIDWAY .. 32.50	KENTUCKY CLUBS .. \$49.50
FIESTA .. 27.50		DERBY DAYS .. 17.50

WRITE FOR PRICES ON SLOTS AND OTHER EQUIPMENT
1/3 Deposit Required With All Orders. Balance C. O. D.
AVON NOVELTY SALES CO., INC., 2923-25 Prospect Ave., CLEVELAND, OHIO.
Phone Prospect 4551-2. Cable Address "AVON"

You can **ALWAYS** depend on **JOE ASH** — **ALL WAYS** ON HAND FOR IMMEDIATE DELIVERY . . .
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE COUNTRY'S LEADING MANUFACTURERS
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ACTIVE AMUSEMENT MACHINES CORP.
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COIN OPERATED MACHINES AND SUPPLIES
500 PIN GAMES AT \$5.00 EACH
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Chicago Coin's

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THE TOPS IN EARNING POWER -
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OUT NEXT WEEK!

A New Novelty and Free Game with New Features - New Ideas. A Real Surprise in Store for YOU!

CHICAGO COIN Machine Mfg. Co.
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JITTERBUG BALL




EVERY BALL HAS A CHANCE OF WINNING 10c to \$5! All Red and Green Balls definite Winners Regardless of Pocket They Fall Into!

Punch a hole and a ball is released. It trickles down the pinned board and drops into a pocket. Player gets award shown under pocket.

PERMANENT AUTOMATIC RECORD OF ALL PAYOUTS!

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That's what dealers everywhere are saying about Globe's new Baseball Board. Printed in 8 gorgeous shades for unusual flash, it's a Big-League attraction. A sure winner on any counter! Board takes in 2600 holes at 5c or \$130.00 Pays out (average) \$74.75 Average Profit \$55.25 Baseball symbol tickets. Semi-thick board. Celluloid \$6.20 protection over topkots Price \$62.00

Write for our new Folder on latest Money Boards.

GLOBE PRINTING COMPANY
1025 27th RACE STREET • PHILA., PA.

New Detroit Firms

DETROIT, Sept. 2.—Joe Molenda, Hamtramck (Mich.) operator, has formed the new Legal Coin Machine Co. to manage his pin game business. Molenda has bought out the business formerly operated as the Chronos & Molenda Amusement Machine Co.

Molenda operates in Detroit as well as in Hamtramck, which is a suburb. Expressing his business philosophy, based on six years of operating experience, he said: "It takes an adequate sized route of machines to make a real start in business. At least 15 to 20 locations are needed for pin games, depending upon just how good the locations are. I am steadily replacing my older machines and getting the newest types, which mean better locations and better play—buying no models which have been on the market over a month, as a rule, for these better locations."

Morry Nelson has become sole proprietor of the Nelson Amusement Co., local coin machine operators. Nelson reports business good in his territory and consistently on the increase with the adding of new machines.

John Smith and James McLeod have formed the North Woodward Amusement, here to operate routes of amusement machines.

West Coast Biz Better

SAN FRANCISCO, Sept. 2.—Business on the West Coast is reported to be growing better and better each day. One report bringing cheer is that June business in San Francisco was the best of any June in the past 10 years.

"In comparison to June, 1938," read the report, "the percentage looks as follows:

- Total Construction up 28 per cent
- Residential Construction . . . up 31 per cent
- Real Estate Sales up 11 per cent
- New Car Sales up 25 per cent
- Retail Trade up 42 per cent
- Men and Boys' Clothing . . . up 25.1 per cent
- Family Clothing up 16.3 per cent

"Employment by manufacturing industries rose 4.1 per cent, and pay rolls were up 6.7 per cent. Bank debits registered a gain of 5.2 per cent, nearly \$1,500,000 a day increase. Yes," the report concluded, "business is swell in San Francisco."

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- Beautiful, modern design . . . durable construction. Top-notch quality in every part. Designed by a master. Guaranteed for a million weighings. Parts supplied free for life of scale.
- Double your profits . . . twice as many scales for the same money. Think it over!
- Operators . . . write for wholesale direct-from-factory prices . . . considerably under \$50.00 each when you talk quantity.

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A "NATURAL" FOR BIG PROFITS - LUCKY IVORIES



Has All the Features That Bring Steady Play and Fast Action

No. 11228 1056 HOLES

Takes in \$52.80

Average Payout 23.30

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Send for New Catalog Showing Hundreds of Other Profit Makers.

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STILL THE BEST

Place To Buy Your Reconditioned Pay Tables, Consoles, Novelty Tables and Arcade Equipment.

1938 Track Times . . . \$87.50	Dark Horse, 7-coin play. \$22.50	Tables and Arcade Equipment.
Kentucky Clubs . . . 59.50	Bally Bells 20.00	Foto Finish \$10.00
Galloping Dominoes . . 49.50	Turf Special 20.00	Golden Wheel 10.00
Bang Tails 49.50	Chucklette 25.00	Derby Days 12.50
Red Cabinet Track Times . 35.00	Jockey Clubs 25.00	Miss Americas 12.50
Tanforans 20.00	ONE-BALL AUTOMATICS	REGULAR NOVELTY TABLES
Shoot the Moon 22.50	Fairgrounds \$25.00	Slide Kicks \$25.00
Jennings Derby Days . . 20.00	Entry 25.00	Stop and Go 25.00
Bally Teasers 15.00	Derby Times with Jack-pot 55.00	Request 20.00
Bally Club House 25.00	Quinellas 22.50	Palm Springs 14.00
Bally Saddle Clubs . . . 35.00	Stoners CHAMPS 25.00	Paramounts 18.00
Dominoes 19.50	Flashers—fruit glasses . 35.00	Bally Royal 22.50

Don't Forget—We carry a complete line of Diggers, Bowling Alleys, Cigarette Machines, Vending Machines, Scales, etc. Just write us what you can use and we will quote you prices. **WE TAKE TRADES. HALF DEPOSIT WITH ORDER.**

CLEVELAND COIN MACHINE EXCHANGE 2021-5 Prospect Ave., Cleveland, Ohio
Cable: Glisser, Cleveland

CLOSEOUTS

20 GRANDSTANDS	\$79.00
5 HAWTHORNES	75.00
10 WINNING TICKETS	75.00
15 DERBY KINGS	62.00
15 DERBY CLOCKS	62.00
40 FAIR GROUNDS	27.00
40 FLEETWOODS	27.00
3 STONER ZIPPERS	27.00

400 Single Coin Payout Games; 50 Consoles, different types; 100 Slots. Make Offer.

Will buy Jennings Cigarola right price. All Machines A-1 Condition.

1/2 Deposit on Games under \$40.00; 1/3 for Over.

STEWART NOVELTY CO.
136 E. 2nd S., ST., SALT LAKE CITY, UTAH

BACK IN PRODUCTION

BY INSISTENT POPULAR DEMAND!

DE LUXE GRIP SCALE

100% LEGAL!

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2 years in production and they still clamor for more! New Improved Gyp-Proof Non-Clog Coin Slot, cannot be operated with soda straws, etc. Button Indicator Control for competitive play, Tension Adjustment, Bell Adjustment, all chrome handles and trim . . . and many other features!

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2736-42 N. Paulina St., Chicago, Ill.



Write for Quantity Price!
Metal Stand, \$2.50
Immediate Delivery

COMING NEXT WEEK!
KEEN-A-BALL
A GLORIFIED "LOT-O-FUN"!

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ANOTHER SENSATIONAL CLOSE-OUT OFFER IN A FREE PLAY NOVELTY GAME \$59.50

BRAND NEW — IN ORIGINAL CARTONS — WRITE FOR PARTICULARS

Reconditioned — PHONOGRAPHS — Guaranteed	
Seeburg Model A	\$ 32.50
Seeburg Model B	32.50
Seeburg Model C	42.50
Seeburg Selectophone	19.50
Seeburg Rex (20 Records)	124.50
Seeburg Royale (20 Records)	134.50
Wurlitzer 412	52.50
Wurlitzer 616	89.50
Wurlitzer 616A	99.50
CONSOLES	
Galloping Dominoes	\$ 49.50
Bangtails	54.50
Brown Cabinet Paces Races	109.50
1938 Track Times	92.50
Triple Entry	124.50
Keeney Kentucky Club	69.50
PHONOGRAPHS — Guaranteed	
Rock-Ola Rhythm King (16 Records)	\$ 49.50
Rock-Ola Imperial (20 Records)	79.50
Rock-Ola Windsor ('38 Model)	139.50
Mills Dancemaster, Only	14.95
Mills Deluxe Dancemaster	21.50
Mills Zephyr	39.50
Mills Do Re Mi	39.50
Mills Studio	89.50
CONSOLES	
Pace Marathon	\$109.50
Bally Clubhouse	39.50
Exhibit Silver Bells	34.50
Exhibit Longchamps (2 Coin Chutes)	59.50

BEAUTIFUL ILLUMINATED GRILL INSTALLED ON ALL MODELS, \$10.50 EXTRA

TERMS: 1/3 Deposit, Balance C. O. D.
Write for complete list of Reconditioned Pay-Tables — Consoles — Novelty Games — Counter Games and Slots. Also, Illustrated Phonograph Catalog.
CABLE ADDRESS: ATNOVCO.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
1901 Fifth Ave., PITTSBURGH.
Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

Balanced Line Keeps Bally Busy

CHICAGO, Sept. 2.—"We have operated at peak capacity thruout the summer," reports Ray Moloney, Bally Mfg. Co. president, who attributed the continued activity to "the balanced line policy."

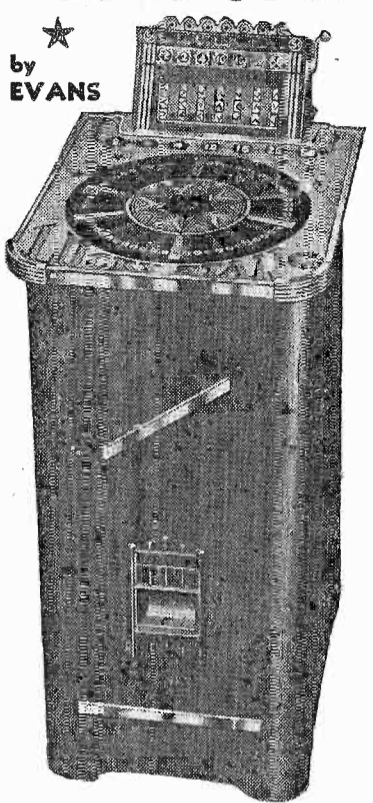
"In the novelty class high-score fans like Champion, while spottem players demand Vogue. Both games have bumper action, using rubber-tire bumpers with super-sensitive metallic wafer contact discs," he said.

"For payout territory Bally offers two totally different types of games. Grand National has pins-and-pockets action and is an 'encore' of our well-known Grandstand. Balancing Grand National is Gold Medal, an entirely new type multiple one-shot with rubber-tire bumper action and a new symbol line-up score system offering the player three ways to win.

"The Bally balanced line is keeping the factory busy and also keeping Bally operators busy, prosperous and confident of continued profits for the coming fall and winter."

Here is Your LUCKY STAR

★
by EVANS



No guess—it's a fact! It's by far the best buy and tops in earnings! 7-coin head at less than cost of single-coin operation. Complete with famous Evans 1939 mechanism. Odds up to 50-1. Grab \$1450 LUCKY STAR quick!

\$1450

H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago.

Werts Has Game With Dice Motif

MUNCIE, Ind., Sept. 2.—A dice game in ticket-play style is the new Chuck Luck originated by the Werts Novelty Co. here. Game card is printed in five colors, with new seal arrangement that gives the player the sensation of sitting in at an actual dice session, Werts officials say. Seventy-two multicolored seals arranged around a central table pay a substantial cash award or a Chuck Luck seal which promotes the player to the top section of 12 high winners, paying from \$2 to \$10 each. It is possible for all 12 seals in the Chuck Luck section to be opened, according to Wertz firm heads.

The label on the jar, with its dice box spilling out the winning combinations, shouts "action." Even the tickets carry out the dice motif, with the numbers plainly written under the dice symbols. Winning tickets are easily distinguished by the type under the symbols. Chuck Luck is available with 1,296 tickets or 2,592 tickets.

Scooped the Industry

with this exceptionally Active, rapid fire, profit maker. HAS EVERYTHING. ACTIVE JACKPOTS, WHICH KEEPS BOARD ALIVE, MEANS 60% LONGER PLAY.

16 direct hits into Cue Ball including Last Sale in each large Section, plus SIX advances from Rack.

THE SURPRISE HIT OF THE YEAR

2550 Holes, Yet No Larger Than an Ordinary 1600-Hole Board.

"THE OPERATORS' MANUFACTURER"

CONTAINER MFG. CORP.

1825-1833 Chouteau Ave., St. Louis, Mo.



2550-HOLE KELLY POOL
Takes in \$127.50
Average Payout . . . 70 12
Average Profit . . . \$ 57.38

Expect Approval Of Wis. Cig Tax

MADISON, Wis., Sept. 2.—Current indications are that the only new tax levy which will be approved in the administration's revenue bill for the biennium will be the 2-cent-a-package cigaret tax.

The administration at present needs at the maximum \$24,000,000 of additional revenues, exclusive of the costs of the increased pensions which are proposed in a pending pension bill.

The cigaret tax will bring in, it is estimated, about \$6,000,000.

BIGGER! BETTER! BARGAINS!

Alps, F.P. . . . \$19.50	Key Lite \$ 9.50	Palm Springs . . \$ 8.50	Spinner \$10.50
Box Score . . . \$26.50	Lot-o-Fun 36.50	Peachy 14.50	Side Kick 14.50
(F.P.) 32.50	(F.P.) 42.50	Robinhood 8.50	Stop & Go 19.50
Chubbie 26.50	Liberty, F.P. . . . 44.50	Review 7.50	(F.P.) 27.50
Chevron 44.50	Major 29.50	Regatta 8.50	Sky Rocket, F.P. . . 37.50
Double Feature, F.P. . . . 29.50	(F.P.) 39.50	Request 12.50	Snooks 22.50
Free Races, F.P. . . 13.50	Nags 6.50	Bally Royal 17.50	Trophy 16.50
Fair, F.P. 24.50	Odd Ball 11.50	Snappy 7.50	Trio 23.50
Jungle 7.50	Ocean Park, F.P. . . 59.50	Spot Em, F.P. . . . 39.50	Topper, F.P. . . . 47.50
Klick, F.P. . . . 13.50	Pot Shot 19.50	Speedy 29.50	Tons 27.50
	Pepy 9.50	St. Moritz 14.50	Up & Up, F.P. . . . 49.50

ALL MACHINES GUARANTEED IN A-1 CONDITION.
1/3 Deposit With Order. We Ship Balance C. O. D., F. O. B. Newark, New Jersey.

ACE DISTRIBUTORS, 1125 Broad St., Newark, N. J.

Try "PICK-A-PACKS" FOR PROFITS



The New Outstanding Counter Game

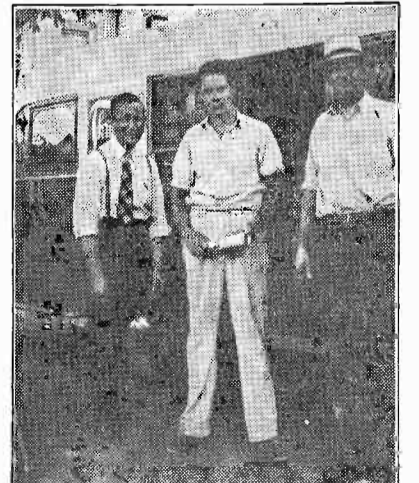
ACTION-THRILLS-SUSPENSE

A SURE PENNY GETTER
Wherever Cigarettes Are Sold.

\$23.75 F. O. B. CHICAGO
— 1/3 deposit with order

Money refunded if not satisfactory.
\$60.00 to \$120.00 per month per Machine.

AGENTS WANTED.
BAKER NOVELTY CO.
2944-46 LAKE ST., CHICAGO



A TRAVELING PHONOGRAPH caravan traveling thru the State of New York has been arranged by George Posner to show the Mills Phonograph. Left to right are Jack Mitnick, sales manager of Posner's phonograph division, and the Hornbecks, Jr. and Sr., both of the Kingston Music Co.

SEPTEMBER CLEARANCE SALE

SPECIAL ATTENTION TO OUR EUROPEAN TRADE

Chevrons, F.P. . . . \$45.00	Side Kicks \$22.00	Derby Days, slant top, late, light cream cab. inets \$45.00
Box Scores, F.P. . . . 37.50	Requests 21.00	1938 Kentucky Clubs . . . 53.30
Contacts, F.P. 45.00	Regatta 17.00	Pamco Rosemonts 17.20
Gun Clubs, F.P. . . . 45.00	Keylites 15.00	Rotary Merchandisers . . . 53.30
Keeney Free Races, F.P. . 18.00	Suspense 15.00	Fleetwoods 23.50
Alports, F.P. 52.00	Batter Up 6.00	Handcapper 23.50
Ragtime, F.P. 18.00	Mercury 6.00	Blue Fronts, 5c 43.00
Chief, F.P. 30.00	Chubbies 27.00	Rot-a-Tops, 5 and 10c . . . 25.00
Sky Rocket, F.P. 42.50	Always 10.00	Brown Fronts, 5 and 10c . . .
Harbor Lights, F.P. . . . 60.00	Hurdy Gurdy 11.00	Mystery Gold Awards . . . 40.00
Fifth Innings, F.P. . . . 55.00	Forward March 14.00	

All used games put in first-class condition. Complete stock of new and used novelties, new and used slots, consoles and payout tables. 1/3 Deposit With Order—Balance C. O. D.
MODERN AUTOMATIC EXCHANGE, INC., 2618 Carnegie Ave., CLEVELAND, OHIO.

CLEARANCE

EUREKAS, Free Play . . . \$42.50	Bambinos \$10.00
Fleets 8.00	Fairgrounds . . . 20.00
Always 7.00	Fleetwood 20.00
Jergen's Lotion Dispensers 3.50	

1/3 Deposit — Balance C. O. D.
JAMES P. TALLON
814 Third St., New Orleans, La.

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

TRIPLE TREAT

5 BALL NOVELTY GAME

3 WAYS TO WIN!

PLAYER CAN WIN ON TOUCHDOWNS, POINTS AFTER TOUCHDOWNS OR VISITOR'S SCORE... OR ON ALL THREE SCORING SYSTEMS! SPEEDIEST ACTION EVER ORIGINATED! SPECTACULAR LIGHT-UP, CHANGING LIGHT AND SOUND EFFECTS! VARIOUS BUMPERS AND ROLL-OVERS PROVIDE CONTINUOUS REALISTIC FOOTBALL SUSPENSE!

TRIPLE TREAT IS AN APPROVED "MILLION-PLAY-TEST" GAME—POSITIVELY GUARANTEED MECHANICALLY AND ELECTRICALLY PERFECT!

Order TRIPLE TREAT NOW! It's a triple TREAT for every operator and every player. PRICE: straight novelty—\$84.50; free play—\$94.50.

DAVAL • CHICAGO

**ALL THE INTENSE
DRAMA AND
SPEEDY ACTION
OF THE MOST
EXCITING ALL
STAR FOOTBALL!**

INDEED—A REMARKABLE DEAL! CROSSROADS

The Center of Attraction ANYWHERE

CROSSROADS, with its simplicity and beautiful colors, will strike a responsive chord in all players and the many winners keep them playing for the large amounts which are so boldly displayed on the card.

180 25c WINNERS	13 SEAL WINNERS
Seals pay: 1 Jackpot: 1-20.00; 1-16.00; 1-14.00; 1-12.00; 1-10.00; 1-8.00; 1-6.00; 1-4.00; 1-2.00 and 53 1.00 winners.	

Takes in @ 5c per ticket—2520 size.....	126.00
Definite label payout.....	45.00
Seal payout average.....	34.97
Total payout average.....	79.97
TOTAL PROFIT AVERAGE.....	46.03


ORIGINALITY backed by DEPENDABILITY

2772 Tickets — Profit Average — 58.83
3036 Tickets — Profit Average — 71.83
3312 Tickets — Profit Average — 85.63

CROSSROADS CARDED DEALS

698 Tickets — Comb. repeat 3 times Profit avg., 14.14. Maximum profit, 20.90
1260 Tickets — Comb. repeat 6 times Profit avg., 20.17. Maximum profit, 32.00

Write for Prices Immediately!



Exact Illustration of Crossroads Jar Game

Seattle

SEATTLE, Sept. 2.—Settlement of the ferry strike which had stilled amusement machines in waiting rooms for ferries connecting cities and resorts of Puget Sound has now put new life into automatic phonographs and other coin machines as young folks regale themselves with *Stairway to the Stars*, *White Sails* and other echoing tunes of today.

With a host of amusement machines, games of latest model on both the third and fourth floors of its palace at Sixth and Pine street, the Seattle Bowling Recreation, largest sports center of its kind, was opened with honored guests recently. Among the more than 7,000 persons crowding the first night were sports and civic celebrities.

Philadelphia

PHILADELPHIA, Sept. 2.—Joe Ash, head man of the Active Amusement Co., is giving his employees a three-day holiday with pay over the Labor Day weekend. The staff has already selected the spots where they will spend the holiday and are continually showering Ash with thanks.

A new addition was received at the Joe Dennison household. This popular service man for the Pasadena Novelty Co. is all chest these days because of the birth of a son. He will be named Ronald.

Mike Scherdorf and Dave Kulla have merged, making the new firm one of the largest pinball and music operators in this area.

Lynn Brown has discarded his old car and is now seen in a new Ford roadster.

Ben Fireman has purchased several new Mills and Seeburgs. The idea behind this acquisition being that the proceeds from these phonographs will be stored away to provide for the education of his 16-month-old son.

Most pinball operators have been re-

4 HITS BY BALLY

CHAMPION high score novelty or free play game. **VOGUE** "spottem" type novelty or free play game. **GOLD MEDAL** bumper-type multiple one-shot. **GRAND NATIONAL** pins-and-pockets multiple one-shot with reserve feature. See your jobber or write **BALLY MFG. COMPANY**, 2640 Belmont Avenue, Chicago, Illinois.

- 1939 Exhibit Long Champ Console, ea. \$40.00
Pace Kitty Bells, latest Models, 10c and 25c Play 45.00
Pace 25c DeLux latest Model Comet Bell 40.00
These machines used about 4 days. Money refunded if not like new.
- | | |
|--|---------|
| 10c Chief, latest model, positive stop reels | \$35.00 |
| 25c Chief, good condition | 22.50 |
| 5c Pace Comet Bell, fine condition | 25.00 |
| 5c Mills War Eagle like new | 25.00 |
| Jokers Wild, Tally, Counter Machines, never used, each | 10.00 |
- Trade any of above on 616 Wurlitzer Phonographs.

KENYON COMPANY

108 High Ave., Canton, Ohio.

ported buying new games in preparation for the increase of business expected to come after Labor Day.

Lee Gross, operator inventively inclined, having perfected a bow and arrow attachment to the Radio Film Rifle, has disposed of two machines to Marty Mitnick for his arcade at Ocean City, Md., and Fred Sweet, of Lake Hopatcong, N. J.

Irving Foreman will join the ranks of the benedicts on September 16. His courtship has interfered with his regular attendance at the association meetings. The woman in the case is the very lovely Claire Spector.

FOR REAL PROFITS! WORLD OF SPORTS

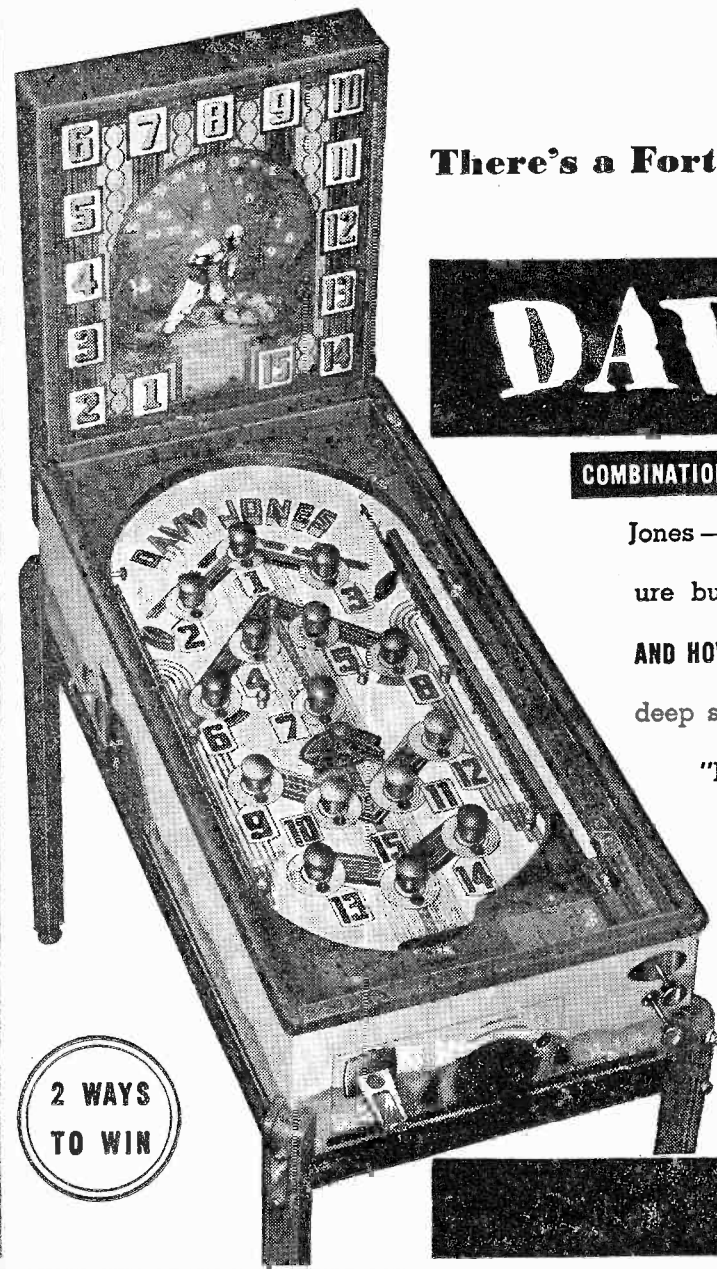
Most sensational Board ever put out by any manufacturer. Board filled with colored symbol tickets, representing all sports. Has all the features that bring steady play and fast action. Winning combinations repeat from 12 to 192 times. 337 winners in all.

Board Takes in 2,600 Holes @ 5c. \$130.00	Pays Out, Average 79.76
Average Profit	\$ 50.24

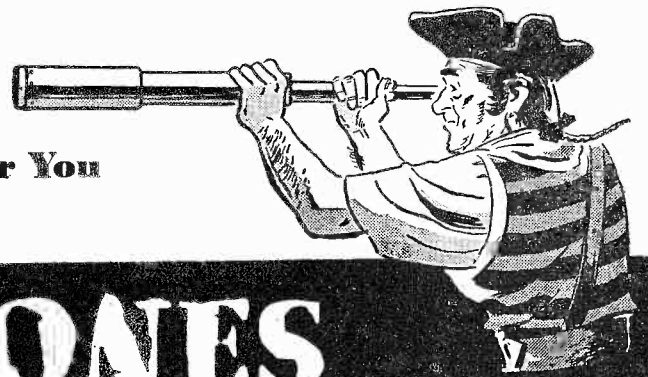
Thick Board, Easels Attached, Celluloid Protector Over Jack Pots.
LIST PRICE, \$9.64 EACH.

AJAX MANUFACTURING CORP.

119-125 N. 4th Street, Philadelphia, Pa.
Write for 1939 Catalogue.



2 WAYS TO WIN



There's a Fortune Waiting For You

DAVY JONES

COMBINATION NOVELTY AND FREE PLAY The quest for treasure — that's the appeal of Davy

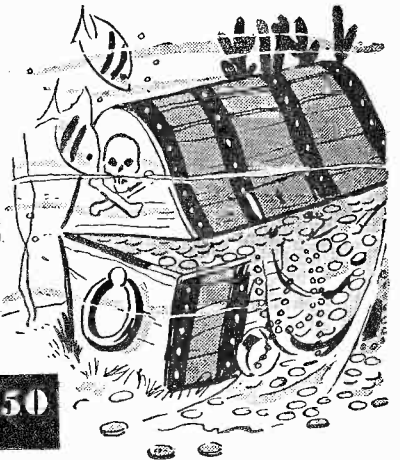
Jones — two exciting and thrilling ways to win — (1) all lights out, (2) hitting treasure bumper — after either, odds build-up fast and furious

AND HOW'S THIS FOR BEAUTY AND ANIMATION Beautiful illustrated back panel depicts deep sea diver prying open sunken treasure chest —

"Pop" a winner — and treasure chest is opened with wealth and fortune streaming out.

TWO GAMES IN ONE In less than 30 seconds

Davy Jones can be converted from novelty to free play or free play to novelty.



Everyone of your locations can be a treasure spot with Davy Jones. Only

\$89.50

Stoner Corporation • Aurora, Illinois

Golden Gate, Exhibit's Latest

(New Game)

CHICAGO, Sept. 2.—"Just as the original Golden Gate made pin game history," declares Leo J. Kelly, Exhibit Supply Co. official, "so is the new 1940 Golden Gate sweeping the country. 1940 Golden Gate is new—it creates a new approach to all those tried and proven play-getting principles every great game must have. You will agree that 1939 Contact gave the player new amusement thrills and pleasure and put new life in the operating business. Take one look at 1940 Golden Gate and you'll know it's the game you've been looking for.

"1940 Golden Gate is the most expensive game we've ever manufactured. Look at the new costly features we have incorporated in this winner and you'll agree that for the quality and money-making appeal 1940 is worth a much greater price.

"Some of the new features on 1940 Golden Gate are the massive jumbo-type cabinet, jumbo-type molding on cabinet and back box, non-split and cross-bolted double-thick joggle proof legs, natural wood arch, back box bigger and deeper, cabinets for free play and regular models same big size, coin chute mounted in extra large cash box door, special heavy back-box door and lock, and new six-volt screw-type light bulbs."

Domestic Novelty Enlarges Its Force

WASHINGTON, Sept. 2.—James Koutsos, head of the Domestic Novelty Co., Washington, announced recently that his brothers, M. J. Koutsos and George Koutsos, would shortly assume duties with the firm. James Koutsos said: "We have found this addition of my brothers necessary in order that we might efficiently handle the expansion of our business.

Notwithstanding the present condition in Europe, James Koutsos declared that he would tour Europe during the winter months in the interest of his company.

EXCLUSIVE NEW YORK, NEW JERSEY AND CONNECTICUT DISTRIBUTORS FOR . . .

Stoner's DAVY JONES

HERMAN S. BUDIN, Manager, Formerly of Budin's Specialties, Inc.
SAVOY VENDING COMPANY, INC.
651 ATLANTIC AVE., BROOKLYN, N. Y. Cable "BUDSPINC" (Tel.: NEVins 8-3133)

IF STONER makes it

DAVY JONES
Stoner's rip-roaring, hilarious, combination novelty and free play game.

ATLAS sells it

2200 N. WESTERN AVE. CHICAGO — 1901 FIFTH AVE. PITTSBURGH

Cleaning Out ALL THE LATEST AND BEST USED GAMES! HURRY!! WRITE FOR PRICE LIST GEORGE PONSER CO.

11-15 E. RUNYON, NEWARK, N. J.

- 1—FIRECRACKER at \$ 5.00
- 2—FORWARD MARCH at 5.00
- 6—AIRWAY at 5.00
- 6—STONER'S RACES at 5.00
- 1—BATTER UP at 5.00
- (Or any of the above games 3 for \$12.00)
- 2—JITTERBUGS at \$10.00
- 2—WORLD'S FAIR at 10.00
- 2—THUNDERBOLTS at 10.00
- 2—BUTTONS at 10.00
- (Or any of the above games 3 for \$27.00)
- 4—SIDEKICKS at 20.00
- 5—BALLY ROYAL at 22.50
- 5—PARAMOUNTS at 14.00
- 6—FREE RACES (Keeney's Single Coin) at 15.50
- 2—MIAMI at 22.00
- 1/3 Deposit With Order, Balance C. O. D.

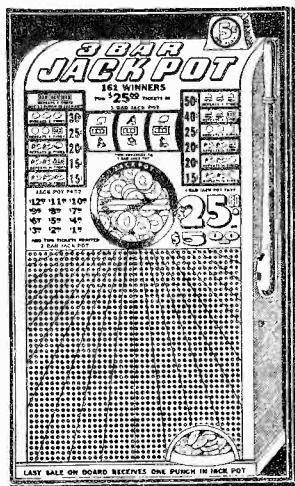
LAKE CITY NOVELTY CO.

3008 Payne Ave., Cleveland, O.

CLOSING OUT A TERRITORY

Beam Lite, Line Up, Chicago Express, Rose Bowl, Recorder F. P., Genco Football, El Toro, Dux, Stoner's Baseball, Carnival, Silver Flash at \$7.00 each. Double Track, Snappy, Fleet, Coney Island, Track Meet at \$10.00 each. Bubbles at \$24.50; Zip F. P., \$45.00; Jitterbug, \$25.00; Cadet, Exhibit Baseball, Swing at \$12.50. Airway and Bally Arcade at \$8.00. Electro, Bull's-Eye, \$9.00; Jungle, \$7.50; Green Lights, Early View, Eutons, Zetas, \$15.00; Thunderbolt, \$19.50; Ritz, 20.00; Paramount, Spinner Res., Oscar, Odd Ball, \$17.50; Chico Derby, Home Stretch, \$6.50; Bally Supreme, \$32.50; Review, \$19.00; Bang-a-Deer, uncrated, \$75.00; Bumper Bowling, uncrated, \$35.00.

OMAHA COIN MACHINE CO.
2411 CHARLES ST., OMAHA, NEB.



BIG PROFITS

3 BAR JACKPOT (F-5240) BRINGS THE PROFITS

Takes \$82.00 Average Payout \$48.69
Average Profit \$33.31 Price \$2.16
A FLASHY BOARD with tickets bearing symbols printed in seven colors.

CHAS. A. BREWER & SONS
6320-32 HARVARD AVE., CHICAGO, ILL.

SENSATIONAL

... THE ONE WORD THAT TELLS THE WHOLE STORY ABOUT

M.R. CHIPS

PLAIN MODEL
\$94.50
FREE GAME
\$99.50

GENCO INC.
2621 N. ASHLAND
CHICAGO



BERT LANE Says:

I'M DOING MY LEVEL BEST

TO SUPPLY THE TERRIFIC DEMAND FOR

MR. CHIPS

... PLEASE BEAR WITH ME

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

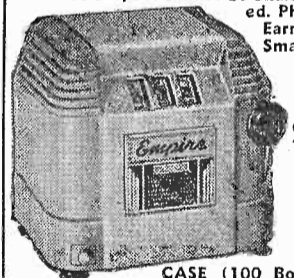
PAYOUTS K. Derby Champs, 7-Coin Head Tkt. \$39.50 Stoner's Champs 25.00 Fairgrounds 24.50 Gott. Multiple 19.50 Sportsman Do 15.00 Luxe 15.00 Golden Wheel 15.00 Carom Classio S. Air Races Paddock \$10.00 Each	NOVELTIES Topper F.P. \$57.50 Snooks F.P. 49.50 Contact F.P. 42.50 Major F.P. 42.50 Gaytime 10.00 Atlantic City 9.50 Bally Reserve 9.50 Spokes Around the World Grand Slam Rose Bowl Genco Football \$7.50 Each MILLS ONE-TWO-THREE FREE PLAY, \$119.50 IMMEDIATE SHIPMENT CONSOLES Triple Entry \$145.00 Marathon, Brown 85.00 P. King Pin, Brown 85.00	Paces Races, Brown \$85.00 K. Skilttime, '38 79.50 K. Skilttime, '37 Redhead 42.50 K. Skilttime, '37 Greyhead Mills Square Bell 25c 29.50 Kentucky Club Evans Bangtails 59.50 Ing Domino 42.50 K. Kee Bell, same as K. Skilttime, Red Mills Rio 35.00 J. Liberty Bell, Flat 29.50	J. Silv. Dixie Melon Bell, 5c, used \$49.50 J. Silv. Chiefs, 5c 49.50 J. Silv. Chiefs, 25c 55.00 J. Crackle Front Chief, 5c 29.50 J. Crackle Front Chief, 25c 39.50 J. Blue Chiefs, 5c 19.50 J. Dixie Bell, 5c 49.50 Calite De Luxe 5c 19.50 Mills Blue Fronts, G.A., D.J.P., 5c 27.50 Mills Melon Bells, 5c 47.50 "Blue Fronts," 5c, G.A., D.J.P. Conv. to Melon Bells 35.00
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Groetchen's Metal Typar Name Plate Machine; Big Profits. Medals, \$10.00 per M. A.B.T. CHALLENGERS; Big Money-Getter... \$25.00 ANTI-AIRCRAFT GUN MACHINE— Great playing appeal \$450.00 BAKER'S PICK-A-PAK Action, Thrills HAMILTON'S SCALES \$39.50 KIRK'S GUESSER-SCALES— 1c Automatic operation... \$139.50	Western's Whooperdoo; Like new \$25.00 DAVAL'S EX-RAY ... \$29.50 GROETCHEN'S MERCURY TOKEN ... \$29.50 Mills West Pocket Bell, used 1c \$37.50 MILLS SMOKER BELL, Like new... \$45.00 Cigarette reels can be used. STONER'S DAVY JONES— Free play and NOVELTY GAME \$89.50	STONER'S UNIVENDOR 6 Columns Jr. Model, with Base... \$57.00 Jr. Model, without base 49.50 CONTAINER'S SALES-BOARDS— Complete stock on hand. Factory Prices. Great Appeal. Big Money-Getter. WURLITZER'S PHONO-GRAPHS— No. 61, No. 600, No. 600. Complete stock on hand. Will take ANY KIND OF MACHINE IN TRADE.
---	---	--

SAVOY VENDING CO. 406 8 W. FRANKLIN ST. BALTIMORE MD.

EMPIRE 1c PLAY CIGARETTE MACHINE

Equipped with Ball Gum Vender. Reels have Positive Stops—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.



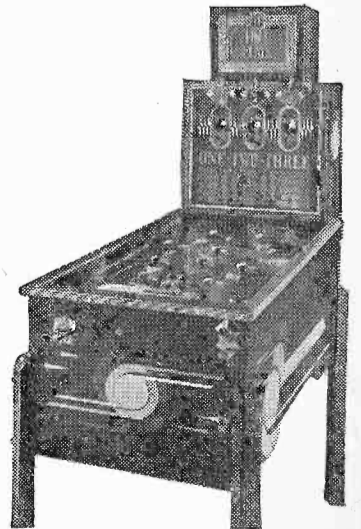
\$17.50

1/3 Deposit. BALL GUM 15c a Box (100 Pieces)

CASE (100 Boxes) \$12.00.

SICKING, Inc. 1922 Freeman, Cincinnati, O.

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon St., Philadelphia, Pa.
(MILLS DISTRIBUTORS)

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the **Wholesale Merchandise Department**

THIS WEEK and EVERY WEEK

ATTENTION OPERATORS — JOBBERS DISTRIBUTORS

WE ARE IN IMMEDIATE NEED OF THE FOLLOWING EQUIPMENT AND FOR WHICH WE WILL PAY CASH OR ACCEPT IN TRADE.

FREE PLAYS Spotters Contacts 5th Innings Majors Chubbies Airports	PAY TABLES Grand Stands Thistledowns Sport Pages Winning Tickets Track Records Hawthornes	COUNTER GAMES Gingers Sparks A.B.T. Targets Gottlieb Grips Mills O.T.'s Mills West Pockets
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State Quantities, Condition and Price in First Letter.

GRAND NATIONAL SALES CO. 2304-06-08 ARMITAGE, CHICAGO, ILL.

MILLS THRONE OF MUSIC IS THE RICHEST AND RAREST OF PHONOGRAPHS



WERTS FAMOUS JAR GAMES

- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.
P. O. Box 672, Muncie, Ind.

TEXAS

OPERATORS SWAP WITH WILKY
Rock-Ola - Bally - Groetchen

Phone C-1431
UNITED AMUSEMENT CO.
310 SO. ALAMO, SAN ANTONIO, TEXAS

Wiggins Opens Columbus Concern

COLUMBUS, O., Sept. 2.—Dick Wiggins, well-known coin machine man, connected with the firm of C. D. Jennings, coin machine manufacturer, announced recently the opening of his new Columbus location comprising offices, display rooms, warehouse and repair department. Wiggins is factory distributor for Jennings in this area.

It is reported that Wiggins has taken over a huge building, valuation on which is \$35,000. Wiggins declares that it is the most beautiful place in all of Ohio, and "what's more," he says, "we've got the finest repair shop that can be had."

Wiggins reports a great success on all of Jennings' products, particularly the Jennings In-a-Bag vender, a bulk vender which delivers the confections or peanuts in sanitary glassine bags.

Wiggins' new location is at 1465 E. Broad street, Columbus, and he invites all coinmen to drop in and inspect what he terms "the best ever."

You CAN'T go Wrong!

on George Ponser's Mills Throne of Music

SPECIAL DEAL!

THE FINEST DEAL EVER ORIGINATED TO GET YOU STARTED RIGHT WITH THE "RICHEST AND RAREST OF PHONOGRAPHS"! WRITE, WIRE OR PHONE TODAY FOR COMPLETE DETAILS!!!

GEORGE PONSER
519 WEST 47TH ST., NEW YORK

BETTER MACHINES—BETTER BUYS

NOVELTY FREE PLAYS	AUTOMATIC PAYOUTS	CONSOLES
Hold Tights . . . \$49.50	Arlington . . . \$15.00	Triple Entry . . . \$145.00
Double Feature . . . 45.00	Derby Champs . . . 29.50	Jenn. Multi Races . . . 89.50
Taps . . . 42.50	Derby Clocks . . . 65.00	El Dorado . . . 89.50
Snooks . . . 42.50	Derby Times (single) . . . 35.00	Brown Paces Races . . . 89.50
Major . . . 42.50	Derby Times (multi) . . . 49.50	1938 Skill Times . . . 87.50
Spottem . . . 42.50	Derby King . . . 55.00	Black Paces Races . . . 49.50
Contact . . . 42.50	Flasher . . . 28.00	1937 Skill Times . . . 45.00
Skyrocket . . . 42.50	Fairgrounds . . . 19.50	Skill Field . . . 22.50
Genco's Fair . . . 39.50	Gott. Multiple Races . . . 35.00	Liberty Bell . . . 22.50
Box Score . . . 39.50	Hey Day . . . 35.00	
Rinks . . . 39.50	Klondike . . . 35.00	
Daval's Gem . . . 39.50	Mills Big Race . . . 19.50	
Chubbie . . . 39.50	Mills 1-2-3 . . . 19.50	
Multi Free Races . . . 15.00	Turf Champ . . . 15.00	
Genco's Triple Play . . . 15.00	Turf Derby . . . 60.00	
Bounty . . . 15.00	Winning Ticket . . . 89.50	
Big Ten . . . 15.00	Zipper . . . 29.50	

PHONOGRAPHS

Wurlitzer 412 . . . \$44.50
Wurlitzer 400 . . . 40.00
Wurlitzer 312 . . . 39.50
With Grills . . .
Add \$10.00 . . .

SENSATIONAL BUYS!

CHUBBIE . . . \$22.50
CHUBBIE, F.P. . . 35.00
SNOOKS . . . 29.50
OED BALL . . . 15.50
SPOTTEM . . . 29.75
GLN CLUB . . . 35.00

National now Feature a Great Line of Used and Re-conditioned Seeburgs, Rockolas and Wurlitzers—write for attractive prices!

5% OFF on the purchase of all Used Games and Music Machines when you send full cash (Money Order or Certified Check only.)

Write today for startling New Price List—get on our Waiting List now—FREE Illustrated Catalog on request!

EXPORT
We Cover the World!
Cable Address: "NATNOVCO"
Merrick, N. Y.

NATIONAL NOVELTY CO., MERRICK, L. I., N.Y.

1/3 Deposit, Balance C.O.D., F.O.B. Baltimore, Md.
WRITE FOR PRICES ON ANY EQUIPMENT YOU WANT NOT LISTED HERE!
ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Nationwide Sales of ROCK-OLA

Luxury Light-Up PHONOGRAPHS

Sold by the greatest distributorship organization in the industry

ALABAMA

Birmingham Vending Company
2117 Third Avenue, North
Birmingham, Ala. (Tel. 3-5183)

ALASKA

Northwest Sales
3144 Elliott Avenue
Seattle, Wash. (Tel. Garfield 0460)

ARKANSAS

Standard Automatic Music Co.
1200 W. 7th St., Little Rock, Ark.
Tel. 40584-7924-22469

CANADA

P. & H. Coin Machine Exchange
128 Dundas Street, W., Toronto,
Ont., Can. (Tel. Adelaide 9733)

Roxy Specialty, Inc.
703 Notre Dame, West, Montreal,
Quebec, Can. (Tel. Belair 2394-5)

COLORADO

Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

DELAWARE

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

FLORIDA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

Shayne Dixie Music Co., Inc.
701 North Miami Avenue
Miami, Fla.

Twenty Record Phonograph Corp.
206 Washington Street
Tampa, Fla. (Tel. 2020)

GEORGIA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

IDAHO

Standard Sales Company
171-173 South Post Street
Spokane, Wash. (Tel. Maine 4904)

J. H. Rutter
73 S. 4th East, Salt Lake City, Utah
(Wasatch 3350)

ILLINOIS

Gousset Sales Co.
444 S. Schuyler Avenue
Kankakee, Ill. (Tel. Main 360)

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

INDIANA

Automatic Sales Co.
456 Massachusetts Ave.
Indianapolis, Ind.

Ohio Specialty Co.
713 East Broadway
Louisville, Ky. (Tel. Wabash 2465)

INDIANA—Continued

Carl A. Hooper
549-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

IOWA

A. A. Becker
2565 Ida Street
Omaha, Neb. (Tel. Kenwood 2861)

Monarch Coin Machine Co.
1731 W. Belmont Avenue
Chicago, Ill.

KANSAS

United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5825)

Marion Company
562-64 West Douglas
Wichita, Kan. (Tel. 3-9458)

KENTUCKY

Carl A. Hooper
549-51 S. 2nd, Louisville, Ky.
(Tel. Wabash 4063-Belmont 2409)

LOUISIANA

Sam Gentilich
517 Canal Street
New Orleans, La. (Magnolia 2966)

Louisiana Amusement Company
822 Carondelet Street
New Orleans, La. (Raymond 1770)

MAINE

Maine Automatic Service Co.
111 Talbot Avenue
Rockland, Me. (Tel. 655)

MARYLAND

The Hub Enterprises
43 South Liberty Street
Baltimore, Md. (Tel. Calvert 3429)

MEXICO

Navarro Automatic Co.
Aguiles Serdan, #55
Mexico, D.F.

MICHIGAN

B. J. Marshall, Inc.
3726-32 Woodward Avenue
Detroit (Tel. Temple 1-4111)

Henry Nelson,
Nicolet Hotel
St. Ignace, Mich.

MINNESOTA

La Beau Novelty Sales Co.
1946-8 University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

MISSISSIPPI

United Novelty Company
504 West Howard Avenue
Biloxi, Miss. (Tel. 101-102)

United Novelty Company
407 West Capitol Street
Jackson, Miss. (Tel. 2-0263)

MISSOURI

Ideal Novelty Company
1518 Market Street
St. Louis, Mo. (Tel. Garfield 0072)

MISSOURI—Continued

United Amusement Company
3410 Main Street
Kansas City, Mo. (Valentine 5825)

NEBRASKA

A. A. Becker
2565 Ida Street
Omaha, Neb. (Tel. Kenwood 2861)

NEW JERSEY

Luxury Light-Up Phonograph Co.
248 W. 55th Street
New York, N. Y. (Circle 7-2694)

B. D. Lazar Company
620 Spring Garden Street
Philadelphia, Pa. (Tel. Market 2170)

NEW MEXICO

Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

NEW YORK

Luxury Light-Up Phonograph Co.
248 W. 55th Street
New York, N. Y. (Circle 7-2694)

Universal Vendors
788 Broadway
Albany, N. Y. (Tel. 4-1933)

Rex Amusement Company
710 South Salina Street
Syracuse, N. Y. (Tel. 2-3692)

C. F. Baillie
Hotel Martin
Utica, N. Y.

NORTH CAROLINA

Moseley Vending Mach. Exch.
00 Broad Street
Richmond, Va. (Tel. 3-4511)

OHIO

W. C. Deaton
114 West Summit Street
Galion, O. (Tel. 1999)

Ohio Specialty Co.
12 W. Court Street
Cincinnati, O. (Tel. Parkway 2900)

William Trau
1427 Lakeland Avenue
Cincinnati, O. (Tel. Valley 5902)

Avon Novelty Sales Co. Inc.
2923-25 Prospect Avenue
Cleveland, O. (Prospect 4551-2)

OKLAHOMA

Boyle Amusement Company
522 Northwest Third Street
Oklahoma City, Okla. (Tel. 7-5631)

PENNSYLVANIA

B. D. Lazar Company
620 Spring Garden Street
Philadelphia, Pa. (Tel. Market 2170)

B. D. Lazar Company
1635 Fifth Avenue
Pittsburgh, Pa. (Tel. Grant 7818)

SOUTH CAROLINA

Edgar I. Woodfin
1390 McLendon Avenue, N. E.
Atlanta, Ga. (Tel. Dearborn 1516)

TENNESSEE

Earl Montgomery
1074 Union Avenue
Memphis Tenn. (Tel. 2-1700)

H. C. Payne Company
314 Broadway,
Nashville, Tenn. (Tel. 6-4545)

TEXAS

Fisher Brown
2206 S. Harwood Street
Dallas, Tex. (Tel. 4-6131)

Stelle and Horton
1513 Louisiana Street
Houston, Tex. (Tel. Fairfax 4096)

United Amusement Company
310 South Alamo Street
San Antonio, Tex. (Cathedral 1431)

UTAH

J. H. Rutter
73 S. 4th East, Salt Lake City, Utah
(Wasatch 3350)

VIRGINIA

Moseley Vending Mach. Exch.
00 Broad Street
Richmond, Va. (Tel. 3-4511)

WASHINGTON

Northwest Sales
3144 Elliott Avenue
Seattle, Wash. (Tel. Garfield 0460)

Standard Sales Company
171-173 South Post Street
Spokane, Wash. (Tel. Main 4909)

WEST VIRGINIA

W. C. Deaton
114 West Summit Street
Galion, O. (Tel. 1999)

R. N. Bender
425 W. Washington Street
Charleston, W. Va. (Tel. 36-813)

WISCONSIN

M. J. Fose
1422 River Drive,
Appleton, Wis. (Tel. 4771)

Badger Novelty Company
2546 North 30th Street
Milwaukee, Wis. (Kilbourn 3030)

La Beau Novelty Sales Co.
1946-8 University Avenue
St. Paul, Minn. (Tel. Nestor 2826)

WYOMING

Denver Distributing Company
1856 Arapahoe Street
Denver, Colo. (Tel. Cherry 4800)

CALL YOUR NEAREST DISTRIBUTOR TODAY — *Make more money with Rock-Ola*

ANOTHER CALL FOR A
NEW ROCK-OLA
JIMMY! CAN WE
HANDLE TODAY?

YES! BUT WE'VE ONLY
2 LUXURY LIGHTUPS
LEFT OUT OF LAST
WEEK'S CARLOAD



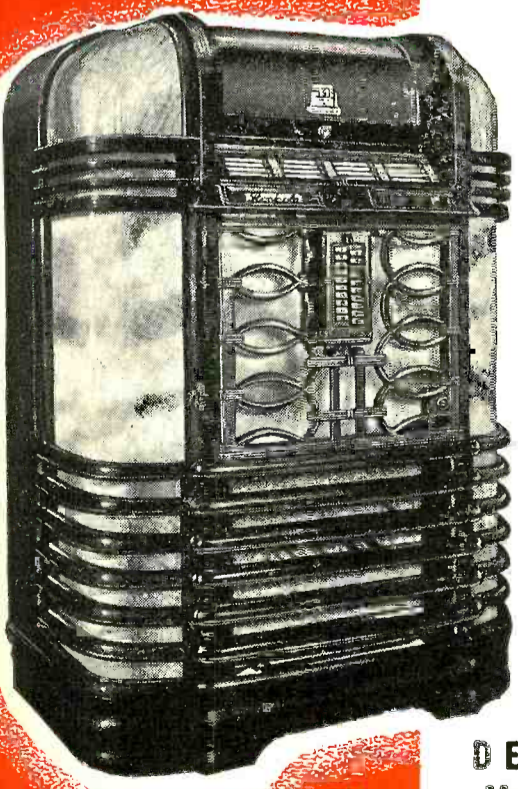
Cross-section of another busy day for Johnny Bertucci, owner of the United Novelty Company, 504 West Howard Ave., Biloxi, Miss. Bertucci says there's never a dull moment with Rock-Ola Luxury Lightups. It's the same all over the country—Distributors and Operators are enjoying greater profits with the superior Rock-Olas.

★ Rock-Ola operators are right up in front on the "firing line." There's action . . . fruitful activity . . . Rock-Ola Luxury Lightups coming in—hardly out of crates . . . out again to waiting locations! Enthusiastic customers fill the places where there's Luxury Lightup music . . . and business swings to a new high. In appearance the Luxury Lightup phonograph is an eye-filling sight—animated, colorful lightup effects . . . great areas of colored plastics . . . that new Rock-Ola tone—clear, true . . . and the exclusive mechanical features that eliminate service calls. With the first brisk days of fall, people are coming indoors for entertainment and the Luxury Lightup spots draw them. So "a word to the wise": See your distributor NOW!

SOLD TO OPERATORS ONLY

Make More Money With

ROCK-OLA



DELUXE
MODEL

WURLITZER

LEADS AT

NEW YORK WORLD'S FAIR



Wurlitzer Phonograph fascinates three lovely members of the Ice Review—an attractive feature of the Sun Valley Village.



Sun Valley Village—one of the outstanding spots of the World's Fair where the Wurlitzer Phonograph and the Mighty Wurlitzer Organ add to the pleasure of huge crowds in daily attendance.

With all the competition for people's interest and attention at the New York World's Fair, the generous patronage accorded Wurlitzer Commercial Phonographs is an outstanding tribute to their nation-wide popularity.

Wurlitzer leads at the World's Fair. You will find them in the outstanding spots that have phonographs—in gorgeous Sun Valley Village—at the leading bars such as the Rendezvous and the Knickerbocker. Everywhere at the Fair it's Wurlitzer!

See for yourself and you will know why it pays to operate Wurlitzers exclusively. Write or wire for details.

THE RUDOLPH WURLITZER COMPANY, N. Tonawanda, N. Y.
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

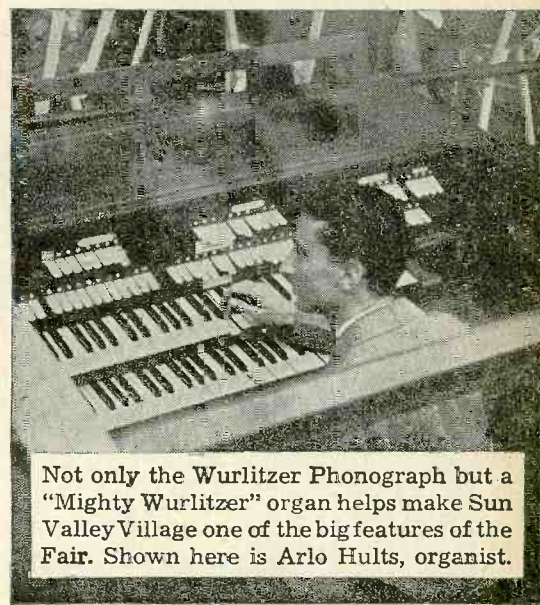
*A Name Famous In Music
For Over Two Hundred Years*

SOLD ONLY TO MUSIC MERCHANTS

Only WURLITZER
COMMERCIAL PHONOGRAPHS
AUTOMATIC
have *All* the **BIG MONEY**
MAKING FEATURES



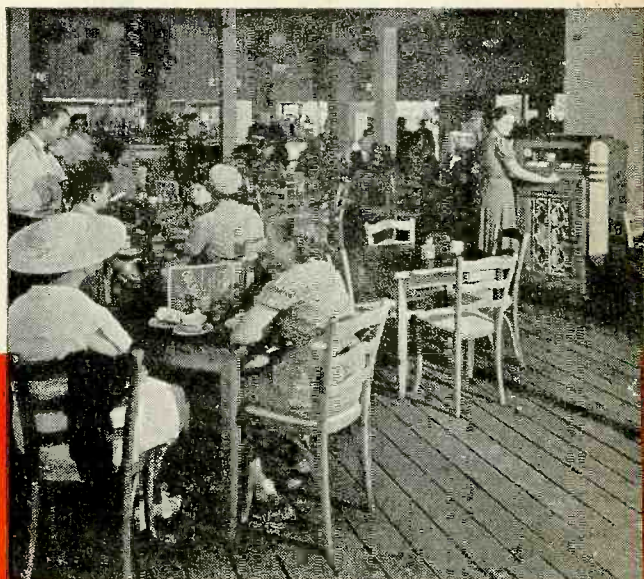
Paul M. Fuller, famed Wurlitzer designer, created Sun Valley Village, outstanding World's Fair feature—duplicating his success at the 1934 Chicago World's Fair where he originated the "Black Forest."



Not only the Wurlitzer Phonograph but a "Mighty Wurlitzer" organ helps make Sun Valley Village one of the big features of the Fair. Shown here is Arlo Hults, organist.



"A big hit at the World's Fair Knickerbocker Bar shown above is the Wurlitzer Phonograph," says Ben Hirsch of the Pyramid Musical Corporation, Wurlitzer operators of Long Island.



The "Rendezvous" is a very popular bar in the midway. Wurlitzer Model 500 successfully serves as its musical attraction.

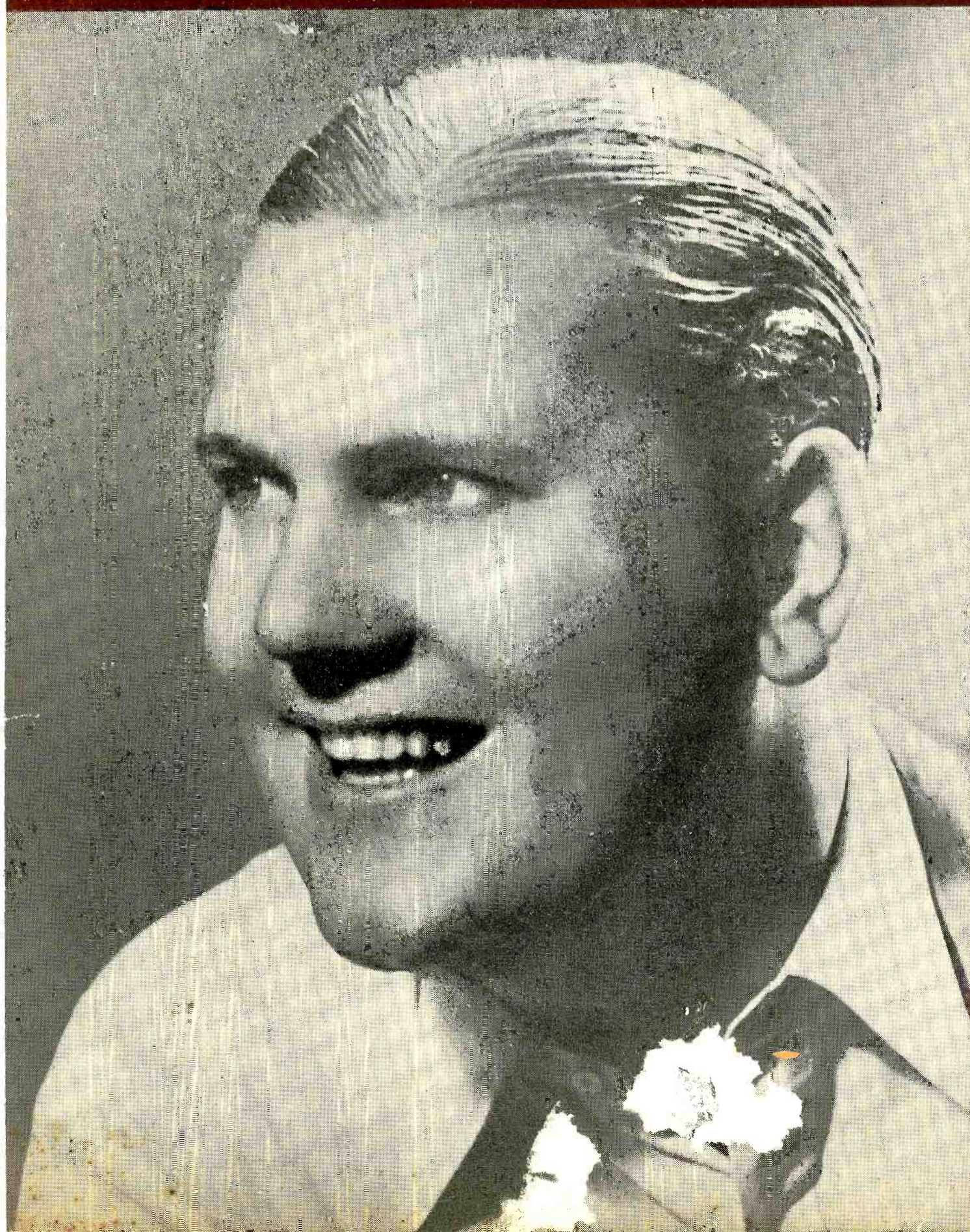
The Billboard

The World's Foremost Amusement Weekly

September 2, 1939

15 Cents

Vol. 51. No. 35



CARROLL
LEVIS

Britain's No. 1
Radio Personality



JACK MILLS

says

Platters Produce Hits

The increasing popularity of recorded music, resulting from increased usage of automatic coin machines and increased sales of phonographs, has opened a new field for exploitation for music publishers. It may appear inconceivable that coin phonograph machines could compete with radio in weighing plug values, but they have proved to possess certain definite advantages.

The difference between a radio plug and a coin machine performance is important, too. The radio plug is often surrounded with talent, comedy, advertising and other factors that may detract from the appeal of the song or its "selling point." In the small tavern, cafe or restaurant the rendition is given to a concentrated audience whose attention is focused on the tune either for dancing or listening purposes. Also, the person who spends 5 cents to hear one rendition of a song has greater potentialities as a music buyer than the radio listener, for the latter may be hearing a program casually or paying closer attention to a favorite comedian or guest star, giving music less attention.

It is common knowledge in Tin Pan Alley that at least 12 of the big sellers the past year were started on phonograph recordings in coin machines and sales were later stimulated thru radio plugs. Several top songs were selling big even before radio began its mass plugging.

Reprinted from an article by Jack Mills in The Billboard.

The Billboard

Vol. 51
No. 35

September 2,
1939

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 84 Pages. Subscription, \$5 per year. Copyright 1939 by The Billboard Publishing Company.

B'WAY VAUDE STILL DRAWS

War Crisis Halts Overseas Bookings, Hits B. O. Here

NEW YORK, Aug. 26.—Because of the acute war crisis in Europe, bookings of American acts into foreign countries have come to a standstill. Despite the tenseness of the situation, however, two local agencies with fingers in the foreign field report that there have been no cancellations of acts booked into European houses—as yet.

This is the time of the year when local agents line up acts for Europe for the fall and winter, but very few dates have been set at this time. The Charlie Allen office has for the time being ceased booking acts for the Continent, altho it has commitments in Australia, England and France. The Clifford Fischer Agency also has several acts booked. Altho it has received no cancellations, it is not making any further commitments until the crisis has been passed.

Officials of the William Morris office were not available for comment on what precautions they have advised their acts to take. Morris office has several hundred performers working all over Europe, and at present Dick Henry, foreign booker for the agency, is in Europe lining up houses for future dates. He left before the war situation came to a head.

As yet there has been no general exodus of performers from Europe, altho the crisis of last September sent many

American artists scurrying back to the United States. Agencies aren't handing out any advice as to what to do, preferring to leave the matter to the U. S. consulates in the affected European territory. It is felt that Americans will work out their dates and return home only in case of the pop-off. Many of those who returned home last September made their way back in January when it appeared that conditions would be peaceful.

The crisis has also affected American
(See WAR CRISIS on page 21)

Toronto Exhibition Topping '38; 6,000 More for First Two Days

TORONTO, Ont., Aug. 26.—Clear skies ushered in the 61st annual Canadian National Exhibition with a 6,000 increase over 1938 for the first two days: Friday of 1939, 53,000; Friday of 1938, 51,000; Saturday of 1939, 207,000; Saturday of 1938, 203,000. Warriors' Day, Saturday, figures were swelled by 20,000 veterans exclusive of the above-mentioned figures.

Late Saturday night J. W. (Patty) Conklin told *The Billboard* that he was more than satisfied with the date so far. Frolexland's gross was 15 per cent above last year's corresponding period. Whitey Woods' girl show took top honors, followed by Minsky's Oriental Follies; Conklin's side show, Darkest Africa.

Attractions this year are the strongest ever presented, with four powerful girl shows in the line-up, all battling for top honors. In the ride section Harry Illions' Over the Rapids and Bozo were in the money. Kiddyland, according to Mr. Conklin, showed the largest gross for any opening in the past three years.

Concession row started off poorly but Saturday night receipts showed 18 per

4 Houses Grossed 7 Million Last Season; Roxy, Para, 1-2

Strand third; State last—Music Hall not included—Roxy non-name flesh, good films drew 2 million—Strand success a surprise—Para steady—State slips

NEW YORK, Aug. 26.—Four Broadway vaudefilm houses, the Roxy, Paramount, Strand and Loew's State, grossed \$6,823,310 during the past year, according to an analysis of theater grosses made by *The Billboard*. This sum, and all statistics presented herewith, are based on a check-up of house receipts in each of these theaters for the past 50 weeks, beginning with the week ending August 30, 1938, and ending with the week ending August 15, 1939. Of the four houses figuring in the \$7,000,000 total, Roxy takes first place with \$2,028,310; Paramount is second with \$1,900,000; Strand is third with \$1,756,000, and Loew's State fourth with \$1,139,000.

The Roxy, which scored the highest in the yearly gross total among the four Broadway theaters, seats 5,836. It plays up the film and stage show combo, achieving a fairly level run of grosses week after week. The stage show, based on the house band and house girl line with four or five acts added each week, complements the film. Names are rarely used at the Roxy. Jesse Kaye, F. & M. booker, has a modest budget of about \$2,000 for the specialty acts, the rest of the show's cost going to the permanent house production cast and personnel. The Roxy has the same set-up, but on a smaller scale, as the Radio City Music Hall. The Music Hall's grosses are not analyzed in this story because films are the real attraction and stage shows do no use name acts.

The Paramount seats 3,664 and booker
(See B'WAY VAUDE on page 16)

Many Associates, Friends Pay Last Respects to Harry Baker

NEW YORK, Aug. 26.—Men and women representing every phase of the amusement park industry paid final homage yesterday to their fallen leader, Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches, who died in his Larchmont home Wednesday. An impressive funeral service was held in Davis Memorial Home, New Rochelle, Rev. Francis Joseph Coffin, of Larchmont Episcopal Church, officiating. Neither a driving rain nor pressure of business at the peak of the season could keep Baker's far-flung empire of friends and business associates from paying their last respects, many of them having arranged to come from distant points at a moment's notice.

An entire wall of the chapel was framed with floral offerings which testified eloquently to the esteem in which the park owner, ride operator and multiple world's fair participant was held by his colleagues in the business, a business to which the 52-year-old Coaster and Fun-house specialist had devoted 30 years of his life. Floral tributes came from George H. Cramer, Spillman Engineering Corp.; Mr. and Mrs. Leonard B. Schloss, John Logan Campbell, Mr. and Mrs. R. M. Anderson, Mr. and Mrs. William F. Rabkin, Mildred Schweitzer, John Ralston; Midsouth Fair, Memphis; Mr. and Mrs. F. L. Mohr, Ralph Hitz, John Corbett and sons, Mr. and Mrs. E. J. Marony, Robert

and William Coleman, Mildred Leland, Mr. and Mrs. George A. Hamid, Mr. and Mrs. Mack Goldberg (Dorothy Packtman), Mr. and Mrs. Lerner, Mr. and Mrs. S. G. Meek, "Lillie and Max," Ida Tygert; officers and employees of Riverside Park,
(See MANY ASSOCIATES on page 54)

In This Issue

	Pages
Broadway Beat, The	4
Burlesque	23
Carnivals	40-47
Circus and Corral	30-32
Classified Advertisements	48-51
Coin Machines	64-82
Endurance Shows	24
Fairs-Expositions	33-35
Final Curtain	27
General News	3-5
General Outdoor	57-63
Hartmann's Broadcast	58
Legitimate	14-15
Letter List	26 and 62
Magic	23
Music	9-13
Night Clubs-Vaudeville	16-22
Non-Theatrical Films	25
Notes From the Crossroads	58
Orchestra Notes	10
Out in the Open	58
Parks-Pools	36-38
Pipes	55-56
Possibilities	4
Radio	6-8
Radio Talent	7
Repertoire-Tent Shows	24
Rink-Skaters	39

ROUTES: Orchestra, page 12. Acts, Units and Attractions, 22 and 60. Fair Grand Stand Attractions, 60. Dramatic and Musical, 60; Carnival, 61; Circus and Wild West, 61; Miscellaneous, 60.

Show Family Album	49
Sponsored Events	51
Thru Sugar's Domino	4
Wholesale Merchandise-Pipes	52-56
World's Fair News	28-29

New Kind of Doubling

NEW YORK, Aug. 26.—Stuart Morgan, of the Stuart Morgan dancers, had to mix patriotism with his theatrical engagements during his last European date.

When the act played the Palladium just a short time ago, Morgan, a reserve officer in the British Royal Flying Corps, had to take time off from the Palladium to participate in defense maneuvers.

AEA Threatens Suspension As Means of Weakening AFA

NEW YORK, Aug. 26.—Following the suspension of Sophie Tucker from Actors' Equity Thursday for accepting a charter from the IATSE for the American Federation of Actors after her union had been expelled from the AAAA for alleged mismanagement, it is expected that a general suspension action will be invoked against all performers who do not resign from the AFA if they attempt to work in the Four A's jurisdiction.

This action is interpreted as a means of weakening the AFA despite the strength of its stagehands' union backing. Performers attempting to work in legit, radio or movies will be first asked to repudiate the AFA. Otherwise suspension moves will follow. There hasn't been any definite policy as to how this measure will be policed, but it is felt that an announcement will be forthcoming from the Four A's soon.

Meanwhile the week's activities were full of developments and future plans, but little action. Tenseness of the situation dropped somewhat after Vinton Freedley requested and received permission from Equity to reopen *Leave It to Me* October 9 with a substitute for Sophie Tucker. This in no way settles the problem. It merely delays it, for the IA announced that it will pull out

the stagehands if Miss Tucker does not appear in the show.

Freedley, caught in the middle, wanted to scrap plans of reopening but was notified by Paul Dullzell, executive secretary of Equity, that he couldn't unless there was a strike, or else he would have to pay two weeks' salary to the entire cast. League of New York Theaters, thru James Reilly and its attorney, Milton Weinberger, intervened on behalf of Freedley, but this was the best decision that could be reached.

At last Tuesday's Equity council meeting, when the Tucker expulsion action was to have taken place, Harry Richman, himself under fire for the same charge, flew in from Florida and asked for a postponement. He was quoted in the press as saying he would deliver Miss Tucker to a subsequent council session and that a compromise would be negotiated on the Green-Woll plan, which would have excluded Whitehead from being an officer of the AFA. Sophie Tucker refused to attend the hearing because, she stated, her attorney would not be permitted to attend with her.

Richman later repudiated newspaper stories with a statement that he was "behind Tucker and Whitehead 100 per cent."
(See AEA THREATENS on page 19)

World's Fair Grosses

A breakdown chart of gross business realized by amusement attractions at the New York World's Fair appears on page 28 of this issue. Figures used are official.

SOUTH'S CHANGING RADIO

Light Classics Take Upbeat; Big Names, Talk Shows, Fade; New Slant on Farm Audiences

NEW YORK, Aug. 26.—Network programming has not yet taken cognizance of changes in program preferences throughout the major portion of the southeastern section of the country. Furthermore, simple steps which could be effected by the chains in production methods would be of invaluable aid in the sale of additional time by smaller network affiliates. These comments on network-affiliate relationships were made last week by a Southern radio executive, speaking both on his own experiences and on conversations held with other station men thruout the South, including broadcasts in Florida, both Carolinas, Mississippi, Alabama and other States in that section of the country.

Light classical music—Victor Herbert and Gilbert and Sullivan compositions and their prototypes—are on the upbeat, ranking about second in popularity to hillbilly stuff. The hillbilly is still radio king down south, it was stated. When, for instance, Montana Slim gets on the air, all signals must be cleared. Likewise, few if any shows outrank *Grand Ole Opry House*, a hillbilly fixture. But it was indicated that there are hillbillies and hillbillies, and that a nasologist who is merely that is not what's ordered. A hillbilly must have good style, personality and a slickness of delivery in order to attain popularity.

The South is tired of programs laden

with talk; tired of programs presenting big stars but little real entertainment; tired of programs featuring "smart and flip chatter," and tired of variety programs of routine nature. Likewise, radio listeners in the South take exception to (See *LIGHT CLASSICS* on page 6)

Broadway Beat

By GEORGE SPELVIN

THE ILGWU isn't the only non-theatrical group that can boast of talent in its ranks; Dave Apollon held an audition for young talent at the Nola Studios the other afternoon, and half of the hopefuls who turned up were department store clerks who'd taken time out from their lunch hours to demonstrate their skill. . . . Incidentally, Dave reports that he can't dig up new "dumb" acts or original novelty routines; 80 per cent of the new-facers do tap-dancing, and the other 20 per cent sing *Iddy Fishes* in swingtime. . . . Jack and Joan Brandon recently gave a friend probably the most impermanent gift in the world today—a cigaret case with the map of Europe engraved on it. . . . Benito Collada, owner of El Chico, plans to show 16mm. reels of bullfighting films now that the world's fair, with an assist from Sidney Franklin, has stimulated new interest in the sport. . . . It's rumored that Dolores, the nude who scored so handily in the Cuban Village at the fair in the BC (Before Censorship) era, has been signed for the musical version of *Sailor, Beware*—which would make her the first of the talent developed by the fair to sign up for legit. . . . Barney Ross, the ex-light-weight champ, bought in on a printing firm last week and is now out as a salesman and contact man; and he's plenty emphatic in saying that he's one fighter who'll never go into the restaurant business. . . . The only Chinese softball team in the world (well, the only one on Broadway, anyhow) is the Ruby Foo nine, composed of waiters and cooks from Ruby Foo's Den; and they're good, too—they claim to have beaten every night club team so far scraped up, and have challenged the *Hellzapoppin'* outfit, the champions in legit. . . . Captain Walker, who has the "Milk for Bears" concession in the Children's World at the fair, sails for Australia September 12 on commission to train a herd of nine elephants who have been acting up; Teddy, one of the baby bears from the concession, will sail with him.

Learn-the-Facts-of-Life Dept.: A press agent recently sent Mr. Spelvin an item accompanied by a note that ended, "So-and-so has told me you're a person one enjoys knowing—hope I have that good fortune some day." . . . So-and-so (name deleted) must be a Merry Wag. . . . Pickets outside the Brass Rail are now doing a new spiel—"Only yokels will cross a picket line," they inform passers-by. . . . If Shirley Wayne of *Hellzapoppin'* hadn't been an autograph hound she might never have reached the stage; some seasons ago, when Olsen and Johnson were appearing at the Palace in Ft. Wayne, Ind., her home town. Shirley sought the signatures of the comics with her favorite violin tucked under her arm; before she left she'd joined the act. . . . Adra Cooper, the snake dancer, was bitten five times by a new snake she was breaking in at the Continental Theater last week; she treated the wounds, and the show went on. . . . Hazel Forbes, Harry Richman's wife, is be-

Possibilities

GLEANED 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

ESTA ELLMAN—young and attractive contralto caught recently at Moon Hill Lodge, Pottersville, N. Y. Socks blues numbers across, and can also do an excellent job on ballads. Tall, willowy and olive-skinned, she makes a standout appearance; and her voice, with a sobby catch in it, is highly appealing. In addition, she's a competent dramatic actress. Highly recommended for book shows—on the basis of both voice and line-reading ability—and also for straight dramatic roles.

GINGER DULO—cute hoydenish and vivacious song-and-dance comedian caught recently at Scaroon Manor, Schroon Lake, N. Y. Short, blond and very pretty, she sells her song numbers powerfully, and is also an excellent dancer and a grand comedienne. An all-round performer of the Zelma O'Neill type. Would be a powerful asset to either a book show or a revue.

For RADIO

RUTH MANNERS—contralto with a very deep voice that comes over the mike beautifully. Sings in several languages, specializing in socking over blues numbers. Is also an excellent pianist, and reads lines well. Caught recently at Scaroon Manor, Schroon Lake, N. Y.

ginning to wonder whether she married a songster or a case history, what with the cigaret cases Harry is peddling and the union jurisdictional cases in which he's involved. . . . Ben Roche is spending the summer at Scarsdale. . . . Al Kavelin, whose wife had twin girls last week, is now the proud pappy of three lasses and claims that he's going out after Eddie Cantor's record. . . . Tommy Dorsey and Mark Warnow were among the band leaders at the Ambers-Armstrong fight; Herb Rosenthal, Sam Lyons, Bill Stuhler and Don Stauffer were among the radio contingent. . . . Warnow sat so close he almost walked out with a tin ear.

Film Rights Paid in Installments for Pix-Dramatist Pact

NEW YORK, Aug. 26.—While the Dramatists' Guild continues an official silence in matter of basic agreement for film-financed legit, it is indicated that the author group is lending a sympathetic ear to the film producers' balks, even that which complains about the \$15,000 down payment for picture rights. Guild's attorney was instructed to proceed with putting into legal form the several requests for changes. Next week these will be submitted to the producers again, and will then go back to Guild's council.

In playwright circles it is felt that there are enough safeguards in the plan to enable the Guild to yield to the producer suggestion that advance price for film rights be run on installment plan. Down payment would be \$5,000. At end of second week's run there would be (See *FILM RIGHTS* on page 18)



A TRADE association of the important band-booking agencies sounds like a good idea simply because any trade association is a good idea—if it can be worked out. While we would be among the first to lend our moral support to such a trade association we cannot see how success can crown the efforts of those trying to get the leading agencies joined up in a trade group under the leadership of a "czar" unless they manage to make membership embrace every agency that is eligible. One of the leading agencies is as yet far out of the trade association picture. From the way things look to this observer it is hardly possible that this agency will join thru economic pressure or any other kind of pressure. If the agency joins it will do so out of the goodness of its heart and we found out long ago that there isn't any such thing as a heart in the band-booking business. In other words, having already won a point by staying out of the preliminary negotiations we doubt whether the lone-wolf agency will join up. Simply because it will be in an advantageous position if it remains out. And this more than any other factor might bring about the early demise of the association that has not yet started functioning.

As we have already stated, a trade association of band bookers is a good idea but like some hundreds of other good and desirable ideas in human relations that we can list it does not seem to be a possibility because of the very nature of the business in which dog has always feasted on dog and in which a man's word is as good or desirable as a cigar butt that has been lying in the gutter for a week. The band-booking business is different in many ways from any other branch of the business. The success of its leaders has been brought about in most instances by the expression of individuality, sharp dealing, shrewd bargaining and the avoidance of regimentation in tactics.

Band bookers do not need a trade association to present their case or defend their rights before the outside world. They are not in their essence an exploited group; their function, to the contrary, is to create and exploit properties. The only real function of a trade association would be to keep peace and promote honor in its practical aspects among gentry who delight in calling the competing fellow such delightful things as robber, chiseler, liar and phoney. Maybe the spirit behind the organizing machine of the trade association is such as to change men overnight; to make sweetness and light out of imprecations, curses and knife thrusts in the dark. We are not that cynical or pessimistic that we do not join in the hope that such might be the case. But our practical self tells us nay and we prefer in matters of this kind to be guided by the practical rather than the idealistic.

A trade association in order to be feasible will have to be predicated on a complete upheaval of the band-booking business; a complete realignment of personalities, rules and regulations of the American Federation of Musicians and State business laws that are enforceable without at least these requirements as a base a trade association will have an uphill climb, to say the least, and we doubt seriously whether the character and strength of the men involved in the effort are potent enough to negotiate the climb. The band business is booming like no branch of our business has done in recent years. There is too much to be done day by day and week by week and there is too much at stake in simoleons to permit these practical business men to turn aside from the busy mart to take inventory and smoke the drugged pipe of peace. Many of those involved in the effort might be terribly sincere when they talk about the ideal in the dead of night when the pressure of their occupation is slightly lessened but in the glaring light of day they most likely see it all as a dream that is poison to business (See *SUGAR'S DOMINO* on page 21)

CARROLL LEVIS

(This Week's Cover Subject)

CARROLL LEVIS, the highest salaried and most popular personality in British radio today, was born March 15, 1910, in Toronto, Ont. He is the son of an Irish father and an English mother, whose ancestors migrated from England on the Mayflower. His father, Detective Richard Levis, who was on the Toronto police force, was killed while arresting a criminal. The family then moved to Vancouver, B. C., where Carroll left school at the age of 15 and two years later became an assistant manager of a film theater. He then formed a small dance band which operated in a small town in the Yukon called Whitehorse. The band broke up and after various jobs as painter, seaman and lumberjack, Carroll Levis at last struck an assignment as master of ceremonies in a small vaude theater. Shortly thereafter he had his first chance to broadcast, and as a cub announcer over the Canadian network had the opportunity to write, arrange and present his own programs. Leaving Canada, he had a brief but successful sojourn in the United States and then went to England, arriving in London in 1935.

After his initial broadcast in the British Isles, Carroll Levis had a meteoric rise and within six months was Britain's outstanding figure on the air. He has two vaude shows—the major one piloted by himself, the other presented by his brother, Cyril Levis. The shows have broken records at over 30 British vaude theaters and they bring Levis a weekly income of \$5,000. Added to this Carroll Levis has frequent sessions over the British Broadcasting Corp.'s non-commercial stations plus commercial programs from Radio-Normandie, Radio-Paris and Luxembourg. He recently topped an all-British popularity poll. In three and one-half years Carroll Levis has auditioned 116,000 people, of whom more than 1,000 have been accepted for radio and vaudeville appearances. In addition Carroll Levis with his two major units, has given employment to hundreds of British, American and Continental vaudeville acts.

<p>STOCK ROLL</p> <p>2,000 .. 50c 10,000 .. \$ 2.00 20,000 .. 3.50 100,000 .. 15.00</p> <p>Double Coupons Double Price</p>	<p>43 Years' Experience Manufacturing Tickets of Every Description 43</p> <p>ARCUS-SIMPLEX TICKET CO., INC.</p> <p>13 Lighthouse St., New York, N. Y. UNION LABEL. Bonded Ticket Printers for N. Y. World's Fair, 1939.</p>	<p>SPECIAL PRINTED</p> <p>10,000 .. \$ 6.95 30,000 .. 9.95 50,000 .. 12.75 100,000 .. 20.00 200,000 .. 34.50</p> <p>Cash With Order</p>
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802 WAXES WRATH ON WAX

Anti-ASCAP Group Claims Pop Music Down in Program Appeal

NEW YORK, Aug. 26.—Opposition to the American Society of Composers, Authors and Publishers this week revealed that tax-free music organizations were hyping production schedules tremendously in preparation for the NAB-ASCAP deadlock. Coincident with this, NAB adherents are looking into the possibilities of buying up masses of old standard tunes from such publishers as Schirmer and Ditson, as well as musical comedy scores from old Dillingham and Shubert productions. Anti-ASCAP factions this week were also mulling a survey completed by the Association of National Advertisers, which showed, according to the anti-ASCAP men, that popular dance music—in which ASCAP is particularly strong—ranks “low” in listener preferences of program types.

Survey conducted was made among 800,000 radio listeners from Coast to Coast. It included every nighttime commercial program over NBC, CBS and Mutual. Survey shows popularity of each program type, as well as network time allotted each program type. According to digest of survey made by ASCAP opponents, results were as shown in the table at the end of this story.

Claimed by the anti-ASCAP faction that this ANA result is very significant in that it shows pop music, while very high in allotted air time on the networks, nevertheless ranks only eighth in

listener preference as to program types. This is construed by some as conclusively showing that pop music alone does not make a program. It is also claimed that for the past two years pop music as a sales hypo has been degenerating.

Regarding NAB's efforts to create a music reservoir, it is felt in some quarters that standard tunes will be more important than pops. Certain factions in the anti-ASCAP front claim that securing good pops will be comparatively easy, and that this can be done now from some 800 non-ASCAP composers who are nevertheless professionals. Many of these composers, it is alleged, have ASCAP applications on file. Same sources also claim that 100 good pops per month can be produced by non-ASCAP men and that these 100, which would be culled from about 500, would be more than the industry would need. Problem of standards, tho, is regarded as tougher owing to length of time necessary to establish these tunes.

Regarding hypoed production of tax-free music on wax, Langlois and Wentworth, for instance, are turning out 100 hours per month to supplement the NAB-Langlois library. This schedule will be continued 14 months. Firm is also accumulating additional music and says it now has enough for 1,000 additional sides as a backlog to meet emergencies.

Program Popularity by Type, With Percentages Showing Listener Preference	Air Time Allotted Each Program Type, With Percentages Showing Proportion		
Variety	14.7%	Variety	26.6%
Audience Participation	9.7%	Popular Dance Music	16.4%
Drama (Completed Episodes)	9.6%	Commentator-Talks	12.1%
Serials	9.5%	Drama (Complete)	12.0%
Comedy	8.5%	Comedy	8.7%
Classical Music	8.3%	Audience Participation	8.5%
Semi-Classical Music	7.2%	Serials	6.3%
Popular Dance Music	6.5%	Semi-Classical Music	5.3%
Commentary-Talks	4.8%	Classical Music	2.7%
Pop Singers	1.9%	Pop Singers	1.4%

Musicians' Union Investigating Transcription, Record Fields

NEW YORK, Aug. 26.—A committee to investigate the “evils” of the electrical transcription and phonograph record fields was appointed this week by Local 802, American Federation of Musicians. Quite significantly, the committee included several major executives of the New York musicians' union. Purpose of the check-up is to report ultimately to the Federation itself, so that when contracts with radio stations, transcription and phonograph companies are up for renewal the musicians will be able to give themselves additional protection they feel needed. Committee members are Jacob Rosenberg, Local 802 president; Harry Suber, treasurer; Max Arons, chairman of Local 802 trial board; Richard McCann, vice-president, and Joseph Brodsky, counsel. Brodsky will prepare the brief to be submitted to the AFM execs.

Principal factor promoting the investigation—which comes at a time when radio is plagued with a music headache because of the situations involving the American Society of Composers, Authors and Publishers, National Association of Broadcasters, National Association of Performing Artists and phonograph recording companies—is the frequently heard report that transcription companies were reducing the size of their orchestras because of the recently effected regulations on waxeries by the AFM. It is charged that the disking plants are using small combinations, thus cutting employment.

Another charge to be investigated is one claiming transcriptions have been made directly from recordings. Another

is that the spirit of contracts has been evaded by making one half-hour show out of two quarter-hour periods, meaning less musicians' salaries.

Local 802 appears to be checking closely on radio, having called in radio contractors to warn them not to allow evasion of the six-day week.

the entire music industry will find TALENT AND TUNES ON MUSIC MACHINES of exceptional interest—it is a special section which will appear in the September 23 issue of The Billboard.

Million-Dollar Road Sched'le Seen for LTCA in 1940-'41

32 contracts set with 13 theater circuits following Oberfelder selling job—other sponsors include 14 colleges and 12 Jr. League branches—casting starts in 10 days

NEW YORK, Aug. 26.—Another decade-old bugbear which has been as devastating an anti-road factor as the motion picture circuit squeeze has been broken with report that a little theater group has contracted with the Legitimate Theater Corp. of America to sponsor its four productions. LTCA has brought total number of theater circuits which are signatories to these legit buys to 13. Other major groups of sponsors are classified as 14 colleges and a dozen branches of the Junior League. With most of the principals contracted for, LTCA announced that, barring trouble from the current actor-stagehand jurisdictional war, casting for all other roles will get under way within 10 days and will be conducted by the original producers of the Broadway runs. Actors who were in the New York or road companies of the shows will be given preference. Arthur M. Oberfelder, Denver impresario who initiated the venture and who is now associated with Fortune Gallo, returned to town for three weeks, after an eight-month selling job on the road, predicting a million-dollar road schedule for a second year.

The little theater group which has broken the ice to raise hopes of producers that the movement can yet be turned into a legit aid is the Players' Guild, Canton, O. Because its “interests lie in the direction of truly sponsoring the

theater rather than merely that of concerning itself with the ambitions of local talented persons,” the Guild decided to limit its own productions to four and bring in the LTCA's four on a seasonal subscription plan. In a short-term sales campaign which offered a 25 per cent reduction for purchases made during that period Guild brought advance sales to a gross of \$9,600 for 1,270 seats. The theater rented for the shows has a capacity of 1,877. Even before the campaign got under way officially, 500 seats were sold. Advance receipts are already enough to cover the LTCA's guarantee and the costs of the Guild's own productions.

While the Oberfelder-Gallo office is gratified with sponsorships by private and social groups, its 32 contracts with 13 theater circuits is the healthiest trade aspect, indicating that the theater moguls can be won over to flesh attractions. Circuits thus far enrolled are: Shea—Colonial, Akron, O.; Park, Youngstown, O.

(See LTC SKED on page 14)

Smaller Ticket Brokers Banded

NEW YORK, Aug. 26.—Almost simultaneously with announcement that Actors' Equity Association requested of the League of New York Theaters that the present ticket code be extended to November 1 (draft expires August 31) before revisions are instituted, the Associated Theater Ticket Agencies reported plans for a co-operative among the smaller agencies.

As generally reported, the co-operative would enable the association to buy all the tickets its members would distribute, on the basis of recommendations from reviewing committees checking up on out-of-town openings. James F. Reilly, executive secretary of the League of New York Theaters, explained, however, that the code wouldn't permit a “buy,” but that the brokers could well receive consignments in a pool and thus enable them to swap tickets among themselves (See SMALLER TICKET on page 14)

WINDOW CARDS
100 14x22"—heavy white—2-colors ink, \$2.50
AUTO BUMPER SIGNS—50 6x20", \$1.50; 100 \$2.25; 250, \$3.75
All Kinds and Sizes for Fairs, Rinks, Orchestras, Shows, etc.
Neargraveure Emboss-o Processed Stationery
Free Samples—Prices—Suggestive Layouts
SOLLIDAYS QUICK POSTER PRINT, KNOX, INDIANA

WINDOW CARDS
250 Bumper Strips, 5x28, \$3.75.
200 3-color Cardboard Posters, 22x28, \$11.00, or on Bond Paper, \$9.00. 100 Cardboard Posters, 14x22, \$4.00, including Imprinting. Write for Catalogue.
BOWER SHOW PRINT 12 ABN STREET, FOWLER, IND.

ROOFLESS PLATES WITH THE 3 POINT SUCTION FEATURE!
Mouth Clear NO ROOF
Featherweight—no gagging—Natural Taste—Holds Better. Singers, Speakers like the extra tongue room, clearer mouth. All forms false teeth—by mail—lowest prices. 60-day trial. Write for FREE Catalog and Impression material. We trust you. Monthly Payments. 24 Hour Service. HOD. LAB., 2361 Hod Williams Bldg., Tampa, Fla.

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram, unless the desired character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

M. B. WHITE PRESIDENT
NEWCOMB CARLTON CHAIRMAN OF THE BOARD
J. C. WOLLEVER FIRST VICE-PRESIDENT

SYMBOLS

DL—Day Letter
NL—Night Letter
LC—Deferred Cable
NLT—Cable Night Letter
Ship Radiogram

HALF THE SATISFACTION OF GIVING IS GIVING WHAT PEOPLE WANT. WESTERN UNION TELEGRAPHIC GIFT ORDERS CAN BE EXCHANGED ANYWHERE FOR WHATEVER THE RECIPIENTS DESIRE AND INCLUDE A SUITABLE MESSAGE AT NO EXTRA COST. GIFT ORDERS ARE THE PERFECT GIFT.

STOCK TICKETS

ONE ROLL ... \$.50
FIVE ROLLS ... 2.00
TEN ROLLS ... 3.50
FIFTY ROLLS ... 15.00
100 ROLLS ... 29.00
ROLLS 2,000 EACH
Double Coupons,
Double Price.
No C. O. D. Orders
Size: Single Tick., 1x2"

WE GET RESERVED SEAT TICKETS

To You in a Hurry and They Cost You No More. Send Us Your Requirements and Ask for Our Prices.

THE TOLEDO TICKET CO., Toledo, O., U. S. A.

SPECIAL PRINTED

Roll or Machine

10,000 ... \$ 6.95
30,000 ... 9.85
50,000 ... 12.75
100,000 ... 20.00
1,000,000 ... 150.50

Double Coupons,
Double Price.

Mutual About Set on Outlets For Series; Both NBC and CBS Stations To Carry Broadcast

NEW YORK, Aug. 26.—Possibility that Mutual might be given a squeeze by Columbia and NBC on getting stations to carry the World Series appears to have been well dissipated. Stations from both networks are practically set to get the games. WGR-WKBW, Buffalo; WRVA, Richmond, and WIBX, Utica, all CBS stations, have already signified they will carry the series, as have a number of NBC affiliates. Stations of the West Virginia network, CBS affiliates, will also take the games. Full list of stations had not been set at press time, pending final selections by Gillette razor blades, the sponsor, and Maxon, the agency.

Mutual is emphatically explaining that stations will get more for the series time than they do from other network commercials. Deal being made by Gillette with the stations represents a gamble for both the advertiser and the broadcasters. It is based on the average length of time used in past World Series, the stations getting full card rate for that average. If the games run below the average, Gillette loses on the gamble; if they run over the average, the stations lose. Mutual points out that heretofore the stations only got their network percentages of rates. Web also says this deal is better than ones made covering other sports events, such as prize fights.

There is an ironic twist to the placement of the games by Mutual on NBC Blue stations, since the Blue affiliates are now to get a feature which, had NBC had the Series exclusively, they might not have been given. This follows as a result of the strong likelihood that NBC's Red network would have gotten the series. By the same token, with NBC and CBS stations getting the games from Mutual, the argument of network

monopoly is lessened. Mutual was one of the stronger advocates of the monopoly charge. However, Mutual, doing as expected, is taking advantage of the value of the series to boost deals with NBC Blue stations. This assumes additional importance because numerous NBC Blue contracts expire within a year or so. Mutual is additionally strengthened because of its option on next year's series. Option, which expires July 1, is said to call for payment of \$100,000 for commercial sponsorship. Same price has been in effect some years.

There is a possibility that the games may go on WKRC, Cincinnati, and not on either of the stations owned by Powel Crosley, who owns the Cincinnati Reds, National League contenders expected to meet the Yankees in the series. Mutual will not permit the games to go on WSAI, insisting that if any Crosley station gets them it must be WLW, stronger of the two Crosley outlets. Crosley has been away for a month and is expected back shortly.

Light Classics Take Upbeat; Big Names, Talk Shows, Fade

(Continued from page 4)

the straight diet of dance bands that starts in New York at 11 p.m., but earlier because of time differences below the Mason-Dixon line. Many network affiliates cut off chain programs and substitute their own, even tho they may be transcriptions. Last named are not so popular in the South, except in the cases of sketches and serials.

One of the most popular commercial shows with Southerners is the Pet milk show (not heard in New York), which is a light classic offering. But not only are adults strong on light "good" music. Kids, thinking it shows that they're educated and sophisticated, have taken to listening to the better-class stuff, if for no other reason than the impression it makes. The sprouts, tho, are still strong on jump 'n' jive, and all-request phonograph record programs concentrating on sweet are teen age favorites.

Missing on Farmers

In connection with the popularity of light classics, interrogation among farmers disclosed that radio's approach to the farm audience may be missing on one point. The bulk of farm programs are now daytime offerings, with most of the program material consisting of farm produce prices, answers to farm maintenance problems and so on. While much of this is valuable to farmers, it is now claimed that this kind of program overlooks others living or working on the farm who buy radio advertised goods. This audience includes not only the farmers' families, but the help working on the farms, especially larger plantations. In many cases most of the hired hands are Negroes, but the broadcaster

Got a Match, Bud?

NEW YORK, Aug. 26.—On a recent Camel cigaret show, Benny Goodman played a number as several other leaders would play it. Included were Tommy Dorsey, Fred Waring and Kay Kyser.

Goodman is on for Camel cigarets. Dorsey is on for Raleigh-Kool cigarets.

Waring is on for Chesterfields. Kyser is on for Lucky Strikes.

Munroe Heads Radio Dept. for Buchanan

NEW YORK, Aug. 26.—Paul Munroe has become radio director for the Buchanan Co. advertising agency. Firm was formerly Hanft-Metzger.

Munroe succeeds Louis Whitten, radio veteran who was with Hanft-Metzger and Buchanan for many years. Whitten also announced the agency's shows, such as Ed Wynn's Texaco series.

Before joining Buchanan Munroe was with Lambert & Feasley, handling Listerine's *Grand Central Station*. He left Transamerican to go with Lambert & Feasley. No successor has been named yet.

NBC Again Eases Barrier on Disks

NEW YORK, Aug. 26.—NBC let the barriers down again this week on the use of transcriptions, writing advertisers and agencies that effective immediately transcriptions may be used any time on WEA and WJZ. This is part of NBC's general drive to boost local business on its two New York stations.

NBC first eased its wax ban by permitting use of phonograph records and transcriptions on early morning WEA and WJZ programs. This was done a year or so ago, when the web began to get after morning business, which WOR had pretty well sewed up. Much more recently, NBC relaxed on allowing transcriptions to be used on West Coast network shows.

Announcement was made by Maurice M. Boyd, NBC spot sales manager.

Pepsodent Renews "D. A." For Sunday Eve. Fall Spot

NEW YORK, Aug. 26.—Pepsodent has picked up its option of *Mr. District Attorney* and will move the program to a Sunday evening spot at 7:30 p.m., Eastern Time, starting in October. NBC Blue gets the show. Lord & Thomas are the account's agency.

Mr. D. A. was supposed to be a summer fill-in for Bob Hope, who returns to his Tuesday night NBC Red spot the last week in September. However, the show has clicked after a wobbly start on sustaining and is now well rated. Ed Byron directs the show, with Raymond Edward Johnson handling the lead role.

Parker Scrams B-S-H

CHICAGO, Aug. 26.—P. G. Parker, general manager of the Blackett-Sample-Hummert agency here, resigned from that post this week with no announcement of any immediate future plans. Altho B-S-H says it will not officially name anyone as a successor to Parker, since most of his duties will be divided among other heads, it is reported that Maurice H. Bent, who recently joined the agency, will eventually take over in that capacity. Bent left a large investment house in Chi to become a v.-p. at B-S-H. Parker had been with B-S-H for about two years, coming there from the local NBC offices.

WFIL Hikes Dodge

PHILADELPHIA, Aug. 26.—Fred Dodge, who joined the WFIL staff as production manager, has been promoted to the post of program director. The production job left vacant by Dodge's promotion will go to Alston Stevens, news commentator and chief announcer of the station. Dodge came to WFIL only two months ago from an ad agency in Binghamton, N. Y., when Margaret Schaeffer, former program and production director, resigned. The post of production manager was left vacant until the elevation of Dodge.

WOR May Not Get MBS Show as Smokes Expand

NEW YORK, Aug. 26.—WOR, with a pretty full schedule, may not be able to handle a Mutual commercial when Twenty Grand cigarets expands its Mutual network. Smokes are now on out of Chicago, with Captain Herne doing a news commentary. Advertiser wants to spread into the East. Commentator is on at 6:30 p.m. Chicago time, with WOR sold during that same period.

If WOR can't find a spot another New York outlet will get the business. McCann-Erickson placing the time.

Smart Move

NEW YORK, Aug. 26.—NBC is credited with both an astute piece of showmanship and a smart move toward strengthening its good-will newspaper relations by buying space in the current *Editor & Publisher*. NBC ad in the newspaper trade publication was a letter signed by President Lenox R. Lohr in which NBC thanked and commended newspapers and newspaper men for coverage (shared by NBC) of the European situation.

Radio Show Spurs Soft Drink Entry

NEW YORK, Aug. 28.—Success of a radio program on WOR has led American Beverage Co. to introduce a new soft drink some time before it had been originally planned. Announcement will be made on the bubble water company's show tonight that it is entering the now highly competitive "Cola" field with a drink called Dry-Cola. It will be a nickel bottle drink.

American Beverage has Benay Venuta on WOR each Monday to plug Cel-Ray, formerly Dr. Brown's celery tonic drink. Show goes on weekly from the Paramount Theater, Brooklyn, and is used by the house as an extra attraction. Business has been boosted considerable on Monday nights. Sponsor gets several hundred tickets good for the mezzanine each show.

Lawrence Gumbinner agency handles the account.

WCAU Loses in Suit On Nag News Ban

HARRISBURG, Pa., Aug. 26.—A suit instituted by WCAU, Philadelphia, seeking to restrain enforcement of a law forbidding the use of private wires for the dissemination of race-track information used in gambling has been dismissed in the Dauphin County Court. Suit was dismissed August 21 by President Judge Hargest.

Law was passed by the 1939 Legislature. It gave enforcement of the law to the Public Utility Commission. WCAU sought to stop the commission from enforcing the regulation.

Pinch Hit Preacher

JEFFERSON CITY, Mo., Aug. 26.—When the scheduled speaker failed to show up for the regular Saturday morning devotional program at KWOS here last week, the studio was faced with the problem of putting the religious program on without a minister.

Into the breach stepped Hollis (Doc) Hull, studio announcer, who ad libbed a 10-minute sermonette that had the station staff sitting popeyed.

Tenors Torn Limb From Limb as Radio Agents Get Benny-Happy

NEW YORK, Aug. 26.—If you're a tenor, stay away from radio agents. Your life won't be safe and before you know it you'll be in front of a mike, auditioning for the "biggest tenor job in radio." There isn't a tenor in a haystack who hasn't been buttonholed by an agent and/or agents, who have gone submission-crazy for the tenor spot on the Jack Benny-Jello program. Kenny Baker is being replaced on the show.

One tenor pulled into New York a week or so ago after completing an out-of-town commercial series. As he describes it, "I am walking along minding my own business when an agent swoops down on me and says, 'I want to talk to you. The best spot in radio is open. I got a terrific in with the agency. Do you want to audition for the job?'"

So the tenor auditioned for the job. He didn't get it, but found out that it

was the Benny show, for which every tenor west of Suez has been submitted.

To continue the tenor's own story, "I am still walking around minding the same business, when another agent, this time accompanied by his wife, makes the same proposition. They seem rather surprised when I explain to them I really don't want the Benny show, which I know I can't get. The agent insists he has a terrific in with the agency, but I am now simply looking for a nice quiet sustainer on a part-time Brooklyn station."

Benny show is coveted by agents because of its great value in establishing a valuable piece of talent property. Baker went into the top-money brackets as a result of his series on the spot.

Understood that a deal is nearly set for a new singing name to get the job.

Talking Shop Program Reviews

By JERRY FRANKEN

Agents and Foliage

I had what I thought was a beaut of a column all finished about NBC's "comprehensive plan for bringing new blood into the artists-management field" when I decided, oh, what's the use. I had some stuff in the column about the silliness of it all when my attention was called away by a rather interesting use of the U. S. mails. This morning there were, among many others, three envelopes on my desk. Each of them contained a blank piece of paper—always a welcome relief—but in addition they contained some half-dried shrubbery. Just what it is, I don't know. The paper was blank, as I said, and the envelopes had no return address. So instead of writing about the waste of time training young sprouts in the intricacies of taking 10 per cent, I think I'll write about the aforementioned foliage. After all, I am a nature lover, but I still can't see why NBC has to train fellows to do what a lot of capable men around town now can do and do well, but can't get a chance because vaudeville folded up right smack under them.

As the sudden influx of botanical mail: One envelope was addressed to Jerry Franken, another to Mr. Jerry Franken. I forget how the other one was addressed. But the use of Mister is a fine distinction, no doubt with an eye to appealing to my better nature, especially when I get a follow-up piece of mail saying, perhaps, "We recently sent you some leaves from the garden of Prince Brannis, who will appear this week on *Hobby Lobby*. Please listen in and give us a review. Signed, Young & Rubicam." Or perhaps the mail will read, "Listen in to Ripley's *Believe It or Not* and find out why we sent you some leaves from a tree that grew thru a bottle of Royal Cola and was awarded first prize by the Rajah of Burpisthan."

But talking about vegetables, it may be quite true that NBC's artists' bureau needs a little new blood. The trans-fusion, however, isn't going to come by training young lads carefully selected by brass hats. I wonder who the dickens sent me the three pieces of verdure? Of course, NBC's saplings no doubt look forward to learning how to manage a piece of talent in a few easy lessons, but if NBC wants some new talent salesmen, and I rather imagine NBC does, there are a lot of fellows around now who used to sell it when vaudeville could buy.

Might as well be philosophical about it. The press agent who sent me the flora will soon let me know. Meantime, why should NBC train guys to stand in front of the Palace?

Light has just been shed on the vegetation noted above. The stuff is alfalfa, or a reasonable facsimile. It is an expression of something or other sent to newspaper men by Orth Bell, Columbia's recently acquired comic who very wisely works under the name of Uncle Jonathan.

Alfalfa to you, Uncle Jonathan.

Discharged WCAU Exec Gives ACA a Test Case

PHILADELPHIA, Aug. 26.—The case of Mort Lawrence, assistant program director of WCAU, will give the American Communications Association, the panel union, a test case. ACA will attempt to restore Lawrence to his former position.

According to Richard Shipp, ACA prez, Lawrence, who had been recently promoted as assistant to Horace Pheyl, program director, volunteered to take over an early morning recorded program in the hope of building it up to the extent that it would attract a sponsor. After working for several weeks on the spot, coming to the station earlier and devoting his day off to the stint, he was given the pink slip by the station with the notation that the program was not of professional caliber. His job as assistant program director also went the way of the program.

Studio officials commented that there was no other reason for the move except that a well-known name will be sought for the program.

Hayes With Welles

NEW YORK, Aug. 26.—Helen Hayes will be Orson Welles' first guest star when Welles resumes his series for Campbell Soups. Show starts next month on CBS, opposite Charlie McCarthy on NBC.

"Euclid Ballot Box"

Reviewed Monday, 7:15-7:30 p.m. Style—Commentary. Sponsor—Euclid Candy Co. Agency—Sidney Garfinkel. Station—KNX (CBS Pacific Net).

Sam Hayes, who bobs up at all hours of the day and night with his quarter-hour shows, has snagged what looks like a winner in his *Euclid Ballot Box*. Altho the general idea of the show is not original, it packs plenty of punch due to the scripts and the rapid-fire delivery which has become Hayes' stock in trade.

Each week Hayes takes what he considers the most important subject to be discussed, either from a national or an international viewpoint. Show caught dealt with whether paroles should be abolished, and if so, why. For the best letter received each week Hayes sends a box of candy bars to the writer.

Hayes manages to put his stuff across to the ether audience in his punchy style, but another man in the same spot might fall short of expectations. So far Hayes has managed to get a fair grade of correspondence in reply to his appeals for letters from the dial-twisters. *Ballot Box* is good early evening entertainment.

Owen.

"Tune Up Time"

Reviewed Monday, 8-8:30 p.m. Style—Musical. Sponsor—Ethyl Gas. Agency—BBD&O. Station—Columbia Broadcasting System.

Tune Up Time's opening show revealed distinct flaws in program building. Show has some good musical talent, some indifferent musical talent and nothing else. What is urgently needed is a good comic, or at least some lines that will enable

Radio Talent

New York

By JERRY LESSER

ED BYRON, who directs the Mr. District Attorney show, will pay \$75 for a two-page plot on rackets. If he asks you to elaborate on it it may get you some more. He may be reached at the Vanderbilt Hotel. Incidentally, the series has been renewed. . . . TOM LANGAN, NBC scripter, left for the Coast to help write the new Texaco show. . . . KATE BRINKER, heard over WOR on Sunday afternoon, is refreshingly original in her character studies. . . . BETTY GARDE, KINGSLEY COLTON, ALLEN DRAKE, EFFIE PALMER and JOHN PICARD will be heard on the new *My Son and I* series which starts October 9. . . . JANET LANE, who recently returned from Chi, is already doing so much work here that she has almost decided not to leave this city. . . . PHYLLIS CREORE, who was Miss Television at the World's Fair, is now back on radio.

Estelle Levy, who is now 16, celebrated her 12th year as a radio actress this week, and Nila Mack celebrated her 10th year as producer and writer of the CBS "Let's Pretend" series. Mary Lou Foster has just returned from her first vacation in 10 years. She would have won the badminton championship at her resort but had to leave because of the "Gene and Glenn" show. Dick Janaver, who was seen recently in "Hamlet" with Maurice Evans, is said to be my double in voice. So what? They say that Fin Olsen, who recently landed on our shores, was a sensation on the Continent. Has a swell voice and crazy feet. Manuel Ovando and his Cuban orchestra would do well for radio and

the announcer, Dan Seymour, and emcee Tony Martin to get laughs. Program as presented opening day was a clean-cut bromide, despite fact that it has the Andre Kostelanetz Orchestra and some fair tonsil artists.

Apparently agency could not figure sponsor's budget so as to include good variety material—particularly in view of the cost of the 45-piece orchestra.

Kostelanetz Band, of course, is a classy aggregation and does very well for itself. On this particular show best rendition was Ravel's *Bolero*.

Kay Thompson's Rhythm Singers can deliver good vocals and have nice arrangements, but choice of tunes on the opener seemed flat.

Best canary on the bill was David Laughlin, operatic tenor making his first appearance on a net. Laughlin has a well-trained voice. Did a lilting aria from *Rigoletto* and no more, unfortunately.

Tony Martin, pic name, does a straightforward emcee. His singing is not so forte.

Commercials good. Ackerman.

"Rhythm at Random"

Reviewed Wednesday, 10:30-10:45 a.m., CST. Style—Piano novelties. Sustaining over KWOS (Jefferson City, Mo.).

Featuring 15-year-old Terry Perry at the keyboard, *Rhythm at Random* offers a quarter hour of clever pianistics. Perry announces his own numbers and plays them with real interpretation. When caught he ranged thru popular, semi-classical and classical, with a clever swing rendition of the last-named types.

Jackson.

records. Appearing now at Dempsey's. Ray Baduc and Bobby Haggart, who play drum and sax with Bob Crosby's Band, have written two numbers, "Smokey Mary" and "What's New," which will be featured on Crosby's show this week.

HELENE DUMAS and BETTY GARDE leave by plane for the AFRA convention in Chi. First time either has been up in the air (in a plane). . . . JACKSON BECK, stuck for time and having nothing less than a five spot, grabbed a cab to make the Sensation show. En route the cabbie discovered he lacked change and an impasse was reached. Finding out that JACK was on the same show as the FRAZEE SISTERS, the hackie observed, "Well, one of them owes me a buck and if she can you can." P.S.: He got his dough. . . . BOBBY STRAUSS is the new Lem Stacy on *Your Family and Mine* this week, replacing PARKER FENNELLY, whose many radio commitments forced him to give up the job. . . . "WANTED—ONE COMPLETE SUIT OF ARMOR." This ad will shortly appear in the Hollywood papers, according to GEORGE BURNS, unless GRACIE ALLEN decides to give up her new hobby of archery. "No casualties so far," says GEORGE, "just two broken windows, but we're expecting the postman any day to turn up with an arrow sticking out of his anatomy. That is, unless I get it first." How much does a suit of armor cost? . . . Lipton's Tea is looking over the network field. . . . To BOB TROUT goes the credit for the friendly good-will advice of the week: "You can't use your friends—and have them too."

Chicago

By HAROLD HUMPHREY

A FRA held the news spotlight in radio this week, the lobby of the Sherman Hotel looking like the result of a first audition call. Attraction was the tee-off session Thursday, which was open to the general membership and addressed by LAWRENCE TIBBETT. . . . DICK MCKNIGHT, New York radio writer, who has been on RANSOM SHERMAN'S

pay roll this summer, continues on to the Coast this month to join the scribbling staff of BOB HOPE. . . . PATSY MONTANA, the WLS mountain yodeler, had a narrow squeak last week while trying to get to a fair date in Antigo, Wis. Her train was delayed five hours on account of a wrecked freight train, and Patsy had to charter a plane which

landed her at the fairgrounds about five minutes before her cue. . . . Actress and authoress BESS FLYNN has a new scripser being auditioned this week in New York for a tentative fall preem. . . . MARGE and CHARLIE CALVERT, radio thespes, are back from their South American jaunt.

Lulu Belle and Skyland Scotty, National Barn Dance duo, have been signed to do another pic for Republic and will leave early in October. . . . Hal Tate, WJJD's movie gossip, signed a second 13-weeker with his sponsor. . . . Cy Harrice, WLS announcer, is back from a Canadian fishing trek with his wing in a sling and a bandage on his face, as a result of his canoe upsetting while trying to shoot the rapids. . . . Shirley Sadler, WBBM canary, snagged her first royalty check from her first published ditty—a total of \$8. . . . Leading man Ken Griffin and producer Blair Walliser copped off fifth place with their sloop "Revenge" in the Waukegan boat race Saturday. . . . Alec Templeton, the noted pianist, will apply soon for his American citizenship papers. A native of England, Templeton has spent most of the past four years in the U. S.

Vince Callahan's Move Surprises Industry

NEW ORLEANS, Aug. 26.—In a surprise move which left radio circles of this area minus one of its most colorful officials Vincent Callahan, for two years manager of WWL, Loyola University's 50-kw. CBS link, left Thursday to take over a managerial position for NBC at Boston. The change from Callahan to A. J. Cummings as temporary general manager of the station was reported decided upon less than six hours before Callahan left for the Bean City. Cummings has been auditor for the station for about 5½ years. A permanent successor is to be named by the newly named president of Loyola, the Rev. P. A. Roy, S. J., within a week.

Coming to New Orleans in May, 1937, from Washington, where he was with NBC, Callahan took over management of WWL when that station shared time with KWKH, Shreveport, on the 850 band and was operating with one-fifth its present power.

Pedlar & Ryan Now Buying on "Men Only"

NEW YORK, Aug. 26.—Pedlar & Ryan are now buying guest-star talent director for the Vitalis (Bristol-Myers Co.) NBC show, *For Men Only*, on which Georgie Jessel is emcee.

Heretofore guests had been thru Mark Hanna.

Dolph Leaves CBS

HOLLYWOOD, Aug. 26.—John M. Dolph, assistant general manager of CBS Pacific net, has resigned to return to advertising agency business. Dolph has been connected with radio for seven years.



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DEMOCRATIC RULE FOR AFRA

New Set-Up Adds To Locals' Power

CHICAGO, Aug. 26.—Move for a more democratic rule within its own union and a resolution in the form of an ultimatum to the AFL that it would withdraw from the org if the American Federation of Actors were not allowed to vote on the Ralph Whitehead issue, became the two main issues at the second annual convention of the American Federation of Radio Artists, which opened here Thursday. Democratic rule issue still had to be passed upon by the delegation Saturday, but many of the delegates were confident it would go thru. This will mean that AFRA will throw out the mechanism of a national nominating committee heretofore used in selecting members for the national board and a new set-up, giving each local a voice in the matter, will take its place.

Sessions were opened by a short spiel from Lawrence Tibbett, AFRA v.-p., who expressed disgust at the utter lack of democracy at the AFL executive council meet recently in Atlantic City, which he attended. He warned AFRA that it must, in the face of this, do everything to perpetuate democracy within its own ranks and that each delegate present could begin by first thinking of those back home whom he represented.

Next on the agenda was the report from the exec secretary, Emily Holt, reviewing the past year and the remarkable gains made since AFRA's initial convention. Mrs. Holt then expressed a desire that a resolution would be passed at this time for a closer amalgamation of the Four A's member unions into one big union for all performers. At press time this resolution had not hit the floor, but it was reported that some difficulty and opposition would be met with on this score from many of the delegates unless they could be convinced that one big union could include enough democratic procedure to protect all members.

Mrs. Holt also said that she believed another year should elapse before an amendment was made to AFRA's constitution giving each local more auton-

omy, altho she did state that such a move would eventually be necessary. Whether or not she would oppose the delegation's move to strike out the national nominating committee set-up could not be learned before press time. Mention was also made by Mrs. Holt on AFRA's loss of the arbitration decision over NBC's 10 per cent commission thru its artists' bureau, but she chalked it up to experience, saying it taught them a point to carry into their next negotiations.

Other resolutions passed in the sessions Friday included support of the Federal Theater, setting up of one charity for the Four A's and opposing any legislation intended to change the National Labor Relations Act and Wages and Hours Act. Friday afternoon was devoted to meeting of the transcription caucuses. Immediate action was approved for action in this field and some displeasure was expressed over the fact that seemingly no one had been made responsible for ET negotiations sooner. Delegates handed in reports on the ET set-up in their local and were referred to the committee delegated to act upon negotiations with the transcription companies.

Resolution for one big Four A's charity fund brought Alan Correll, head of Theater Authority, to Chi and the AFRA meet. He spoke opening day in an effort to dissuade any such move, claiming that the TA was working out a plan to include all member unions of the Four A's into the regular actors' fund. AFRA's resolution on this will go to the Four A's international board for consideration from the parent org.

Hollywood delegation brought up on the floor the question of AFRA's jurisdiction over the writers belonging to the union on the Coast. Problem whether to keep them was discussed but no final dispensation made.

Some rather heated arguments were looked for later on when the more controversial topics mentioned before hit the floor, especially when the one big union angle and the "more local autonomy" issues came up. These were deferred until later in the convention when all the delegates arrived, some being unable to attend until late Saturday.

Remainder of the convention, which was due to last thru Sunday, was to be taken up with election of officers and national board members and hearing of the reports from various committees on resolutions and the constitution.

Advertisers and Agencies

By PAUL ACKERMAN

DRAMATIC show, *Hilda Hope*, which goes commercial for Wheatena October 7, will first do a six-week stint as a sustainer on 17 stations of the NBC-Red net, starting Saturday, 11:30-12 noon. Two angles involved. First, NBC is hoping to build Saturday morning on the Red, and second, sponsor will build an audience for the show before the product takes over. Compton agency, which handles the account, has lined two crack legit artists, Selena Royle and Richard Gordon, for the leads. Julian Funt and Hyman Brown will script. Episodes will be complete, with remainder of cast changing weekly. . . . Arch Oboler and frau spent last week-end at Rudy Vallee's home in Maine. . . . Joey Nash back from Philly after 16 weeks of five times a week for Household Finance on WCAU.

Young & Rubicam publicity department is depressed, having received a very dirty deal from Herr Hitler. Y. & R. men had landed the front cover of "Time" mag for Jack Benny. War situation, tho, loused up everything and cover goes to Winston Churchill. . . . Dick Halvorsen, formerly with Tom Fiddale office on the Coast, a new scripter on "We, the People." . . . Joe Hill arrives on the Coast this week-end to work on Screen Guild show. He took his wife, son and two Great Danes. . . . Esther Sandson, for three years Martin Block's secretary, will go to Cleveland to join her husband. Shirley Blanchard replaces. . . . Maurice Hart, formerly of WMAT, is going to WMCA to handle "World's Fairest

Music." . . . Headley-Reed, station representatives, are adding to their staff. In Chicago, John H. Wrath has already started, and in New York William B. Faber starts Monday. . . . George Duram, formerly of Morse-International, has joined Chicago office of H. W. Kastor agency. . . . Merry Macs make a personal appearance at Saks-34th Street store September 7. . . . Congress Cigar Co. will use a network of 22 Mutual systems for Saturday afternoon broadcasts of football games by Ed Thorgeresen. They will run from September 30 to December 2. Marschalk & Pratt is the agency.

CHICAGO:

WRIGLEY starts a special evening rebroadcast Tuesday on its *Scattergood Baines* show over WIND, besides the regular daytime shot on CBS-WBBM. . . . WBBM pulled a scoop on its competition Sunday on the foreign suituash. Judge John Gutknecht, who just returned from the hotbeds of Europe, was interviewed with Clifton M. Utley, director of the Chicago Council on Foreign Relations. . . . Maynard Marquardt, WCFL station manager, is on the rebound from a tonsil yanking. . . . The Niesser-Meyerohof agency may have to pull Dick Post off of the *Scattergood Baines* show, since AFRA claims he is not a paid-up member and it is therefore a violation of the union's code with CBS. . . . Platt-Forbes agency is buying in on WGN's *Your Morning News* shot for the Peter Paul Co. to plug the Mounds candy bar. H. H.

Hollywood and Los Angeles

By DEAN OWEN

KEN BAKER and ork are set to cut recording session for Davis & Schwelger before band treks north. . . . Roger Pryor has decided to get away from Hollywood before taking over emcee spot on the Screen Guild show. Maestro is planning to "pack in" up in the high Sierras. . . . Walt Farrar, MCA praiser, has taken two weeks to get a little Catalina Island sun. . . . Lud Gluskin, CBS musical director, finished scoring Sol Lesser's new flicker, *Everything's on Ice*. . . . Art Kemp, CBS sales manager for the Coast, in town from Frisco. . . . Bob Thompson, who scripted *Fu Manchu* for the air, has been signed by Republic Pictures for their new film, *The Return of Fu Manchu*.

Richard Hall, of KNX music clear-

From All Around

NEIL WALLACE, news reporter over WEEI, Boston, left for a vacation in Hollywood and Los Angeles. . . . Robert E. Dunville, sales manager at WLW, Cincinnati, is vacationing on the Mississippi on his own river boat. WLW's Jerry Branch vacationing in parts unknown. . . . Jack Fields, sales manager of WPTF, Raleigh, N. C., comes to New

kitty for the piece de resistance question of the evening. If all contestants fail to answer the stickler the full amount is turned over to the following week's program, ad infinitum. Just a bank night without double features.

Listeners are invited to send in questions, with \$6 a set paid out if accepted and \$12 paid out if the questions are sent in with the sponsor's cigger wrapper. Ironically enough, out of six sets of questions announced only two sent in wrappers.

It's a good half hour's entertainment, set in a good spot. Hawk keeps the program moving with life and a deft knowledge of how to handle the stage-frightened contestants. Audience spirit was at an unusually high pitch and an air of levity was maintained thruout the show. S. Z.

ance department, is dicker with flicker plants for purchase of his new tune, *Once Upon a Moment*. . . . Charlie Hamp's candid camera shots are being displayed in lobby at Columbia Square. . . . Johnny Cascales gets first Coast to Coast wire out of Topsy's in several weeks. . . . Paula Winslow, who plays Jill on the Joe Brown show, will marry John Sutherland, who handles production for Walt Disney. . . . Bill Gay, Edward Larkin and Leonard Finch, of KNX, taking it easy at Lake Tahoe for a couple of weeks. . . . Van Newkirk, program director for KHJ, helping the celebration at the Gus Edwards anniversary dinner at the Ambassador. Charles Vanda, of CBS, also on hand to see that the Coast to Coast broadcast went off all right.

York following his trek to Flint, Mich., with North Carolina Buick dealers. They will all see NBC studios, take in a television demonstration and the fair. . . . WPTF's Wesley Wallace and Alton Tripp, assistant program director and engineer, are vacationing.

Al Teachman, WEEI engineer, recently operated on for appendicitis. . . . WEEI's Harold Fellows and CBS's Mefford R. Runyon off for a few days' fishing jaunt in Northern Maine. . . . WING, Dayton, O., on September 12, becomes an affiliate of the National Broadcasting System and will take programs from both Red and Blue nets. . . . Due to the extended illness of sportscaster Harry Johnson, his nightly KOIL 15-minuter (Omaha) is being fed from the Central States Broadcasting Co. studios in Lincoln, with John Bentley, Journal sports editor, handling. Bentley will be on until Johnson is able to return. . . . Jack Hanssen, KFOR program director, is back at his desk after a week's vacation. So are KFAB-KFOR staffers Jane Tucker and Henrietta Dirks. Jiggs Miller, KFAB's boss, comes in today (28).

Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, already reviewed, rate further mention. Basis is that a one-time program review is inadequate for a production that varies each time it is presented.

The Kraft Music Hall show (WEAF, Thursday 10-11 p.m.), usually one of the bang-up programs of the summer air shows, was last week a combination of both good and bad. With BOB BURNS in the stellar role, line-up included BERT LAHR, GEORGE E. STONE, PAT FRIDAY, MISCHA and SANDRA LEVITSKY and JOHN SCOTT TROTTER'S Band.

After hearing Lahr one is convinced that he is still an excellent sight comic. His excursion into profound erudition, which produced some really funny cracks, provided the studio audience with a howling good time. Too bad he couldn't do as much for the listening audience, which outnumbered the studio attendees by at least one or two persons. Since Lahr is such a funny frightpuss, his presence evoked more laughter than his material. In addition to sparring around with Burns (the better part of his stint) he did a selection from the *Wizard of Oz* which sounded like a World's Fair concessioner grumbling about Grover Whalen. What might be funny in pictures doesn't necessarily go over equally well on the air. Lahr is still a funny guy; it just happens that his material wasn't.

Burns, however, with his bazooka and his hay mown style of humor, is still a grand showman. As long as he continues to go along with his Pumpkins Corners brand of presentation, he'll still be a favorite with the audiences. Another guest "star" was GEORGE E. STONE, of the movies, who contributed but little in

the way of entertainment or enlightenment.

On the musical side were canary PAT FRIDAY, whose diction could stand some improvement but who takes a high note with ease and has a lively air about her singing, MISCHA and SANDRA LEVITSKY, debuting on the airwaves as a team, gave a novel and enjoyable classical touch to the program.

KEN CARPENTER does a swell job of announcing and straightening, and JOHN SCOTT TROTTER is equally efficient at the baton. S. Z.

One of the better quiz shows on the air these days is WOR's (8:00-8:30 p.m.) *Name Three*, which gets half-hour shot every Wednesday night for Dunhill's "vacuum cleaned, sterilized" cigarets. Like all quiz shows, participants can make the program and keep it going so as to bar boredom. Particular shot caught had a bunch of live wires, which found BOB HAWK, the answer prodder, in great shape and handing out a neat line of repartee.

Answers to the questions weren't found too difficult by the participants, and most of them walked away from the mike with \$6 more than they had when they stepped forward. Angle is to give three straight answers, synonymous with the object in question, with the ante set at \$2 a correct answer and a carton of ciggies, win, lose or draw. A suspenseful feature is the "jackpot question," which grows larger every time someone gives a wrong answer. Whenever participants fail \$2 is dropped into the

CRC, U. S. RECORD PLANS

Big Three's Top Royalty Payoff

NEW YORK, Aug. 26.—The Big Three music firms—Robbins, Feist and Miller—hit a 10-year high mark in royalty payment on tunes published between January 1 and June 30 of this year. The three firms paid off composers and lyricists to the tune of \$97,000 in the six-month period, highest royalty distribution for a corresponding length of time in the past decade. Total is broken up into \$48,000 for Robbins scribblers, \$34,000 for Feist and \$15,000 for Miller. Aggregate sum is believed to be the top writer payment in the business so far this year.

Biggest copy seller among the firms' output for 1939's first half was the Peter de Rose-Mitchell Parish *Deep Purple*, which went to 450,000 copies. Figure takes in only sheet music sold, exclusive of orchestrations or special arrangements for particular instruments. Significant of the strong hold swing has taken on the country, other than the more apparent shagging and jitterbugging, is the increase in sales of Robbins instrument instruction books, hot instrumental solos, etc. Gene Krupa drum instruction tome leads the field, selling 9,000 copies over a 10-month period. A 1,045 copy sale of Lionel Hampton's vibraphone folio in six months is also significant, considering the lack of universal appeal in an instrument of this type.

Table Cards New Song Plug Medium

NEW YORK, Aug. 26.—If two examples constitute a trend, song plugging is taking on a new form, the basis of which is a direct campaign to the cash customers who buy sheet music and records. When Woody Herman opened this week at Glen Island Casino, smart Westchester, N. Y., spot, patrons discovered on each table a card, attractively gotten up to resemble a piece of wood, on which the bells were rung for Herman's original tune, *Woodchoppers' Ball*. Card was put out by the number's publisher, Leeds Music Co., who also used the reverse side to plug a few more Leeds tunes. Five thousand were printed for Woody's engagement at Glen Island.

Moe Gale has a more or less similar stunt in connection with Ella Fitzgerald's recording of the new novelty tune, *I Want the Waiter With the Water*. Plug in this instance takes the form of beer coasters, 250,000 of which will be ready within 10 days. Title of the song, number of Miss Fitzgerald's Decca disc of it and a picture of the sepiu stress are contained on the coasters, which are headed for beer and ice cream parlors all over the country. Gale office may use the idea as a regular thing on new platters made by its attractions.

New Type "Melody Drum"

NEW YORK, Aug. 26.—Billy Gussak, drummer with Lynn Murray's Ork on the Phil Baker CBS radio show, has perfected a new type of drum capable of playing a complete tune. Instrument is the same size as a conga drum and is played by holding between the knees or under one arm. Pressure on the framework changes the tonal quality, making it possible to beat out a complete melody.

TEDDY WILSON and Leighton Noble are set for a battle of music at the Worcester (Mass.) Auditorium Labor Day eve (3). Frank Duffy is promoting the affair.

Eureka!!!

NEW YORK, Aug. 26.—The millenium must have arrived. Skeets Herfurt, featured sax-singer with Tommy Dorsey, is bowing out of the band—and is not going to start a band of his own. Skeets is heading for the West Coast for radio and possibly pic work.

Paging Einstein!

NEW YORK, Aug. 26.—Song pluggers can at last feel they have found their place in the sun, for whether they know it or not their noble art is presently the subject of intensive and extensive scientific research.

The boys have the Princeton Radio Research Project, sponsored by Princeton University and manned by college grads with fellowships for carrying on such research work, to thank for elevating them to such a position of dignity. The project's current investigation takes in not only the "effects of the mechanics of song plugging" and its value or lack of it to the music industry but also the "likes and dislikes of the radio audience in regard to the melodic pattern and lyric content of popular songs and the reason for their success or failure." PRRP is quizzing authorities and the man in the street alike for the answers if any.

BG, Krupa, Chester Draw Expo Dates

NEW YORK, Aug. 26.—Latest band bookings for fairs and expositions, which this year are finding name ork attractions potent box-office draws, include Benny Goodman for the four days starting September 1 at the Michigan State Fair, Detroit, and Bob Chester at the Canadian National Exposition, Toronto, September 1 and 2.

Goodman is also set for September 7 to 13 at the World's Fair here, with Gene Krupa following on the 15th for six days.

Weeks Strong With \$667

LINCOLN, Neb., Aug. 26.—Anson Weeks, here Saturday (19) without the college crowd, did very well in getting \$667 on his first one-nighter in this area in nearly seven months. Played R. H. Pauley's Turnpike, with the tariff 75 cents advance, \$1 at the door.

Don Bestor set for this spot September 2. Place goes on a steady three-day week-end basis starting mid-September.

New AFM Rules Protect Local Orks From Traveling Cut-Ins

NEW YORK, Aug. 26.—Important changes in the by-laws of the American Federation of Musicians, affecting band members, leaders and contractors, bookers and employers, go into effect September 15 as adopted at the convention in June. Many of these changes are designed to keep a closer check on activities of traveling bands in order to prevent cutting in on the jobs of local orchestras. Other rulings put a clamp on tendency of some employers to tie up a piece of band's future earnings.

Traveling band laws include: (1) Band may not remain in a local's jurisdiction, after completing an engagement, for the purpose of soliciting another permanent engagement. (2) Bands entering a jurisdiction to play a commercial radio engagement on a radio network must pay a 50 per cent stand-by tax based on the local price. Whether band doubles into hotel or other spot makes no difference. (3) Any engagement of five, six or seven days is considered a week engagement for traveling orks, and members playing same must have traveling cards, deposit transfers with the local, beginning the second week, and must pay a 10 per cent tax. (4) Traveling bands playing in a local's jurisdiction must remain 12 months before becoming members of the local. (5) Contracts between leaders and members of traveling bands can be canceled by either party on two weeks' notice in the event contract does not state a specific number of weeks for the engagement. (6) Engagements in neutral territory, for which the AFM does not maintain a price, may be

50-Cent Columbia Disks Set For Early September Release

Brunswick band line-up shifting to new label—only one vocalian change—Oberstein signs Van Alexander and Will Osborne—seeks Glenn Miller

NEW YORK, Aug. 26.—Confab between sales and recording executives of the Columbia Recording Corp. at the waxwork's home plant in Bridgeport, Conn., this week resulted in the formulation of definite plans for the company's new Columbia label disk and the continuance of the Brunswick label along different lines. New label will make its first appearance early in September and, as expected, will sell for 50 cents. It will offer the entire line-up of talent now available on the Brunswick 75-cent platters, with all dance bands at present recording under the Brunswick label, which list includes Kay Kyser, Horace Heidt, Eddy Duchin, Harry James and Jack Teagarden, dropping down to the new Columbia 50-centers. Benny Goodman is likewise set to sell on the half-dollar label. Vocalion platters remain as is, with only one change definite at the moment. Orrin Tucker comes up from the 35-cent discs to retail for 50 cents on Columbia.

Union City's Top Hat Ogles Top Orks

UNION CITY, N. J., Aug. 26.—New policy involving the increased use of name band attractions goes into effect at the Top Hat, elaborate nitery here, September 27, when George Hall takes over the band stand as the new season opener. Tentatively penciled in for the follow is Van Alexander, with a strong possibility of some top names during the winter.

Spot last season concentrated on its girl show, boasting a line of 60 dancers. Henry Stack manages the place.

Stevens House Back On CRA's Chi Books

CHICAGO, Aug. 26.—Consolidated Radio Artists returned a local account to its books by landing the Biltmore Boys into Stevens Hotel, opening an indef run September 16.

The boys played La Salle Hotel last year for several months, another CRA spot now using Milt Herth. Russ Lyons, manager for CRA here, made the Stevens sale.

governed by locals whose members play that territory. On single engagements price for traveling men must be no less than \$5 per man and \$6.50 for leader. (7) Members of traveling bands establishing quarters within a jurisdiction for purpose of booking outside jobs must register their names, addresses and show AFM cards at the local. (8) Traveling bands doing a permanent engagement cannot accept a miscellaneous engagement within five days before or five days after completion of said engagement.

Other by-law changes specify that in all contracts contractor or leader must state minimum to be paid each man, and local which has jurisdiction must be informed as to amount of transportation collected and amount of compensation given to booking agent. Booker must file similar information.

Other rules specify that AFM members cannot enter into agreement with an employer whereby employer would participate in band's future earnings. Members also cannot offer employers gifts, rebates, etc. Under a new law all permanent engagements of from two to four days a week are termed location jobs, and bands playing same must deposit dues and transfers to local having jurisdiction. Bands must not make contracts assuming liability for payment of taxes under federal or State social security laws. All remote broadcasts must include announcement that same is made thru consent of AFM. And AFM members are prohibited from making phonograph records with commercial announcements.

Brunswick 75-cent platters will be turned over to concert and salon music exclusively, as well as better-class stuff from the Nelson Eddy type of artist. In line with this policy Moses Smith, former music critic of *The Boston Transcript*, becomes director of the classical division of the artists and repertoire department of CRC. Post gives him complete supervision of classical disks, including acquisition of artists, selection of repertory and actual recording. Another CRC appointment this week is that of James H. Hunter to the post of vice-president in charge of production, giving him supervision of all manufacturing operations involved in the production of the three labels.

On another record front Eli Oberstein announced this week that he had signed Van Alexander and Will Osborne for his new United States Record Corp. Alexander received his release from RCA Victor, for which he had been recording under the Bluebird label, and the expiration of Osborne's Decca contract made his signing by Oberstein possible. Oberstein's plans for the latter maestro include building up the angle of "Slide Music" rather than Osborne himself, with the band credit line on the labels reading "Conducted by Will Osborne."

United States Record firm plans the usual 75 and 35-cent platters, titled Royale and Varsity, respectively. Royale label is set for musical comedy numbers and class product generally, with the regular pop stuff, both in band and tune selection, going on Varsity.

Oberstein claims that he intends to press his contractual ties with three leaders currently recording for RCA-Victor. Maestri are Glenn Miller, Eddie DeLange and Richard Himber, first two disking for Bluebird and Himber waxing them on the Victor Black label. United States Record chief is determined that the trio will record for him and claims that he has contracts with each made prior to their present RCA pacts that will achieve that end.

Club Fights Officials

NEW ORLEANS, Aug. 26.—Mayor Maestri and Police Chief Reyer have been ordered to show cause in Civil District Court why they should not be enjoined from interfering with the playing of music after midnight at the Court of Two Sisters, top night spot of the Vieux Carre district.

Blow Hot, Go Cold

PHILADELPHIA, Aug. 26.—Hitherto most contracts have been canceled because of fire, flood, acts of God or war clauses. A new wrinkle has been introduced in the contract of Leo Zollo, now at the Covered Wagon Inn, suburban outdoor spot near here.

Zollo's term will end as soon as the temperature drops to 55 degrees. He's been reported praying for a light winter.

Orchestra Notes

By DANIEL RICHMAN

Gotham Cleanings

BENNY GOODMAN is debating the idea of using a colored gal on the vocals, with the pendulum likely to swing either way on the final decision . . . At any rate, he has had a sepia songstress signed up for a couple of months now . . . Louise Tobin is still very much in the picture as the Goodman warbler, but rumor persists . . . With CHARLIE CHRISTIANS, young colored guitarist find of John Hammond, joining BG, plans are afoot now to expand the quartet into a Sextet, using Christians on guitar and Artie Bernstein on bass . . . Added emphasis and build-up will be given to the new feature thru a series of Sextet disks for the new Columbia label . . . of the 12 sides cut by the Goodmanites as the start of their new recording contract, the grapevine is already laden with raves about Fletcher Henderson's arrangements of Ravel's *Bolero* and Mendelssohn's *Spring Song* . . . GLENN MILLER is adding a fourth trumpet and a fourth trombone coincident with his starting out on a theater tour . . . LEE KNOWLES, trumpet, is being replaced by JOHNNY BEST, formerly with Artie Shaw, and JIMMY CAPBELL, ex-Jan Savitt tootler, makes it No. 4 in the trumpet section . . . NANO RODRIGO gets a present of a five-year pact from General Amusement Corp. . . . That long-delayed band of SAXIE DOWELL'S suffers another postponement as the would-be maestro recuperates from a broken arm sustained in a game of medicine ball down in Virginia Beach, Va., last week . . . KAY KYSER gets back to town October 16 with the firm intention of playing no hotel engagement whatsoever, preferring to woo the golden lucre further thru theater dates and one-nighters in the East . . . the old professor's record-breaking stand less than a month ago at Cocoanut Grove Ballroom, Stockton, Calif., where he grossed better than \$5,000 and drew almost that many people, calls to mind, incidentally, the fact that Kay played for the Kyser Brothers there in 1933 on a \$150 guarantee and grossed less than \$250 at the time . . . HAL SKENKER is no longer the praise agent for LARRY CLINTON, having been replaced by IRVING KAHN, formerly in the publicity department of 20th Century-Fox on the Coast . . . GRAY GORDON has himself a new fem vocalist in VICCI DOVA, Spanish gal, now chirping the wordage for the Tic-Tocers on records and air shots . . . She'll join the band regularly when it leaves its current stand, the swanky Westchester Country Club, Rye, N. Y., which bans distaff decor on the rostrum.

Eastern Earfuls

HUGHIE PRINCE, radio comedy singer, joins TOMMY DORSEY as a replacement for the departing Skeets Herfurt . . . Prince will share featured billing with Jack Leonard and Edythe Wright, with his work in the band confined entirely to lyricizing . . . JOHNNY BROWN gets the nod from Leon Shore for his Roadside Rest, Ocean Side, L. I., band stand when Jack Jenney winds up his stay there . . . Brown tees off Septem-

ber 11 on what looks like an all-winter job . . . BEN MARDEN brings in a third band for his sumptuous Riviera, atop the cliffs at Fort Lee, N. J., despite the lateness of the season . . . CARMEN CAVALIERO, piano-playing maestro, is the addition to the line-up that already includes Ted Flo-Rito and Howard Lally . . . WILLIAM ADLER'S string ork gets a renewal at the Hotel Ambassador, New York, until October 10 . . . It's a pair of fem chirpers for JACK TEAGARDEN in his current stand at the Meadowbrook Country Club, Cedar Grove, N. J., KITTY KALLEN taking care of the ballads and DOLORES O'NEAL attending to the rhythm rondelays . . . MAXIMILLIAN BERGERE starts his fourth consecutive season at the Versailles, smart East Side New York nitery, the latter part of this month . . . BOBBY DAY, presently at the Show Bar and Bermuda Room, Forest Hills, L. I., signed EVELYN JOYCE, former vocalist with Jimmy Dorsey on the Coast . . . Angela Velez moves her accordion over from New York's St. Moritz Hotel to the Show Bar for the relief assignment . . . MAC KAUFMAN is conducting the band at the Mayfair Manor House, High Gate Falls, Vt., from his seat at the Steinway and writes in to say that he's building a nice success at this spot near the Canadian border . . . With the Hotel St. Regis, New York, switching its erstwhile Maisonette Russe to the Hawaiian Maisonette, ELMER LEE, native six-piece ork picked up by Gaston Laurysen, St. Regis executive director, gets the call for the music-making . . . LEO WARNEY and his "Haitian Voodoo Rhythm," now entering the sixth week at the Monte Carlo French Cabaret, New York, set to remain at the spot for the rest of the 1939 season.

Midwestern Murmurs

BERT FARBER moves into the Restaurant Continentale of the Netherland Plaza Hotel, Cincinnati, September 9, when MORTON FRANKLIN takes his Notes of Grace over to Louisville's Brown Hotel for an indef stand . . . Franklin's girl combo is now in its 22d week at the Cincinnati hostelry . . . GEORGE KING, after a pair of weeks at Barney Rapp's Club, Cincinnati, signed a long-term binder with MCA . . . the office intends to bring the band, which is managed by AL STEVENS, east . . . ROGER BRUCE starts making the music at Club Gloria, Columbus, O., September 4, set for a monther . . . winding up the season at Reid's Casino, Niles, Mich., DON PABLO takes on MONNIE DRAKE for the song selling . . . warbler was the front cover subject on the July issue of *True Story* mag. . . . WALLY MACHLAN organized the Dictators of Rhythm, now filling their first stand at Del-Shore, Chicago . . . with Wally on bass, strollers include PINKY MEYERS, trumpet; STAN WALDON, accordion, and TED BROWN, guitar . . . EDDIE CAMDEN gets a hold-over till September 10 at Mentone-on-the-Lake, O. . . . SID NIERMAN, formerly the keyboard tickler for the King's Jesters Ork, joined up with the MILT HERTH TRIO at Chicago's Hotel La Salle . . . he replaces BERNIE LEIGHTON, now moving the ivories for Eric Madrighera . . . DALE RHODES is doubling in brass at the Nicollet Hotel, Minneapolis, waving the baton and also working in the show . . . EDDIE SOUTH brings his sepia contingent to the Blatz Hotel, Milwaukee, for a six-week stint . . . ork opened yesterday (1) . . . ED FOX flew in from Chicago for the Armstrong-Ambers imbroglio at New York's Yankee Stadium August 22 and completed arrangements at the same time for the opening of ELLA FITZGERALD at his Grand Terrace in the Windy City . . . Ella goes in for six weeks, starting September 20 . . . JACK KURTZE and his Rollickers open the fall season September 1 at the exclusive Elms Hotel, Excelsior Springs, Mo., not far from Kansas City . . . FRANK LOCKAGE winds up an engagement at the Fruitport (Mich.) Pavilion September 3, with GRIFF WILLIAMS leaving Chicago's Trianon Ballroom for the follow Labor Day . . . KING'S JESTERS go back to their original number of seven men following their stand at the Boardmoor Country Club, Denver, with the original three Jesters taking care of the solo and feature stuff.

Sheet-Music Leaders

(Week ending August 26)

Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., 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.
1	1.	Beer Barrel Polka
2	2.	Moon Love
8	3.	Over the Rainbow
5	4.	I Poured My Heart Into a Song
4	5.	Stairway to the Stars
6	6.	White Sails
7	7.	Wishing
11	8.	The Lamp Is Low
10	9.	Cinderella, Stay in My Arms
9	10.	Comes Love
12	11.	To You
—	12.	Oh, You Crazy Moon
—	13.	In an 18th Century Drawing Room
13	14.	The Man With the Mandolin

5
LOCATIONS
and
HELD OVER
On Each One
A NEW BAND
RECORD BY
A NEW BAND



Jimmie
WHITLEY

AND HIS ORCHESTRA
Featuring Vocals by
JEAN JANIS
and
JOE MOREHEAD

SAGAMORE HOTEL

Rochester, N. Y., March 21
HELD OVER to May 1

CHEZ AMI

Buffalo, N. Y., May 2
HELD OVER to June 8

DANCELAND

Sylvan Beach, N. Y., June 12
HELD OVER to July 10

bal-a-l'air

Boston, Mass., July 11
HELD OVER to Aug. 15

NEW ENGLAND
BALLROOMS

Aug. 16-22

Currently

READES CASINO

Asbury Park, N. J.

Direction: Billy Austin
Paul Wimbish

21 W. 58th New York

Typing To Chirping

NEW YORK, Aug. 26.—Jan Savitt, current on the band stand at the Hotel Lincoln here, never had any doubts about the efficiency of his secretary, Barbara Stillwell, but he didn't know that her capabilities included substituting for ailing vocalists.

Jan discovered that this week when Carlotta Dale, regular warbler with the Savitt Ork, took sick and Miss Stillwell asked to pinch hit. An audition proved she really had a voice, and Savitt let her work with the band that night. She did so well that he may retain her as co-featured fem canary, in addition to her secretarial duties, when Miss Dale returns.

802 Eyes 'Gyp' Club Bookers Who 'Recommend' Bands

NEW YORK, Aug. 26.—Local 802, American Federation of Musicians, will shortly sharpen the ax for chiseling agents who book acts for club dates and "recommend a band." It has come to the local's attention that thru this subterfuge some agents are trying to evade responsibility for booking bands under scale.

All agents whose licenses were revoked in the local's last drive, and whose licenses were subsequently returned, will be called before the union before opening of fall season to be warned once more. Infractions will be dealt with severely, and union members who are guilty will be penalized.

RAY HERBECK

and his
MUSIC with ROMANCE

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KOA, NBC.

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DAYTON, OHIO

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EDDIE De LANGE

AND HIS ORCHESTRA

"on dance tour"

VICTOR BLUEBIRD RECORDS
WARNER SHORTS

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WILLIAM MORRIS AGENCY, INC.

The Only Or-
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*Playing Dance Music!

*Doing a Musiccomedy show
of their own!

Walter

POWELL

and his ORCHESTRA

Held over indefinitely KNICKERBOCKER INN.
George Jessel's Old New York
Personal Direction: ALMON SHAFFER

Songs With Most Radio Plugs

'To You' Hurdles Contenders To Lead; 'Rainbow' Up Again

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, August 25. Independent plugs are those received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk.	This Wk.	Title	Publisher	Plugs	
				Net	Indie
9	1	To You	Famous	34	9
3	2	Over the Rainbow (F)	Feist	31	21
2	3	Lamp Is Low	Robbins	28	23
7	4	Comes Love (M)	Chappell	26	14
13	5	Oh, You Crazy Moon	Witmark	23	17
4	6	Moon Love	Famous	23	23
5	8	Stairway to the Stars	Robbins	22	13
3	7	I Poured My Heart Into a Song (F)	Berlin	21	11
17	7	Cinderella, Stay in My Arms	Shapiro-Bernstein	21	5
1	8	Running Thru My Mind	ABC	20	9
—	8	Day In, Day Out	Bregman, V. & C.	20	3
12	9	Moonlight Serenade	Robbins	18	4
14	10	Especially for You	Shapiro-Bernstein	17	7
11	11	Back to Back (F)	Berlin	16	11
10	12	Man and His Dream (F)	Santly, J. & S.	15	21
11	12	Go Fly a Kite (F)	Famous	15	9
15	12	Sunrise Serenade	Jewel	15	6
9	12	My Heart Has Wings	Red Star	15	2
6	13	Beer Barrel Polka	Shapiro-Bernstein	14	10
13	13	White Sails	Feist	14	8
17	13	You Taught Me To Love Again	Spier	14	1
12	14	Well, All Right	Leeds	13	11
15	14	For Tonight	Remick	13	6
10	14	Man With the Mandolin	Santly, J. & S.	13	4
12	15	An Apple for the Teacher (F)	Santly, J. & S.	12	17
—	16	Let's Make Memories (M)	Chappell	10	12
16	16	South American Way (M)	Harms	10	10
—	16	Rendezvous in Parée (M)	Harms	10	8
—	16	Begin the Beguine	Harms	10	7
—	16	It's Funny to Everyone But Me	Witmark	10	0

AFM Not Fearful of Bookers Assn. But Bookers Worried Over Anti-Agency Sentiment

NEW YORK, Aug. 26.—Despite fact that the American Federation of Musicians refuses to be alarmed over the formation of a trade association of leading band agencies, move to organize such a group is regarded in many quarters as a subtle attempt to minimize the AFM's control over the booking end of the business.

Queried as to whether a trade association might lobby for legislation which would take the teeth out of the AFM's licensing agreement and otherwise minimize the Federation's regulatory power over contracts between bookers and band leaders, one AFM official said, "Those boys have too much sense to try such evasion." Reference was to Tommy Rockwell, president of General Amusement Corp.; Jules Stein, president of Music Corp. of America, and other leaders of the movement.

Notwithstanding this seemingly benign attitude, certain factors relative to the situation stand out clearly: (1) Most of the legislation introduced at the last AFM convention in Kansas City—even if not passed—was aimed at band bookers and traveling bands, and latter are the lifeblood of the bookers. (2) In recent years, AFM locals thruout the country have been taking consistent pot shots at leading booking offices, registering squawks regarding alleged monopoly of network wires, inequitable contracts which tie a band up, excessive commis-

sions and deferred commissions. (Last-mentioned has already been kayoed.)

In fact, tho the large agencies right now apparently have the high regard of the AFM's international office, the feeling toward the agencies in cities other than New York is decidedly hostile. In the event of a change in the AFM administration, the larger agencies feel they would not only experience difficulty in setting up a trade association but would also be subject to even more severe union control.

Formation of a trade group now is regarded as a bulwark against any future inroads the AFM might make upon the freedom of the agencies. The large agencies feel that if the present opportunity to set up such an association is muffed, the agencies may never have another.

Music Items

Songs and Such

FRANKIE CARLE takes a definite departure from the *Sunrise Serenade* type of melody that established him as a composer in his follow-up to that hit, *Dunk a Doughnut* is the new one, lyrics by Raymond Leveen, publication by Jewel Music.

Why Don't You Try Your Love on Me? is the latest Gray Gordon-Bobby Blair collaboration to find its way to a publisher. Mills has it. Lanny Grey and Peter Tinturin placed *Till My Last Kiss* with Bregman, Vocco and Conn.

Jimmy Franklin's quaintly titled *Two-Ton Tony* goes to Mills Music. First accepted song from the new team of Morrey Davidson, former star salesman in CRA's Cleveland office, and J. Fred Coots is *I'm Gonna Salt Away Some Sugar* (For My Sugar and Me), set for one of the Warner music houses.

Harold Dellon Music Corp., Cleveland pub, has a tune written by 12-year-old Dorothy Guggenheim, of Cambridge, O., titled *No Doubt About That*. Eddie Camden, ork leader, picked up the number and brought it to the pub's attention.

Romance reigns supreme as a theme not only for professional Tin Pan Alley

scribblers but for their amateur colleagues as well, according to some calculations gotten up by the Song Hit Guild, organization devoted to unearthing new and worth-while song-writing talent. Classification of compos received by the Guild reveals 73 per cent of the manuscripts dealing with *l'amour*, unrequited or otherwise, with not more than 18 per cent following the pattern of the "Hold Tight" and "Three Little Fishies" ditty currently so popular. The remaining 9 per cent has to do with songs about mother, home, home town, seasons of the year and an occasional patriotic outburst.

Publishers and People

ED McCAULEY, Robbins sales manager, leaves September 7 for a 22,000-mile business junket that he hopes to accomplish in the comparatively short space of seven weeks. He'll concentrate on band and school music during the trip.

Bernie Pollack goes to the Coast to represent Mills Music, with Billy Chandler succeeding him as professional manager in New York. Paramount Music signed Benny Carter, swing star now heading his own ork, as a writer.

Nicky Campbell placed at the helm of the renewed activities of Skidmore Music Co., Shapiro-Bernstein subsid which has been dormant for three years. *My Prayer*, picked up by Louis Bernstein from Peter

Maurice in London on the former's recent trip abroad, is the initial Skidmore plug tune. Bernstein also brought back *South of the Border* for the S.-B. catalog.

Robbins signed Maxine Sullivan to adapt and arrange madrigals and other early forms of music in the style that brought the songstress fame with *Loch Lomond*. Domenico Savino, noted composer and arranger, gets back from his current Italian tour in the fall.

A folio of 29 different arrangements of the perennial "Swanee River" is due from Robbins about September 15. The arrangements will all be for piano, and will be done in the particular styles of the 29 composer and band leader contributors. Bert Sheffer, who wrote on of the arrangements, was largely responsible for getting the volume together and bringing into it the arrangements of Ferde Grofe, Vernon Duke, Peter de Rose, Bob Zurke, Teddy Wilson and Harry Warren, among others.

Hollywood Highlights

FRANK LOESSER doing tunes for five forthcoming Paramount films, *Follow the Sun*, *Buck Benny Rides Again*, *Life of Victor Herbert*, *Seventeen* and *The Farmer's Daughter*. . . . Johnny Burke and Jimmy Monaco get the call once more for a Bing Crosby score, this time for his new Paramount starrer, *The Road to Singapore*. . . . Moe Jerome and Jack Scholl turned out *You, You Darling* for Dennis Morgan's use in Warner's *State Cop*. . . . On a bet with Sidney Clare, 20th Century-Fox tunesmith, Frank Tresset, studio's music casting director, knocked out his first song, *Arbor Day*, *Oh Arbor Day*, which will be used in a new Jones Family movie, *Too Busy To Work*. . . . *Pancho Gonzales*, *Etc.*, the *Gaucha* comes from Ralph Freed and Frank Skinner for Universal's *Rio*. D. R.

Taking It to Heart

NEW YORK, Aug. 26.—When Bob Chester had his ork on the Fitch Bandwagon radio show recently, he had mixed feelings about how his parents out in Detroit would take to his new orchestra.

His stepfather dutifully listened to the program, but made no comment whatsoever. The next day, tho, he brought home with him—a bottle of Fitch shampoo.

THE SEVEN STAR BAND

ANDY KIRK

AND HIS

"Clouds of Joy"

With

MARY LOU WILLIAMS

PHA TERRELL

FLOYD SMITH

HENRY WELLS

DICK WILSON

and Andy Kirk's

newest star . . .

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JOE REICHMAN

"The Pagliacci of the Piano"

AND HIS ORCHESTRA

HELD OVER

ANOTHER 8 WEEKS

EMPIRE ROOM

PALMER HOUSE

CHICAGO

MANAGEMENT: MUSIC CORPORATION OF AMERICA

Music in the Air

By DANIEL RICHMAN

Easy on the Ears

IT'S not always the top name orks that are capable of supplying the midnight airplanes with the most pleasing music. In quite a few instances this department has picked up a half hour of 15 minutes of definite listening pleasure from bands whose fame doesn't spread too many miles beyond the immediate vicinity they happen to be playing in at the moment. But their lack of an important name doesn't seem to keep them from giving out with a brand of music that is unquestionably easy on the ears.

Latest in the string of these competent, listenable orks to filter from out-of-town spots into this corner's loud-speaker is LARRY KENT (*Hotel Utah, Salt Lake City, WABC*). This listener regretted that the particular program caught was limited to a quarter hour, but that time was sufficient to demonstrate the band's smoothness of musical performance and its maestro's apparent ability to map out a worth-while remote.

Instead of taking up the 15 minutes with several pop tunes that have already been done to death, Kent wisely attempted to lend distinction to his show by bringing some capable instrumentation and arrangements to bear on going-to-be pop hits like *Still the Bluebird Sings* (from the new Bing Crosby *Star Maker* pic) and Glenn Miller's themer, *Moonlight Serenade*. An original, *Brass Rail Polka*, also helped out considerably.

More of the Same

GRAY GORDON (*Westchester Country Club, Rye, N. Y., WAAF*) might be expected to relax on the strength of his name and deliver a catch-as-catch-can remote. It's to his credit that he doesn't. The program heard contained a well-rounded line-up that included one currently big number, an interesting though not particularly popular tune from Irving Berlin's *Second Fiddle* score (*Song of the Metronome*), one oldie, two fairly prominent contemporary ditties of different rhythms and a rumba. That's a varied repertoire that is bound to hold a listener's attention.

FREDDIE PALMER (*New Colonial Inn, Singac, N. J., WNEW*) also came thru with a carefully selected program that made up in variety what it may have lacked in sheer musical value. Bands of Palmer's stature are most certainly due for congratulations when they forego the temptation to render their versions of the top tunes of the day (not realizing that they must inevitably suffer in comparison to more expert versions of the same) and go out of their way to program a remote with more or less unusual and unknown items.

Specialties

ANOTHER change from stereotyped remote listening comes with the type of band that specializes in one thing. LOUIS JORDAN (*Elk's Rendezvous, New York, WNEW*) is an example, a small group of septa swingers whose specialty it hot Harlesemese rhythms. In a program filled with originals by the sax-playing maestro and torrid swing arrangements of oldies, ballads and practically everything else under the music sun, there was much listening appeal to be found. This is the type of music that, if it came along every second half hour, would be almost enough to cause citizens' petitions against remote broadcasting, but coming occasionally adds a decided fillip to the general picture of late-hour dance music.

Also a welcome relief from the cut-and-dried methods of the average band with a radio wire is the TAY VOYE QUARTET (*Kings, Paramus, N. J., WNEW*). Even pop tunes, beaten down thru repetitious handling by conventional crews, seem to take on new life in the unusual instrumentation of an outfit like this. This foursome does even better by its listeners and offers novelties and little-known ditties that are best suited to a group of this sort. The whole set-up may not be as impressive as some of the orks airing today, but the actual result is a whole lot better.

FOND DU LAC, Wis., Aug. 26.—A hangar dance at the airport here August 17 under the sponsorship of the local Junior Chamber of Commerce attracted more than 100 couples at \$1 a couple. Arch Adrian's Nine Men of Note furnished the music for the affair, staged in connection with the third annual Wisconsin air tour.

The Reviewing Stand

Al Kavelin

(Reviewed at Hotel Biltmore Roof, New York City)

FADING out of the band scene some three years ago after a long association with the smart East Side hotel spots, Kavelin put in a bid anew this year. Alternating with Horace Heidt, who is doubling these weeks at the Strand Theater, Kavelin's combo dishes out a neat brand of terp music that is distinguished by some particularly melodious effects from infectious cascaded chords being skillfully knit into the melody fabric.

With the woodwinds mellow in megaphones breaking up the chords in arpeggio fashion, his stylization is a restful contrast to the mechanical, screwy and blarey brand that stamps many bands these days in their over-zeal to develop an acceptable trade-mark. His is an individual motif that is both melodious and musical. Instrumentation takes in three brass, four sax (three employed for the cascade effects) and three rhythm, with Kavelin out front with a fiddle bow putting the boys thru the paces and scratching out the pashy solos on the strings all too infrequently.

Arrangements, fashioned by Kavelin, are all bright and fetchingly fabricated with the cascading chords. Establishes thruout a restful music mood for the sinner-outers that as well packs plenty of rhythmpatience for the stepper-outers. Repertory is varied, running the gamut of show tunes and standards to the current pop rages. Songselling is also top flight. Patti Morgan, a looker to lilt the ballads, knows how to project the lyrics thru the mike and with it has a fine sense of the melodic line.

In toto, the Kavelin combo is strictly of the smart genre with smooth syncos superb.

Oro.

Morton Franklin and His Notes of Grace

(Reviewed in the Restaurant Continentale of the Netherland Plaza, Cincinnati)

A BRAINCHILD of the Netherland Plaza's manager, Max Schulman, and carefully fathered by him since its opening here May 2 last, this femme aggregation batoned by Morton Franklin has created more than usual interest with the hotel's class clientele. It's an ideal type of combo for an intimate and swanky room as this, where the sweeter melodies take preference over the swingier jitterbug stuff.

Franklin, who leads with a fiddle, built his unit from pupils of the Cincinnati Conservatory of Music, which he also calls alma mater. Naturally rough and lacking in professional polish at the outset, the girls have learned much since the band's inception. With their musical training molding them particularly for the classics, the Notes of Grace are predominately sweet, altho Franklin has done well in teaching them the art of selling the hillbilly corn and the swingier dansapations.

Instrumentation is three saxes, three fiddles, cello, piano, drums, bass and vibra harp and marimba. Girls get good tone and balance and sport an infectious dance rhythm. At times, tho, the band lacks fullness, which the addition of a piece of brass or two would seemingly rectify.

In the Three Graces (Mary Wilson, Eleanor Winkler and Margaret Henning) the ork boasts a better-than-average vocal trio. They sing rather than shout, with their product, revealing voice training, highly appealing to the ear. Outfit also totes a crackerjack vocal quintet. Girls make a neat appearance, with Franklin fronting in able fashion.

Sachs.

Paul Decker

(Reviewed at Hotel Deshler-Wallick, Columbus, O.)

DECKER has a well-balanced combo, playing sweet music that met with immediate favor on debut here. Rhythms are simple and the songs are all pops recognized immediately by dancers. Novelty stuff is played down, and Decker accents his reed and rhythm sections to make for smart, hotel-gearred dansapation.

Personnel includes two fiddles doubling on trombone, three saxes, trumpet, piano, bass and drums. Decker fills the latter post with distinction, stepping down occasionally to handle a baton

with the same dexterity he brings to the drumsticks. Marian Jones handles the vocals effectively.

McConnell.

Don Orlando

(Reviewed at Bon Air Country Club, Wheeling, Ill.)

A VET eight-piece intermission outfit in Chi circles, filling in at some of the cream spots. It's a lively combo, each man on the job at all times, fronted by Orlando and his busy accordion. Instrumentation behind him includes three rhythm, three sax and one trumpet.

They play almost anything and in such a rhythmical way that it keeps dancers on the floor thruout. Rumbas and tangos are given peppery treatment. Orlando is a young, good-looking chap and makes a thoroly presentable appearance.

Honigberg.

Jack Russell

(Reviewed at Chateau Ballroom, Chicago)

HERE is a case where a band is about six notches below its rightful and deserved spot in the dance brackets. No beginner, Russell has been piloting his ork around Chi since 1930, and with almost any kind of a break now he will be ranking right up there among the better commercial outfits.

When Russell steps up before his ork, he is as proficient and versatile as a first-class bartender; whatever the request, this maestro has it on tap, whether it's swing, sweet, corn or novelty stuff. Band's set-up of four reed, three brass and three rhythm is as flexible as an India rubber man, since most of the lads are doubles of some sort, either on the flute, guitar, ocarina or what have you. For example, the boys can hit the swing groove on a snappy arrangement of *Begin the Beguine* putting many of the dyed-in-the-wool swing groups to shame, and in the same dance set strike out a corny novelty to soothe the ears of any polka-pappy a-swingin' his gal across the boards. And the same goes for the sweet stuff poured out. All the tempos have a real lift for any type dancer and the eager, jubilant way in which the lads attack their work makes it all the more infectious.

Besides its musical adeptness, Russell's band has a strong toe-hold on the showmanship end. Sax-man Ches Smith and hide-beater Knox Pugh are tops on the corny novelty bits, mugging and singing all over the place to the expressed joy of the hoppers. Band also has several arrangements where all the boys lend a hand on vocals and without sacrificing any of the dance rhythm. Ballads are handled by Jack himself in an easy manner and with a good pair of pipes. With all these assets to the good, this outfit stands out as a natural.

Humphrey.

Steven Leonard

(Reviewed at Melody Mill Ballroom, Riverside, Ill.)

A YOUNG 11-piece aggregation leaning solidly on the swing side of things. The boys come thru with a good, spirited job on the swingers and in a passing manner dish out the more sentimental stuff. Instrumentation of four brass, four sax and three rhythm blends well, with featured assignments turned over to above-average clarinet tooting of Pat Nasca and the pianology of Mel Henke. Both boys pen their own arrangements and the results are both pleasing to the ears and a real come-on for dancing couples.

Ork has been assembled by Leonard only a couple of months ago. Leader is a young, personable chap, a type that is particularly well accepted by the younger set. Displays a real interest in the customers, a valuable ballroom feature.

The song department is topped by Allan De Witt, a strong tenor of the Bob Crosby school. Has an impressive personality and warbles the sentimental pops, in particular, with plenty of schmaltz. Other vocalists are Pat Nasca, who contributes both sweet and hot solos, and Arny Curvall, trombonist, who handles most of the novelties.

Honigberg.

Fair \$521 for Teagarden

BRIDGEPORT, Conn., Aug. 26.—In his first appearance in these parts Jack Teagarden did fairly well at Pleasure Beach Ballroom here last Sunday (20), drawing 677 terpers. Admish was 77 cents, making a gross of \$521.29.

Bands on Tour

Advance Dates

Ella Fitzgerald: Rosedale Beach (Del.) Casino, September 1; Joyland Park, Lexington, Ky., September 6-7; Oster's Ballroom, Cleveland, September 12.

Louis Prima: Strand Theater, New York, September 1 for two weeks.

Andy Kirk: Dykes Stockade, Washington, September 1; Potomac River Line, Washington, September 2; Rosedale Beach (Del.) Casino, September 22.

Carl (Deacon) Moore: Meadowbrook Park, Bascom, O., September 1-3; Lantz Merry-Go-Round, Dayton, O., September 5-7.

Sammy Kaye: Earle Theater, Philadelphia, September 1 week; Flatbush Theater, Brooklyn, September 15 week; Audubon Theater, New York, September 22 week; Windsor Theater, Bronx, N. Y., September 28 week; Carlton Theater, Jamaica, L. I., October 5 week.

Jack Wardlaw: Cotillon Club, Wilson, N. C., September 1; Atlantic Beach, Morehead City, N. C., September 3-4.

Artie Shaw: Hershey Park (Pa.) Ballroom, September 1; Million-Dollar Pier, Atlantic City, September 2-3; Crystal Beach, (Ont.) Ballroom, September 4; Canadian National Exposition, Toronto, September 5-7; Palace Theater, Cleveland, September 8-14; Trianon Ballroom, Toledo, September 15; Castle Farms, Cincinnati, September 16; Idora Park, Youngstown, O., September 17; Strand Theater, New York, September 22 for two weeks.

Frankie Masters: State Theater, Hartford, Conn., September 1; Palace Theater, Cleveland, September 15 week; Shubert Theater, Cincinnati, September 22 week; Chicago Theater, Chicago, September 29 week.

Charlie Agnew: Stratford Theater, Chicago, September 2-4.

Claude Hopkins: North Hempstead Country Club, Port Washington, L. I., September 2.

Emerson Gill: Portage Country Club, Akron, September 2; Oriental Park, Galitzin, Pa., September 4.

Freddie Fisher: Eagle Ballroom, Milwaukee, September 2.

leading recording artists, band managers, music publishers and record company executives all contribute special articles and announcements to TALENT AND TUNES ON MUSIC MACHINES, a special section devoted to the interests of the music machine operator. This will appear in the September 23 issue of The Billboard.

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LEGIT PLANS CURTAILED

Four A's-IA Row Halts Schedules; Producers Are Awaiting Outcome

Altho some are going ahead with production plans, almost a dozen are affected in move—actors lose \$3,500 weekly in rehearsal salaries—LTC also shivering

NEW YORK, Aug. 26.—Jobs for several hundred actors are already being held up by the war between the actor and stagehand unions, and if the dispute isn't settled within the next two or three weeks unemployment will beset at least twice as many more performers who have been posted for shows trying to go into rehearsal in the interim. Almost a dozen are already holding back on production, refusing to sign employment contracts lest the producers be caught in spot as bad or worse than that of Vinton Freedley, producer of *Leave It to Me!*, wherein appeared Sophie Tucker, who was suspended indefinitely by Actors' Equity Association Thursday.

Hardest hit perhaps are the Brock Pemberton and the Shubert production plans. Were it not for union affairs Pemberton's *Kiss the Boys Goodbye*, which last season gave employment to 14 Equity members and 13 stagehands, would have been back on the boards. Weekly salaries of about \$3,500 are being lost. Two dozen more actors would be working on a Lincoln play that Pemberton has on his schedule. His *Nutmeg Tree* would give employment to another 12 actors, but, declared the producer, "I don't dare make plans or sign contracts. I don't know what may happen next week."

J. J. Shubert's office would not estimate the number of jobs provided by shows that would have been under the Shubert banner by now had not the labor middle halted schedules. Individually and collectively the Shuberts and Olsen and Johnson have been linked to *Under Your Hat*, *Red Sky at Morning*, *I Am Different*, *The Gibson Girls* and various other shows. About 200 actors and chorus members will have to wait for work because the Shubert plans are "at a standstill."

Clarence Taylor, new to the producing ranks, will not consummate any contracts until the walkout threat is over. His *Sea Dogs* is good for about 25 acting contracts for an all-male cast. More new producing blood is being blocked because Irving Jacobs, with a three-play schedule, is awaiting the pleasure of the union moguls. Ned Jakobs gave the union mess as a reason for postponing *Hell-o-Houseboat*.

Equity was informed that rehearsals for *A Midsummer Night's Dream* would be held up at least another week to see if the union air would clear. One hundred fifty actors, white and Negro, hope to earn their bread and butter from this number if its production isn't halted.

Plenty upset is the Legitimate Theater Corp. of America, which has lined up over a half million dollars' worth of road bookings but is afraid the war may mess up the whole adventure. Office has hopefully set tentative casting date for minor parts within 10 days. A bloody war between the unions would not only deprive about 60 actors of jobs in *What a Life*, *On Borrowed Time*, *Golden Boy*, *Hedda Gabler* and *The Master Builder*, but would ruin the most promising legit enterprise in the past decade.

Among the producers who indicated that the war had not affected their schedules ("Yet") and optimistically quoted rehearsal dates were Sam Harris, starting rehearsals September 4; George Abbott, August 30 (*See My Lawyer* is already in rehearsal); Gilbert Miller, next week for a September 18 opening; Playwrights Co., some time in September for *Madame Will You Walk?*

Kermit Bloomgarden, speaking for the Group Theater and Herman Shumlin, said that neither office had any plans which were feeling ill effects of the union disturbance. Stanley Gilkey, of the Guthrie McClintic office, reported: "We don't happen to have any plans for the next month or so. So it's all right so far for us." Theater Guild also indicated no trouble at the moment.

SMALLER TICKET

(Continued from page 5)

without violating the code provision against resales. Reilly said, also, that even if Equity doesn't renew the code agreement the League will on its own continue with the regulation.

Summer Theater Reviews

"Love and All That"

(Lakewood Players)
SKOWHEGAN, ME.

A farce by Owen Davis, with Owen Davis Jr., Fay Wray, Virginia Dunning, Kathy Givney, Dorothy Bernard, Margaret Callahan, Jessamine Newcombe, A. H. Van Buren, George Macready, Grant Mills, Keenan Wynn and Hume Cronyn. Three acts, two sets. Staged by Melville Burke. Sets by Charles Perkins and Clarence Henderson.

This unhappy jumble got a rather pleasant response from the opening night audience but the play itself is neither Broadway nor stock company material. It is not well enough written to suit Broadway, and it is too difficult to perform to present in the one-week stands. Melville Burke, director, did all that could be done with it in the time afforded, and the Lakewood Players, capable performers all of them, did the best that could be expected.

First act is laid in the bedroom of Judy Van Dyke, who is preparing to get married within three hours. It is her third start to the altar with Jerry Stockton. On the two previous occasions her maiden aunt, Jane Lowell, disappointed in her own love affair, has persuaded Judy to give up the idea. In this act Jane sends word by her housekeeper, also a confirmed man-hater, again urging her not to marry. Meanwhile the question of Jerry's bravery has arisen and

finally Judy flees, determined not to marry.

The scene then shifts to Jane Lowell's home, to which everyone hurries, including Jerry, who is still determined to marry Judy. Three men also arrive, seeking shelter from the flood and storm which rages outside. They are wanted by the police for a break. By a fluke Jerry crows the trio, thus saving the day. Of course the storm stops in time for the happy ending.

The entire piece is played against a threat of danger of flood, with accompanying wind, rain, thunder and lightning. It employs the old tricks of crashing thunder at the right moment, and a spinster who goes into a hysterical laugh when it does thunder. One of the three bad men has a peg leg and a patch over one eye a la John Silver. Radio news flashes, a crashing table, the entire cast down on its hands and knees searching for the wedding ring and hymn singing add to the tumult.

Love and All That has several good moments, but some of them depend upon such worn-out situations as the father trying to explain "the facts of life" to his daughter, only to have her beat him to it. There is also too much exposition and theorizing.

It boiled down to a good title with about half enough material for a good farce.

E. R. Grey.

"Little Women"

(The New England Music Camp)
OAKLAND, ME.

A musical version by Geoffrey O'Hara, Frederick Howard and John Ravold. Cast includes Gynia Grey, Eleanor Knapp, Dorothy Baxter, Kerry Stuart and others.

Little Women, set to music, was presented at the New England Music Camp for a series of three performances, at Lakewood and Deertrees summer theaters and at Stephens High School in Rumford during the week of August 21.

The present version of the production can hardly be considered Broadway material, but the authors have what would seem to be an excellent piece of goods for semi-professional, high school and amateur groups.

Cast and production were under the handicaps of not working in theaters except in the case of the Lakewood and Harrison showings, and not having a suitable setting. The male voices were on the whole superior to those of the women in the cast.

Things being unpredictable in the theater, it is possible that with the handicaps mentioned removed, a cast se-

lected with care and a musical score played by an orchestra, this might do even better than appears on the surface.

E. R. Grey.

LTC Sked Set; Outlook Good

(Continued from page 5)

Standard—Rio, Appleton, Wis.; Bay, Green Bay, Wis.; Kenosha, Kenosha, Wis.; Capitol, Madison, Wis.; Strand, Oshkosh, Wis.

Fox-Intermountain—Babcock, Billings, Mont.; Grand Opera House, Great Falls, Mont.; Marlowe, Helena, Mont.; Wilma Theater, Missoula, Mont.

Paramount—Pinney, Boise, Ida.; Capitol, Salt Lake City.

Blank—Paramount, Waterloo, Ia.; Paramount, Cedar Rapids, Ia.; Capitol, Davenport, Ia.

Evergreen—MacDonald, Eugene, Ore.; Fox, Spokane, Ore.; Temple, Tacoma, Wash.

Independent—Grand, Evansville, Ind.; B. K. Keith, Huntington, W. Va.; May-Fair, Portland, Ore.

Quimby—Palace, Fort Wayne, Ind.

Minnesota Amusement Corp.—Alvin, Minneapolis; Chateau, Rochester, Minn.; Orpheum, St. Paul.

Great States Theaters—Coronado, Rockford, Ill.

Mort Singer—Orpheum, Sioux City, Ia.

Fox—Grand, Topeka, Kan.; Fox-Orpheum, Wichita, Kan.

Fred Mercy—Capitol, Yakima, Wash.; Capitol, Walla Walla, Wash.

In accordance with contracts negotiated with the original Broadway producers, LTCA is lining up the principals, subject to the producers' approval. To *What a Life* have been added Josephine Dunn and Mary Brian. (Jackie Cooper and Frank McGlynn announced previously.) Under consideration for *On Borrowed Time* are Charles Ray, Monte Blue, James Kirkwood, Sidney Blackmer and Tommy Lewis. Eva Le Gallienne will cast and direct *Hedda Gabler* and *The Master Builder*. Subject to the approval of the LTCA, Harold Clurman will line up and direct for *Golden Boy*, Dwight Deere Wiman for *On Borrowed Time* and George Abbott for *What a Life*.

On the basis of reception he himself experienced on his sales tour of the West and Midwest, Oberfelder debunked all theories about the road being dead.

"Towns are crying out for good shows. It wasn't hard to sell our product, but we do not want to oversell this year. We're working this thing cautiously, guaranteeing our own income and in return giving good shows, first-class actors and casts loaded with names. We're playing so carefully, but surely, that 30 per cent of our bookings have already grossed on advance sales more than enough to cover our guarantee and clear their expenses."

Caution in selling, and keeping faith with sponsors by delivering Broadway product, Oberfelder explained, will reward the LTCA with a million-dollar enterprise the second year they go out. And they intend to carry on a 1940-'41 road season. For this year, the LTCA expects to guarantee actors 33 weeks of work.

When questioned about the general complaint of producers that there is a lack of housing facilities on the road, what with most of the legit houses antiquated and motion picture houses closed to flesh, Oberfelder said:

"You can't sit in an office for 20 years and say you know the road and the United States. In 98 per cent of the towns we went into we found a place for our shows. They are there, but you have to get out of New York to find them."

Revised playing schedule has *What a Life* opening the series October 9 at Detroit, followed by *Golden Boy* at Richmond, Va., October 13; *On Borrowed Time*, Utica, N. Y., October 16, and Le Gallienne at New Haven October 23 and 24.

From Out Front

By EUGENE BURR

It is fantastically difficult to concentrate upon theatrical matters just now, while the world trembles awaiting the knife stroke that will let loose a gushing torrent of human blood. Somehow, at the moment of writing, dispatches from Berlin and London, Paris and Warsaw and Moscow seem infinitely more important than news of the third item on the Theater Guild's schedule or musings as to who will head the cast of the next Shubert revue.

Yet there are aspects of even so universal a cataclysm as the present one that concern themselves more or less directly with the theater. Specifically, a case on point, it seems to me, is the sad plight of the violent left-wing boys, now that Stalin has extended the hand of friendship to Hitler and so has gone a long way toward proving this column's contention that a dictatorship is a dictatorship no matter what it happens to be called, and that one extreme of the political scale is as bad as the other. No doubt the left-wing lads will go into one of their usual and numerous huddles—you can start that last word with an "m" if you'd rather—and emerge with one of their terminology "explanations." But it had better be a good one; they have an awful lot to explain.

The political-literary battle now at last seems to be out in the open—which for this column's money is where it belongs. The Fascists, it is true, were always obvious, often painfully obvious, in their campaigning; but the Comrades adopted subtler methods, and always managed to wave an American flag whenever they were scotched. They used the battle-cries of freedom and liberty and anti-Fascism as a cloak for pro-Communist theories and forms that are as muffling, binding and horrible as any Fascist precepts; and whenever this corner—or any other corner—expressed the viewpoint of what they refer to as "mere" liberalism, they waved the bloody shirt of patriotic-sounding catchphrases.

This corner's attitude, now and always, was stated in a radio speech made by Norman Thomas, one of the truly great men of our country, after the Moscow-Berlin accord was announced. A long series of disclosures about the Moscow regime, Mr. Thomas said, had convinced him that there was nothing to choose between the tyrannies of Hitler and of Stalin.

Obviously, I think, Mr. Thomas is right. But what are the left-wing lads and lasses going to use as a smokescreen, now that the lovely veil of "anti-Nazism" has been torn ruthlessly away.

One theatrical event during the week, however, did hold its own in importance (See FROM OUT FRONT opposite page)

FILM RIGHTS

(Continued from page 4)

another payment of \$2,500, and at end of third week, \$7,500.

First reaction that such a leeway would enable film producers to grab up film rights at \$5,000 per by shutting off a show at end of first week were tempered with reminder that, tho producer can close a show in its first week without consent of author, his books, open to inspection of Guild, must show a high percentage of loss before the Guild will okeh the shutdown. Guild expects to require a loss percentage high enough to give scripts a chance to catch on. Later, losses (to extent yet to be settled) must be sustained for two consecutive weeks before producer can pull out. Even then author has option to take over.

Attorney is putting into legal form,

BROADWAY RUNS			
Performances to August 26, Inclusive.			
Dramatic	Opened	Perf.	
Abe Lincoln in Illinois (Plymouth)	Oct. 15	363	
American Way, The (return)	July 17	48	
Little Foxes, The (National)	Feb. 15	222	
No Time for Comedy (Barrymore)	April 17	152	
Philadelphia Story, The (Shubert)	Mar. 28	175	
Tobacco Road (Forrest)	Dec. 4, '33	3228	
Musical Comedy			
From Vienna (Music Box)	June 20	73	
Hellzapoppin (Winter Garden)	Sept. 22	393	
Pins and Needles (Windsor)	Nov. 27, '37	760	
Streets of Paris, The (Broadhurst)	June 19	80	
Yokel Boy (Majestic)	July 6	60	

also, producers' requests to modify provisions to give them more leeway in managerial shifts and in making changes in casts, particularly of lead actors, so that they can borrow box office draws for pictures. Modifications are not expected to make much difference to the producers in League of New York Theaters.

Since arbiter Sidney Fleischer left town Thursday, until after Labor Day, no action will be taken by either the film producers or the Guild until after his return.

FROM OUT FRONT

(Continued from opposite page)

tance with all of the horror that streamed thru the presses from overseas. That was the announcement of the dreadful death of Sidney Howard, one of the greatest American dramatists, caused by the criminal carelessness of a farmhand.

Howard's death is a tremendous loss, not only to the stage but also to the narrow field of rational thought here in America. Howard was one of the very few of our outstanding dramatists who refused to be stampeded by the catch-phrases, who steadfastly and intelligently refused to swing to either extreme, who was unswayed by the wordy hysteria of the Causes. Instead, he kept his rationally American point of view, and with great clarity, fairness, insight and dramatic honesty presented the viewpoint of the handful of liberals who are the guardians of America's rationality and the pet hate of the stirrers-up of Causes.

Now, if ever, we need him and other men like him. We need them to point out the fair and honest, the rational and unhysterical course—the American way, in short, as distinct from that blatant and hysterical and very un-American way concocted by Messrs. Kaufman and Hart.

Now, if ever, we need him. And a farmhand in Tyringham, Mass., carelessly leaves a tractor in high gear, and Howard is horribly crushed to death against the wall of a barn.

The same thing, very nearly, is happening to the viewpoint he represented. But somehow that tractor must be stopped.

Turning to things that are strictly theatrical, NBC recently announced that it might put on a series of Mozart operas in a legitimate theater, with radio singers in the casts. At first glance that sounds both pleasant and hopeful, but at second glance it is something less. For at second glance one notices that NBC also announced that the singers would be heard thru an amplification system.

If widespread use of the microphone continues, there won't be a first-rate native voice left in America 15 years from now. There's no point in going again into detail to show just how and why; there's no use pointing out that the few performers who don't bleat into microphones almost always pull down the house; there's no use saying again that no one on earth can judge (or even hear) the pure, true, lovely sound of a trained human voice once that voice has been subjected to the rigors of electrical amplification.

All one can say in connection with the NBC announcement is that the spectacle of operatic performances given by a bunch of people who can sing only if they're aided electrically is a bit like the sight of a tight-rope act that can keep its equilibrium only by being harnessed to a rope suspended from the flies.

The New York World's Fair (sometimes affectionately known as Whalen's Woe) isn't the affair of this department, except insofar as its lack of customers adversely affects the legitimate field. But none the less I feel that some justice should be done to an attraction that is, for this corner's money—and this corner's wife's money too—the pleasantest of all the teeming attractions on the Flushing fen. It is Captain Walker's "milk for bears" concession in the Children's World, with the bears admirably put thru their paces by an affable, able and excellent showman named Donahue.

The bears are cubs ranging from two and a half to five months old, and each has been taught a trick of its own. You buy a drink of milk for a little bear, and it does its own little trick, and then you buy a drink for the next one and the next one until they've all had drinks and done their tricks, and then you start all over again. At least you do if you're anything like this corner. The trylon and perisphere are imposing, the General Motors show is magnificent, the Soviet Pavilion is overwhelming, the Bell Telephone exhibit is amusing and the Aquacade is terrific. But this corner spent more time with and got more fun out of the little bears and the obliging and showmanlike Mr. Donahue than all the rest of the mammoth exhibition combined.

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B'WAY VAUDE STRONG

**4 Houses Draw
\$7,000,000;
Roxy Top Gr.-er**

(Continued from page 3)

Harry Kalcheim spends around \$12,500 each week. The theater has built up its successful band policy the past four years and this has more than offset the generally poor run of Paramount films it has had to show. When the film is weak, Kalcheim usually piles names on top of name bands. His bookings have established the Paramount as the nation's showplace for dance bands.

Strand a Surprise

The Strand, which switched from straight films to a policy similar to the Paramount August 24, 1939, is the surprise of the vaude business. The trade felt the Strand could not successfully follow the Paramount, but it did and has been rolling up big grosses right along. The house is the smallest of the four analyzed in this story, seating 2,717, and has a stage-show budget of around \$12,500 a week. Harry Mayer is the booker.

The State, booked by Sidney Piermont, seats 3,450 and spends around \$5,500 a week for vaude. It made money for Loew consistently, but slipped badly early this year—apparently competition from the Strand had begun to cut in on the State. It is Broadway's only remaining regulation vaude house.

Weekly average gross at Roxy, Paramount, Strand and State, respectively, was \$39,006, \$36,538, \$34,431 and \$21,903.

Variation in the weekly grosses for each house is very wide, the Roxy hitting top with a \$76,000 figure in January, 1939, and the State diving to \$10,500 in May, 1939.

Standout grosses of the year were the State's \$51,000 with Eddie Cantor, in July, 1939; Roxy's \$76,000 with *Jesse James* pic and Nick Lucas in January; Paramount's \$67,000 with Tommy Dorsey and pic, *If I Were King* in October; and Strand's \$53,000 in October, 1938, with Horace Heidt and pic, *Three Sisters*, and again November, 1939, with Ted Lewis and pic, *Angels With Dirty Faces*.

Cantor Top Gross

In the case of Loew's State, the Eddie Cantor gross of \$51,000 broke the previous house record of \$43,000 made by Rudy Vallee some three years ago. Vallee apparently has lost much sock as a theater attraction in New York, his last two Loew's State appearances, made in February and in July, 1939, grossing \$28,000 each.

Roxy's top 76 grand is distinctly attributable to the terrific b.-o. pic *Jesse James*; Para's \$67,000 is attributed mostly to Tommy Dorsey, with help from *If I Were King*; and 53 grand in October and November are traceable mostly to Horace Heidt and Ted Lewis and the pic, *Three Sisters* and *Angels With Dirty Faces*.

In addition to leading grosses already mentioned, exceptional grosses for the Para were \$52,000 with Eddy Duchin and *Spawn of the North*, week ending September 18, 1938; \$57,000 for the second week of Tommy Dorsey and Connie Boswell, plus *If I Were King*, for week ending October 11, 1938; \$52,000 for Benny Goodman, with the poor pic, *Zaza*, for week ending January 10; \$50,000 for Hal Kemp, Tony Martin and good b.-o. pic, *Cafe Society*, week ending February 28, 1939; \$52,000 for Tommy Dorsey plus good b.-o. pic, *Midnight*, for week ending April 11, 1939; and \$54,000 for *Beau Geste*, plus Phil Spitalny Ork, week ending August 8.

Outside of State's strictly sock \$51,000 with Cantor, outstanding grosses were Ed Sullivan's \$40,000 week ending September 6, 1938; \$30,000 week ending October 18, 1938, with Freddie Bartholomew and *Boys' Town*; Rudy Vallee, week ending November 1, \$34,000; Milton Berle, week ending November 8, \$32,000; Ann Sothern and Roger Pryor, ending January 24, 1939, \$30,000; Paul White-man, week ending January 3, 1939,

\$30,000; Judy Garland, Joe Venuti band and *Huck Finn*, week ending April 18, 1939, \$35,000; Eleanor Powell, \$30,000.

Strand Does Well

Strand, in addition to top 53 grand already mentioned, did \$51,500 week ending August 1, 1939, with Eddy Duchin and *Each Dawn I Die!* \$50,000, week ending April 18, 1939, with *Dodge City* and Guy Lombardo; \$50,000, with Abe Lyman and *Dawn Patrol*, week ending January 3, 1939; \$45,000, same bill following week; \$46,000, week ending May 9, 1939, with Fred Waring and *Confessions of a Nazi Spy*; \$45,000, with Sammy Kaye and *Daughters Courageous*, week ending July 4, 1939; \$44,000 with Artie Show and *Wings of Navy*, week ending February 14, 1939; \$44,000 with Hugh Herbert and *Brother Rat*, week ending November 8.

Kay Kyser in his second week at the Strand, ending February 27, 1939, did \$47,000, as contrasted with his first week's \$38,000. Difference is attributed to punk pic on first week, *Off the Record*.

Will Osborne at Strand had a similar experience, pulling only \$24,000 with *Yes My Darling Daughter*, week ending March 14, 1939, and jacking this up to \$43,000 following week when pic was changed to *Oklahoma Kid*.

Top Roxy grosses, in addition to \$76,500 for *Jesse James*, in July, were third week of *Alexander's Ragtime Band*, ending August 23, 1938, with \$65,000; second week of James, ending January 24, 1939, with a gross of \$62,000; \$57,000 for fourth week of *Alexander's Ragtime Band*, week ending August 30 (preceding week's grosses do not come within period of this survey); \$62,000 with Suez and Abbott and Costello and Mario and Floria week ended October 18, 1938; \$55,000 with Walter Cassel and Eddie Rio, plus *Kentucky*, week ended January 3, 1939; and \$55,000, week ended August 8, with *Stanley and Livingstone* and Buck and Bubbles, Lorraine and Rognan and Del Rios.

Loew's State Low Grosses

Year's record low was the State's \$10,500, made in May, 1939, with Ethel Shutta, Mike Reilly's band, the Canestrelllys, Steve Evans and Enrico and Novello. Benny Fields was originally slated to head the bill this week, but after one or two performances was replaced by Miss Shutta. Pic for this debacle was *Midnight*—which was considered a fair b. o. pic when it played first-run houses.

Para and Strand lows were \$17,500 and \$17,000, made in June and April, 1939. Paramount show was the fourth week of *Union Pacific*, which did \$40,000 its first week. Emery Deutsch ork

Maisie May Team With Petey— He Knows All the Bookers, Too

By PAUL DENIS

Dear Paul:

I'M HAVING trouble with my partner, Hal. He says we're so perfect that we don't have to rehearse any more and that all we have to do now is to wait for the agents to realize our worth. Then, he says, we'll refuse to accept work until they give us our right salary.

It sounds all right—but how are we going to figure out our right salary? We've always worked for a cut, and now I can't figure out if the cut salary is our right salary or not. Hal says it's always good to have a high asking salary because you can always make the agent feel you're doing him a favor when you take a cut.

Anyway, we're not getting very far as a ballroom dance team and I'm wondering if I shouldn't go back to doing my single again. I met Petey Faye last week and he says we ought to team up doing a high-class song-and-dance act. Of course, Pete is not too young, but he says he uses charcoal on the bald spot and that, under a blue light, everybody thinks he's a juvenile. And he says not to worry when they change lights because he always puts his hat on.

PETEY says he has up-to-date song material and also some comedy talk that's terrific. He says he's been doing the same gags for 23 years and patrons always applaud when he's finished.

Petey took me to that famous restaurant, Bindy's, last night and everybody knew him. Petey says the bookers will swamp him with offers when they hear he's teamed up with me. In fact, Petey met Jim McChisel, the booker, and the first thing Mr. McChisel told him was, "Well, Petey, I haven't seen you around since your last date at Keith's Alhambra. Do you think your style of act will ever come back?"

I was certainly impressed with Petey's manners. He could read the menu beautifully out loud and, in fact, some people applauded when he finished with a sock rendition of the desserts. Petey ordered a whole plateful of begels, size seven and one-eighth. All the waiters knew him, too. One of them whispered to Petey, "Put \$2 on Rehearsal in the sixth."

It's wonderful how Petey is always thinking of his act. I'm beginning to think that maybe I ought to team with Petey because he knows all the bookers—and you know, Paul, how bookers play favorites.

MAISIE.

Man Bites Dog

NEW YORK, Aug. 26.—When a night club cuffs a party of four just because the party complained that the waiter tried to gyp them—that's news.

Attorney Irving Schneider and three others, all from show business, went to the Diamond Horseshoe last week and the waiter gave him a check that included a \$6.50 item that shouldn't have been there. He called attention of the waiter to the error and the waiter brought back a corrected tab. Schneider wrote to Billy Rose complaining of the carelessness of the waiter—and Rose wrote back inviting him to drop in again—but this time on the house.

London Casino Resumes With Double Revue

LONDON, Aug. 26.—London Casino reopened in gala style last Tuesday with dinner show, *La Revue d'Elegance*, and *Folies de Minuit* as supper fare. Production by Alfred Esdaile had Freddie Carpenter responsible for dances, ballets and ensembles, with special lyrics and music by the house publicity manager, Gordon Courtney. Line-up of international company is Jack Durant, emcee; Aimee Fontenay, chanteuse; Betty Tanner and Buddy Thomas, midgets; Bea and Violant, specialty dancing; Mona Tynga Co., adagio dancers; Presco and Campo, trampoline; Six Fredianis, whirlwind handspinning routine; Pamela Saxby, fan dancer; Felovis, juggler.

George Black's *The Little Dog Laughed*, opening at Palladium September 13 after two weeks at Brighton Hipp, will have Anglo-American cast. With "crazy gang" Nervo and Knox, Flanagan and Allen, Naughton and Gold will be Americans Gertrude Hoffmann Girls; Willie, West and McGinty; Barr and Estes, Condos Brothers, Jimmy Hadreas. Home talent includes Raymond Smith, Dan Donovan, Marion Wilson, Adelaide Stanley, Edna Squire Brown and Palladium's Sherman Fisher Girls.

Wilkes-Barre Club Trouble

WILKES-BARRE, Pa., Aug. 26.—A 60-day suspension was slapped on Patrick J. Toole, owner of Toole's Cafe, for violation of the State Liquor Law.

Until the board's action in May, Toole used nightly floor shows and a local orchestra.

New Birmingham Club

BIRMINGHAM, Aug. 26.—Five Honey Boys' Ork opens the new Bohemia Night Club located on the Leeds Highway, just across city limits of Birmingham. Spot will feature a roof garden for the summer.

Names for Seattle Clubs

SEATTLE, Aug. 26.—Fifi D'Orsay headlines the new floor show at the new Show Box, opening with Sunday entertainment. In the show are Jack Russell, Dub Taylor, Hanlon and Clark, Tommy and Nellie, Jack and June Boyle and Slyter.

Talent Agencies

SAMMY CLARK, who left the William Morris Agency, Chicago, January 1 and has been on his own since, will join CRA Artists, Ltd., Chicago, September 5. Now in New York vacationing.

RAY S. KNEELAND, Buffalo, reports bookings for several outdoor shows the latter part of August. Presentations range from five to ten-act shows, and the most important customers are the Keystone Oil Co. of Pennsylvania and the Erie Railroad Co.. Kneeland has the Whirling Wheels, roller-skating act, under personal management.

LEE STEWART, casting director for the Warner Vitaphone studios until they closed recently, has returned to New York from Hollywood. Will open a New York agency, representing in New York the Walter Meyers, Bill Wolfenden and Rosalie Stewart offices, of Hollywood.

EDDIE ELKORT, MCA, Chicago, hopped out of town Tuesday to catch the preems of several of the onice's fair dates in that sector.

Topsy's, Southgate, Calif.

This spot, a half hour from downtown Los Angeles, seems to have pulled out of the doldrums with Johnny Cascales and his newly formed ork, coupled with a better-than-average floor show. With Cascales comparatively unknown to the terp hounds until a few weeks ago, biz has hit the upgrade.

Spot has gone back to the line girls, using eight to good advantage both as to looks and dancing ability. Opening had the girls doing a strictly flash number which was adequate.

Pat Kaye, band vocalist, did her own version of *My Man*. She's a personable redhead who knows how to handle her voice. She came back to sing *Play Gypsy*, setting the stage for a nomadic dance by the line. Lillias Gilbert did okeh in feature spot. She has looks and dancing ability and pleases the crowd.

Maida Howard did an acrobatic turn that sold itself. Altho she didn't present anything startling, her work showed that she could handle herself. Working on a slippery dance floor, she was naturally handicapped but came thru with a good routine.

Reviewed recently with Artie Shaw and ork, Searles and Lene present some ballroom acrobatics that were average for stuff of this kind. Male and femme did some terp routines that were pleasing to the eye but lacked flash. However, they scored with their rumba and finished in nice style.

Clark and Dexter, back in town after a run with the Follies at the San Francisco fair, kept the crowd amused. Opening as hoofers, they wound up with prop falls and hokum that was familiar to vaude patrons 10 years ago. The boys work hard but their stuff could be improved with new material.

Finale was a hillbilly number, with the line girls dressed in gingham. Piece had flash and snap and went over very well. The Cinema-Fritzers, from Johnny Cascales' Band, step down and bring their washboards, kazoos and 'prop beards. With Johnny on the clarinet, the act develops into a typical Ozark jam session. Lene and Searles come back for this one and give their well-known interpretation of a pair of jitterbugs.

Cascales did a good job in playing the show and helped sell the acts with good solid tempos. He emsees effectively. The boy has personality and, altho he has only been fronting his band for a few weeks, already draws repeat customers.

Topsy's has been a hard spot to play because of its size. A hundred customers only fill up the corners. If the outer booths could be curtained off until rush nights the place would have more intimacy.

Food is excellent, with dinners going for a buck and drinks 30 cents up. Wallace Millam stages the show, with M. Austin King, doing a swell job as p. a. for Cascales' Band.

Dean Owen.

El Chico, New York

Being an alert talent scout, Benito Collada has imported another unusual personality—this time a lady bullfighter who is also a good dancer. The lady is Soledad Miralles, one of the four Spanish bullfighters active, and has to her credit 32 bulls—which is no bull, insists the affable Collada.

She is a tough looking, slender, small but vivacious brunet whose dancing is so graceful that it is difficult to imagine her sticking swords into bulls' necks. She opened here Tuesday (August 22), offering first a gypsy castanet and heel-clicking number, followed later by her best—a matador dance in sleek black costume and including graceful cape maneuvers and bull-evading movements.

Night Club Reviews

She once toured with the famous La Argentina.

The rest of the show is thin—but good enough for warm weather. Los Carrenos, a strong Latin youth and an American-type redhead, perform Latin dances that feature American-style lifts and spins rather than authentic movements. The man does surprising spins and lifts and the team closes with a Conga, inviting patrons to take a whirl with them. A flash dance team. Then there's Maria Luisa Lopez, a raven-haired, hoydenish singer of *Ranchero* songs who was seen recently in *Mexicana*. She whistles like a man and employs a lot of arresting personality tricks and otherwise makes the customers sit up and take notice.

Julian Huarte leads his seven men thru engaging dance music, both American and Latin, and also handles the show accompaniment excellently.

A new show opens here around September 15 and will have Dorita and Valero (return engagement), Escudero's nephew, who is said to be a good dancer, and others in a Flamenco revue.

Paul Denis.

Club Minuet, Chicago

One of a score of small and intimate spots in Chi's "artists' colony" sector on the near North Side, it caters to a combination of rubberneck conventioners and a few regulars built up by the personable and veteran Frank Sherman, who has been piloting the club the past several years.

Its no-cover no-minimum policy, combined with the rather risque atmosphere connected with the neighborhood, make it a natural.

Phyllis Noble, soprano, opens the petite show singing *L'Amour Toujours* and the pop, *Wishing*. Gal's voice is adequate, but delivery and showmanship are lacking. Betty Hill, a cute tapper, executes three numbers with plenty of flash and enough talent to make her palatable.

Kay Norre proves to be the piece de resistance of the bill with her punchy vocal work on *Martha*, *Cuban Pete* and *Comes Love*. A deep voice, cute appearance and tricky delivery give her a solid send-off which she sustains thruout her performance.

Eleanor Johnson, nude parader, is next with a *Deep Purple* number, displaying most of her epidermis in a few not-too-intricate turns with a long, flowing purple veil. Sherman himself closes the show with a raft of request songs. He works with a dramatic flair and has a strong pair of pipes, pleasing to the customers mostly on his being a character and having a likable personality.

Del Estes, a familiar figure in this spot, is the mistress of ceremonies and discharges her duties by merely introducing each act. A small combo headed by Art Fisher fills the bill on the musical end of things.

Harold Humphrey.

Monaco's (International Settlement), San Francisco

The International Settlement was once the heart of the famous Barbary Coast. One block on both sides of Pacific street has been rejuvenated with all types of foreign restaurants and clubs. Monaco's was the first to open. It is more on the order of a music hall, with balcony seating on two sides. Seats about 650.

No dancing. However, there's a floor show on an elevated stage. Only musical support is from a Hammond organist.

Show opens with George Cooper, emsee, who first checks audience to determine tourist trade and gets customers to rise and state town. Don Carroll, baritone, sings a pair of old favorites, and is followed by the ballroom dance team of Taras and Masters.

Next is Helen Webster, who sings several popular selections that click. Nash and Evans follow with a smart and fast exhibition of rope twirling and acrobatics that went over with a bang. Cooper then offers a series of comedy song specialties. Big favorite and has been here since club's opening.

Back to Taras and Masters, this time in an adagio routine that is a show-stopper. Entire cast then comes on for a meaningless finale that could be eliminated.

Club is managed by George Perasso and owned by a corporation headed by R. Gavello. Opened May 27, costing \$65,000. Serves \$1 and \$1.50 dinners. No cover.

Show booked by Lloyd Campbell, of the Sam Rosey office.

Edward Murphy.

Vogue Room, Hotel Hollenden, Cleveland

The Vogue Room is holding to light summery shows—a plan that has kept this spot open all summer to fair business, while most other spots in town had to shutter.

Current show, which will stay at least two weeks, is headed by St. Clair and Day, ballroom dance team, whose intricate routines and excellent presentations set them apart from most teams of this sort and make the customers realize that this sort of ballroom dance must be what most of the other teams are trying and failing to do. Maurice St. Clair and Gloria Day are the first ballroom dancers to appear in Cleveland this summer who deserve and get headline billing.

Ginger Manners sings, mimics and plays the piano in a fast routine that does not engender the boredom that such acts so often do. This blonde is best when mimicking Mae West, Lionel Barrymore and Greta Garbo.

Don Hooton does a good bit of lariat spinning, and his best effort is rope spinning cum tap dance—something that pleased the audience at show caught immensely.

Bob Millar and orchestra are still doing a bang-up job of music-making.

Talbot Harding.

Barney Rapp's, Cincinnati

This intimate nitery located on Cincy's busiest arterial highway recently instituted a floor-show policy with the hope of jacking up summer biz. However, it's doubtful if the new policy will serve its purpose. With the act budget limited to around \$100 per week, the talent offered doesn't pack sufficient magnetism to draw many new faces.

The reasonable admission of 25 cents per head (40 cents on Saturdays), the low food and drink prices and the good brand of dance music dispensed by Barney Rapp's own ork remain the club's chief draw. As with practically all the after-dark fun spots hereabouts, the bulk of the business comes Saturday nights, with Sundays satisfactory and the remainder of the week a hard pull. Adjoining the main building is a spacious and well-groomed garden, but operation there has been practically nil so far this summer due to rainy weather and cool nights. The spot caters chiefly to the younger dance element with a limited entertainment budget, so in order to cut it Rapp must of necessity figure on volume business. At this look-in (22) the crowd numbered around 125.

In the absence of the popular Barney Rapp, who was home abed with a nasty case of hay fever, Sammy Leed, Rapp's chief assistant, emseed the floor layout and did a satisfactory job. Jean Burgess, nicely wardrobe and a looker, cracked the ice with a toe tap routine that netted her a good hand. She returned later with a baton-spinning hoofing novelty. Has ability but is definitely in need of more polish.

Doris Day, band's blond eyeful, warbled in sweet voice *I Think You're Wonderful* and *Lady's in Love With You* to good returns. Four of the band boys pulled solid laughs with a comedy song number with a radio theme. Lee O'Neil, local lad, stepped off a neat assortment of taps, concluding with a take-off of Hal Leroy in which he highlights a series of nifty knee drops. His dancing and mugging netted him a good hand. Lee Johnson, band's male warbler, does okeh with *My Love for You* and *I've Got You Under My Skin*. Has a sweet set of pipes, but should strive for a greater degree of ease and poise.

Bill Sachs.

Star & Crescent Restaurant, World's Fair, New York

For those who think of Turkey as a land of swarthy men wearing fezzes and

fat women with veils, this charming Turkish pavilion at the World's Fair is a pleasing surprise.

The restaurant is a lovely place encircling an open-air fountain patio which is used for dancing to the string ensemble of Sammy Kramar, a Meyer Davis unit. The Kramar four-piece orchestra plays Turkish, Continental and American music well—the angle being not to play Turkish music exclusively because of unfamiliarity of most patrons with that type of music. Charming Christina Stefanova, Russian, sings Russian and Turkish tunes with the band, revealing a thin but appealing voice.

A brief floor show goes on twice nightly and has Princess Humevara Hakk, granddaughter of the last Sultan, leading two other women and three men thru graceful Turkish national dances in costume. They dance in couples and in groups in style unfamiliar here, but engrossing nevertheless.

The restaurant can handle 400 people and features both American and Turkish dishes. Dinner is from \$1.50 and also a la carte. Food and liquors are sufficiently Americanized so as to be tasty and still be exotic. Scotchman Charlie Beattie, formerly of the Edison Hotel's Green Room, is headwaiter. Zisya Enati, charming representative of the government, is operating the restaurant.

Harry Sobol and Ted Hartmann are doing the publicity.

Paul Denis.

Showboat Canadiana, Buffalo

Providing much of the same easy-going informality as old-time showboats, the Canadiana has been drawing well for its special week-end cruises. With a capacity of about 1,500, the boat, tho divided into many nooks and corners, never appears too jammed. Thruout the boat are amusement machines of every variety, which get a tremendous play. A large deck is devoted entirely to fun and frolics. The show goes on right after leaving the dock. Lasting usually 50 minutes, the entertainment keeps up a good pace. Bill changes every week.

When reviewed the floor show was the smallest of the season, with the usual line-up being eight acts. Good, stormy weather for two consecutive week-ends caused this reduction, but the crowd was nonetheless enjoying itself. After a record time of 12 weeks on the boat Jack McCoy, an unusually versatile and popular emsee, who is equally apt in magic, hypnotism and dancing, was replaced by Lenny Gale. Altho Gale had to overcome the handicap of following an extremely well-liked emsee, he did not fail to capture plenty of applause. Young and endowed with a fine sense of humor and showmanship, he held the crowd spellbound while he went thru impersonations without the aid of make-up. He not only talked the parts to perfection but also looked like them remarkably. Should please anywhere.

Millie Wayne still proves that she can dish it out as risque as the crowd can

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take it. Being a tall, blond, sexy-looking gal and sporting a hot pair of pipes, she has been a favorite on the boat for some weeks. She sings with Harold Austin's Band during the week at the Crystal Ballroom (owned by the same company as the Canadiana). Her renditions of *I'm a Jitterbug* and *Living in a Great Big Way* had plenty of spark and drew a big hand, but she really came into her own with a clever version of *Chloe*, which incorporated much ad libbing and some fancy torso swaying. Her vocals with the band thruout the evening were well received.

Len Lehihan is a tall, handsome youth who impressed with some fine tapping and tumbling routines and spectacular flips. Tho hampered by a low ceiling, his performance was smooth and effortless. His baton-twirling feats were equally impressive. Giving the crowd a good chuckle, Ginger Burke presented a dead-pan comic dance billed as the *Spirit of '76*. Her soft-shoe and high-kick routines were also neatly executed.

Accompaniment and dance music are supplied by Harold Austin's Band, a unit of well-trained musicians who play it hot and sweet to suit any crowd. Also holding forth at the Crystal Ballroom during the week.

The Canadiana is owned by the Crystal Beach Co. Talent is supplied by Walter J. Gluck, Buffalo, who is also in charge of publicity and has done much this year to boost business for the boat. Fifty-cent admission charge.

Eva M. Warner.

Restaurant Continentale, Hotel Netherland Plaza, Cincinnati

With the Netherland Plaza the only local hostelry using its main dining room to tempt the dinner and late-night supper dancers, the Restaurant Continentale naturally has had that end of the business all to itself this summer.

The room wisely makes no attempt to compete in entertainment features with the major niteries located in the more liberal Northern Kentucky and catering chiefly to the sporting element, but relies solely upon its good food, congenial surroundings and music to pull its share of the better spending trade.

This summer's business has been up to par, which generally means capacity crowds on Saturday nights, with the remainder of the week so-so. On the luncheon sessions the spot enjoys a healthy play daily, with the noon-day snacks labeled from 85 cents to \$1.50. Dinner tariff ranges from \$1.75 to \$2.50, with supper prices scaled comparably. Cuisine is excellent, with drinks in line with what one would expect to pay in a room of this kind.

Current here since May 2 last and set until Labor Day are Morton Franklin and his Notes of Grace, 11-piece girl orchestra, which has been registering handsly with the room's clientele. Orchestra has two Mutual and one NBC

airings out of here weekly, in addition to nightly broadcasts over WLW or WSAI.

Richard Eisner is catering manager; Toni Lamare, sommelier, greeter and crepe suzette magician; Frank Karath, headwaiter, and Jean Bishop, press contractor. Bill Sachs.

SUGAR'S DOMINO

(Continued from page 4)

men with a booking sheet in one hand and a back-ripping knife in the other.

ONE of the handy alibis we have used in recent weeks to avoid sticking our neck out by commenting here on controversial issues in connection with the cockfight between the Four A's and the AFA is that things are happening so fast that something written today would be as outmoded as hoopskirts several days later when it appears in cold type. We had hoped to be able to deliver judgment this week, but again developments took a turn that has become characteristic in the growing mess. Which means that day by day tells an almost entirely different story. Peace seems assured one day to be followed the next by a stench and an alarm that wipes out previous records of bad smells and vulgar contentiousness. We might not, considering our honest alibi, be in a position to call a spade a spade on topical issues, but it seems to us, after mature reflection, that regardless of current developments we ought to be able to deliver a few thoughts that will hold well even if Sophie Tucker fails to deliver her daily dozen to the press; or Frank Gillmore cuts down on his daily milk supply; or if Ralph Whitehead calls Ken Thomson a varmint instead of a skunk; or if Thomson refers to Whitehead as a traitor instead of an opportunist; or if Paul Dullzell is not, for a change, called to task by his colleagues for speaking out as he honestly feels.

What we have been trying to say all along while rude persons have been interrupting us is that the actor, thru no fault of his own, ought to hide his head in shame. Not because he is a dishonest, malicious or malodorous species of the human family. Not by any means. He ought to hide his head in shame like the blameless father whose son has been involved in a nasty scandal. He ought to feel ashamed and disgraced because the leaders he chose blind—like the darling soul who raises the bid blind in a poker game—have made him look like an ass before the American public. The actor has always been known as a poor business man and, justifiably or not, the actor has been kind of proud of this reputation—perhaps because he felt it served to impress upon the laymen the depth of his artistic side. But we are sure the actor is not proud of being known as one who cannot peaceably and constructively operate his own democratic structure in the trade union colony. We say the actor chose his leaders blind because we are certain that there isn't an actor who deserves the designation who would have voted for most of the leaders involved in the present fracas if he knew they would conduct themselves as they have.

A civilized group of human beings can settle their differences amicably, uncontroversially and with a minimum of recrimination around a council table. The men and women involved in the Four A's-AFA mess are civilized. We guarantee that. We know most of them well and respect them for fine personal qualities. But in some way that we are not inclined to discuss as yet because Sleuth Number 14 hasn't handed in his complete report these human beings become predatory wolves when they club together for discussion; when they contemplate the seemingly annoying spectacle of having the actors' union fate in their hands. A psychiatrist might call it a form of mass neurosis. We prefer to regard it as the madness that stems from the same tree as that which has made every nook and cranny of Europe a pesthouse.

If we wanted to hog the space there are many other things we could say in general terms about the free-for-all fight among the actors and the stagehands. But we have no such desire—at this time at least.

Suffice to close today's sermon with the ironic reflection that actors' union troubles stare us in the face in intensity never before equaled just at the time when the outlook for "flesh" is actually brighter than it has been in about 10 years. From the way activity is going on in the council chambers of those who buy the nation's live talent there will be plenty of time available in theaters for acts, units and bands. That is,

3d Casa Show Slow Despite Raye, Noble Band, Good Acts

FT. WORTH, Tex., Aug. 26.—The third edition of *Casa Manana Revue*, which opened August 18, is one of the slowest revues of the year, in spite of peppy headlining by Martha Raye, Ray Noble's Orchestra and two of the best variety acts seen here this season. Revue is slowed up mostly by the long chorus productions.

New show opens with chorus number in peasant style to pop *Beer Barrel Polka*. Peppy and rather cute; but takes too much time. Opening act, the Yacopis, circus acrobatic act, is sensational, and a natural for this huge stage. This act really gets the applause in the tough opening spot, and deservedly.

In the first part also is the show put on by Ray Noble's Band, one of the smoothest playing orks here to date. Noble's rather reserved altho pleasant manner in his emceeing is well liked. His ork gives out swell arrangements of *I Got Rhythm*, *St. Louis Blues*, and for the soloists, *In My Solitude* and *Ain't Misbehaving*, for Elizabeth Tilton, and *Begin the Beguine* and *The South American Way* for Larry Stewart, and for both *Ragtime Cowboy Joe*. Both singers are okeh, especially Stewart on the *S. A. Way*. Noble's brand of music also is well liked by dancers at the three dance sessions.

Other chorus numbers here are school-room scene with specialties by members, with number ending in the usual Tiller

number, and the *Sweetheart Rodeo*, chorus number from the first edition which is revived for this show. Costumes are most abundant. Everett West is backed as featured singer after being member of octet here in 1936-'37. He has nice personality and good voice, singing to lots of applause each night. Herman Hyde, other variety act, gets rich comedy out of various musical instruments.

Martha Raye, in her second week, deserves better crowds than have attended. She puts on peppy show with songs and clowning that delight. She opens with *Truckin'*, followed by her imitation of six-year-old singing *Three Little Fishies*, which is tops. Offers next *I Can't Dance*; *Well, All Right*, and *Old Man River*. Noble's Ork, with Dave Rose conducting, is on stage for accompaniment.

Final chorus number has toy shop locale. Specialty doll dance is done by Laurette Jefferson, dance director. The toy soldier routine by chorus is mostly drilling like that seen at lodge meetings, altho routine does have neat ending, with all the soldiers toppling over in long line across the stage.

The past two editions have suffered thru lack of an emcee.

Producing staff at Casa Manana remains same. Bob Nicka is public relations director for William Morris Agency, while Boyce House is publicity director for Casa Manana corporation.

Ruth Huff.

Club Talent

New York City:

PAUL AND GRACE HARTMAN return to New York following end of their engagement Tuesday (29) at the Cocomanut Grove, Hollywood.

Here and There:

DOROTHY DE HOUGHTON closed a four-week engagement Labor Day at the Belle Isle Casino, Minocqua, Wis. . . . BERNHARDT AND KETROW are at the Greystone Club, Mansfield, O., for the Sennes Agency. They play a return engagement at Silver Moon Club, Washington C. H., O., September 11. . . . MURIEL KRETLOW GIRLS are current at the Lookout House, Covington, Ky.

GARLAND AND MARLA are at Hollywood Hotel, West End, N. J. . . . HANK LEWIS has been called back to handle the emcee job at Matteoni's, Stockton, Calif., and opens September 7. He wants to break his record of 18 months at the spot. . . . DAVE HACKER AND JUNE SIDELL, recently at the Biltmore Hotel, Los Angeles, are at Treasure Island, San Francisco, with Eddy Duchin's Orchestra. . . . FRANK MITCHELL is in his eighth month at the Ace of Hearts Club, Chambersburg, Pa. . . . FRANCIS BLAIR, recently with Jonas & Francis' *Playboy Revue*, is now playing the Playhouse Cabaret, Kansas City, Mo., with Phil Craig. . . . REDFORD AND WAL-

LACE have just finished 20 weeks in South America. Now in Venezuela, they expect to go to Panama soon. . . . MURRELL TWINS have opened a three-week engagement at the Hotel Roosevelt, Jacksonville, Fla.

JIM HETZER and Diane Duncan, of the ballroom team Jim and Diane, after winding up a week's stand at Barney Happ's, Cincinnati, departed last week for Huntington, W. Va., where they will open a dance studio. They plan to open a second studio in Ashland, Ky., a little later on. . . . THE THREE SWINGEROOS (Jimmy Stine and Kathleen and Naomi Wiggins) breezed into Cincinnati last week to visit relatives after eight years on the West Coast, most of which was spent in and around San Diego. They head for the Coast again early next week. . . . FLORENCE NICKERSON'S unit now working Canadian clubs. . . . ALOHA DEAN working clubs around Cincinnati. Will visit Honolulu in December. . . . HARRY SIMON'S *Novelty Revue*, featuring Ruth and Nelson Lindsey, Stella Kirby, Earle Taylor and Bob Powell, are at the Rathskeller Dinner Club, Roanoke, Va. . . . VERNON AND DANOFF are working at the Esquire Club, Toronto, and follow with an engagement at the Avalon Club, Hull, Que. . . . VERN VALDEZ, Eddie La Rue, Val Ray and Milton LaMaire are at the Spinning Wheel, Seattle.

THE THREE JAYS (George and Jean Jamerson and Joe Denton), after winding up their strolling duties at the Fort Hayes Hotel, Columbus, O., are booked for Richmond, Ind., Chicago and Asheville, N. C. . . . RENE AND RAVELLE, ballroomers, are in their ninth week in the Empire Room of the Hotel West, Sioux City, Ia. . . . AL TINT, mimic, now playing Michigan niteries, will team in the fall with his wife, Mabel, who is at present working on the parachute ride at Riverview Park, Chicago.

MARIE KARSON trio is still at Onesto Hotel, Canton, O. The trio's top request tunes are *Sunrise Serenade* and *Stairway to the Stars*. . . . BOBBY GRANT, sepiat femme impersonator, will go in at Skoller's Swing Land, Chicago, in the spot's next revue. No band set yet to replace Horace Henderson. . . . BETTY DANIELS is resting in Seattle and will shortly sail for Juneau, Alaska. . . . JEAN RICHEY moves into the Greystone Club, Mansfield, O. . . . "RUBBER LEGS" MARTIN, with Fats Bertolone, is going on his fifth month at the Hi Spot Cafe, Beaumont, Tex. . . . DEL RIOS open at the Roosevelt Hotel, New Orleans, Thursday (31). . . . MARLYN AND MARTINEZ, ballroom team, claim audiences are getting tired of routine, monotonous dancing and have become "trick-conscious." Overhead lifts are particular favorites, according to Marlyn.

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Vaude Grosses

Capitol's \$68,000 a Record; Strand H. O. Strong; Para 3d Good; Roxy, M. H. Okeh

NEW YORK.—Broadway vaudefilmers did smash business the past week, with Capitol's *Wizard of Oz* and Mickey Rooney and Judy Garland drawing the standout gross of \$68,000. This figure smashes all house records. Pic will run three weeks in all, Garland remaining with flesh layout; but next Thursday Rooney will leave after his second week and Bert Lahr and Ray Bolger come in for the final stanza.

Strand's *Old Maid*, with Horace Heidt on stage, a strong pic and flesh bill, drew a solid \$45,000 for the second week. This is only \$4,000 below the gross of the first week. *Maid* will remain four weeks, with Heidt leaving the last week and Ozzie Nelson's *Ork*, plus Louis Prima individually, taking over.

Paramount, with *Beau Geste* in its third week, knocked off a good \$33,000, as compared to \$32,000 for the second week and \$54,000 for the first. Phil Spitalny on stage. Jimmie Lunceford's Band and *Our Leading Citizen* opened Wednesday for one week only.

Roxy, for the third week of *Stanley and Livingstone* and strong stage attraction of Buck and Bubbles, Lorraine and Rognan and Del Rios, drew \$38,000. Very good.

Music Hall, with pic, *In Name Only*, plus Tommy Trent, Sunny Rice, Nina Whitney and Nicholas Daks and June Forrest on the stage, separated the burghers from \$80,000. Terrific biz.

Loew's State, which has been corraling some of the poorest grosses of the summer, jacked itself up somewhat with a \$22,000 gross, drawn by George Jessel, Josephine Huston, Buster Shaver and Olive and George and Robbins Brothers and Margie and the film *Andy Hardy Gets Spring Fever*.

Palomar Slightly Under

SEATTLE.—Palomar, with the Great Gilbert on the stage, plus pic, *Zero Hour* and *Arizona Legion*, grossed \$4,750 for the week ending August 18. House average is five grand.

Lewis Hot With 21 Grand

HOLLYWOOD.—Ted Lewis broke his own record at the Orpheum with a \$21,000 gross for week ending August 22. Understood Lewis' salary was \$7,500, which is much more than the sum the Orpheum generally pays for stage layout. Films are *The Flying Irishman* (RKO) and *Profit Without Honor* (MGM).

Washington B. O. Suffers

WASHINGTON.—For week ending August 24 Warner's Earle grossed \$22,000, holding over *Bette Davis' Old Maid* and stage bill for second week, expecting to do \$15,000 for week ending August 31. Loew's Capitol, with Glen Miller's Band on stage and Ann Sheridan in *Winter Carnival*, looks safe for 19 G's for week ending August 31. Continued good weather over week-end, radio bulletins of European crisis and competition from *Four Feathers* depressing box offices.

Milwaukee Fair Despite Fair

MILWAUKEE.—Bucking State Fair week competition, the Riverside Theater did a fairly decent \$7,400 for week ending August 24, with a show headlined by Jack LaRue, Evelyn Brent and Stepin Fetchit, and including Evelyn Wilson, Consola and Melba and Sunny Carter. Average biz is \$6,500. Pic, *She Married a Cop* (Rep.).

V&Y, Strouds Get Chi Biz

CHICAGO.—Bing Crosby's new pic, *The Star Maker*, with Veloz and Yolanda topping the flesh bill at the Chicago, is keeping the b. o. plenty healthy with a good \$38,000 in sight. Last week's hold-over of *Stanley and Livingstone*, coupled with Hans Muenzer, the Stapletons and Owen McGivney, chalked up a nice \$35,000.

Bachelor Mother offers the only strong

pull for the Palace, which is bound to witness a reaction after two solid weeks on the *Folies Bergere* stage bill. Will knock out a fair \$14,000. Cookie Bowers, Lorraine and Rognan and Four Collegians head the vaude set-up this week. A nice \$18,000 was garnered from last week's holdover.

Oriental coming in for a bright slice of the town's biz this week with strong stage fare presented by the Stroud Twins, Bob Ripa, the Oehmans and Marcy Brothers and Beatrice. An easy and terrific \$16,500 in sight. Double pics are *Unexpected Father* and *Clouds Over Europe*. Makes it even better than last week's neat \$15,000 with *Maisie* and *Tarzan Finds a Son* and Dolly Kay-Joe Besser stage fare.

State-Lake staying around average \$13,000 with *They All Come Out* on the screen and a fair-to-middlin' stage affair headed by Hank Browne; Lowe, Hite and Stanley, and the Daros. Last week's coupling of *Five Came Back*, with Eddie Rio and Brothers, Flo Mayo and Keller Sisters, better at \$14,000.

Boles Okeh in Philly

PHILADELPHIA.—John Boles and a rainy Saturday combined to give the Fox an okeh \$17,200 week ending August 24 which, considering the low nut of the bill, leaves Warner a profit. Others on the stage included Terry Howard and Jack Talley, the Five Elgins; Wynn, Brach and Ames, and Ted Lester. *Hotel for Women* was not an asset for the screen. This is the last week for flesh shows here, Warner vaude moving back to the Earle.

The Carman reports a not bad at all week with a gross of \$4,600. Barney Grant and his Hillbillies, Hugo Morgan and Johnny Hutton; Stuart, Allen and Bassett, and Helen Joy were on the stage. Credit for the increase goes to *Second Fiddle*.

AEA THREATENS

(Continued from page 3)

cent and backed their acceptance of the decisions of the American Federation of Labor executive council.

Despite this assertion, however, Richman was quoted by someone who attended the hearing that "Tucker is sticking with Whitehead, altho she oughtn't to, and I'm sticking to Tucker, altho I oughtn't to."

Altho the AFA's position in the actor union field is still being challenged, Ralph Whitehead is going ahead with an organization drive to sign up the vaude circuits and renew night club contracts under the guidance of the IA.

According to a wire sent out by George Browne, president of the IA, to 813 locals, it was indicated that the drive to organize under the IA has begun. Browne ordered co-operation with all AFA branches. Whitehead followed up with a telegram to AFA branches instructing to "line up loyal members" in preparation for the fight. The wire also said "Contact your local IA officials."

The drive the AFA is starting opened with a meeting today and tomorrow of all local AFA organizers and home office staff, including Tom Kelly, of the Philadelphia branch, and Tom Senna, of Boston. A letter was also sent out to members urging loyalty.

Meanwhile the chief accountant of the IA has been examining the records and accounts of the AFA and a report is being submitted to Browne next week. Talk around the AFA is that the organization will be revamped to operate according to the streamlined union methods of the IA.

At the same time AFA is said to have been renewing closed-shop contracts with night clubs, despite the AGVA threat. Contracts were renewed during the week with Havana-Madrid, Leon and Eddie's, Jack White's and La Conga and others. The last named was the object of also getting into the middle of the fight when the AFA threatened to picket the club if Kay, Katya and Kay, dance trio, not members of the AFA, were not discharged.

The team quit the club, but unsuc-

Marcus-Barger's Big Unit Set Up to Jan. 6; Mainly I-Niters Under Auspices; \$25,000 Nut

NEW YORK, Aug. 26.—The A. B. Marcus-N. S. Barger *A Night at the Moulin Rouge* unit will open at Masonic Auditorium, Davenport, Ia., September 30 for one night under Shrine auspices and has steady bookings until January 6, 1940. Helen Morgan, Rita Rio's Band, Buster Shaver and Olive and George, Slate Brothers, Stan Kavanaugh, Toby Wing and the Jigsaws head a 105-people cast. Weekly nut is \$25,000, with salaries at \$11,000, according to Marcus, and the unit must do at least \$7,000 to \$8,000 a day to make profit.

Ned Alvord, advance man, has been lining up the route for this unit for the past eight months, says Marcus, who believes that the bookings for this huge unit prove that there's still a great demand for vaude revues thruout the country. Most of the dates set are sponsored by legion posts, Shrines, chambers of commerce and other local clubs.

The unit will play ballrooms and offer dance music between the show's first and last half. Dates already set, considered proof of the many spots open to road attractions, are:

9-30 Masonic Auditorium, Davenport, Ia.
10-1 Shrine Auditorium, Cedar Rapids, Ia.
10-2 Shrine Auditorium, Des Moines, Ia.
10-3 Coliseum, Sioux Falls, S. D.
10-4 American Legion Auditorium, Sioux City, Ia.
10-5 City Auditorium, Hastings, Neb.
10-6,7 City Auditorium, Denver.
10-8 City Auditorium, Rapid City, S. D.
10-9 Fox Theater, Billings, Mont.
10-10 Broadway Theater, Butte, Mont.
10-11 Auditorium, Spokane, Wash.
10-12 Century Dance Hall, Fife, Wash.

cessfully sued the AFA for \$5,000 and asked an injunction restraining the AFA from interfering with them as members of AGVA, since they never belonged to the AFA. Act plans future action, but are at present in the 500 Club, Atlantic City, and then go to the Edgewater Beach Hotel, Chicago.

AFA is still picketing Cafe Society in Greenwich Village because its members refuse to pay AFA dues. Cafe Society has erected a sign announcing that it has a closed-shop contract with AGVA. It could not be ascertained whether or not AGVA has signed up any other night clubs.

At the same time, AFA, ordered by pressure from the stagehands' union, signed the Ripley Odditorium, which had been picketed for refusal to sign an AFA closed-shop contract. Negotiations were carried on by Whitehead, Vincent Jacobi and Frank Powderly, of Stagehands' Local 1, and John McMahon, for the Odditorium. There are five IA members operating the revolving stage at Ripley's.

Because of the Four A's action against the AFA, Joe Laurie Jr., an early officer of AFA, had resigned from the AFA, and Eddie Dowling, who was first president of the Actors' Betterment Association, forerunner of the AFA, became a member of the governing board of AGVA.

Four A's is bidding its time in the situation, and daily meetings of the steering committee are being held to dope out a future course of action.

The committee, consisting of Florence Marston (SAG), Leo Fischer (AGMA), Emily Holt and George Heller (AFRA), Maida Reade (AGVA) and Paul Dullzell (Equity), was appointed at Monday's meeting of the Four A's international board.

Coincident with AFA plans, AGVA is also planning a vigorous organization campaign to sign up both members and employers to closed-shop agreements.

The Ferrets, in a statement to *The Billboard*, reiterated their charges against Whitehead and stated that "suggestions" to Whitehead for building and improving the union were summarily rejected. Their suggestions included "more meetings, both discussion and educational; more adequate notice of meetings, admission of delinquents without vote, stricter control and franchising of agents, raising of basic minimums and improvements of the contract form." They claim that the AFA "was the only actors' union operating behind locked doors."

10-13 to 15 Civic Auditorium, Seattle, Wash.
10-16 Vancouver (to fill).
10-17 Civic Auditorium, Portland, Ore.
10-18 McDonald Theater, Eugene, Ore.
10-19 (to fill).
10-20 Memorial Auditorium, Sacramento, Calif.
10-21 to 11-4 Curran Theater, San Francisco.
11-5 City Auditorium, Stockton, Calif.
11-6 City Auditorium, Fresno, Calif.
11-7 San Diego, Calif. (to fill).
11-8 City Auditorium, Long Beach, Calif.
11-9 City Auditorium, San Bernardino, Calif.
11-10, 11 Casa Manana Tent, Phoenix, Ariz.
11-12 Liberty Hall, El Paso, Tex.
11-13 Memorial Auditorium, San Antonio.
11-14 New Coliseum, Waco, Tex.
11-15 Texas Theater, San Angelo, Tex.
11-16 Fair Park Auditorium, Abilene, Tex.
11-17 Memorial Auditorium, Wichita Falls, Tex.

11-18 Civic Auditorium, Amarillo, Tex.
11-19, 20 Fair Park Auditorium, Dallas.
11-21 Municipal Auditorium, Oklahoma City.
11-22 Municipal Auditorium, Enid, Okla.
11-23 Forum Theater, Wichita, Kan.
11-24 Memorial Auditorium, Salina, Kan.
11-25 Ak-Sar-Ben Coliseum, Omaha.
11-26 to 12-2 Music Hall, Kansas City, Mo.

12-3 to 9 American Theater, St. Louis.
12-10 Memorial Hall, Joplin, Mo.
12-11 Convention Hall, Tulsa, Okla.
12-12 Shrine Mosque, Springfield, Mo.
12-13 New Auditorium, Little Rock, Ark.
12-14 Auditorium, Memphis.
12-15 City Auditorium, Jackson, Miss.
12-16 City Auditorium, Shreveport, La.
12-24 City Auditorium, Beaumont, Tex.
12-25 to 28 Coliseum, Houston.
12-29 to 31 Auditorium, New Orleans.

1-1 Municipal Auditorium, Birmingham, Ala.
1-2 City Auditorium, Montgomery, Ala.
1-3 Ryman Auditorium, Nashville, Tenn.
1-4 City Auditorium, Chattanooga, Tenn.
1-5 City Auditorium, Atlanta.
1-6 Albany Theater, Albany, N. Y.

Marcus' smaller unit, 60 people, which just returned from a 2½-year tour of the Far East, is not disbanding as originally reported. The unit is picking up dates in Akron, Youngstown, Dayton, Buffalo and Toronto.

MOBILE, Ala., Aug. 26.—Ben McAtee, comedian of the Marcus show, and his wife, Margaret Walker McAtee, the latter secretary to Manager Marcus, arrived here last week for a vacation. The McAtees will go to Chicago September 3, when the Marcus show reassembles.

2 Detroit Houses Resuming Vaude; Fox Expected Soon

DETROIT, Aug. 26.—Prospects for stage shows looked a little brighter this week, with two houses slated to go into a vaude policy after the first summer in many years without any vaude in town.

National Theater, operated by Dave King, was to reopen yesterday with a vaude and burlesque policy, six acts replacing pictures. Show is booked by the Detroit Gus Sun office and includes Page and Cody, Harry Bardell, Brooks-Randolph Trio, Rex and Betty Powers, Nelson Thomas and Tony Romano.

Colonial Theater is slated to go into vaude in September under management of Ray Schreiber. Policy calls for a name act to head the bill weekly.

Top stage shows at the Fox are expected from week to week.

Milwaukee Club in Jam

MILWAUKEE, Aug. 26.—A delay until October 14 was granted Sam Pick and other defendants August 21 in which to answer an order to show cause why Pick's Club Madrid should not be foreclosed.

Loew's State, New York

(Reviewed Thursday Evening, August 24)

The vaude bill this week is not so hot and, combined with the weak film, *The Man in the Iron Mask*, will probably do only so-so business.

Bunny Berigan's Band is on the stage thruout, with Berigan emceeding and then highlighting the band music with some of his brilliant trumpeting. He and his 13 men (five brass and four reed included) snap out sharp swing-style rhythms. Their music is in the better swing class but has a tendency to get monotonous before the show has finished. Tenor Dannie Richard steps out for vocals, drawing generous applause. Wendy Bishop, singer, is also billed, but the theater explains there was a billing mix-up and that she's not in the show.

The band dished out *Jumpin' Joe, Jim Jam Jumpin' Jive* and a couple of fast rhythm numbers in the finale, with the band's drummer and the pianist-singer taking the spotlight for specialties.

Eunice Healy, lovely dancer in a cunning slit-skirt costume, held close attention with airy, graceful tapping full of movement and spins. Drew an appreciative hand.

Maxine Sullivan regaled the swing fans with her singing of *The Lamp Is Low*; the old ballad, *Jackie Boy*; *The Lady's*

Vaudeville Reviews

in Love and for an encore *Loch Lomond*. Her effortless, quiet delivery of rhythm classics held attention but failed to stimulate much applause.

Al Trahan is back with his familiar piano and concert satire, but this time with a new foil, Rose Perfect, who recently returned after several years abroad. Miss Perfect is charming and reveals a fine soprano in the few seconds when Trahan is not clowning. In fact, Trahan's baritone impresses also and it's a shame they didn't get together for at least one complete duet. The act went over solid as usual.

Lighting for the show was above average. Next week will have Ed Sullivan and the *Harvest Moon Ball* winners, now an annual booking for this house.

Paul Denis.

State-Lake, Chicago

(Reviewed Friday Evening, August 25)

Plenty of talent on this seven-act bill, but when it all shapes up there's something amiss, because it's very spotty. Choice of Joe Lane, of the act Lane and Harper, as the emcee was not particularly a wise one, his introductions doing very

little credit to the acts before their appearance.

Three St. Johns tee-off with their expert stand-balancing work. Performance is smooth all the way thru, and their stuff is greatly abetted by the ease and neat appearance they put into the act. Harry Siemon and Archie, ventriloquist, comes in for the deuce spot displaying plenty of ability thru the rummy. His singing, via Archie, is the highlight, with Siemon proving that range and a certain amount of quality can be put into his voice without destroying the illusion.

Lane and Harper take their regular turn next, opening with a line of patter and singing *The Butcher Boy*. Team gets a few laughs on a rather clever question gag worked with a baseball scoreboard, but rest of their material suffers from antiquity.

Dianne, a slick-looking soprano, follows thru with a number of songs done in semi-operatic style. Has a clear and good voice, but can stand to work a little more on her enunciation in spots. Finished with *South American Way* and to a good hand.

Hank Browne and Co. furnish a much-needed comedy relief in the proceedings. His bit showing how some acts kill themselves dancing, doing acrobatics, and drunk take-offs is a good audience winner, especially when he ends with the line "but not me" after practically knocking himself out. Also biz of unraveling his fem partner's gown while she offers a vocal number goes over solid.

The Daros (Gino Daro, formerly in the act of Daro and Costa) execute some very intricate ballroom turns, with the girl employing a large hoop used very effectively in many of the lifts. Each takes a single turn, gal executing many difficult acro stunts, and he doing a good wooden-soldier number. Get a good reception from the customers.

Closing spot is held by the incomparable Lowe, Hite and Stanley. Boys' appearance makes the house a pushover right from the start. Lowe's tap number on the drum pedestal and the comedy hoke among the three during a dance session is always punch stuff.

Picture is Metro's *They All Come Out*, offering little if any b. o. pull. Business fair third show opening day.

Harold Humphrey.

Holborn Empire, London

(Reviewed Monday Afternoon, August 14)

With one exception, current bill at this George Black house maintains expected high standard.

Ruth and Ella Myles, attractive femmes, open with neat bending and posing routine introducing some original moves.

Dennis Lawes, tuxedo entertainer, follows with stories and impressions. Material being patchy in quality and performer's style none too strong, Lawes registers but mildly.

Former maestro at Dorchester Hotel, Jack Jackson brings his 13-piece ork to score with 15 minutes of solid entertainment. Jackson pins faith in brass, his only strings being double bass and guitar. His own talents with trumpet are given full scope in rhythmic version of old ballad, *Trumpeter, What Are You Sounding Now*. Drummer Jackie Hunter makes sock hit with mime of femme taking bath, best thing of its kind since days of late Arthur Roberts. Helen Clare and Gene Crowley satisfy with vocals and offering finishes strongly on funny military business to "Blaze Away." Eddie Gray gets easy laughs with card tricks and juggling bits.

Back after brief visit to the States are Bebe Daniels and Ben Lyon, whose offering opens with Bebe rendering *Deep Purple* to piano accompaniment of Matt Heft. Ben joins Bebe for a string of News headline cracks before plugging chorus of *What Goes Up Must Come Down* the while nicely shaped girl works strip tease behind. House applauds this with vigor, Ben pretending to take applause for himself. Repeated three times until halted by stooge in box protesting on behalf of Purity League. Bebe gets full value from *Little Sir Echo* and *Cuban Cabby* before putting over *South of the Border*, already worked by Jackson's vocalist. The two close with modestly humorous picnic sketch.

During intermission Sid Kaplan's house ork give boost to Black's Hippodrome opus, *Black and Blue*. The second half is opened by trickster Erikson, who registers well with production of billiard

balls, silks and drinks.

Male half of Robert Vernon and Jessie Draper duo pipes two numbers with pleasing tenor voice before girl treats outfronters to strong high-kick dance. Both finish with terp routine embracing straight and knockabout acrobatics. British comic Billy Russell, in working-man guise, discourses on domestic and other troubles to succession of laughs.

Four Mills Brothers, with their guitarist, suffering no ill effects from recent car smash, give their own particular vocal treatment to string of pops and reap full harvest of applause.

Les Terrianos, two male acrobats, finish strongly with mounter diving from hands off platform to hand catch by bearer.

Business tops. Edward Graves.

Music Hall, New York

(Reviewed Friday Evening, August 25)

Accompanying a strong film attraction, *Fifth Avenue Girl*, the Music Hall has a well-designed and quiet-pleasing stage show, in the customary M. H. fashion. It is a relaxing and rather gay offering. First number, after the ork's Tchaikowsky medley, is a delightful ballet plotted by Florence Rogge telling the story of a school-gal flirt. The ballet does several pleasing numbers, but top honors go easily to Leon Fokine in a sailor dance and Nina Whitney as the flirt. Miss Whitney's work is superb, while Fokine's feet twinkled in a peach of a routine.

Choral ensemble paced by soprano Viola Philo offers a typical Music Hall session, but beautiful arrangements and excellent blending made the number stand out.

First outside act is a femme juggler billed as Trixie, balancing balls on her hands, head and neck, as well as on a mouthpiece. She also does hoop twirling and plate juggling and presents a fast-paced juggling routine that should keep her working. She drew a very strong hand, but weakened her act by trying to do too much in too short a time. A number of her tricks are presented for only a few seconds, almost as tho she were just showing the house she can do them. Advisable to either drop one or two routines, or better still, add a minute or two working time.

Concluding number, as usual, is highlighted by the Rockettes, in an off-time Spanish number that's a beaut. It is a compelling routine, part of a *Fiesta* number with the stage presenting a host of supers in colorful costumes. Number opens with Los Rancheros, three Spanish men singing to their own guitar accompaniment, and a good threesome they are in good voice and instrumental style. Paul Haakon, Mignon Dallet, Esther Dale and Hilda Eckler do three Spanish dances that are all right.

Business should be good for at least one or two holdover weeks.

Jerry Franken.

Earle, Washington

(Reviewed Friday Evening, August 25)

This Warner house's show is a second-week holdover, but one new act has been added to brighten the fare.

Last week theater was holding to five shows per day and the same policy was instituted for the opening day of the second week. For the remainder of the week, however, program will have only four showings.

Stage presentation is titled *Magazine Memories*, and a filmy drop with the covers of various magazines painted

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thereon is used to introduce individual acts. Kay Hamilton warbles *Beer Barrel Polka* and this sends up the cover drop revealing the 16 Roxyettes dancing in front of a huge beer keg. Kay gives her songs everything she's got and without a pause goes into the *Lady's in Love With You and Well, All Right*.

Adrian Rollini's Trio, new act, featuring xylophone, bass fiddle and guitar, banged out *Minuet in Swing* and *Hallelujah* and others from *Hit the Deck*. Novel performance draws a good round of applause but boys could try to develop more stage personality. All are too intent upon turning out music.

Feathers by the load are used by the Roxyettes in a style developed by Ziegfeld for one number. While colored lights and waving arms produce various effects and designs the audience is mildly entertained. Somehow it didn't look complete without a singer or ballet dancer to furnish more stimulating action.

Bob Hall followed his successful routine of making rhymes about current events and items in the show. Hall's appearance is expertly timed, getting off the stage before the sameness tires the audience. It's a difficult type of entertainment, but Hall knows all its angles.

Finale has the Roxyettes costumed in Robin Hood outfits, and a wooded scene provides locale for their number which, at the beginning, has members of the outlaw band swinging on ropes into the clearing. With music from the *Vagabond King*, line executes various tap formations, winding up with the girls sitting among the trees to make room for the Stuart Morgan Dancers. This adagio number was adequate but proved to be no more inspiring than the rest of the bill.

Warner Bros. feature *The Old Maid* on screen. *Edgar Jones*.

Oriental, Chicago

(Reviewed Friday Afternoon, August 25)

Everything on the okeh side with this bill, topped by the Stroud Twins, who are still able to cash in on their radio rep judging from the response they received. Rest of the show came right up to par, too, and the entire shebang should be a healthy asset for this week's b.-o. figure.

House line with Verne Buck's Ork opened, girls dressed a la summer and executing some tricky routines with parasols. They're followed by Dell Pikus, the amateur winner of the week, who warbles three songs with a fair pair of pipes backed by a neat appearance. Received a good hand for her efforts.

Bob Ripa amazes everyone with his fast-paced juggling turn. His ball balancing and catching with the sticks is so smooth and easily done that many of his difficult tricks are passed up in the rush by the audience. Comes in for a good round of applause and deserves it all.

Strouds are next, Clarence appearing first and bandying a few lines with Buck in the pit. Claude is introduced then from the front row, walking up on the stage from the aisle. Whole biz and material is patterned very similar to their past air-wave stuff, with the exception, of course, of the more risqué matter. Droll humor furnished by Claude nabs most of the laughs and at show caught there were plenty. Boys top it off with a slick unison tap routine and then make quite a business of bowing off after each audience call. Material is not extra strong but they know how to sell it.

Marcy Brothers and Beatrice follow with their comedy dancing and acro antics. Girl's disjointed postures and rough treatment from the lads goes over big and trio injects plenty of same. Finale, with the gal doing a back-bend supported by the boys who simultaneously do a Russian knee-bend step, is a top stunt.

Eddy and Rita Oehman please with their tapping and Rita's song work. Her novelty rendition of the *Three Little Fishies* is a sock performance despite the song's waning popularity. Eddy's dance single and their combo doubling of singing and dancing are both fresh and well received. Line of girls close the bill with a fast-stepping number in abbreviated costumes.

Screen held *Unexpected Father* (Universal) and *Clouds Over Europe* (Columbia release). Biz exceptionally good end of first show opening day. *Harold Humphrey*.

Paramount, New York

(Reviewed Wednesday Evening, Aug. 23)

Para show this week is a good one, and whatever gross the house makes can be attributed almost entirely to Jimmy Lunceford Band. Pic, *Our Leading Citi-*

zen, with Bob Burns, is poor box office.

Lunceford Ork stays strictly in the groove, with all bandmen occasionally chanting vocals. Special quartet steps out front for choruses of such standards as *Cheatin' on Me, Ain't She Sweet* and others. Without a doubt this band is one of the top swing combinations in the business, and at this show the boys were really beating it out. Musicianship is excellent, and the ork is plenty brassy, it is never in bad taste. Lunceford conducts with restraint, giving individual bandmen ample opportunity to take the spotlight. Vocal quartet including Willie Smith, Gerald Wilson, Eddie Tompkins and James Young deliver well.

Stump and Stump, Negro dance and comedy team, have been scoring okeh in theaters and clubs for some time now. They hoof, mug, do nut impersonations, sing and offer assorted nonsense. They score best in dancing and eccentric comedy. Usually work together, nutty antics of one complementing the other, but occasionally do solo routines. Closed big.

Peters Sisters, three Negro femmes of very ample proportions, do classy harmonizing of such tunes as *Wishing, Swing Is Here To Stay*, a novel arrangement of *A-Tisket* and others. One of the girls, Virginia, solos. Voices are well trained and have quality. Trio clinched its success with a session of clowning during which the girls shagged and tapped.

Biz fair when caught. *Paul Ackerman*.

Roxy, New York

(Reviewed Friday Evening, August 25)

What with a combination of a no-name stage show and a picture that never had a right to be produced, namely *Elsa Maxwell's Hotel for Women*, the Roxy's current offering is weak at the b. o. and is expected to hit a flop gross. First night drew a good house, but the bad press the picture received will undoubtedly take care of that.

Bill is overrun with dancing, and there is very little comedy relief. One striking production number virtually stole the entire stage show, and while most of the acts were singly entertaining, there was nothing on the apron to offset the corn.

Sock opener was done by the Debonairs, six-man team with a novel, futuristic dance routine previously shown at the Music Hall and the Casa Manana. Theirs is a mechanical age theme with a *World's Fair* tie, dubbed *The Dance of Tomorrow*. Against an expressive background, the sextet shows to good advantage.

Dorn Brothers and Mary, harmony singers with their own guitar accompaniment, look like three kids who just won a popularity contest back home. They have the orthodox style of swing harmony, with their standout a satire on imitations—followed by straight imitations. A fair act.

Following is the production number in which 24 Gae Foster girls are attractively costumed in shimmering gowns with hooped hems, giving the sexy appearance of a Petty cartoon. The dancing is cleverly worked out, and aside from the hurried ending the entire production has the class of Music Hall shows. Olive Sibley is buried in back of the number with *Moon Love* as her only song assignment.

De Val, Merle and Dee also participate in the latter number with a comedy adagio that lent a light touch to the goings on. It is a knock-'em-down-drag-'em-out affair, which resulted in a lot of laughs.

Closing are the Arnaut Brothers, two-man comedy team, whose routines included a humorous stint with violins, bird noises that sound like Bronx cheers and a number in which both are dressed as birds (male and female), carrying on a love fest. It was very funny but too long.

Paul Ash's Orchestra still in the pit and is deserving of some of the credit for the success of the stand-out production number. *Sol Zatt*.

No Vaude for Atlanta House

ATLANTA, Aug. 26.—A. C. Cole, for a number of years vaude booker for the Capitol Theater here, this week announced that the house will definitely not play vaude this season, despite rumors to the contrary which have been making the rounds. The Capitol for years has been one of the South's leading vaude stands.

No Bull

GATLINBURG, Tenn., Aug. 26.—Grady Gowan, operator of the Rhododance Ballroom here, uses a novel method of advertising. Posters are carried on the sides of a surrey pulled by a Jersey bull and drawn thru town's busy streets.

Tourists ride in the surrey and are regaled with the dry remarks of the mountaineer driver.

A tribe of Cherokee Indians do native dances and archery exhibitions at the ballroom every Friday.

Vaudeville Notes

EDISON AND LOUISE, now playing the Middle West for Barnes & Carruthers, have received an offer to go to South Africa with the Maurice Chevalier show sailing from London in November.

GUS EDWARDS, on the occasion of the 60th birthday, was given a party in Hollywood by some 500 friends.

SUE LEWIS, formerly of the Ross Lewis act, writes from Put-in-Bay, O., that Ross Lewis and the Grimes Sisters, who recently visited her, have left for fair dates. Jack Murdock is now at Put-in-Bay. Others who spent time there include Carl and Gussie Nixon, Eddie and Viola Dunnegan and Ken and Greta Gold.

JOE BESSER, current at the Oriental Theater, Chicago, gets the call to appear on the Rudy Vallee show September 7.

CLIFF ARMSTRONG, formerly of vaudeville, is doing a daily sustaining program, *Memory Ballads*, over KOY, Phoenix, Ariz.

ANTON SCIBILIA, unit show producer, who has been spending the warm months at his wife's home in Franklin, O., left Saturday (26) for Chicago to begin preparations on two shows which he will launch around the middle of September. Tony was a visitor at the home office of *The Billboard* several times last week.

VALLEY AND LYNN, "Fugitives From Toyland," have been set by Ross Frisco, Boston, to appear on the opening bill at the Plymouth Theater, Worcester, Mass., September 7-9.

JIMMY KILPATRICK, copy boy at *The Atlanta (Ga.) Constitution*, is singing in neighborhood theaters. Audiences have received him well.

Adelaide Hall Strong on BBC

LONDON, Aug. 26.—Prime feature of Radiolympia, radio exposition which opened at Olympia for 10 days' run Wednesday, is a replica of Hollywood's Bowl, built at cost of \$25,000. BBC is broadcasting several of the programs, and showing liking for work of Adelaide Hall, who appeared on Wednesday's opening show. She is guest artist in tonight's Kentucky Minstrel relay and booked for Thursday's Vaude half hour.

The Mills Brothers finished British tour Saturday, which had run unbroken since February 13. Yesterday they left for Australia and, in about 20 weeks, will be on their way back to the United States.

Jack Lynch Is Indicted in Chi

PHILADELPHIA, Aug. 26.—Jack Lynch, operator of the Walton Roof, has been indicted by a Chicago grand jury on conspiracy in connection with the jury's investigation of the horse-race wire service of M. L. Annenberg, publisher of *The Philadelphia Inquirer*.

No comment was available from Lynch since he is on his way back from Texas, where he attended the funeral of the father of Evan Burroughs Fontaine, listed as the owner of the spot managed by Lynch.

Lynch recently made a trip by plane to Chicago. The names of Annenberg and Lynch have never before been publicly linked.

Calif. Labor Fed Negotiates for Four-A, IA Truce

HOLLYWOOD, Aug. 26.—Secret negotiations to bring about a truce in the looming battle between the actors and stagehands were begun here late this week by officials of the California State Federation of Labor, involving the Associated Actors and Artists of America and the IATSE.

While it has not been possible to verify the basis of negotiations it was rumored that discussions were centering around the surrender of the IA charter to the AFA, for which the Screen Actors' Guild would in turn support the IA in routing the United Studio Technicians' Guild from the Hollywood picture. This new union, which has been operating independently on the West Coast, is believed to have the unofficial backing of the CIO and as such threatens the IA power in the motion picture studios.

State, Hartford, Resumes Sept. 1

HARTFORD, Conn., Aug. 26.—State Theater here is starting its fall season September 1 with flesh layout, including Betty Grable, Eddie Anderson (Rochester) and Frankie Masters' Band.

Gene Krupa's Ork goes in September 8 and Glenn Miller's Ork September 15. Cab Calloway and Sister Tharpe set for September 22. House managed and booked by its owners, the three Harris brothers.

Rudy Frank, for two years press agent for Horace Heidt's Band, is doing house publicity.

WAR CRISIS

(Continued from page 3)

show business to a considerable extent. Instead of patronizing theaters, movies, night clubs and vaude shows, many people have been sitting home listening to radio for late bulletins of the crisis, or else reading newspapers far into the night. It is also felt, tho, that as soon as people get over the shock in this country popular priced amusements will regain patronage because of the escape angle.

In Europe show business has been shot to pieces in the past few days. All houses have been darkened in London and Paris, and even if they were open most people would be at home with the shades down.



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I have two complete outfits. Want man with cash to interest himself in No. 2 Show and manage same. Performers, Musicians of All Type, complete Minstrel Show with Band considered, get in touch for No. 2 Show. Walter Smitie, write. Norfolk, Va., week of 28th; Newport News week of September 3.

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

- A**
- Abdallah, Sam, Girls (Lotus Garden) Washington, D. C., nc.
- Adams, Peggy (St. Moritz) NYC, h.
- Akers, Hank (Aquacade) World's Fair, NYC.
- Allen, Roberta (McAlpin) NYC, h.
- Alpert, Mickey (Cocoanut Grove) Boston, nc.
- Ambassadors, Four (Golden State) San Francisco, t.
- Ames & Arno (Astor) NYC, h.
- Ammons, Albert (Cafe Society) NYC, nc.
- Andre, Janis (Paradise) NYC, nc.
- Antoine & DuBarry (Nemerson) South Fallsburg, N. Y., h.
- Ardath, Fred (Little Old New York) World's Fair, NYC.
- Ardens, Don, Artist Models (Chez Ami) Buffalo, nc.
- Arica, Princess (Torch) Atlantic City, nc.
- Armstrong, Harry (Diamond Horseshoe) NYC, nc.
- Arnaz, Desni (La Conga) NYC, nc.
- Arnold, Jean (Summit) Baltimore, nc.
- Atkins, Lee (Paddock) Wheeling, W. Va., nc.
- B**
- Baldwin & Bristol (Riverview Beach Park) Pennsville, N. J., b.
- Banks, Sadie (Old Roumanian) NYC, nc.
- Barclay, Irene (Barney Gallant's) NYC, nc.
- Barnes, Ruthie (Capitol) Washington, t.
- Baron, Charlie (Astor) NYC, h.
- Barrie, Gracie (Astor) NYC, h.

JACK GWEN
BASSETT and BAILEY

A Unique and Distinctive Novelty! Thirteenth Smash Week at George Jessel's Little Old New York. Per. Mgt., **BILLY JACKSON**, Palace Theater Bldg., N. Y. C.

- Baily, Bill (Paradise) Atlantic City, nc.
- Bartel, Lee (Renault) Atlantic City, nc.
- Bassett & Bailey (Little Old New York) World's Fair, NYC.
- Bates, Lulu (Diamond Horseshoe) NYC, nc.
- Bedini, Jean (Little Old New York) World's Fair, NYC.
- Bell, Rita (Queen Mary) NYC, nc.
- Bell & Grey (Engle's Club) Hamilton, O., nc.
- Belmont, Bobby (Bismarck) Chi, h.
- Bennet, Ethel (Old Roumanian) NYC, nc.
- Berigan, Bunny, & Band (State) NYC, t.
- Bernard & Henrie (Rose Bowl) Chi, nc.
- Bessinger, Frank (Radio Franks) NYC, nc.
- Beyer, Enis (Park Central) NYC, h.
- Billington, Orrin, & Betty Lou (Blackhawk) Chi, re.
- Bishop, Fred (Radio Franks) NYC, nc.
- Bishop, Jim (Gay Nineties) NYC, nc.
- Blackstone (Riverside) Milwaukee, t.
- Blaine, Dorothy (Bertolotti's) NYC, nc.
- Blair, Joan (Astor) NYC, h.
- Blair, Jimmy (Famous Door) NYC, nc.
- Blake, Arthur (Torch) Atlantic City, nc.
- Blakstone, Nan (Hi-Hat) Chi, nc.
- Blair, Francis (Playhouse Club) Kansas City, Mo., nc.
- Blanche, Jeanne (Paradise) NYC, nc.
- Blane, Rose (Chez Paree) Chi, nc.
- Biondina (Paradise) Atlantic City, nc.
- Boeck, Al "Rags" (National) Detroit Sept. 1-7.
- Bouvier, Yvonne (St. Moritz) NYC, h.
- Boyle, Jack & June (Show Box) Seattle, nc.
- Brady, Bill (Bath & Turf) Atlantic City, nc.
- Brite, Betty (Golden Gate Expo.) San Francisco, a.
- Bronze Beauties, Ten (Paradise) Atlantic City, nc.
- Brooks, Howard (500 Club) Atlantic City, nc.
- Brown & Cook (Harlem) Atlantic City, nc.
- Brown, Evans (Chula Vista) Wisconsin Dells, Wis., h.
- Brown, Mary Jane (Hi-Hat) Chi, nc.
- Browne, Hank & Maxella (State-Lake) Chi, t.
- Bruce, Roy (Versailles) NYC, nc.
- Bruce, Ted (Versailles) NYC, nc.
- Burnell, Buster & Billie (Paradise) NYC, re.
- Byrnes, Jimmy (Blackhawk) Chi, nc.
- Eyrd, Muriel (Belmont Plaza) NYC, h.

- C**
- Cardini (Palmer House) Chi, h.
- Carpenter, Imogene (Weylin) NYC, h.
- Carr, Billy (606 Club) Chi, nc.
- Carrell, Helene (Lexington) NYC, h.
- Carrenos, Los (El Chico) NYC, nc.
- Carroll, Kay (Town & Country Club) Milwaukee, nc.
- Carroll, Don (International Settlement) San Francisco, nc.
- Carroll, Jack (Paddock) Wheeling, W. Va., nc.
- Carroll, Joan (Half Moon) Corey Island, N. Y., h.
- Carson, June (Colosimo's) Chi, nc.
- Carter, Betty (Jimmy Kelly's) NYC, nc.
- Carter & Schaub (Jimmy Kelly's) NYC, nc.
- Carter, Frank & Bowie, Arthur (Barney Gallant's) NYC, nc.
- Carrer, Charles (Riviera) Ft. Lee, N. J., nc.
- Cawthorne, Johnny (Bai Tabarin) NYC, nc.
- Chadwick's (Village Rendezvous) NYC, nc.
- Chamberlain, Eddie (Aquacade) World's Fair, NYC.
- Choclateers, The (Cotton Club) NYC, nc.
- Claudat, Marguerite (Lowry) St. Paul, h.
- Clayton, Ruth (18) NYC, nc.
- Cobey, Lew (Leone's) NYC, nc.
- Colleians, Four (Palace) Chi, t.
- Collette & Barry (St. Moritz) NYC, h.
- Collette (Dutch's) Chi, nc.
- Collette & Galle (Sherman) Chi, h.
- Colligan, Bill (Marie's Crisis) NYC, nc.
- Conrad, Bob (Leon & Eddie's) NYC, nc.
- Conrad, Jackie (Club Chanticleer) Madison, Wis., nc.
- Conver, Dorothy (Old Vienna) Cincinnati, re.
- Cook, Frank (Astor) NYC, h.
- Cook, Ralph (Dutch's) Chi, nc.
- Cook, Gloria (Leon & Eddie's) NYC, nc.
- Cooper, George (International Settlement) San Francisco, nc.
- Coral, Tito (Belmont Plaza) NYC, h.
- Corbett & Loraine (Hamilton Club) Everett, Mass., nc.
- Cornet, Alice (Court of Flame) World's Fair, NYC, re.
- Cortes, Arturo (Havana-Madrid) NYC, nc.
- Costanga & Marda (Rose Bowl) Chi, nc.
- Craig, Reginald (Earl Carroll's) Hollywood, nc.
- Craig, Phil (Playhouse) Kansas City, Mo., cb.
- Cummings, Judy (Anchorage) Phila, nc.
- Curran, Vince (18) NYC, nc.

DeAngelo & Porter (Chez Paree) Chi, nc.

Acts-Units-Attractions Routes

Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

- D'Artega (Sun Valley, World's Fair) NYC, re.
- Danna & Dahl (Connecticut Inn) Southington, Conn., nc.
- Daros, The (State-Lake) Chi, t.
- Dau, Rilla (Queen Mary) NYC, nc.
- Days, Ruth (Belmont-Plaza) NYC, h.
- De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
- De Forest, Marie (St. Regis) NYC, h.
- Delahanty Sisters (Club Candee) Syracuse, nc.
- DeMar & Denise (Bismarck) Chi, h.
- Di Narsos, Dolores (Town & Country Club) Milwaukee, nc.
- Deppe, Lois (Harlem) Atlantic City, nc.
- Detroit Red (Harlem) Atlantic City, nc.
- Dianne (State-Lake) Chi, t.
- Deon, Illis (Queen Mary) NYC, re.
- Desjardens, Pete (Billy Rose's Aquacade) World's Fair, NYC.
- Don & Beverly (Sloppy Joe's) Minneapolis, nc.
- Donahoe, Ralph (Merry-Go-Round) Dayton, O., nc.
- Donn, Rosel (Triangle Garden) Flora, Ill., nc.
- Donnelly, Harry (Gay '90s) NYC, nc.
- D'Orsay, Fifi (Show Box) Seattle, nc.
- Dowling & Davies (Ace Cain's) Hollywood, nc.
- Doyle, Buddy (Diamond Horseshoe) NYC, nc.
- Dracken, Russell (Whirling Top) NYC, nc.
- Drew, Doryce & Freddy (Green Shay) Lancaster, Pa., nc.
- Drigo, Rod, & Francine (Edgewater Beach) Chi, h.
- Duffy, Douglas (New Yorker) NYC, h.
- Dunigan, Crash (Capitol) New Britain, Conn., t.
- DuPont, Bob (Chicago) Chi, t.
- E**
- Earle, Robert (Crystal Palace) World's Fair, NYC.
- Eberle, Ray (Glen Island Casino) Westchester, N. Y., nc.
- Eddy, Marion (Little Old New York) World's Fair, NYC.
- Ederle, Gertrude (Billy Rose's Aquacade) World's Fair, NYC.
- Edward Sisters (Paradise) Atlantic City, nc.
- Estrelita (Harlem) Atlantic City, nc.
- Evans, Dale (Sherman) Chi, h.
- Evans & Mayer (Earle) Washington, D. C., t.
- Everett & Conway (Club 21) Grand Rapids, Mich., nc.

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

- F**
- Farrell, Jack (Town & Country Club) Milwaukee, nc.
- Fay & Andre (Music Hall) Seattle, nc.
- Faye, Gladys (Jimmy Kelly's) NYC, nc.
- Fears, Kay (Diamond Horseshoe) NYC, nc.
- Farrett, Bunny (Place Elegante) NYC, nc.
- Ferguson, Bobby (Wagon Wheel) Phila, nc.
- Ferris, Tom (Rose Bowl) Chi, nc.
- Fitzgerald, Lillian (Plantation) NYC, nc.
- Florenz, Paul, Line (Frolics) Salisbury Beach, Mass., nc.
- Floretta & Boyette (Chelsea) Atlantic City, h.
- Flowerston, Consuelo (Queen Mary) NYC, nc.
- Foster, Gae, Girls (Roxy) NYC, t.
- Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.
- Frances, Emma (Diamond Horseshoe) NYC, nc.
- Franklin, Cass (Walton) Phila, h.
- Frazer Sisters (Riviera) Fort Lee, N. J., nc.
- G**
- Gale, Betty (Shelton) NYC, h.
- Gale, Lenny (Park Casino) Williamsville, N. Y., nc.
- Gali Gali (Rainbow Room) NYC, nc.
- Galli, Yola (Villa Venice) Northbrook, Ill., ro.
- Galvan (Congress of Beauty) World's Fair, NYC.
- Garland, Judy (Capitol) NYC, t.
- Garland & Maria (Hollywood) West End, N. J., h.
- Garron & Bennett (Chez Paree) Omaha, nc.
- Gaylords, The (Renault) Atlantic City, nc.
- Gentry, Tex (Chateau Moderne) NYC, nc.
- Georges & Jalna (Waldorf-Astoria) NYC, h.
- Gerard, Anne (Rainbow Room) NYC, nc.

PAUL AND NINO GHEZZI
ERNIE YOUNG'S FAIRS
Direction: EDDIE SMITH.

- Gilmore, Patricia (Weylin) NYC, h.
- Giovanni (Astor) NYC, h.
- Glover & LaMae (Mt. Royal) Montreal, Que., h.
- Goldie, Jack (Little Old New York) World's Fair, NYC.
- Gonzalo & Christine (Jimmy Kelly's) NYC, nc.
- Goodwin, Jack (Weylin) NYC, h.
- Gordimer, Nedra (Beverly Hills) Newport, Ky., cc.
- Gordon Sisters (Frolics) Salisbury Beach, Mass., nc.
- Grabie Betty (Earle) Phila, t.
- Gracella Dancers (Casa Manana) Ft. Worth, nc.
- Granoff, Bert (Bismarck) Chi, h.

- Grant, Bobby (Skollers Swingland) Chi, nc.
- Grauer, Bernie (Gay Nineties) NYC, nc.
- Gray, Maxine (Belmont-Plaza) NYC, h.
- Green, Al (Swing Club) NYC, nc.
- Green, Effie (Torch) Atlantic City, nc.
- Grey & Harlowe (Hoffman) Napanock, N. Y., h.
- Griffin, Billie (Paradise) Atlantic City, nc.
- Guardsmen, The (Weber's Hofbrau) Camden, N. J., nc.
- H**
- Hacker & Sidell Treasure Island) San Francisco, p.
- Haddon, Harriette (St. Regis) NYC, h.
- Hager, Clyde (Diamond Horseshoe) NYC, nc.
- Hale, Teddy (Kit Kat) NYC, nc.
- Hall, Charley "Red" (Federal Gardens) Buffalo, nc.
- Hall, Cliff (Mother Kelly's) NYC, nc.
- Hall, Lethia (Paradise) Atlantic City, nc.
- Hamilton, Kay (Earle) Washington, D. C., t.
- Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
- Hank the Mule (Colosimo's) Chi, nc.
- Hanlon & Clark (Show Box) Seattle, nc.
- Harrington, Pat (Club 18) NYC, nc.
- Harris, Whitey, with Lynch's Death Dodgers (World's Fair) NYC.
- Harrison & Fisher (Palmer House) Chi, h.
- Harvey, Sharon (Summit) Baltimore, nc.
- Haynes & Perry (State-Lake) Chi, t.
- Healey, Eunice (State) NYC, t.
- Heidt, Horace (Biltmore) NYC, h.
- Heller, Little Jackie (Beverly Hills) Newport, Ky., cc.
- Henri, Harry (Connecticut Inn) Southington, Conn., nc.
- Hess, Bobby (Wilson) Harrisburg, Pa., h.
- Higgins, Peter (Palmer House) Chi, h.
- Hildegarde (Savoy Plaza) NYC, h.
- Holland & Hart (Les Ambassadeurs) Paris.
- Holliday, Billie (Cafe Society) NYC, nc.
- Hollywood Harmonizers (Post Tavern) Westbury, N. Y., nc.
- Holm, Eleanor (Billy Rose's Aquacade) World's Fair, NYC.
- Holt, Meymo (Lexington) NYC, h.
- Honey Sisters (Summit) Baltimore, nc.
- Hot Shots, Four (Earl Carroll's) Hollywood, nc.
- Howard, Shemp (Stage 1) Hollywood, nc.

- Howard, Sammy & Helen (Aquacade) World's Fair, NYC.
- Howard, Bob (St. George) Brooklyn, h.
- Howard, Joe (Connecticut Inn) Southington, Conn., nc.
- Howard, Jack (Little Old New York) World's Fair, NYC.
- Howard, Joe E. (Diamond Horseshoe) NYC, nc.
- Hruha, Vera (New Yorker) NYC, h.
- Huarte, Julian (El Chico) NYC, nc.
- Huasos, Los Cuatro (Waldorf-Astoria) NYC, h.
- Hughes, Bud & Co. (Astor) NYC, h.
- Hughes, Bud & Pal (Earle) Phila, t.
- Hughes, Lysbeth (Biltmore) NYC, h.
- I**
- Inge, Adele (Casa Manana) Ft. Worth, nc.
- Intimates, The (Arnold's) Cape May, N. J., nc.
- Istes, Steven (Gay Nineties) NYC, nc.
- J**
- Jackson, Lee (Club Candee) Syracuse, nc.
- Jackson, Willie, & Jr. (Paradise) Atlantic City, nc.
- Janis, Deane (Belmont Plaza) NYC, h.
- Jans & Lynton Revue (Minnesota) Minneapolis, t.
- Jarrott, Lucille (Le Possonnier) NYC, nc.
- Jarvis, Sam (St. Regis) NYC, h.
- Jensen, Lola (Astor) NYC, h.
- Jitterbugs, Six (Beverly Hills) Newport, Ky., cc.
- Johnson, Lee (Barney Rapp's) Cincinnati, nc.
- Johnson, Tilda (Diamond Horseshoe) NYC, nc.
- Johnson, Myra (Harlem) Atlantic City, nc.
- Johnson, Lucille (Diamond Horseshoe) NYC, nc.
- Jonay, Roberta (Colosimo's) Chi, nc.
- Jordan, Mildred (Colosimo's) Chi, nc.
- Juliette of France (Connecticut Inn) Southington, Conn., nc.

- K**
- Kaly, Chandra (Villa Venice) Northbrook, Ill., ro.
- Karson, Maria (Onesto) Canton, O., h.
- Kaufman, Ben (Place Elegante) NYC, nc.
- Kay, Beatrice (Diamond Horseshoe) NYC, nc.
- Kaye, Ellen (Town & Country Club) Milwaukee, nc.
- Keene, Linda (Park Central) NYC, h.
- Keller, Jack (Hughes 1-11) NYC, nc.
- Kelley, Berniece, Circus Unit (Hamid's European Citeus) World's Fair, NYC.
- Kelly, Paula (Rainbow Room) NYC, nc.
- Kellum, Corky (Billy Rose's Aquacade) World's Fair, NYC.
- Kelton, Jack (Club Plantation) Corpus Christi, Tex., nc.
- Kenny, Phyllis (Murray's Inn) Tuckahoe, N. Y., ro.
- Khan-Ashim (Casino Russe) NYC, nc.
- King, Clyde (Torch) Atlantic City, nc.

- King, Charlie (Melody Club) Union City, N. J., nc.
- King, Carl (Bon Air) Wheeling, Ill., cc.
- Kolola Paradise) Atlantic City, nc.
- Krainer, Sam (Little Old New York) World's Fair, NYC.
- Kretlow Girls (Lookout House) Covington, Ky., nc.
- Kreiger, Stubby (Aquacade) World's Fair, NYC.

- L**
- La Marr Twins (Greenwich Village Nut Club) NYC, nc.
- Lambertons, The (Wivel) NYC, re.
- Lamour Twins (Village Nut Club) NYC, nc.
- Lamont's Cockatoos & Macaws (Buck's Show) World's Fair, NYC.
- Lane, Mary (Jimmy Kelly's) NYC, nc.
- Lane & Harper (State-Lake) Chi, t.
- Lane & Ward (Earle) Phila, t.
- LaRue, Toni (Ace Cain's) Hollywood, nc.
- Lassen, Sigrid (Armando's) NYC, nc.
- Lauren, Vicki (Westminster) Boston, h.
- Lawrence, Marian (Crystal Palace) World's Fair, NYC.
- Leach, Earl & Josephine (Pennsylvania) NYC, h.
- Leary, Johnny (Anchorage) Phila, nc.
- Lee, Bob (Wivel) NYC, nc.
- Lee, Pinky, & Co. (Capitol) Washington, D. C., t.
- Lengle, Maxie (Pioneer Nut Club) NYC, nc.
- Leonard, Hazel (Roumanian Village) NYC, nc.
- Leonard, Ada (Colosimo's) Chi, nc.
- Levina, Walter (Triangle Garden) Flora, Ill., nc.
- Lewis, Joe E. (Riviera) Fort Lee, N. J., nc.
- Lewis, Meade Lux (Cafe Society) NYC, nc.
- Lewis, Helen (Marie's Crisis) NYC, nc.
- Libuse, Frank (Diamond Horseshoe) NYC, nc.
- Lindy Hoppers, Six (Paradise) Atlantic City, nc.
- Lino, Elisa, & Carlos Trio (El Chico) NYC, nc.
- Lit, Bernie (Eldorado) Wildwood, N. J., h.
- Lopez, Maria Luisa (El Chico) NYC, nc.
- Lopez, Victor (Versailles) NYC, nc.
- Lopez, Chana (Greenwich Village Club) Syracuse, nc.
- Lorraine, Billy (Gay Nineties) NYC, nc.
- Lott, Myra (Barney Rapp's) Cincinnati, nc.
- Lowie, Hite & Stanley (State-Lake) Chi, t.
- Loyona & Renard (Lookout House) Covington, Ky., nc.
- Lozipo, James (Ambassador) NYC, h.
- Lunatrix, Three (Renault) Atlantic City, nc.
- Lunceford, Jimmy, & Band (Paramount) NYC, t.
- Lunette, Mazie (International Casino) Revere Beach, Mass., nc.
- Lynn & Marianne (Bertolotti's) NYC, nc.
- Lynn, Sandra (Town & Country Club) Milwaukee, nc.

- M**
- McCall, Mary Ann (Glen Island Casino) New Rochelle, N. Y., nc.
- McCann, Eleanor (Village Nut Club) NYC, nc.
- McCoy, Bob (Biltmore) NYC, h.
- McKay, Deloyd (Onyx) NYC, nc.
- McKee, Betty (Anchorage) Phila, nc.
- McLean, Barbara (St. Regis) NYC, h.
- McLean, Bobby (Chez Ami) Buffalo, nc.
- McLean, Ross (New Yorker) NYC, h.
- Mangan Sisters (Diamond Horseshoe) NYC, nc.
- Manners, Ginger (Colosimo's) Chi, nc.
- Manno & Strafford (Babettes) Atlantic City, nc.
- March, Linda (Bertolotti's) NYC, nc.
- Marcy Bros. & Beatrice (Oriental) Chi, t.
- Marin, Carmen (885 Club) Chi, nc.
- Marilynn & Michael (Rainbow Grill) NYC, nc.
- Marsh, Gloria (Jimmy Kelly's) NYC, nc.
- Marshall, Everett (Aquacade) World's Fair, NYC.
- Marshall, Don & Ruth (Melody Club) Union City, N. J., nc.
- Martins, The (Capitol) NYC, t.
- Mason, Bud & Gil (Paradise) NYC, nc.
- Matthey, Nicholas (Casino Russe) NYC, nc.
- Max and His Gang (Chicago) Chi, t.
- Mayo, Florence & Andy (Beverly Hills) Newport, Ky., cc.
- Meagher, Billy (Ken Roberts) Detroit, nc.
- Melton, Sid (St. Regis) Fleischmanns, N. Y., h.
- Meyer, Theresa (Bismarck) Chi, h.
- Meyers, Ickie, Band (Savoy) World's Fair, NYC.
- Miles, Lee (New Yorker) NYC, h.
- Miller, Susan (Earl Carroll's) Hollywood, nc.
- Miller, Ted & Art (Minnesota) Minneapolis, t.
- Miller, Glen, & Band (Capitol) Washington, D. C., t.
- Miralles, Soledad (El Chico) NYC, nc.
- Moeslein, Prof. (Canteen) Harrisburg, Pa., nc.
- Moore, Leila (Earl Carroll's) Hollywood, nc.
- Morgan & Randall (Capitol) Washington, D. C., t.
- Morgan, Stuart, Dancers (Earle) Washington, D. C., t.
- Morgan, Helen (Mayfair) Boston, nc.
- Muenzer, Hans (Chicago) Chi, t.
- Murray, Elizabeth (Diamond Horseshoe) NYC, nc.
- Murrell Twins Roosevelt) Jacksonville, Fla., h.
- Myers, Doris Mae (Minnesota) Minneapolis, t.
- Mystic Vibra (LaSalle) Chi, h.

- N**
- Naquin, Eddie (Half Moon) Coney Island, N. Y., b.
- Nash & Evans (International Settlement) San Francisco, nc.
- Nelson, Joan (Crystal Palace) World's Fair, NYC.
- Nightingale, Billy (Harlem) Atlantic City, nc.
- Nirski (Earl Carroll) Hollywood, t.
- Noble, Leighton, & Band (Earle) Phila, t.
- Novack, Wilma (Mother Kelly's) NYC, nc.
- Noyes, Nancy (Village Nut Club) NYC, nc.
- O**
- Oehman Twins (Oriental) Chi, t.
- O'Hrel, Del (Colosimo's) Chi, nc.
- O'Neil, Tex (Gay Nineties) NYC, nc.
- Olivette, Nina & Dmitri (Villa Venice) Northbrook, Ill., ro.
- Orla, Nina (Versailles) NYC, nc.
- O'Leaga, Rosita (Havana-Madrid) NYC, nc.
- Owens & Parker (Mother Kelly's) NYC, nc.
- P**
- Page, Lolita (Marie's Crisis) NYC, nc.
- Paige, Ken & Roy (Colosimo's) Chi, nc.
- Palazzo, Jack (Half Moon) Coney Island, N. Y., h.
- Paley, Nellie (Barney Gallant's) NYC, nc.
- Paine, Billy (Cocoanut Grove) Boston, nc.
- Palmer, Gladys (Three Deuces) Chi, nc.
- (See ROUTES on page 60)

Burlesque Notes

(Communications to New York Office)

NEW YORK:

ART MOELLER, former burly theater and show manager, now a chef and boss of a diner and who grows his own vegetables in Baldwinsville, N. Y., recently was accorded a double-column illustrated rave article in *The Post-Standard* of Syracuse. Art started as an usher in Milwaukee at the age of 15. . . . HARRY (BOOB) MEYERS, comic, forced to leave the Eltinge August 18 after the first day of engagement because of hoarseness, made Tom Bundy a comedian for two shows; brought in Harry Rose, loaned from the Continental, for two more, and finally oozed in Harry Seymour to fill in for the rest of the week. . . . SHORTY AND STINKY opened August 25 at the Eltinge for two weeks prior to their booking at the Irving. . . . HELEN BARRY and Mary Rogers jumped into the Eltinge's front line August 19 to save a choline shortage caused by a few girls leaving for out-of-town shows. . . . BETTY CLARK again a chorus captain at the Eltinge, with Sunny O'Day off on a vacation. . . . BEE YAGIE, Chicago stripper, here on a vacation for two weeks, was entertained by Ida Rose. Then returned to join a Barger musical unit.

GERI ZELL, now Diane Shaw, left the Eltinge's front line for a singing and dancing berth, her first real principal climb, at the 606 Club, Chicago, where she opened August 28 as per Sammy Clark's booking arranged thru the efforts of Ida Rose. Clark also booked Zonia DuVal, Leona Thurston and Anita Jacobi for the 606. . . . MARIE MARVO was still another Clark placement for a stripper's engagement at Harry's New York Bar, Chicago, for September 14 opening. And like Geri Zell, it will be Marie's initial move from out of the chorus ranks. . . . JERRY DEL TONI left the Continental's chorus to rejoin Fred Delmar as his assistant in a lion-tamer act in Barton, Vt. . . . AL GOLDEN JR., new at the Continental August 18, and Jack Lyons replaced Bob Alder, who

goes to the Midwest wheel. Others new are Sunny Lovett and Toni Mitchell. Others to exit were Gladys Fox, also for the Midwest circuit, Mack Roberts and Miss St. Louis.

CHICAGO:

N. S. BARGER, Rialto op, left Monday with A. B. MARCUS for New York, where they have planned huddles on their forthcoming venture. . . . MIDWEST CIRCUIT has appointed the following to handle production work: Beverly Carr, Embassy, Rochester, N. Y.; Freddie O'Brien, Palace, Buffalo; Palmere Brandaux, Casino, Toronto, and Eleanor Cook, Empress, Milwaukee. . . . MARY SUNDAY opened as the feature attraction at the Casino, Toronto, Friday. . . . MILT SCHUSTER reports that the Gayety, Detroit, will play the Midwest attractions instead of the Avenue, which goes back to stock. . . . JOE DE RITA is filling in for only one week with the Happy Hyatt show at the Rialto, after which he will be featured in his own show opening September 1 in Milwaukee. . . . Rialto is having its face lifted—a new front costing a reported \$10,000.

From All Around:

MORRIS ZADINS has again assumed the managerial reins of the Gayety, Cincinnati, for Clamage & Rothstein. House cracks the new season September 15. A new front is being installed and house is getting a complete going-over on the interior. . . . RUTH BAILEY, of the Avenue chorus, Detroit, motored to Cleveland Monday of last week to visit her youngsters and to renew acquaintances with friends at the Roxy in the latter city. Ruth recently had as visitors in Detroit her parents, Frances Parks and mother, Patty O'Day and friends off the Rubin & Cherry Exposition. . . . THE CHORINES at the Avenue, Detroit, have abandoned bicycle riding at Belle Isle during supper hour, with Mae Bowers and Kitty Ellis copping the season's honors for the best bikers.

2 More Burlesque Theaters To Join 2 in Detroit Now

DETROIT, Aug. 26.—Prospects for burlesque look the best in two or three seasons, with four houses slated to play burlesque this fall. Only two, the Avenue and Empress, have kept open all summer. The National was slated to reopen yesterday after being closed all summer and thoroughly redecorated, with a shift from burlesque and pictures to burlesque-vaudeville, a local innovation.

The Gayety, closed two years, is to open September 1 under the management of Clamage & Rothstein, who retained control of the house during this period with a road-show policy.

At the Empress George Ellul has been made house manager by his brother, Joseph Ellul. New additions to the Empress cast include Fred Frampton and Jack (Ducknose) Pershing, comics; Babe Harris, featured femme; Bud (Patrick) Burns, straight, and Thelma LaPorte, comedy producer.

Briskman Opening Brooklyn Sept. 8

NEW YORK, Aug. 26.—Century, in the Williamsburgh section of Brooklyn, taken over by Sam Briskman, operator of the Continental, will be known as the Shubert. House opens for the season September 8 with a continuous policy.

Initial cast consists of Mike Sachs, Alice Kennedy, Art Gardner, Harry Rose, Leon Murray, Al Golden Jr., Betty DuVal, Marie Cord, June Taylor, Sahji, Sally Keith, Jerry and Louise Renee and Romano Brothers. Murray Austin to head an eight-piece ork in the pit. Moe Costello and Eddie Madden to manage out front. Costumes by Mrs. Stella Wilner's Follies shop. Eddie Lynch, producer, will double between the Shubert and the Continental.

Continental's players for September 8 week include Bert Marks, Walter (Boob) McManus, Jack Lyons, Sunny Lovett, Myrna Dean, Madge Carmyle and others to fill. Charles Brave is new ork leader. In charge out front, Sam Briskman and Tom Powers. Costumes by Follies company.

Hirst Bookings In Boston, Balto

NEW YORK, Aug. 26.—Hirst circuit's bookings, thru Phil Rosenberg:

Howard, Boston, opening tomorrow, *Zorita's Carnival*, with Tiny Fuller, Harry J. Connelly, Conny Ryan, Harry Jackson, Dorothy Sevier, Tess Noel, Winnie Garrett, Joan Mavis and Burns Brothers.

Gayety, Baltimore, opening tomorrow, *Valerie Parks Own Show*, with Vic Plant, Billy Wallace, Mac Dennison, Dorothy Darling, Pearl Mylie, Herbert Barris, Peggy St. Clair, Ben Hamilton, Rudy Horn and John Ensley.

Also Rosenberg-booked is the Triboro here, opening September 3 with stock. Principals include Margie Hart, Lili Dawn, George Murray, Chick Hunter, George Reynolds, Buddy Orlando and Harry Levine. Producer, Frank Bryan.

Troc, Philly, Goes Roadshows Sept. 11

PHILADELPHIA, Aug. 26.—Traveling road shows will return to the Troc September 11 at a midnight show. This house has been operating all summer with stock. With the change of policy, two femmes will be added to the line. Among those coming in with the new show are Fred Binder, Jack Rosen and Crystal Ames.

Jules Arliss will continue to manage the spot. The Troc may be the only burlesque house in the city, no plans having been made for the Shubert, which closed after an abbreviated term last season. George Nonamaker will continue to p. a. the Shubert.

Magic

By BILL SACHS

(Communications to Cincinnati Office)

RALPH PIERCE cracked the front page of *The Boise* (Ida.) *Capital News* August 12 with a three-column photo showing him performing the disappearing head trick, with his wife as the victim. Pierce played Boise under auspices of the Junior Chamber of Commerce and claims it was the best show of the year financially. He recently finished Colorado and Utah, where, he says, business was exceptionally good. He will work Oregon, Washington and Montana and then hit towards the West Coast to try out a pet idea of his on the movie stars. . . . JOHN BOOTH: Dante's permanent address is Emmasvej 18, Gentofte, Copenhagen, Denmark. . . . THE KARNAKS presented their full-evening show outdoors to some 6,000 people at Lake George, N. Y., August 15. They concluded a week's stand at Manlius, N. Y., park Sunday (27) and are preparing to launch their annual school season soon after Labor Day. They are also set to present their kiddies show in a number of Schine theaters in New York State on Saturdays and Sundays after school gets under way. . . . WALTER LEVINA and Princess Lola are currently presenting their magic-mental turn in Illinois niteries. They're now showing their wares at Triangle Gardens, Flora, on an indefinite engagement. . . . HARRY HUNTINGER is now on tour with the Manville Bros.' Show in Wisconsin. . . . LEON LONG, colored magician, is playing the Vancouver (B. C.) Exhibition this week with the W. C. Huggins Shows. . . . THE GREAT ZOGI and his company of four are working theaters thru Iowa en route to Hutchinson, Kan., where Zogi will reorganize and arrange for his fall auditorium dates. Nebraska is burned up, Zogi infos, but crops are good in the Iowa sector. This is the first summer in the last five years that Zogi hasn't had out a tent opry but he plans to go back out under canvas next season. . . . VIRGIL played the Elks' Auditorium, Dickinson, N. D., August 17 under auspices of the American Legion Auxiliary, and Marquis showed the Dickinson The-

ater there the following day, with both lads pulling well-filled houses.

WALLACE LEE, popular Durham, N. C., magician and entertainer, made *The Durham Herald* August 13 with a three-column story by Mrs. Tom Spalding, relating of Lee's adeptness at double talk and magicking. The interesting yarn was accompanied by a two-column cut, showing Lee performing the levitation. . . . THE GREAT ZELMO, veteran trixster, wants his friends to know that he's still among the living altho he has been plagued with ill health the last two years and unable to work. He is now en route from Florida, where he spent nearly two years, to his home in Wisconsin. . . . FIRST ANNUAL Canadian Magic Celebration was staged at Courtright, Ont., August 12, with arrangements handled by Stewart James. Those who entertained at either the matinee or night performances included L. Dawson, Scotty Lang, Joe Ovette, Stewart James, Mr. and Mrs. Harold Sterling, Charles Roe, Charles Colville, Everette Mire and Shirley, Mr. and Mrs. William Lang, Garry Gilbert, Paul Butler and Company and Sid Lorraine, emcee. Others in attendance at the affair included Billy, Kay and Percy Abbott, F. Hemming, W. Cambridge, Robert Elliot, Mr. and Mrs. A. Housley, Lawrence McManus, C. and T. Rogers, V. Thompson, L. Rumball, A. McNermy, C. Roe, E. Wees, Roy Head, B. Metcalfe, Delbert, Clara and Mitzie Raymond, H. Dillon, H. Bishop, M. Kort, T. Glass, A. Entwistle, H. Ramm, L. Cissell, A. Burton, B. Brown, C. Cairy and K. McEachin. . . . AVDALAS THE GREAT (George Avdalas) opened at the Metropolitan Theater, Providence, Sunday night, August 20, for a week's engagement with the first two-hour show there since Thurston's passing. He carried eight assistants. Business on the week was poor. . . . LUCILLE HUGHES, mentalist, has just concluded a fortnight's stand at The Cave in Vancouver, B. C., and has moved to Portland, Ore. In Vancouver, Miss Hughes exchanged visits with Ben Chavez and wife, who were at the Beacon Theater there the same time.

. . . MAGICDOM MOURNS the loss of one of its most popular and talented members in the passing of Horace Goldin, who died at his London home last week shortly after collapsing on the stage of the Wood Green Empire Theater. Further details in Final Curtain, this issue.

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Kinsey's Mansfield Run On Par With Last Year

MANSFIELD, O., Aug. 26.—Madge Kinsey Players, who conclude a six-week engagement here tomorrow night, report business this year slightly above that of a year ago, when the troupe played here for a like period. Harry Graf is business manager of the company.

Among the concert features here was an ensemble comprising Bette and Jean Graf, daughters of Mr. and Mrs. Harry Graf; Mary Jane Davis, Esther Davis and Katherine Fortner. Eddie Mason's Country Store, a weekly feature, proved popular here.

Kinsey troupe will continue under canvas until the middle of September and will move indoors for the fall and winter.

Atlanta Okeh for Austin Despite Inclement Weather

ATLANTA, Aug. 26.—Gene Austin and his Star-o-Rama of 1939 did good business on its five-day stand here, despite three days of rain and a muddy lot. Austin received much publicity in the way of special stories from the three Atlanta papers.

With Austin are Kandy and Koko, Dorothy Long, Betty Noble, Slim Williams, Ted Claire, the Three Revelers, the La Toure Sisters and "Skeets" Morris and his Auburn Cavaliers. While here Leglonnaire Austin visited Veterans' Hospital No. 48 to put on a performance for the patients. He was also a guest of Lakewood Park during the motorcycle races.

Morgan-Helvey Notes

GENESEEO, Ill., Aug. 26.—This town proved a winner in spite of inclement weather. Connie Mundece was busy here talking over old times with Jack Greene, former vaude juggler, now operating local flicker house. Mundece and June worked the Kiwanis luncheon here, Greene being an officer in the organization.

Savanna, Ill., gave us good business, with Byers Bros.' Show for opposition. We had an edge on the carnival, opening a day ahead of it. Both shows exchanged courtesies. Savanna is the home town of Mrs. J. Doug Morgan and she developed writer's cramp from writing passes.

Clarence Balleras, the candy ambassador, was a recent visitor, as was Pety Wales, ex-trouper, now postmaster at Lanark, Ill.

Mundece and June, Bing Snyder, Boots Stone, Jane Allardt and the writer caught the Cole Bros.' Circus at Rock Island, Ill. Party was extended every courtesy by Manager Jess Adkins. Bruce Cayton, who trouped on the Henry Brunk Show with the writer, is on the Cole Show Band. Reese, calliope player, also was formerly with various reps.

Birthdays were the vogue the past week, with Neale Helvey, Charles Pratt and Mystic Trakas celebrating their natal days. All were remembered by members of the troupe.

Monte Montrose's *Snow White and Dopey* is proving a popular concert feature, with comic Jimmy Martin getting the laughs.

Wayne Douglas continues to be top man among Joe Smith's concession agents.

George Cress is a recent addition to the show.

Hap Sage and Herman Romick, in their second season on here, continue to please the natives with their musical novelties.

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Rep Ripples

ROY CRABTREE, former comedian with the Madge Kinsey Players, is now out of the business and residing in Wooster, O. He still makes an occasional jaunt onto the show and contributes an impromptu specialty now and then just to keep in trim. . . . ELEANOR DEIWERT, of the Rose City Players, has been receiving much favorable press comment recently for her musical "tone sketches" of the various music masters. . . . M. & M. Motorized Show, M. L. Mitchell, manager, is finding the South Dakota territory slim pickings. . . . BILL BUHLER, former repster, out of the business the last several years, has framed a radio unit, Uncle Obediah and his Cowboy Minstrels, heard over WMTD, Muscle Shoals City, Ala. In the outfit, besides Buhler, are James Prather, R. T. Hodges, Hubert Prather, Harold Hodges and Bill Buhler Jr. . . . CON DAVIS Entertainers report fair business in Tennessee mountain towns. . . . MAX RANEY'S Tent Radio Show has been caught playing to good houses at several New England stands recently. . . . AFTER A FEW MORE spots in Western Wyoming the Rose City Players, piloted by Ray Lenhart, will head into Montana, Idaho, Washington and California, playing one-nighters mostly. Lenhart spent the early part of the season with the Morgan-Helvey and Hal Stone shows. Dean Laird is handling the press for the Rose City troupe, which is showing under auspices of the Townsend clubs all along the route.

BLANCHE BRADLEY, formerly with the Dixie Queen Showboat, was in Kansas City, Mo., the past week after a visit with friends and relatives in the East. . . . J. GORDON KELLY begins rehearsals in Omaha this week for the opening of his repertoire company which will play three-night and week stands in theaters thru Nebraska. . . . MR. AND MRS. OLAF CARLSTROM, who hail from Fremont, Neb., were spotted in Kansas City, Mo., last week, where Olaf has ac-

cepted a position in commercial lines. . . . SILVER'S COMEDY CO. brought the tent season to an end in Iowa last week and reopened immediately in houses. . . . JACK KELLY'S Comedians wind up the tent season in Michigan this week. . . . CHET THOMAS, former rep and tab musician, is teaching music in Kansas City, Mo., institutions. . . . SCHNITZ SEYMOUR'S No. 1 unit opened last week at Kearney, Neb. Company is managed by Bill Highly. . . . E. R. MISNER has returned to Omaha from an extensive vacation and is now preparing to open another season with his lyceum attraction

BOYD HOLLOWAY is making arrangements to launch a circle after he winds up the season with the Gagnon-Pollock Players. . . . NORMA GINNIVAN Players will close the canvas season September 9 at Manchester, Mich. . . . HILA MORGAN Players, after showing their regular summer territory thru Iowa, head south this week. . . . VIOLA AND JERRY BRUCE have severed their connections with J. H. Ward's Comedians in Oklahoma and are now sojourning at their home in Minneapolis. . . . ERNEST VEVEA, formerly with the Majestic Showboat, has joined the Judy and Mac Green Players in Arkansas. . . . AUDREY SWANSON has joined William Balthazor's No. 1 unit in South Dakota. . . . SKIPPY LAMORE'S Comedians are scheduled to close their tent tour the first week in September. . . . W. H. WALTERS, rep veteran, who pushed a perambulator from Chicago to Kansas City, Mo., recently has joined Buck Owen's unit in Kansas. . . . TOBY AND BERTHA SHELTON have closed with Dr. Street's med show. . . . JOSEF SAULINE is making arrangements to relaunch his Carolina circle late in the fall.

Tolbert Tattles

MONROE, La., Aug. 26.—Hot weather still holding on, with bathing parties for the gang every day. In spite of the heat business has been tops, with four turn-aways the past week (no bull).

Little Buddy Hale was guest of honor

Baxter Players Notes

TELFORD, Tenn., Aug. 26.—Baxter Players, making their second appearance of the season here last week, hung up a healthy business despite a siege of inclement weather.

Karl Sapp, formerly with the Madge Evans Players, has joined the show as pianist.

Freddy Hayes, former pianist on here, and Toots Hodge, electric guitarist, have left to accept a radio offer in Terre Haute, Ind.

The motion picture department has just purchased some new feature-length films.

Bob Brockman, Karl Sapp, Mr. and Mrs. J. J. Baxter, Bobbie and Phil Baxter and Jake Rector caught the Russell Bros.' Circus in Johnson City, Tenn., last Saturday.

at a birthday party the other day. Moving pictures of the event were taken, and his dad is looking for a truck to carry the gob of gifts the little fellow received.

Toby and Dorothy Eastman were the week-end guests of Mr. and Mrs. Lew Childre at their summer home on Orange Beach. They made the choice fishing grounds and the reward was a dandy mess of speckled trout.

Lew Childre is the proud owner of a 1908 Model T Ford, which is used in Ford tie-ups. It really gets the dealers and the money. The car is in fine condition and when it's driven down the street it is the talk of the town. A sound track was made of the motor and when we sign off the air at each broadcast Lew puts the girls in the Model T, cranks it up and it chugs away to a fadeout.

Blimpy Erbacher and the swing ensemble have been holding jam sessions almost every night at local night spots. Bill Wagoner left the brigade to take up the advance when Ollie Hamilton had to leave that post to advance his own show. However, Manager Hale has called Wagoner back to the brigade.

Opening night in Monroe found a squad of candid cameramen in the audience in the dressing rooms on stage and in our hair. However, a number of fine shots were obtained.

J. C. Willis, owner of the Klub Kokomo, Dothan, Ala., wires us that it has rained so much in Alabama that we better swap the tent for a showboat before we head back home.

The route card gives us Arkansas next.
TOBY EASTMAN.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Walpert Launches New Holly'd Show This Week

HOLLYWOOD, Aug. 26.—Manager-Director J. Walpert opens a derby show at the corner of Fletcher and Riverside drive here this week. Contest is to be sponsored by the Athletic Association of American Legion Post.

A fireproof structure, 158 by 324, will house the contest. Seating arrangements call for accommodations for 5,500 persons.

All concessions are to be operated by Walpert. Staff includes Ernie Bernard and "King Kong" Coffey, judges; Mike Brown, timer, and Danny Brammer and Tiny Epperson, emcees. Three 15-minute announcements are being made daily over each of five local stations.

Legal Tiff Closes Ross Show

GALVESTON, Tex., Aug. 26.—Harassed by legal difficulties since opening here around the middle of July, Hal J. Ross, well-known endurance show promoter, was finally forced to call it quits late Thursday. Show had been enjoying satisfactory business and Galveston citizens had no complaints on the way the show was operated. Pressure to close the contest is believed to have been brought by opposition interests.

ROBERT LAURENCE NELSON writes from Hollywood that he would like to read news here on Pee Wee and Pauline Collins, Jack (Dead Pan) Kelly, King Brady, Lou Jarvis, Ginger Brown and Ethel I. Evans. "The kids shouldn't find it hard to get a 3-cent stamp and a little bit of hotel stationery," opines Bob. He also infos that he will be appearing with Lyle Griffin's Band as a singer in the picture city for the next six months.

CAPT. PHIL C. MATHIEU, former staff member with Hal J. Ross and now playing fairs with a short-range shooting gallery and glass-u-win game, paid the endurance desk a visit Monday of last

week. Phil, who had just closed at Falmouth, Ky., working dates on thru to Omaha, gave out with some interesting way-back-when stories of the good old days of walkathons.

"RUBBER LEGS" MARTIN, Fats Bertalona and Joe Coulatta are performing at a Beaumont (Tex.) nitery, where Martin heads the floor show.

PLEASE DON'T ask us to locate friends for you thru this column. Write them a letter in care of *The Billboard*, Mail-Forwarding Dept., 25 Opera place, Cincinnati, O. Your letter will be advertised in the Letter List and upon receipt of an address will be forwarded. This service is rendered free.

DON J. KING, former band leader with Ray (Pop) Dunlap and Hal J. Ross, is currently with Johnny Burkarth's Band at the Henry Grady Hotel, Atlanta. Don left the Ross contingent during the latter's contest in Dayton, Ky., to join Burkarth's outfit.

LAST REPORT reaching the desk on Kay Manning had her performing the "buried alive" stunt at the Decatur (Ill.) show. On August 12 she had been under the sod 27 days.

WORD REACHES us that Tiny Epperson has drawn an indefinite-stay ticket at Burp Hollow, Hollywood nitery.

HANK LEWIS closed an engagement at Tiny's Hi-Hat in Oakland, Calif., Thursday of last week and reports he goes into Matteoni's in Stockton September 7, where he at one time held forth as emcee for 18 months. "Have seen many former marathoners here in the bay district recently," writes Hank, "including Rose and Dick De Long, the Beegely boys, Gordon and Cecil, and, of course, the bunch with the roller derby—Margaret Gowdy, Eddie Fetter and Jackie Sells." Hank would like to read notes here on Jimmy and Gladys Hoffman, Curly Linder, Benny Leonard, Edith Merritt, Joe Palooka, Dud Nelson and Moon Mullins.

Seek To Curb Pass Racket

NEW YORK, Aug. 26.—Hitting at the old sale-of-theater pass racket, the League of New York Theaters today sent to all members letters of instructions, outlining its first concerted move to cope with the abuse. Letter advocates the following: (1) Abolish practice of giving away tickets in exchange for advertising such as displaying posters; (2) reduce complimentary tickets to a minimum; (3) centralize authority for giving passes, and (4) confirm all telephone calls with a call-back.

IA Charter Awaits TMATers

NEW YORK, Aug. 26.—As predicted here last week, the International Alliance of Theatrical Stage Employees will cut in on the Theatrical Managers, Agents and Treasurers' Union by chartering its own treasurer division. Charter is all ready, waiting for the treasurers' group of TMAT to make formal application. In fact, George Browne, president of the IATSE, was ready for the launching Wednesday. New group comprises about 300 members here. IA already has in its fold treasurers in Chicago and St. Louis. Treasurers of TMAT held a caucus Wednesday night, discussing the bolt.

Walk-a-Show

OPENING SEPTEMBER 5TH

8,000 Seats. In Established Location. In Heart of Tailor-Made Audiences. Want Spanish, Mexican, Italian, Jewish and Foreign-Language Speaking Teams. WRITE AIR MAIL. NO COLLECT WIRES.

RED NORTON

953 WEST 7th ST., LOS ANGELES, CAL.

Success Hinges Upon Care You Give Your Equipment

CINCINNATI, Aug. 26.—Dirty motion picture equipment means the difference between a good and a bad performance. Many roadshowmen have a policy of routine checking before they put on a show. This has enabled them to become successful roadshowmen and a credit to the business. Regardless of the money invested in equipment, do your best to protect it. The success of any business—and this most certainly applies to the roadshow business—is to cut operation costs. Replacements are unnecessary and expensive and can be avoided by keeping equipment in good shape.

Whether the most expensive or a moderately priced projector is used, there is an investment represented. Because of this the non-theatrical exhibitor should do everything possible to reduce operating and replacement expenses. And, after all, 16mm. films must be presented in a showmanlike way or their effectiveness is lost.

Of the three major parts of equipment—screen, film and projector—the latter two require specific attention. Care must be exercised at all times to keep them clean. Because librarians are directly affected in dollars and cents by damage done to film, educational campaigns stressing the importance of equipment care are always in progress. There is not a librarian who will not take time to explain to a roadshowman how he can better care for his projector.

Care of Projector

No one can expect a projector to give expected results unless proper attention is given the machine. The machines give much service despite neglect, but a roadshowman must get the very best service from his projector.

Projectors must be protected from dust. As dust contains grit that will in time work into the delicate mechanism and cause excessive wear, a projector should be thoroughly cleaned at least once a month. If the exterior of the machine is wiped off before and after each show the chances of grit getting into the mechanism will be reduced. The projection lens should be removed and cleaned with cleansing tissue. While handkerchiefs and other cloths may be used, these carry dust and are apt to put a "veil" over the lens. Continued use of a cloth will destroy the polish on the lens and reduce projection qualities.

The condensing lenses, a most important part of the projector and located directly in front of the projector bulb, should be kept spotlessly clean. While they cannot be readily cleaned by wiping with an ordinary cloth, the roadshowman should use spectacle-cleaning fluid and a tissue for this work. This will remove dust and oil and give proper projection. However, when remounting the lenses, guard against getting them in their sockets too tightly. They are purposely inserted loosely to prevent the heat from the lamp cracking them.

The aperture gate, a slit thru which the film runs, should be kept as clean as possible. Don't touch this part with any sort of metal object, because this will scar the surface and cut the emulsion on the film. Some projectors are arranged so that the gate cannot be opened fully, but in these cases it can be cleaned by using a long-handled camel's hair brush thru an opening made by remov-

Merchants' Shows Popular in Indiana

CINCINNATI, Aug. 26.—Merchant-sponsored road shows are proving quite profitable in Indiana this year. Reports show that roadshowmen are building up circuits thruout the State. Number of circuits is estimated to be between 30 and 40, bringing weekly shows to more than 200 towns. Practically all of the shows are sponsored by local merchants. Shows, of course, are given free.

Most popular spot for putting on the shows seems to be the main square of the town. The 16mm. sound on film equipment is used almost exclusively. Most recently issued 16mm. features, cartoons and shorts make up the programs and attendance has run above the 1,000 mark at some spots.

Road shows have long been popular in the Indiana lake regions, especially in the summer when resort spots are crowded. Popularity of road shows in the corn belt and other parts of the State, however, is of more recent origin.

ing the lens. This should be done prior to each showing of a program. If the roadshowman fails to do this, fringes or "whiskers" will be seen at the edges of the screen. Once the gate becomes scratched the only remedy is repolishing or replacement.

Oiling Is Important

An important step in the care of a projector is oiling. Manufacturers have taken the trouble to mark the oil holes—some are even designated with a spot of red enamel to insure proper lubrication. Instruction books supplied with the machine advise the intervals at which certain parts should be oiled. The frequency of lubrication as set down in the books should be carefully observed. A lack of oil will result in serious damage. Where a drop of oil a week is ordered, six drops every six weeks will not do the proper job. However, there may be a tendency to over oil. This means that grease will accumulate on the lenses and fuzzy and cloudy pictures result. Oil on film is difficult to remove and may be easily prevented by following instructions on lubrication.

Too much oil not only damages the film but may cause sparking and heating. If this occurs too often the motor armature may have to be removed and the commutator turned down on a lathe, an expensive and wholly unnecessary operation.

These are only general instructions in the care of the projector.

For emphasis the following four points which assure a roadshowman of more service from his projector are given:

1. Check setting of AC-DC control. Inquire as to current, as some spots have both.
2. Set speed correctly.
3. Before starting projector be sure sprocket teeth are actually in film perforations. Be sure film is passing thru mechanism properly.
4. Use only oil recommended for the type and model projector employed. Always wipe off surplus oil after lubricating.

(To Be Continued Next Week)

Teacher Gives Tip On School Shows

NEW YORK, Aug. 26.—Peter Skeberdis, of Lapeer, Mich., a recent visitor at the New York office of *The Billboard*, is a school teacher by profession. His entrance into the road-show business was an outgrowth of his interest in home movie photography. For the past two years he has been supplementing his teaching activities with putting on shows in schools within a wide radius of his home town.

"Cartoons, travel shorts and educational shorts treating such subjects as the life of the bee, fish, flowers and trees are especially good for grammar school showing," he says. "I've found that a four-reel program, including a travel short, a cartoon and two educational pics is plenty. Most shows of the educational type are put on in the afternoon after school hours for a 10-cent charge. I've found the parents much interested in these programs, too, and many of them attend."

Skeberdis also puts on evening programs for high school pupils who wish to raise money for their class treasuries. For this type of a show he uses feature-length pics with a few shorts. His experience has proved the wisdom of insisting on a guarantee sufficient to cover the cost of the film rental. "When I first started out," he reveals, "I worked such showings on a 50-50 basis. However, a few occasions where I laid out \$6 for film rental and found the house gross was only \$10—which meant I lost \$1 while the sponsors made \$5—convinced me that this system was all wrong. Now I insist on a guarantee to cover the cost of the film and work on a percentage above that."

Skeberdis has been passing his vacation in the East putting on pictures at the Hensler Auditorium, Newark, which is operated by his father. The spot is a combination tavern and auditorium. Programs have had a worthwhile effect on boosting patronage at the spot.

Skeberdis is journeying back to Michigan this week, where he plans to embark on an ambitious road-show program under the name of the Cine Pictures Co. While in New York he has been calling on film distributors and purchasing films for his winter operations.

What Readers Say

"Your articles have been very instructive as well as interesting. They have answered a great many questions in regard to the road-show business." Mrs. Olive Hupp Maynard, Muncie, Ind.

"Your articles under Non-Theatrical Films in *The Billboard* pertaining to the road-show business are certainly fine and a great help to anyone new in this business. As I am considering the purchase of an outfit, your articles mean a great deal to me, especially those in the August 5 issue. It was by accident that I purchased a copy of the July 29 issue. After reading your article in it as well as questions and answers in the August 5 issue, I would appreciate knowing if it's possible to obtain copies of the three previous articles. Its needless to say I will purchase all future copies." M. D. Nettz, Rockford, Ill.

Teaches Swimming With Aid of Films

NEW YORK, Aug. 26.—One of the most unusual types of road show was unfolded to us recently as a result of a meeting in New York with Commodore Benjamin H. Schlomberg, regarded as one of America's foremost life-saving and swimming educators. Packed into his interesting career has been 18 years of professional life-guarding as well as the teaching of thousands of persons to swim since he first became instructor back in 1902.

It was this love of swimming plus his interest of wanting to teach others to swim that got him into the road show business back in 1919. Since then he has given more than 900 lectures and demonstrations on swimming and life-saving to approximately 500,000 people in 29 States.

Schlomberg has perfected a method of swimming instruction bearing his name. He has had motion pictures made of his system and uses them to illustrate his lectures. He uses 35mm. equipment but has his films on acetate. An unusual note about his equipment is that he has it rigged up in such a manner that he can operate it by remote control from his position in front of the audience.

Schlomberg is getting ready to embark on another tour this winter. Last year he was booked 16 weeks thru Pennsylvania, West Virginia and Kentucky with his swimming films. Schlomberg usually plays towns of about 10,000 population under the auspices of the local Chamber of Commerce or some fraternal organization. In some spots, the high school or the school system books his show. He does all his booking by mail. Early in June he starts sending out letters to schools and organizations and by August he usually has his route pretty well laid out. All shows are booked on a flat fee basis.

This will mark the 20th season that Schlomberg has taken his films and projectors into the hinterlands. Up until this year he has been making all of his jaunts, unaccompanied, by train or bus. This year he's taking an assistant along and they'll travel by truck.

Promotions Aid In Selling Pics

CINCINNATI, Aug. 26.—Showmanship is just as much a part of the motion picture roadshow business as any of the other branches of the amusement and entertainment industry and the success or failure of a picture depends largely upon the way it is exploited and sold.

We have seen enterprising roadshowmen with the knowledge of promotion and salesmanship take out a picture discarded by a contemporary as "no good" and get real money with it simply by putting a little effort into "selling" the product and by making the picture doubly attractive to the natives thru simple promotions with the merchants or civic bodies in the towns played.

One roadshowman we know toured the South with the picture *Monsters of the Deep*. In each town he tied up not only with the local schools but the athletic clubs and sporting goods merchants. In addition to hanging plenty of paper, every sporting goods store had a window display of diving suits, knives, harpoons and other equipment used in deep-sea

45th YEAR
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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 Co.
R. S. LITTLEFORD SR., President.
E. W. EVANS, Secretary-Treasurer & General Manager.
A. C. HARTMANN, Editor
Outdoor Depts., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Depts., 1564 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5306. Cable Address, "Billyboy," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway. Phones, MEdition 3-1616, 3-1617, 3-1618. CHICAGO—4th Floor Woods Bldg. Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—390 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampart Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Edward Graves, care of "The World's Fair," Cromwell House, Fulwood Place, London, W. C. 1, England. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Scribe.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. 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 Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. 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. 51. SEPTEMBER 2, 1939. No. 35.

fishing. In some towns a special performance was staged for members of various athletic clubs. Representatives of the roadshowman made talks before school classes and Parent-Teachers' Associations to explain the wonders of the film and its educational value. Equipment used in deep-sea fishing was used to illustrate these talks. The spirit of competition was built up amongst the various sponsoring groups so that they all tried to outdo each other in selling tickets. So successful were these campaigns that in most every town additional performances had to be scheduled to accommodate the crowds.

A religious picture was promoted in the same way in Cleveland a few years ago with tie-ups effected with all the churches of the city. The picture was an old-timer that had been shown in local theaters. Yet so successful was the drive that the three-night showing had to be stretched out to a week. Performances were staged in the Civic Auditorium, which has a seating capacity of 12,000.

Fundamentally the success of all promotions of this type depends largely on the showmanship ability of the organizer. If he selects his towns properly, features a picture of definite appeal, makes tie-ups that are liberal enough to make it worth the while of the sponsoring organizations to participate and then promotes the show in as aggressive a fashion as possible, such promotions can be made to pay big dividends.

OWEN J. KELLEY is now operating a talking picture roadshow thru Central Connecticut.

Operate Your Movie Shows

Lots of theatreless communities. Show movies. We rent 16mm. Talking Pictures by day or week. We rent and sell Complete Projection Equipment. Earn \$50.00 to \$100.00 weekly right away. We show you everything. Write immediately to SOUTHERN VISUAL CO., Dept. B-10, 494 S. Second St., Memphis, Tennessee.

ATTENTION! ROAD SHOW EXHIBITORS, CIRCUITS!

35mm. Sound Programs—Feature, Comedy, Serial, Shorts, \$42.50 Rental per Week! Westerns, Actions, Comedies, Musicals, Mysteries. Late Releases. Good Prints! Shipped on any size reels requested! Send for lists and information! Set Bookings Now! Projectors for Sale! UNITED FILM, 15903 St. Marys, Detroit, Mich.

THE FILM WEEKLY AUSTRALIA

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

The Final Curtain

BARCHUS—James O., 71, old-time circus brigade agent, in a Little Rock, Ark., hospital, August 17. Deceased was with circuses from 1885 to 1912, since which time he had been a chiropodist. He was known to hundreds of circus and carnival people as Doc. Survived by two sisters of Rock Hall, Md. Interment in Edgewood Cemetery, North Little Rock, August 19.

BRADLEY—Springtime, 47, comedian and emcee with the Sam Lawrence Shows the past three years, in Martinsburg, W. Va., August 16. He also formerly trouped with tent shows.

BRADLEY—Joseph T., widely known band leader in the Albany, N. Y., district, at his home in that city August 21 after an illness of six years. Services August 23 in Brasure Funeral Church, Albany.

COCKRUM—Opal C., 25, son-in-law of Mr. and Mrs. L. H. Baldwin, cookhouse owner with the Tilley Shows, killed instantly in a truck collision near Bedford, Ind., August 21. Survived by his widow, Eileen, who was formerly with Pearson Shows for three years.

FARNSWORTH—Louise Margaret, 49, actress known during the silent film era as Margaret Whistler, in her Hollywood home August 23 after a long illness. She appeared opposite John Gilbert in *The Queen of Sheba*, produced shortly before the advent of talkies. She continued in motion picture work in a technical capacity until her last illness.

In Loving Memory of My Dear Husband

CLARENCE E. SHERMAN

Who left this world August 25, 1938. Sunshine passes, shadows fall, Love and remembrances outlast all.

MRS. CLARENCE SHERMAN

HOSKINS—Washington Howard, 73, billposter for Ringling Bros.' Circus more than 40 years ago, at his home in Huntington, W. Va., August 22. Hoskins joined the Ringling show when a youth and was personally acquainted with all

the Ringling brothers. He moved his family to Huntington in 1922, where he entered the employ of the Smoot Advertising Co. as billposter and was active until the day before his death. Survived by a son, Harold; a brother, Solomon, and a sister, Mrs. Will Davis.

MCCABE—William, for many years manager of McCabe's Georgia Troubadours, in University of Kansas Hospital, Kansas City, Mo., August 11 after several months' illness. Survived by his widow, Edna, and two sons, of Chicago. Burial in Highland Cemetery, Kansas City.

WE LOST A PAL AND A BROTHER, LEGIONNAIRE CLARENCE E. SHERMAN

Gone, but not forgotten, is the pal whom we worshipped. A Legionnaire never to be forgotten for his friendly spirit—always a good trouper. Passed away in Charleroi, Pa., August 25, 1938.

A. E. DODSON AMERICAN LEGION POST No. 784.

MISTROT—James J., secretary of the Eureka Shows, in Nelsonville, N. Y., July 25 of a heart attack. Survived by his widow, who is still with the show. Burial in Cold Springs, N. Y., July 29.

OLINGER—John B., 65, Milwaukee exhibitor from 1906 to 1928, August 19 in Milwaukee. Survived by his widow, a sister and a niece.

PRUETTE—Mrs. Lorraine L., musical comedy and vaudeville performer before the World War, August 20 at her home in Cincinnati after a brief illness. With her husband, William Pruette, she co-starred in *When Dreams Come True*, *Chin Chin*; *Oh, Boy*, and *Around the Clock*. Survived by her husband and mother, Mrs. Dora Wimmer. Services in Cincinnati August 23, with burial in Vine Street Protestant Cemetery there.

ROZANSKI—Theodore, 41, carnival concessioner, known professionally as Teddy Rose, found dead in his room in the St. James Hotel, Woonsocket, R. I., August 16. Survived by a sister in Toledo and one in Brooklyn.

THACKER—Mrs. Annie Sutton, mother of Flozari Rockwood, former dancer and hotel manager and now a poet and editor

SIDNEY HOWARD

Sidney Howard, 48, one of the greatest of modern American playwrights, a winner of the Pulitzer Prize, a holder of a Motion Picture Academy Award for scenario writing, a member of the Playwrights' Co. and a leading light of the Dramatists' Guild, was killed at his estate at Tyringham, Mass., Wednesday afternoon, August 23. His death occurred when he cranked a tractor parked in a barn on his estate. The tractor had been left in gear by a farmhand and, when Howard cranked it, it started forward, pinning him to the back wall of the barn and crushing his chest.

Sidney Howard was born in Oakland, Calif., in 1891. His father, John L. Howard, had started an early steamship line to Alaska, and his mother, the former Helen Coe, had been a professional pianist and organist. Young Howard was originally interested in music.

He was taken to Italy at the age of 12 and went abroad again about five years later. After giving up music he turned to writing poetry and began writing plays while he attended the University of California, from which he graduated in 1915. After graduation he studied theater arts in George Pierce Baker's 47 Workshop, then at Harvard, and during the first World War he served with an American ambulance unit and later in the aviation corps of the United States Army.

After the Armistice he became a special investigator for *The New Republic* and *International Magazine*, and in 1922 he joined the staff of *Life*, of which he became literary editor. His first play to be presented professionally was *Swords* in 1921. In the cast was Claire Eames, whom he married shortly after the play's closing. *Swords* was followed by various adaptations from the French, Hungarian and Spanish, and by a play written in collaboration with Edward Sheldon, *Bewitched*. His first real success, however, came in 1924 when the Theater Guild presented his *They Knew What They Wanted*, which won the Pulitzer Prize for that year. From that point onward a long line of distinguished and for the most part financially successful plays came from his pen, including *Lucky Sam Carver*, *Ned McCobb's Daughter*, *The Silver Cord*, *Half Gods*, *Marseilles*, *The Late Christopher Bean*, *Alien Corn*, the dramatization of *Dodsworth*, *Yellow Jack*, *Ode to Liberty*, *Paths of Glory* and *The Ghost of Yankee Doodle*.

In 1927, in the midst of his playwrighting career, he went to Hollywood to write scenarios and later blasted the Coast film colony's aims and ideals. He was a successful scenario writer, however, turning out, among other things, the scripts for *Bulldog Drummond*, *Raffles*, *The Greeks Had a Word for It*, *Arrowsmith* and his own *The Silver Cord*.

He was divorced from his first wife in 1929 and in 1931 he married Leopoldine Blaine Damosch, daughter of Walter Damosch, the conductor.

Last season he was one of the five leading American dramatists who banded together to form the Playwrights' Co., a producing organization set up to present its own plays. His *Madam*, *Will You Walk?* is set to open the organization's season, and the last play on its schedule was to have been his dramatization of Carl van Doren's prize-winning biography of *Benjamin Franklin*. He was to have directed the first play himself. He was working mornings on the Franklin play on his 700-acre estate in Massachusetts and had been so occupied on the morning of the day he was killed.

He is survived by his widow, four children, one of them from his first marriage; his mother, a sister and three brothers. He had been president of the Dramatists' Guild and had been elected to both the National Institute of Arts and Letters and the American Academy of Arts and Letters. He was a member of Beta Theta Pi, Authors' League, Century Club and Harvard Club.

Funeral services were held at Union Chapel in Tyringham, Saturday afternoon, August 26, with Rev. Philip Adams Job, pastor of the church, officiating. Burial was in the little cemetery on a hill near the church.

HARRY C. BAKER

Harry C. Baker, 52, president National Association of Amusement Parks, Pools and Beaches, passed away in his Larchmont (N. Y.) home on August 23, never having regained consciousness from a five-day coma. He had suffered a series of strokes, beginning last September and recurring at frequent intervals until April, when all hope for his recovery was abandoned. He recovered sufficiently, however, to attend to his 12 riding devices at the New York World's Fair, which he operated in association with a Philadelphia syndicate, a partial interest being held by Harry G. Traver, head of the World's Fair Concessioners' Association. Death was attributed to heart disease and complications.

Popular and personable, Harry Baker was an unqualified money plunger. He made and dropped half a dozen fortunes as ride builder and operator, amusement park owner and one-time contractor. He was born Harry Charles Baker on January 20, 1887, in Kewanee, Ill., where he attended public schools. At 18 he joined the U. S. Army as cavalryman in the Philippines for three years. In 1908 he entered the contracting business in Kewanee and in the fall broke into show business in Riverview Park, Chicago, doing construction work. Next year he erected the pneumatic tube ride in Forest Park, Chicago. On January 1, 1912, he married Meta H. Griep, who bore him a son, Wilbur Paul, but tragedy visited the young couple when the child died on December 24 of the same year.

From 1910 to 1914 he was in charge of construction and operation for Ingersoll Engineering and Construction Co. in Riverview and then branched out on his own, forming a contracting and real estate company in his native city with his brother, Herman P. Baker, who preceded him in death about five years ago. The firm, Baker Bros., operated mainly in Streator and Galesburg, Ill., and Muscatine and Davenport, Ia. He kept in close contact with amusement park activities and in 1919 entered into the noted engineering partnership with John A. Miller, the association lasting nearly 10 years. Miller & Baker built Pleasure Park, Bridgeport, Conn., in 1920, but a few years ago the city took over its operation and during one year leased it to Baker.

In the 30-odd years of his park and ride empire Baker was head of some 40 companies. He had operated at the park-fair in Aurora, Ill., and many years held the ride concessions at Midsouth Fair, Memphis, where his firm, now known as Park & Beach Supply Co., successor to Harry C. Baker, Inc., New York, still maintains contracts. Firm he headed also operates in Crescent Park, Providence; Pleasure Beach, Bridgeport; Glen Echo, Washington; White City, Worcester, Mass.; Playland, Rye, N. Y., and at many other spots. He built and held patents on Coasters (his specialty, along with Funhouses) thruout the United States and on foreign soil. He constructed the Coaster at Rockaway, L. I. He was once exclusive distributor for Dodgem. Last year he rebuilt Highland Park, Avon, Mass., while engaged on other fronts, including advance stages of the New York and San Francisco fairs. Baker's company received a reputed \$100,000 12 years ago as its share of the purchase of old Paradise Park in Rye by the Westchester County Park Commission, which built Playland on the acquired property.

Baker rose to presidency of the NAAPPB at the Toronto convention in 1934 and had been re-elected every year since, having served previously as director and member of many important committees. He was first president of the NAAPPB, formed in Toronto by a merger of the NAAP with American Association of Pools and Beaches. He had served as treasurer of American Recreational Equipment Association, successor to Manufacturers and Dealers' Section, NAAP, since 1927, and was also a trustee of American Museum of Public Recreation. He was a member of IOOP, Masonic Lodge, Commodore Athletic Club and, in Bridgeport, of the Algonquin Club, and was a member of National Showmen's Association, serving on the board of governors, and held membership in Showmen's League of America.

A funeral service was held August 25 at Davis Memorial Home, New Rochelle, Rev. Dr. Frank Joseph Coffin, Larchmont Episcopal Church, officiating. Burial service was held August 26 at the Ernest Schmidt Funeral Home, Chicago, and the body was interred in Eden Cemetery, Schiller Park, Chicago. Masonic rites were conducted in that city. Survived by his widow and two brothers, George J. Baker, superintendent of Playland, Rye, N. Y., and John, an engineer, Long Beach, Calif.

and publisher of poetry journals, at Ashton under Lyne, England, June 18. Survived also by two other daughters and two sons.

In Loving Memory of My Dear Husband and Our Pal,

JOE TILLEY

Who Passed Away August 29, 1938, at Princeton, Ill.

Gone but not forgotten, for his memory will live forever in the hearts of those who knew him best.

MRS. ANNA TILLEY and MEMBERS OF TILLEY SHOWS

VANCE—Mark, 58, trade newspaper man, August 22 at the Will Rogers Memorial Home, Saranac, N. Y., after an

illness of several years. He had been editor of *Show World*, *Zit's* and *The NVA News*. He also had been with *Variety* for 23 years. He started in show business as a press agent. Survived by his widow and son.

WEILER—George G., 59, secretary-treasurer of the Racine, Wis., County Fair Association for 17 years, August 21 at his home in Burlington, Wis. Survived by his widow, a daughter, four sons, six brothers and two sisters.

WIDLUND—William E., 63, father of Don Widlund, executive of Jam Handy Picture Service, commercial motion picture producers, Detroit, at his home in Boston recently. Burial in the latter city.

HORACE GOLDIN

Horace Goldin, 65, internationally known magician and illusionist and originator of the method of cutting a woman in half with a circular saw, besides many other popular magic effects, died August 22 at his London home shortly after finishing a performance at the Wood Green Empire Theater.

Born in Russia, he later became an American citizen, but spent most of his life in England, where he was one of the highest paid artists on the stage. He was also one of the highest paid vaude magicians ever to tour in the United States. His earnings were exceeded only by those of one other magician, the late Harry Houdini.

Goldin first became interested in magic in 1891 while clerking in a New York shoe store. Having difficulty fitting a customer in some boots, he investigated and found the toes of the boots filled with hard-boiled eggs. The customer and perpetrator of the trick was none other than Herman the Great. He showed Goldin a few more tricks and the latter immediately began practicing conjury. By 1902 Goldin's reputation in the United States was established and he went to London for a week's booking, which terminated in a six-month engagement. He gave command performances before Edward VII, Queen Marie of Roumania and other crowned heads of Europe, which led to his billing himself as the Royal Illusionist. His last extensive tour of the United States was in 1923-'24.

Deceased was a life member of the Society of American Magicians and president of the Magicians' Club of London, and he founded *The Magazine of Magic*, a British publication. Goldin published his autobiography last year, *It's Fun To Be Fooled*.

Survived by his widow, a former actress, who was visiting in New York when informed of his death. She appeared with her husband in many performances and said she intended to bring the body back to the United States for burial.

NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

Ops Strive To Increase Draw For Fun Zone

NEW YORK, Aug. 26.—Midway operators were far from satisfied with general set-up of the amusement area this week, despite fact that attendance at main gates has increased somewhat recently and slightly larger crowds are finding their way to the fun zone. Business generally in the area has improved, tho most concessioners point out that before any influx of people can make an appreciable impression in grosses afternoon and early evening patronage must be upped.

Free concerts by name bands, introduced three weeks ago, have definitely helped most attractions in the afternoon, especially those located on Fountain Lake side of the midway where bands play. On the other hand, entire midway was up in arms this week at the fair's decision to drop fireworks on the lake two nights a week, Wednesday and Sunday, as part of the corporation's general retrenchment program. Feeling exists that if cutting of expenses is necessary in fun zone, band concerts at night should be dropped rather than the fireworks which have been responsible all season for bringing hordes of people to that end of the fair. While afternoon concerts have been acknowledged an aid to some extent, night sessions have made little impression on attendance in the area.

In line with concessioners' contention that area must obtain a larger percentage of people coming thru the front gates, plans for a \$1 combination gate—

(See OPS STRIVE on page 63)

Midway Toppers

Productions, Girls and Rides Share Honors, But Villages Place 5 of First 15

"Arts and Flowers" Trail

Breakdown of first 15 leaders in gross business from opening to Monday, August 14, shows production shows, girl items and rides sharing honors by placing three apiece in the line-up, but the rides really outshine the other two brackets because NTG's Congress of Beauty-Sun Worshipers, altho figured as production, is classed as a skin opera in its appeal to public. This actually gives the production class only two placements, *Aquacade* and *Hot Mikado*. While the epidermis clinics amount to three, closing of Cuban Village, whose central outdoor show was in girl niche, gives the fems only two placements. Villages, with five of first 15 (counting or discounting Cuba), rank first in type placements.

Frank Buck's *Jungleland* is the midway proper leader, *Aquacade* not being counted as a midway show. This gives animals, along with a celebrated name, first ranking in the amusement area. The brush and easel boys and the petunias just managed to sneak into the first 15, ranking 14 and 15, respectively.

The first 15:

1. *Aquacade*—\$1,507,462.
2. *Jungleland*—\$137,591.
3. *Congress of Beauty-Sun Worshipers*—\$123,414.
4. *Hot Mikado*—\$123,051.
5. *Parachute Jump*—\$119,524.
6. *Old New York*—\$113,823.
7. *Sun Valley*—\$98,640.
8. *Giant Coaster*—\$89,643.
9. *Midget Village*—\$86,145.
10. *Bobsled*—\$80,868.
11. *Merrie England*—\$74,844.
12. *Cuban Village* (closed)—\$71,843.
13. *Crystal Palace*—\$66,914.
14. *Classical and Historical Art*—\$61,340.
15. *Gardens on Parade*—\$57,159.

With Cuban Village dark, there'll be a (See MIDWAY TOPPERS on page 63)

Grosses for First 108 Days Shows

SHOW	Gross to Aug. 15	Per Cent to Fair	Per Capita Expenditures*
Billy Rose <i>Aquacade</i>	\$1,507,462	10 and 12**	.1298
Frank Buck's <i>Jungleland</i>	137,591	15	.0109
NTG Congress of Beauty and Sun Worshipers (2).....	123,414	10	.0097
Michael Todd's <i>Hot Mikado</i>	123,051	10 and 15**	.0187
Phil Gelb's <i>Crystal Palace</i>	66,914	20 and 25**	.0029
Art Exhibit.....	61,340	audit basis	.0060
<i>Gardens on Parade</i>	57,159	15	.0032
<i>Amazons-Extasie</i>	53,574	20	.0026
Moe Gale's <i>Savoy</i>	39,359	12½	Closed
Dufour-Rogers-Kelly <i>Nature's Mistakes</i> ..	35,435	10 and 15**	.0026
Dunlap-Crockett <i>Arctic Girls</i>	34,929	20	.0030
Dufour & Rogers <i>Strange As It Seems</i> ..	34,364	10	.0031
Norman Bel Geddes' <i>Crystal Lassies</i>	32,591	15	.0036
Dufour & Rogers <i>We Humans (Life)</i>	32,458	15	.0021
Dr. Couney's <i>Infant Incubators</i>	28,869	15	.0021
Tom Wolfe's <i>Glass Blowers</i>	20,263	20	.0020
N. Y. Zoological Society (Nyzos).....	19,435	15	.0014
Gardner-Morris <i>Dream of Venus</i>	19,397	20	.0022
Dufour & Rogers <i>Gang Busters</i>	17,922	10	.0010
Jack Sheridan's <i>Living Magazine Covers</i> ..	16,032	25	.0017
Clif Wilson's <i>Live Monsters</i>	15,119	20	.0013
Norman Yule's <i>Victoria Falls</i>	14,868	20	.0009
Tony Sarg's <i>Enchanted Forest</i>	12,708	25	.0009
Leo McDonald's <i>Penguin Island (Admiral Byrd)</i>	11,622	10 and 25**	.0007
Lama Temple.....	11,230	20	.0013
<i>Time and Space</i>	9,892	20	.0014
Baker & Traver <i>Laffland</i>	9,254	20	.0009
<i>Giants Causeway (Closed)</i>	6,052	20	.0009
Phil Plant's <i>Dugongs</i>	4,686	10 and 15**	.0006
<i>1,000 Years Ago (Closed)</i>	2,877	20	Closed
Total.....	\$2,559,867	Average, .2210	

*Based on fair's paid attendance of 915,936 for one week, August 2-8. Show's take for that week was \$202,313.

**AQUACADE—10 per cent of \$1,318,884; 12 per cent of balance, \$188,578. HOT MIKADO—10 per cent of \$78,693; 15 per cent of balance, \$44,358. NATURE'S MISTAKES—10 per cent of \$28,352; 15 per cent of balance, \$7,083. CRYSTAL PALACE—20 per cent of \$66,881; 25 per cent of balance, \$33,24. PENGUIN ISLAND—10 per cent of \$10,177; 25 per cent of balance, \$1,445. DUGONGS—10 per cent of \$36; 15 per cent of \$4,650.

Rides

RIDE	Gross to Aug. 15	Per Cent to Fair	Per Capita Expenditures*
<i>Parachute Jump (J. L. Mott)</i>	\$ 119,524	15	.0136
<i>Giant Coaster (Baker & Traver)</i>	89,643	10	.0063
<i>Bobsled (Norman Bartlett)</i>	80,868	10	.0057
<i>Dodgem (Dodgem Corp.)</i>	50,814	20	.0035
<i>Aerial Joyride (Bartlett)</i>	42,482	20	.0031
<i>Midget Auto Ride (B. & T.)</i>	36,885	20	.0021
<i>Laff in the Dark (B. & T.)</i>	24,807	20	.0022
<i>Water Bug (H. F. & E. C. Maynes)</i>	12,850	20	.0012
<i>Meteor (J. W. Shillan)</i>	11,980	20	.0006
<i>Drive-A-Drome (Bartlett)</i>	11,194	20	.0012
<i>Snapper (B. & T.)</i>	10,087	20	.0008
<i>Skyride (B. & T.)</i>	9,451	20	.0010
<i>Centipede (B. & T.)</i>	9,138	20	.0005
<i>Silver Streak (Dufour & Rogers)</i>	8,565	20	.0007
<i>Jitterbug (B. & T.)</i>	7,967	20	.0005
<i>Serpentine (B. & T.)</i>	7,677	10	.0017
<i>Boomerang (Harry Witt)</i>	6,813	20	.0007
<i>Rolloplane (B. & T.)</i>	6,417	20	.0005
<i>Stratoship (B. & T.)</i>	4,914	20	.0003
<i>Whip (B. & T.)</i>	4,853	20	.0006
Total.....	\$ 556,939	Average, .0468	

*Based on fair's paid attendance of 931,981 for one week, August 1-7. Rides' take for that week was \$43,479.

Villages

	Gross to Aug. 15	Per Cent to Fair	Per Capita Expenditures*
George Jessel's <i>Old New York</i>	\$ 113,823	25	.0109
R. J. Sipchen's <i>Sun Valley</i>	98,460	25	.0096
Morris Gest's <i>Little Miracle Town</i>	86,145	20	.0071
<i>Merrie England</i>	74,844	8 and 25**	.0032
<i>Dash Bros' Cuban Village (Closed)</i>	71,843	25	Closed
Dufour & Rogers' <i>Seminole Village</i>	17,987	10	.0019
<i>Artist's Colony</i>	2,553	10	.0002
Total.....	\$ 465,655	Average, .0497	

*Based on same paid attendance as for shows.
**8 per cent of \$23,634; 25 per cent of balance, \$51,210. Great difference in percentages based on fair's financial interest in this village.

Summary

Shows.....	\$2,559,867
Revenue, other sources	
Winery.....	1,489
Art Exhibit, Catalogs....	19,321

Hot Mikado Concessions	4,700
Total from shows.....	\$2,585,377
Rides.....	\$ 556,939
Villages.....	\$ 465,655
Revenue, other sources	
Cuban Village Restaurant	

Paid Attendance

Previously reported.....	14,126,157
Saturday, August 19.....	115,635
Sunday, August 20.....	218,177
Monday, August 21.....	102,954
Tuesday, August 22.....	119,144
Wednesday, August 23.....	174,761
Thursday, August 24.....	104,990
Friday, August 25.....	65,625
Total.....	15,027,443

An Insider Looks at The Fair

—Tenth of a Series—

The writer of this series is a consultant on the staff of the New York World's Fair who feels in common with *The Billboard*, that the amusement world at large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be divulged.

Subject: 1940

What to do about 1940 is no simple problem, for the errors of 1939 are apt to be too much with us. Yet the problem must be faced. Already we hear of a committee set up to revamp the fair. This is well and good, but it must be borne in mind that it is essential that the execution of these plans be placed in the hands of men competent to meet the new year with a brave and intelligent understanding. In the outdoor business and in any business where the amusement and entertainment of the public are an important factor, management and policy must be flexible; flexible enough so that they may exercise control over changing situations. In brief, for next year the fair needs a new policy, a new management and a type of control over both that will be intelligent enough to meet new conditions.

If some of the harebrained schemes now emanating from the present administration are ever put into effect the season of 1940 bodes more evil for bondholders. There is talk of spending—spending of a kind that has no purpose and will put no money in any pockets. It would be wise indeed if fair officials admit to themselves that a great deal of hasty spending at the last moment is not good common sense. It would be well indeed if they remember that they were warned last year to spread their dollars around and mix them with other people's money to help bring in larger investors. It would be well if they remember that they were told they needed advertisers' money to help put the amusement area over and not wait until the last minute to reverse a policy in order to get an eleventh-hour enterprise.

It would be wise for them to seek out good producers and good show ideas and in some measure establish confidence in these by helping with the financing to (See AN INSIDER on page 63)

and bar.....	22,991
Merrie England Restaurant, theater, etc....	75,351
Old New York bars, etc.	54,528
Seminole Frosted Coconut.....	2,840

Total from villages...\$ 621,365

Shows.....	\$2,585,377
Rides.....	556,939
Villages.....	621,365
*Games.....	193,581
*Vending Machines.....	112,016

Grand Total.....\$4,069,278
*Breakdown appears elsewhere in this department.

\$9,415,924 Take; \$949,112 to Fair

Attractions Lead—Transport and Exhibitor Sales Next

Item	Gross	To Fair
Shows	\$2,585,377	\$149,004
Transportation ..	2,053,663	29,972
Exhibitor Sales...	1,918,145	196,566
Misc. Stands.....	1,374,845	306,339
Villages	621,365	117,647
Rides	556,939	87,592
Games	193,578	41,319
Vending Machines	112,012	11,787
Flat Rate		8,886

Total \$9,415,924 \$949,112*
*Exclusive of service charges, which amounted to \$415,928 at various settlements with concessioners—one settlement ending August 9, another August 14, a third August 15.

Games (To August 15)

Game	Gross	Per Ct. to Fair
Shooting Ranges (3) (J. Gilbert Noon)	\$ 62,411	15
Skee Ball-Chime Ball (2) (Fair Amuse. Corp.)	45,541	15
Scales (15) (Ray E. Dunlap)	43,749	30
Penny Arcade (Wm. F. Rabkin)	20,832	15
Guess Your Age (5) (Dufour & Rogers)	14,783	25
Trap Shooting (J. G. Noon)	6,262	10
Total	\$193,578	

Vending Machines

Candy, Nuts, Gum (393) (Canteen Co.)	\$ 48,028	15
Coin Lockers (50) (Amer. Locker Co., Inc.)	30,258	10
Cigarettes (Faber, Coe & Gregg, Inc.)	19,112	12
Penny Scales (100) (Wm. F. Rabkin)	5,843	45
Paper Cups (Expo. Souv. Corp.)	4,454	25
Coin-Op Toilets (Nik-O-Lok)	4,317	70
Total	\$112,012	
Grand total, Games & Vendors, \$305,590		

Lammers Changes Staff; Drops Three; Installs Five

NEW YORK, Aug. 26.—Commander Howard Lammers, chairman of the fair's Amusement Control Committee and head of concession administration in the amusement area, startled fair and concession circles this week by replacing three members of his staff with men from other departments who apparently have had little experience in midway operations.

Francis X. Flack, Laszlo S. Dombrowsky and Charles Hallden were dropped from the ACC staff. Brought in to replace them were M. V. Little from the exhibit department; Larry Waterbury, from construction; L. R. North, revenue control; Ed H. Haas, displays, and an unnamed clerk.

Action is believed to be prompted by fair's program of general retrenchment, a major part of which is to cut down on personnel in Administration Building. Those let out have been a part of the concession set-up since before the fair opened, Flack in fact, for more than a year.

Shean on Leave to Canada

NEW YORK, Aug. 26.—Frank D. Shean, veteran show and exposition figure, this week requested and was granted a three-week leave of absence from the World's Fair Amusement Control Committee and departed on Thursday for Toronto, where he will assist J. W. (Patty) Conklin in administration of Frolexland at the Canadian National Exhibition and the big Western Fair, London, Ont. He filled a similar capacity at the CNE and London engagements last season.

On Flushing Front

By ROGER LITTLEFORD JR.
and LEONARD TRAUBE

NEW YORK, Aug. 26.—Sidney Franklin, the matador from Brooklyn, last Saturday introduced what he hopes will be a new sport. Before city, fair and SPCA officials Franklin and three cohorts from Mexico previewed a bloodless bull fight in the arena formerly occupied by the fair-operated Wild West and Rodeo show, and when it was all over he received the okeh to go ahead with preparations for regular shows as midway attractions. First show is scheduled for September 1, when a group of specially bred bulls is due to arrive from Mexico City. Shows will be under direction of Franklin and John Krinsky, representing the fair. According to present plans, admish price of 99 cents for chairs, 40 cents for bleachers and 25 for kids will prevail.

Fair's intention of continuing name-band concerts as free attractions in the fun zone became apparent this week when list of maestros booked for dates was released by Krinsky's office. List includes Hal Kemp and Jack Teagarden; Benny Goodman, Eddie Duchin, Gene Krupa, Bob Crosby, Glen Gray and Wayne King, Artie Shaw and Kay Kyser. All bands are in for a week, with Duchin set for two.

Harry C. Baker Dies

Harry C. Baker, head of the firm operating a dozen rides and attractions in the amusement area, passed away on August 23. Details may be found in the Final Curtain and elsewhere in this issue.

Phil Plant's Dugong show is out, having moved to Toronto for the CNE there, and site is being prepped for Plant's Hawaiian walk-thru, scheduled to debut next week if negotiations are successfully worked out with treasury and Amusement Control Committee.

James P. Rice Co., building contractors, which took over Moe Gale's Savoy building, has peddled the site to Dominion Builders, operators of the Midway Inn. Hollywood-on-Parade show is set to open next week, with Andre Dumont, manager of a similar show at the Chicago expo, managing.

Two major attractions, NTG's combo girl shows and Merrie England village, remain on the doubtful list this week, with rumors persisting that both will close over this week-end. NTG firm is urging the Fair Corp. to come to its aid, financially, tho a decision two weeks ago apparently eliminated the fair corporation from the financing picture.

The NTG restaurant—not his Palm Beach Club—has added singing waiters. All ex-vaudevillians, list includes Billy Clark, Benny Ritchey, Jack Galvin, Gene Quinn, Danny Mackin and Dick Lewis. Eddie DeLaney, biz agent, handled the deal. . . Brassiers were ordered back on the girls at Jack Sheridan's Living Magazine Covers show, which practically eliminates all nudity again from the midway. . . Arthur Elmer, emcee at the Crystal Palace, will double in radio beginning October 9 when he takes a leading role in *Society Girl*, new five-time weekly afternoon serial.

George P. Smith Jr. takes time off from his desk in the Boathouse next week to attend Canadian National Exhibition, Toronto. . . Friends of Frank D. (Doc) Shean tendered him a farewell party on the eve of his departure for the CNE. . . Paul Massmann, former head of the Amusement Control Committee, is back from a business trek thru the Midwest and is a regular visitor to the midway. He left his fair post shortly after the opening to return to his regular position at NBC. . . Almon R. Shaffer, the master of Old New York, was sufficiently recovered from a throat ailment on Wednesday to return to his home in Forest Hills. He had been confined to Doctors Hospital several days. John (See FLUSHING FRONT on page 63)

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO
February 18 to December 2



Gate Goes to Above 50,000 Daily Average

SAN FRANCISCO, Aug. 26.—Attendance records were shattered last week with a daily average of 52,137. Officials reported attendance for the period, Saturday thru Friday, was the greatest during a non-holiday week since gates opened in February. Previous week's daily average was 51,252.

Daily average figured in monthly periods since opening and including August 23: February 20 to March 15, 38,454; March 15 to April 15, 32,255; April 15 to May 19, 29,118; May 19 to June 21, 30,303; June 21 to July 12, 47,518; July 12 to August 3, 45,453; August 3 to August 23, 50,000.

Cavalcade of the Golden West is now reported top money-maker. Last week the show broke its own previous records with \$37,900. *Folies Bergere* reflected a steady upsurge in expo attendance with a week's take of \$36,200. Since opening the show has been smoothed down, built up, tightened in and ironed out and apparently is in trim for a long run.

Rank Greenwich Deal?

It appears certain that Sally Rand will acquire the closed Greenwich Village. Her attorneys and the expo management formally opened negotiations on Tuesday, when 90 per cent of the operators on the midway petitioned the fair to conclude the deal, which has been rumored about for some time. Creditors of the Village are said to be behind the latest Rand move, which would give her a third show on the midway. Money-makers for her now are Nude Ranch and Miss America. Considerable money is said to be due entertainers and subconcessioners, who see a chance of getting some of it thru Rand ownership.

Walter K. Sibley, business manager of the Concessioners' Association, may travel to Mexico City shortly to get first-hand information on the proposed Mexican International Exposition, scheduled to open in mid-July of next year. Sibley has asked an extension on a 15-day option on the amusement section, which is planned to be about 3,500 square feet.

Benny for Three Days

P. T. Strieder, general manager of Florida Fair, Tampa, a visitor, is helping on arrangements for Outdoor Showmen's Day, September 7. E. M. Foley, owner of Foley & Burk Shows, will be brought to the grounds in a car, as he is invalided at his San Francisco home.

Jack Benny has signed for appearances on September 2-4, salary reported to be about \$15,000. Crompton Bangs, assistant director of fair promotion, is leaving his job to work for a Chicago newspaper.

The 7,000,000th visitor was checked in on Wednesday in the span of 20 days. It took 21 days for the expo to get its fifth million and 22 days to get its sixth million.

Lipes Cops Title Of No. 1 "Barker"

SAN FRANCISCO, Aug. 26.—Cal Lipes, of the Motordrome, won the midway "barkers" contest, which was broadcast nationwide over NBC Wednesday night. Contestants were Mike Bybee, Ripley's Odditorium; Mel Smith, Nude Ranch; Hughie Mack, Midget Village; Chuck Bedell, Artists' Models, and Jerry Russell, Miss America.

Judges were Don Wilson, Hollywood announcer, who voted for Bedell; Molly, of the Fibber McGee radio show, and Joe Penner, both of whom gave the nod to Lipes.

Plans were announced for a similar broadcast from the New York World's Fair, with Lipes to meet the winner there for the national championship.

Paid Attendance

Previously reported.....	6,677,990
Thursday, August 17.....	48,897
Friday, August 18.....	44,075
Saturday, August 19.....	59,679
Sunday, August 20.....	78,085
Monday, August 21.....	43,857
Tuesday, August 22.....	44,785
Wednesday, August 23.....	45,294
Total	7,042,662

Pros and Cons on Continuation in '40 Still Flying About

SAN FRANCISCO, Aug. 26.—Scads of reasons are being turned up as to why a second year for the expo is unlikely. Officials say it would require an act of Congress to continue on an international basis, the act under which the fair is now operating having been put into effect only for this year.

Moreover, they say, they are going to start taking bites out of concessioners' grosses to insure cost of demolishing buildings. And they are also reported to be turning down numerous requests of national advertisers who want to help publicize the fair on calendars, posters, newspaper displays, etc.

But intimations that the expo may be carried into a second year gained credence this week with reports that San Francisco will bid for the national political conventions next year. It is figured the big rallies of 1940 would be top drawing cards. There are also hints that administration leaders are thinking of San Francisco as a desirable convention site.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Aug. 26.—It can now be prognosticated with reasonable certainty that the following attractions on the Gayway will quit on the right side of the slate: Tom Wolfe's Holyland, Lexel's Horoscopes, Claude Bell's Sand Sculptors, Julian Harvey's Carmelcorn, Gustafson's scales and guess-your-age, Lane's Frozen Custard, Treasure Island Catering Co.'s Frankfurters and Hamburgers, Estonian Restaurant, Stella, Card Tricks of Henry Barrett, Chinese Village, Branson's Deep Sea Divers, Illions' Ferris Wheels, Branson's Drome, Traver-Baker Coaster, Speed Cars and Fun House, Anderson's Miniature Railway, Infant Incubators, Wilson's Monsters, Dufour & Rogers Life, Sally Rand's Nudist Colony, Dixon & Davis' novelties, Cross Rolloplane and Octopus, Hinz Flying Scooter, Miller-Melville Scooters, Wolfe's Glass Blowers, Stutz Bros. Dancers of the World, Mickey's Sandwiches, Taylor's wheels, Fisherman's Grotto, Still's cigars, Cameron's Bean Pot, Giant Crane, Candid Cameras Posing Show, Miss America, Tropical Drinks, Monkey Speedway of Andy Hynes, Seckel's Daydreams, Headless Girl, Martine's Diving Bell, Cameron's Cookhouse and Happy Valley, Gloria, Skee-Ball, blanket wheel, Ripley's Believe It or Not, Midget Village and Restaurant, Zapf's Penny Arcade, Doughnut Corp. of America's Restaurant and Fred McFall's Lead Galleries. There may be a few that I have overlooked, but they are smaller.

Thru misinformation, I reported that Chuck Bedell, of the Candid Camera posing show, was winner of the last talkers' contest. Winner was Monte Montgomery. Gayway is grossing an average of \$90,000 weekly now, about twice the take of June. There is talk that the Sally Rand Nude show may go out under canvas under management of Mel Smith, present manager. Everything possible has been done to put over Streets of the World (see Television (See GLEANINGS on page 63))

Additional World's Fair News

Page

Harry C. Baker Dies	3 and 27
Out in the Open	58
The Pool Whirl	37

Spokane, Missoula, Edmonton Outstanding for R-B Show

SPOKANE, Wash., Aug. 26.—A capacity crowd of 12,000 at the evening performance and 8,000 at the matinee turned out here for Monday's engagement of Ringling-Barnum Circus. It was the show's first appearance here in 10 years.

Side-show business was very good, too, according to Press Agent Gardner Wilson. He said the show had a good week coming down thru Montana. Crowds at Missoula, where one performance was given last Sunday, got the upper hand for a time, as all seats had not been put up. The full 12,000 were needed.

Everything ran smoothly here, and the show was well received. Harper Joy, CFA, was on hand as usual. Major Mite, Grace Star and six other midgets of the side show finally had the opportunity to see themselves in the motion picture, *Wizard of Oz*. Wilson obtained good cooperation from local newspapers.

EDMONTON, Alta., Aug. 26.—Attendance at Ringling-Barnum Circus here August 14 was estimated at 20,000.

Surgeons amputated the left leg at the knee and the first and second toes of the right foot of Arthur Woods, employee of the show, who was crushed between two wagons during loading operations at Saskatoon August 12.

Colorful figure in Northern life since 1915, Pat Ryan, 51, of Ryan Brothers Transportation Co., came outside in the middle of the north navigation season for the first time in more than 20 years when the show played Edmonton. Ryan had worked with the Big One 31 years ago and when he heard it was coming to Edmonton he wanted to see if any of his friends of that period were still with the show, but found none. It was the first time he has seen a circus since he came to Canada from the United States nearly 28 years ago. For the past two decades he hasn't come outside between spring and October, end of the navigation season.

Guest of Roland Butler, of the show, and *The Edmonton Journal* during the Edmonton engagement was Joseph Haire, 103½ years old. This was his first circus. Now he's a dyed-in-the-wool

circus fan and perhaps the oldest on the continent.

Moose Jaw was \$25 to the good after the show played there. The circus left the city \$25 to pay for cleaning up the lot. A heavy wind did the job.

Felix Adler, clown, and some of his assistants entertained over 60 youngsters of the Junior Red Cross Hospital for Crippled Children during the stay in Calgary.

Barnett Turnaway In Oklahoma City

OKLAHOMA CITY, Aug. 26.—Barnett Bros.' Circus, the first circus here this year, gave four performances at the State fairgrounds August 18 and 19, with turnaway business Friday night and a capacity crowd the following evening. Both matinees were well attended. A performance was given for the Crippled Children's Hospital Friday morning. Leo Blondin, superintendent of the Lincoln Park Zoo here, made the arrangements.

Lee Powell, billed as the Original Lone Ranger, gives a pleasing concert with 20 performers. Ira Haynes' Band, with 10 men, furnishes the music. On the front door are Keller Presley and his assistant, Howard Tierney. The menage animals and four bulls are handled by Bert Puttus and six helpers. Equestrian Director Reno McCrea keeps the show going at a fast pace. Baron Richard Nowak, midget, featured in the concert, made a local paper for a four-column full-length picture. The Side Show, with 10

Plea Brings Results; Calliope Sounds Requiem At Irene Ledgett Funeral

SIOUX CITY, Ia., Aug. 26.—The plea of Mrs. C. W. Webb, co-manager of Russell Bros.' Circus, in *The Billboard* of August 19 that a calliope be obtained, if possible, to sound the requiem at the funeral of Irene Ledgett here August 18 produced results.

Immediately upon reading the item, J. H. Carmody, manager of the Auditorium, contacted R. W. (Pat) Butler, owner of Acme Outdoor Advertising Co. Butler in turn contacted members of the Abu Bekr Shrine Temple and arranged for the use of their calliope. Butler and Lew Preston and other members of the International Association of Theatrical Stage Employees, Local 40, did everything possible to make the last rites for the 46-year-old circus performer impressive.

Rev. Raymond Paulson, pastor of Calvary Episcopal Church, officiated at services in the funeral chapel of Perasso Bros. The bier was surrounded by floral remembrances sent by associates in her 38 years with circuses. Among those sending floral pieces were Cole Bros.' Circus and performers, Russell Bros.' Circus, Parker & Watts Circus personnel and Connecticut P. T. Barnum Top No. 12, CFA. Burial was in Logan Parker Cemetery.

Deceased suffered a broken back and a fractured neck when she fell four feet from the door of her trailer with Russell Bros.' Circus.

platform acts, is managed by Bill Tumber.

Among the visitors were Mr. and Mrs. John Grady and daughter, of the Griffith Amusement Co., who were guests of Keller Presley.

Favorite Outdoor Performer Contest

See Coupon This Page

Kyle on Stark's Heels

The First 50 Leaders

(4,000 or more)	
1. *Mabel Stark	9,750
2. *Bee Kyle	9,638
3. *Marjorie Bailey	6,792
4. *Four Jacks (Aces)	6,606
5. Aerial Apollos	6,176
6. *Wilno	5,702
7. Frank Cushing	5,273
8. *Hubert Castle	5,105
9. *Dime Wilson	5,024
10. *Flying Valentinos	4,491
(2,500 to 3,999)	
11. Speedy Phoenix	3,998
12. *Blondin-Rellins	3,624
13. *English Macks	3,603
14. *Dorothy Herbert	3,513
15. Harry Clark	3,355
16. *Edna Curtis	3,340
17. *Cheerful Gardner	3,127
18. Flying Behrs	3,050
19. *Mary Gordon	3,015
20. Flying Behees	2,996
21. Flying Valentinos	2,889
22. Selden, Stratosphere Man	2,881
23. *Fussner	2,759
24. Harold Barnes	2,741
25. *Oscar Babcock	2,719
26. Dave Geyer	2,712
27. *Ben Beno	2,611
28. Maximo	2,573
(2,000 to 2,499)	
29. *Smith's Diving Ponies	2,494
30. Shorty Flemm	2,419
31. Zacchinis	2,417
32. Terrell Jacobs	2,408
33. Verneta Byrd	2,353
34. Bert Nelson	2,348
35. *Wells Brothers	2,278
36. Pete Carsetti	2,271
37. Dare-Devil Waters	2,234
38. Clyde Beatty	2,209
39. Will Hill	2,151
40. Black Bros.	2,105
41. Buddy Dunn	2,084
42. Frank Shepherd	2,078
43. Carver's Diving Horse	2,067
44. *DeCardos	2,057
45. *Joe Jackson	2,045
46. Mickey King	2,035
47. Yacopis	2,027
48. Flying Concellos	2,024
49. Virginia Senior	2,013
50. Capt. Mars	2,001

Others in the 1,000-point class are Wallendas, 1,954; Otto Griebing, 1,943; McCall Circus, 1,857; *Reiffenachs, 1,852; Bee Starr, 1,804; Cristiani Troupe, 1,802; Ethel Jennier, 1,778; *Marlo and Lefors, 1,758; Guice Troupe, 1,757; Hazel Cotter, 1,751; Joe (Jo Jo) Lewis, 1,712; Fearless Flyers, 1,710; Rudy Rudynoff, 1,696; Grace Darling, 1,670; Billettis, 1,641; Emmett Kelly, 1,632; *Dorothy Lewis, 1,631; **Four Queens, 1,624; Ed and Jenny Rooney, 1,603; Rita and Dunn, 1,601; Con Colleano, 1,581; Charles Siegrist Troupe, 1,511; Arthur Henry, 1,467; Helen Christensen, 1,441; 3 Milos, 1,421; Sol Solomon, 1,403; Ollie Hager, 1,390; Milt Taylor, 1,375; Elgins, 1,362; Capt. Proske, 1,350; Jamie Graves, 1,339; Aerial Ortens, 1,296; Peerless Potters, 1,286; Hustreis, 1,273; American Eagles, 1,255; Arleys, 1,231; Don LaVola, 1,230; Wolandi, 1,216; *Australian Waites, 1,178; Jack Smith, 1,145; Loyal-Repenskis, 1,120; Fanning Duo, 1,105; Gretonas, 1,088; Escalantis, 1,069; Charles Fortuna, 1,044; Stella Wilson, 1,009.

*Leader in own division.
**Listed in error last week with 1,859 points. Should have read 1,589.

OFFICIAL BALLOT

FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Balloting is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points)
2. (9 ")
3. (8 ")
4. (7 ")
5. (6 ")
6. (5 ")
7. (4 ")
8. (3 ")
9. (2 ")
10. (1 Point)

The *Billboard* is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939. Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name..... Please Print

Permanent Address.....

Affiliation in Show Business or by Whom Employed.....

Signature.....

Ballots without signatures are void

CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

Accidents

By DOC WADDELL

During my 67 years of continuous service on the lots never have I known of so many serious accidents in the big-top world as in recent years. It just seems that since the death of James A. Bailey the accident and death rates have increased.

Jim Bailey understood protection and threw it around his big Barnum show and his people. Tode Siegrist once told me that one day when he was examining and strengthening the Siegrist-Silbon aerial rigging Mr. Bailey came along, stopped and remarked: "Tode, I notice you work hard serving the public and me and you keep your rigging strong and durable." As he spoke he took a small card from his memorandum pocket and wrote upon it. He handed it to Tode and, lo and behold, it was an increase in salary of \$25 per month.

Personally I think if strict attention were given to show properties there would be a decrease in accidents and deaths from rigging and the like that are permitted to go stale and weak. Then again there are too many deaths in the show world caused by negligence in protecting high-air carnival acts. It comes to me that Harvey (Red) Mills, premier high-wire artist, who fell from his high-up threadlike pathway on a Chicago lot, did not miss his footing, but some towner near an unprotected guy line shock the guy line, slightly swinging the wire Mills was walking on. Thus, out of line, he lost balance and plunged to death. I understand that the intrepid Dave-Devil Daniels was hurled from his swaying high steel tube in the same way and killed. These accidents and deaths in recent years haunt scathingly.

Wake up, arouse, showmen. Possess the heart and thoughtfulness of James A. Bailey. You owe it to the game that was born right and from which comes your living.

Baddeley Headed Northwest

CADOMIN, Alta., Aug. 26.—Baddeley Bros.' Circus is moving northwest thru Canada and will make Vancouver, B. C., by October 15, according to Manager J. E. Henry. Mr. and Mrs. Henry visited Ringling-Barnum circus at Edmonton, Alta., August 14 as guests of Terrell and Dolly Jacobs. Henry also met Capt. Curtis, with whom he trouped 35 years ago on the M. L. Clark Shows.



With the Circus Fans

By THE RINGMASTER

President WILLIAM H. JUDD, 25 Murray St., New Britain, Conn.
 Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
 (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 26.—Dr. William Mann, director of United States National Zoological Park, Washington, made a jump to see a circus that is perhaps the record for the year among the CFA. On learning that the Ringling-Barnum show was to play his home town, Helena, Mont., he left Washington on a few hours' notice and caught the show there. He followed the circus to Spokane, Wash., where he and Mrs. Mann were guests of Mr. and Mrs. Harper Joy.

Don S. Howland, CFA of Columbus, O., has added several interesting items to his large collection. He obtained a P. T. Barnum herald for the great traveling world's fair, dated for Warren, O., June 8, 1875. This herald is in fine shape and has some excellent wood cuts. He also obtained heralds of a 4-Paw Wild West, a Howe's Great London Hippodrome and Sanger's English Menagerie of Trained Animals. Regarding the last named, Howland said, "The inside page is one big cut, showing the scenes of the interior in grand procession. It was drawn by James Reilley in England. I think this is one of the finest old heralds I have ever seen. It is dated back to the middle '80s. I also picked up a full-newspaper-size herald of P. T. Barnum's Greatest Show on Earth and Sanger's Royal British Menagerie and the London Circus and Grand International Allied Shows, featuring Jumbo on his first showing in America."

P. M. Silloway, of Lewiston, Mont., writes: "I visited the Big Show at Great Falls, Helena and Butte, Mont., August 17-19. Weather was ideal thruout. Coming from Lethbridge, Alta., Can., after a matinee performance only, the show began unloading at Great Falls at 5 a.m. and was entirely set up by 11 a.m. I spent all of the three days on the lot, seeing the show from every angle from the midway to the backyard. I received special courtesies from Frank Braden, Roland Butler and McCormick Steele at the front and Pat Valdo and others at the back. At Helena I met Claude Elder, prominent CFA, who has a business place there, where downtown tickets were on sale."

J. A. Wagner, of Des Moines, Ia., attended Cole Bros.' Circus afternoon of August 16 at Marshalltown, Ia. He stood the 60-mile trip without much tiring and witnessed the parade from his hotel window. He saw the afternoon performance and had a good visit with Jess Adkins and Zack Terrell before returning home that evening. Miss Kinney joined the party for her first circus in over a year.

Capt. Dan E. Fox has recovered from his recent illness and is now in the best of health. CFA George H. Scholderer, who broke his leg a number of weeks ago, is able to walk as well as ever.

Voyle N. Armstrong, Wichita Falls, Tex., advises that his vacation in Indiana came one week too late for him to attend the national convention, but while visiting relatives at Bedford, he caught the Big Show at Kokomo, arriving there in time to see them unload. He spent the afternoon in the backyard and attended the night show.

Tommie Hodgini is heartbroken over the disappearance of Johnny Cake, his little white dog. The dog was missed when the Parker & Watts Circus, with which Tommie is connected, played Norfolk, Va., August 16. A description has been given to Norfolk police, and Tommie would also like to have Fans of that city help him in his search.

Russell Bros. Enters Ga.

DALTON, Ga., Aug. 26.—Russell Bros.' Circus showed here Thursday to a light matinee and about a three-quarter house at night, with half the night crowd remaining for the concert. It was the show's first visit to Georgia in several years. Manager C. W. Webb, much improved, is on the job again. From here the show moved to Rome for its second stop in Georgia.

JOHN BERDAY, formerly with Mighty Haag and Downie Bros.' circuses, is operating a garage in Alvaton, Ga.

The Horse Fair

By P. M. SILLOWAY

Circus fans were somewhat disposed to lament the elimination of the sturdy baggage stock as a feature of the Ringling-Barnum circus, and I was one who had a tinge of the same feeling. However, in the rejuvenescence of the Big Show they have gone one better than the draft-horse feature, having devised the innovation of the horse fair, arranged as a wing or annex of the menagerie, where under an ample top are quartered 85 handsome thorobred riding and Liberty horses. These equines are stationed in four rows, all facing broad aisles where show patrons may inspect them face front.

In this arrangement the show stock receives better care and becomes a real part of the circus, as there are three grooms in attendance for each group of eight horses. Moreover, the sidewalls of the horse fair tent are made of fine netting, affording more comfort for the animals and assisting in the air-conditioning effect. After passing around thru the horse fair the visitor goes back thru the same entrance into the menagerie and later into the big top by another entrance.

After seeing this display of handsome blooded horses the circus lover no longer misses the draft horses formerly quartered in outlying crowded tents.

Lowande Show Closes After Three-Week Tour

NEW YORK, Aug. 26.—Oscar Lowande Circus, commonwealth venture made up of members of the recently liquidated New York FTP circus, closed Monday (21) at Canarsie, Long Island, after a season of three weeks. Show had played three one-week stands under auspices in the metropolitan area. Poor business since the opening was given as reason for closing.

Canvas and other equipment not owned by members of the show were returned to John Martin, canvas supplier, who previously had equipped the WPA show when it played under canvas. Lowande, manager of the show, said that he is laying plans for next season.

Cole Bros.' Circus

ROCK ISLAND, Ill., Aug. 26.—Iowa tour was enlivened at its finish by a visit from Johnny Edwards, former circus bandmaster and now leader of the Sterling, Ill., Municipal Band. This made it perfect, after an enjoyable visit with Karl King at Ft. Dodge, Ia.

Fred Schmager and wife, lifelong friends of Charley Rannely, were visitors at Rock Island, Ill. Bill Hedges, of Peoria, has been the guest of Mr. and Mrs. Burkhart and the show for the last few days. Mr. Rouch, of Peoria, visited at Rock Island. Peoria will be a big day on the Burkhart calendar, as Mr. and Mrs. Noyles Burkhart will visit the show. Noyles is a brother of Harlan (Butch) Burkhart, and Mrs. Noyles Nelson Burkhart is a sister of Mrs. Zack Terrell. Also expecting Mr. McElwee to visit the show at Peoria. That perennial visitor, Johnny

Dressing Room Gossip

COLE BROS.—Walter Guice will be out of program for a few days. Due to a broken rib, the writer riding in his place. Show is finally getting baseball-minded. Kinkers took a swell pasting from a mixed team of ushers and candy butchers to the tune of 5 to 2. Brilliant pitching by John Schenck and a grand double play by Butch Burkhart beat the performers. Mickey Freeman, out of program for a few days with a badly cut lip, is back, doing principal and riding in the Guices' big act. At Fort Dodge, Ia., the Tona Troupe visited friends on the show.

George Crandall is now downtown ticket seller and at Cherokee, Ia., had a whale of a sale. Mr. and Mrs. Burkhart visited their son and Malee Burkhart for a few days. Jack Crippen visited his many friends in clown alley. Fray Troupe joined recently and is doing acrobatics, perch and swinging ladder. Jack Wolf's dog, Amigo, is getting plenty of laughs with bull walkaround, ably assisted by Dave Rollins. Whole show

Anderson Business Good in Dakotas

CHAMBERLAIN, S. D., Aug. 26.—Outstanding attendance of the season for Bud E. Anderson's Circus was at Minnekauckan, N. D., a one-show Sunday date, where there were 5,286 paid admissions, with 3,126 remaining for the concert, according to Leo Snyder. South Dakota stands are reported holding up well. At Wessington Springs, S. D., a merchant tie-up brought capacity business at both afternoon and night performances, says Snyder.

June Russell left the show at Eureka, S. D. Mazie Floto, formerly of Robbins Bros.' Circus, has joined to work elephants and ride in the menage. Charles Dryden is back in the program after being on the sick list. J. G. Kofron has added another trumpet to his 10-piece band. Johnnie May and Leon Snyder are working their comedy rings in the big show. A pair of pandas will arrive from India with the elephant shipment.

15 Years Ago

(From The Billboard Dated August 30, 1924)

Frank McGuyre closed as legal adjuster with John Robinson Circus at North Platte, Neb., and went with Mighty Haag Circus in same capacity. . . . Frank Campbell, former boss billposter of Ringling Bros.' No. 1 car, was working in that capacity on Sparks Circus. . . . Sells-Floto Circus packed them in August 15 at Richmond, Va., where it was the first show of the season. Parade was canceled because the circus train arrived late. . . . Harold Henderson, employee of Walter L. Main Circus, was seriously assaulted and thrown from the circus train as it was leaving Ogdensburg, N. Y. . . . Charles H. Robinson, clown, closed with Golden Bros.' Circus because of illness. . . . Aerial LaZella was recovered from injuries suffered in a fall and had begun his fair dates.

The Dan Pilmore Circus closed in Michigan early in August. . . . Zaza Davis, formerly a joey with Sells-Floto Circus, opened his own vaudeville act on the Sun Circuit. . . . Lew Graham, announcer with Ringling-Barnum Circus, gave a 15-minute broadcast on circus life over Station WLS, Chicago. . . . Sparks Circus performances at Ottawa and Quebec City, Can., were broadcast by the Canadian National Railway Radio Station.

Cole Wykell, has not been around this season, but is expected daily.

It was good to hear from Ed Conway from Philadelphia and get a report from him on Dutch Hoffman and Kid Fortner, all living in Philadelphia; and the other member of that quartet, Bill Campbell, accompanied by his wife, the writer recently met in California. Today's mail also brought greetings from Cookie O'Neil, who is touring Ohio.

STANLEY F. DAWSON.

was shocked at the passing of Irene Ledgett, a grand person and a performer that any show was proud to have.

FREDDIE FREEMAN.

LEWIS BROS.—Good matinee and night houses were had at Wilmington, O., and at Washington C. H. business was satisfactory. King Bailie is the owner of a new Ford, purchased in Miamisburg, O. Miss Lucy, equestrienne, practices between shows, as does the Nelson troupe. Mrs. Frank Lawless visited with her husband, who is secretary, last week-end. Sally Ashworth nearly lost one of her big snakes in Wilmington. With the aid of several town youngsters she finally got it back into its box. Bobb Kay is now attending sewing bees early every morning. Blinky Hauffman and Paul Miller are doing a clever two-man baseball number that wows them in the big show. Karyl Demotte has just finished knitting a pair of green-spotted stockings to be used in a clown number. Biddie O'Brian is seen

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early every morning exercising her ferocious dog, Toughie.

The Musical Carters are comfortably settled in their new trailer. Al Beck's concert is going over big with an addition of two new hillbillies. George Adams gets the fleet on the lot in good shape and on time. Mr. Lewis has purchased a new Ford for Road Marker Bill Lloyd. Capt. Lee English is busy on a new routine with Jumbo Lou to be used on fair dates. Anyone requiring tourist or hotel information get in touch with Al Martin. Band Leader A. Lee Hinckley will close the season with nearly the same roster that he opened with. Only two replacements have been made. Happy Starr, clown, leads the big balloon number and has the kiddies in a panic. Visitors on the lot the last few days were John Dusch, former band leader on this show; Mr. and Mrs. Robert Ketrow, Ralph Foster, Doc Wise, Fred Curtner, Nate Leon, Mr. and Mrs. Conn Jasperson.

ZEEK LaMONT.

Under the Marquee

By CIRCUS SOLLY

HENDERSON'S FAMILY CIRCUS is booked for Labor Day at Manchester, O.

FLYING LECLARES are to play fairs for Fanchon & Marco after 19 weeks' work with the American United Show.

DOWNIE BROS.' CIRCUS set up a new attendance record for Norfolk, Va., during its two performances there August 8.

BERT COLE is convalescing at his home in Tottenville, N. Y., after a serious relapse last week.

CARL TRAYNOR is working out of the profession in Los Angeles and playing a few dates on the side.

It is hard for a circus to make money playing territory out of season.

BARNETT BROS.' CIRCUS has been playing a few two-day stands in the larger cities in Kansas and Oklahoma.

CAPTAIN NOBEL, who has the side show on Bud E. Anderson's Circus, reports business much better since he added a colored band and minstrel show.

MARIE AND BILL NIPPO are not tramping this year, as Bill is employed by a bank in Hollywood, Calif. They were with Hagenbeck-Wallace last season.

ARTHUR BORELLA is playing luncheon and club dates in Los Angeles and looking forward to visits from friends on the Big Show.

BARNEY (MICKY) O'BRIEN did clown cop work week of August 21 at the Mooreland, Ind., street fair and says he has a few more dates to follow.

MRS. C. E. GALLEN and daughter, Betty, and Mrs. William Heath caught Haag Bros.' Circus at Rushville, Ind., August 19 and report a good performance.

WALTER L. MAIN spoke at a recent luncheon of the Exchange Club in Hotel Ashtabula, Ashtabula, O., August 16. His talk was primarily in the interest of the annual Ashtabula County Fair.

CHARLIE CAMPBELL, CFA of Sylva, N. C., says that Cole Bros.' Circus has contracted Asheville, N. C., for September 21, making four circuses to show there this season.

"LONG TOM" WILLIAMS, Virginia blackface comedian and musician, formerly with McIntyre's Musical Comedy, is now with Hubert the Magician, infom Jimmy McIntyre from Columbia, Va.

With fewer circuses on the road this season, why do most of them want to play the same towns?

BERNHARDT AND KETROW (Mr. and Mrs. Robert Ketrow) visited Nellie and Si Kitchie and Lew Kish on Haag Bros.' Circus week of August 14 and looked over Lewis Bros.' Circus last week.

COMPETITION has been keen for spots in Virginia and North Carolina recently, with Downie Bros., Russell Bros. and Parker & Watts all trying to make the big ones.

BILL PENNY caught Barnett Bros.' Circus in Oklahoma City August 18 and 19 and had a visit with Ted Louis and family, Lee Power, Buck Moulton, Toby Wells and several other members of the show.

BANDMASTER L. CLAUDE MYERS is in the Huntington Memorial Hospital, Huntington, W. Va., recovering from a broken shoulder which became infected. He is said to have been injured in Michigan last June.

DON SMITH and W. S. Pietschman, both CFA, of Detroit, enjoyed a fine visit with the Repenski troupe at Ionia (Mich.) Fair August 20. Also visiting were Lucille Justine and Marta Tonga, formerly of Cole Bros.' Circus.

PAUL M. CONWAY, Macon (Ga.) attorney, who recently spent several days with the Downie show in the East, renewed acquaintance with Melvin D. Hildreth, Washington, D. C., on the Downie lot in Annapolis, Md.

There is an utter lack of appreciation on

the part of some performers towards their employers whose great aim is that salaries be paid on schedule. Around any show where the ghost walks regularly the owner is entitled to a medal.

WHEN LEWIS BROS.' CIRCUS played Lima, O., Kenneth Poley, John McCreary and Cherry Locust were entertained after the night show by Countess Ariel and Le Cardo, who were showing at a night club there.

CHARLOTTE LORADO sustained a back injury and a sprained ankle on the Bud E. Anderson Circus recently when she fell from a Spanish web at Kulm, N. D. June Russel was kicked while working menage at Eureka, S. D.

MR. AND MRS. KIRK ADAMS, formerly with the Walter L. Main and other circuses, left the O. J. Bach Shows last week to begin fairs at Leighton, Pa., with their circus unit of dogs and ponies. They report a nice season with the Bach Shows as a free act.

BUFFALO COMMUNITY CIRCUS, a one-ring outfit operating in Buffalo and managed by Henry J. Golding, has several sponsored dates for September, including Holy Angels Church, four performances, and Visitation Church, two performances.

There's going to be an early crop of cotton in Arkansas. Picking has already started south of Little Rock and there will be picking all over the State by September 1. Conditions are better than last year, and it is believed that circuses and carnivals in this cotton territory between September 15 and November 1 will get some money.

JERRY CORRIGAN, of Waterville, Me., recently visited George Hanneford and troupe, who appeared at the Skowhegan Fair as a grand-stand attraction. Corrigan says the riding act is enlarged this year and was well received by capacity crowds.

WHEN COLE BROS.' CIRCUS appears in Norwood, O., September 11 it will use the waterworks park. Norwood ceased to see the annual visits of the big shows 12 years ago with the disappearance of the old lot, now occupied by a Chevrolet plant.

BUD E. ANDERSON has received a wire from India that another elephant for him is to arrive in New York the last of September. Anderson informs that his show hasn't missed a pay day and has made no cuts. It will be out until November, then play indoor dates.

EVERYBODY will be glad to know that Charlie Sparks is feeling fine again and will be back in active circus business next season. He still has many good years ahead for him, his friends believe, and his experience and judgment make him rank as second to none in the business.

MEMBERS of the Morgan-Helvey Show, Ed (Bing) Snyder; Munde and June, jugglers, and Al S. Pitcaithley, met a number of friends on Cole Bros.' Circus at Rock Island, Ill., August 19 and witnessed the circus parade, which they praised. Manager Jess Adkins extended them every courtesy.

BUSINESS of Downie Bros.' Circus in recent weeks is said to have been far ahead of several recent seasons. Show has effected many impressive publicity tie-ups with leading newspapers in Virginia and larger Carolina cities. It is understood the show is going to the coal-mining towns in Eastern Kentucky and will be the first show of its size to play most of these spots in years.

MRS. JACK KOFRON, wife of the band leader on Bud E. Anderson's Circus, unexpectedly walked onto the circus lot in Rugby, N. D., recently. She suffered a nervous breakdown in January of this year and was confined to the Galveston (Tex.) Psychopathic Hospital from Easter to July 25. She came on from San Antonio and was royally welcomed by her husband and intimate friend, June Russel.

PERCY (ABE) RADEMAKER, clown, formerly with Hagenbeck-Wallace, has joined Jimmie Lynch's Death Dodgers to work with Earl Shipley. At Manitowoc, Wis., Shipley narrowly escaped serious

injuries when a dynamite cap exploded, inflicting deep wounds in his back and shoulder. Shipley, however, appeared at both performances at the fairgrounds there. The dynamite cap got mixed with electric squibbs that were to be used in an explosion in a clown number.

There is a lot of truth in the axiom of the Southern Negro bellhop who said, "Boss, things are just quiet for dem dat wants it quiet." When times are hard the amusement industry feels it first. The hustling, energetic showman doesn't sit around and wait for good times to return. Instead, he is ever alert to develop new schemes and ideas. During the big depression there were some showmen who made money right along.

WALTER D. NEALAND, p. a. of the Marks Shows, was glad to see the Dexter Fellows Tent of the Circus Saints and Sinners' Club start the campaign for a monument over the grave of Dexter Fellows. Wait advocated such a memorial in the Midway Confab columns of our issue of April 15 last, when he said: "Not that he (Fellows) needs a monument of stone, as his memory will always live with thousands of newspaper editors from Coast to Coast, but it does seem to me that the circus fraternity, editors and the members of the Dexter Fellows Tent, Circus Saints and Sinners, should do something to perpetuate his greatness." Dexter Fellows Tent is soliciting funds from not only members but non-members as well.

The Corral

By ROWDY WADDY

A SIX-DAY RODEO in connection with the 23d annual Eastern States Exposition, Springfield, Mass., will be directed by Candy Hammer.

COL. A. L. GATEWOOD and his Flying X Rodeo appeared at the Preble County Fair, Eaton, O., August 7-11 before an estimated crowd of 20,000.

CODY, white horse belonging to Frank Daniels, of Lambertville, N. J., died August 17 from a tumor on its jugular vein. Animal performed at Madison Square Garden in 1930-31.

SI AND FANNIE OTIS visited at the home of Marion Davis, Greencastle, Ind., on their way to fairs in Illinois. They report that 12-year-old Emily Jean Davis, trick rider and roper, has a contract to appear in the junior division of the Chicago Rodeo.

HART KING'S K RANCH RODEO in Baltimore Stadium, Baltimore, August 16-17 drew about 50,000 nightly. There were 30 head of stock. Performers were Hart King, Jack Wescott, Bill Barry, Charles Lamont, George King, Buck Shores, Blackie Russell and Tommy Tinker.

AS A GESTURE of recognition to the ranchers who have supplied bucking horses to the Calgary Exhibition and Stampede over a period of years, and to insure a continual supply of top bucking horses for stampedes to come, additional prizes, totaling \$500 annually, will be paid to owners of the best bucking horses, reports E. L. Richardson, general manager of the board. Prizes will be awarded to horses used in the North American and Canadian saddle events.

ABOUT 300 head of stock will appear at the rodeo at the Michigan State Fair, reports Alice Adams, of the Adams Rodeo Co., which has been awarded the contract. Ralph and Mrs. Clark arrived in Detroit recently to take part. Thirteen performances will be given before the grand stand instead of in the Coliseum as in recent years. It will be the first rodeo at the fair, however, in three years. A barbecue for press, fair and rodeo officials will be staged before opening, with Jim Barbour in charge. Performers booked include Shirley Lou Adams, nine-year-old cowgirl; Pearl Byron, bull whip manipulator, and Opal Woods, roper. A cowgirl bronk riding event also will be held.

WINNERS AT the Carstairs, Alta., Stampede were: Saddle Bucking—Joe Fox, Tiny Turner, Vic Stuckley. Bareback Riding—Jack Lauder, Bert Larson. Steer Riding—Ralph Thompson. Denver King, Wally Reynolds. Wild Horse Race—Buck Cam, Ronnie Clifford. Wild Cow Milking—Mickey Phillips, Joe Johnson, Angus Robertson. Calf Roping—Cecil Bushart, W. J. Helmer, Angus Robertson. Harry Stackler was announcer;

W. J. Helmer, Jappy Rogers, Angus Robertson, judges, and J. H. Ure, R. King and W. Edmonson, Stampede officials. Bill Johnson was pick-up man.

AT THE RECENT 50th anniversary of Indian Days at Banff, Alberta, Can., Guy Weadick was officially adopted into the Stoney Tribe with all the tribal ceremonies and given the name of Buffalo Child, Chief Long Lance. He also was made a blood brother by Chief Bearsaws, Chief Walking Buffalo and other chiefs of the council and presented with a beautiful chief's war bonnet and numerous other beaded and buckskin apparel. Later he was presented with a tepee by Chief Joe Calf Child of the Blackfoot Tribe, representing his people at the ceremony. It is one of the finest painted tepees in the Blackfoot Confederation, having won first prize at both the Banff Indian Days and Calgary Stampede. Weadick's Indian name in the Blackfoot Tribe is Black Horse, because he usually rides a black saddle horse.

GATE RECEIPTS at the recent Salt Lake City Covered Wagon Days totaled \$26,000, largest since the event's inception, report committee officials. Norman Sims and Kingsley Clawson, with Steve Moloney on publicity, were credited with much of the event's success. Results: Brahma Bull Riding—First day, Felix Cooper, Al Fletcher, Hugh McAdam, Andy Gibson. Second day, Hugh McAdam, Hoyt Hefner, Buttons Yonnick, Felix Cooper. Third day, Buttons Yonnick, Jim Jackson, Albert McEuen, Carl Dykes. Finals, Jim Whiteman, John Elic, Hugh McAdam, Buttons Yonnick. Calf Roping—First and second days, Hugh Clingman, Jack Skipworth, Jim Hudson, Royce Sewalt, Everett Bowman. Finals, Royce Sewalt, Jack Skipworth, Cecil Owsley, Carl Shepard. Bull-dogging—First and second days, Hugh Bennett, Homer Pettigrew, Oral Zumwalt, Hub Whiteman. Finals, Homer Pettigrew, Steve Hancock, Hugh Bennett, Siats Jacobs. Bronk Riding—First and second days, Chet McCarty, Ward Watkins, George Yardley, Leo Murray. Third day, Floyd Stillings, Shirley Hussey, Ward Watkins, Buck Davis. Finals, Eddie Curtis, Ward Watkins, Vic Schwarz, George Yardley, Milt Moe.

THAYER (MO.) COMMUNITY CLUB'S recent rodeo under direction of T. E. Robertson, proved highly successful and officials indicated it will be held annually. Stock was furnished by Beutler Bros., with Pete Adams as announcer, and Alice Adams handling the publicity chores. Winners: Calf Roping—First day, Dick Johnson, Buddy Mayes, Herb Meyers, Jack Kilgore. Second day, Herb Meyers, Buddy Mayes, Joe Thompson, Andy Curtis. Third day, Jack Kilgore, Buddy Mayes, Herb Meyers, Dick Johnson. Fourth day, Buddy Mayes, Joe Thompson, Dick Johnson, Frank Autry. Finals, Buddy Mayes, Herb Meyers, Dick Johnson, Andy Curtis. Bronk Riding—Andy Curtis, Tommy Wilson, Ned Ferraro; Sylvester Roane and Bruce Ross split fourth. Second day, Huey Long, Tommy Wilson; Bruce Ross and Andy Curtis split third and fourth. Third day, Tommy Wilson, Ned Ferraro, Bruce Ross, Huey Long. Finals, Sylvester Roane and Andy Curtis split first and second; Bruce Ross and Tommy Wilson split second and third. Steer Wrestling—First day, Joe Thompson, Andy Curtis, Dick Johnson, Tommy Wilson. Second day, Andy Curtis, Joe Thompson, Roy Davis, Bruce Ross. Third day, Dick Johnson, Joe Thompson, Dale Adams, Andy Curtis. Finals, Dick Johnson, Andy Curtis; Joe Thompson, Bruce Ross. Bull Riding—First day, G. K. Lewallen, Roy Davis; Ned Ferraro, Dale Adams and Huey Long split third and fourth. Second day, Huey Long, G. K. Lewallen, Dale Adams, Roy Davis. Third day, G. K. Lewallen; Huey Long and Dale Adams split second and third; Johnny Martin. Finals, Dale Adams, Huey Long; Ned Ferraro, G. K. Lewallen and Tommy Wilson split third and fourth.

Lewis Winds Up This Week; Unit for Fairs

ADRIAN, Mich., Aug. 26. — The last route card of the season is out for Lewis Bros.' Circus and closing date is given as August 29, here. Manager Paul M. Lewis announced that he has arranged to play a string of fairs with the Mae Lewis Circus unit.

On its return trip thru Ohio Lima gave the show its biggest business, with practically a straw house at night, and Milanburg gave the poorest.

EARLY BIG ONES PACK 'EM

Ionia's Gate Over 280,000

B-C revue brings out biggest Monday night stand—net may top \$8,300 of '38

IONIA, Mich., Aug. 26.—Howard C. Lawrence, new president of Ionia Free Fair, pronounced the silver anniversary annual on August 14-19 one of the most successful in its 25-year history. While President Lawrence, who succeeded the late Fred A. Chapman, hesitated to give actual profits, he did say that net proceeds will pay maintenance expense and for permanent improvements made during the fiscal year. Profit is expected to be more than the \$8,300 made in 1938. It was estimated that attendance was more than 280,000, virtually every department having increases in attendance and income.

Principal increase, that of 400 per cent Monday night in the grand stand, was attributed to the apparent biggest policy change of the association, that of Guest Night on which a free ticket was given for each ticket purchased. A full stand greeted first showing of the night revue, *Americana*, produced by M. H. (Mike) Barnes, of Barnes-Carruthers. It was the largest Monday night grand-stand crowd in fair history and program was headlined by a public wedding. It is estimated more than 80,000 attended on Thursday, which for years has been the

(See IONIA'S GATE on page 35)

Rain Reduces Badger Count

MILWAUKEE, Aug. 26.—Plagued by showers on its first five days, attendance during the period at the 89th Wisconsin State Fair here, August 19-27, ran 24,637 behind last year's record turnout, 306,566 compared to 331,203 for the same time in 1938. Sporting a 25 per cent general increase in exhibits and \$331,000 worth of new buildings, opening-day attendance, ballyhooed by a citizenship program sponsored by Milwaukee Youth Citizenship Council, was 33,117 against 24,525 last year. Some 1,200 new citizens heard Dr. T. V. Smith, Chicago congressman, and were joined by several thousand other persons at a ball in the Modernistic Ballroom in the evening with music by Sammy Kaye and Steve Swedish.

Afternoon grand-stand program, featuring Jimmie Lynch and his Death Dodgers and Dick Granere, airplane comedian, drew attendance of about 4,500, while WLS Barn Dance at night followed by fireworks, drew about 9,000. With all parking space jammed by 12,000 cars and thousands of autos turned away, Sunday's attendance hit 91,498 against

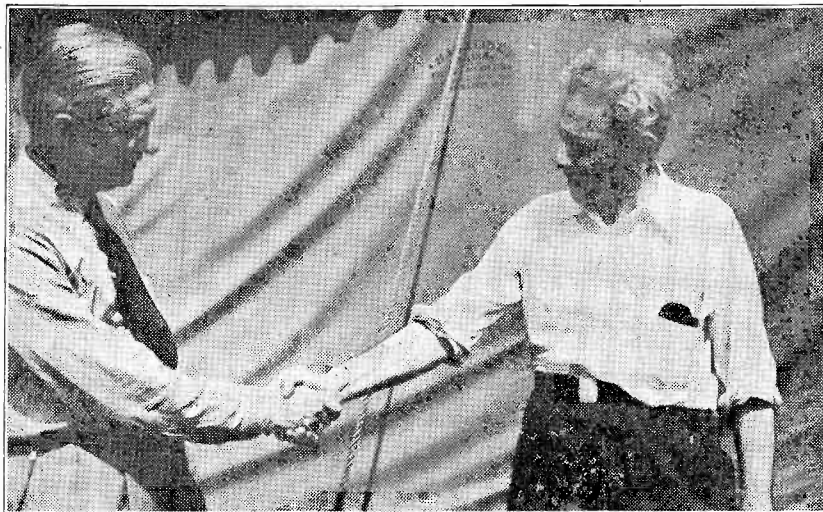
(See RAIN REDUCES on page 35)

All Maine Fairs Corp. Is Given Tax Exemption Okeh

LEWISTON, Me., Aug. 26.—All Maine Fairs Corp. has been found exempt from taxation under the "scientific institutions" law by Superior Court Judges Arthur Chapman, Portland, and George L. Emery, Biddeford, who sat as referees at a two-day hearing last week.

Case was brought against the corporation by the city of Lewiston, which sought to collect taxes amounting to \$3,180, plus interest, for 1935, 1936 and 1937, on the ground that activities conducted on the fairgrounds throughout the year made the presentation of an annual fair only an incidental proposition in the corporation's business and that therefore the city was entitled to collect taxes on the land and buildings.

Informed of the decision against the city, Mayor Fernand Despins stated that "the matter will not be left there. It will be taken to the Law Court for further ruling."



GREETING EACH OTHER as the photog caught them at Ionia (Mich.) Free Fair, August 14-19, are (left) Howard C. Lawrence, former State treasurer and new president of Ionia Free Fair Association, and M. H. (Mike) Barnes, of Barnes-Carruthers, producer of the night grand-stand revue, "Americana," and who has been active at each Ionia annual since the gates were first opened 25 years ago.

Jefferson, O., Take Rises

JEFFERSON, O., Aug. 26.—Grand-stand receipts at 93d annual Ashtabula County Fair here on August 15-18 were heaviest in years, said officials. Klein's Circus Varieties, a two-hour show, was presented Wednesday and Thursday, and Klein's Rhythm Revue on Friday, final night. Midway had four Roy Gooding rides, including a Loop-o-Plane, added here; Peters' Freak Animal Show; Sandow, strong man; Monkey Circus; Wild Life Show; Larry Larrimore, with 11 concessions; Dick and Helen John's Penny Arcade; Lester Rodgers, peanuts; Charlie Martin's new de luxe cookhouse and many others. John Creamer, well known to outdoor showmen, in charge of grand-stand show, was complimented for the performances. Walter L. Main, from near-by Geneva, was given the honor of announcing the acts, which he did most capably. Fair probably will show the largest profit in years.

Milford, Mich., Plant Sold

MILFORD, Mich., Aug. 26.—Oakland County Fair here on August 9-12 will be in the black, the board reported. Gate and grand-stand gross was reported at \$2,300, with midway payment to the fair about \$1,300.

Fairgrounds were sold this week by receiver of the First State Bank of Milford to Melvin H. Moore, Detroit, who leased the property this summer for auto racing. Property was leased from the bank by the fair board. Moore plans to improve the grounds, grand stand and track for auto racing, but presumably it will also continue to be used for the fair. Price for the 20 acres was \$4,000.

In Front of Grand Stands

R. P. HAMILTON, secretary of Randolph (O.) Fair, said that a contract has been awarded to C. A. Klein Attractions.

RITA AND DUNN, high wire, report they played Kendallville (Ind.) Fair on August 14-18 and were booked for Marshall (Mich.) Fair on August 22-27.

KLEIN'S Circus Revue will be presented three nights during Belmont County Fair, St. Clairsville, O., said Carter Thornberg, secretary.

HAVING a good season, Don La Vola and Carlotta report having played Trinidad (Colo.) Fair, August 21-26, with fairs in Rocky Ford, Colo., and Portales, N. M., to follow.

IRA MILLETTE, playing fairs in Wisconsin and Iowa, reports that when playing Stoughton, Wis., recently he was on the bill with Loyals' Dogs, Herman and Elsie and Lou Jacobs, all of whom

Have a Ticket!

BIRMINGHAM, Aug. 26.—When a Birmingham cop says, "Pull over to the curb, mister," he may be doing you a favor. If you've been one of the city's 10 most courteous drivers that day the man in blue will hand you a ticket—not one to Traffic Court, but a ticket to the 1939 Alabama State Fair here. And if you are the most courteous and safe driver among the 10 best you'll get a bouquet of roses from the police commissioner himself. Yep, the police are saying it with flowers, using a different brand of psychology and tickets. J. Warren Leach, of Alabama State Fair, lined up on this desirable type of publicity.

Hamid Acts for Rutherford

SPINDALE, N. C., Aug. 26.—Grand-stand attractions for Rutherford County Fair here will be furnished by George A. Hamid, Inc., program to include Polly and her Polly Anns, dance revue; Rexola Troupe, skaters, and Three Ricardos, aerialists. Fireworks are to be presented Tuesday, Wednesday, Thursday and Friday nights. Premium list offers prizes in addition to those awarded last year. Fair association is headed by L. C. Price, president; R. L. Pruette, Minnie Elliott, J. F. Geer, vice-presidents; F. E. Patton, secretary; Mrs. Leroy Dobbins, assistant; W. W. Naney, treasurer.

PHILADELPHIA, Miss.—Judge Earl S. Richardson was elected president of Neshoba County Fair Association; J. B. Hillman, vice-president; Roscoe Ray, secretary; Ira Lewis, treasurer.

trouped with him some years ago on the Ringling-Barnum show.

AFTER a successful engagement at Illinois State Fair, Springfield, Flash Williams and his Thrill Drivers left to play fairs in Minnesota, Wisconsin and Michigan.

CRASH DUNIGAN'S Four o' Hearts, high act, played the recent Kutztown (Pa.) Fair. Members are Lucia Emig, Andrew Kremarr, Dave Manning and O. Bert Shaw.

A. E. SELDEN, "The Stratosphere Man," presenting his high swaying pole act at Iowa State Fair, Des Moines, August 23-September 1, has been booked for the 1939 Kentucky State Fair, Louisville.

NOBLE County Agricultural Society, Caldwell, O., has contracted for its four-

(See GRAND STAND SHOWS on page 34)

Ill. Is Close To a Million

Gate mark 4,000 over '38—midway high recorded—grand stand is up 20%

SPRINGFIELD, Ill., Aug. 26.—Aitho a deluge greeted patrons on Sunday, final day of Illinois State Fair here, August 12-20, and there was considerable rain on Thursday, Governor's Day, and always the big day of the annual, estimated total attendance was about 4,000 more than last year and fell short by about 50,000 of the 1,000,000 attendance goal that had been set by General Manager E. E. Irwin.

With exception of Thursday, when rain fell early in the morning and again about 10:30 p.m., and Sunday, when the downpour caused postponement of Buck Kidd's motorcycle races until Monday afternoon, weather was ideal. Had weather been more favorable on these days a 1,000,000 gate would easily have been registered, officials declare.

An all-time record was set for midway

(See ILL. IS CLOSE on page 39)

Mo. Up 35% First 3 Days

SEDALIA, Mo., Aug. 26.—An all-time Sunday attendance record was broken here with 68,187 at the 39th annual Missouri State Fair, August 19-26. Monday, Children's Day, had about 10 per cent attendance increase over the corresponding day last year. This was the fourth successive year for the "Everybody Pays" 25-cent gate, which has proved very successful, declared Charles W. Green, secretary-manager. Everybody pays each time they enter the grounds and no exception is made to this rule. Estimated gate rise over 1938 was 35 per cent for the first three days.

This is the seventh year in which Secretary Green has been at the helm and each year has shown marked improvement, with attendance forging ahead. Exhibits and live-stock entries far exceeded those of any previous years. Largest list of entries for harness races totaled 204. It was necessary to house overflow live stock in tents which cost

(See MO. UP 35% on page 35)

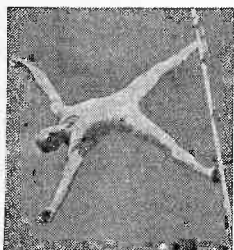
New Highs for Skowhegan

SKOWHEGAN, Me., Aug. 26.—Attendance and receipts at Skowhegan Fair, August 14-19, broke records each day that had been made at the 1938 fair, which was the centennial annual and best up to that time. Joe Hughes, of the George A. Hamid office, reported that the night grand-stand show, *Winter Garden Revue*, drew largest crowds in history of the fair, even in rain. Pari-mutuels were reported to have set a new State gross record of \$103,000.

Lakehead Has Biggest Gate

FT. WILLIAM, Ont., Aug. 26.—Canadian Lakehead Exposition here, August 7-12, on Saturday recorded the biggest day in its history with 15,735 paid admissions, reported Secretary-Manager Wilfred Walker. Total paid admissions were largest on record, being 63,517 compared with 56,848 in 1928. Royal American Shows were on the midway.

RED DEER, Alta.—At Red Deer's 49th annual fair on August 3-5 gate and grand stand showed gratifying increases over 1938, said directors. Entries in all departments were up 40 per cent over last year. Grand stand attraction was Pageant of Empire and Wallace Bros. Shows of Canada were on the midway. Fair was opened by D. B. Mullen, minister of agriculture. James Cruickshank is president and Walter Miller secretary.



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BOARD, Cincinnati, Ohio.

Series of Six Readied in N. C. By Operators

GREENSBORO, N. C., Aug. 26.—Final preparations are on in offices of North Carolina Fair Operating Co., here under direction of Norman Y. Chambliss, for presentation of its series of fairs to be operated this fall in the State. Mr. Chambliss and staff have been working since the offices were opened in May. With addition of Edgecombe County Fair, Tarboro, the company will operate six fairs.

Initial annual will be in Tarboro, with fairs following in order in Williamston, Clinton, Salisbury, Greensboro and Rocky Mount. Grand-stand attractions for each will be furnished thru George A. Hamid, Inc. Johnny J. Jones Exposition will be on the midway in Greensboro Fair, with Max Gruberg's World's Exposition Shows in Tarboro and Clinton. Cetlin & Wilson Shows will be in Salisbury and Rocky Mount and Art Lewis Shows in Williamston.

Lucky Teter and his Hell Drivers will appear on Thrill Days in Greensboro, Clinton, Salisbury and Rocky Mount and "Suicide" Hayes will be at Tarboro and Williamston Thrill Days.

Improvements to grounds and buildings in each of the six cities, with several new buildings at several spots, and general reconditioning have been carried out. A new fence around grounds in Greensboro is being completed, all buildings are being renovated and grand stand is being enlarged. Based on grand-stand attendance last year in Greensboro, seating capacity is being increased from 3,000 to 4,000. Paid attendance in 1938 in Greensboro surpassed each of the other five fairs operated at that time, 41,000 having been recorded. Several thousand dollars are being spent in improvements in Tarboro, first year of operation there by the company, with practically a new grand stand being constructed and putting the grounds in tip-top shape.

About taking over Edgecombe County Fair, Tarboro, Mr. Chambliss said, "This is just another case of a fair going broke, so we are taking it over in an effort to put it across in the right manner." One of his first moves in Tarboro was to discontinue harness-horse racing, substituting thrill attractions instead. Second move was to increase premium awards.

"I predict a banner year for fairs in the South," he said, "with general indications of better business conditions all around. Crop conditions are far better than ever before, particularly in Eastern North Carolina, and all indications point to a highly successful year. Our six fairs are near the State's leading tobacco-growing sections and, judging from prices being received in Georgia and other places, prices on the tobacco markets in these sections will range from 18 to 20 cents this year, another strong indication that the fairs will have a fine year. Then, too, the people are 'fair-minded,' with the World's Fair in New York being greatly responsible for this factor."

Berea, O., Met Annual Up

BEREA, O., Aug. 26.—With attendance of 42,000, a record for recent years, Metropolitan Fair here on August 18-20 had a final-day gate of 8,000. Attendance in 1938 was 35,000. Harold P. Richards, president, praised co-operation of Cleveland Chamber of Commerce. X-Bar-X Rodeo was grand-stand show, it being necessary to give two performances Saturday night. WTAM acts were offered daily. Midway had a Ten-in-One, Monkey Circus and Greenwald's Athletic Arena. J. R. Edwards' rides were again there, Eli Wheel, Merry-Go-Round, Tilt-a-Whirl, Kiddie Autos, Chairplane and Loop-o-Plane. There were about 50 concessions, including Clarence Smith's and Eddie Weekly's cookhouses.

Marion, Va., Revival Good

MARION, Va., Aug. 26.—Smyth County Fair here, August 14-19, revived after several years by Smyth County Post, American Legion, registered moderate success despite a week of rain. Exhibits were surprisingly numerous and high in quality. Ray Rouse, member of Marion High School faculty, was manager. Carleton Collins, publicity director of Eric B. Hyde Shows, directed publicity in advance and during the fair, a public wedding under his direction proving a big draw. Capt. Frank Cushing's Death's Holiday Show pleased, and Marjorie Bailey's high act brought repeaters at the gate. Hyde Shows were on the midway.

New Va. Annual Organized

CHARLOTTESVILLE, Va., Aug. 26.—Following recent grant of a charter, plans are going forward for six-day Albemarle Agricultural and Industrial Fair here, expected to be an annual, reports C. W. Cracraft, who has been named manager. Headquarters have been opened and a location obtained outside city limits. Free acts and fireworks are planned in addition to agricultural and industrial displays. About 100 citizens are expected to be on an advisory committee. W. F. Carter Jr. is president and Cary L. May is secretary.

GRAND-STAND SHOWS—

(Continued from page 33)
day annual Renfro Valley Barn Dance and fireworks, said Secretary O. J. Lorenz.

MARIE'S Marvel Dogs, booked thru Henry Leuders, are playing Michigan and Ohio fairs after having appeared at parks and celebrations in the Midwest and Eastern Canada.

NEW MEXICO State Fair, Albuquerque, will have Jimmie Lynch's Thrill Show, Mabel Stark and her Bengal Tigers; revue, *Goin' Places*; Joe Melvin, Edison and Louise and Ruten's Dogs.

ACTS booked by Secretary-Manager A. H. (Bert) Lea of 33d annual Multnomah County Fair, Gresham, Ore., on August 21-27 included Gray and Kathleen, aerialists; Sonora Carver's Diving Horse and Bert Nelson's lions and tigers, set thru Fanchon & Marco.

WILFRED MAE TRIO reports that acts besides theirs at Orleans County Fair, Barton, Vt., August 16-19, all booked thru George A. Hamid, were Fred Delmar and his Fighting Lions, Castrelli Duo, Malin and Thomas, Stetson Band and Bonnie Brownell Revue at night.

SAM C. ARNETT, president of Panhandle South Plains Fair, Lubbock, Tex., has booked Clyde Lucas' Orchestra to headline the *Stars on Parade* revue, featuring Dorothy Byrons' Dancers, Chaz Chase; Spec and Spot, cyclists, and Patsy Marr, novelty dancer. Rodeo will be staged six days.

TEETER SISTERS, Jacqueline and Jeanne, high act, booked by W. C. (Billy) Senior, of the Gus Sun Agency, report that after having appeared at Illinois State Fair, Springfield, and Ohio State Fair, Columbus, they will resume a route of bookings until October 21, the act having been booked solid since April 1.

ACTS at Dundy County Fair, Benkelman, Neb., August 14-16, and Chase County Fair, Imperial, Neb., August 17-19, were Lois Getzendaner, high-jumping horses; Pierce Bros.' Thrill Show; Charlene Bockhold, contortionist; Swanee and Swanee, barnyard imitators; the Ken-

nedys, sharpshooting and knife throwing, and himself, reports James Cogswell, high stunts. He played Northern Colorado District Fair, Longmont, August 23-25, and is booked for Akron (O.) Labor Celebration, August 28-September 4.

AT THAYER County Fair, Deshler, Neb., acts furnished by J. C. Michaels Attractions were the Atterburys, wire and traps; Borth and Maier, perch and teeterboard; Harris Brothers, bars; Bearce Sisters, acro dancers; Three Christys, tight wire and rolling globe, and Five Flying Fishers.

AT WAYNE County Fair, Northville, Mich., August 15-19, acts, booked by United Booking Association, included Aerial Matthews, Marie's Pets, Harry Brodell, Juggling Jester; Flying Howards, skaters; Great Janzely, high pole. Harold Brow was emcee, and displays were produced by Hudson Fireworks Co.

JIMMY DALEY agency supervised the show at Essex County Fair, Westport, N. Y., August 22-25, booking in Buddy Lunar, death dodgers; Flying Allens; Herman Pretzel, contortionist; Wood Sisters, singers and dancers; Two Jacks, acrobats, and Montrose and Pearl, Gay '90s act.

GREAT RICARDO, high swaying pole, reports bookings thru the week of November 7, including the Littlejohn fair circuit in Alabama. He was free act with West's World's Wonder and Arena shows in early spring, and since July 2 has been playing fairs and celebrations.

STATE Fair of Texas, Dallas, has signed 1939 *Folies Bergere* for 16 days in the Coliseum. Show, produced by Clifford C. Fischer, includes Emile Boreo, Franklyn D'Amore and Anita; Fred Sanborn, xylophonist; Hibbert, Bird and LaRue; Georges Bruay, Martha Demeter and Trio Shyrettos. Arizona Hopi Indian Cliff Dweller Village will be set up on grounds, and Louis Roth's group of mixed cats will be presented by a brewing company.

PASSING thru Cincinnati on August 22, Manager Bill Blomberg reported grand-stand records at seven fairs played so far this season in Indiana, Ohio, Michigan and Kentucky by Barker Bros.' Circus and Rodeo. From Falmouth, Ky., August 18 and 19, circus went to Darke County Fair, Greenville, O., on August 24 and 25; then to Pomeroy, O., and troupe will present circus acts at one performance at Auglaize County Fair, Wapakoneta, O., on September 2. Roy Howze, who joined in Urbana, O., is breaking a Liberty horse act and four menage horses.

SEVEN Tip Tops went from Cincinnati to Multnomah County Fair, Gresham, Ore., August 21-27, breaking the jump at Mower County Fair, Austin, Minn., August 10-13, for Jule Miller, Northwestern Amusement Co., reports Al Ackermann, manager of the Tip Tops, who are contracted for seven weeks thru Charles Nelson, Fanchon & Marco office. Acts in Gresham, under direction of Neal Able, emcee, were Al Ackermann's Clown Trio, Al Jack and Mack, eccentric comedy bump act; Amadori Le Clare, cloud swing; Rosalie's Highland Scottie Dogs; Delbeanie, unsupported ladder; Gray and Kathleen, high tower and breakaway; Delbeanie, freak bicycle and high-stilt act; Al Ackermann's Seven Tip Tops, acrobatic pyramids and finishing with a tumbling contest; Great Delbeanie, wagon wheel and stairway jumping act; Three Flying Amadoris, flying return act; Ferdie the Bull, Douglas Wright and Co.; Bert Nelson's Tigers and Lions in steel arena; Carver's Diving Horse, Miss Carver on horse.

ATLANTA.—Plans are on for huge motorcades to attend the 1939 Southeastern Fair here thru Mike Benton, president, and Virgil Meigs, secretary. Nine motorcades from the State will come on different days, each to include several counties. Motorcades will be met at city limits by Mayor William Hartsfield, bands and representatives of civic clubs who will sponsor the trips. Special programs will be put on.

CARNIVAL WANTED WOODRUFF COUNTY FAIR

OCTOBER 5-6-7
The Only Carnival in County This Year.
JOHN H. MILLER, Pres. McGRORY, ARK.

Concessions Wanted West Alexander, Pa., Fair

SEPTEMBER 14-16
\$1.50 and \$2.00 Front Foot

14 by 16 Lunch Stand, located under band stand, \$30, three sides to work. Can use one more good show. For space, wire Western Union or write
T. S. MAXWELL, West Alexander, Penn.

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—FOR—
Lincoln County Free Fair

SEPTEMBER 13 to 16 INCLUSIVE,
Or Independent Shows and Rides.

GASTON FRANKS, Sec'y, Chandler, Okla.

Penna's Largest Street Fair

OCTOBER 11, 12, 13, 14
SHOW AND CONCESSION SPACE GOING
FAST. WRITE OR WIRE.
LARGE CARNIVAL WANTED.

IRA E. FASNACHT, Chairman Concessions,
EPHRATA, PENNA.

AT LIBERTY OCT. 1—

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We have available for late dates Sensational Acts,
Novelty Acts. All high class at low prices.

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CARNIVAL WANTED

—FOR—
Big Henderson County Colored Free Fair

SEPT. 11-16
Need Five Rides, Shows, Concessions. Wire
PROF. C. C. BOND,
LEXINGTON, TENNESSEE

WANT — FREE ACTS

—for—
ROBESON COUNTY FAIR

WEEK OF SEPTEMBER 26-29, 1939
R. A. HEDGPETH, Sec'y, LUMBERTON, N. C.

LOOK, SHOWMAN, LOOK

MARION CO. AGRICULTURAL FAIR ASSN.

(In the Heart of Tobacco Belt)
Can place "All" Kinds of Shows and Concessions;
also Want FREE ACTS and rides. Last of October
or First November, 1939. Want to hear from Jack
Phelps and Bill Strove. Address DOC MOORE, Gen.
Del., Marion, S. C.

CARNIVAL WANTED

OCTOBER 9-14
LIMESTONE COUNTY COLORED FAIR ASSN.
ATHENS, ALABAMA

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

IONIA'S GATE

(Continued from page 33)

largest day, altho no special features are presented.

Largest increase in revenue was in the private parking lot which in 1938 was below that of the previous year. The count of Rose Sarlo, secretary, who has assumed most of the routine matters of the late Fred A. Chapman, for 25 years fair secretary and one of its co-founders, reported that 12,779 cars at 25 cents each were parked in the lot. The 1938 figure was 9,143 cars and in 1937 there were 13,792.

Vandalism Deplored

Paid grand-stand attendance was 65,991 against 60,544 in 1938. A more substantial increase would have been noted, officials declared, had not the Saturday afternoon auto races been canceled because of rain. It continued until after 6 p.m., stopping in time to permit final showing of the night revue, altho the stand, which probably would have been a sellout, was only half full. One-tenth of an inch of rain from 7 until 10 p.m. did not fall and so rain insurance could not be collected. Last year \$2,500 rain insurance was collected Saturday night. First five days proved perfect for the grand-stand show and crowds attended.

Sale of concession space, largest in fair history, increased about 7 per cent over 1938. Concessioners reported heavy play on the first five days and that rain on Saturday materially reduced opportunity for all-time records. Disappointment was expressed by President Lawrence and Secretary Sarlo over the destructive attitude of some fairgoers. Considerable expense was entailed in placement of more than 100 colored pennants around race track and on buildings. Many of these were stolen after being torn from their staffs. New curtains in restrooms were missing and Miss Sarlo reported two keys from the infield piano gone. Among improvements are black-topping of the midway and streets leading to grounds, repainting of all buildings, submerging all telephone and electric wires, construction of a \$5,000 concrete retaining wall around the half-mile track, enlargement of the big outdoor stage, repairing of many buildings and placing of eaves on the 10,000-capacity grand stand. A swift operating barrier, said by horsemen to be the most effective in their circuit this year, was used for the first time for harness racing.

Exhibits Are Largest

Monday, Children's Day, kiddies saw shows and had rides at reduced rates, most of them being half price. At the grand stand Jimmie Lynch and his Death Dodgers, a feature of the 1938 fair, comprised the Monday afternoon program. Tuesday morning farmers saw a light-weight horse-pulling contest, which drew about 5,000. In the afternoon before a crowded grand stand, Dick Granere, Canadian World War aviator, stunted in his small but powerful plane. Capt. Art Davis, Lansing, and his planes staged daily sham air battles and Charles Zmuda, former Ionia county youth, now parachute jumper with Captain Davis, made 10,000-foot jumps. Exhibits far surpassed those of previous years in numbers and in value. All exhibit buildings were filled to capacity and additions were built for several departments.

On Wednesday the program was designed to present State officials. It was inaugurated by a former governor, the late Fred W. Green, co-founder of the fair. Michigan's 80-year-old governor, Luren D. Dickinson, and United States Senator Arthur H. Vandenberg spoke briefly. Event drew more than 100 State politicians and a score of newspaper correspondents from all parts of Michigan.

Revue Most Elaborate

Grand-stand night revue, produced by M. H. Barnes, was more elaborate and beautiful than ever. Thousands of fairgoers heaped praise on producer Barnes for the show, which he declares cost \$75,000 to produce. Expensive costumes of dancers and actors were made to blend into the magnificent scenery. With music by Izzy Cervone, the revue was divided into four scenes. The 24 Lambert girl dancers opened with "Rolling Along," a scene in which hoops were used for the principal dance. Spanish scene of Ferdinand the Bull, portrayed by Dick Mayo and Co., supplied comedy. "Silver Forest" number was by far the most impressive with white and black cellophane fans held by dancers and a background of sparkling silver trees. Adequate lighting effects made the scene outstanding. Final scene portrayed the

circuits with dancers in clown costumes. Finale was resurrection of the Southern showboat with dancers in costumes of Southern belles, with reversible skirts which contained a picture of Uncle Sam.

Grand-stand acts, some of which appeared on afternoon programs and all of them at night shows, were adjudged among the best ever seen at the fair. The revue, opening its first engagement in Ionia, did a splendid job in presenting a smooth-running organization. Acts included the show's headliner, Myrtil and Pacaud, French, silver dancers. Their dance, with bodies thickly covered by a flaky composition of silver, was received heartily and was final touch of the forest number. Loyal-Repinski Troupe, bareback riders, drew acclaim. Troupe comprises eight large horses and 12 men and women led by Gugstine Loyal. By popular demand George Power and his elephant act returned. Ben Beri, juggler, and Smith, Rogers and Eddy provided much of the comedy.

Lester Cole was emcee and 12 Debutanes provided dancing specialties and the Aristocrats the singing. Others were the Seven Otaris, trapeze; Four Whitsons, comedy body juggling, and Brannock Troupe, more body juggling.

Sunday Auto Races Off

Personnel of the revue of 125 persons included Art Warning, chief carpenter; Herman Peltz, assistant carpenter; Wesley Dutton, chief electrician; Byron Smith, properties; Mrs. R. Dutton, light technician; Mrs. Inez Smith, wardrobe; Mrs. A. Warning, assistant wardrobe; George Voss, assistant properties; Jack Reid, public-address system; Jack Klein, stage manager; Dorothy Hill, dance producer; Ansley and Lambert, ensemble producers; Izzy Cervone, 10th year as musical director; Lester Cole, emcee.

Scenic spread was 250 feet, covering a stage 150 by 50 feet, built to support 30 tons of dead weight, permitting largest animal acts to be staged. Scenery includes new telescopic revolving units and new grass garden treated chemically to withstand the elements. Electrical equipment is of the latest type and remote-control type. A new combination flood and spotlight designed by M. H. Barnes to illuminate the entire set was tested and found satisfactory. Revue was brought to Ionia by railroad on five 70-foot baggage cars and three coaches. Producer Barnes declared the show required six months to perfect and the unique scenery allows it to be struck easily.

An attempt to stage auto races on Sunday was balked by President Lawrence, who said churches, thru their pastors, had objected to the procedure three years ago and had obtained over 3,500 signatures to petitions asking that the fair not be held on Sunday.

Thearle-Duffield Fireworks Co. gave daily displays at night and two on Thursday for both night shows. It was the ninth year the company furnished the fair fireworks. A fireworks display in memory of Fred W. Green and Fred A. Chapman was shown Tuesday night.

RAIN REDUCES

(Continued from page 33)

111,632 last year, which was Corrigan Day. A record grand stand of 20,000 turned out for AAA auto races in the afternoon. This is the first year that the fair promoted its own races and put up the purses, Tom Marchese directing. Ted Horn, Burbank, Calif., copped the three races in which he appeared, including the 25-mile feature. Races were followed by 11 acts booked thru Barnes-Carruthers.

Midway Is Busy

Dampened by heavy rain, the night grand stand was held down to some 6,000 for Barnes-Carruthers revue, *Flying Colors*, followed by Thearle-Duffield fireworks. That night saw nearly 4,000 in the Modernistic Ballroom to hear Kaye and Swedish.

Children's and Press Day, Monday, drew 59,046 against 69,922 last year. This year's figure included 33,927 kids under 12 admitted free. American Legion and Pioneer Day, Tuesday, had 46,516 against 55,010 last year. Opening of Wisconsin Horse Show in the Coliseum at night drew a full house of 2,500. For the second time during the first five days attendance on Governor's and Fraternal Day, Wednesday, topped that of last year with 76,389 as against 70,114 in 1938. Afternoon grand-stand feature was setting of a new mile record for the fair track by Greyhound, gray gelding and world's champion, who paced the distance in 1:58, breaking Sir Roche's record of 1:59½. Some 13,000 fans turned out. The midway, permanent feature of the

grounds and which has been streamlined, has been doing bang-up business. Practically all concessions and rides have been busy with age guessers and bingo doing especially heavy business. In addition to adding new events, the fair has hiked premiums \$18,000 to \$104,000 and because of overflow of exhibitors and auto parking problem, Fair Manager Ralph E. Ammon has been toying with the idea of extending the annual to 12 days next year. Junior Fair had entries exceeding last year's more than 3,500 separate exhibits. Robert Rae, 49, Oak Lawn, Ill., grand-stand peanut vender, sustained lacerations about the nose and one eye when struck down by a racing sulky Monday afternoon as he was crossing the track.

Late indications were that with a weather break, the fair would crack last year's record attendance of 624,401 for nine days. Gate admission remained at two bits with grand-stand seats 50 and 75 cents.

MO. UP 35%

(Continued from page 33)

the fair board over \$5,000 in rentals. Fair still features visiting State bands, and 26 were to appear. Special trains were run, showing added interest in the fair. On opening Saturday increase in gate receipts was \$198.50 over those of last year.

Midway Marks Topped

Grand-stand receipts increased on the first two days and nights, while midway receipts were running far ahead of last year's, with Sunday setting an all-time record on carnival gross. Phil Little, largest lessee of space at the fair annually operating several large eating emporiums, said he had the largest single day's business on Sunday. He has operated concessions here since the first fair 39 years ago.

Fairly & Little Shows made a run of 420 miles from Mason City, Ia., where they closed Friday night at the fair there after rolling up a record gross business, an increase of about 20 per cent over the biz done there last year. Had it been possible to have the rides and shows in operation early Sunday morning the show would have piled up an even greater gross business for that day, but as it was it shattered all previous single-day midway marks. Sunday brought many visitors, and Noble C. Fairly, Phil Little and George Shaw, concession manager, were hosts to showmen and fair men.

Sidney Belmont was in charge of grand-stand attractions and revue and acts were booked thru his office. Edgar I. Schooley's *Fascinations of 1939*, the night attraction, was pronounced one of the best ever presented here. Other acts during afternoons and evenings were Flying Valentinos; the Burvedell Sisters, dancing xylophonists; Neiss Troupe, trampoline, and Three Milos, high trapeze act. Night shows were closed with elaborate displays by Thearle-Duffield Fireworks Co. Ray Anderson was on hand the first five nights to superintend displays, which were fired by Walter Durza, vet fireworks man. John Sloan furnished auto races on

the opening two days. Saturday's race attendance was small, but Sunday was a sellout, with standing room being sold and thousands put on the infield, breaking all previous attendance records for auto-race days. Harness and running races were held every afternoon from Monday thru Friday, while the Night Horse Show in the Coliseum ran from Sunday thru Friday night, with attendance ahead of last year's. For closing Thrill Day, with Flash Williams and his Hell Drivers, advance sale assured a sellout.

Secretary Green was hopeful of 250,000 attendance on the week. Cash premiums amount to \$56,964.50, an increase of about \$5,000 over last year.

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Fine Shows, Wonderful Exhibits

SEPTEMBER 14, 1939.
ROBT. S. FRABLE, Sec'y, Northampton, Pa.

WANT RIDES

—FOR—

FULTON, MISSOURI, FREE STREET FAIR

To be held on the streets, Sept. 27 and 28, 1939.
WARREN PARSONS, Chairman, Fulton, Mo.

CARNIVAL WANTED

SHAWNEETOWN, ILL. FAIR, SEPT. 20-23
HARDIN COUNTY FREE FAIR, ELIZABETH-TOWN, ILL., SEPT. 26-29
ALEXANDER CO. FAIR, CAIRO, ILL., OCT. 3-6
J. H. STUMPE, PINCKNEYVILLE, ILL.

RIDES AND FREE ACTS

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MARION CO. AGRICULTURAL FAIR ASSN.
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THE GREAT HAGERSTOWN FAIR

HAGERSTOWN, MD. OCTOBER 17-21

NOW BOOKING

Legitimate Concessions and Shows. Absolutely no grift.

CHAS. W. WOLFE, Secy.

THE GREATER SPARTANBURG FAIR

FIVE DAYS—SIX NIGHTS—October 9, 10, 11, 12, 13, 14

Merchandise Wheels and Legitimate Concessions can be spotted on our Independent Midway, located between Exposition Buildings and Grandstand. Bingo and Novelties sold. Jewelry and Specialties Stands to be sold indoors all next to Exhibits. Children's Days Tuesday, Wednesday and Thursday. Harness Racing four days. Hankinson's Auto Racing Saturday. Victor's Grandstand Attractions. Write or wire direct.

SPARTANBURG FAIR, Spartanburg, South Carolina.

CONCESSIONS WANTED

All kinds Concessions except games wanted at Southwest's greatest fair. Mighty Sheesley Midway has ex. on games. Average attendance six days, 140,000. Dates September 25 to 30 inclusive.

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PANHANDLE SOUTH PLAINS FAIR ASSOCIATION
LUBBOCK, TEXAS

UPSWING HITS MICH.

Grosses Are Up In Bigger Spots

Grand Rapids Ramona gets 25% increase—rides in lead over concessions

GRAND RAPIDS, Mich., Aug. 26.—Continuing the record of better business this season, typical of larger Michigan parks, Ramona Park, on Reed's Lake east of here, has had a pick-up of 25 per cent. Rides have done much better, with concessions doing less. Park is under management of Fred J. Barr for his first season. He was formerly manager of Keith and Majestic theaters here.

Ramona Theater in the park, once home of Keith vaude, has been little used in recent seasons, but experiments this year proved a demand for it. Typical was a barn dance program on July 4, drawing 3,000. A special show is being planned for Labor Day and it is possible this policy may be adopted more permanently next season. New Loop-o-Plane was installed, picnic grounds restyled and a special promotion program launched, directed toward family reunions, political rallies and organization picnics. Balloon ascensions have been a feature for years, but were little publicized. Extensive advertising was (See UPSWING HITS on page 38)

Tilt Runs to 20% At Silver Beach in St. Joe Territory

ST. JOSEPH, Mich., Aug. 26.—Business has shown an increase of 20 per cent over 1938 and of 10 per cent over 1937 in Silver Beach Park here, now in its 47th year. Largest in the southwestern corner of Michigan, it draws from the surrounding fruit belt, extensive summer resort area and northwestern part of Indiana, particularly South Bend.

New Skooter ride with streamlined cars was opened a week ago, replacing the old ride, and business at this attraction since has topped even Roller Coaster grosses. Attractions are on a covered midway, providing a semi-indoor boardwalk along the beach. Park has half a mile of Lake Michigan frontage, offering patrons protection from inclement weather and keeping up a fair proportion (See TILT RUNS on page 38)

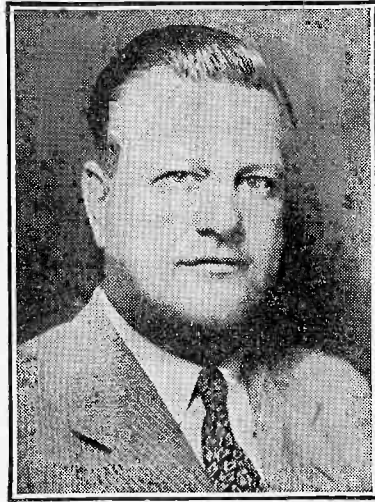
Strictly Resort Sections Not So Good for Operators

GRAND HAVEN, Mich., Aug. 26.—Business in strictly resort sections of Michigan is off for amusement parks, by the experience of Hyland Gardens here, reversing the pickup this year had by most parks in this region. In Hyland business has fallen 25 per cent below 1938, Manager Wayne Tappan estimates. Weather, which has been generally cooler than in recent summers, and competition of the two world's fairs have participated (See STRICTLY RESORT on page 38)

Extension Set at Buckeye

BUCKEYE LAKE, O., Aug. 26.—Buckeye Lake Park will remain open, with all attractions in operation thru Labor Day week, Manager A. M. Brown said, and for the two following week-ends, with special attractions planned. Old Home Week, August 27-September 2, will have free rides, fireworks, free acts and Mardi Gras. Opening day will feature Central Ohio beauty contest, with Miss America of 1938, Marilyn Meseke, as honorary judge.

MUSKEGON, Mich.—West Lake Park, at Twin Lakes near here, has been closed after death of Fletcher Fowler, former proprietor. His son has business interests in the village of Twin Lakes, but some of the equipment, including rides, has been moved to Wolf Lake Park, east of Muskegon.



HARRY C. BAKER, president of the National Association of Amusement Parks, Pools and Beaches and noted park engineer, designer and ride builder, who died on August 23. Details in the Final Curtain and elsewhere in this issue.

Jackson Lakeview Rise Is About 10%; Pepped by Showmen

JACKSON, Mich., Aug. 26.—Business in Lakeview Park here has shown about a 10 per cent rise over 1938, altho most anticipated big days, including special picnics, except Decoration Day, were rainy. Lakeview's business is typical of lower Michigan amusement trends, inasmuch as it is the only amusement park serving South Central Michigan within a radius of about 50 miles.

Spot revived two years ago by A. G. Barber, formerly of the Barber & Murray Shows, and Vern Dexter, who was ride superintendent on the shows and now handles the park rides. Old Jack Rabbit Coaster, which, with a shooting gallery, had been the only attractions operated three seasons ago, is being torn down, and the building serving as entrance is being used as a band stand. E. E. Bethel, former park owner, has returned to it this season with an interest in the Whiz (See JACKSON LAKEVIEW on page 38)

Marshall Hall, With Gain of 15%; Draws Heavily From Washington

MARSHALL HALL, Md., Aug. 26.—Marshall Hall Park, just outside of Washington, which has had a gradual year-to-year increase in business, will end the season 15 per cent ahead of last year, said Manager L. C. Addison, in his seventh year here, who declares this has been its biggest period so far as outings, motor visitors and cash customers are concerned.

Continued growth of business has required additional building of about 100 benches and tables for use of outings, addition of five acres to the grove of big trees, a large new stage in the grove for use of outings and performances on kid days and installation of horseshoe courts, badminton and volley ball.

Season's bookings, best in history of the park, called for a great many changes in almost every department, doubling space in the restaurant kitchen and addition of restrooms, as well as a front porch covering of some 2,500 feet. General increase of water distribution was necessary and some new wells were required. Miniature Railway was practically rebuilt, a long tunnel was added and entrance was completely filled with flowers and shrubs. Whip cars were rebuilt and platform torn out and a new one installed with a new decorative fence. Park was further beautified by the creation of the Plaza of Flowers.

Harry H. Baker, district manager of the Wilson Line, Washington, operator of the steamer City of Washington that

Moses Submits 2 Coney Plans

NEW YORK, Aug. 26.—Intention of Mayor La Guardia and Park Commissioner Robert Moses to remodel Coney Island appeared again in the news this week when Moses submitted plans to replace his original proposal submitted to the mayor in 1937. Subject of rehabilitating the island has been discussed several times since the first proposal, the last being in June of this year when La Guardia advised Moses to revise his original project.

Describing the two plans to the mayor, Moses said: "Plan A is the more modest and is the minimum required. This will require acquisition of land, \$720,000; for construction, \$3,000,000, and will provide 24 acres of new beach and 1.7 acres of land for public recreation.

"Plan B looks further to the future and provides better access to the beach and more of a general neighborhood (See MOSES SUBMITS on page 38)

Miss N. O. Array Jams Pontchartrain

NEW ORLEANS, Aug. 26.—All records for attendance at Pontchartrain Beach were shattered Thursday thru Saturday, August 17-19, when Miss New Orleans was chosen before an estimated jam of nearly 100,000 with over 65,000 on hand for finals on Saturday, when every available inch of the 3,000-foot boardwalk was crowded and concessions had best business of the season. Manager Harry J. Batt believes August attendance will set a new month's mark for his 11 years management of the old and new beach.

Peeyjay Ringens with high bicycle dive into tank of water opened a two-a-day free outdoor booking for two weeks on Tuesday. Frances Anello, selected New Orleans over smaller field than usual of 20 girls, goes to Atlantic City to compete in the pageant. Award also called for free trip to Chicago by plane and night club appearances in Southern cities before the pageant.

Manager Batt has not named closing date but probably will padlock resort about Labor Day. It has been one of the shortest seasons in history of Playlands Corp. For a decade beach has operated under lease from Orleans Levee Board.

Close Checkers

LONG BEACH, L. I., Aug. 26.—When police began investigating the hold-up of a bank messenger in which \$70,000 was taken, they concluded that the robbery had been carefully planned because the hold-up men were watching concession business each week-end. Largest part of the \$70,000 was concession money deposited in the bank by various operators. The week-end on which the money was taken in was the best of the season to date.

Pa. Biz Goes Up In Good Weather, Reports to PAPA

PITTSBURGH, Aug. 26.—More than 40 representatives of parks and supply houses, largest attendance since the organization's formation, were at the annual meeting on August 17 of Pennsylvania Amusement Parks Association in West View here. Confining sessions to discussions of business conditions and pleasure rounds, delegates re-elected all officers and renamed three of the same four directors for another three-year term. Fourth director, Ray Lusse, Philadelphia, replaced Richard Lusse on the board. Next year's convention will be held in Conneaut Lake Park, Pa., with Manager Thomas C. Foley as host.

Business shows increases over last year in almost all parks thruout the State that have had a weather break, delegates (See PA. BIZ GOES on page 38)

Greater Boston Area Going Best in Years

BOSTON, Aug. 26.—Greater Boston parks continue their march along their most prosperous season in years. Rain on Sunday has been rare since June.

Revere Beach drew a long sigh of relief when the dog track near by finally closed for a brief period. But there is mustard in this ointment, however. For the Legislature which recently adjourned in its dying moments granted the track the right to reopen after close of Marshfield Fair this week. Heretofore there has been no dog racing until October 1, after the track closed August (See GREATER BOSTON on page 38)

Pier for Galveston Beach Is Given Prelim Fed Okeh

GALVESTON, Tex., Aug. 28.—Robert J. Cummins, Houston engineer, has been appointed chairman of the advisory committee for formulation of plans for erection of a \$1,500,000 pleasure pier on Galveston Beach. He has returned from a conference with officials in Washington, where he was given preliminary approval of a loan, plans to be submitted within 30 days for final okeh and awarding by the RFC of necessary funds. Cummins will receive 5 per cent of cost of the project for his services.

A hurricane-proof pier, with completion set for next spring, was announced by Mayor Brantly Harris, Galveston. A citizens' group will underwrite preliminary costs of the survey. The new \$2,500,000 causeway connecting Galveston with the mainland was opened with a huge crowd on hand last week-end.

Patronage on the beach this year is estimated at 10 to 15 per cent better than last year to date and is one of the best ever seen by the resort, concessioners report.

Shrine Program at O. Spot

CLEVELAND, Aug. 26.—Al Sirat Grotto was host to 400 shut-ins at an outing in Puritas Springs Park here on August 13, reports William C. Schmidt, fraternal secretary. James Visoky, park proprietor, provided a 75-by-100-foot tent erected over the band stand, protecting guests from rain. Program included a concert by Warren Troutman's Grotto Band; community singing, led by Phil Barker, and an hour vaude show, with Clyde Davison emcee. Ray Herzberger was in charge of arrangements. Fred B. Snyder, chairman of the next Grotto Circus, substituted for Monarch W. Harry Moore, recovering from an operation.

(See MARSHALL HALL on page 38)

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

New Fair Theory

Everyone seems to be talking about what's wrong with the World's Fair. And everyone else seems to be offering suggestions for improvement. Who am I, to be different? However, my fair theory is offered for next year. It's too late to consider it for this season if anyone wanted to consider it. But I think it has merit. My mother, wife and baby like it, too, so that practically makes it unanimous.

It's a fact that Park Commissioner Robert Moses is all set to convert part of fairgrounds in Flushing into a mammoth city park, using present Billy Rose Aquacade site for a municipool. Rumor has it that Moses would like to step in next year, stymying a second year for the fiesta, but this department will lay six to one that the fair will run again in 1940. As a matter of fact, I understand that Mayor La Guardia will personally attempt to run the fair next summer, making it a cut-rate affair for the masses.

Swimming can help put over the fair next year. If amusement zone is kept in area where it is now I, first of all, propose something this column advocated early this year. And that is a big marathon swim which can be conducted in what is known as Fountain Lake, surrounding amusement area. An event of this nature—if built up properly—with big cash prizes can certainly draw. If you don't believe me, ask Elwood A. Hughes, bossman at Canadian National Exhibition, Toronto, who will tell you that such long-distance grinds attracted hundreds of thousands of visitors to the CNE.

Second theory is to convert that entire section of midway fronting lake, which at present extends from Billy Rose's Aquacade down to now defunct Cuban Village, into a series of bathhouses. Make it possible for public swimming in the lake—after it has been purified, of course. And I think facilities of swimming will draw 'em in all during June, July and August.

Call the idea fantastic if you like, but statistics prove that this summer great crowds have been kept away from the fair because of hot weather. Especially on week-ends did near-by beaches and pools entice patronage away from the fair. If that be so, why can't the fair give the public swimming? One of the major recreations of We Humans (not the show) in summer is swimming. The fair is primarily a summer activity. It seems logical, then, to presume that if you give people what they are seeking you have more of a chance of getting them.

Therefore when the board of directors meets one of these days out Flushing way to discuss plans for next year, here's hoping someone will think kindly of this department and offer suggestions contained herein. They thought Billy Rose crazy when he first proposed his water carnival idea—not that the writer is any Billy Rose. But if swimming can make all that dough for one concessioner, why can't it make it for the fair itself? I'm doing the asking. You do the telling!

Two New Tanks

Plans are under way for construction of an outdoor and indoor tank by G. M. O'Dell, operator and owner of the O'Dell apartment hotel, Hot Springs, N. M. Both plunges will be open to the public and run in conjunction with present health baths and steam rooms. Mr. O'Dell uses a swell slogan for his hotel, which he undoubtedly will continue for his tanks. It's one that is offered to other pool men because it's catchy and might describe their estabs as well: "Health and Cheer All the Year."

Dots and Dashes

One of those who aided in settling that milk strike in New York last week was none other than former pool owner, Sol Pincus, now deputy health commissioner for city of New York. . . . Hear that Sol Solomon, champ high diver, may go to South America next winter instead of remaining in Miami, Fla.—Don't be surprised if Jack Rosenthal, operator of Palisades (N. J.) Amusement Park pool, blossoms out as a water carnival promoter in Florida next winter. . . . Never knew till this week that Nate Kaufman, recreation director in charge of swimming, Pittsburgh, wrote a swim column on the side.—And did you know that *Billyboy* wasn't on the news stands 48 hours last week before some columnist

used this department's exclusive item about Jack Dempsey entering the swim-pool field?

American Recreational Equipment Association

By R. S. UZZELL

August 19, Saturday, was a rain-out but the next day put a smile on faces of the New York World's Fair amusement men which we hope does not come off this season. They got what they have been waiting for—a big crowd down their way that spent money. This is an answer to a showman's dream. May it continue to the close of the fair. These men took it in all of its worst forms. Now they deserve a better go and perhaps this increase will hold for a time. Better publicity as to prices is one of the answers. The ticket-selling campaign by all employees helped a lot and was also a good publicity stunt. People are learning to go by the Independent subway which lands them much nearer the amusement zone and saves the long trip from the west entrance reached by the other subways and Long Island Railway.

Convention Change Coming

The season is well spent with only a few days until Labor Day, then the swan song. A hectic season it has been, with rain, cold, wars and more rumors of wars, business hesitating and two expositions getting off to a poor start and slow pick-up and neither gaining the expected attendance. But, despite it all, we did business when we had the weather.

Just as we gather momentum for putting over our annual meeting the change of Thanksgiving a week earlier, to come while our convention is on, makes it necessary to shift our dates earlier or later so all can spend Thanksgiving Day at home. Settling this date is the next item on our program, which will be announced shortly.

Coney Not To Fade

Another announcement of great changes at Coney Island, N. Y., has made headlines in the press. Face lifting, curls and what have you. But to those in the know, it is not so much of a change, after all. Straightening of a section of the Boardwalk and adding some more land to the beach side of the walk. The old Coney as we know it is not to fade out, at least not all at once. The cost would be prohibitive and if it were done the amusements would shift away from present position but still border the strip.

Omer J. Kenyon has relinquished his contract with Charley Rose in Milwaukee, as per its terms, to make his annual trek to Toronto, where he handles the Shrine Circus advance, at which he is an adept.

Palisades, N. J.

By CLEM WHITE

The gate has been standing up. As might be expected, regulars may be turning to other things, but a new contingent seems to be taking their places. Even against all the competition there has been no slackening. Ed Schoeppe is designing new fronts along the midways in line with the idea for newer things to come next year. Charles (Doc) and Aggie Morris, along with son, Jackie, have found receipts so good in the picnic department that a trip to the Golden Gate Exposition and Hawaii is in order at park closing.

Anna Halpin is getting to be more of a celebrity every week, what with all her broadcasting. Last week she hit the ether over WHN, where she did a program on the playground, and the Halpins now are the elite of the park with two new cars in the family, one for each. Anna's new car makes the hoped-for Mexican trip practically a reality.

Second annual Mrs. America contest has plenty of pretties lined up. A fashionable Fifth avenue shop will donate fall wardrobe to the winner. Mrs. I. J. Fox offering a free outing to 500 underprivileged kiddies with park's co-operation. Jack and Irving Rosenthal doing all they can to make the day one of continual surprises to the little lassies and lads from the Gramercy Club. Adolph (Mouse Game) Schwartz is battling hard to figure what to offer at fairgrounds this late fall season. But no exceptions are N. D. Jennings, Mrs. Anna (Steinberger) Powers, James Corcoran, Alex Nahas and a score of others.

Long Island

By ALFRED FRIEDMAN

For all its greatness, the World's Fair is being outdrawn four, five and even six to one in patronage by the aggregate Big Three of Long Island beaches, Rockaway, Long Beach and Jones Beach, consistently thru the week. Vet beach men assert the reason for the greater lure of beaches over that of the fair is that with most patrons of the former beach-going is a custom developed over years, whereas many accept the fair as a novelty. Thousands flock to beaches here who have yet to see the expo, week in and week out, without dreaming of yielding to the fair over preference for the shore. Fair Boss Whalen has been counting on arrival of these folks on his grounds for many weeks now to up the drooping attendance, but with no favorable results. On a good Sunday combined attendance at the Big Three beaches reaches close to 1,300,000.

Brookhaven is boasting of a mile and three-quarters of recently constructed Boardwalk. Commissioner Moses is seeking \$152,000 for repair of damages by last September's hurricane at Riis Park. He is also seeking funds for development of Jamaica Bay shoreline for recreational purposes.

ROCKAWAY BEACH: Concessioners are howling because courts are imposing small fines on hawkers, some of them being assessed as little as 50 cents. George Wolpert, Rockaway Chamber of Commerce, reports attendance at this resort is exceeding that of any past year. Bank deposits as of August 15 were \$500,000 in excess of those of last year at the time. Plans are being made for widening several streets approaching the Boardwalk.

Revere Beach, Mass.

By BEACHCOMBER

It will be "Revere Beach on Parade" in attempt at bang-up biz week just ahead of Labor Day week-end, which marks finis to any sort of biz here, at Playground of New England. . . . Tie-up for week of August 28 scheduled with *The Boston American*, with exploitation by radio, street-car cards, etc. Treasure Hunt scheduled August 28. On Tuesday "Mystery Girls" will meander about giving out \$5 bills if you say the right thing and you approach the "right sweet thing." *The Record* and *The American* combine for third and last nickel day of season on August 30. Thursday brings back Treasure Hunt—"finder's keepers," you know, with dough hid out in various concessions, rides, shows, etc. . . . September 1 brings in Junior American Legion bands in competition. VFW national convention in Boston should bring out a few of the overseas boys, who we hope will leave their pranks in Boston and just spend dough with us. Saturday program is still under consideration, maybe Revere Venus Night, auto giveaway, etc. . . . Saturday and Sunday fireworks, with Labor Day left to take care of itself with natural play. . . . Boys on the front are being dunned to come thru three times as strong to make up a \$3,000 kitty, but some are as "blind" as ever—can't get it thru their skulls that you have to spend money collectively and wisely for all to share in the windfall.

Water Show, once the sports writers let up, as predicted, went the way of all "class appeal." Personnel and staging good, but show hardly in 40-cent category. . . . A few ops still beating last year's income, some equaling, others running 15 to 40 per cent behind, an unusual situation for Revere Beach. . . . As an indication of how biz was down in south end of beach, Red Brady packed up last week in July and took

his Octopus and Loop-o-Plane elsewhere. Pony and horse track, which gives free Wild West show at varying periods to hold the tip in that sector, is not doing as well as last year. . . . Paul Murphy left dead center rear location behind Hurley's Hurdlers, where he got a lot of beach workers' trade, for a large beautiful set-up in a hotel with accommodations for 300 sitters and a dance sector and all hope he'll pull his large following. Murphy runs a good tavern and dine and dancery. . . . Harding machine on north end is running Dodgem, a Walkthru and Ferris Wheel for a nickel against a notorious 5-center who feels it and is bawling real tears. Harding took it for three years and more (See REVERE BEACH on page 39)

Park Free Acts

MANAGER A. M. BROWN, Buckeye Lake (O.) Park, reported recent free acts were Three Lamy Brothers, aerialists; Barton Troupe and Loe Aeros.

CHESTER TRIO, tight wire, was a recent free act in Art Mallory's Craig Beach Park, Diamond, O., set by C. A. Klein Attractions. Act recently closed with Lewis Bros.' Circus and will play fairs and celebrations.

ACTS at Coney Island, Cincinnati, during its festival of Light and Thearle-Duffield fireworks, August 25-September 4, are Three Franks, Flying Comets and Deteros Sensation, booked thru George A. Hamid.

STAGE revue in Olympic Park, Irvington, N. J., for baby parade and celebration on August 26 was *Rhythm and Melody* by Lillian Daniels' Starlets, reports Herbert Wolters. Free-circus acts during week were Van and Vernon, perch; Tuck and Trix, comedy, and Three Kirkillos, trampoline and teeterboard.

PRINCE NELSON, high wire, has been held over a second week in Craig Beach Park, Diamond, O., said Park Manager Art Mallory.

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Attention, Park Men!

FOR SALE: One Philadelphia Toboggan Company's modern type Death Valley Funhouse. Everything complete; like new. Might trade for park ride that does not conflict. Can see in full operation any time. Big Bargain.

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MERRY-GO-ROUND FOR SALE, CHEAP. 42 ft., 3-abreast, portable; excellent shape; new canvas. Must be seen to be appreciated. Must be moved before September 15.

D. J. MAHER **Long Branch, N. J.**

Coney Island, N. Y.

By UNO

Comments by local biggies on park department's plans for enlargement of beach area and increased playground space:

James Kyrimes, Rocket operator: "Decidedly against either. Why destroy what Coney has for years developed and what brings in heavy revenue to the city in taxes and licenses? This has my own plans for next season, when I intended increasing the size of the Rocket, all up a tree."

Henry G. Stubbman, Hotel Eleanor owner: "Would be happy to sell out to the city. Business has been bad for the last seven years."

John G. Ward, bathhouse proprietor: "If the committee's idea is to build a larger beach for the poor people then I'm all for it. It's the first sensible thing I've heard around here in a long time."

Sandy Ehrman, local politician: "You can quote me as being for the \$6,000,000 plan, as this would mean better business, more flesh and other shows, better housing conditions and, in fact, a better resort all around. Anything Commissioner Moses thinks best suits me. It would tend to induce heavier Coney land investors. Would also like to see the Independent subway system extend its lines to Coney and the B-M. T. extend its service from the West End, its present terminal, to Sea Gate, thus to eliminate the surface line and the extra fare involved."

Sylvia Pinto and Walter E. Burgess, of Luna: "Absolutely no. Why not leave well enough alone? Where are the 3,000,000 or 6,000,000 coming from? Just more personal publicity and politics."

C. J. Hilbert, Chamber of Commerce president: "In favor of the more expensive of the two plans." . . . Charles Feltman, grandson of the German baker who opened Feltman's Restaurant in 1871, made no comment. . . . George F. Kister, of the Cyclone, is utterly against any plan. He said, "Business is good, my taxes are paid up and I want to keep on operating. If Mr. Moses has to acquire private property he should work east from West Eighth street and not break up the business center of the Island right around here where the Cyclone is."

Allan F. Kramer, of the Comet and chairman of the board of directors of the Chamber of Commerce, likewise opposed anything that would condemn any part of the concession area. Other Islanders received the news with both joy and gloom. Feltman's landmark, the Hotel Eleanor and the three of the best known thrill rides, Rocket, Cyclone and Comet, lie in the path of Plan 2. Plan 1 would not disturb any concession or business establishment.

Police Safety Night will inaugurate the Mardi Gras parades on September 11, with the mayor and police commissioner in the reviewing stand and the police band leading emergency squad trucks, rifle squads, platoons of gendarmes and floats from all police precincts to portray the perils of careless and reckless auto driving. All pageants will be held as usual along Surf avenue from Ocean parkway to West 19th street. Capt. Roland Tiebor's sealion act in Steeplechase circus packs just as many laughs as it does interest and applause. Full of real comedy, with one seal doing the loop-the-loop on a trapeze bar in midair, a trick the cap says is really a wonderful stunt for a sealion to do and the only seal ever able to do it.

Charlie Steinberger, of *Streamlined Follies*, celebrated a birthday anniversary and was money-gifted by the performers on August 21. New members of Jimmy Davenport's show last week were Gloria Deer and Patricia Lee, booked by Evans & Lee. Davenport shipped a show over to the fair at Riverhead, L. I. In the company were Mary Blaine, Trixie Kelly, Sally Shaw and Trixie LaMont. Wagner's side-show midgets treated a lot of St. John's orphan asylum kiddies to ice cream on August 18. Arthur Linden and Ben Matas, only Island concessioners who serve free orange drinks with each hot dog from their spot near the Follies. Rocco Onerato, head cashier at Steeplechase, announces his wedding to Anna Crescenzi for early in October.

Ad Ban Stops Concert

Reason assigned by the park department for turning down a "concert of a million voices," an event Coney's Chamber of Commerce had billed for August 19, was that rules forbade advertising on property under the department's jurisdiction and that the program would have been a colossal publicity stunt for Fred Waring, ork leader. According to the plans engineered by Jim Moran, p. a. for Waring, latter was to ride above the beach in a blimp directing all the people below with a neon-lamp baton as they joined in singing old-fashioned American songs whose words would be spelled out in neon lights under two other blimps. Sixty Waring singers and 50 Waring musicians were to have mingled with the public on the two-mile stretch to encourage them. NBC had also arranged to offer the program to 70 stations from Coast to Coast. The entire proposition was shifted to Atlantic City.

Sunday, August 13, El accident resulted in 22 persons injured. Exhibition handball match between Ravenhall's and Steeplechase's champs on August 20 resulted in a victory for the latter, 3-2. Men's doubles in this season's handball tournament, 12th annual, was held last week and won by Bill Sacco and Sandy Bacchi, who carried off the George C. Tilyou trophy. Jimmie DePolo, barkeep, gives you ice water when you ask for half and half. Fred Frazer, seven years a life guard at the pool, with his assistants, Peter Scott and Bruno Malino, will be hosts to holders of free combo tickets on September 12, the day Steeplechase calls it a holiday for all pool customers. Gus Gale, official photographer with Coney's publicity bureau, on the sick list with a bad ear all last week.

UPSWING HITS

(Continued from page 36)

introduced this season, with marked increase in attendance.

Park is operated by Grand Rapids Motor Bus Co., formerly the street railway company, and emphasis naturally has been upon customers coming by this means of transportation. A charge has been made in the past for parking, a dime a car, but a new policy of free parking encourages family parties and others who thus have free admission to the park.

Alex DeMar, lessee of Ramona Gardens Ballroom, is operating four nights a week, using name bands for short engagements about every second week and this has built up patronage considerably. Among bands doing best business were those of Glen Gray, Artie Shaw, Jack Teagarden and Bunny Berigan.

Roster of key posts: L. J. DeLamater, general manager; Fred J. Barr, park manager; Jack Knecht Jr., assistant manager; Jack Winks, caretaker; William Bradfield, chief of police.

Ride lessees, James McElwee, Derby Racer, Funhouse, Merry-Go-Round and Aerial Swings; Harry Glidden, Skooter and Miniature Railway; Fred Hollingsworth, Loop-o-Plane; Charles Poisson, steamer Ramona. Concession lessees, James Rose, bathhouse; George Zindal, all game concessions; Alex DeMar, ballroom and all refreshments.

TILT RUNS

(Continued from page 36)

tion of business even on moderately rainy or cool nights.

Bathing beach is losing patronage in a trend away from park beaches toward individual bathing in the resort area. Patrons come in bathing suits or dress in cars parked near by, rather than use facilities of the bathhouse. As a result

bathhouse business has fallen off about 90 per cent in the past 10 years.

Large Shadowland Dance Hall, completely redecorated, is doing some of the best business in the park, with Charlie Armstrong's 12-piece band in for the summer.

L. J. Drake, park manager, will celebrate his silver anniversary with this park next year. Roster of key positions: L. V. Wallace, president; Mrs. Maude Drake, vice-president; L. J. Drake, secretary, treasurer and general manager.

Ride operators, Chester Schlutt, Coaster; Pete Hoffman, Whip; Bill Schultz, Skooter; Ed Strand, Merry-Go-Round; Art Buchholtz, Airplane Swing; Charlie Gest, Funhouse; Charles Lemke, assistant; Tom Higgins, bowling alley and poolroom. Ballroom, Mrs. Maude Drake, manager; Beulah Drake, cashier.

Butch Clemm, Louis Connors, police; Claude Schultz, maintenance; Pete Hoffman, electrician; William Adler, J. Zegledy, Mrs. H. Edwards, porters; George Sarver, Mrs. Jule Edwards, ice cream stand.

Concessioners, M. Pierce, cork shooting gallery and mouse game; Pete Bizanes, refreshment stands, pop corn and long-range shooting gallery; Charles Thomas, restaurant; George Culver, dart game; Joseph George, five games; Harold Bailey, refreshments; Harold Krieger, boats.

Bathhouse, Mrs. H. Mattingly, manager; Carl Story, life guard; Emil Runge, laundry man; Emery Yetzke, locker boy; George Sar, assistant.

Cashiers, Mrs. E. L. Brownlow, Roller Coaster; Mrs. Charles Schafer, Mrs. G. Runge, Funhouse; Mrs. M. Brene, Skooter; Edna Haley, Merry-Go-Round; Jean Bristol, Airplane Swing; Mrs. G. Borozwick, bowling alley.

JACKSON LAKEVIEW

(Continued from page 36)

zer and Airplane Swings. Lakeview has popular attractions in its bathing beach and boat rides and races on the lake.

The Whizzer, a Whip-type ride, is a new installation, and with the Airplane Swing is proving the best money-maker. Ballroom, now closed, will be reopened in the fall with a year-round policy. Roller rink is being operated. Special advertising is being done with a re-modeled Austin, with sound equipment and signs. This is used in neighboring towns. Lakeview draws a large percentage of patronage from a radius of 40 miles, particularly from Battle Creek, Mich. Closing of the season is slated for Labor Day, with Veterans of Foreign Wars holding a three-day celebration.

Roster of key positions: A. G. Barber, general manager; Vern Dexter, manager of ride department; Herman Blair, skating rink manager; Mrs. Herman Blair, rink refreshment stand; Junior Blair, skate boy.

Bob Bradley, fleet captain; Bob Taylor, clown for special ballyhoo; Harold Smith, relief ride operator; Dick Amos, Whizzer operator.

Concessioners, Mr. and Mrs. Joseph Heidinger, three refreshment stands; Mr. and Mrs. Ellis Moore, two pop-corn stands; Frank Street, photo gallery; Roy Amos, shooting gallery; Mrs. Stella Rice, ball game; Lloyd Forbes, ball game; Mrs. Kathryn Dexter, concessions.

STRICTLY RESORT

(Continued from page 36)

ularly hit this section. Grand Haven has an exclusive resort colony.

Bicycle concession has been one of the best business getters in the park this season. Hyland operates as a lakeside park, basing attractions primarily upon bathing beach and dance hall. Lack of parking facilities in the heavy dune sand handicaps patronage to some extent.

In the ballroom some name bands have been booked in, including Jack Spratt this weekend, Admission, usually 75 cents per couple, was doubled for this date. Mr. Tappan has taken back direct management of skating rink and dance hall, which were leased to Cliff Bee until a few weeks ago. He also operates several concessions and restaurant.

Roster of other managerial posts: R. (Hustling) Haynes, bath house lessee; Don Haynes, skate manager; Jack McCaren, pop corn concessioner; Mickey Raines, concessioner, shooting gallery, cork game and ball game.

MOSES SUBMITS

(Continued from page 36)

improvement. This will require for the acquisition of land, \$3,150,000; for construction, \$3,500,000, and will provide 28 acres of new beach and nine acres

of land for recreation."

Moses explained publicly this week that it is not his intention to replace the present Coney set-up with a streamlined project operated solely by the city. He had previously advised the mayor and city that such a move is entirely out of the question at the moment chiefly because of tremendous expense that would be involved.

Response Is Varied

Chief objective of present plans is to enlarge the beach to accommodate thousands of bathers and to create more space behind the boardwalk for public playgrounds and civic-operated recreational centers.

Under plan "B" approximately 100 concessions lying between Surf avenue, the boardwalk, Jones Walk and West Fifth street would be eliminated. Among the larger establishments which would be forced to move if the larger of Moses' two plans is adopted are Feltman's Restaurant, Hotel Eleanor and Cyclone and Comet rides. Principal feature of both plans is to move the boardwalk back about 400 feet, making more space for bathers between Stillwell avenue and Ocean Parkway.

Responses of Coney Island amusement men to the projects were varied, with majority probably in favor of the move after they realized it would not mean complete confiscation of the entire Coney set-up. For individual comment see Uno's Coney Island column in this issue.

MARSHALL HALL

(Continued from page 36)

Compton, chief; R. Hickey, assistant.

Games, under ownership and management of Harry W. Lehman. Operators, baseball, Jack Robinson; cigars, George Oliver; doll wheel, H. L. Berg; candy wheel, R. H. Arnold; pitch-till-win, F. A. Russell; punch, Ed Hurlburt; balloon game, George Jenkins; guess-weight scales, Charles Willis.

Wire workers, Leonard Brandt and Burt Thomas; photographer, Jack Sonnenbloom; palmistry, Madame Willis.

Crazy House, James A. Fields, owner; Whitney Abell, operator; Penny Arcade, John Sella, owner and manager; Walter Fogle Jr. and Weldon Hall, operators. Pop corn, Martin F. Harp, owner; Mrs. Harp, manager; Thelma Carter, Mrs. Thompson, operators. Restaurant and refreshment concession, Sue D. Collar, owner and manager; Mrs. Hugh McCollough, assistant; Homer Babbs, chief; Dwight Collins, Phylis Thompson, Dell Thomas, B. Moore, J. Eschinger. Round stand, Mrs. Sue D. Collar, owner; Versa Phillips, manager; R. Jenkins and others, operators.

PA. BIZ GOES

(Continued from page 36)

reported. West View had the largest number of representatives at the meeting, six; followed by Pittsburgh's Kennywood Park and Woodside Park, Philadelphia, each with four. Conneaut Lake was represented by three; Willow Grove, Philadelphia, one; Rocky Glen, Scranton, two; Sans Souci, Wilkes-Barre, two; Lenepe, near Philadelphia, one; Burke Glen, one; Dorney Park, Allentown, two; Waldameer Beach Park, Erie, one; Lusse Bros., three; Philadelphia Toboggan Co., two; Eyerly Aircraft Corp., two; Lauerman Bros., one; Dayton Funhouse and Amusement Co., one; Dodgem Corp., one; R. E. Chambers Engineering Co., one; Ackley, Bradley & Dey, two.

Officers re-elected are: President, E. E. Foehl, Willow Grove, Philadelphia; vice-president, F. W. A. Moeller, Waldameer Beach Park, Erie; treasurer, C. L. Beares Jr., West View Park, Pittsburgh; secretary, Betty Moll, Willow Grove, Philadelphia. Directors are Ben Sterling, Rocky Glen, Scranton; A. B. McSwigan, Kennywood, Pittsburgh; C. L. Beares Jr. and Ray Lusse.

GREATER BOSTON

(Continued from page 36)

14. Concessioners along the beach feel keenly the burden the General Court has thus placed upon them.

There was a lot of gloom at Nantasket Beach to sadden the park habitues when it was learned that General Manager David Stone, long a familiar figure in Paragon Park, had fallen victim to a heart attack and was confined to his bed in critical condition.

Norumbega Park has had weeks with attendance more than 60,000 persons. A new policy has been inaugurated whereby dinner patrons of Normandie Restaurant within the park may have free access to Totem Pole, huge dancing pavilion where name bands are featured.



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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

THE dates September 11-17 having been acclaimed National Roller Skating Week, every rink operator, whether or not a member of the Roller Skating Rink Operators' Association of the United States, should make every effort to give it all possible publicity. This is a good time for rink men to do their utmost in boosting the industry and for them, as well as members of the association, to get in touch with the newspapers in their localities and stress the value of roller skating, and members can also tell the objects and accomplishments of the R.S.R.O.A. It is suggested that the setting aside of one night during the season and turning over the proceeds to the association treasury should not be overlooked. As the setting aside of such a night could be left entirely to the discretion of members, advocates of the plan feel that such an occasion could be made one of the feature nights during National Roller Skating Week.

ROYAL Roller Rink, Oakharbor, O., has had a fair summer season and prospects are good for winter trade, reports operator Chester Young. F. E. Roaf is manager. Remodeling is under way, including new floor, which is being enlarged to 135 by 55 feet and a 10-by-60-foot lobby.

RAMONA GARDENS in Ramona Park, Grand Rapids, Mich., operated as a ballroom this summer, will be reconverted into a roller rink early in the fall by lessee Alex DeMar. Rink policy, inaugurated last year, proved highly successful. Building is heated by gas.

OPERATOR William T. Brown, Southgate Roller-drome, Seattle, is adding a lobby, new skaterooms, checkrooms, clubrooms and lunch counter to his plant. Additions will occupy 57 by 16 feet, and 1,700 square feet are being added to skating area. Entire rink is being painted in ivory and maroon. Windsor Waltz Club, rink's No. 1 organization, is named after the Duke of Windsor, and operator Brown is displaying in the new lobby a letter received from the Duke approving use of his name. Southgate Rollers has membership of 50; Southgate Juniors comprises 75, and a club of parents whose children skate in the rink numbers 74. Exterior of the rink is being made to represent the south gate

of Launceston Castle in Cornwall, England, birthplace of operator Brown, and there will be a replica of its old draw-bridge type of entrance, with a dry stream of green concrete to represent a moat. Management is a member of the Roller Skating Rink Operators' Association of the United States.

DON GARLOCK, who purchased Garner (Ia.) Roller Rink a month ago, reports steadily increasing business. Crowds average 225 on heavy nights, and matinees are staged. Rink is equipped with Chicago skates.

IN PHILADELPHIA hammers, saws and floor machines are busy in Carman, Circus Gardens and Chez Vous rinks, where new floor are nearing completion. Adelphia Rink is being enlarged by nearly 15 feet. Operators say that metal rollers will make their exit in these rinks and that patrons are to roll on clean floors, which, they declare, constitute a much-needed innovation.

LAKEVIEW RINK, Jackson, Mich., under management of Herman Blair, will remain open all winter, it being one of few Michigan park rinks to be equipped for year-round operation. Promotion of special school and lodge picnics, drawing from a wide territory, is responsible for a large part of patronage.

RECENT edition of *The San Diego* (Calif.) *Herald* carried a brief story on the progress of roller-skating rinks in San Diego and resume of the life of Edward A. Kickham, vet rink man, who formerly operated in San Diego and now has a rink in Mission Beach, Calif. He reserves three nights weekly for private parties in his 92-by-142-foot rink, of which William H. Mariott is assistant floor manager.

HUNDREDS paid tribute to Pop Smith, oldest skater of Sans Souci Park Rink, Wilkes-Barre, Pa., on August 17. There was a special program for the Pop Smith Night, when he was crowned "King of Roller Skaters" and received many gifts. Frank Killian, Pittston, Pa., rink head, also operates at Wilkes-Barre's near-by summer resort at Sandy Beach, Harvey's Lake, and has another rink in Wilkes-Barre South Main Street Armory.

BOYER'S Roller Rink has been opened in Austinburg, O., with nightly sessions except Sundays. Much new equipment has been installed.

SECOND annual beauty contest on roller skates is set for Rockaway Roller Skating Rink, Edgemere, L. I., on August 31 in conjunction with a fashion show. Sunnyside (L. I.) Rink has been closed two weeks for alterations. Spot is expecting a busy fall.

Swinging Around

By E. M. MOOAR

IT WILL be interesting to note the reaction in attendance at rinks that have remained open practically all summer. On a recent trip thru the Middle West the writer found many rinks, large and small, operating in torrid weather. Average attendance seemed to be the rule. Some managements, however, contemplated closing for improvements and general clean-up before start of the fall season. We have never advocated a year-round program, especially for rinks that are better adapted for winter skating, and therefore it remains to be seen whether summer activities will encroach on attendance this fall.

A new rink under construction was found in Piqua, O., to be operated by Mr. Mayer, Greenville, O., whose rink in that city was destroyed by fire. Steel work was being raised for the new Western Hills Rollatorium in Cincinnati, and it probably will be ready for opening in October. Rumors of a new rink for Pittsburgh could not be confirmed. Spent an evening with Mr. and Mrs. Cecil Milam in Wheeling, W. Va., and found a fair crowd. Rink was to close the next night for overhauling before reopening in September.

E. R. Eyer, Anderson, Ind., closed to lay new flooring in aisles and install theater seats for spectators. Later was advised that the rink will not open until September. Negotiations with the city

of Anderson for a downtown site have been opened by George W. Pierce, Anderson, with intention of erecting an auditorium for skating and other sports. Mr. Pierce recently disposed of his Pendleton (Ind.) rink to Mrs. Edgerton, Newcastle, Ind., and Harry Van Noys, manager of Paramount Theater, Anderson.

Visited operator Kirkpatrick in Indianapolis Park, Columbus, where he was skating in the dance pavilion to fair attendance. Found Freddie Bergen, of Skateland, Dayton, working on a new dance book for the R.S.R.O.A. Business was reported satisfactory with a four-night schedule. In Troy George Karns was operating his portable for the second summer there to fair business. In Red Lion, Pa., Fred (Bright Star) Murree was found to be laid up as result of a fall in Boston during his recent tour. However, his recovery appeared so imminent that he was planning to take the road for a third tour, starting in Detroit on October 2. Spent a week with Jesse and Malcom Carey on their good ship Skater, cruising on Chesapeake Bay.

Discovered a neat little rink in operation at Tolchester Beach, Md., under management of Jack Bond. A beautiful spot, and altho the rink is handicapped with the hard pine floor laid the wrong way, Manager Bond hopes to have maple laid next season, as skating has proved successful in the first season there.

REVERE BEACH

(Continued from page 37) and now comes the pay-off—Harding can stand it. It's tough on the rest of the ops, however.

Bill Cunningham, Boston sports writer, who with Freddy Corcoran took in the Headless Girl Show in Sarasota, Fla., during spring training time (baseball), did a whole column on the attraction, which was enlarged and punch lines played up on front of Bill O'Brien's International Casino. . . . Cunningham and *Boston Post* being deluged with letters and phone calls razzing sweet William the Cunning and the staid editors. O'Brien is going along nicely without checking in on the taxpayer agencies, relief and WPA. Showfolks, he says, "make" a job. "Thanks to you, Bill Cunningham, and *The Post*—you're two swell eggs," he says.

Bill O'Brien's Monkey Speedway going out to play fairs. . . . Third Sunday in August (20), which was tops last year for some attractions, was a rainout. . . . Louis Fox, dog-track entrepreneur and Recreational Center owner, is making many trips to New York's fairgrounds. Rumor hath it that Fox has been taken in on a piece of the Pop Dunlap-Dick Edwards scales and frozen custard at Whalen's Wails Fair. Edwards did the emceeing at the three-year marathon run here at the beach a few calendars back. Fox backed it, a winner.

ILL. IS CLOSE

(Continued from page 33) receipts when Beckmann & Gerety Shows tilted their previous high mark of last year by about 15 per cent, according to Fred Beckmann and B. S. Gerety, managers.

Grand-stand receipts were more than 20 per cent ahead of last year's, while concession receipts showed about a 10 per cent increase.

Fair was pronounced the greatest in history from every standpoint and officials admit they have a high mark to shoot at next year.

Fair Grounds

FOND DU LAC, Wis.—A record 25,000 attended the four-day Fond du Lac Fair, which closed here on August 17. Attractions included *Going Places*, musical revue; Kurtzo and Kurtz, aerialists; Wilbur's Circus and Ira Millette, trapeze.

CARTHAGE, Tenn.—Carthage Fair here on August 16-19 set a record for attendance and number of exhibits, offi-

cial said. Fair was the first held in the State this year and the horse show drew large crowds.

MONDOVI, Wis.—Bolstered by the biggest single-day crowd in its history, August 13 with 13,000, Buffalo County Fair here ended a four-day run August 15 with attendance of more than 30,000. Attractions included *Fantasies of 1939* and acts, Aerial Bauers, Truax Children, O'Neal Troupe and Palermo's Dogs.

GOLD BEACH, Ore.—Construction of an exhibit building on newly acquired Curry County Fairgrounds is under way. Erection of sheds, financed by community help, will be of temporary nature, to be improved as funds permit.

TOMAH, Wis.—With the 1939 Monroe County Fair reporting a profit, plans are under way for utilizing city property in the north end of Tomah in 1940. Fair this year was held on rented property, which depleted profit by \$600, said Secretary L. W. Kenny.

ZANESVILLE, O.—Muskingum County Fair, 93d annual, August 15-18, was declared by officials one of the most successful ever held. With good weather attendance records were broken daily. Grand stand show Tuesday night was a musical revue; Wednesday and Thursday nights, Barker Bros.' Circus and Rodeo, and Friday night it was necessary to give two performances by Boone County Jam-boree to overflow crowds.

JEFFERSON, Wis.—Despite rain Saturday night which forced cancellation of the *Merry-Go-Round Revue*, Jefferson County Fair here on August 10-13 clocked about 10,000 attendance. There were eight acts daily and Ellman Shows were on the midway.

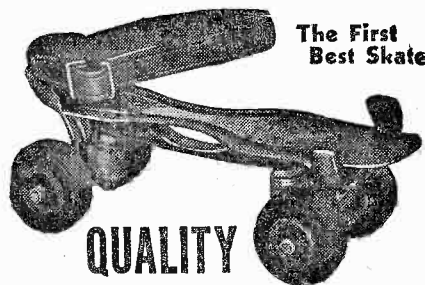
CLANTON, Ala.—For the 1939 Chilton County Fair, to be held at Clanton Airport or Gragg Field, premiums have been increased thru aid of the city of Clanton. Officers named are Dr. V. J. Gragg, president; L. Mell Martin, secretary-treasurer; Thomas P. Littlejohn, manager.

MONROE, Wis.—More than 10,000 attended Green County Fair here on August 10-13. Snapp Greater Shows were on the midway; dancing Thursday and Sunday nights to Les Hartman and Friday and Saturday nights to Dick Harris; roller skating and daily circus acts with a night show featuring the Eight Ambassadors. Day admission was 40 cents, 25 cents at night.

LUBBOCK, Tex.—Premium list for six-day Panhandle South Plains Fair here, Sam C. Arnett, president, will be enlarged to about \$10,000, said R. D. Shinkle. Charles A. Still, good-will committee chairman, plans four booster trips extending into New Mexico and covering about 1,000 miles. Mighty Sheesley Midway has been booked.

SASKATOON, Sask.—Request was made by Sid W. Johns, secretary-manager of Saskatoon Exhibition, for use of the Board of Trade Building, being demolished to permit extension of railway facilities, as a jockey room, with dressing rooms on ground floor and waiting rooms on top. Building would be re-erected on the fairgrounds. City commissioner has recommended the request be approved.

NEILLSVILLE, Wis.—At the 67th annual Clark County Fair here on August 15-18 crowds were good, exhibits large, weather fair and large attendance was out on Friday, Thrill Day, reported Bert Pollnow. Grand-stand stage had Lew Rosenthal's Revue with Four Truax Children and Eddie Brown. Acts included O'Neil Troupe, acros, Harry More, manager; Palermo's Fox Terriers; Salardo Trio and Jargo, contortion, with Frank DeRue, Charles Lake and Edward Siefert; Harry and Susie Bauer, aerialists. United American Shows were on the midway. Visiting fair secretaries were Douglas J. Curran, Black River Falls; W. Horace Johnston, Portage, and A. R. Feckler, Mondovi.



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No. 778

B. & G. Gross Takes 15% Jump At Ill. State; Rain on Big Day

SPRINGFIELD, Ill., Aug. 26.—Rain on Thursday, the big day, and also the latter part of the week did not curb patronage for the Beckmann & Gerety Shows at Illinois State Fair here on August 12-20, which proved best stand of the season so far, reported Robert E. Hickey, shows' director of publicity. Secretary-Treasurer Tony Ybanez and Auditor Glen Buck said business was 15 per cent better than in 1938. Every showman on the "Magic Midway" reported a big week, with top money going to Nancy Lee Miller's Gay Parade. For the past three years Miss Miller's revue has been the most consistent money-maker of the entire midway.

Pete Kortez also rolled up a huge week with his Circus Side Show with 23 acts. Running time of the show is over an hour, with headline positions going to Eko and Iko; Prince Buda, magician; Shackles, Escape King; Genie Weeks, half girl; Alice from Dallas and Lorenzo. H. D. (Doc) Hartwick showed an increase with his Monster Show, altho he has been in the same spot on the midway for the past four years. He had a new shipment of Green Tree vipers, Monitor lizard, cobra and other Indian snakes. Also in the big-money class were Hollywood Monkeyland, managed by Earl Chambers; Zeke Shumway's Thrill Show; Streets of Shanghai, handled by George Vogstead, and Jimmy Limbaugh's two attractions.

New fronts for Jitterbug Revue, managed by Jess Shoats, and Secrets attracted much attention from visiting showmen and also fair spenders, Shoats and Vogstead reporting their biggest week of the year.

Publicity Is Plentiful

Every ride was in operation from 14 to 16 hours daily with additional men. Jack Dillin on the Ferris Wheel, Fred

Backer with his Octopus; the Heyday, with Felix Charneski as foreman, and the Auto Skooter were tops, altho only a little ahead of the Roll-o-Plane, managed by J. A. Logan.

Jake Brauer, former cookhouse manager for the 101 Ranch, who handles Beckmann & Gerety dining department, purchased three super fans for his tent and claims a real air-conditioned cookhouse. Charley McDougall also bought two fans for his coffee shop.

Visitors were plentiful, John Giles, of Champaign, having his family as guests on Tuesday and practically every show member entertained during the engagement. *The Illinois State Journal*, *The Illinois State Register* and Radio Station WCBS covered the midway all the way. Features were in practically every edition of the papers. Management voted thanks to Emil Smith and H. L. Cecil, *State Journal*; V. Y. Dallman and Bob Stubbs, *State Register*, and Leslie Pefferle, Harry Duing and Bob Gregory, of WCBS, who gave a total of 17 broadcasts from the midway. All press and radio publicity was handled by Bob Hickey.

Limbaugh-Teuscher Dissolve

SPRINGFIELD, Ill., Aug. 26.—Jimmie E. Limbaugh and Kathryn Teuscher, operators of four shows, two with the Beckmann & Gerety Shows, which played Illinois State Fair here, and two which showed at the same time at Mason City (Ia.) Fair, have dissolved their partnership, it was learned this week. According to an agreement made by both, shows are to be divided with Miss Teuscher also getting \$250 in cash.



RECENTLY named general manager of Hennies Bros. Shows, when it was learned that Harry W. Hennies would be unable to resume those duties, Denny E. Howard finds himself at the helm of the organization because of the untimely death of Orville W. Hennies. Appointment was made while the shows were playing Midland Empire Fair, Billings, Mont., and where it was revealed that Harry W. Hennies is still unable to assume an active role in the shows' destinies. Possessor of a long and varied career in outdoor show business, Howard has gathered a number of innovations that have clicked and is noted for his ability as a wagon builder and lot "layer out." Photo furnished by Walter Hale.

Big Crowd Attends Public Wedding on J. H. Marks Midway

ERIE, Pa., Aug. 26.—An estimated 16,000 attended the unique public wedding staged on the midway of John H. Marks Shows at Tri-County Fair here on August 18. Event saw William E. Martin, talker on Artists and Models Revue, and Wanda Mae Rinehart, of Ched Paree Revue, married on top of the riding platform on the back of Tony, 92-year-old "queen" of the Robinson Military Elephants.

Alderman James Lonergan, old-time showman, officiated at the ceremony, which was broadcast over the shows' p.-a. system. Girls from the posing revue were bridesmaids and Capt. George Thompson, elephant trainer, was best man.

A huge wedding cake, donated by a local bakery, was cut by the bride and distributed to midway patrons. Stunt drew the largest single day attendance at the fair and plenty of local radio and newspaper publicity.

Harrisville Is Good Closer for Jallet; Wedding Draws Well

HARRISVILLE, Pa., Aug. 26.—Featuring a public wedding, Jolly Jallet Shows closed a successful season here, reports Mrs. R. Wilsey. Principals at the wedding, which drew a huge crowd, were Al Justin, truck foreman, and Amiee Shafstall, concession operator. Bride and groom were recipients of numerous gifts and were guests of honor at a banquet which followed and which the personnel attended.

Manager Howard Jallet left for Youngsville, Pa., to begin a tour of community fairs, while Mrs. Jallet and Howard Jr., who was ride foreman this season, returned home, the former for a week's vacation and the latter to enter school. Shows closed with Tom Shingle-decker in charge of cookhouse; S. Thompson, assistant cook; Virginia Stone, bumper game; Virgil Kline, pitch-till-you-win; Mrs. Kline, country store; Johnny Luteran, game; George Grant, high striker and photo gallery; Dolores Shafstall, penny pitch; S. W. Nevins, pop corn, and Mrs. Frank Warner, hoop-la.

Mr. and Mrs. Ray Wilsey had the Ten-in-One and Frank Smith, the girl show. Rides were Merry-Go-Round, Ferris Wheel, Mr. Carville, owner; Kasey Rogers and Dominic Frank, operators; Chair-plane, Andy Chefeick. Red Steele was electrician, while his wife handled the gate. Chickie Steele returned to her home to enter school and Mrs. Anna Luteran left for a visit with relatives in Buffalo. Lewis and Cecilia Rose visited the last night here, as did Mr. Gill.

Pearson Showfolk Attend Cockrum Rites in Sesser

FAIRBURY, Ill., Aug. 26.—Several members of Pearson Shows, including Anna J. Pearson, Doris Evans and Powell Leonard, playing Fairbury Fair here this week, attended funeral services at the M. E. Church, Sesser, Ill., on August 23 for Opal Cockrum, son-in-law of Mr. and Mrs. L. H. Baldwin, cockhouse owners on Tilley's United Shows, who died instantly in a truck collision near Bedford, Ind., on August 21.

Cockrum's widow was with Pearson Shows for three years prior to her marriage November 5 last. Among the 34 floral offerings at the funeral was a spray sent by the Pearson contingent.

broke several vertebrae, and doctors say she will never walk again.

J. C. Rates, agent and thrill rider with the shows, is handling plans and trying to obtain a site for the performance. Members of shows playing this section will participate, Rates said.

Proceeds are to be used to pay Miss Gordon's hospital bill and send her to her home in Canada. Members of Russell Bros. and Downie Bros. circuses, which played here last week, visited, sending her numerous bouquets of flowers. Her condition still is regarded as serious.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Hog Waller, Ark.
Week ended August 26, 1939.

Dear Mixer:

After traveling for a week, the Century of Profit Show arrived here to play the first of its long string of bona fide fairs. Big job of moving the show on the lot and erecting our many attractions was slowed up by some 700 razorback hogs which roamed the oak grove that had been selected by General Agent Lem Trucklow as the fairgrounds site. Hundreds of natives carrying squirrel rifles flocked to the lot which, to the bosses, was a sign of keen interest in the coming event but we later learned that they were there to protect their pork. Orders were given to handle the hogs with kid gloves rather than irk the farmers.

Upon arrival we found the midway personnel greatly increased with a covey of hop-scotching belly sticks, a tribe of calico mitt readers, two litters of penny-pitch operators, two broods of snow-cone peddlers and an army of sheetwriters. Further back in the woods there were not less than 600 40-mile and world-toured concessioners, well planted in the jungles waiting for the big event to spring.

Pete Ballyhoo, sensing a big concession-space sale, arrived on the lot early to start sale of real estate to booth operators. Informing all that the date warranted a \$10-a-foot charge, he was soon left alone and the stand operators rushed to the fair sec's office to get his prices for the independent midway. When the boss learned that the sec had cut to \$7 per foot, he immediately reduced the hype to \$5 per. Then the fair sec, seeing his space being unsold, quickly cut to \$3. Not to be outdone, the boss then dropped to \$2. This forced the sec to cut to \$1-per foot, putting it up to the office either to let him have them or book them free. But the boss knew that he couldn't stand another cut, so he too dropped to the \$1 mark and gave them awning and guy-line space free, thus winning the first round of the Fair vs. Show battle.

Tuesday morning the midway opened on scheduled time to some nine or ten natives and the best midway rooters on earth, the razorbacks. The side show opened to this mixed tip, but the talk-

er's opening was killed by the grunting, "oiking," squealing hogs. The opener was finally successful in turning 50 per cent of the razorback audience that rushed in under the bannerline. We later learned that dinner in the cookhouse had been called off due to the swine cleaning out the cookhouse during the day.

Wednesday the fair sec asked the bosses to give a press luncheon for the press fraternity. Knowing that the town did not boast of a newspaper, the office thought the dinner was to be served to out-of-town scribes and ordered a feast fit for kings for their guests. Talk about being hot under the collar! The bosses were just that when they found out that they were feeding the 134 sheetwriters who were working in the exhibit tents free, having promised the fair sec some nice stories in their farm papers in exchange for privilege.

Thursday, last day of the fair, our treasurer started on a privilege-collecting tour. There really were not many to collect from, most having taken a powder during the night. Those who did stay were given the best of it by collecting only \$10 per day for adjusting, 10 cents a watt for light, \$3 for watchman, \$3 for lot portage and \$1 per foot, making the space a shade lighter than the original \$10 per charge. Later the bosses discovered the ham and bacon wheel working with a fresh instead of a smoked-pork flash and added an additional fee for merchandise furnished thru the show's booking. Lick Skillet County Fair wound up with the five bosses roaming with the hogs, trying to locate the proverbial blind boar that picks up an acorn occasionally.

MAJOR PRIVILEGE.

Benefit Thrill Performance Is Planned for Mary Gordon

CHARLOTTE, N. C., Aug. 26.—Plans are under way here to arrange a benefit thrill show soon for Mary Gordon, 25-year-old aerialist with the Eric B. Hyde Shows, who was critically injured in a 40-foot fall during a recent performance in Lenoir. Miss Gordon has been in a local hospital since the accident, which

Benefit Show Helps C. & W. Sick Fund

CUMBERLAND, Md., Aug. 26.—A substantial sum was added to the sick fund on Cetyl & Wilson Shows as result of a benefit show staged in the Paradise Revue here on August 17, reports George Hirshberg. Billy Purl, vet showman, and now a resident of Cumberland, was emcee, with June English again handling producing chores. Talent from shows on the midway was used, and Fred Utter's renditions of old-time songs proved popular.

Others on the program were Marion Jeannette, Julie English and girls from the Paradise Revue, Art Parent, Paul Lewis, Toney Balson and Paul Miller and Sammy Lewis and his Harlem Hot Shots. General Manager John W. Wilson was principal speaker.

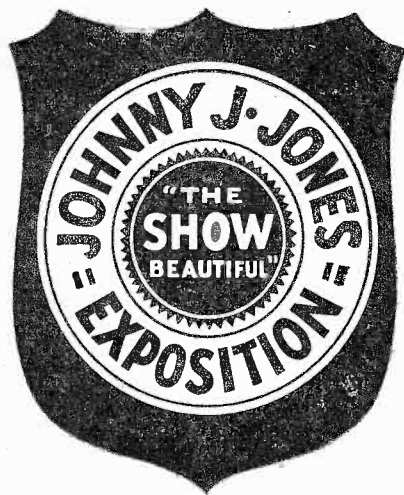
Siegrist Club To Launch Fall Activity With Party

CANTON, O., Aug. 26.—Charles Siegrist Showmen's Club, with headquarters here, will inaugurate its fall and winter activities with a get-together party in the Bechtel Hotel, Wooster, O., on September 11. Members will preview Wayne County Fair and view motion pictures taken by Ted Deppish, official club photographer, of several circuses, carnivals and special events of the summer.

A social hour will follow. J. R. Edwards is head of the committee on arrangements, assisted by a group of Wooster members. Ralph Peters, Canton, reception committee chairman, will introduce members enrolled since the club ceased operations last spring. Duke Drukenbrod, side-show manager of Cole Bros.' Circus, is president.

Coast Sewing Club Parties

LOS ANGELES, Aug. 26.—Celebrating second anniversary of its inception, Sewing Club, composed of women troupers and their relatives, staged a dinner and floor show at Earl Carroll's Club and Theater here on August 15. Hostesses included Mrs. Ed F. Walsh, Martha Levine, Peggy Forstall, Sugar Richards, Ruby Kirkendall and Margaret Brady. Officers reported that membership had more than doubled in the past year.



CONTINUING TO ESTABLISH NEW MIDWAY GROSSES!

At the annual Soldiers and Sailors' Reunion, Salem, Ill., the Johnny J. Jones Exposition set a new record for midway grosses this year. A feat accomplished at a celebration of more than fifty years' activity that has played the outstanding carnivals of the country.

At the annual Muncie, Indiana, Fair recently held the Johnny J. Jones Exposition established a peak mark for midway grosses—our fourth consecutive year at this great event—this record was made possible by new, modernized, meritorious attractions combined with the most famous name in the outdoor amusement field!

CAN PLACE LEGITIMATE CONCESSIONS

For the Following FAIRS: CHATTANOOGA, TENN.; SHELBY, N. C.; HICKORY, N. C.; DANVILLE, VA.; GREENSBORO, N. C.; ORANGEBURG, S. C.; GEORGIA STATE EXPOSITION AT MACON, GA., AND TWO OTHERS TO FOLLOW. NO EXCLUSIVES AT THESE FAIRS, BUT WILL BOOK LIMITED NUMBER ONLY.

Will consider an outstanding attraction of merit for the balance of our fair route . . . as we have an opening for only one such feature it must be new and novel and in keeping with the standards of the Johnny J. Jones Exposition.

Gene Nadreau wants for his Hawaiian Revue one or two native performers that sing or play instruments. Two young, good-looking girls wanted for our "Follies of 1939." Top salaries for capable and youthful performers.

Eddie Jameison wants to hear from colored minstrel performers.

Drome Riders wanted; top salaries to both male and female riders. Address BOB BARKLEY, Mgr.

We cordially invite fair and committee officials and outdoor showmen to view "The Midway of Tomorrow" at the Indiana State Fair, Indianapolis, September 1 to 8. Here you will find a revelation of the outdoor show business . . . a midway of magnitude beyond conception, decorated and enhanced by lighting and illuminating features that will unfold a new era in our field. The Johnny J. Jones Exposition—a household word among amusement seekers takes its rightful place as the leader!

JOHNNY J. JONES EXPOSITION

INDIANA STATE FAIR

INDIANAPOLIS, IND., AUGUST 28 TO SEPTEMBER 8.

KENTUCKY STATE FAIR

LOUISVILLE, KY., SEPTEMBER 10 TO 16

Club Activities

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.



Palace Theater Building,
New York.

CHICAGO, Aug. 26.—Boys will start trekking home for the winter soon. Secretary Joe Streibich made several visits to Johnny J. Jones Exposition near by and found Buddy Paddock doing good work as league custodian on the show. On each trip he reported collection of dues and also pledges for Showmen's Home.

Special meeting of the Board of Governors August 22 saw favorable action taken on the applications of Herbert P. Morrow, Paul Delaney, Paul Studebaker, August Jansley, Trevor H. Cope, Andy Markham and Joe Decker. Cards will be mailed at once. Attending the meeting were President J. C. (See SHOWMEN'S LEAGUE on page 56)

NEW YORK, Aug. 26.—With the end of the month near, various show owners have wholeheartedly arranged for benefits, and from the Art Lewis Shows comes word of a big listing of new applications which will reach the club soon. Secretary Jack Rosenthal's lettered outlining the membership campaign conducted at Palisades Park attracted wide attention and stimulated interest in the present drives.

Watch for the next issue of *The Billboard* for purely selfish reasons if not—(See National Showmen's on page 47)

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Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Aug. 26.—Social activities picked up and clubrooms are the scene of daily visits of a number of troupers passing thru the city. J. C. McCaffery, of the Amusement Corp. of America, visited, reporting good business for the three shows. Brother Buddy Willis, general agent of the Mighty Sheesley Midway, and Mrs. Willis were here on business, and Brother Woody and Mrs. Gather returned after a visit (See HEART OF AMERICA on page 47)

TENTS - BANNERS

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O. HENRY TENT & AWNING CO.
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UNITED STATES TENT

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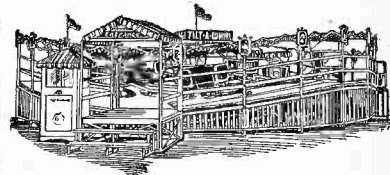
**Pacific Coast
Showmen's Assn**
623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Aug. 26.—The Bennett father and son story in the club's notes in the August 19 issue was in reality anything but the truth. It was a standing joke around the club which everyone but the writer was in on. Both deny it, so that's that. Monday night's meeting found Harry Hargrave presiding, with Vice-President Pat Armstrong, Treasurer Ross R. Davis and Secretaries Dobbert and Johnson on the rostrum. Attendance totaled 65, which sent the banquet committee out for more groceries.

Communications were read from Brother Harry Le Mack, who submitted copy for the forthcoming cards carrying views of the club; Brother J. E. Pepin, Coney Island; Val Vino, Elks' National Home; Frank Shortridge and Jimmy Morrissey. Five reinstatements and four new members were approved, and Brother Bill Hobday's committee seems to be in an acquisitive frame of mind on the membership thing.

Early stages of the meeting were devoted to discussion and preparation for (See PACIFIC COAST on page 47)

FOR THE FAIRS



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SELLNER MANUFACTURING CO.
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Tractors, Semi-Trailers, Passenger Cars, Used Motor Equipment.
Write CHAS. T. GOSS Write
Special Showmen Finance Plan with STANDARD CHEVROLET CO., East St. Louis, Ill.

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

HOW early is the call?
A RECENT addition to motordrome on Marks Shows is Bud Turner.

RAY SHARPE now is *The Billboard* agent on Penn State Shows, he reports.

HAVING signed his Musical Revue with Greater Exposition Shows, Curley Rivers joined in Carlinville, Ill.

MAY REESE letters from Mooreland, Ind., that she recently purchased a new truck to transport her concessions.

JIM BULEY cards from Anna, Ill., that he returned to Royal Midway Shows with his new trailer.

HERE'S to early grand-stand blow-offs!

FORMER ADJUSTER with Model Shows, Charles H. Sutton left about six weeks ago to become adjuster with Gruber's World's Exposition Shows.

JACQUELINE GREAT, free attraction, recently concluded her sixth week with the Weyls Production Co., pens her manager, Clinton Partello.

PLAYING New York and Pennsylvania with Tothill Attractions are Mr. and Mrs. Jack Palmer with their pop corn and peanut stands and high striker.

George Rodey joined West's World's Wonder Shows in Uniontown, Pa., to take over the Olga Show.

ANNEX attraction in side show on W. C. Huggins Shows is Bessie Bessette, reports James Udseth. Bud Smith is doing the talking.

MRS. FREDDIE LEACH, Buckeye State Shows, who is ill at her home in Bruce, Miss., would like to read letters from friends.

FAIR managers' offices are not hidden and neither should be show offices.

FOLLOWING a poor spring season, Alberta Williams scribes she's playing fairs with her photo gallery to satisfactory results.

AFTER a poor spring start with Howard Bros.' Shows, Tim Greene reports that he's playing fairs to good results with two concessions.

R. D. ANDERSON advises that he and Gladys and Bernice Anderson, arrested on Sam Spencer Shows on June 22 last, have been released.

AMIDA LUONGO, drummer, joined Mettler's Band on Arena Shows in Dayton, Pa., succeeding George W. Cravens, who left for Washington, D. C.

home in Birmingham to vacation for a few weeks before resuming duties as secretary of Barfield's Cosmopolitan Shows.

A. R. WILSON, Durham, N. C., attorney, who has represented a number of carnivals which played that territory, recently was appointed assistant judge of the Durham Recorder's Court.

ARMAND MONET, rigger for the Flying Crawfords, rambled into Knoxville, Tenn., where he joined the high-act troupe, which has been signed for a string of fairs.

McGOOF'S Mighty Mastodonic used over three reels of haywire fixing up for the fairs.—Smackover Slim.

ABNER AND VIRGINIA KLINE have gone to the Canadian National Exhibition, Toronto, for a look-see. En route they stopped off in Niagara Falls, as they did on their wedding trip 25 years ago.

CHARLES HUNTER JR., known to outdoor showfolk as Charl-Charlotte, is now managing bathhouse at Maryland Club Gardens, Washington, D. C., but will return to the road after Labor Day.

CLOSING with Jolly-Jaillet Shows in Harrisville, Pa., where the organization split for the fair season, Mettler's Band is now with Arena Shows, having joined in Dayton, Pa.

AL AND MAE MEANS joined L. J. Heth Shows in Martinsville, Ind., with their Carioca Show, personnel of which includes Verna Nelson, Mae Means and Cleo Grant, dancers, and Fred Grant, tickets.

HOW many of the lucky boys have a deemer to show for the many times they have taken the marks?—Colonel Patch.

AFTER a vacation in the Bitter Root Mountains, Ida., Jimmy (Silver) Byrnes rejoined Hilderbrand's United Shows in West Seattle, Wash., to resume his emcee chores on Manfred Stewart's Temple of Mystery, managed by Everett Mitchell.

ALBERT J. WHALEN letters from Poughkeepsie, N. Y., asking that anyone knowing whereabouts of his brother, John F. Whalen, have him contact the former immediately because of a death in the family.

NEW MANAGER of Parisian Follies on Eric B. Hyde Shows is Carleton Collins, with Jimmy Hester, who was slated to take over the Illusion Show, as his assistant. Joe (Whitey) Hanner is in charge of canvas and seats.

FRAMING a new sex show on Al Baysinger Shows are Lu-Lu Davis and Dr. Cox, with Lu inside and the doctor doing the outside lecturing. Lu-Lu formerly was with John T. Hutchens' Modern Museum three seasons.

NOW is the time when many a carnival will get the raps for come-offs on independent midways.—Whitey Cooks.

J. W. HARTIGAN JR. pencils from Morgantown, W. Va., that he and Jack Matthews drove to Uniontown, Pa., to see West's World's Wonder Shows. He reports the fronts are spick and span and that shows had good results there.

TRAMP COMIC of note, Max McSween and wife, Jacqueline, card they have been working at Golden Gate International Exposition, San Francisco, since its opening and that they plan to return to the road next season.

JOINING the motordrome operated by Ernest and Vivian Slavin on Art Lewis Shows recently were John O. Luck and family, said to have the only twin drome riders in the carnival field in their troupe, Ellen and Ruth Hammer.

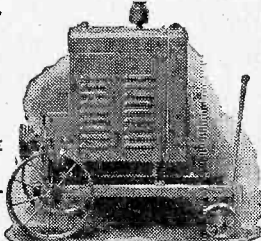
NEW MODEL V-Belt ELI POWER UNIT

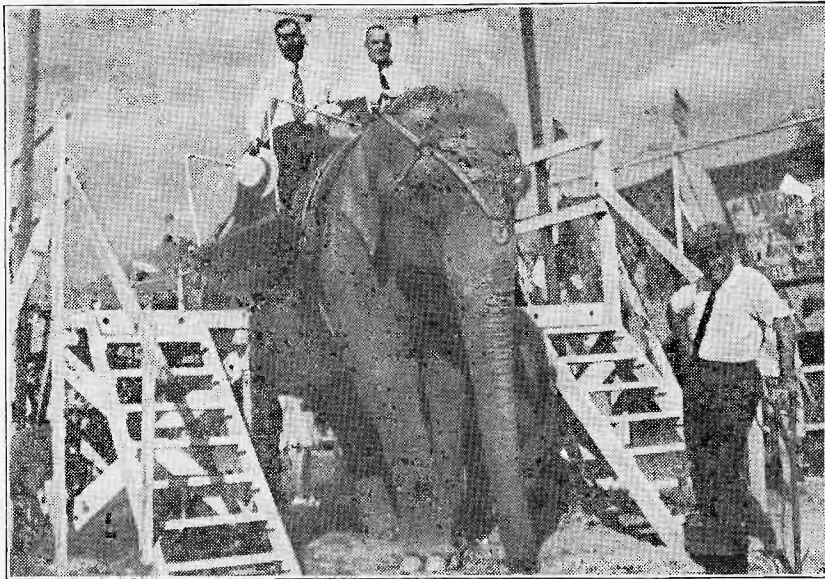
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PERCHED atop Tony, 92-year-old "queen" of the Robinson Military Elephants, a feature of the free-circus program on the Marks Shows, are Owner John H. Marks (left) and John Robinson IV, owner of the pachyderms. To the right is Capt. George Thompson, elephant trainer, who has worked for the family for the last 20 years. Photo was snapped during one of Robinson's visits to his huge pets during Tri-County Fair, Erie, Pa. Elephants are contracted with shows until close of the season in November.

NEWS clips from Iowa papers tell of a campaign on by State and county officers, aided by local law, against money games.

AH, the fair season is on! "Don't forget ol' Sam!"

BURT WARREN rejoined Hilderbrand's United Shows as night watchman after his release from a Spokane, Wash., hospital, where he underwent an operation.

FOLLOWING 12 weeks with Pine Tree State Shows, Flying Unicorn Troupe is playing fairs in Montana for Williams & Lee.

SAMMY APPLEBAUM, with several well-flashed concessions, joined Blue Ribbon Shows in Peru, Ind., for remainder of season.

CURRENTLY operating their sex show on W. S. Curl Shows are Bobbie and Peggy Burns, latter known as Thelma, Mystery Girl.

FROM now on it can't help but be a "fair" season.

SPORTING new uniforms on Western States Shows are Jack Oliver, Sam Corsey, Red Hughes and William Duggan, ride foremen.

FORMERLY with Art Lewis Shows,

NO, Clarice, an all-day grinder has nothing to do with the preparation of hamburger.

AFTER a number of stands in Montana theaters, Prof. L. Levitch, mentalist, joined the Illusion Show on Hennies Bros.' Shows.

ADDITIONS to Hamilton-Strates Side Show on Strates Shows are Lady Rose, tattooed lady; Mrs. Rose John, Houston, and Jack Owens, making second openings.

SHOWMAN and animal trainer of note, Capt. Jack Browning is now touring with a troupe of performing American Indians. His band was among attractions at Skowhegan (Me.) Fair.

VICTIM of a recent paralytic stroke, S. C. (Bob) Alexander, showman, is in Guilford County Home, Greensboro, N. C. He infos that he's anxious to read letters from friends.

FAMOUS last words: "This fair doesn't look so hot. Hope we get our deposit back."

TAKING DELIVERY on new trailers while Art Lewis Shows were in Radford, Va., were Mr. and Mrs. Earl Knuff, and Bob and Peppy Hernes, of the midget show.

AFTER a week in a Corbin, Ky., hospital Kenneth Franklin returned to his

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Size 48x48", with 5 Jack Pots, \$40.00.

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WANT

For Labor Day and balance of season, rides that don't conflict with what I have. Shows, Concessions, come on for long season of Fairs. Oswego, Kan., Fair, this week; Pittsburg, Kan., Labor Day; West Mineral Fair, Sept. 6-9; Forsyth, Mo., Fair, Sept. 13-16; Waldron, Ark., to follow. More Fairs pending in Arkansas. Address

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8 FAIRS—EIGHT BONA FIDE COUNTY—FAIRS 8

Tom's Amusement Company WANTS

One Flat Ride with own transportation. Shows with own outfit and transportation. Legitimate Concessions, NO GRIFF, privilege in keeping with the times. Want Cookhouse, Bingo, Custard; all 10-cent Grind Stores open. Photo, Pop Corn and Penny Pitch sold. Open Sylvester, Ga., Sept. 25. TOM E. RICH, Owner, Panama City Beach, Fla., till Sept. 5, then Edison, Ga., till Sept. 16.

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ALSO 40-FT. 2-ABREAST MERRY-GO-ROUND—Now in operation and in good running condition.

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HAVING SOLD his Chairplane to Happly Poleson, Young Ford Munger recently took delivery on a new four-way photo gallery while in Parkersburg, W. Va. He says he's boxing occasionally again.

WARD (DAD) DUNBAR, who observed his 81st birthday anniversary on August 22, confides to The Mixer that he is "still going strong" as mail man and agent for *The Billboard* on Mighty Sheesley Midway.

ALYNE POTTER MORENCY was recipient of numerous gifts when she celebrated her birthday anniversary on August 22 during Art Lewis Shows' stand in Radford, Va. Her husband, F. Percy, presented her with a new trailer, which was delivered in Butler, Pa.

GREAT Pinhead Shows want a Ferris Wheel, Merry-Go-Round and Whip that "do not conflict with the ones they have."—Uncle Boob.

FRANK E. PILBEAM letters from Bradley, Mich.: "I visited Middleville, Mich., my home town, on August 18 and had a long chat with my old friend K. G. Barkkoot, whose shows were playing on the streets. It was the first time I'd been in Middleville since 1920."

G. HODGES BRYANT reports from Batavia, N. Y., that he has left Strates Shows to do advance publicity for the organization's Southern fairs and to assume his duties as executive manager of Georgia-Carolina Coastal Fair, Savannah.

VISITORS to Cetlin & Wilson Shows in Cumberland, Md., included Neil Berk, general agent, West's World's Wonder Shows; Art Lewis and E. B. Braden, Art Lewis Shows, and Billy Fields, sports editor of *The Uniontown News*, a good friend of showfolks.

BEA BEA MESSMER, three-year-old daughter of Mrs. Betty Messmer, Anness, Kans., has almost recovered from a recent accident in which she sustained a broken leg and pelvis bone and is to be removed from her cast soon, scribes Mrs. J. W. Willis, her grandmother.

AUGMENTING Stella, two-bodied girl, annex attraction with Jim Hodges' Ten-in-One show on the Art Lewis Shows, are Angie Poirie, nurse and lecturer, and Jack Sampson, electrician. Raymond Franklin is on the front, making his second year there.

ONE of the things easiest to understand is why that recently-dry-cleaned three-blanket flash isn't getting a tumble.—Cousin Peg.

BUNNY VENUS scribes from Shawano, Wis.: "Played the fair here and put over a new show under the title, *The Three Little Fishes*, and met Harry Weyle and wife. He is a former aerialist and she is an ex-acrobatic dancer. Have met some of the grandest people in show business during my tour of Wisconsin."

FOLLOWING a long jump from Emporium, Pa., I came in here after stopping over in Mercer, Pa., for a visit with old

friends who had been on the Sells-Floto Circus," cards Peggie Bainchetti Mayes, from Dillsboro, Ind. "Plan to return to the road soon with Capt. Billy Sells and wife."

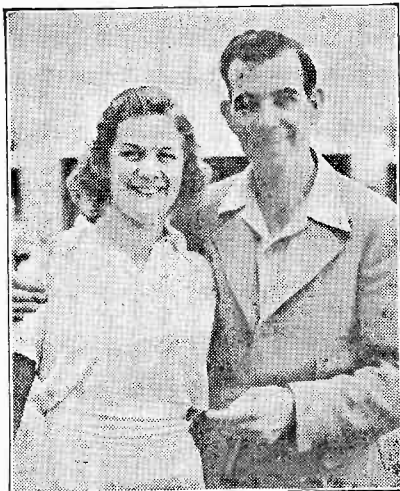
NUMEROUS visitors attended Hilderbrand's United Shows' showing in West Seattle, Wash., including Al Compton, Royal American Shows; Don White, Golden Gate International Exposition; Mr. and Mrs. Herb Usher; Loren Christenson; Bob Fox; Joe Ogle, White City Shows, and Dutch White.

JOHN W. WILSON, manager of Cetlin & Wilson Shows, letters that Phil M. Plant has been contracted to place his Girls Frozen Alive show on the midway during the organization's stand at Reading (Pa.) Fair. Unit will go direct to Reading from the Canadian National Exhibition, Toronto. Attraction was at the New York World's Fair.

MID-WEST SHOWS notes by Cliff Askins: After a long run from Pine Ridge, S. D., shows were permitted to play only two days in Phillip, S. D., because of a quarantine. Controversy over grab stands made the date a bit difficult, but it was finally ironed out to shows' satisfaction. Col. B. Duffy left to play fair dates.

ATTRactions of merit and good behavior of employees now will make the booking jobs easier for the boss and the g. a. next winter.

WILLIAM (SPARKPLUG) GOODMAN opened with his Sunflower Minstrels



LOVE stepped in and joined the Watercade and Expose shows during the Royal American Shows' tour of Western Canada exhibitions when Edith Stollberg (left), fancy diver, with Lottie Mayer's Disappearing Water Ballet, was married to Gene Miller, talker for Laura Manos' Expose Show. Wedding was a church event in Saskatoon, Sask. Both have been outdoor troupers for several years. Photo by Dadswell.

with Cumberland Valley Shows at their first fair of the season in Tracy City, Tenn., to good results. Unit includes Blacky Gonzales, talker, mail man and *The Billboard* agent; Kid Nelson, comic; Baby (V-8) Nelson, child wonder, and Goodman, producer and stage manager.

"KAUS EXPOSITION SHOWS, which played here recently under American Legion Post auspices, made a great impression with citizens with their clean midway," cards K. W. Schwarm, Legion committeeman from Fairmont, W. Va. "Shows always will be welcome here. When they left the lot everything was in perfect condition."

ELITE EXPOSITION SHOWS' notes by Captain Kaylito: Franklin, Neb., was good, with plenty of people and crowds prevailing. Tex Richards is doing well on front of the snake show, and Bob Robello joined the side show as emcee and human slate. Writer's tattoo stand is doing well, as is Carl Carlotta. Princess Dona has given up her mental act to devote more time to her three shows.

STANLEY STUTZMAN and family, popcorn concessioners with Crowley's United Shows, closed and went to North Tonawanda, N. Y., where Stanley took delivery on the new Silver Streak ride which he will handle for Jack Baillie on Dodson's World's Fair Shows. Prior to his engagement with Crowley's, Stutzman handled Baillie's rides. They will resume

working the pop-corn stand when the fairs begin, Stanley says.

ENJOYED a pleasant visit with Imperial Shows at the county fair, Frankfort, Ind., recently," letters K. E. Simons from Crawfordsville, Ind. "Also visited Beckmann & Gerety Shows, E. E. Erwin and Sid Belmont at Illinois State Fair, Springfield, and then met A. E. Selden, "The Stratosphere Man," at Hendricks County Roundup, Danville, Ind. Week's trip covered about 500 miles and Springfield and Danville had rain while I was there."

NICKELS are in great demand on the Windy Van Hooten Shows, as they are playing a string of fairs which have those "OI" Sam" restrooms exclusively.

J. J. LLOYD, who signed as general representative of Dodson's World's Fair Shows last spring, after having been out of show business since 1926, is in Charleston, W. Va., where he has been laid up for the past three weeks with a sprained ankle, sustained while visiting John H. Marks Shows during their recent Bridgeport, O., stand. Because of his accident, Mel Dodson has again taken up the advance on the shows, Lloyd reports.

LINE-UP of Jack Rogers' Cavalcade of Wonders on Crowley's United Shows includes Doc Cox, front talker; Bill Smith, John Wayman, tickets; George Hirschely, magic; Janey Deyer, illusions; John Wilson, one-legged dancer; Tex O'Conner, iron-tongue act; Bull Dyke, bag puncher; Sailor Joe Simmons, tattooed man; Ricardo, impalement act; Indigo, blue man; Winnie Blatz, bearded midget, and Jumpy, frog boy. In the annex is Jo-Ann Roberts.

DURING the Johnny J. Jones Exposition stand in Joliet, Ill., August 14-19, Bertha (Gyp) McDaniel, operator of the Arcade and Rocky Road to Dublin on the shows, took time out to motor home to visit her father and brother near Winnipeg. On her way back to the show at La Porte (Ind.) Fair she picked up Mrs. Frances Lauther, wife of Carl J. Lauther, of side-show note, in North Dakota. Mrs. Lauther had accompanied her that far for a visit with relatives.

RIDE ROSTER of United American Shows, reports Frank Palmer, includes: Dodgem, W. L. Krause, Albert Schaff, Norman Cole; Tilt-a-Whirl, Harold Fineman, Vernon Campbell; Merry-Go-Round, Charles Schmidt, F. H. Smart; Loop-o-Plane, Charles Kellogg; Kiddie Ride, Mrs. Cora Davis, owner; Joe Riley, operator; Octopus, Don Roy Johnson, Denton Kendall; Mix-Up, D. A. Baker, Lester Large; Ferris Wheel, Ed Edward, Jimmie Jackson; Pony Ride, Chester Jones.

"AFTER TAKING final X-rays physicians here state that my leg is healing slowly and I must spend a long time in bed," pencils Jack Lydick from Robinson Memorial Hospital, Ravenna, O. "Looks as tho I'll have to celebrate my birthday anniversary on August 31 in bed. Have received numerous cards and letters from friends, and because of my condition it will be impossible to accept the arrangements made for my transfer to American Hospital, Chicago, by Secretary Joe Streibich and the Showmen's League of America."

AN auto load of road-weary showmen, pulling into the breakfast-food city of Battle Creek, Mich., in search of a certain carnival, saw the bright lights on the outskirts and then the lights on the Ferris Wheel and on top of other rides. When they got close enough for their tired eyes to see more clearly, it all turned out to be a huge electric sign on a cereal plant!

NOW HANDLING managerial reigns of the Circus Side Show on Crafts 20 Big Shows is Fay Ridenour, successor to Buck Buchanan, who closed in Bakersfield, Calif. Several acts have been added and roster now includes Fay Ridenour, owner-



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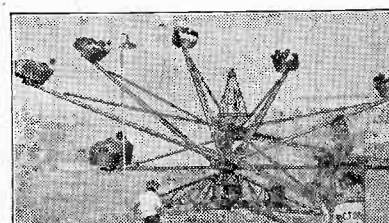
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manager; Jack Ross and Tony Tumbus, tickets and second openings; Billie Neil, inside lecturer; Ellen Ridenour; Billy Pilgrim, armless and legless man; Lawrence Turner, glass blower; Singapore Slim, tattooer; Robert Duchow, human pincushion and mechanical man; Madame Zyeeda, mentalist; Annie Vacarro, midget singer and dancer, and Eddie Ray Marshall, fire eater. Annex has Billie Neil, openings; Madame Zyeeda and Evelyn King, assistants; Headless Girl Illusion; Gerald Goforth, tickets, and Singapore Slim, boss canvasser in charge of the top.

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FULL-DATE
CARNIVAL
SHOW LETTERS

Direct from the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Johnny J. Jones (Railroad)

Joliet, Ill. Seven days ended August 20. Auspices, Loyal Order of Moose. Weather, rain closing day. Business, very good.

Breaking in a new lot at the corner of Raynor avenue and Theodore street, shows chalked up a good week, and rides and concessions reported grosses far above expectations. Sponsors co-operated. Weather was ideal, excepting closing day, Sunday, when a sudden rain and high wind struck the midway at 6:30 p.m. and kept the usual large night crowd away. Night was not lost entirely tho, as many arrived late but too late to give the midway a heavy play.

Patricia Gordon, who has been handling the front of the Follies of 1939, left to visit with her father at Champaign, Ill., returning for the last two nights here. Johnny J. Jones Jr. spent much time in Chicago, as did many other showfolk. Visitors included C. J. Sedlmayr and J. C. McCaffery, Amusement Corp. of America; Joseph Streibich, secretary Showmen's League of America; Nat Green, The Billboard, Chicago; Harry Atwell, circus and carnival photographer; Bill Karsky, Mr. and Mrs. Lew Keller, and Mrs. I. Brodsky, Chicago; Jerry Kohn, Fulton Bag and Cotton Mills, and the Nieman Brothers, Chicago.

STARR DeBELLE.

James E. Strates (Railroad)

Batavia, N. Y. Week ended August 19. Auspices, Genesee County Fair. Location, fairgrounds. Weather, exceedingly hot. Business, fair.

Altho the fair was one of the most outstanding successes in the association's 100-year history, midway grosses were no greater than last year's, a fact which can be accounted for by milk prices to farmers, the current New York milk strike and the long drought. Excessive heat also prevailed, tending to keep patrons in the exhibit buildings. The Batavia Daily News and Weekly Times and The Rochester Times-Union co-operated, giving the Adele Nelson Elephants special stories and pictorial dis-

plays. The writer was appointed publicity director for the fair by Glen Grinnell, secretary. Visitors included George A. Hamid; Ed Conroy, personal representative of Jack Hoxie; Mr. Doolittle, traffic manager, Erie Railroad; John Victor Fawcett, secretary, Bath (N. Y.) Fair; Max Cohen, secretary, American Carnivals Association; Mr. and Mrs. Rubin Gruberg, World's Exposition Shows; Messers Ball and Culling, Caledonia (N. Y.) Fair; Fayette Pease, president, Lockport (N. Y.) Fair, and Joe Mannheim, special agent of World's Exposition Shows.

Weekly meeting of the Welfare Club was held Wednesday night as usual, in the Vanities Top, with Joe Basile's Madison Square Garden Band as honored guests. Festivities got under way with a memorial service for the late Peter Christopher, who died here last year. Sol Saulsberg was emcee.

G. HODGES BRYANT.

West's World's Wonder (Railroad)

Uniontown, Pa. Week ended August 19. Auspices, VFW Post and Boston Club. Location, Regan Field. Weather, fair. Business, fair.

Shows and rides held their own here, while gate played to a good crowd. Sponsors co-operated. Eddie O'Brien leaves soon to re-enter school at Norfolk, and

four days with almost no day attendance. Friday night witnessed the largest midway attendance, magnet being the public wedding of Wanda Mae Rinehart and William E. Martin. Heavy rain spoiled Saturday's matinee business, but a large attendance prevailed that night. Midway is spick and span and Business Manager James M. Rafferty did a perfect layout job. Erie press was cordial to the shows, with Austin White, managing editor, and Ken Carlow, city editor of The Dispatch-Herald, and Charlie Wells, city editor and Howard (Peg) Parsons, feature story writer of The Evening Times frequent visitors. They were lavish with art and stories. Writer handled the mike for the daily broadcasts over Station WLEU. Tony, 92-year-old elephant, grabbed a lot of space for outpulling prize winning teams at the horse pulling contests Wednesday afternoon.

William Carleton Fleming stopped off between trains to visit John H. Marks and other old friends while en route to Buffalo Friday afternoon. Jackie Baillie, concessioner; Abner K. Kline, Eyerly Aircraft Corp.; George A. Hamid and Lee Barton Evans, manager, Roxette Revue, visited. Mrs. Morris Sodway and Mrs. Dennis Kelley visited with Mrs. Blanche Glynn several days while en route to Hollywood, Calif. Twin Ferris Wheels had a good week's business and the Motordrome and Congress of Living Wonders did well.

WALTER D. NEALAND.

were overcast Friday, but Saturday and Sunday brought out huge crowds which failed to warm up to the attractions and slow business, as compared to previous years, was registered. Fair board, headed by Dr. Carl Hansen, secretary, co-operated. C. F. ARMSTRONG.

Endy Bros.

Valleyfield, Que. Week ended August 19. Agricultural Society Fair. Weather, perfect. Business, good.

With perfect weather, second fair in the Canadian tour showed better grosses than the first at St. Hyacinthe. Wilno performed in front of the grand stand and was popular. Morris Clayton, assisted by a French interpreter, handled the cannon act in creditable style. Rides did exceptionally well, with shows and concessions also reporting steady business. The 120-mile trek was handled by truckmaster Sam Murphy without incident, as was the train move under direction of Chuck Connors. Frank Bydairk's Scooter again topped rides, while Dick Nufer's Aloha attraction continued best among shows. Canadian police and government officials continued their co-operation. Dr. La Roche, fair president, was helpful, as was Merrick Nutting, general agent of the Conklin Shows. Visitors were Mr. and Mrs. Eddie Lippman, Ideal Exposition; Bernard Kelly, president Malone (N. Y.) Fair, and wife, and Mr. and Mrs. Bucky Yeager. Concession row continues to grow. J. P. Rodabaugh, of Baker-Lockwood Co., visited. Irish Kelly was elated over early delivery of The Billboard. Mike Roman's cookhouse continues popular, and Chuck Connors celebrated his 59th birthday anniversary on Sunday.

St. Hyacinthe, Que. Week ended August 12. Auspices, Fair Association. Weather, fair. Business, good.

Advance dope had this one labeled as a weak sister, but even with plenty of rain, nicely spaced on off-show hours, excepting Monday, it resulted in a better gross than expected, and gate records for the date were broken. Fair did not officially open until Tuesday and plans made for a Monday prelude were canceled because of rain. Move from Burlington, Vt., was smooth, 98-mile trek being made without hitch. More than 300 names appeared on manifest. At this initial Canadian fair, Wilno, and Jimmy, legless swimmer, proved popular. Dick Nufer's Aloha garnered top show money, while Frank Bydairk's Skooter was best among rides. Matthew J. Riley, general agent, was here during the week. Owner David B. Endy made several trips to future fair spots in the province. Many visited near-by Montreal frequently. Bob Stevens scored with good tie-ins.

GLENN IRETON.



HERE'S the new Hi-Hat Revue front and top on West Bros.' Shows, which was put into the air for the first time at the recent stand in Winona, Minn. On the bally in front of the top, which was purchased from Baker-Lockwood Co., are members of the revue, including (left to right) Sally Kerr, Marjorie Colly; Skippy Douglas, comedian; Trizie Clark, Princess Livingston, Mary Fletcher and Carol Pierce. Photo furnished by Don Trueblood.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—hot up and down. Lightweight card. Per set of 100 cards, tally card, calling Markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

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Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100. \$1.25 In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automatic Bingo Shaker. Real Class. \$12.50

3,000 Jack Pot Slips (strips of 7 numbers), per 1,000. 1.25

Lightweight Lapcards, 6x16. Per 100. .50

Stapling Bingo cards, or sheets on same, extra per C. .50

3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M. 1.50

Postage extra on these sheets.

Bingo Card Markers, in strips, 25,000 for. 1.25

Dice boards and pads, warlike checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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To purchase half interest in Little Beauty Merry-Go-Round. This ride is in A-1 condition and now in operation with the Latlip Home State Shows. Will operate same all winter South. Partner must be willing to take full charge of same. Will make satisfactory price to the right man. Address as per route: Nicholas County Fair, Summersville, W. Va., week Aug. 28; Webster County Fair, Cowan, W. Va., week Sept. 4; Braxton County Fair, Sutton, W. Va., week Sept. 11; Clay County Fair, Clay, W. Va., week Sept. 18, and then South all winter. Only interested parties apply.

Green Top, 25x60
No side wall. Used one season. A-1 shape. Same as new. Outgrew it. Price \$75.00.

VAN AULT'S ARCADE

Cetlin & Wilson Shows, Leighton, Pa.

Mrs. F. West, Mrs. Myrtle Courtney and Mrs. K. O'Brien will take him there. John Marks, Paul Osborn and Claude Hughes are agents for Fritzie Brown. Personnel was grieved to learn of the death of Art Spencer's mother in Billings, Mont. Art Ludwig, scales; Blackie Richardson, ice cream, and Ken Jones, with peanuts, pop corn and candy, joined, and Jimmie Lunney added three new members to his posing show. Earl (Red) Barlow visited from Washington, D. C., and Frank La Barr had his best Saturday so far. Frank still holds his own in The Billboard sales. Harry Rubin gave a party and dinner to his many friends in the pie car. Jimmy Owens, lot superintendent, had his hands full here. Ed Peyton, trainmaster, got the shows loaded in good time, and Johnny Williams added a new show to his Harlem Club Casino. Charley Lippsey is the candy butcher here, while his wife is on the girlie shows. Captain Smithey has his lion act here and it has been proving popular. Princess Marie continues to click. Shows and rides are painted and ready for the fairs. B. FRANK BRAUNSTEIN.

John H. Marks

(Baggage cars and trucks)

Erie, Pa. Week ended August 19. Tri-County Fair. Weather, fine. Business, fair.

First fair of the season brought only fair results. Shows moved in from Warren, O., and were on the grounds early. Attendance was extremely light the first

Dec Lang's

(Motorized)

Kasson, Minn. Week ended Aug. 19. Brown County Fair. Weather, warm and sunny first part of week, latter part cloudy with rain and cold. Business, good Saturday and Sunday.

Moving in here three days previous to the fair's official opening gave rides and shows the necessary time to complete mid-season repairing and painting which had been started last week. Good weather prevailed first part of week and continued thru the first two days of the fair, yet little spending was recorded. Anticipated business for Saturday afternoon was marred by rain, but a satisfactory crowd came out that night with fair business being recorded on the midway. Overcast skies remained until after noon Sunday, but soon cleared and the midway was packed, resulting in excellent business. Mrs. Mell Croegaert and children, Blair and Sharon, were guests of her parents, Mr. and Mrs. H. B. Blackburn, who have charge of Dixieland on Parade.

Faribault, Minn. Rice County Fair. Week ended August 12. Weather, rain early in week, warm later. Business, slow.

With two days open previous to fair's opening leisurely move was made from Perham, and shows and rides were given many minor repairs and some paint. With a free fair midway was opened on Wednesday a day before fair's opening Thursday, but little business resulted. Rain marred Thursday and the skies

Eric B. Hyde

(Baggage cars and trucks)

Marion, Va. Week ended August 19. Smyth County Fair. Auspices, American Legion Post. Weather, rain. Business, excellent, when weather permitted.

Luck embraced the shows here on Saturday, putting to rout Jupiter Pluvius and giving the organization the largest day's gross of the season so far and pulling a week that threatened to be a loser into the win column. Shows were the first big ones to play Marion this year and patrons were show hungry. American Legion committee, led by General Manager Ray Rouse, co-operated. A horse show, Thursday, drew well. Rain started Monday and continued all week, permitting shows, rides and concessions to operate a few hours each day between showers. It cleared, however, about dusk Saturday and the night's business was astounding. During the week Heller's Acme Shows pulled into Abingdon, 20 miles distant, and several members visited, including Mr. and Mrs. Bob Myers. Jake Shapiro visited early in the week to reunion with the writer and Owner Hyde.

Mr. and Mrs. A. T. Dize dropped in Saturday and took orders for new tops for the Parisian Follies and Merry-Go-Round. R. C. McCarter, of the revived Central West Virginia Fair, Clarksburg, passed thru with Mrs. McCarter, their daughter, and Mrs. Patsy Rossena. Writer's Follies did well, while Eichorn boys' Twin Ferris Wheels topped the rides. Mr. and Mrs. Haines left here.

Mrs. Duke Hyatt celebrated another birthday anniversary and Mr. and Mrs. Gilbert Cheek entertained relatives and were busy being entertained thruout the week. Quincy Calhoun and Byron Anderson, post commander and committee chairman respectively, co-operated. Ray Rouse did a good job of managing the fair. Capt. Frank Cushing, free act, was popular. Mrs. (Buddy) Dunn rejoined her husband here. Pete Corsetti, another free attraction, clicked. Mrs. Ernest Firestone took over the ice cream concession, and E. A. Crane Jr., whose father and mother are operating the frozen custard, joined Saturday. Mr. and Mrs. Bill (Windy) Gary visited.
CARLETON COLLINS.

by her mother. Mrs. Slim Tomlin's mother visited and Mrs. Joe Galler is still in Hot Springs, Ark., receiving treatment for her injured knee. Mrs. Freddie Leach is recovering from a recent illness at her mother's home in Bruce, Miss.
SLIM TOMLIN.

Funland
(Motorized)

Fleming, Ky. Week ended August 19. Auspices, First-Aid Team. Location, ball park. Weather, some rain. Business, none.

Sky-High Girl joined here as the free act for the remainder of the season. A party was held in the big top Tuesday night, with L. E. Heth and Toby Kneeland as emcees. Among those honored were Mr. and Mrs. Floyd R. Heth, Ben F. Tosh and Albert Heth. Evening was given over to speeches, games and refreshments.

Garrett, Ky. Week ended August 12. Auspices, police department. Location, Main street. Weather, fair. Business, good. Pay gate.

This was the best week shows have had in the last six and organization was the first to play here in the past six years. Band leader John Dusch added two more members to his orchestra. Following the Kentucky stand shows move into Tennessee and Georgia.
TED C. TAYLOR.

Weyls Production

Milesburg, Pa. Week ended August 12. Auspices, fire department. Weather, fair. Business, good.

Shows were the first to be sponsored by the fire department and they co-operated splendidly. Drawing from near-by Bellefonte, Pa., shows played to good attendance. Dolly Young has been in her hotel suffering from an attack of the flu. The Great Jacqueline, free act, continues popular. W. C. Kaus, owner of the shows bearing his name, visited, and Mr. and Mrs. Dawson joined with photo gallery and pop-corn stand. Owner Weyls is planning construction of a jungle show. Shows haven't lost an opening night since opening at Greensburg, Pa., in the spring.

Phillipsburg, Pa. Week ended August 5. Auspices, fire department. Weather, fair. Business, fair.

Shows and concessions chalked a good opening here, while rides did only fair. A severe storm struck the midway on Wednesday and, altho all tops and marquee were blown down, little damage was done. Earl Hennings is still in a serious condition in an Indiana (Pa.) hospital, where he recently underwent an operation for stomach ulcers. Kiddies' Day, Saturday, with a pet parade, resulted in good business. Manager Ed Weyls was called to his home because of the serious illness of his sister. Tom Kirk visited here.
GERTRUDE WEYLS.

Hilderbrand's
(Motorized)

West Seattle. Week ended August 19. Location, Spokane and 23d streets. Auspices, West Seattle Memorial Hall Association. Business, poor. Weather, cool at night. Pay gate, 10 cents.

Moved six miles from Seattle proper into this industrial section, but for apparently no reason lack of patronage followed. Committee co-operated yet until Saturday, when a new car was awarded, night crowds were conspicuous by their absence. Saturday topped the week, but receipts were only equal to a good week day. Nights were cool, altho Hollywood Skyrockets, Reggie Marion, Alphonse and Willie Hustrai, free acts, reported a warmer belt of air above 50 feet high. Numerous showmen visited here and Owner O. H. Hilderbrand entertained nightly. White populace proved far less orderly than the mixed crowds of the last spot and several minor incidents marred the date.

Willie Hustrai's car was smashed here when a speeder crashed into him. Cleo Stafford, female impersonator, joined Claude Barrie's French Casino. Concessioner Art Anderson left for Vancouver (B. C.) Fair, where he will install two stands. Manager Pickles and Mrs. Pickard entertained numerous visiting relatives and later were honor guests at a dinner party given by Mrs. Pickard's cousins, Mr. and Mrs. Ryba, at their Lake Washington summer home, and among the 30 guests were numerous police officials and dignitaries of the Superior Court. Merry-Go-Round topped rides, with Bob Perry's Wall of Death second. Wildcat McCann's Athletic Arena was

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Barfield's

(Baggage cars and trucks)

Harlan, Ky. Week ended August 12. Auspices, Harlan Fire Department. Location, Sunshine Ball Park. Weather, fair except showers Monday. Business, excellent.

Following a short move here from Lynch, Ky., everything was ready for Monday night's opening. Committee co-operated and shows were spotted only a few blocks from the business section and from past experience proved much more desirable than the one outside the city. Manager Barfield celebrated his birthday anniversary August 12 and Mrs. Barfield returned from her trip to New York in time to make arrangements for a party in their de luxe land yacht Eugenia. Manager Barfield received many gifts and Mrs. Barfield remembered every member of the organization with souvenirs from New York World's Fair. Trailer was decorated with baskets of flowers and the color scheme was carried out in the refreshments, being pink birthday cake and ice cream. Recent additions are Henry and Cynthia Pallison, mechanical show; Guy and Lillian White, girl revue, and Mr. and Mrs. Charles Poole, ball game and penny pitch.
KENNETH FRANKLYN.

Zimdars Greater

(Motorized)

No. 1. Malvern, Ia. Mills County Fair. August 8-10.

Shows split with six rides and shows playing this date, and of the three days one was good. Opening day was fair, and the last day was lost to a storm. A polo and baseball game were daytime attractions, with a horse show at night. Octopus topped rides, and Sailor Harris' Strange But True Wonders were best among shows.

No. 2. Atlantic, Ia. Cass County Fair. August 8-11.

No. 2 unit played to large crowds but little spending prevailed until the last day. Third day was lost to a storm and Girl Revue front was leveled but little damage was done. A rodeo was the grand-stand attraction. Spending was good the final night, with the Tilt-a-Whirl topping rides.
BUDDY MUNN.

World's Fair

Newton, N. J. Week ended August 12. Auspices, Redmen. Location, ball park. Weather, changeable. Business, fair.

A heavy rain Wednesday cleared in time to admit a fair crowd. Rides did well but shows and concessions were off. In fact, the shows were too big for the town. Circus Side Show was top-money getter. Esther Lester joined the annex in the side show, and the Monkey Speedway, under direction of Bill Redman, is doing well. Paul Prell's bingo had one of its biggest weeks of the season so far. Mr. and Mrs. Jack Kennedy's cookhouse has been clicking since they joined. Mr. and Mrs. Jack Russell are operating a string of concessions, and the Motordrome, owned and operated by Ralph Penley, featuring his son, Harvey, continues popular. Shows are being re-painted for fairs.
HAZEL HASSON.

Buckeye State

(Motorized)

Memphis. Week ended August 12. Auspices, Colored Elks. Location, colored fairgrounds. Weather, fair. Business, good.

Jump here from Water Valley, Miss., was a good one and shows opened early Monday to good crowds. Friday and Saturday were the best days. Mr. and Mrs. (Red) Carter came on to take over the Life and Colored Minstrel shows. H. P. Lodge and others of the Lodge Shows visited. Mrs. Jack Parker, of Loop-o-Plane, visited relatives in Dyersburg, Tenn., and was accompanied back

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FAST STEPPING WAITERS AND GRIDDLE MAN FOR BALANCE OF SEASON—ALL FAIRS Write or Wire Care
WEST'S WORLD'S WONDER SHOWS
This Week, LYNCHBURG, VA., Week September 4, DURHAM, N. C.

THE WEST COAST AMUSEMENT CO.
WANTS
FOR NINE FAIRS AND TWO CELEBRATIONS
Athletic Show and Manager; we furnish complete outfit. Snake Show, Animal Show. Motordrome with Own Transportation; good proposition.
The following Concessions: Hoop-la, Penny Pitch, High Striker, Punk Rack, Watch-la, Cigarette Shooting Gallery, String Game, Mouse Game, Mitt Camps, and any other concessions not conflicting. Wire per route. No collect wires accepted. MIKE KREKOS, Lakeview, Oregon, Sept. 1 to 4; Lodi, Cal., Grape Festival, Sept. 15, 16 and 17; Siskiyou County Fair following.

OUTDOOR SHOWMEN
On account of Labor Day no telegraphed or telephoned SHOW ADS will be accepted for September 9 issue after 9 a.m. (Eastern Standard Time) Monday, September 4. WIRE IMPORTANT LATE SHOW ADS SUNDAY NIGHT.
FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, SEPTEMBER 2.

best among shows, while Claude & Barrie's French Casino was second. Clarence Rhinehart, gate man and The Billboard salesman, reported good advance orders for copies of the Fall Special.
JOHN H. HOBDAY.

L. J. Heth

(Motorized)

Martinsville, Ind. Week ended August 19. Auspices, FOE. Location, Eslinger Park. Weather, warm. Business, fair.

Date in this city, made prosperous by mineral baths, was a fill-in between fairs and as business was only fair, personnel spent most of the days in near-by Indianapolis. Attention was also given to painting and repairing for the remaining fair dates. So far shows have played five Illinois fairs. Indianapolis haberdashers and apparel shops were heavily patronized by showfolk. Visits also were exchanged with members of the J. F. Sparks Shows in New Albany, Ind. C. J. Ross took over the Streets of Paris Shows, with the following cast: Marie Jarvis, Polly Andoe; Virginia Turner and Marian Peck, dancers; Hinkey Wiley, comic, and Lawrence Eastman and Jake Martin, tickets. J. T. Hutchens joined with his side show, as did Mr. and Mrs. James A. Scruggs, from the West Coast. I. W. Reynolds is building and painting new fronts. Norman McPherson is working Joe Fontana's scales. Mrs. L. J. Heth and mother, Mrs. Mary E. Sparks, visited from Birmingham, their home and shows' winter quarters. Charlie Wren is breaking in a lion cub on his motordrome. Ralph T. Myers is The Billboard agent.
H. B. SHIVE.

Crystal Expo

(Motorized)

Wise, Va. Week ended August 19. Wise County Fair. Weather, intermittent rains; Saturday, excellent. Business, good.
Despite rainy weather from Monday to Friday, good business was recorded and, with good weather on Saturday, previous records for attendance here were broken. Shows and rides did capacity business and concessions reported a sat-

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WANTS
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Some open time left. This is no stepladder act. Write for particulars. Tonawanda, N. Y.
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Join at once. Motordrome Help, Ticket Man, Second Opener. On account of accident, two Straight Riders that criss-cross. Sure top salary. Wire

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WORLD OF MIRTH SHOWS, Burlington, Vt., now; Rutland, Vt., next week.

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Have Ell Wheel No. 5, Swings and Kiddle Ride, will book at fairs and celebrations within 300 miles of here. Write us your offer.

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SECOND-HAND SHOW PROPERTY FOR SALE \$ 5.00 Each. 25 Side Show Banners. Send List. \$40.00 Mysteria Illusion with Mirrors. Money-Maker. \$50.00 Chattillon Tripod Guess-Your-Weight Scale. Bargain.

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Want Small Cookhouse, Bingo, Ball Games, Photo Gallery, Cigarette Gallery, Lead Gallery, Hoop-la, any Legitimate Concessions, any Shows of Merit, with own transportation. Fairs and Celebrations and long season South. Advance Man and Electrician, come on. Auburn, Ky., week of Aug. 28-Sept. 2. Write **MA SICKEL**, Owner.

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WILL TAKE OVER WATER SHOW
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WESTERLY, R. I.

WANT

Ferris Wheel Foreman; Ride Help of All Kind come on. Villarica, Ga. Fair, on the street, next week. Georgia fairs to follow. Shows with own transportation. Reynolds, Frank Wilson, get in touch with me. Want Concessions of all kinds. Wire or write **BUDDY BRADEN**, Business Mgr., or **I. J. CLARK**.

isfactory week. W. B. Gilliam, fair secretary, co-operated and shows' free acts were popular. Streets and business buildings were well decorated by Skelf Decorating Co. Good Fellowship Club's fourth get-together party was staged on Wednesday night and was highly successful. **H. NELLA.**

Blue Ribbon

(Motorized)

Peru, Ind. Week ended August 19. Auspices, South Shore Boat Club. Weather, ideal. Business, nil.

This was supposed to be a Merchant and Manufacturers' exposition, and the committee, with E. K. Johnson in charge, had several exhibits in the two big tents, but patrons evidently did not think much of it and stayed away, as did all contestants entered in the various contests. Owner and Mrs. L. E. Roth took the week off and vacationed in Wisconsin. Roy Woods is breaking in another girl to ride the drome. Mrs. Art Alexander is suffering from heavy cold. Chief Wonapony augmented his side show with several new acts here. E. B. Kaw and wife joined to take over the special agent's work. Mrs. Ann Galligan took the No. 2 bingo to play some fairs, leaving John with the shows and taking John Jr. with her unit. L. M. Brophy, of Imperial Shows, visited.

WILLIAM R. HICKS.

Greater Expo

(Motorized)

East St. Louis, Ill. Location, 20th and St. Clair streets. Week ended August 19. Weather, rain. Business, poor.

A fair crowd prevailed on Monday, and Tuesday night it increased so that everyone was optimistic for a good week. However, rain started on Thursday and continued almost all week. Two large pumps worked all Friday draining the lot and Friday night opened to a fair crowd. Saturday rain again prevailed. Wednesday night a bingo party was held after the show for the benefit of the International Showmen's Club, St. Louis. It was also the 40th wedding anniversary of Mr. and Mrs. John Francis and many floral offerings and presents were tendered. Refreshments were served after the party.

Carlinville, Ill. Week ended August 12. Auspices, Macoupin County Fair. Weather, rain last three days. Business, fair.

Rain almost ruined the resurrected Macoupin County Fair, coming as it did on the feature days. It was a new undertaking this year and was held within three blocks of the main part of town on a large tract, and there were more exhibits than could be handled in the space allotted. Fair had a 10-cent gate and patrons came out in large numbers, but they spent little. Free acts were furnished by the Gus Sun Agency. Captain Jack Perry joined with his high fire dive, and shows made an early tear-down Saturday night after three days of rain and it required a large caterpillar tractor to pull the trucks off the lot.

H. W. SMITH.

Crafts

(Motorized)

Bakersfield, Calif. Week ended August 6. Location, 19th and Union streets. Weather, good, hot. Business, good.

The 167-mile move here was made with only a few minor troubles and all was on the lot early Monday afternoon. Altho it was the shows' second time in here, all did good business. Karl Miller's Parisienne Follies again topped the midway, with Ed Kanthe's Athletic Show second. Cyclone Curtis' Wall of Death, Miller's Society Circus and the Circus Side Show also did well. Auto Skooter was best among rides. A party was tendered Baby Billie Farley, who completed his first anniversary on the show. Mr. and Mrs. Elmer Hanscom entertained visitors from Santa Barbara, and a stork shower was given Mrs. Victor Farley on Friday night. Many gifts were presented her. Owner O. N. Crafts left by plane for the bay district on a visit to the Golden State Shows. General Manager Roy Ludington was busy entertaining city officials. Spot Ragland left for a visit to Vancouver, B. C.

Merced, Calif. Week ended July 30. Location, railroad lot at city limits. Weather, good. Business, fair.

Move from Modesto, Calif., was made in good time, and all trucks were on the lot by 8 a.m. Monday. Highlight of the week was the annual picnic of the shows, sponsored by Ragland and Korte, at Lake Yosemite, about eight miles from Merced. Entire personnel,

with few exceptions, attended and swimming, boating, fishing and games were the order of the day. A large barbecue dinner was served at 4 p.m. Picnic also was the scene of the annual birthday anniversary party of Roberta Babbette Korte and Edna Kanthe. Both received many gifts. O. N. Crafts came in by plane and surprised all by arriving in time for the dinner. Altho fair, business dropped about 20 per cent from last year. Karl Miller's Parisienne Follies topped the shows, with Cyclone Curtis' Motordrome next. Mr. and Mrs. Ben Dobbert visited briefly Saturday night.

FAY RIDENOUR.

Western States

Ogalalla, Neb. August 16-19. Weather, rain Friday night. Business, good.

Idea was conceived last winter by General Agent J. A. Schneck to furnish small fairs and celebrations in this section with an organized carnival, and after a survey of the five dates idea proved its worthfulness. Good business was recorded at all of them. President Kenfield and Secretary Frank Sibol co-operated, but rain spoiled Friday night. Speedy Dawkins, of Del Crouch's Wall of Death, sustained lacerations on arms and back when the frame of his motorcycle snapped during a performance here. Leo Simon, high diver, threw a scare into all when he had to be pulled from tank when he collapsed after his dive. Del Crouch purchased a new trailer and Larry Woods a new car. Mrs. Bob Mays' pop-

Penn State

Forest City, Pa. Week ended Aug. 19. Auspices, Enterprise Hose Co. Location, Main street. Weather, fair. Business, fair. Free gate.

Move from Nicholson was made without mishap and rides and shows were ready to open Sunday afternoon. General Manager Stewart Wachter left on a booking trip thru the South. Mrs. Wachter recently purchased a new trailer. A Mickey Mouse Circus was added here. Cy Davis has the pop corn, photo gallery and High Striker, making Cy's 10th year here Committee and police co-operated. On Saturday night there were 40 fire companies from surrounding towns on hand to participate in a parade but a downpour of rain forced cancellation until the next day. Kiddie Train topped rides with the Ferris Wheel topping the midway.

Manager Wachter entertained several committees this week and his son and family spent the week-end on the shows before returning to their home in Bethlehem, Pa. Jack Akers, transportation superintendent, has the trucks in good shape and Whitey Davis has assumed his duties as ride superintendent.

RAY SHARPE.

Kaus Expo

(Baggage cars)

Fairmont, W. Va. Week ended August 19. Auspices, American Legion Post Drum Corps. Weather, good. Business, fair.

Business was slow here, altho fair crowds were on the midway each night. Money seemed none too plentiful and patrons were not show-minded, with the result that most of the shows registered poor grosses. Best business was along concession row. Since this was the last still date, there was much activity painting and repairing in preparation for the first fair. Tom Percival's truck, driven by Jack Golden, had an accident on the move here when a front tire blew out. Truck left the road and damaged a gas pump, but no one was injured. Art Prestley added a penny pitch, with Vivian Snyder as agent. Mrs. J. R. Dowdy was a Pittsburg visitor and Mrs. K. Daher, of Johnstown, and a sister of the Kaus brothers and Mrs. Burns, visited.

LESTER KERN.

Hennies Bros.

(Railroad)

Great Falls, Mont. Week ended August 19. North Montana State Fair. Business, good. Weather, good.

At the end of this return engagement it was discovered that the 1938 gross was exceeded by \$300, not a large amount but a satisfactory showing. A number of newsy incidents involving both carnival and grand-stand folk included Jack Storey's attempt to make the news by biting an ape. Jack, who handles the mike for Barnes-Carruthers and Montgomery Ward & Co., visited a cage in which the Hennies Bros' anthropoid is incarcerated and attempted to bite the animal thru the bars. An unusual accident occurred when one of Sis Dyer's honey bears clawed a lad rather badly.

Among those who attended services for the late Orville W. Hennies, inadvertently omitted from all accounts, were his brother, Everett Hennies, and Mrs. Dorothy Hennies. **WALTER HALE.**

I. J. Clark

South Pittsburg, Tenn. Week ended August 19. Location, railroad lot. Weather, rain Monday. Business, fair.

Rain killed Monday night's business but good crowds prevailed Tuesday. Visitors included Blacky Oglesby and Mr. and Mrs. Waxie Moore. Slim Chambers and Brownie Clark, with one concession each, joined here. Mr. and Mrs. Marvin Smith are clicking with a nicely flashed bingo, as are Mr. and Mrs. Shin with their photo gallery. Manager I. J. Clark made a flying trip to Georgia, and Mrs. Clark is framing three new concessions. A recent arrival was Blacky Williams with a snake show. Mrs. Tom Hamilton has the cookhouse.

ROBERT L. FISHER.

Federal States

New Castle, Ky. Week ended August 19. New Castle Street Fair. Location, Courthouse Square. Weather, hot. Business, good.

Show opened Monday night to small crowds, but good spenders. Hot weather hampered day play until Saturday when everything opened early and all reported good business. Shows were the first to



HOMER GILLILAND, who has held an advance position with Hennies Bros' Shows ever since the organization took to rails, is known to outdoor showfolk as a master of detail and his ability to bring the shows in with never a mishap or blunder. Operator of several business ventures in Dyersburg, Tenn., Gilliland's salesmanship is attested by the numerous colorful banners to be seen on the shows' light towers each week. Photo furnished by Walter Hale.

corn stand is popular and Snippy Kolb reported a banner week with cookhouse. Otis Langly is doing a good job with advance sound car and billing. Homer Kelley and wife, of Hennies Bros' Shows, visited. Joe Marback is rebuilding his nail concession and Mrs. Benny Hyman is clicking with The Billboard sales. H. Moon is lot superintendent. Tillie Jones, niece of Owner Jack Ruback, is getting ready to leave for Texas to re-enter school. **LARRY MULLINS.**

Bazin

(Motorized)

Colfax, Wis. August 10-12. Colfax Free Fair. Weather, first day rain. Business, excellent last two days.

Capacity crowds prevailed here and spent liberally the last two days. Rain marred first day's business. Tilt-a-Whirl led the rides, while Ferris Wheel, under direction of Clarence Lanke, was second. All shows did well, with Eddie Ferri's Girlisque Revue tops, and Col. Jes Vincent's Life and Frankie Kolborn's Athletic Arena tying for second. Committee co-operated and the writer assumed the secretarial duties in addition to his special agent chores here. George Childs is operating a grab stand and Ralph Glass has been appointed manager of the cookhouse. Jimmy Harrison's bingo game was popular.

RAY WORTZMAN.

play here in 13 years and city and county officials co-operated. Princess Olga visited with many friends from Eminence, Ky., and her Ferris Wheel continued to click. George Davenport has the Chairplane and Sam Houseman joined with a ball game and grind store. Harry Markham came on with a slum store.

West Point, Ky. Week ended August 12. Auspices, City Booster Club. Location, Burnett lot. Weather, fair. Business, good.

Stand was one of the best this season and shows were the first inside the city limits in 10 years. Rides and shows did well all week, with concessions reporting satisfactory business. Captain Kettles joined with his Circus Side Show and Terrible Swede Lee has assumed management of the Athletic Show. Curley Newband's Girl Shows continue to click and June Inman joined with a bingo layout. Jack Duncan was here for the week with two concessions, as was Jim Braden. Management purchased a Chairplane and a truck here. Mr. and Mrs. J. Harry Six visited from Louisville, where the former is receiving treatment from an eye specialist. **DANNY JONES.**

HEART OF AMERICA

(Continued from page 41) to the New York World's Fair. Brother Frank Ryan carded from Seattle that he and Mrs. Ryan, accompanied by Mr. and Mrs. Davis, are having a good time on the West Coast and are headed for the Golden Gate International Exposition, San Francisco. Mickey Wilson, who has been in the East, is headed west to play fairs.

Phil Little, accompanied by Floyd Shaenkle, of the Fairly & Little Shows, visited while en route to the Sedalia (Mo.) Fair. Flash Homan, of All-Ameri-

can Shows, came in on business. Brother Larry Hogan, general agent Hennies Bros.' Shows, came in from Great Falls, Mont., to attend Brother Orville Hennies' funeral but arrived too late. Brother Bond left to join Brother Roy Marr, concessioner with the All-American Shows. Brother Sam Zimmerman is playing picnics and celebrations in this section and Brother George Howk has several concessions at the Sedalia Fair. Brother Glenn Hyder and wife card they are on the West Coast. Brother George Pugh is still in the city. Brother Jimmy Morrisey, of Baker-Lockwood Co., is spending a two-week vacation with his family at Fox Lake.

Brother J. F. Rodabough, chaplain and executive of Baker-Lockwood Co., is in the East on business. Brother Frank Capp has been busy entertaining and being entertained by troupers. Ed Ward, manager of Ed Ward's Comedians, visited and Frank took him on several drives in his new Studebaker.

Ladies' Auxiliary

Hattie Howk, who is acting secretary in the absence of Elizabeth Yearout, is beginning to receive dues which are payable September 1. Ruth Martone, entertainment committee chairwoman, is planning a get-together of members who are in town. Ruth Ann Levin, first vice-president, moved into her new home across the street from the clubrooms. Mrs. Myrtle Duncan, chaplain, is on the ticket box of the Merry-Go-Round on the Gayway Shows. Margaret Haney, former president, was seen celebrating her birthday anniversary on the lot selling tickets. Hattie Howk celebrated hers on August 4 and received numerous gifts. Mrs. Emma Riley, mother-in-law of Toots Riley, was reported on the sick list. Helen Brainerd Smith has returned from the West Coast.

NATIONAL SHOWMEN'S
(Continued from page 41)

ing else. It will contain, in this column, full particulars of the World's Fair benefit, who will be there, when it is to be held and "X will mark the spot." Executive Secretary John M. Liddy attended the preview of the Sidney Franklin synthetic version of the bullfight Wednesday at the World's Fair. Ray H. Leason, directing the publicity for the Malden Post Legion Band of New England, a 60-piece junior band organization, has arranged for its appearance at the New York World's Fair during the week of August 28.

It was with the deepest sympathy that a notice was posted on the bulletin board in the N. S. A. clubrooms noting the passing of Brother Harry C. Baker, one of the most esteemed and influential members of the National Showmen's Association. Brief mention is made since full details are carried in another section of this issue of The Billboard.

Has anybody here seen KELLY? K-E Double L Y. John is understood to be busy with a show, but unlike himself has forgotten to send details of his activities. Ike Weinberg is back in New York arranging for his fall business. Brother Nathan is still in Myrtle Beach, Milford, Conn., but will join Ike for the fair circuit.

Birthday greetings to Charles Carlos, Arnold Beebe, Jack Murphy, August 23; Barney Cunningham, August 24; Ben Weiss, Charles K. Keller Jr., August 25; Ben Barth, Max Alex, Paul Botwin, August 27; Murray Polans, C. F. Lauterbach, Judge Abraham Lieberman, August 28; Al A. Crane, August 29; A. J. Kessler, August 30.

Ladies' Auxiliary

Club was happy to hear from Vera LaBrequé, who is visiting her mother in London. Also glad to hear from Georgia Brown. Joe McKee, Palisades Park, came thru this week with three more applications for membership. Marge Beck, Catherine Mannion and Lilla Cramer. Secretary Anita Goldie, her dad, Johnny Pineapple, and Mrs. Bob White visited Hamid's Million-Dollar Pier at Atlantic City.

PACIFIC COAST
(Continued from page 41)

the Home-Coming Night, which will be followed by Hilarity Costume Night five days later on November 20. Brother Charlie Haley's committee held another meeting and is preparing to announce a number of additional awards at the first September meeting on the 11th. Sick committee's report of Pat Shanley's sudden collapse at the Hollywood Plaza Hotel shocked members. Brother Charles Guberman is improving and able to leave his apartment occasionally. Chaplain

POPCORN

Buy your popcorn supplies from concessionaires' headquarters. We have a complete line of Popcorn, Bags, Cartons, Cones, Seasoning; in fact, everything you need at prices that will save you money. Immediate shipment, top quality products and lowest prices have made GOLD MEDAL the leader in its field. Send for your price list today.

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C. W. NAILL SHOWS

Want to book beginning at Winnsboro, La., Sept. 11 and for the rest of the season: SHOWS: Pit Show, Illusion, Working World neatly framed, Snake Show, Fat Girl or Midget Show. Want Trumpet Player and one fast-stepping Chorus Girl for Minstrel. Will book Octopus, Roll-o-Plane or Loop-o-Plane. Will get some real money in these spots. Concessions: Want neatly framed Cookhouse that caters to show-folks. Also want to book all kinds of Stock Concessions, as am booking two of a kind beginning at Winnsboro. Want Knife Rack, Cane Rack, Candy Floss, Bowling Alley or any Legitimate Concession that puts out stock. People wanting to play money spots, get in touch with me at once. Write or wire El Dorado, Ark., auspices VFW; Winnsboro, La., P.-T. A., Sept. 11; Lake Providence, La., American Legion, Sept. 18; Jonesboro, La., Jackson Parish Fair, Sept. 25; Olla, La., North Central La. Fair, Oct. 2; Ruston, La., Lincoln Parish Fair, Oct. 9. Address C. W. NAILL, NAILL SHOWS, El Dorado, Ark.

PENNSYLVANIA'S LARGEST CELEBRATION AND STREET FAIR, SUNBURY, PA.

100 Anniversary Penn Premier Shows Want 100 Anniversary

Concessions of All Kind. Everything open, no exclusives. Come on. SHOWS: Can use any kind of Grind Shows. RIDES: Chair-o-Plane or any Flat Ride; have all others. This is a chance for your winter bank roll. Firemen's parades and events every day. Address all mail to LLOYD SERFASS, Gen. Mgr., care Gen. Del., Duboistown, Pa. Plenty of other real spots to follow. List on request. Promoters, save stamps. Out until October.

James E. Strates Shows, Inc.

WANTS Comedian and 3 Chorus Girls for Minstrel Show; office guarantees salaries. Choc Phillips wants Girls for VANITIES. Outstanding capable money-getting Grind Shows. Midget, Animal and Monkey Show. Working Acts and Freaks for Side Show. Will buy Python or book one. 11 Fairs to play: Elmira, Dunkirk, Bath, N. Y.; Clearfield, Bloomsburg, York, Pa.; Charlottesville, Va.; Gastonia, N. C.; Charleston, S. C.; Savannah, Ga.; Jacksonville, Fla. Write to Elmira, N. Y., week of Aug. 28th; Dunkirk, N. Y., week of Sept. 4th.

CHARLESTON, WEST VIRGINIA

STATE FREE FAIR—SEPTEMBER 2-10 INCLUSIVE. Want Legitimate Concessions of all kind except bingo. One or two Custard Stores. Don't miss this one! Eat and Drink Stands. Short and Long-Range Shooting Gallery. Can place American Palmist only. No gypsies allowed. Want experienced help on Caterpillar and other rides. Ike Wallace wants Ferris Wheel Foreman and Second Man. Address Manager Kaus,

KAUS EXPOSITION SHOWS, INC.

This week Pennsboro, West Va., Fair; next week, Charleston, West Va., State Fair

MONTGOMERY COUNTY FAIR

HATFIELD, PENN., OPENS LABOR DAY AND CONTINUES FOR SIX DAYS AND SIX NIGHTS, SEPTEMBER 4-9. Can place Concessions of All Kinds, Grind Shows, Eats and Drinks.

BANTLY'S ALL-AMERICAN SHOWS

Flemington, N. J., Fair this week. P. S.: Can place two light young Colored Girls. Good salary.

BURGETTSTOWN'S 84TH ANNUAL FAIR

SEPTEMBER 6-7-8-9—DAY AND NIGHT

Free Acts presented Day and Night, Agriculture, Livestock, Poultry Show, Races. Want Shows and Concessions. Merchandise Wheels open. BURGETTSTOWN FAIR ASSOCIATION, Box 171, BURGETTSTOWN, PA.

John Lyons is still bedfast but showing slight improvement. Brother Everett (George) Coe drove in from the North and visited. Beach membership was ably represented by Brothers Bert Fisher, of Long Beach, and Art Gruber, of San Pedro. Board of governors held a short meeting during intermission, while Brother M. A. (George) Wiler won the weekly award.

Ladies' Auxiliary

First Vice-President Mora Bagby presided at the regular meeting on August 7, with 17 members attending. Other officers on hand were Chaplain Minnie Fisher and Secretary Edith Bullock. A telegram was received from President Marlo LeFors and letters were read from the Ladies' Auxiliary of the Showmen's League of America, Chicago; Hazel Redmond, Lora Rhinehart and Mary Taylor. Anna Stewart is on the sick list. Bank Night award went to Mora Bagby, with Vera Downie winning the door prize. Millie Dobbert said she enjoyed her visit with President Marlo LeFors. Luncheon and bingo prevailed the remainder of the meeting.

August 21 meeting was presided over by First Vice-President Mora Bagby, with Chaplain Minnie Fisher and Secretary Edith Bullock also present. Attendance totaled 20. Letters were read from President LeFors, Lolla Pepin, Nina Rodgers and Lucille King. Leona Barrie was reported ill and returned to her home here. Bank Night winner was Anna Stewart, with Alfreda Barnes annexing the door prize.

ART LEWIS SHOWS, INC.

Account of disappointment, can place organized Minstrel Show to join immediately for long season of choice fairs. Will furnish complete outfit with beautiful front, stage, seats, piano and lights and drapes. Also want Legitimate Concessions, Grab Joints, Scales and Novelties.

Address ART LEWIS, Gen. Mgr., Week Aug. 28, Great Galax Fair, Galax, Va. P. S.: Jimmy Simpson, contact me immediately.

WANTED

Concessions that work for 10c. Bowling Alley, Fishpond, String Game, Peanuts and Popcorn open, also Candy Floss. Diggers Wanted. Smitty wants Clothespin Agents. Girls for Hawaiian Show. Musicians for Minstrels, office show. Shows with Own Transportation. Plymouth, Wis. (Fair), Sept. 1-4, then Centerville, Iowa, Sept. 6-9; Iowa's biggest on the streets. Eight more Fairs and Celebrations to follow. Wire as per route.

UNITED AMERICAN SHOWS

DYER'S LOTTA HOOEY

Want several Shows with Own Outfits. Glass Show, Fat Show, Monkey Show, Working World, Pit Show open. Griddle Men, Waiters, Kitcher Boy, Second Man for Rollioplane, Big Eli. We have 16 more Fairs and Celebrations to play. Book Ponies, Merry-Go-Round. Address per route, DYER'S GREATER SHOWS, Wm. R. Dyer.

CONCESSION TENTS
BUY FROM FACTORY SAVE
POWERS & CO., Inc.
Philadelphia, Pa. Chicago, Ill.
Send for Concession Tent Catalog

FUNLAND SHOWS
Want for Fairs
Until November, exclusive, clean Carnival Cookhouse, Photo, Penny Arcade, American Palmist, Custard, Lead Gallery, Monkey Shows and Drome; Foreman for Wheel; sober, capable Second Agent that will post paper. Martin, Ky., this week; Garrett, Ky., next week; Corbin, Ky., Sept. 11 to 16.

Want Gold Leaf Shows Want
BURNSVILLE, N. CAR., FAIR THIS WEEK
Rides: Octopus, Rollioplane, Ride-o-Funhouse, Tilt-a-Whirl. Al Bydank, can use your three rides. Shows: Any worth-while money-getting shows; special proposition to Ten-in-One. All kinds of Legitimate Concessions. No ex. at fairs. Polkville, N. C., Sept. 18-23; Benson, N. C., Sept. 25-30; N. C. State Colored Fair, Charlotte, N. C., Oct. 2-7; Mid-State Colored Fair, Greensboro, N. C., Oct. 9-14; Reidsville, N. C., El-County Fair, Oct. 16-21. Three others pending. Free Fair, Spencer, N. C., on the streets, Sept. 11. P. S.: Felix Johnson, come on. Blackie Null, Roy Henderson says come on. Want Agents for Skillo and Fishpond. Want two High Acts for six weeks' work. Wire J. E. TIERNAN, Mgr., Burnsville, N. C., all this week.

J. J. COLLEY'S SHOWS
WANT
For 5 straight fairs, 1 Big Ride, Pony Train, Funhouse, Motordrome, Mechanical Show, Want Wild West. Special proposition. Illusion, Midget, Freak Shows and Hula Shows. Want Concessions All Kinds. Sherman, wire Mack McGinnis. Address Prague, Okla.

W. E. WEST MOTORIZED CARNIVAL
Want good Mechanic that is sober and reliable at all times. Dancers for Girl Shows. Coupon or Stock Store Agents. Reliable Ferris Wheel Operator and other capable Ride Help. Salaries paid. Going South for late season. Athletic Show Manager with Talent. Seward (Neb.) Fair this week, then Kansas Fairs.

Pearson Shows Want
Game Concessions for Brownstown, Ill., Fair, Sept. 5 to 9; American Legion Mandl Gras on Streets, Oblong, Ill., Sept. 12 to 16. Address Industry, Illinois, Aug. 28 to 31.

BALLROOM AND STAGE LIGHTING EFFECTS
—Crystal Showers, Spotlights, etc., for the Night Club. **NEWTON**, 253 W. 14th St., New York. x

CIGARETTE GALLERY—8 FT. FRONT, COMPLETE with Guns and Trunk, \$25.00. Evans Jumbo Dice Wheel, 60 inches, glass and silver trim, with case, \$80.00. Two Anchor Tops with Ten by Twelve Concession Frames, used one season, \$35.00 each. Two open 12-ft. Square Frames with new "Powers" make Flys extending two feet over each side, used ten weeks, \$22.00 each. One Rott Red and Black Merchandise-Type Wheel, with Case, \$7.00. One 8 by 10 Concession Top with Frame, used two seasons, \$20.00; 500-foot No. 2 Braided Rubber-Covered Cable, used ten weeks, \$20.00. One 200 Amp. Fuse Box, like new, \$6.00. 1933 Chevrolet Truck, 12-foot Rack Body, Dual Wheels, good condition throughout, \$185.00. All above equipment stored Rutland, Vt. Address **V. C. CASTETTER**, 26 Williams St., Rutland, Vt. x

ELI WHEEL SEATS—LIKE NEW, IN CRATES, cheap. 146 Duplex Organ, like new, cheap. **COLSON**, 180 Woodbine St., Brooklyn, N. Y.

FOR SALE — 16 AND 24-SEAT ADULTS' Chairplanes. Complete with motors, fence, ticket box. **CALVIN GRUNER**, Pinckneyville, Ill. se9x

FOR SALE — HEY DEY, LOOP-O-PLANE, cheap; also half interest in Spillman Auto Speedway and Standard Rolo Plane. Both good as new. Address **GEO. LUCAS**, c/o Marks Shows, Roanoke, Va.

FOR SALE—RO-LO FUN HOUSE, 1938, PORTABLE, complete, with Sound System, perfect condition. **A. M. BAKERMAN**, 77 Highland Blvd., Keansburg, N. J.

LONG RANGE EVANS SHOOTING GALLERY built into truck with all accessories. Most complete outfit of its kind on the road. Will sacrifice. Can be seen Kentucky State Fair, September 11-16. **BOX C-260**, Billboard, Cincinnati.

ONE MECHANICAL SHOW, COMPLETE, \$40.00. 1/2 down. 2 dandy Mache Freaks, \$15.00; Mechanical Show on trailer, \$90.00. **P. H. AUSTIN**, 1708 2d, Kearney, Neb.

PEEPHOLE REDUCING LENSES—GIVES FULL vision in small space. Measures 6x5 inches. Covers a wide angle of view. Only \$1.00 each. Hurry! **CHICAGO SALVAGE**, 509 So. State St., Chicago. se23x

POWERFUL P-A SYSTEM, \$35.00; J. P. PENNY Pitch, \$4.00; other Carnival Games, bargain. List for stamp. **KENNEL'S, U. Sta.**, Fayetteville, Ark.

3 KIDDY RIDES—10 CAR AUTO-ENGINES, 6 Kiddy Horse and Buggy, 5 Crib Zeppelins, now running. Perfect condition. Very reasonable. **LARKIN**, 551 Surf Ave., Coney Island, N. Y.

HELP WANTED

CALLIOPE PLAYER—MUST PLAY LATE HITS, Man, Woman. Long contract. State lowest salary. Write **HERBERT SAIER**, 1325 Spaight, Madison, Wis.

FILIPINO MAGICIAN AND ENTERTAINERS—Also organized Dance Band, Mechanic or Electrician who drives truck. Address **MARCE & LORING**, Westport, Ind.

GIRLS, SISTER TEAMS, LINES—STEADY WORK. Booking 25 spots a week. Send photos. **VOLAN THEATRICAL AGENCY**, 807 So. Salina St., Syracuse, N. Y.

I WANT A HIGH-CLASS AGENT—CAPABLE of handling large auditoriums under strong auspices. Address **ZOGI**, Rt. No. 4, Hutchinson, Kan.

PHOTO GALLERY OPERATOR, CONCESSION Agents—Any one knowing whereabouts of Harry Davis please wire collect. **R. L. WADE**, c/o Miller Bros. Shows, Lexington, Ky.

WANT—ADVANCE AGENT WITH CAR. IN-door circus. Wife, banners. Open Sept. 23d. Northwest and South. **FRED KLINER**, Gen. Del., Hampton, Ia.

WANT, QUICK—INDOOR ACTS, WINTER'S work. **DAVIS WHETTEN**, Scottsbluff, Neb.

WANT—FOUR OR FIVE-PIECE ALL-MEN entertaining Orchestra. Explain all in first letter. **LOMBARD REST**, Bridgeport, Conn.

WANTED — DANCE MUSICIANS, UNION, White, All Instruments. Jobs all over America. **NATIONWIDE SERVICE**, 126 Lexington Ave., New York.

WANTED—BIG SHOW ACTS DOUBLING Concert. Side Show Attractions, Strange Animals preferred. **SPAR BROS.**, en route. Write Maumee, O.

WANTED — SINGLES, DOUBLES, NOVELTY Acts. Fast Black. Join on wire. State lowest salary if you want an answer. Halls in the winter. **WHITE OWL MEDICINE SHOW**, Gen. Del., Kokomo, Ind.

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CATALOGUE OF MINDREADING — MENTAL-ism, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystals, Lucky Pieces, Palmistry, Graphology Charts. Wholesale prices. World's largest stock. New 156-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. se2

FREE LITERATURE EXPLAINING THE MOST amazing books that every magician should have. **VINE, HILL & CO.**, Dept. B, Swanton, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. se30x

Show Family Album



MEMBERS of the Bob Demorest Stock Co. are shown here "going to town" on watermelon on a hot July afternoon in Johnson City, Tenn., season of 1921. Left to right are Seabee Hayworth, now operating his own tent show; Bob Demorest, now in the banking business in Stark, Fla.; Mr. and Mrs. Joe White (deceased), who were spending the summer with their children, Clyde J. and Annabelle; Clyde J. White, agent, who now operates a service station and tourist camp in South Boston, Va.; Annabelle White (Mrs. Boyd Holloway), deceased; Jupie Stevens, Boyd Holloway; Steve Stevens, deceased.

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.

RUSH 15c FOR TWO GIANT CATALOGUES on Magic, Jokes, Tricks, Puzzles, Novelties. **LAWSON VICK CO.**, Dept. B15, Queens Village, N. Y. se2x

MISCELLANEOUS

POPCORN DRESSING, CRISPETTE WRAPPERS, Waxed Popcorn and Potato Chip Bags. **LONG EAKINS CO.**, 976 High St., Springfield, O. oc21

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ASTONISHING BARGAINS—16MM. SOUND Projectors, \$145.00. Terms. Factory reconditioned. Film rented. Sold \$5.00, \$7.50 reel. **NO. 521-E STATE THEATRE**, Pittsburgh, Pa.

ATTENTION, ROADSHOWS AND CIRCUIT Operators, Sound Specials — Westerns, Action, Shorts, \$10.00 up. 35MM. only. Also Rentals, Lists. **RELIABLE**, Box 352, St. Louis, Mo.

ATTENTION, ROADSHOWMEN — GOING OUT of 35MM. Film business. Prices slashed. First come, first served. **ZENITH**, 308 W. 44th, New York.

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment. Weekly Programs rented. **ROSHON**, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis. x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. se16x

BUSSA FILM EXCHANGE—OFFERING 35MM. Talkies at prices you expect to pay for Westerns, Gangster, Short Subjects. Catalog Free. Friendship, Ohio. se9

NEW LIST OF BARGAINS IN 16MM. FILM and Equipment now available. Write today. **J. MAHMARIAN**, 619 15th St., Union City, N. J.

OPERATE ROADSHOW THEATRELESS Communities. We Rent and Sell 16mm Sound Projectors and Films. **SOUTHERN VISUAL**, 494 S. Second St., Memphis, Tenn. se16x

WESTERNS, SPECIALS, ROADSHOWS FOR SALE or rent. Special rates to circuits. Projectors for sale. **LONE STAR FILM CO.**, Dallas, Tex. x

35MM. SOUND FILM SALE — WESTERNS, Gangsters, Rentals. Silents, \$1.00 reel. Sound Equipment, complete, \$175.00. Lists. **ENTERPRISES**, Box 23, Hagerstown, Md.

35MM. SOUND FEATURES—800 FT. SOUND Film, 75c; Used Projectors, Amplifiers, other equipment. Rock bottom prices. **BROMMER**, 4215 1/4 Burns, Los Angeles, Calif.

35MM. SOUND ON FILM—WESTERNS, AC-tions. War, Gangsters and Medical. Write **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. se16

MUSICAL INSTRUMENTS, ACCESSORIES

ATTENTION, PHONOGRAPH OPERATORS—We buy records—any quantity. Best prices paid. How many have you and where. Write today. **CHICAGO SALVAGE**, 509 S. State Street, Chicago. se23

BARGAIN — ITALIAN STREAMLINED PIANO Accordion, 120 Bass with Case. Excellent condition, \$100.00. **SAM WATSON**, 711 So. Third Ave., Pocatello, Ida.

PERSONALS

JO R.—WITH HELP FROM EAST FAMILY GONE to Buffalo. Much trouble here. All my sympathy and good wishes. Signed B.

TRAVELERS, ATTENTION—ESTABLISH A PER-manent address for your mail. Will forward mail as you instruct us. Reasonable rates. Write **HOME FORWARDING CO.**, Box 1415, Warren, O.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS. Send today for information on the new Photo-Flash outfit using only six 20-watt lamps. Takes pictures size 1 1/2x2. **MARKS & FULLER, INC.**, Dept. BC-11, Rochester, N. Y. se30x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. se2

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. se23x

SALESMEN WANTED

SALESMEN - CREW MANAGERS — RURAL Magazine Men to sell leading national publication. Small Money But Lots of It. Advancement. Write **R. L. HARRINGTON**, 407 S. Dearborn, Chicago. x

SELL BUSINESS STATIONERY—\$2.65 THOU-sand, Business Cards, Book Matches, Advertising Gummed Tape, Restaurant Necessities, Salesbooks, Office Supplies, Pricing Sets, Advertising Specialties. 40% comm. Free premium deals. Sales portfolio free. **DAVID LIONEL PRESS**, 312 So. Hamilton, Dept. MS, Chicago. x

SCENERY AND BANNERS

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. se16

TATTOOING SUPPLIES

TATTOOING OUTFITS, SUPPLIES — ROCK bottom prices. List free. Pair best Machines, \$5.00; 100 Used Stencils, \$4.00; Electro Engraving Machines, \$5.00. **PERCY WATERS**, Anniston, Ala. se2x

TENTS—SECOND-HAND

CHEAP FOR CASH—70x40 TENT AND SIDE-wall. Fair condition. **GEO. NEWMANN**, Kenyon, Minn.

NEW TENTS, TARPULINS—ALL KINDS, Greatly reduced prices. Saving 35% to 50%. **MINNEAPOLIS HARNESS AND SUPPLY**, 92 So. Robert, St. Paul, Minn.

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. Slightly used Tents, 20x30, \$80.00; 32x32, \$96.00; 50x80, 60x90 and others. **KERR COMPANY**, 1954 Grand Ave., Chicago. se2x

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Pa. x

WANTED TO BUY

WANT TO BUY PONY HARNESS FOR FOUR, Six and Eight-Pony Hitch; also Miniature Parade Wagons. Must be cheap. State condition and lowest price first letter. **DR. X. G. MAY**, 409 N. B. St., Ft. Smith, Ark.

WANTED TO BUY — PORTABLE SKATING Rink. **RAY LEWIS**, 407 Lynn St., Fremont, Ohio.

SMALL MODEL TAFFY PULLER MACHINE and Hand Model Knott Cutters, in good condition. **KARMELO KORN**, 1537 North Mason Ave., Chicago.

At Liberty Advertisements

5c a WORD (First Line Large Black Type). 2c a WORD (First Line and Name Black Type). 1c a WORD (Small Type.) Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

AGENT, BOOKER, Contractor, Publicity Director —Twenty years theatrical, musical comedy, vaudeville, circus. Coast to Coast experience. First-class attractions only. Expert contractor, high-powered press. State salary. Join on wire. **ROBERT SAUL**, 149 N. Winter St., Adrian, Mich. se2

AT LIBERTY BANDS AND ORCHESTRAS

DON RICARDO'S ORCHES-tra—Available after September 10th. 650 NORTH DEARBORN, Chicago. se9

AT LIBERTY FOR LYCEUMS, HOTELS, CON-certs and any special events—Bafunno's Brass Sextette, 3 Trumpets, Baritone, Trombone and Bass Tuba. Theatrical Agents, write. **ROMEO BAFUNNO**, 3535 Pine St., St. Louis, Mo.

AT LIBERTY AUG. 30TH—MIDWEST'S OUT-standing band. Eleven versatile men. Just finished three successful years West Coast. Modern, entertaining, dependable. Better location and hotel spots only. Contact **GOODIE GODBEY**, Gen. Del., Des Moines, Ia.

GIRL ORCHESTRA—SEVEN PIECE, WISHES location hotel, club, etc. Experience playing Square Dances as well as Popular Music. Non-union. 69 DODGE ST., Buffalo, N. Y.

Additional Ads Under This Classification Will Be Found on the Next Page.

Midway Draws Huge Crowds At Minerva, O., Celebration

MINERVA, O., Aug. 26.—Good weather brought out record crowds for annual Minerva Home-Coming on August 14-19 in Minerva Lake Park. Merchants and civic clubs sponsored. Brown Novelty Shows were on the midway, and in addition to three rides and five shows, more than a score of independent concessions were on hand. Merchants' exhibits were again featured.

Billy Ritchey Water Circus was presented free nightly. Acts included Eddie Marini and Hawaiian Trio, Arnold's Barnyard Frolics; Three Sweethearts, acrobatic trio; A. C. Grant, strong man, and Flying Aces, roller skaters. In a bathing-beauty contest Friday night, a score of district girls competed.

Among concessioners were Ted Davis, scales; Lester Rodgers, peanuts; Von Black, pop corn; "Pop" Dine, floss; Adam's Bingo; Bob Keener, lead gallery. Rides reported a good week, while majority of games did only fair. Ralph G. Hart was again general chairman.

Ohio Event Draws 25,000 With Array of Attractions

NEW WATERFORD, O., Aug. 26.—Crowds totaling an estimated 25,000 attended the seventh annual Firemen's Home-Coming here on August 2-5 to make it one of the most successful yet staged, said C. A. Klein, general chairman. Parade drew heavily, and a four-page booster sheet containing merchants' ads was in charge of Mrs. Margaret Klein.

Roy Gooding's Eli Wheel, Merry-Go-Round, Merry Mix-Up and Kiddie Ride did good business on the midway. Shows included Howard Peters' Freak Animals, Greenwald's Athletic Arena and a girl revue. Concessioners were Harry and Daisy Reeves; Bob Keener, shooting gallery; Lester Rodgers, peanuts; Mrs. Roy Gooding, pop corn; Ritchie Russell, novelties, and Don Ruckenbrod, scales. Suicide Zorsky, high balancer, was free act.

Casino Loses at Ohio Stand

WEST FARMINGTON, O., Aug. 26.—Casino Amusement Co. wound up a four-day stand at Trumbull County Harvest Festival here last Sunday to what Jack J. Carr, manager, termed "the poorest business I have ever come in contact with." Date was billed like a circus for miles but patrons remained away, event not drawing more than 700 on any day. Condition prevailed despite co-operation from Mayor Hart and committee, under B. W. Huntley, chairman.

ALBANY, N. Y.—Jimmy Daly Attractions, Inc., local booking house, is entering the indoor circus and special event field this fall. Heretofore office has concentrated on night club field. Will continue nitery biz.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Redfield Corn, Wheat Days Celebration Is Good Draw

REDFIELD, S. D., Aug. 26.—Annual Corn and Wheat Days Celebration here on August 2-3, under Chamber of Commerce auspices, drew good crowds, reports F. W. Enstrom. Art B. Thomas Shows were on the midway with free acts, concessions and seven rides. There were nightly dances.

Two-day booster trip, radio, bumper and window cards, street signs and banners and newspaper ads advertised the event. Celebration is non-profit making, and more of a good-will business builder. Event costs sponsors from \$200 to \$500 yearly and admission is free.

Milwaukee Event Canceled

MILWAUKEE, Aug. 26.—Farmer-Labor Progressive Federation-Socialist Party has called off its annual bazaar and announced cancellation of the November 8-12 dates for the event to Joseph C. Grieb, manager of the Auditorium, where it has been held. It is said the Circuit Court injunction restraining operation of bingo at Milwaukee Midsummer Festival in July was a factor in the cancellation. Present plans are to replace the bazaar with a mask ball.

SPONSORED by Knights of Pythias and Pythian Sisters, annual Beach City, O., Home-Coming will have band concerts, free acts, midway and parades.

SHORTS

EDDIE CONLISS, clown cop, who worked Youngstown (O.) Police Circus on August 7-12, reports he has been contracted by an oil company for a series of dates, closing at Auglaize County Fair, Wapakoneta, O.

SEVEN F. E. Gooding rides and J. R. Malloy's Circus played the recent successful Monroe (Mich.) Elks' Jubilee. Free acts were Nancy Darnell, aerialist, and May Collier, high diver.

SEBRING (O.) Volunteer Firemen will sponsor a two-day celebration in the high-school stadium featuring acts, concessions and contests.

GEORGE MARLOWE, Canton, O., will direct home-coming celebrations and street fairs in Jeromesville, Butler and Perrysville, all Ohio, during successive weeks. Rides, free acts and special events will be featured.

CONCESSIONS will be on the midway of a three-day celebration in Janesville, Wis., under auspices of local of the International Brotherhood of Teamsters, Chauffeurs, Stablemen and Helpers of America, reports Harold O. Becker, chairman.

ANNUAL Bylesville (O.) Home-Coming Celebration on July 25-29 was one of the most successful yet sponsored by the American Legion Post, the committee reported. There was no gate charge and Cunningham Exposition Shows were on the midway. Suicide Zorsky, high balancer, was free act.

C. SCHROEDER and his Flip and her Pals, dog act, whose dates the past month include three afternoon shows at Muncie (Ind.) Fair, July 30-August 4; week-end of Topeka, Kan., Street Celebration and Home-Coming; two-day Nappanee (Ind.) 4-H Fair and a celebration in White City, Kan., reports attendance and business good at all spots. Lonnie Bishop's rides were well received in Topeka, and in Nappanee, where Schroeder also had two refreshment conces-

sions, B. W. Banard's Hippodrome was among top grossers. Al Williams' three rides did near-capacity business at the latter spot but sustained a loss when his swings broke down during rush hours.

BARNEY and Jimmy Arnesen, comedy acrobatics and tight wire, were featured at the Volunteer Firemen's Celebration, Cooperstown, Pa., on August 23-26. Free acts were booked thru C. A. Klein.

JEWETT, O., merchants and volunteer firemen will hold a street fair in Community Park, a midway to feature the three-day event, with fireworks, contests and a parade.

ANNUAL Quaker City, O., Home-Coming on August 3-5, with 10-cent gate, drew a big crowd to the midway on which were J. R. Edwards Shows, with 4 shows, 5 rides and 20 concessions, and Sky Thrillers and Arnold's Barnyard Frolics, free acts booked thru C. A. Klein Attractions.

DRESSEN'S ATTRACTIONS furnished rides, shows and concessions at successful third annual Benson (Ill.) Fun Frolic on August 16-19. Free acts and special events also were features.

REPORTING a better-than-average season, Great Eugene, high pole, was at Winamac (Ind.) Centennial Celebration, August 17-19. Act is booked into November, with Kenny Bird, rigger, and Billie McMorris, emcee.

BOGART'S NOVELTY CIRCUS' matinee performance at the 29th annual Quaker Lake (Pa.) Carnival on August 18, under Quaker Lake Cottagers' Association, attracted about 600. George H. Barlow III was general chairman and executive council included E. S. Truesdell Jr., Ralph Bierer, W. S. Chittenden and Don O. Wilson.

WANT FOR Jackson County APPLE FESTIVAL

Jackson, Ohio—Sept. 20-23 (4 Days)
Free Act. Legitimate Concessions, none over 10c. Space \$3.00, \$2.00 and \$1.00 foot. Deposit required. Popcorn, Caramel Corn now sold. Address
P. M. CARPENTER, Jackson, Ohio

MANTON HARVEST FESTIVAL Manton, Mich., 15th Annual Labor Day

Northern Michigan's Best Celebration.
PARADES—FREE ACTS—FIREWORKS—FLOATS—BANDS—PEOPLE GALORE.
CAN PLACE LEGITIMATE MERCHANDISE CONCESSIONS OF ALL KINDS.
Write or wire JOHN QUINN, JACKSON, MICH. (FAIR).

Coatesville Fall Carnival

FRI. AND SAT., SEPT. 22 AND 23, 1939. HARLAN'S GROVE, COATESVILLE, INDIANA. SHOWS AND OTHER CONCESSIONS WANTED. Address HARLAN BROS.

LAST CALL

Jasonville Labor Day, Sept. 2-9; Independent Labor Day, Monday, Sept. 4, auspices K. of P., City Park. Want Merry-Go-Round, Shows, Concessions. Ferris Wheel, Corn Game booked. Wire what you have. Linton, Ind., till Tuesday, then Jasonville, Ind. Ex sold on eats, drinks. No girl shows, flat joints or camps. LEXIE SMITH.

WANTED

Shows, American Palmist, Photo Gallery, Novelties and Lead Gallery for American Legion Annual Fall Festival and Farmers' Fair, September 4 to 9 inclusive. Address ROBERT ARMSTRONG, Commander, RISING SUN, IND.

WANT RIDES

Want Shows, Concessions, American Palmistry, Diggers, Pitchmen, Demonstrators. 10,000 Union Men and the Whole County behind this event. A 7-Room Home Given Away; several other large awards. Big Union Parade Monday, Labor Day, and Special Features all week. LABOR DAY COMMITTEE, 143 No. Grant Ave., KITTANNING, PA.

WANT . . . WANT . . . WANT JONESVILLE, MICHIGAN, 50th ANNUAL FALL FESTIVAL and LABOR DAY CELEBRATION. Four Big Days, Sept. 1-4. Last year 50,000 People. Can place all kinds of Legitimate Concessions except Corn Game. Can book two more shows that don't conflict. All Free Acts contracted for. Address B. MALONE.

BORTZ SHOWS WANT

Cook House, \$20. Pay in tickets. Athletic Man to take full charge. Concessions that work for Stock Ride Help. Naylor, Mo., Home-Coming, August 28 to September 2; Pocatello, Ark., Fair, September 4 to 9; Ava Fair, September 11 to 16; Elington Fair, September 18 to 23; Kirk Home-Coming, September 25 to 30; all Missouri. This week Naylor, Mo. Show People with or without own outfits.

STREET FAIR

FARMERSVILLE, OHIO
AUG. 30-SEPT. 2
Auspices Boosters Club on the Streets.
Wanted: Legitimate Concessions. Shows: All Kinds. Write or phone C. E. BAKER, Chairman. Next, New Lebanon, auspices Junior Order. Big Labor Day Celebration, Sept. 3 to 10 incl.

FIREMEN'S STREET FAIR ORWELL, OHIO SEPTEMBER 6-7-8-9

THIS IS THE TRUCK FARMING CENTER OF NORTHEASTERN OHIO—CONDITION GOOD
WANT RIDES, SHOWS, LEGITIMATE CONCESSIONS ONLY. BINGO OPEN, CRACKER-JACK, POP CORN, PEANUTS SOLD.
MAIL AND WIRES: CHAIRMAN

ROMEO PEACH FESTIVAL

SATURDAY—SUNDAY—LABOR DAY
MICHIGAN'S LARGEST STREET CELEBRATION. We guarantee you 150,000 people (weather permitting). This is an Annual Event. Parades, Floats, Free Acts, Contests, Band Concerts, Fireworks, Crowning of the Peach Queen, Etc.
CAN PLACE: MILK BOTTLES, FISHPOND, BUMPER, DARTS, SLUM SPINDLE, HOOPLA, GUSTARD, SNOW ICE, FLOSS, JEWELRY, PENNANTS and LEGITIMATE CONCESSIONS OF ALL KINDS. POSITIVELY A RED ONE. CAN PLACE OCTOPUS OR ROLLO-PLANE. OTHER SPOTS TO FOLLOW.
All Address: FRANK MILLER, CROSWELL, MICH. (FAIR).

Last Call—Northern Ohio's Greatest Celebration Merchants and Manufacturers' Exposition

LABOR DAY WEEK, SEPT. 4-5-6-7-8-9
Can still place Rides and Shows that don't conflict. Concession space still open. No exclusives. Coupon Stores, Wheels and Grind Concessions of All Kinds. 200,000 tickets in circulation. Entire county boosting. Downtown location. Wanted: One more Sensational High Free Act. Wire lowest salary. Wire, write, phone or come on. Address C. N. CALL, Warren Hotel, ASHTABULA, OHIO.

WANT

Circus or Good Carnival any time during balance show season. Heart of good coal fields. Working every day. Write

COALWOOD BAND CLUB

Box 626, COALWOOD, W. VA.

AT LIBERTY

PIANO PLAYERS

PIANIST—AT LIBERTY SEPT. 15TH. EXPERIENCED all lines. Arrange. Union. D. A. BULEN, 301 Randolph, Meadville, Pa.

PIANO PLAYER—FOR UNITS, TABS, BURLESQUE or Floor Show. All essentials. Can join on wire. DON PHILLIPS, 406 Carolina Ave., Spencer, N. C.

PIANO MAN—READ, FAKE. SOBER, DEPENDABLE, all essentials. BOX C-231, c/o Billboard, Cincinnati, O.

PIANO PLAYER—MODERN DRUMMER—WANT position together, both young, reliable, sober. Drummer vocalizes, unusual voice and range. Piano modern choruses that are different. We have something to offer. Do you? Details upon request. DON BELL, Coalport, Penna.

EXPERIENCED PIANO MAN—Good reader, solid rhythm, modern style. Clean appearance, reliable. Go anywhere, accept any reasonable offer. MUSICIAN, 208 W. Market St., Apt. 3, Sandusky, O. #2

PIANIST—Experienced Concert and Dance. Union. Reader. No jam bands. Prefer location. Reliable people write. LARRY SCHEBEN, 520 W. Sixth St., Little Rock, Ark.

SINGING PIANIST—Read, fake, transpose. Cocktail lounge, hotel or band. All essentials. CORINNE VANN, 206-7 Plymouth Bldg., Des Moines, Ia.

AT LIBERTY

SINGERS

JUVENILE SISTERS—Vocal Trio, ages 10, 13 and 16 years. Sweet, Swing, Classic. Good arrangements and wardrobe, experienced radio, stage, floor-shows. Photo and records on request. THASHER SISTERS, Room 907, Hoffman Bldg., Detroit, Mich.

AT LIBERTY

VAUDEVILLE ARTISTS

AT LIBERTY—Emcee, Swiss Yodeler, Imitator of Sounds, Fowls, Birds, Animals, Auto Horns, with Radio Station WLS and WSM. ROY TANN, Berkshire Hotel, Detroit, Mich.

COWBOY AND HILLBILLY SINGER and Yodeler wants place with good unit or on Radio by myself. Willing to do other work while not singing. Age 21. FRED HOPWOOD, 2500 Eoff St., Wheeling, W. Va.

HYPNOTIC-ENTERTAINER—Open for Engagements, Clubs, Churches, Residences, etc. New Jersey. Near-by after Sept. 4. PROF. JAMES, 221 Hudson St., Hackensack, N. J.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

BOYS LOOK TO LABOR DAY

Three-Day Holiday Period To Put 1939 Takes Over Top

Concessioners readying their stands as indications are that coming period will be biggest in years—old standbys, new items being stocked by alert workers

NEW YORK, Aug. 26.—Park, carnival and independent concessioners today began to ready their stands for the Labor Day rush, the third big week-end period within the past three months. Prize users are taking this opportunity to stock the best merchandise procurable in an effort to ring down the curtain on the 1939 season with a bang. Paint is flowing freely in most spots as the preparations go forward for Labor Day. Doing record biz over Memorial Day and Fourth of July holidays, the boys are determined not to let this vacation period slip thru their fingers. Resorts are anticipating takes that will surpass all records and keep the boys from talking about the "good old days."

Magnifying Glasses Popular as Prizes

CHICAGO, Aug. 26.—Field and sport glasses of one kind or another promise to become one of the favorite items to be offered for the next several months by salesboard operators, fair concessioners and bingo counselors, according to the rosy reports emanating from distributors of this merchandise thru prize channels. Unprecedented interest in outdoor sports, with anticipated record attendance at the coming World Series baseball games and at the major college football games this fall are responsible for reawakening the public interest in field glasses and telescopes.

One such item that has quickly become a popular favorite with the public, both because of its efficiency and low cost is the nine-in-one combination opera, and field glass, mirror, compass, magnifying mirror, reading glass, magnifying glass and double lens. Another number enjoying increasingly popular favor is the pair of folding field glasses that may be conveniently tucked away in the pocket when not in use. Telescope glasses, too, are expected to find real favor with fans who yearn to be "on top of the play" but find their seats out in left field or behind the goal posts. With these points in mind, board and bingo ops especially, are certain to feature field and sports glass accessories more strongly in coming weeks than in any one season in the past.

Pups Take B'way As Biggest Novelty

NEW YORK, Aug. 26.—The Pups have taken Broadway by storm, it was learned today when a survey on sales of this novelty item was made. Demonstrations by clerks in the stores is accountable for a great number of sales.

At the Ber-Gin Novelty Store on the Gay White Way the demand for Pups was said to surpass all late items in that price field. One of the clerks stands at a counter near the entrance, making the Pups perform. A spokesman for another Broadway firm reported that in his years in the novelty business he had never seen such a rapid seller.

Distributors of the item here said that shipments were moving to all points in the area. Orders from Jersey shore points show the number is strong in that section with indications that it will be among the top novelty sellers over Labor Day.

Veterans on the carnival midways are looking forward to the largest crowds of the season. Tying in their plans to get the harvest cash thruout the agricultural sections, Labor Day crowds are expected to push the takes for 1939 over the top. The boys in the wool-producing areas recently received the news that the production will amount to 375,699,000 pounds, second largest output on record.

All Items Favored

While there is definite indication that all types of prizes will get a play, the old stand-bys are now being stocked in large quantities. Balloons, in new and colored designs, are seen as one of the top items souve and roadside workers in the metropolitan areas will push in addition to a complete stock of World's Fair articles.

Concessioners and bingo counselors will hang their hopes on last-minute record takes on electric shavers, lamps, watches, electric kitchen appliances and household helps, radios and cameras. These will be especially popular in spots where the coupon system is used. High-hat monks, swagger sticks; kewpee dolls, with the drum major girl doll most outstanding, and canes will make bids as prizes in the lower-priced fields. Blankets, quilts, fur coats and sport blanket sets are claiming the attention of alert salesboard operators and spots offering grand awards.

Members of the tripes and keister fraternity will offer gadgets that can be used with electricity as auxiliaries to electrical appliances. The development of rural electrification projects has made it profitable for these boys to introduce items which heretofore were only selling in the metropolitan and urban areas. Time is seen when there will be universal appeal for these gadgets and the spiels are being streamlined for that not far distant occasion.

College Towns Good

In addition to planning for the towns in both rural and urban areas, the prize user is giving special attention to college towns. With the boys and girls scheduled to begin their studies in September, prizes of pen and pencil sets, radios, electric shavers, blankets and many other items are being shipped so stocks will be complete over Labor Day. Students will go, indications are, for radios which will be adaptable for both campus and room use. Such sets are now receiving a play and will increase in popularity as more and more school doors are opened.

Most of the boys are giving inferior merchandise the go-by and are stocking only the best. A survey of prize users' stands shows that much merchandise bears labels familiar to nearly every patron. This sort of buying is doing a

(See BOYS LOOK on page 54)

Football Souve Men Anticipate Banner Season

NEW YORK, Aug. 26.—With the football season scheduled to get under way here September 7, when the All-Stars battle the New York Giants in a night game, novelty dealers have already turned their attention toward gridiron items. Several new and eye-catching articles are ready for the open market.

In addition to pennants, football badges, colors and other items which are always reliable standbys, the season will find celluloid football dolls made up in college colors. Flashy and appealing to high school and college students, the dolls have all the earmarks of being one of the biggest hits of the football season.

Distributors report that workers who follow the grid classics are stocking up on football items. Midwest workers have already started their grid seasons, having got under way when the All-Stars and Giants battled at Soldier's Field, Chicago, several nights ago. Indications are that business this fall and winter will surpass other years and the boys will offer the most complete line of football novelties Joe College has ever seen. Early shipments are in line with new low prices which the workers are taking advantage of.

One distributor says that new items, in addition to football dolls, are expected to be introduced before the season is far advanced.

More Buyers At N. Y. Show

Attendance at Mdse. Gift Show up 40% as new items are shown

NEW YORK, Aug. 26.—With the attendance of buyers exceeding by 40 per cent any previous show, the 225 Fifth Avenue Gift and Art Show, which closed yesterday, was reported as one of the most outstanding events of its kind to be held here. With the 12 floors of the Brunswick Building thrown open to buyers, the representatives took the opportunity to order stocks especially designed for fall and Christmas trades. An outstanding point of the show was that many firms are exhibiting only at this event.

Most of the items on display were in the higher-price class but a definite move on the part of the manufacturers to show items especially adaptable to prize and premium use was noted. Altho nearly every major country of the world was represented there was an increase in articles manufactured in this country. The Southern States, especially the Carolinas and Arkansas, were well represented. While there was no outward display of boycotts against Japanese and German products, department store buyers are intentionally omitting these items from their lists, it was reported. Many firm representatives are watching foreign affairs to see the outcome of the European situation. Firms dealing in goods from Mexico are especially upset over the political situation in that country.

Outstanding for premium and prize fields were exhibits by the Camark Pottery, Mead Novelty Co., Beslauer Underberg, Janis-Tarter, Greenman & Najeeb, Inc. These firms had exhibits of pottery, hurricane lamps, wall brackets, tile plant stands and "the garden gate," which are certain to appeal to women who are seeking prizes. In addition to the housewives using these items for their own homes, they have great potentialities as gifts. Bingo operators seeking new and useful items for the feminine patrons would have found many items of interest in the exhibit held by Mrs. S. J. Anderson. She showed a complete line of wooden cover books, book ends, plaques, hooked rugs, chair seats, fireplace accessories and mapleleaf trays.

Items displayed by N. Shure Co. were of special interest to those who use prizes. While there was no one outstanding article, anything picked from the exhibit would have made a suitable prize. The firm is featuring bamboo boat pen and pencil combination and three-piece tea sets which are of interest to bingo operators and are certain to step into the limelight when feminine patrons begin to seek Christmas gifts.

For operators who have patrons who want something different the William A. Hirsch Co. is featuring Mexican plaques and book markers. The plaques are of a pottery base coated with a hardening substance. The Spanish atmosphere is reflected in each item and the articles are sure to add to the flash of any stand.

Potters Craft Import Co., Inc., displayed Holland pottery that would enhance the value of prizes offered by any concessioner or bingo op. Sun Glo Studios, Inc., exhibit catered to men with ash trays, pipe stands, cigaret boxes, lamps, clocks, cocktail sets and book ends the most outstanding items.

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Nothing like getting right to home when it comes to working up a deal. Sam Abbott, member of *The Billboard* staff, is gaining practical experience preparing one for his brother-in-law, Rod Dean Jr., who operates in a territory below Memphis. As Sam knows that section of the country like a book, and as he recently has seen many premiums he felt would go well down there he couldn't resist the temptation of surprising Rod with a deal on several of the items.

Sam says that the southern Negro goes for a card promotion like a child goes for candy and with extra money in his pockets at this time of the year is a natural for operators. The government is putting on a series of dams in the flood-control program on the Cold Water River, and should provide plenty of loose change to be taken.

Sam's deal will feature pipes and inexpensive watches. . . . He says the Negroes will not be able to resist them. Pipes have flashy gold stems and watches are flashy in yellow metal. Other items that Sam believes will go are knives with the longest blades permitted by law, wide-framed pictures of Abraham Lincoln and Booker T. Washington, battery operated radios—most of the Negro homes have no electricity—and kerosene lamps with large colorful chimneys and reservoirs. A knife extremely popular with the Negroes is

(See DEALS on page 54)

FRIENDLY ENEMIES



First again with a New Hit—Magnetic G.O.P. Elephant and Dem. Donkey Novelty. It's going to be the hottest selling novelty today. Genuine Alnico Magnets, lustrous red bases and cleverly moulded figures in grey and tan. Special instructions enclosed for Republicans and Democrats. Retail 50c. Order No. B15x57. Per Doz., \$3.25. Per Gross, \$36.00. Three pair postpaid for \$1.00. B15x54, Magnetic Jitter Pup Novelty. Still going fast. Per doz., \$2.40. Per Gross, \$27.00. Four pair sent postpaid for \$1.00. Catalog 393 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN COMPANY
The World's Bargain House.
217 & 223 W. Madison St., Chicago, Ill.

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.

Envelope Cig Case

This item, the envelope-shaped cigaret case, is finding a ready market thruout the nation because it has been popularized by celebrities and visitors to New York who are telling the folks back home about it. The case is designed like an envelope and even has the flap on the back. Holding 20 cigarets, item may be obtained in enamel or bronze; in enamel colors are available with the name and address in contrasting shades. Because the item is as practical as it is smart, prize users find patrons want it for gifts for their friends. Concessioners, salesboard and bingo operators are finding a rapidly increasing demand for these cases, the makers report.

Airplane Clock

Because it is flashy and unique in design yet streamlined to fit in any American home, the Aero-Clock is one of the fastest selling items on the market today, Ryman Mfg. Co. reports. The Aero-Clock has a case of metal casting with silver finish, a wing spread of 14 inches, movements manufactured and guaranteed by New Haven Clock Co., non-breakable crystal, two-tone dial, new modernistic hands and, above all, beauty and utility. Item is deemed ideal as a salesboard number or as a bingo or concession award, the firm reports.

Auto Tag Key Ring

This serviceable and unique item is one of the best sellers souve and novelty men have come across lately and fair workers are looking forward to pushing it at celebrations, Cleavelandt Corporation reports. Item has space for 10 or 12 keys with small tag bearing license number attached to key receptacle by small chain. Number is a simple reminder of license number should motorist happen to forget it for the time. Because it is something many motorists have always wanted and lends itself to a good sales talk, the item is an easy seller, the firm reports.

Miniature Pin Ball Game

This new item, a fascinating and exciting game, is producing phenomenal sales, M. Manheim Co., Inc., reports. Lucky Clown is as interesting to play as the regulation pin game. Molded of Bakelite with conspicuous numerals showing in yellow and with the top covered with a window of non-inflammable acetate, the item is small enough to be carried in the pocket. With the fall season just ahead prize users and novelty men are stocking the item in quantities to supply the demand, the firm reports.

Window Pencil in Colors

It is now possible for restaurant and store owners to write and draw on their windows with a new material supplied in colors in convenient pencil form by Lake Chemical Co. It comes in white, red, blue, yellow, green and black. Altho fadeproof, it washes off. Item is a real money-maker and a ready seller to all types of retail dealers—and it's one that repeats, the chemical firm reports.

SPECIAL-ELGIN & WALTHAM
A AMERICAN MADE DUBER-HAMPDEN WRIST WATCHES in Yellow Cases. Strap and box with price tag. Lots of 3 Each \$2.50

12x6, 7J Elgin and Waltham Knife Edge Model. Each \$2.75; 15J Each	\$3.25
16 Size, 7J Elgin with New Yellow Cases. Lots of 6. Each	\$2.25
18 Size, New R. R. Model, Waltham or Elgin, 7J. Lots of 6. Each	\$1.75
Same—15J. Lots of 6. Each	\$2.25

Special Prices for Quantity Users. 25% Deposit, Balance C.O.D. Sample 50c Extra. Send for Catalog. **N. SEIDMAN** 173 Canal Street, New York, N. Y.

FEATURE VALUES FOR THE FAIR SEASON!

- BALLOONS FOR ARCHERY**
B85N48—Inflates to 6 in. Per Gross 55c
B85N1—Inflates to 7 in. Per Gross 80c
- RAYON PARASOL**
28 inch, 8 rib. Hand painted, floral design.
B26N104—Per gross—\$17.50
Rayon Parasol, 23 inch, 6 rib Floral design.
B26N118—Per gross—\$9.75
- FLYING BIRDS**
Double Flying Bird. Outside Hummer.
B38N72—Per gross—\$2.25
Large tricolor bird with outside hummer.
B38N68—Per gross—\$1.90
- MINIATURE STRAW HAT**
4 in nest. Colored feather.
B45N9—Per gross Hats—\$3.75
- COOLIE HATS**
B45N15—12 inches wide. Per gross—\$ 9.60
B45N14—16 inches wide. Per gross— 15.00

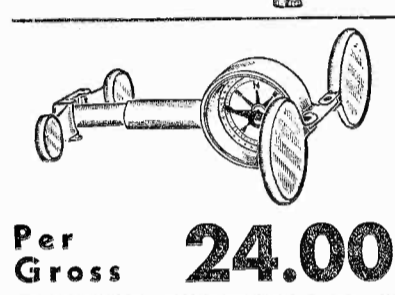
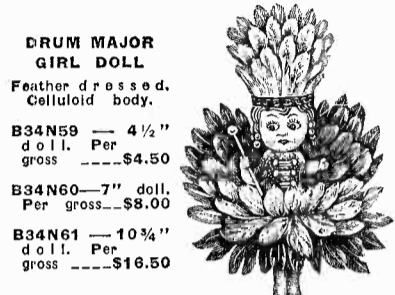
- FUR MONKEYS**
B38N255—6 1/2" high. Per gross \$ 3.75
B38N82—8" high. Per gross 6.00
B38N84—10" high. Per gross 7.50
B38N235—12" high. Per gross 14.00

- CANES**
B16N132—Chesterfield Cane with metal inlay. Per gross—\$7.50
B16N122—Bamboo (medium) Per gross—\$5.50
B16N101—Bamboo (heavy). Per gross—\$8.00
B15N100—Pennant Canes (for Dolls, Pennants, etc.). Per 1,000—\$6.50

- B16N131—China Head Canes, assorted. Per gross—\$6.25
B16N130—China Head Kiddie Canes. Per gross— 5.40

- COMIC BUTTONS WITH COMIC SAYINGS**
B3N550—Per 1,000—\$6.95

- STUFFED DOLLS FOR CANES**
Celluloid head. Stuffed body.
- DRUM MAJOR**
B38N14—9 inches high. Per gross—\$ 8.50
B38N15—13 inches high. Per gross— 19.50
- COWBOY DOLL**
B38N16—9 inches high. Per gross—\$ 8.00
B38N20—13 inches high. Per gross— 19.50
- MEXICAN DOLL**
B38N75—9 inches high. Per gross—\$ 8.00
B38N76—13 inches high. Per gross— 19.50



Per Gross **24.00**

The Old Reliable 9-IN-1 GLASS

Heavy weight celluloid frame. Combination OPERA GLASS, FIELD GLASS, POCKET MIRROR, COMPASS, MAGNIFYING MIRROR, READING GLASS, MAGNIFYING GLASS, DOUBLE LENS. Also equipped with Mirror which may be used in examination of eyes, nose or larynx. Folds up in compact form, can be carried in pocket or purse. Length overall, opened 6 inches. No. B38N77—White Frame. No. B38N78—Imitation Tortoise Shell Frame.

N. SHURE CO., 200 WEST ADAMS ST., CHICAGO, ILL.

MIDWEST FACTORY-TO-YOU
SAVES YOU UP TO 50%
WITH TELEVISION ADAPTATION

PUT THIS 1940 14 TUBE CHASSIS IN YOUR PRESENT CABINET \$19.95 COMPLETE

Here's today's biggest radio value — the 1940 TELEVISION-ADAPTED Midwest — at sensationally low factory-to-you price. Exciting for a reception. Absolute satisfaction guaranteed on money-back basis. Send in postcard for FREE 1940 catalog (User-agents make easy extra money. See Midwest's Answer to TRADE-INS!

30 DAYS TRIAL
EASY TERMS

MIDWEST RADIO CORPORATION
DEPT. 83-A CINCINNATI, O.

SEE EVANS' ADVERTISEMENT NEXT WEEK FOR A SENSATIONAL ANNOUNCEMENT!

Evans Novelty Co.
946 Diversey Ave., Chicago

FURS! FURS! FURS!
SEIDEL'S 1940 CATALOGUE OFF THE PRESS

Beautifully Illustrated, Showing All the Latest Styles in CONEYS, SEALINES, COCKLETES, SQUIR-From RELETTES, MUSKRATS, GENUINE SQUIRELS, CARACULS, PERSIANS, Etc. Also Scarfs and Jackets. Highest Quality—Lowest Prices. Start the Season Right. SEND FOR CATALOG TODAY. IT'S FREE.

M. SEIDEL & SON
243 West 30th St., N. Y. C.

Extra Value! **\$2.25 EACH**



5 for \$10.50

No. BB 9583 — Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

DEALERS, Write for Catalog.
ROHDE-SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

BINGO GAMES

Every style and size. Markers, Paper and Catalin. Specials 1,500 and 3,000. Balls, Cages, etc. Lowest Prices

WARWICK NOVELTY CO., Conimicuf, R. I.

1939 BEST SELLERS FROM OUR BIG LINE LEVIN BROS. TERRE HAUTE, IND.

1939 CATALOG NOW READY. (ADVISE YOUR LINE WHEN REQUESTING CATALOG). 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

BB1 Flying Birds, Outside Whistle	Per Doz.	Per Gro.	BB8 China Head Canes	Per Doz.	Per Gro.
BB3 Flying Birds, Inside Whistle		\$1.90	BB9 Chesterfield Canes	.60	\$ 6.75
Tinsel Heads	2.75		BB10 Rubber Covered Balls	.65	7.50
BB4 High Hat Monks, 6 1/2"	.35	3.75	BB11 Carnival Decorated Balloons, No. 8	.85	10.00
BB5 High Hat Monks, 9"	.60	6.75	BB12 Balloon Stix, Best Grades		2.35
BB6 Cell. Doll, 7" with Feather Dress, Hat and Cane	.65	7.50	BB14 Robinhood Hats, Felt with Colored Feather	.25	.25
BB7 Swagger Stix, 36 In.	.50	5.50		.80	9.00

OUR NEW REVISED CATALOG 1939-1940 Ready for Distribution. BE FIRST TO GET YOUR COPY!

Complete Line for Jobbers — Wagon Men — Canvassers. Free Sample Case With First \$10 Order.

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

It Has Flash! Class! UNDERWOOD ELECTRIC SHAVER

Biggest Value at **\$1.00** Each Plus Postage (25% Deposit)

JUST OFF THE PRESS. CATALOG No 40. WRITE FOR YOUR COPY NOW. ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS. MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY, MO.

BULOVA - GRUEN - ELGIN - WALTHAM

Start at **\$2.95**

NORMAN ROSEN
Wholesale Jeweler
801 SANSOM ST., PHILADELPHIA, PA.

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

Newest Novelty Merchandise For Carnivals and Fairs



3725—CHESTERFIELD CARVED HANDLE CANES. Gross. **\$7.50**
 3702—BAMBOO CROOK CANES. Per 1,000 **6.50**
 3752 and 3753—NOVELTY HEART GAMES. Per 100 **4.50**

The Famous
LOVE PUPS
Newest Mystery Magnet Novelty

No. 4010—Love Pups. Put up 2 dogs in a set.
DOZ. SETS...\$ 1.85
GRO. SETS... 21.50

2024—7-INCH FEATHER DRESSED CELLULOID DOLLS, With Assorted Hats and Canes, Doz., 70c; Gross. **\$ 8.00**
 2029—12-INCH WHITE FEATHER DRESSED DOLLS. Doz. \$1.85; Gross. **21.00**
 2106—FUR JUMPING MONKEY, Height, 6 1/2 in. Gross. **3.75**
 4005—CELLULOID BUTTONS WITH COMIC SAYINGS. Per 100, 73c; Per 1,000 **6.95**

SEND FOR FREE COPY OF OUR 1939 CATALOG



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

WATCHES

GUARANTEED LIKE NEW

MEN'S Wrist and Pocket Watches \$2.95

Also complete line of Hamilton, Bulova and Gruen Pocket and Wrist Watches at lowest prices. 10% Deposit, Balance C. O. D.

JOSEPH BROS., INC.
59 E. Madison, CHICAGO.

BINGO BUSINESS

By JOHN CARY

Heavy Maple American Made

STOCKMEN'S AND PARADE CANES.
One-Piece Maple, Natural Color.
\$18.00 Gross
\$1.75 DOZEN.
25% Deposit with Order.

WRITE FOR OUR CATALOGUE

Showing Our Complete Lines Carnival Supplies for Bingo—Concessions—Novelties, Etc.

B & N SALES

2030 Commerce, DALLAS, TEXAS.
707 Preston, HOUSTON, TEXAS.
310 W. 9th St., KANSAS CITY, MO.

ELGIN, WALTHAM

Renewed Guaranteed **\$2.95**
MEN'S WRIST AND POCKET WATCHES

Wholesale Jeweler Since 1914. Send for Free Wholesale Catalog. 25% Deposit, Bal. C. O. D.

LOUIS PERLOFF,
729 Walnut St., Philadelphia, Pa.

"ALL AM. MADE"

ATTENTION, DIGGER AND CARNIVAL MEN!

KNIVES—Single Blade \$ 7.50 Gr.
 KNIVES—Double Blade 12.00 Gr.
 FISHING KNIVES 19.00 Gr.
 CIGARETTE CASES and COMPACTS that sold from \$1.00 ea. to \$2.00 ea., now \$1.00 doz. to \$6.00 doz.
 DICE KEY CHAINS \$4.00 Gr.
 TIE SETS, COLLAR and TIE SETS, with \$1.00 mark in each box set. 12 sets to box \$4.50 Gr.
 GOLF PENCILS \$5.50 Gr.
 Job Lots of JEWELRY and BRACELETS that were made to sell for 10c-\$1.00 ea. \$4.50 Gr.
 Send \$1.00 for sample of all these numbers.
 All Prices F.O.B. Prov.
 25% Down on C.O.D. Orders.

DEXTER LACQUER & ENAMEL CO.
197 HARRISON ST., PROVIDENCE, R. I.

SPECIAL VALUES

ELGIN or WALTHAM

0 Size—7 Jewel, Engraved Case. With English Leather Strap. Individually Boxed, with attractive Price Tags. R. B. in lots of 3 Each **\$ 3.00**
 Same—15 Jewel. In lots of 3, Each **\$3.75**
 50c Extra for Samples. All Watches Guaranteed. Large Assortment of all well-known brands. Send for Free Catalog. 25% Dep. Bal. C. O. D.
 105 Canal St., New York, N. Y.

KANE WATCH CO.

on any day of play cannot exceed \$250 in value. . . .

"General purpose of the Connecticut law appears worthy of emulation by other States, that have felt the bingo craze, but have been handicapped by literal-minded law enforcement officers or those with an ax to grind. The law provides sufficient regulation of the games and also insures against abuse of the privilege.

"Alabama bingo lovers probably would find much in common with the Connecticut residents. The latter's law might even prompt proposal of a generally similar measure to the lawmakers of this State."

HERE'S TO A BIG FALL bingo season. Let's hear from some of you boys about your plans. Maybe we can swap a plan or two.

BOYS LOOK

(Continued from page 52)

great deal to bolster the attendance and is proving a source of profit to operators.

Seek New Numbers

No letup in the quest for new numbers has been seen on the eve of Labor Day. Improved items are replacing in some instances outmoded merchandise but only until new lines can be put on the shelves. Where new numbers have appeared, reception has been far above expectations, pointing to an increased demand when the public takes its final vacation of the summer. Alertness in selection of easy sellers carried the boys over a midsummer slump and they are going to make a hard fight to pull in all the possible cash before they ring down the curtain on summer business of 1939.

DEALS

(Continued from page 52)

called Crab Apple Switch. It has a blade four and a half inches long and gaily colored handle.

Schrafft's candies are getting a big play on boards in Newark. These candies are among the best offered in the East and, according to reports, the Schrafft deals are literally being eaten up.

The radio-lamp combination introduced by Allied Premium Sales Co. looks like it may give the boys some real action. It apparently has everything to make it go on a board, including powerful consumer appeal. Operators who take on the item will have to work up a deal with a comparatively large take, but that in itself should not prove too much of a handicap. . . . the success of the battery-operated radios on a big take indicated quite conclusively that John Public will shell out if the item offered meets with his approval.

Other new items featured in the Fall Special issue of *The Billboard* which look good for a turnover are the Mariner and Horseshoe clocks offered by the Richmond Clock Co. the Firestone portable radio offered by D. A. Pachter Co., and the ship-lamp combination.

MANY ASSOCIATES

(Continued from page 3)

Chesapeake Beach, Md.; Edward L. Schott, Allan Herschell Co., American Recreational Equipment Association, Mr. and Mrs. Paul R. McKee, *The Billboard*; Crescent Park, Providence; McCasker family, Mr. and Mrs. N. D. Hitten, Joe Drambour, Harry and Harriett, Lawrence and George Christman, W. F. Mangels, concessioners of Crescent Park; boys from Pleasure Beach, Bridgeport, Conn.; Philadelphia Toboggan Co., Arthur and Emma Abbott, Baker employees at New York World's Fair, Badolato family, Moe Libereck; Baker employees at Playland, Rye, N. Y.; Mr. and Mrs. Herbert F. O'Malley, Mr. and Mrs. Harold Gilmore, Harry and Ruth Traver, Gus Rosasco and boys of Playland, Playland employees, Mr. and Mrs. Joe McKee, Jack and Irving Rosenthal, Mr. and Mrs. C. C. Morris, Neville Bayley, R. L. Inglis, Associated Indemnity Corp., Abner K. Kline, Mr. and Mrs. Henry A. Guenther, L. H. Garrison, Lusse Bros., Paul C. Morris, Anna McNeil, Jacob Axelrod, Beaudoin group, Charles Krug and family, Robert F. Irwin Jr., Elmer Strunk, Mr. and Mrs. H. Strangerfield, Mr. and Mrs. Thomas Strom, Gondech family, Arch E. Clair, Mr. and Mrs. Edward Leis, NAAPPB, Mr. and Mrs. Louis Tissat, World's Fair (N. Y.) Concessioners' Association, Jordan L. Mott, Norman S. Alexander, Mr. and Mrs. A. H. Schroeder, Mr. and Mrs. Fred Fansher, E. Stoke, Mr. and Mrs. A. J. Merritt, Mrs. F. E. Hubbs, National

MAGNETIC JITTER-PUPS




BUY DIRECT

The Well-Known Mysterious Pups that Follow Each Other and Make Love. Each set (2 Dogs) to a Box.

SEND FOR OUR LOWEST PRICE IN THE COUNTRY—BAR NONE. OUR PRICE CAN'T BE BEAT.

LARGE STOCK CARRIED ON HAND FOR IMMEDIATE DELIVERY.
Send 25c for Sample Set Postpaid.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

SENSATIONAL OFFER

JEWELLED LADIES' BAGUETTE WATCH
With 50 Sparkling Fac-Simile Diamonds



SPECIAL: No. 150—HIGH GRADE 15 J. Brand New Movement. Guaranteed to keep accurate time for 3 years. Modeled from a \$300 Article. **\$5.95**
 In Lots of 3, Each
LADIES' WRIST WATCH—6-J. Fine Chrome Case. Wonderful Premium Item, Boxed. \$1.85
 Complete. Each
 Samples \$1.00 Extra.
 25% Deposit, Balance C. O. D.

SEND FOR CATALOGUE CONTAINING COMPLETE LINE OF WATCHES AND JEWELRY
FRANK POLLAK
 72 Bowery, NEW YORK CITY.

World's Fair participants attending the services were Harry G. Traver, Lew Dufour, Joe Rogers, Herbert P. Schmeck, (and Frances Schmeck), Grace Rabkin, Jordan L. Mott, Cy D. Bond, George Hamid Sr. and Jr., Maurice Piesen and George P. Smith Jr. (and Mrs. Smith), Mr. Smith representing World's Fair officialdom from the concession department.

Cy Bond attended in behalf of New England Section of the NAAPPB on appointment of President Wallace St. Clair Jones. John M. Liddy, executive secretary, represented National Showmen's Association; R. S. Uzzell for the AREA, of which George Hamid is president.

From distant points came Mr. and Mrs. Daniel E. Bauer, John J. Carlin, George H. Cramer, Mrs. F. E. Hubbs, Mr. and Mrs. Schmeck, Florence M. Lusse, Norman S. Alexander, Mr. and Mrs. Harold Gilmore, J. L. Campbell, C. V. Starkweather and many others.

Metropolitan and other districts brought Jack Bean, Irving Rosenthal, Bert Nevins, Martin Stern, Dorothy Packman, Joe McKee, Joe Drambour, Phil Addison, Harry Witt, Jack A. Miller, Paul C. Morris, Herman Keenan, Elmer Mason, Gus Rosasco, Neville Bayley, Charles Ringel, Mr. and Mrs. S. G. Meek, H. G. Steiner, J. J. Robertson, Earl Winters, Jack L. Greenspoon, Ike Weinberg, Mr. and Mrs. Herbert F. O'Malley, Fred Fansher, William F. Mangels, Leonard Traube, Theodore Wolfram and others.


The coffin bearing the body of one of the most widely known park showmen in the nation was picked up by a train at Harmon yesterday afternoon and delivered to Chicago for interment in Eden Cemetery, following Masonic rites in the Schmidt Funeral Home today. The deceased's brother, George J. Baker, superintendent of Playland, was scheduled to accompany the widow, the former Meta H. Griep, altho it was reported that she was too overcome to make the journey. Mrs. Baker has been in poor health for some years.

CHICAGO, Aug. 26.—Masonic funeral service held here today for Harry C. Baker was attended by scores of friends. Justice Lodge No. 949, F&AM, of which Baker was a member, conducted the service, and Dr. Frank Joseph, of German Lutheran Church, preached the sermon. The chapel was banked with beautiful floral tributes. Pallbearers were Fred W. Pearce, of Detroit; A. Vaszin, of Dayton, and A. R. Hodge, George Lauerman, George A. Schmidt and Nat Green, of Chicago. Burial was in Eden Cemetery.

Tributes

"With the passing of Harry C. Baker, president of the NAAPPB, the outdoor amusement industry has lost one of its (See *MANY ASSOCIATES* on page 56)

PUSH FILLER



PUSH THE BUTTON! SEE IT FILL!

JOHN F. SULLIVAN,
458 Broadway, New York City.

FAIR WORKERS!!!

We have the most complete line in NEWEST STYLES of LOCKETS, GAMES and WHITE STONE RINGS, CROSSES and COSTUME JEWELRY. IMMEDIATE DELIVERY!!! Write for CATALOG or send \$2.00 for Samples.

MAJESTIC BEAD & NOVELTY CO.
307 Fifth Ave., New York City

ELGIN & WALTHAM
REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in 8. H. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.,
113 N. Broadway, St. Louis, Mo.

Key Check Stamping Outfits

Emblem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25c.

SOCIAL SECURITY PLATES
KEMP
New York City.

463-B East 178th St.,

BETTER PLUNGERS

PER GROSS \$1.18
3 Assorted Samples Postpaid 50c

ASS'D PEN, Mfrs., 137 Lafayette, N. Y. C.

THE NATIONAL AEROPLANE

Large Balloon, Wheels, Wings, Propeller, in 2 Colored Envelopes. Gross \$25.00. Deposit 25%. SAMPLE DOZEN, PREPAID, \$1.00.

125 5th Ave.,
UNITED BALLOON CO. New York, N. Y.

They're Here! WALTHAM PENS

The Greatest and Fastest Selling Name in Fountain Pen History!

Write today for completely illustrated catalog of every type Fountain Pen and Pencil. PRICES NOW LOWER THAN EVER BEFORE. The season is starting off now with a BANG with WALTHAM PENS, so get started now with the pen that is going over best—PARK-O-TYPE PENS NOW READY. STARR PEN CO., 300 W. Adams, Dept. B-19, Chicago.

NEW TURN SIGNAL

FLASHES from REAR WINDOW—DASH Control AGENTS

A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name quick for facts and Demonstrator sample plan. All Free! Rush.

WATCH-MY-TURN SIGNAL CO., Dept. 439,
Walnut Bldg., Des Moines, Iowa

EASTMAN PENS

PLUNGER PENS, \$12 Gr. UP.

Everything in Pen-Pencil line. Good Quality, New Designs, Lowest Prices. 3 Samples Best Sellers, 50c postpaid.

WILLIAMS SALES CO.
210 West 8th St., Kansas City, Mo.

Every \$1.00 Gets you \$5.00

Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co., Est. 1354, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.

GOODRICH,
1500 West Madison,
Dept. BG-9, Chicago.

ORIGINAL SLIP-NOT-TIES

New FALL Line, \$2.50 Doz. FAST 50c SELLER, Repeaters. Send for Sample Dozen and be convinced.

Free Catalog.
GILT-EDGE MFG. CO.
Original, Patented, 13 N. 13th St., Phila., Pa.

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

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

AL SEARS . . . shoots: "I am still pitching seven-in-one glasses and getting the gelt, as Newark, N. J., is open. Market street is a pitchmen's haven."

VIOLA REYNOLDS . . . is working at Grant's store in Newark, N. J., with rad.

WE KNOW a number of boys and girls who write well, but not often enough to the Pipes Department.

HARRY WOODRUFF . . . the "fountain-pen king," cracks the following from Chicago: "Am making preparations to play the State fairs with pens and rings on a coupon deal and have signed four girls to pass out coupons at the fair gates. They are to be attired in clown suits, and we are using a 50-foot front counter with pen and ring displays. Floyd and Wallace Collins are assisting me, with Mrs. Woodruff as cashier."

JACK (BOTTLES) STOVER . . . and wife are taking it easy on the beach at Ocean City, Md., before beginning their fairs.

RAY KUMER . . . blasts from Chicago: "Just read Doc Jerry Coates' pipe in the last issue of *The Billboard*. I am surprised at it. True, he was unsuccessful here, but there are reasons. None of the good workers are beefing here. Workers like Brian Brown and George Thurman are doing oke; and Bob Twittle and Phil Kraft seem to eat and stop at good hotels. You're slipping, Mr. Coates."

MRS. DOLLY SHEEDY . . . is ill at her home in Amarillo, Tex., and is anxious to hear from friends.

PITCHMEN'S SAYINGS: "Don't go away, folks, I'm going to show you again."—George Haney.

JACK CURRENT . . . pipes from Ocean City, N. J., that he moved up the eastern shore of Virginia, Maryland and Delaware to New Jersey and New York and says business was not so hot in New Jersey and New York. He infoes that the boys and girls at the World's Fair don't seem to be doing well. He writes: "A tip to any troupers coming this way with house trailers; it is hard to get located. Conditions are the worst I have seen. You have to go to a trailer camp and pay from \$1 to \$1.50 a day just for space. Cape May, N. J., has two camps with space for \$1 a day and no baths. Wildwood has one camp at which space is \$1.50 a day, but it is outside the city limits. No trailers are allowed in the city limits of Ocean City, and you have to go seven miles out at Atlantic City. Con-

ditions are about the same the rest of the way to New York. My man, Gumy-Johnson, has had a nice season's work since we left California last November. We are going to work Florida for the winter. Would like to see pipes from Ed Clark, Jimmie Regan, Bob Posey and George and Emma Holliness."

THINGS WE NEVER HEAR: "Local business men devote entirely too much of their valuable time and energy to knocking street salesmen instead of increasing the individual proficiency of themselves and particularly their clerks in their own places of business."—A local merchant.

GEORGE BRECHT . . . pens from Peoria, Ill., that he just finished a small tour. "Cheyenne, Wyo., was about 40 per cent off this year," he writes. "Harry Schwartz had novelties, which were 40 per cent off. Deadwood, S. D., was very good. Al Williams had the grand stand. Novelties were big; Cowboy Blackie had them. All the overs and unders were pinched, also the chuck-a-luck and digger operators and any other percentage wheels. Burwell, Neb., was a total blank; even the corn games lost money. J. L. Landes Shows played to a loss. Babe Dusek won a little money on the athletic show. Sidney, Ia., was fair. Sam Bluestein had a fair week on novelties. There were about 100,000 people there during four days. I made about \$40. I am now in Peoria with Jack Rubin, who has the streets for the State Legion. Opening day was good."

REPORTS HITTING . . . the pipes desk from out Indiana way indicate that Charley (White Collar) Courteaux and partner, "Windy" Bliss plan to work foot-long hot dogs at several fairs in the Hoosier State.

THE ART of making sales to crowds now isn't much different than in the old days. These days, however, one must figure a little differently, more conservedly, and work more diligently in order to get the mazuma. In brief, the pitchman has a far more skeptical populace to cater to.

DONA ROGENE . . . is working rug cleaner in Newark, N. J., and R. Bee is at Kresge's there with perfume.

ANOTHER ANSWER . . . to Doc Jerry Coates' pipe in last issue comes from J. Z. Knebel from Chicago: "There are many boys making line in Chi. For one thing, Bob Twittle broke all records in Wiebolt's with a \$95 day. Mike Devine has taken top money out of Goldblatt's for over 30 weeks. That one day Coates spoke of was Mike's way of finding out if the worker is weak or the store burnt out. You can bet your life that Devine is not missing any meals and his workers are getting nice

"Pitchmen's Rights as Citizens"

Fifth Installment to Appear in September 9 Issue of *The Billboard*

What is the lawful and real nature of Pitchmen's taxation? Do "foot-loose" itinerant merchants pay taxes? Can a Pitchman be convicted and sent to jail unless he pays an exorbitant reader rate? Who has the priority right on the street, the Pitchman or the automobile? These and many other questions of paramount importance to all who sell are answered in a series of articles by E. L. Kiehl, who is well known in demonstrating pitch circles throuth the nation. The fifth article of the series, entitled "Pitchmen's Rights as Citizens," will appear in the next issue of *The Billboard*. Others will be published periodically. Read the series and be able to intelligently discuss your inalienable rights as citizens!

OAK HYTES BALLOONS

For **FAIR WORKERS**

Oak's Souvenir-of-the-Fair prints are reliable money-getters on the fair grounds. Ask your jobber, or write to us for free catalog.

The OAK RUBBER CO. RAVENNA, O.

FREE CATALOG!

Showing newest fast-selling items, highly polished, in Lockets, Crosses, Engraving Jewelry, Games and White-Stone Rings. Send \$2.00 for complete samples.

JACK ROSEMAN CO.,
307 Fifth Avenue, New York City.

LOWEST PRICES

100 Social Security Plates . . .	\$3.50
100 Colored S. S. Plates . . .	6.00
100 Double Cases	2.50
100 Single Cases	1.25
Die Sets and Gauge	5.00

Send for Complete List Free. New Name Plates and Stamping Machines. Don't delay. Send 25¢ for C.O.D.

FRANK BONOMO,
65 Centre Avenue, Dept. B-2,
Brooklyn, N. Y.

THREE in ONE Glass Cutter, Knife Sharpener and Bottle Opener



Low price makes quick sales. Demonstration brings quick orders. Excellent for advertising premiums. Samples 15c. Manufactured by

APEX NOVELTY CO. 1948 W. Adams St., Chicago, Ill.

HANDKERCHIEFS

Over 100 Styles

Make big profits. Easy sales to stores, customers, etc. Staple articles. Specializing to Jobbers and Quantity Buyers. Write for particulars. Send \$2.00 for COMPLETE AGENTS' SAMPLE ASSORTMENT. 8 Doz. Handkerchiefs, Ladies and Men. Postage Prepaid.

GLOBE HANDKFS CO.,
22 E. 17th St. (Dept. "B"), New York City

THE ORIGINAL SCREW BALL

22-Karat Gold-Plated Lapel Pin. Each on Screw Ball Membership Card. Sample, 10c; Gross, \$5.40; Doz., 60c.

SAMUEL AUERBACH, INC.,
14 East 34th St., N. Y. C.

TIES — LARGE PROFITS ON STEADY SALES

Never before such values! We manufacture only Hand Tailored Wool-Lined Ties to retail from 3 for \$1.00 up. Exceptional values! Big profits for live-wire distributors. Exclusive territory. For complete information write immediately to

RELDAW MERCHANDISING CO.
11 West 29th Street, New York, N. Y.

SPICY COMIC XMAS CARDS

Hot, peppy, laughable designs in flashy colors. 20 new designs, fast 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No excuse for being broke. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Real sellers. No junk. Envelopes with each Card. 20 samples, \$1.00. None Free.

COMIC SHOP, Philadelphia, Pa.
2463-A Kensington Ave.,

Veterans Wake Up!

Note removal to larger quarters. Old timers are back in line selling our Veterans' Joke Books, Magazines—2c to 5c. Sell 10c to 25c. Other seasonal features, Holiday Flashers, Patriotic Calendars, Welcome Cards, etc., 2c to 5c. Send 10c for Samples. **VETERANS' SERVICE MAGAZINE,** 169 Duane St., New York City.

PAPER MEN TEXAS IS GOOD NOW

Can use experienced men in Texas on National publication. Write your old friend **E. HUFF,** 6011 Grand, Dallas, Tex.

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Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio.

Just Out!
NEW CATALOG
No. 24

NEW 1939 PINS

Increase your sales! . . . these new 1939 Engraving Pins are "clicking". See these new styles in new catalog No. 24, just off the press. Catalog also contains best selling Whitestone and Cameo Rings; also Billfolds and Photo Jewelry. Write for Catalog No. 24 today.

HARRY PAKULA & CO.
5 No. Wabash Ave. Chicago, Ill.

BIG PROFITS

Own Your Own Business Stamping Key Checks, Social Security Plates. Sample with Name and Address, 25c. Send for Catalogue No. 39.

HART MFG. CO.,
311 Degraw Street, Brooklyn, N. Y.

ELGIN & WALTHAM—Second-Hand Watches as Low as . . . \$1.85
DIAMOND RINGS—Solid Gold Mountings as Low as . . . \$2.40

Send for Descriptive Circular
H. SPARBER & CO.
106 North 7th St., St. Louis, Mo.

SILK DRESSES, 10c!

Men's Suits, \$1.50; Coats, \$1.00; Shoes, 50c; Hats, 40c. Many other low-priced bargains. FREE Catalogue. Send name on post-card. No obligation—write today. **FAIRMOUNT CO.,** 162-Bl Monroe St., New York, N. Y.

checks. When Coates wrote, he must have forgotten that Freddie Krause on herbs in G.B. is still hitting \$180 and over on the week. I might add that the shampoo layout in the State street store guarantees \$200 each week, and they get it and more. My partner, Ray Kumer, and wife did mighty good in Gary, Ind., on shampoo. What we need is just a little more pep and control enough not to get burned up because once in a while we hit a larry. I'll take my hat off to the workers in Chicago, for if we all could just put in as much effort as they do, we wouldn't have time to cut up jackpots and beef at hard times. George Thurman, Freddie Krause, Roy Kumer, Marty Brown and Mike Devine aren't beefing. As far as I am concerned, I'll always be a J.C.L. who will learn from the ace workers if possible, and I've been pitching for eight years."

GEORGE DURST . . . tells from Jamaica, N. Y., that he has been going rather easy because of hot weather and has passed up the beaches. Says he expects good results this fall, tho, because he is licensed and in good in the Long Island area.

IT'S ABOUT time some pitchmen take a leaf from the farmer's book. The latter is quick to realize that he can't possibly reap a harvest if he doesn't have his farm in the best condition possible. It's a good example for the pitchman to follow with his layout.

DOC JIM MEADEN . . . typewrites from Roswell, N. M.: "Have been working the fairs and rodeos in Arizona and New Mexico with rug cleaner and writing a little sheet on the side. Business is just fair. I met Billy Gilbert, of Billy and Lorraine Gilbert, of tab and burlesque days, in Roswell, N. M., where Billy has a liquor store. Billy and Lorraine worked for me back in the early '20s when I had my med opry playing Ohio, Indiana and Illinois. They were the fastest comedy team in the business. Later they went into burlesque and vaudeville. They threw a swell party for me. I left Roswell August 17 for Hobbs, N. M., to work the three-day Street Fair there, then on to Colorado for the fall fairs."

THE BARTONES . . . owners-managers of the Ideal Comedy Co., recently took delivery on a new de luxe house trailer. Show moved to Loveland, O., for this week after closing in Newtown, O. Mrs. Charles (Foltz) Blue has been a visitor on the unit the past three weeks.

Pitchdom Five Years Ago

Earl Kittridge was seriously ill at his home in Seattle. . . . Tom Sigourney was still visiting Doc Hammack's med show in East Alton, Ill., and seeing what he termed the "most remarkable passouts in years." . . . Jeff Farmer was wending his way to the tobacco markets in North Carolina. . . . Charles Lindar was clicking in Asbury Park, N. J., with neckties and jewelry. . . . Ruth and Sunshine Rogers were trying out a platform show of their own, playing around Spartanburg, S. C. . . . Henry Riley was finding lucrative pickings in Kentucky with med. . . . George Thomas didn't have any difficulty getting the natives to respond to his pitch on peelers at the Cheyenne, Wyo., Frontier Days. . . . After working his opry in schoolhouses and theaters for two weeks Ricton took it back under canvas. . . . Buffalo Cody and Doc Burns were getting some dough with Foodlax in Chicago. . . . Doc George M. Reed and wife left their Columbus, O., diggings for West Virginia. . . . Errol V. Whitaker and wife were playing coal fields around Harlan, Ky., to good business. . . . Joe Morris rambled into Buffalo for a two-week stand following his Detroit engagement, which resulted in fair takes. . . . Lighthawk's Comedians were trouping in Indiana and doing good business under management of Arthur Pyle. . . . Doc J. A. Speagle was featuring a group of Hawaiian troubadours in his med show. . . . Stanford Smith was using an octopus for bally. . . . Lockboy's Comedians were in their fourth week in Greenville, S. C., and doing good business. . . . George Cleveland, erstwhile pen purveyor, was a successful florist in Atlanta. . . . James Gardner was working automobile items in Atlanta. . . . Gene Golin and Mike Sweeney doubled up for Owatonna, Minn. There were plenty of flukem and gummy workers there. . . . That's all.

ANY OF THE BOYS getting their watermelon money in Georgia?

Events for 2 Weeks

- (August 28-September 2)
- CALIF.—Bishop. Homecoming & Rodeo, 2-4. Healdsburg. Harvest Festival, 2-4. Lakeside. Rodeo, 4. Oakland. Ham & Eggs Picnic, 2-4. San Diego. Dog Show, 3-4.
 - COLO.—Ridgway. Rodeo, 4.
 - CONN.—Darien. Dog Show, 4.
 - IDAHO.—Burley. Stampede, 31-Sept. 2.
 - ILL.—Bend. Homecoming, 3-4. Chicago. Candy Show, 29-Sept. 1. Gridley. Fall Festival & Colt Show, 30-Sept. 2. Nashville. Homecoming, 2-4. Nebo. Home-Coming, 29-Sept. 2. Oquawka. Band Fair & Watermelon Festival, 30-Sept. 2. Teutopolis. Centennial, 2-4. Warrensburg. Homecoming, 2-4. Windsor. Homecoming, 31-Sept. 2.
 - IND.—Bowling Green. Old Settlers' Reunion, 1-2. Brookston. Street Fair & Horse Show, 31-Sept. 2. Huntingburg. Homecoming & Celebration, 2-4. Knox. Legion Street Fair, 30-Sept. 2. Lagro. Street Fair, 30-Sept. 2. Middletown. Horse Show & Fall Festival, 30-Sept. 2. Silver Lake. Street Fair, 30-Sept. 2.
 - KAN.—La Cygne. A. T. A. Fair & Stock Show, 28-Sept. 2. Russell. Festival & 4-H Fair, 30-Sept. 1.
 - KY.—Princeton. Tobacco Festival, 31-Sept. 4.
 - ME.—Randolph. Old Home Week, 28-Sept. 2.
 - MASS.—Boston. VFW Natl. Encampment, 26-Sept. 1. Great Barrington. Dog Show, 3. Lenox. Dog Show, 2.
 - MICH.—Fennville. Homecoming, 31-Sept. 3. Freesoil. Homecoming, 2-4. Jonesville. Street Celebration, 1-4. Ovid. Homecoming Jubilee, 1-3. Romeo. Peach Festival, 2-4.
 - MINN.—Ortonville. Corn Festival, 5-6. St. Paul. Dog Show, 3-4.
 - MO.—Hamilton. Legion Races, 29-Sept. 1. Jackson. Home-Comers' Celebration, 31-Sept. 2. Sarcoux. Homecoming, 26-Sept. 2.
 - MONT.—White Sulphur Springs. Rodeo, 3-4. NEB.—Gordon. Sheridan Co. Rodeo, 30-Sept. 1. NEV.—Winnemucca. Rodeo, 2-4. N. H.—Canaan. Exposition, 30-Sept. 4. N. M.—Santa Fe. Santa Fe Fiesta, 2-4. N. Y.—Deposit. Old Home Week, 28-Sept. 2. Watkins Glen. Firemen's Celebration, 1-4.
 - O.—Cincinnati. Colored Fair, 27-Sept. 4. Cleveland. Natl. Air Races, 2-4. Killbuck. Free Fair & Homecoming, 31-Sept. 2. Orrville. Anniversary Celebration, 1-4. Rittman. Homecoming, 1-4. Scio. Fall Festival, 29-31. Sycamore. Celebration, 2-6. Toronto. Legion Celebration, 28-Sept. 4. Uhrichsville. Centennial, 28-Sept. 2.
 - OKLA.—Panama. Union Celebration, 1-4. Vinita. Rodeo, 1-3.
 - ORE.—Astoria. Regatta, 30-Sept. 2. Lakeview. Roundup, 2-4.

- PA.—Altoona. Auto Races, 4. Altoona. VFW Fall Festival, 28-Sept. 2. Blossburg. Firemen's Old Home Week, 28-Sept. 2. Irwin. Anniversary Celebration, 27-Sept. 4. Lyons. Firemen's Fiesta, 1-4. Mechanicsburg. Grangers' Picnic at Williams Grove Park, 28-Sept. 4. Millsboro. Legion Celebration, 28-Sept. 2. R. I.—Newport. Tercentenary Celebration, 28-Sept. 2.
- TEX.—Midland. Rodeo, 2-4. UTAH.—Payson. Golden Onion Days & Homecoming, 2-4. VA.—Pulaski. Legion Celebration, 4. W. VA.—Berkeley Springs. Tomato Festival, 2-4.
- WIS.—Appleton. Picnic, 2-4. Wisconsin Rapids. Cranberry Harvest Festival, 28-Sept. 3.
- WYO.—Evanston. Cowboy Days, 2-4. Thermopolis. Rodeo, 3-4.

(September 4-9)

- ARK.—Little Rock. Celebration, 4-9. Paris. Celebration, 4-9. Pochontas. Fall Festival, 4-9.
- CALIF.—Del Rey. Community Fair, 7-9. Escondido. Grape Day Celebration, 9. Lakeside. Rodeo, 4. West Riverside. Harvest Festival, 7-10. Oakland. Dog Show, 10. San Gabriel. Fiesta, 8-10.
- COLO.—Arvada. Harvest Festival, 8-9. Englewood. Fall Festival, 7-9. Montrose. Rodeo, 9-10. Ridgway. Rodeo, 4.
- CONN.—Darien. Dog Show, 4.
- IDAHO.—Filer. Twin Falls Co. Rodeo, 6-9.
- ILL.—Alexis. Home-Coming & Fall Festival, 6-9. Bethalto. Home-Coming, 8-9. Du Quoin. Auto Races, 9. Lena. Firemen's Fall Festival, 7-9. Le Roy. Fall Festival, 7-9. Naperville. Centennial Celebration, 9-16. Nauvoo. Grape Festival, 8-10. Strasburg. Home-Coming & Barbecue, 7-9.
- IND.—Jasonville. K. of P. Celebration, 4-9. Marengo. Legion Jubilee, 9-16. Markle. Fall Festival, 6-9. Pierceton. Street Fair, 5-9. Rising Sun. Legion Fall Festival, 4-9. Rushville. Old Jules Celebration, 7-9. Winchester. Auto Races, 10.
- IA.—Centerville. Pioneer Day Celebration & Agri. Show, 6-9. Cherokee. Pilot Rock Plowing Match, 6-7. Creston. Jubilee & Horse Show, 5-7. Drakesville. Old Soldiers & Settlers' Reunion, 7-9. Tama. Legion Carnival, 4-9.
- KAN.—Cherokee. Home-Coming, 7-9. Florence. Celebration & 4-H Club Expo., 4-6. Osawatomic. Free Fair, 7-9.
- KY.—Paintsville. Legion Fall Festival, 4-9. Paris. Paris-Hopewell Sesquicentennial, 3-6.
- LA.—Baton Rouge. Legion Fair, 9-10.
- MICH.—Hudsonville. Community, 7-9. Perry. Harvest Festival, 8-9.
- MINN.—Duluth. Legion Carnival, 4-9. Ortonville. Corn Festival, 5-6.
- MO.—Bland. Festival, 7-9. Jamesport. Fox Hunt, 5-9. Rolla. Rollalions Club Carnival, 6-9.
- MONT.—Glasgow. Harvest Jubilee & Federal Bldg. Dedication, 6-9. White Sulphur Springs. Legion Rodeo, 3-4.
- NEB.—Lincoln. Rodeo, 4-9. Rushville. Old Jules Barbecue, 7-9.
- N. Y.—Goshen. Dog Show, 8. Rye. Dog Show, 10. Tuxedo Park. Dog Show, 9.
- N. C.—Kinston. Bazaar, 4-9.
- O.—Andover. Street Fair, 8-9. Antwerp. Home-Coming & Paulding Co. Centennial, 7-10. Ashtabula. Merchants & Manufacturers' Expo. & Celebration, 4-9. Columbiana. Legion Fair, 8-9. New Holland. Legion Fall Festival, 6-9. New Richmond. Mardi Gras, 6-10. Stow. Home-Coming, 4-9. Shelby. Community Fair, 6-9.
- OKLA.—Woodward. Elks' Rodeo, 8-10.
- PA.—Coalport. Celebration, 4-9. Kittanning. Celebration, 4-9. Tenny. McMinnville. Celebration, 7-9. Millington. Fair Jubilee, 5. Petersburg. Colt Show, 5-6. Whitesville. Harvest Festival & Horse Show, 4-9.
- TEX.—Dallas. Southwestern Gift Show, 3-8. Colorado City. Frontier Round-Up, 7-9.
- UTAH.—St. George. Rodeo & Fruit Festival, 7-9.
- VA.—Fairfax. Horse & Pony Show, 9. Pulaski. Legion Celebration, 4. South Boston. Natl. Tobacco Festival, 7-8.
- WASH.—Colfax. Rodeo, 8-10. Goldendale. Jamboree, 8-10.
- W. VA.—Bluefield. Celebration, 4-9.
- WIS.—Mount Horeb. Fall Frolic & Homecoming, 7-9. Fond du Lac. Dog Show, 10.

SHOWMEN'S LEAGUE—

(Continued from page 41)

McCaffery, Past President C. R. Fisher, League Counsel Morris A. Haft, William Carsky, Lew Keller, L. C. Kelley, Lou Leonard, George W. Johnson, E. Courtemanche and Harry Mamsch. Sick list is the same as reported in last week's issue. Tom Rankine, Colonel F. J. Owens and Tom Vollmer are confined in their homes. Ben Beno is at Port Chester, N. Y., and Jack Lydick at Ravenna, O. R. F. Trellick, Darley (Hopple) Wander and Harry Paul are in American Hospital. Club was grieved to learn of the death of Brother Harry C. Baker, a beloved and active member. Lou Leonard spent a day here en route to Des Moines and Thomas F. Sharkey and R. C. Edwards, on the Johnny J. Jones Exposition, are in town on business. Bernie Mendelson and Secretary

Joe Streibich visited the shows at La Porte, Ind.

Ladies' Auxiliary

Clara Harker was hostess at the social on August 24 at the Sherman Hotel. Night was dedicated to Sis Dyer of Hennies Bros. Shows, and event was well attended. First prize, an umbrella, went to Treasurer Phoebe Carsky. Second prize went to Ann Slyster's sister, Lorraine Wilson, who selected a set of cooking utensils. Members were delighted to see Alice Hill and Pearl McGlynn who have been absent for some time. Mattie Crosby stopped in the club rooms for a while to say hello.

Ladies were glad to have Phoebe Carsky and Hallie McCabe with them again after a few weeks on the road. Letters were received during the week from Grace Goss, who plans to visit Viola Fairly, with Fairly & Little Shows at Sedalia, Mo.; Clara Zeiger, Marie Kortess and Hazel Harris. Virginia Kline sent a card en route to Toronto, Ont.

Frances Keller visited the Johnny J. Jones Exposition in Joliet, Ill. Ann Slyster plans to leave soon for a brief vacation and Maud Geiler leaves for the South soon. Rose Page will be hostess at the August 31 social in the Sherman Hotel, and it will be Hattie Wagner and Annette Sheesley night. Be sure to attend. Dues coming in nicely. Be sure to remember yours.

MANY ASSOCIATES—

(Continued from page 54)

pillars," said Executive Secretary A. R. Hodge of the organization, Chicago. "As a builder and operator he was pre-eminent. As a president of our great association he was an inspiring and constructive leader. As a man and friend he was endowed with those sterling qualities which attracted the many thousands of friends who knew and loved him. His name will long remain as that of one of the big men of our industry, and in his passing our loss is indeed great."

"The untimely death of Harry Baker marks the passing from the amusement field of one of its ablest and best known exponents," said Arnold B. Gurtler, first vice-president of the NAAPPB and general manager of Elitch Gardens, Denver. "His inventive genius and keen analysis of public reaction rounded to the benefit of amusement park operators throughout the country. He has been a tower of strength to the national association and for the past five years has been its president and under his guidance the association has reached a high point in its history. To those of us who knew him personally his death marks the passing of a genial friend, an able counselor and an industrious fellow worker."

"With the death of Harry Baker the outdoor amusement world has suffered an irreparable loss," said Norman S. Alexander, past president of the NAAPPB, long active in its councils and general manager of Woodside Park, Philadelphia. "His ready sympathy, sterling character and outstanding qualities of leadership endeared him to all of us who had the privilege of close association and friendship with him. He will always live with us in memory."

"I was deeply grieved to hear of the passing of my good friend Harry C. Baker," said Adrian W. Ketchum, a director of the NAAPPB and general manager of Forest Park Highlands, St. Louis. "The amusement industry will suffer a severe loss as a result of his untimely death, as he was a leader of rare ability and a man who was guided by the highest standard of fair dealing and ethics."

"The amusement park industry can ill afford to lose men like Harry C. Baker, who actually lived for its betterment," said A. Brady McSwigan, a director of the NAAPPB and president and general manager of Kennywood Park, Pittsburgh.

"He was one of our association's outstanding presidents. Now we will come to the full realization of just how important was his work and time spent in behalf of our industry. His happy faculty for making friends leaves a legion who will deeply miss that big smile and helping hand of a grand fellow we were privileged to know and admire."

"Our association has lost one of its most likable characters and one of its most devoted workers," said Edward L. Schott, a director of the NAAPPB and president and general manager of Coney Island, Cincinnati. "The great loss to our organization is reflected in the fact that Harry Baker served as our president five successive terms."

Harry G. Traver, of Baker & Traver, New York World's Fair: "I have lost a sterling friend and associate and the na-

IDEAL FIREWORKS CO.

C. Barbuto, 1376 10th Avenue, Schenectady, N. Y. Celebration Committees, Park Managers, Fair Associations, if you have not contracted yet send for Catalogue. State your budget. Mention The Billboard.

ACE AMUSEMENTS

Room 209, 1949 Broadway, New York City. Theatrical Talent, Broadway Vaudeville Units, Girl Lines from 5 to 24 in fast song and dance routines, Musical Revues, smartly costumed; Singers, Dancers, Novelty Acts. Programs made up for Fairs, Celebration Committees, Hotels, Nite Clubs, Police-Firemen fraternal fund-raising benefits. Talent for any event. Indoor and Outdoor Shows furnished at any time. Address, wire or phone CHARLES KYLE, "ACE AMUSEMENTS," Phone Susquehanna 7-8348. ELMER DADE, Mgr. Revues, Novelty Acts, register with us. Committees, address CHARLES KYLE, 104 Judson Avenue, New Haven, Connecticut.

tion one of its foremost amusement park showmen and builders."

Herbert F. O'Malley, director of Playland, Rye: "His passing marks an irreparable loss to our industry and to our association. I and my associates lose a real friend."

William F. Mangels, Mangels Co.: "He was a ride man's ride man, a splendid leader and a man of boundless energy."

George A. Hamid, president National Showmen's Association, American Recreational Equipment Association and George A. Hamid, Inc.: "He did big things and did them well. I knew him for so long that I still can't believe Harry is not with us. All of us will miss him—tremendously."

Cy D. Bond, Dodgem Corp.: "He gave his life to the business, much of it to help others. I yield to no one in my admiration for Harry Baker in his personal and business life."

George P. Smith Jr., New York World's Fair: "He was as square as they come and an inspiring optimist. His friendship will long remain with me."

Maurice Piesen, Piesen Mfg. Co.: "He was the 'George' in 'Let George Do It' and a friend who must and will be missed by all who were honored to know him."

Jack and Irving Rosenthal, Palisades Park: "Put us down together as people who will always feel that something is wrong because Harry isn't with us any more. A great originator and a great person in every respect."

Lew Dufour: "He served with distinction and always extended the palm of welcome. I mourn the passing of a great gentleman."

Joe Rogers, New York World's Fair: "He was a swell fellow with plenty on the ball and everyone loved him."

J. J. Carlin, Carlin's Park: "Harry never forgot the social graces during his remarkable career in a hectic business. He was one of the finest leaders the NAAPPB ever had and he will also be keenly missed as a person apart from his contributions to our industry."

WANTED—LAST CALL!

FOR MICHIGAN'S BIGGEST STREET FAIR AND FIREMEN'S HOMECOMING

On Main Streets of St. Charles, Mich. 4 DAYS, SEPT. 6-7-8-9. SHOWS AND MERCHANDISE CONCESSIONS OF ALL KINDS. Rides and Bingo Booked. Write or wire CHAS. SCHAFER, Gen. Chairman, St. Charles, Mich.

WANTED!

MAGICIAN, TALKER, GIRLS who are experienced for new Illusion Show. Salary and percentage guaranteed. JOHN M. CHURCHILL, Sam Lawrence Shows, Roanoke, Va., this week. Next week, Spruce Pine, N. C. (10 weeks best fairs).

WANT

SEPTEMBER 20th to 23rd, FREE ACT, RIDES, MOTORCYCLE RACES, CONCESSIONS AND A SHOW. GEORGE D. WALKER, Secretary, MANISTEE COUNTY FAIR, BEAR LAKE, MICH.

Barfield's Cosmopolitan Shows

NOW STARTING SOUTH FOR A SPLENDID LINE OF FAIRS AND CELEBRATIONS

Want to join at Cleveland, Tenn., for Labor Day Week Celebration, next week: First-class Motordrome and Kiddie Rides (T. J. Apple will not be with this show after this week). Also want Side Show, Funhouse or any show of merit. Can place a few more Legitimate Grind Stock Concessions.

P. S.:—Will buy Kiddie Auto Ride and Gilly Funhouse, if in good condition and priced right for cash. Address C. E. BARFIELD, Barboursville, Ky., Fair, this week, Cleveland, Tenn., next week.

MARKS SHOWS, INC.

WANTS FOR GREAT ROANOKE FAIR AT ROANOKE, VA. WEEK STARTING LABOR DAY, SEPTEMBER 4th, AND 10—MORE OF THE BEST SOUTHERN FAIRS—10 LEGITIMATE CONCESSIONS OF ALL KINDS CAN BOOK MERITORIOUS SHOWS FOR MONEY-GETTING TERRITORY Write or wire JOHN H. MARKS, Marks Shows, week of Aug. 28th at the Greenbrier Valley Fair, Ronceverte, West Virginia.

WANTED FOR

LACLEDE COUNTY FAIR

LEBANON, MISSOURI

Legitimate Concessions of all kinds, Independent Shows such as Minstrel and Athletic Show. All address E. L. WADE, Lebanon, Missouri.

GARDEN STATE FAIR

BRIDGETON, N. J.—Week September 4.

READING, PA., FAIR TO FOLLOW.

Will book Game Concessions of all kinds. Also Eating and Drinking Stands. All address this week, Leighton, Pa.

CETLIN & WILSON SHOWS

W. C. KAUS SHOWS, INC.

Want for Carlisle, Penna., and balance of season of fairs, namely, Woodstock, Va.; Hopewell, Va.; Bedford, Va.; Shelby, N. C. (Colored); Winston-Salem, N. C. (Colored); Union, S. C.; Columbia, S. C. (State Colored); Charleston, S. C. (Colored); then Armistice Celebration, Warsaw, N. C. Legitimate Concessions of All Kinds, except Bingo, Cookhouse and Custard. Palmistry and Shooting Gallery. Shows with Own Outfits. Funhouse or Illusion. Ride-O, Octopus or U-Drive-It. Write or wire W. C. KAUS, Manager, Huntingdon, Penna.

ENDY BROS.' SHOWS, Inc.

WANT FOR

MINEOLA FAIR . . LONG ISLAND, NEW YORK

"World's Fair Session" Week of September 11-16

And SIX SOUTHERN FAIRS

Concessions of all kinds, Wheel and Concession Agents, Ball Games, Bowling Alley, 4-for-Dime Photos, Floss, Talker for BIG REVUE, CHORUS GIRLS (office paid). DICK SCOTT wants for Minstrel Show, Musicians, A-1 light tan CHORUS GIRLS (office salary); Trailer Drivers, Ride Help. WILL BOOK MONKEY SHOW. All mail and wires to DAVID B. ENDY, President, Sherbrooke, Quebec, Canada, now.

P. S.:—Now booking Independent Shows, Rides and Concessions, Great Gratz (Penna.) Fair, week of Sept. 18.

Heller's Acme Shows, Inc.

PLAYING ALL BONA-FIDE FAIRS — WANT FOR THE FOLLOWING FAIRS

Enfield, N. C.—Fire Dept.—Agricultural Fair, Sept. 25-30. Weldon—Roanoke Rapids Tri-County Fair, Oct. 2 to Oct. 7. Moore County Fair, Carthage, N. C., Oct. 9-14. Tar River Fair, Franklinton, N. C., Oct. 16-21. Three Fairs pending and Big Armistice Week Celebration. Out until Christmas with Winter Show.

Want People for Circus Side Show, Jungle and Geek Show, Athletic Show. Complete Plantation Show. Mr. Brown who had my side show, wire. French La Rue wants Boxer. Can use Talkers. Can place Grind Shows, Fun House, Motordrome, Monkey Speedway. Bryant Woods, wire. We can do business. Sol Spade, come on, wire. Matt Craun, wire. Good proposition for Shows with own outfits. Want Posing Show, Girl Revue, Hawaiian or any worthwhile Shows. Live and let live proposition to all. All concessions open. Want Custard, Ice Cream, Novelties, Lead Gallery, Grab Joints, Wheels open. Leo Bistany, also Stretch, wire. Will buy or book Loop-O-Plane, Octopus or Tilt-A-Whirl. Want Ferris Wheel Man for Twin Wheels; also good Operator for Eli. Struble, what's the trouble? Come on, write me. Will give good proposition to Kiddie Rides. All address as per route. HARRY HELLER, Gen. Mgr. P. S.—Rocco no longer connected with this Show.

CRESCENT AMUSEMENT COMPANY

Wants for 9 Southern FAIRS, starting Whitakers, N. C., Sept. 4, closing De Funak Springs, Fla., Nov. 11, with 10 Winter Fairs in Florida starting with Hardee County Strawberry Festival, Bowling Green, Fla., January 8, including the Southwest Florida FREE FAIR, Fort Myers, Fla., February 12 to 19. We will winter at Fairgrounds, Fort Myers, Fla.

RIDES: Rolloplane and Octopus; Ride Help, Foreman and Second Man for Dual Ferris Wheels, 7-Car Tilt, Single Loop-o-Plane, Second Man for Chairplane; must be sober.

SHOWS with own outfits: Girl, Posing, Illusion, Monkey. Mabel Mack, Bryant Woods, Sam Swain, Jack Perry, Wyatt Midgets, Tommy Carter, Jack Miller and wife, wire or come on.

CONCESSIONS all open except Bingo and Cookhouse. Must work for stock and not over 10c. Ball Games, Devil's Bowling Alley, Duck Pond, Candy Apples, Candy Floss, Custard. All address L. C. McHENRY, Mgr., Falmont, N. C. this week; Whitakers, N. C. (Fair), Sept. 4. P. S.: Want Colored Performers and Musicians for Minstrel Show; trombone, sax, tuba, come on.

COLORED PERFORMERS AND MUSICIANS WANTED

All winter's work; salary through office. Best of accommodations. Preference given to those I know and have been with me before. Want the best of Colored Talent and Fast-Stopping Chorus. Musicians that can and will play. Horatio Ballard, where are you? No personal loans. Write, don't wire, to

TED REED, JOHN R. WARD SHOWS

Want Concessions that work for 10c. Chrismen, Ill., Fair, this week. Vincennes, Ind., Labor Celebration all week, opening Sunday, September 3, City Park. Eight Southern Fairs to follow.

GIRLS

WANT NOVELTY ACTS, SINGERS AND GOOD CHORUS GIRLS Salary guaranteed out of office.

GIRLS

Address: **ELSIE CALVERT, care HENNIES BROS.' SHOWS,** North Platte, Nebr., Aug. 28-Sept. 2; Grand Island, Nebr., Sept. 4-9; Council Bluffs, Iowa, Sept. 11-16.

SMITH'S GREATER ATLANTIC SHOWS

WANT: Concessions of All Kinds, no exclusive, for the following fairs. Also have complete beautiful Girl Show frame-up that will turn over to a real Girl Show man. Have several other complete shows for capable people that have something to put in them, preferably Geek, Maid-of-the-Mist, Blue Eye, Peep Show.

E. L. and Boosters' Convention at Madison, Virginia, this week; week of September 4, Martinsville Fair, Martinsville, Virginia; week of September 13, the Botetourt County Fair, Fincastle, Virginia; week of September 18, Person County Fair, Roxsboro, North Carolina; week of October 2, Durham Colored Fair, Durham, North Carolina, with others pending.

These are bona fide fairs, not promotions. All address K. F. (BROWNIE) SMITH. P. S.:—All Ride Help wanted; especially Chairplane foreman.

FAIRS BLUE RIBBON SHOWS, INC. FAIRS

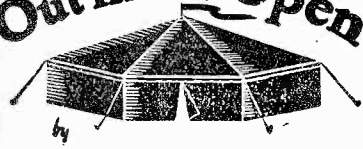
We hold exclusive midway for the following bona fide County Fairs: Cassopolis, Mich.; Paducah, Ky.; Benton, Ky.; Cartersville, Ga.; Rome, Ga.; Lagrange, Ga.; Thomaston, Ga.; Albany, Ga.; three new deal fairs in the making. Will place two promoters capable of handling new deal fairs. Sammy Burgdorf, Harry Burke, R. C. McCarter, Bob Hallock, Kilinger, write, stating full particulars. Will place Minstrel Show Performers and Musicians, salaries and per cent. Have complete Posing Show outfit with panel front. Dan Tuttle, come on. Can place manager or talker with or without girls for same. Goshen, Ind., Fair this week.

OUTDOOR SHOWMEN

On account of Labor Day no telegraphed or telephoned SHOW ADS will be accepted for September 9 issue after 9 a.m. (Eastern Standard Time) Monday, September 4. WIRE IMPORTANT LATE SHOW ADS SUNDAY NIGHT.

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, SEPTEMBER 2.

Out in the Open



Leonard Traube

Harry C. Baker, engineer, ride builder and operator, amusement park owner, distinguished trade association chief, World's Fair participant, gentleman—will erect Coasters no more . . . Lovable Harry died last week. . . His World's Fair worries are over. . . The lines which follow are intended to show that Harry will, fortunately, escape from now on. . . The lines which follow are not intended as disrespect to his memory. . . They are, on the contrary, offered as our personal tribute, in our humble way, to a life which, while it

lives no more, lives on. . . We know that Harry, the plunger, laughed off his worries. . . We know he would not be offended at our treatment of the situation. . . We know he would laugh heartily. . . We hope there are more unqualified laughs where he is now.—LT.

Why worry, merry gentlemen?
The Fair will soon be o'er;
And then you'll have the winter
To worry with Dufour.

Why make a fuss about it?
Why worsen your behavior?
There's always a full winter
In which to join H. Traver.

Life's too short to worry,
So cease your Fair shenanigan;
The winter will be time enough
To straighten out H. Flanigan.

December isn't far away;
It will be easy sailin';
So save your tears for winter
And cry with Grover Whalen.

To worry isn't healthy
'Cause summer should bring hope,
So hold your tears for winter
And commiserate with Pope.

Worrying is silly,
It shows a certain lack;
Winter is the time for you
To make a deal with Pach.

Don't worry, we advise you—
It's bound to drive you daffy.
In winter you'll have three long months
In which to find McCaffrey.

To worry is indecent,
It brings a mental crash;
In winter you can confab
With those mighty Brothers Dash.

Let others do the worrying,
Let others go off looney;
In winter you'll have time to rave
With Hamid, Sarg and Coney.

Worrying is never good,
It is a sorry mess;
But in winter by the fireside
You can cry with Gelb and Schless.

So why not stop complaining?
So why not hold your hammers?
For beginning in December
You can cry with Smith and Lammers.

Worrying is fatal;
It'll drive you to a pond.
Winter is the time for you
To cry with Wilson, Bond.

It does no good to worry,
It does no good to rant;
Winter is the perfect time
To cry with Piesen, Plant.

Summer should be joyful;
Then summer will make way for
The fall and then the winter
For a tearful joust with Shaffer.

Worrying hasn't aided
Sun Valley's Mr. Sipchen;

It's winter that could bring some help
From Banker Harvey Gibson.

To worry is a failure;
Omit the shout and wail.
Winter is the proper clime
To squawk with Savoy's Gale.

So, cheer up, Gest and Granlund—
It's worse with Brooklyn's Dodgers.
In winter you can counsel with
Hizzoner Joseph Rogers.

Take it easy, boys—
Your complexion's like a napkin
Wait for wintertime to needle
Bartlett, Wolfe and Rabkin.

Why worry over nothing?
You'd do better with a rickey—
And in winter get the gaff
From Aquacade's Link Dickey.

We know three who know your story,
And by Octo Thirty-First
Will be glad to give you all the dough
You need to quench your thirst.

So brace up, you merry gentlemen;
At least others have good luck.
In winter you can put the bite
On Rose and Mott and Buck.

(It's nice to know that Up There
. . . Conversing with his Maker . . .
Is a soul with mind untroubled . . .
The soul of Harry Baker.)

Hartmann's Broadcast

WRITERS must write stories that sell to be a success, but there are other ways of doing this than openly condemning a profession and all the people in it. We have an example of this dirtiness in *Writer's Digest* for August in a story headed "Carnival Slang," authored by Robert F. Haugh. The publication is one catering to writers, and Haugh's aim is to show how readers of the paper could better sell stories about carnivals and carnival people by injecting vernacular used on midways. "With John Steinbeck's *Grapes of Wrath* stirring up interest in the great itinerant class of Americans," the story reads, "a few well-written, authentic stories about the wanderers of the carnival world ought to sell." Before we continue to quote, notice the author says "authentic stories."

"Carnival people are a Duke's mixture of show people, gamblers, petty crooks from the underworld, broken-down athletes, prostitutes waiting for the 'heat' to cool off in some city, tramps and hoboes, and human derelicts of all classes. Hence their slang reflects the influences of all these sources. A good tip to follow is to watch the gossip columns in *The Billboard*, the outdoor showman's Bible. Columns such as 'Midway Confab' and 'Pipes to Pitchmen' are rich in carnival slang."

How authentic stories with a carnival background can be written when the author himself dishes out such false and misleading material is beyond us. And in the carnival slang which he describes there are many words which are just as much used or known by the general public as by carnival folks. Take these words for instance: Billy—club; Broad—prostitute (that's a hot one, isn't it—when a broad means any girl or woman?); Can—jail; Dingle—negro; Ditch—to dispose of; Drag—Main street; Growler—can of beer; Jack—money; Java—coffee; Jitney—five cents; Mooch—to beg; Reuben, or Rube—farmer; Stiff—any man.

William O. Stone of West Rumney, N. H., read the story, and his comment is that it "stinks with rotteness." He writes: "I am 63 years old, crippled with arthritis, but I would like to meet the specimen that is responsible for the publication of this lying filth. I think I have seen this same form of life when rolling over a rotten log in swampy places."

"Inasmuch as *The Billboard* is also mentioned in the article, and knowing that you have always been ready to speak for the thousands of fine, decent, loyal people that comprise the personnel of the carnival world, I do not hesitate to bring this matter to your attention."

If carnival people are a Duke's mixture of show people, gamblers, petty crooks from the underworld, broken-down athletes, prostitutes waiting for the "heat" to cool off in some city, tramps and hoboes, and human derelicts of all classes, as Haugh accuses them of being, then it would be no more unfair to say that practically every city and town is in the same "boat," for isn't it true that one will find these same types of people all over the country?

Notes From the Crossroads

By NAT GREEN

W. H. Stein, of Music Corp. of America, is pleased over the terrific business the *Ice Follies* is doing in San Francisco. He writes that they are opening up their new show at the Pan-Pacific in Los Angeles shortly. "The Golden Gate Exposition officials are very happy with our activities," Stein writes from San Francisco, "and I believe MCA has turned the trick for them, even so far as getting the New York fair to follow suit on the policy we inaugurated here." . . . Flash Williams took time off from his thrill-day activities last week to jump into Chicago for a day. Had a three-fair week ahead of him. . . Mrs. Ernie Young was forced to come in off the road because of illness. She's been a pretty sick gal but appears to be on the road to recovery. Seems troubles never come singly. The week Mrs. Young came home four of Ernie's shows were rained out at Iowa and Wisconsin fairs, and the Young car was in a smash-up. . . Mrs. Bert Doss, former aerialist, is expecting a visit from Sir Stork. . . Night horse racing is being featured this week at Marion (Ill.) Fair. . . Eleanor Getzen-daner, featured this week in the horse show at the Canadian National Exhibition, drove all the way from Hollywood with her prize-jumping horses, Elmer Gantry and Suicide. . . Anent the item in last week's Crossroads, our good friend Bob Hickey writes: "How can I be a first of May when I joined out in July?" . . . There might be something to that! . . . And from Sam Ward, former legit, vaude, ork and circus praise agent now with Rubin & Cherry Exposition, comes a communication signed "First-of-May Ward," accompanied by a first-page spread of art that would do justice to a veteran. . . Mickey King, aerialist, arrived back from Australia last week and stopped in San Francisco for a visit to the expo.

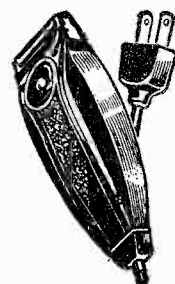
Springfield, Ionia, Milwaukee and Great Falls—four major fairs—have hung up records that indicate it's going to be a great season for fairs in general. Ralph Ammon certainly drew a couple of horseshoes the first two days of the Wisconsin State Fair. Rain on both days, but at hours that allowed him to get out safely. At 7 o'clock on the first Sunday we would have wagered the grand-stand show couldn't go on—but it did. The track was a sea of mud (ask Frank Duffield, who took a fall right in the middle of it), the infield almost as bad. But Barnes-Carruthers got the scenery up, dried the platform and put on a beautiful revue. The high acts went thru with their schedule, and the Duffields closed the show in a glorious burst of fireworks. In the afternoon the gates were closed to autos at 2 o'clock because there was no more room for them. Grand stand was packed to capacity for the auto races. Wisconsin State Fair has had a tremendous growth under the guidance of Ralph Ammon and has reached the point where facilities for handling exhibits will have to be greatly enlarged.

Frisk Greater Shows

WANT

COOKHOUSE, LEAD GALLERY AND SHOWS for balance of season. FRISK GREATER SHOWS, CLINTON, MINN., THIS WEEK.

NEW MODELS — LOW PRICES



No. 2H8. Elgin Kwik Shave. Operates on 110-A.C. Popular style (not connected with Elgin Watch Co.). Sample 55c; Doz. 50c each; 6 doz. 49c each.
No. 2H17. Imperial dry shaver; enables you to start the razor season with quick profits. Operates on 110-A.C. Sample 53c; Doz. 49c each; 6 doz. 47c each.
No. 2H20. Underwood dry shaver. Latest model. Never-slip grip. Ivory color. Operates on 110-A.C. Sample \$1.15; Doz. 98c each.

HERE IS THE LATEST CRAZE

"HOT DOGGIES"—Playful Pups

No. J638. The magnetic toy that keeps 'em spellbound. Dependable G. E. licensed magnets. Size of the pups 3/4" x 3/4". Packed one black and one white in a box. Dozen boxes \$2.00. Gross \$21.60

SPORS CO.

9-39 Erie St., La Center, Minn.

PENN STATE SHOWS

WANT

For Fulton County Fair, Sept. 6, 7, 8, 9

GIRL and HILLBILLY SHOW or any other Good Show; Concessions of All Kinds. Will give ex on Custard and Bingo. Want Ferris Wheel Foreman. Susquehanna, Pa., this week.

WORLD OF FUN SHOWS CAN PLACE

Photo Gallery, Fishpond, Pitch-Tilt-You-Win, or any other Legitimate Concessions. Can use Ride Help. Orange, Va., this week. J. E. STEBLAR, Mgr. Fair Secretaries, have a few open dates.

CONCESSIONS AND SHOWS WANTED

Of All Kinds for

FALL FESTIVAL

At Sycamore, Ohio, Sept. 26 to 30. HOWARD'S RIDES WILL BE HERE. Wire or write TODD GOLLING, Secretary.

WANTED

FOR WAYNEDEALE, IND., SEPT. 12 TO 16

LEGITIMATE CONCESSIONS, ATHLETIC SHOW AND GIRL SHOW. SLIM BISHOP, COLUMBIA CITY, IND.

FAIRS

FAIRS

J. J. PAGE SHOWS

WANT FOR FOLLOWING FAIRS: Scott Co. Fair, Oneida, Tenn.; Lincoln Co. Fair, Fayetteville, Tenn.; Twin Co. Fair, Athens, Tenn.; Five County Fair, Morristown, Tenn.; Western North Carolina District Fair, Asheville, N. C.; Gwinnet Co. Fair, Lawrenceville, Ga. LEGITIMATE CONCESSIONS of all kinds. Good opening for Frozen Custard, Rat Game, String Game, Penny Pitch, Bumper Game, Novelty and any other Legitimate Concessions except Cookhouse. Can place Trombone Player and one more Chorus Girl for Minstrel Show. Bert Melville wants Girls for Hollywood Review. Everybody address J. J. PAGE SHOWS, Danville, Ky., this week; Oneida, Tenn., Fair next week.

WEST BROS.' SHOWS

WANT for long string Southern Fairs, Concessions that work for Stock Only; Foreman for Ferris Wheel; other good Ride Help that can handle semi-trailers; Girls for Revue, young, small, attractive. Percent and salary guaranteed by office. Musicians and Chorus Girls for Minstrel Show; Motordrome; good Pit Show capable of getting money; Billposter. Cresco, Ia., Fair, August 30-Sept. 3, and Prairie du Chein, Wis., week Sept. 4.

Davis & Parrott Shows Want

FOR FAIRS: Corn Game, Join at once; Photo, Fishpond, Snowballs, Cane Rack; Palmistry, American only; Legitimate Concessions of All Kinds; no G joints. Rides: Chairplane and Tilt-Whirl. Grand Shows. Musicians for Colored Band, Performers for Minstrel. Glenn Wybel, Bob Rage, get in touch with us at once. Wire this week, Damascus, Va.

CLINTWOOD, VA., FARMERS' FAIR

SEPT. 4 TO 9, followed by Scott County Fair, Dungannon, Va.; Community Fair, Mayodan, North Carolina; Bertie County Fair, Windsor; Pamlico County Fair, Bayboro; Robertsonville Fair and Tobacco Festival; Great Loris Fair and four South Carolina and Georgia Fairs. Want Middle Rides and Motordrome. Place any show of merit. Will furnish outfits for same. Want concessions of all kinds. Want at once, couple of Sensational Free Acts. Wanted: First-class Cookhouse for long fair season. Aerial Lapraes, wire. All fairs now until middle of November, then Florida Park all winter. Persons booked get preference on Sulphur Springs Park. All address

MIGHTY MONARCH SHOWS

N. P. Roland and George Goffas, Bluefield, West Virginia, this week.

Wanted Wanted

Experienced People for Expose Show, Girls for Posing Show, Talkers, Grinders, Whip Foreman, Ride Help, Canvas Men. Salary paid from office. 10 Weeks Best Southern Fairs.

Sam Lawrence Shows

Roanoke, Virginia, this week; Spruce Pine, North Carolina, next week.

W. S. CURL SHOWS

Wanted for bona fide money spots in Ohio: Concessions, Bowling Alley, Fishpond, Pitch-Till-You-Win; Legit Stock Wheel; Frozen Custard. Labor Day, Port Jefferson, Ohio; Jackson Center, Ohio; Home-Coming, Sept. 6-9; Harvest Festival, Blanchester, O., Sept. 13-16. Can use up-to-date Corn Game for following spots: Junction City, Ohio, Home-Coming, Sept. 18-23; Washington C. H. Fall Festival, Sept. 25-30; Waverly, Ohio, Fall Festival, Oct. 2-7; St. Paris, Ohio, Harvest Festival and Corn Show, Oct. 9-14. Have some fine healthy Monkeys for sale, including Mother-Baby.

W. S. CURL SHOWS, Lebanon, Ohio, This Week.

WANT

FOR ALEXIS, ILL., HOME-COMING AND AGRICULTURE FAIR, SEPT. 6-7-8-9. Shows and Concessions working for stock and 10c. On the Streets. No Gate. Exhibits furnished by 17 High Schools of Different Counties.

No Telephone. Wire or Write. Pay Own.

HOFFNER AMUSE CO.

ALEDO, ILL.

WANTED EIGHT DAYS

Starting SEPTEMBER 22 to 30, Inclusive. Flat Rides or Loop-a-Plane for best spot on Eastern Shore. Legitimate concessions, Lead Gallery, High Striker. DAVID KAY, Milford Fire Co., Milford, Delaware

NOTICE!

Will pay suitable compensation to anyone furnishing information regarding present whereabouts of TEX HILDSPEITH, scale man. Driving Dodge Panel Truck and Covered Wagon Trailer. Louisiana license. Wire collect. C. A. VERNON, United American Shows, Plymouth, Wis., Fair, Sept. 1-4; Centerville, Ia., Sept. 6-9.

AT LIBERTY--NOW

Account of show closing, A-1 CIRCUS BAND, including Galliano Player doubling Bass Drum. All A-1 Musicians. Anything considered. Circus, Carnival, Fairs, Parks. Wire--don't write--August 30 and 31. A. LEE MINCKLEY, Gen. Del., JACKSON, MICHIGAN.

W. S. Malarkey CAN PLACE

SHOWS AND CONCESSIONS FOR BROOKFIELD, N. Y., FAIR, SEPT. 4-8; MANSFIELD, PA., FAIR, SEPT. 6-9. Address W. S. MALARKY, Ackerman Bldg., Binghamton, N. Y.

Strasburg, Ill., Homecoming

On Streets, Sept. 6, 7, 8, 9. Want legitimate Concessions of All Kinds. Also Shows. Corn Game open. Advance Man with car who can post. Have five other Street Celebrations to follow. Address BIG CITY SHOWS, Panama, Ill., this week.

Hughey Bros.' Shows

Want Foreman for Allan-Herschell Merry-Go-Round. Must be sober and reliable and join at once. Long season. Nashville, Ill., this week.



SNIFFY & SNUFFY MAGNETIZED PUPS

Also MAUD & FERDIE MULES and Hen & Rooster. All Magnetic with Strong Action, 2.25 doz., 24.00 gro.

NEW SNAKE ON STICK. Hot Seller. Doz. 65c, gr. 7.20. COIN BOX TRICK, best, 1.50 doz.; B grade, 1.25.

MAGIC
NEW HOT SHIMMIE DANCERS In Folder 35c doz. Clever Transparent Mirrors 35c doz. All Items Below Listed at the Doz. Prices.
Cartoon Sets .50
Sand Cards sm. .30
Tuway Mirrors .30
Shimmie Dancers .25
Rubber Glove 1.20
Trick Golf Ball .50
Trick Soap .25
Hot Pepper Gum .35
Sneeze & Itch .25
Doggonit Pile .40
Monk Heads 1.50
Cocktail Strips 1.00
IT'S A TRICK JOKE PUZZLE WE HAVE IT. World's Fair Comic Gifts & Souvenirs. Send 2.00 for 50 Samples of Ass't. Items. Buy Now: Comic Spicy Xmas Cards 2.00 a 1,000. MAGNOLIA NOV. CORP., 136 Park Row, N. Y.

Two N. T. G. Shows Are Closed at W. F.

NEW YORK, Aug. 28.—The N. T. G. girl shows at the World's Fair, Congress of Beauty and Sun Worshipers, closed indefinitely on Saturday when operators failed in their attempt to have the fair corporation ease operating costs. Nils T. Granlund said that he could not continue to pay "excessive" service charges, etc., plus the 10 per cent on gross business, to the fair and at the same time make ends meet.

Granlund had appealed to Commander Howard Lammers, chairman of the amusement control committee, to aid him financially. The fair two weeks ago, however, ceased aiding concessions not meeting their operating out on their own, and Lammers said they could not make an exception in N. T. G.'s case.

Ripley Odditorium Signs With AFA, IA

NEW YORK, Aug. 26.—Following differences for several weeks that resulted in a picket line around the building, the Ripley "Believe It or Not" Odditorium on Broadway signed a contract this week with the American Federation of Actors and the International Alliance of Theatrical Stage Employees.

Contract, signed by Ralph Whitehead, representing the AFA; Vincent Jacobi and Frank Powderly, of IATSE, and John McMahan, for the Odditorium, provides for a 12-hour work day, six days a week and minimum weekly wages as follows: Lecturers on stage, \$40; window ballyhoo, \$40; lecturers on illusions and Casino Room, \$40; assistants to actors, \$30, and girl lecturers, \$30.

Iowa Fair Opens to 60,000

DES MOINES, Ia., Aug. 26.—Opening day of Iowa State Fair here, August 25-September 1, was marked by good weather, sell-out for first time of all concession space and 60,000 attendance for Children's Day and auto races. With continued good weather, Secretary A. R. Corey predicted a gate record. Grand stand was sold out for opening performance. Name bands are expected to up attendance, with Paul Whiteman, Don Bestor, Abe Lyman and Griff Williams playing for dancers under a block-long tent. Whiteman gets a 75-cent gate, with others using 50-cent ducats.

Foley in Detention Home

CINCINNATI, Aug. 26.—John R. Foley, formerly with the Sheesley Shows, is in the federal detention house in New York City in connection with a charge of selling dope, according to his attorney, Joseph W. Kaufman, of 36 West 44th street, that city.

LABOR DAY CELEBRATION

AKRON, OHIO

SUNDAY AND MONDAY

Buchtel Field Stadium, heart of city, Combined Labor Bodies. 100,000 attended last year. WANT RIDES, SHOWS, CONCESSIONS OF ALL KINDS, come on, you will work. WANT LARGE COOKHOUSES, GRAB JOINTS, BINGO. Will lay out grounds Saturday. Address PAUL W. DRAKE, 1089 Burkhardt Street, Akron, Ohio.

GIRLS

Posing, Dancing. Long season, top salaries, good treatment.

EDDIE LEWIS

Bantly Shows, Flemington, N. J.

GIRLS-GIRLS

Want two Good Dancers; also Girls for Posing Show, girl to feature as Miss America; talker and Ticket Seller for Fair at Home Shows, Fort Plain, N. Y., this week; then Fonda, N. Y., Fair. Address RALPH DECKER.

EBENSBURG, PA., FAIR

Labor Day Week, Sept. 4 to 9, Inclusive

The largest and best Labor Day Fair in Pennsylvania for Concessions and Amusements.

Can place Concessions of every description, including Wheels, Coupon Stores, Grind Stores, Ball Games, Palmistry, Lunch Stands, Novelties, Weighing Machines, Photo Machines, etc. No exclusive except Corn Games. Write or wire

EDDIE LIPPMAN, General Manager
Care Ideal Exposition Shows,

Altoona, Pa., Week August 28.

McMINNVILLE, TENN., FAIR, WEEK SEPT. 4.
CENTERVILLE, TENN., FAIR, WEEK SEPT. 11.
ALAMO, TENN., FAIR, WEEK SEPTEMBER 18.
DICKSON, TENN., FAIR, WEEK SEPTEMBER 25.

Four Wonderful Tennessee Fairs followed by two Alabama and Mississippi Fairs. WANT Stock Concessions; no grift. Want Manager for Athletic Show; no boozers. Show up and ready, waiting for manager. Can place single Plant performers for balance of season and winter show. Address

F. H. BEE SHOWS, INC.

Hodgensville, Ky., this week, or come on to McMinnville, Tenn., Fair next week.

MODEL SHOWS WANT

FOR LYONS, PA., FAIR AND FIREMEN'S 14TH ANNUAL CELEBRATION, 8 DAYS, AUGUST 28 to Sept. 4, including Sunday and Labor Day Celebration, then going South. Want Ride Help; must be sober. Concessions, Diggers, Custard, Stock Stores, Wheels and Grind Stores, come on. Privilege right. Colored Musicians and Chorus Girls. Pay from office. Sid Smith wants Girls for his Dope Show and Shanghai Show. Wire as per route.

SUNSET AMUSEMENT CO.

Wants Concessions of All Kinds for Ottumwa, Iowa, Labor Day Celebration, Sept. 2-3-4; Edinla Fair, Sept. 6-7-8-9; Memphis, Mo., Fair, Sept. 11-16; Hale, Mo., Free Fair, Sept. 18-23; Odessa, Mo., Fair, Sept. 25-30; Carrollton, Mo., Fair, Oct. 2-7; others to follow. Need Tilt and Merry Ride, help that can drive semis. Have Hula Show open to responsible people. Hamilton, Mo., this week.

EVANGELINE SHOWS

Want Girl Show; Snake Show; Small Pit Show, will furnish canvas; Miniature City; Crime Show; Midgets. Concessions open. Rogers, Ark., week August 28; Fayetteville, week September 4.

CAN PLACE

EATING AND DRINK STANDS, CANDY FLOSS AND APPLES ON THE MIDWAY. CHOICE LOCATIONS WHERE YOU GET YOUR SEASON'S BANK ROLL AT NEW YORK STATE FAIR, SYRACUSE, N. Y., LABOR DAY WEEK. WIRE

WORLD'S EXPOSITION SHOWS

STATE FAIR GROUNDS, SYRACUSE, N. Y.

HARRY BURKE SHOWS

WANT for seven good Louisiana Free Fairs: Concessions, Grab Joint, Watch-la, Fishpond, Cigarette Gallery, Lead Gallery, String Game, Country Store, Stock Wheels, and all concessions that work for stock and not more than 10 cents. Will sell exclusive on Novelties. Exclusive sold on Corn Game, Diggers, Photos, Penny Pitch, Popcorn. SHOWS: Ten-in-One, Minstrel, Athletic and Snake Show, or any show of merit except Girl Show. First fair starts St. Mary Parish Fair, Centerville, Sept. 14 to 17; West Baton Rouge Parish Fair, Port Allen, Sept. 21 to 24; Pointe Coupee Parish Fair, New Roads, Sept. 28 to Oct. 1; St. Tammany Parish Fair, Covington, Oct. 5 to 9; Avoyelles Parish Fair, Marksville, Oct. 12 to 15; St. Helena Parish Fair, Greensburg, Oct. 19 to 22; Tangipahoa Parish Fair, Independence, Oct. 26 to 29. Wires and mail, Opelousas, La., week of Aug. 28.

Wanted for Indiana's Largest Labor Day Celebration

SUNDAY AND LABOR DAY, MUNCIE, IND.

Auspices Muncie and Eastern Indiana Labor Day Committee

Can use for this celebration and balance of season, legitimate Stock Stores, Athletic Show and Grind Shows; Acts for Ten-in-One; Girls for Hawaiian Show. Percentage with guarantee.

FIDLER'S UNITED SHOWS, Brazil, Ind., this week.

Barkoot Bros.: (Fair) Marne, Mich.; Farwell 4; (Fair) Big Rapids 5-9. Baysinger, Al: Assumption, Ill. Beckmann & Gery: (State Fair) Detroit, Mich., 1-10. Bee, F. H.: (Fair) Hodgenville, Ky.; (Fair) McMinnville, Tenn., 4-9. Big City: Panama, Ill. Biotner Model: Eastport, Me., 28-30; Woodland 31-Sept. 4. Blue Ridge: Mt. Vernon, Ky. Blue Ribbon: (Fair) Goshen, Ind. Boetz Am.: Naylor, Mo., 27-Sept. 2. Bremer Tri-State: (Fair) Caledonia, Minn., 30-Sept. 2; Hartland 4. Brown Novelty: Sabina, O. Buckeye State: Greenville, Miss. Bullock Am.: Mountain City, Tenn. Burdick's All-Texas: Taylor, Tex. Burke, Harry: Opelousas, La. Burke, Frank: Antunito, Colo.; Rocky Ford 4-9. Burns Am.: Morrilton, Ark. Byers Bros.: (Fair) Monticello, Ill.; (Fair) Jerseyville, Ill., 3-8. Casey, E. J., Canadian: (Fair) Rainy River, Ont., Can., 28-30; Fort Francis Sept. 1-2; Hudson 4; (Fair) Dryden 6-7. Central States: Oberlin, Kan. Cetlin & Wilson: Leighton, Pa.; (Fair) Bridgeport, N. J., Sept. 4-9. Cherokee Am.: Winchester, Kan., 28-30; Baldwin Sept. 1-2. Clark, J. L., Am.: Aragon, Ga., 29-Sept. 5. Clyde's United: Portage, Pa. Coleman Bros.: (Fair) Ballston Spa, N. Y., 28-Sept. 1; (Fair) Schaghticoke 4-8. Colley, J. J.: (Fair) Prague, Okla.; (Fair) Pawnee 4-9. Convention: Towanda, Pa. Crafts: San Diego, Calif., 1-10. Crescent: Fairmont, N. C.; Whitakers Sept. 4-9. Crowley's United: Coffeyville, Kan. Crystal Expo.: (Fair) Harriman, Tenn.; (Fair) Rogersville 4-9. Cumberland Valley: Winchester, Tenn., 28-Sept. 3. Curl, W. S.: Lebanon, O. Dailey Bros.: Hardtner, Kan. Davis & Parrott: Danascus, Va. De Luxe Am.: North Manchester, Conn., 28-Sept. 4. Dee Lang's: Jackson, Mo., 30-Sept 2; Trenton, Tenn., 4-9. Dick's Paramount: (Fair) Damariscotta, Me., 29-31; (Fair) Lewiston 4-9. Dixie Bell: Leitchfield, Ky., 29-Sept. 2. Dixie Model: Montgomery, W. Va. Douglas Greater: Astoria, Ore.; South Bend, Wash., 4. Dudley, D. S.: Albany, Tex.; Montague 4-9. Dyer's Greater: (Fair) Ellsworth, Wis.; Boyceville 3-4; Hammond 5-7. Edwards, J. R.: Warren, O., 28-31. Elite Expo.: (Fair) Kearney, Neb.; (Fair) Clay Center, Kan., 4-9. Ellman: (Fair) Iron River, Wis., 28-30; (Fair) Phillips, Wis., 29-Sept. 3. Endy Bros.: (Fair) Sherbrooke, Que. English Am.: (Cotton Carnival) Ganado, Tex. Eureka: Margaretville, N. Y. Evangeline: Rogers, Ark.; Fayetteville 4-9.

Fair at Home: Fort Plains, N. Y.; Fonda 4-9. Fairly & Little: Clarinda, Ia., 28-Sept. 1; (State Fair) Lincoln, Neb., 3-8. Falls City: Cloverport, Ky.; Livermore 4-9. Federal State: Liberty, Ky. Fidler's United: Brazil, Ind. Fleming, Mad Cody: (Fair) Nahunta, Ga.; Roberta 4-9. Four States: Pawnee, Ill. Frank's Greater: Ashburn, Ga.; Abbeville 4-9. Frederick Am.: Lexington, Neb.; Salina 4-9. Frisk Greater: Clinton, Minn.; Tracy, Minn., Sept. 3-4. Funland: Martin, Ky. Fuzzell: Vermillion, S. D., 26-31. Gibbs, W. A.: Stafford, Kan., 28-Sept. 1; Hoisington 2-4. Gold Medal: Northwood, Ia., 28-30; Elkhorn, Wis., Sept. 1-4. Gold Leaf: (Fair) Burnsville, N. C., 26-31. Golden States: Inverness, Miss. Golden State: Vallejo, Calif., 5-10. Goodman Wonder: Fargo, N. D. Great Joyland: Wisconsin Rapids, Wis. Great Lakes: Aurora, Ind. Great Superior: Ashland City, Tenn. Greater Expo.: Centralia, Ill. Greater United: (Fair) Ottawa, Kan.; (Fair) Wewoka, Okla., 4-9. Grove's Greater: Breeze, Ill.; Mounds Sept. 4-9. Gruberg's World's Expo.: (State Fair) Syracuse, N. Y., 28-Sept. 9. Gulf Coast: Paragould, Ark. H. B.: Eulonia, Ga. Hames, Bill: Greenville, Tex. Happy Attrs.: Killbuck, O. Heller's Acme: (Fair) Keller, Va. Henke Bros.: (Fair) Grandon, Wis., 28-31; Norway, Mich., Sept. 1-5. Hennies Bros.: No. Platte, Neb.; Grand Island Sept. 4-9. Heth, L. J.: (Fair) Flora, Ill., 28-Sept. 1; (Fair) Russellville, Ky., 4-9. Hilderbrand's United Shows & Circus: Walla Walla, Wash., 31-Sept. 2. Hilderbrand's United No. 2: Cascade, Ida., 28-30; (Fair) Payette 31-Sept. 4; (Fair) Cambridge 6-8. Hippodrome: Leachville, Ark. Hoerner Am.: Aledo, Ill.; Alexis 6-9. Howard Attrs.: (Fair) Caldwell, O. Huggins, W. C.: Vancouver, B. C., Can., 28-Sept. 4. Hughey Bros.: Nashville, Ill. Hyde, Eric B.: (Fair) Pennington Gap, Va.; Appalachia 4-9. Ideal Expo.: Altoona, Pa.; (Fair) Ebsenburg, Pa., 4-9. Imperial: Terre Haute, Ind., 28-Sept. 4. International: (Rodeo) Ellensburg, Wis., 31-Sept. 4. Jolly Jaiilet: Lander, Pa. Jones, Johnnie J.: Indianapolis, Ind., 28-Sept. 9. Joyland: Lake Port, Calif., 30-Sept. 6. Kaus Expo.: (Fair) Pennsboro, W. Va.; (Fair) Charleston, W. Va., 4-9. Kaus, W. C.: Huntington, Pa. Keystone Modern: (Fair) Indiana, Pa. Landes, J. L.: (Fair) Belleville, Kan.; (Fair) St. Paul, Neb., 4-9. Lang, Dee: Jackson, Mo.; Trenton, Tenn., 4-9. Large, H. P.: Sledge, Miss.; Crenshaw 4-9. Latip Home State: (Fair) Summerville, W. Va.; (Fair) Webster Springs 4-9. Lawrence, Sam: Roanoke, Va.; Spruce Pine, N. C., 4-9. Lee Am.: Jasper, Ala., 28-Sept. 3. Lewis, Art: (Fair) Galax, Va.; (Fair) Staunton 4-9. Liberty National: Huntingburg, Ind. McKee, John: Beattie, Kan., 5-6; Onaga 7-9. McMahon: Dunlap, Ia. Magic Empire: (Fair) Minneapolis, Kan.; (Fair) Florence 4-9. Marcy, C. S.: Deposit, N. Y. Marks: (Fair) Ronceverte-Lewisburg, W. Va. Marlow Mighty: Paducah, Ky. Melvin's United: McGregor, Ia., 29-31. Mighty Monarch: Bluefield, W. Va.; Clintwood, Va., 4-9. Miller, Al H.: Elletton, Ga. Miller Bros.: (Fair) Bowling Green, Ky. Miller Am.: (Fair) California, Mo.; (Fair) Greenfield 4-9. Miner Model: (Fair) Williams Grove. Mechanicsburg, Pa., 28-Sept. 4; (Fair) Laurelton 5-9. Model: Lyons, Pa. Motor City: Homer, Mich., 28-30; Jonesville 31-Sept. 4. Nail, C. W.: El Dorado, Ark. New England: Watkins Glen, N. Y. Northern Expo.: Ipswich, S. D., 29-30; Faith 31-Sept. 2; Buffalo 3-4; Bowman, N. D., 5-7; Richardson 8-9. Northwestern: Wayland, Mich., 29-Sept. 2. Ohio Valley: Auburn, Ky. Oklahoma Ranch: Taloga, Okla., 29-Sept. 2. Oliver Am.: Nebo, Ill. Page, J. J.: Expo.: Danville, Ky.; (Fair) Onelda, Tenn., 4-9. Park Am.: Magnolia, Ark. Patrick: Oroville, Wash. Peach State: McRae, Ga. Pearson: Industry, Ill., 29-31; (Fair) Brownstown, Ill., Sept. 5-9. Penn Premier: Dubois, Pa.; Sunbury 4-9. Penn State: (Fair) Susquehanna, Pa., 28-Sept. 4. Pioneer: Blossburg, Pa.; Canisteo, N. Y., 4-9. Prell's World's Fair: (Fair) Egg Harbor City, N. J.; (Fair) Pottsville, Pa., 4-9. Pryor's All-State: Oak Hill, O. Rainbo Am.: Gentry, Mo., 31-Sept. 2. Reid, King: Chatham, N. Y., 28-Sept. 4. Rogers & Powell: Hollandale, Miss. Rogers Greater: Alexandria, Tenn. Royal American: (State Fair) St. Paul, Minn., 26-Sept. 4. Royal Midway: (Fair) Bridgeport, Ill.; (Fair) Covington, Tenn., 4-9. Royal: Pueblo, Colo., 28-Sept. 1. Rubin & Cherry Expo.: (State Fair) Des Moines, Ia., 23-Sept. 1; St. Joseph, Mo., 3-10. Scott Bros.: (Fair) Celina, Tenn., 28-Sept. 2; (Fair) Waverly 4-9. Scottie Rides: Dry Run, Pa. Shugart, Doc: (Fair) Tryon, Okla., 30-Sept. 1. Silver State Attrs.: Deseret, Utah, 28-31; Ely, Nev., Sept. 2-6. Sims Greater: Tillsonburg, Ont., Can. Smith Bros.: Colbert, Okla.; Atoka 4-9. Smith, Doc: Bristol, N. H. Smith, Lexie, Am. Co.: Jasonville, Ind., 4-9. Smith's Greater Atlantic: Madison, Va.; (Fair) Martinsville Sept. 4-9.

REAL HIT NUMBERS If They Are Good You Can Depend on DeLuxe to Carry Them in Stock. MAGIC PUPS The Magnetic Dogs. Sample Pr., 50c Postpaid. Per Dozen, \$2.00. We Carry a Very Complete Stock of BEACON BLANKETS ONE DAY SERVICE. No. 68—PERCY THE BULL Jumbo Size, with Rosette, 12 to Ctn. (no less sold), Each 17c. No. 35—SNOW WHITE Gorgeous 14 1/2 in. Doll. 12 to Ctn. (no less sold), Each 14c. Wisconsin DeLuxe Corp. 1900-12 NO. THIRD ST. MILWAUKEE, WIS.

FEATURE TOP MONEY GETTERS AT YOUR FAIRS You Can't Miss with our New CORN GAME Items. Introductory Offer: 24 Flash Items \$8.50. Hundreds of New HOOPLA, FISH POND AND BALL GAME ITEMS. LAST MINUTE PLASTER WINNERS, CANES, DOLLS, BEACON BLANKETS, CLOCKS, LAMPS, CHINAWARE, FANCY BOXED SUMMER CANDIES, SLUM, GLASS AND CHINA. ACME PREMIUM SUPPLY CORP. 3139 OLIVE ST. ST. LOUIS, MO.

INSURANCE "The Showman's Insurance Man" A738 Insurance Exchange Bldg., Chicago, Ill. (Easy Weekly and Monthly Payments) CHARLES A. LENZ RIDES PARKS TRUCKS TRAILERS CARNIVALS

DOLLYAN Package Contains Sugar Rolled Dates and Assorted Jelloettes, Bright Combination Colored Box, Cellophane Wrapped. We regard this number as the Class of all Summer Numbers. Packed 100 to Carton. \$3.50 Per Carton. 25% Deposit with All Orders, Balance C.O.D. Send for Free ILLUSTRATED 1939 CATALOG. MARVEL CANDY & NOV. CO. 102-4-6 Wooster St., New York City.

MOTORIZED Tractors, Semi-Trailers, Passenger Cars, Used Motor Equipment. Write CHAS. T. GOSS Write Special Showmen Finance Plan With STANDARD CHEVROLET CO. East St. Louis, Ill.

WANT—GREAT SUPERIOR SHOWS—WANT For the following fairs: Wilson County Colored Fair, Lebanon, Tenn., week Sept. 4; Houston County Fair, Erin, Tenn., week Sept. 11; Lexington, Ala., week Sept. 18; Iuka, Miss., week Sept. 25. Ten other Mississippi and Alabama Fairs to follow. Will book Chairplane, Auto Kiddie Ride and Rolo-plane. Percentage reasonable. Will book Grind Shows with own outfit. Want Girl Revue with own outfit. Want Manager with acts for Side Show. Have complete outfit. Will book all Concessions that use Stock. Want Sound Truck that has concessions. W. J. Collins, wire me at once, just got your letter. Want Colored Musicians to strengthen band. Have Capt. Carl Saunderson Lion Act. Address all mail to GREAT SUPERIOR SHOWS, Ashland City, Tenn., this week, or as per route.

WILL BOOK OR BUY Fun House, Jones Glass House. Want 2 Straight Riders for Drome, or will break in 2 riders of ability; long season; office show, cash, not brass, on pay day. B. & B. AMUSEMENT CO., Rapid City, So. Dakota, week Aug. 28.

WANTED Rides, Shows, Concessions, Free Act, Band, Promoters. Open here September 4. Big Labor Day Week. Wire B. H. NYE MARTINSBURG, W. VA.

FOUR STATES EXPOSITION SHOWS Big Labor Celebration, Sept. 2-3-4-5-6, Pawnee, Ill. Want to book or lease Chairplane, Merry-Go-Round, Kid Ride; Girl and Athletic Show open. Have outfits for some stock concessions. Experienced Cookhouse people. Morris Matson wants Roll-down and Hoopla Agents. Eli Operator. Show has three weeks in Illinois, then South all winter. End your correspondence to advertisers by mentioning The Billboard.

CONCESSION MERCHANDISE Exclusive, unusual items with real sales value and eye appeal for PARKS CIRCUS CARNIVAL FAIR Trade. When writing for catalog state business: TIPP NOVELTY CO. TIPP CITY, OHIO

WANTED VERSAILLES, MO., FREE FAIR, WEEK SEPT. 4TH. Concessions, Shows, Ball Games, Cigarette Shooting Gallery, Fishpond, other concessions. Also Fairs in Arkansas. OLIVER AMUSEMENT CO. NEBO, ILLINOIS

Rides, Shows and Concessions Wanted

For Five Best Fairs in Nebraska and Kansas. Can book Octopus, Loop-o-Plane or Roll-o-Plane. Playing Lexington, Neb., this week, followed by Salina and Beloit, Kan.

FREDERICK AMUSEMENT CO.

WANTED SHOWS, RIDES, CONCESSIONS FOR AMERICAN LEGION JUBILEE, GROVE CITY, PA., Sept. 6 to 9. This week, Lander, Pa. JOLLY JAILLET SHOWS

EUREKA SHOWS WANT

FOR LABOR DAY CELEBRATION, PEARL RIVER, N. J., to be followed by one of the biggest dates in New Jersey week Sept. 11, then Southern Fairs, Loop-o-Plane. Will lease, buy or book Two-Abreast Merry-Go-Round, also place Kiddie Rides. Want Girl Show. Can place Carnivale Electrician who can handle Kelley plant. Want Cookhouse, plenty meal tickets. Also place Legitimate Concessions all kinds. Will sell Diggers exclusive. All address STANLEY ROBERTS, Margaretville, N. Y., this week.

GLEANINGS

(Continued from page 29)

City), but it seems attendance is not great enough to support this big village. It is still open but even with a free gate and free inside attractions...

One of the fair officials authoritatively informs that the concessioners association has scored again. The powers-that-be have decided to accede to the request of the association...

Ben Reys, now doing swell publicity for Sally Rand, formerly was publicity agent for a Jap government department. More quiet on the eastern front...

Continental Cafe is one of the places calamity howlers said would be a flop. But it is one of the best patronized food places and sure to finish in the black...

an extended visit with Mrs. Sibley. Years have dealt lightly with this one-time toast of the town and she still sings like a thrush.

OPS STRIVE

(Continued from page 28)

attractions ticket on Thursdays and Fridays will be given a tryout on those two days next week, eve of Labor Day week-end.

Cagney Brothers, operators of the Trip Around the World in Carnivaland, appealed to the management Wednesday to make the admission fee 10 cents for children every day of the week.

MIDWAY TOPPERS

(Continued from page 28)

hot battle between Extase (girls), \$53,-574, and Dodgem (ride), with \$50,814, to get into the first 15 from here on.

Take of first 15 amounts to \$2,822,-261, but more than half was re-revenued by Aquacade. The Rosean "encirclement" is so great that it would take the combined grosses of the 14, plus Extasie, Dodgem, Aerial Joyride, Savoy and Arctic Girls to match him.

All these figures would have to undergo revision if the take on the Fair's Democracy Perisphere were thrown into the statistical parade...

AN INSIDER

(Continued from page 28)

some small extent. It would be wise for them not to wreck intelligent plans originating outside the fairgrounds. It would be wise if the sham of arrogance were dropped and replaced with constructive humility.

Wisdom to the extreme would be exercised if plans for the forthcoming year were not left in the hands of two retired naval commanders who know little or nothing of the amusement field...

- Seaton, Al; Smythe, Bill; Snell, Oscar James; Spencer, Don; St. Chad, Gordon; Stanton, Jack; Stevens, John; Stone, Benny Z.; Taylor, Earl; Thomas, Mr. & Mrs. R. D. (King) Tinsch, Frankie; Vantine Magician; Warren, John S.; West, Harry; Westcott, Herbert; Wood, Julian L.; Zier, William; Blanch M. (King) Shepherd, Miss R. C.; Smith, Mrs. Mack Thomson, Kay; Tartar, Anna; Allen, H. Doc; Anderson, R. D.; Bahnsen, Wm. A.; Bailey, Bert; Brady, Jack Brown; Brady, Jim W.; Breeding, Jim; Bresnahan, T. J.; Brooks, William; Brose, Nick; Brown, June; Bryer, Harry; Bryer, Ollie; Burnet, A. C.; Carr, Joe; Castle, John R.; Chavame, James; Clarkson, Al; Cleannon, Bart; Cloven Louis; Counaway, James; Cortez, Tex; Cramer, Capt. Jack; Daley, Don; Davenport, Willard; Davenport, Willie; Decker, Joe; DeMouchelle, Joe; Ellis, H. F.; Ford, E. M.; Fox, Jerry; Fuikerson, Charles; Thornberry, Arlin Helton; Webb, Mrs. George Williams, Mrs. June; Zidman, Mrs. Al; Zorn, Zada; Maimon, S.; Mahnard, A. L.; Marrs, Jack; Michills, Mart; Moan, James; Morton, A. L.; Moyne, Jimmie; Murphy, A. L.; Nelson, Harold E. (Socks); Newcomb, Verne; O'Brien, Lou; Park, Robert; Ray, Ralph V.; Redwing, Rudy; Rhodes, T. A.; Roach, Pat; Romero, R.; Rowe, Jack; Schaffer, Harry; Seik, Herman; Sewell, Curley M.; Sewell, Dave; Snow, Howard A.; Stanley, Clifford; Stanley, Paul; Star, Gus; Stevens, George; Stewart, P. E.; Stuart, Roble; Stumbo, Fred R.; Testlock, Chas. E.; Thompson, Leo A.; Thompson, Robert; Thornberry, Arlin Helton; Ulsch, John I.; Vincent, Ray; Webb, Captain; Wilson, Monie Gal; Winegrt, Billie

WANT FOR THE SCHUYLKILL COUNTY FAIR, POTTSVILLE, PA. STARTING LABOR DAY, SEPTEMBER 4TH TO 9TH. CONCESSIONS: Scales, Novelties, Palmistry, Pitch-Tilt-Win, Huck le Buck, Fishpond, Grab Joints, Long-Range Shooting Gallery, Photo Gallery, Blowers, String Games, Merchandise Wheels. Will sell the X on Novelties. SHOWMEN: Want Experienced Talker on Jig Show; Cliff Younger, write. Also want Pit Shows, Mickey Mouse Show, or any other meritorious show that does not conflict. TOM HASSON: Wants a good Mindreading Act, Tatoo Artist, Glass Blower and a good FREAK to feature. RALPH PENLEY: Wants Motordrome Rider and a Good Talker for the front of Motordrome. ALL ADRESS PRELL'S WORLD FAIR SHOWS Atlantic County Fair, Egg Harbor, N. J., followed by the Schuykill County Fair, Pottsville, Pa., then Three (3) Weeks in the Heart of Phila, Pa. PATTY J. FINNERTY, Business Mgr.

Greater United Shows 10-MORE FAIRS--10 WANT OCTOPUS, ROLLOPLANE (Ralph Forsyth, wire). Good proposition for non-conflicting shows. Want Small Circus, also Side Show (M. W. Billingsly and Texas Mack, wire), for Ardmore, Okla., District Fair, starting week Sept. 11, and other fairs, including Sherman, Tex. (Red River Valley Fair). Want Foreman for Duo Loop-o-Planes. Out until Nov. 18, 1940 opening date, Feb. 15, Laredo, Tex., Annual 10-Day Celebration. WIRE J. GEORGE LOOS, Week August 28, Ottawa, Kan.; Week September 4, Wewoka, Okla.

LITTLEJOHN FAIR CIRCUIT BOOKING INDEPENDENT WILL BOOK SHOWS AND RIDES FOR 20 PER CENT Want Merry-Go-Round, Chairplane, Kiddie Auto and TWO FLAT RIDES. Never had Octopus or Motordrome over circuit. Tilt-a-Whirl has always been top money. . . . Want Ten-in-One, Mechanical, Walk-Thru, Big Snake, Funhouse, Illusion, Plantation, Fat Girl, Wild West, Athletic Shows, Jack King, write. . . . WANT CONCESSIONS: Corn Game, Cookhouse, Hoop-la, Scales, Pitch-Tilt-Wins, Penny Pitch, Bumper, Fishpond, Bowling Alley, High Striker, Cigarette Gallery, Clothespin, Ball Games, American Palmist, Jingle Board, Candy Floss, Grabs, Novelties. . . . Want Electrician. FAIR CIRCUIT Free Acts, also Prof. John Ingram's Circus Concert Band. . . . Have booked six Sensational opens at CLANTON, Sept. 26th, then WETUMPK, A. EVERGREEN, ANDALUSIA, LUVERNE, TROY, all Alabama. Address: THOS. P. LITTLEJOHN, Mgr., Troy, Ala.

WANTED FREE ACT. JOIN NOW. STATE PRICE. Stock Concessions, Kiddie Auto Ride. WALLACE BROS.' SHOWS Fulton, Ky., this week; Macon, Miss., Sept. 4 to 9.

GLENN OSBORNE WANTS GRIND STORE AND WHEEL AGENTS. Wire at once. FOR SALE CHEAP FOR CASH 8-CAR WHIP Stored in Rock Island, Ill. Crowley's United Shows COFFEYVILLE, KANSAS, this week. Long Season South.

HAAG BROS.' CIRCUS WANTS Talking Clowns, good Come-in Worker, Big Top Boss Canvasman for Side Show. Fire Eater, Magician, Punch and Judy. Would consider act that could be featured. Other useful people, write. Route: Marion, Aug. 29; Eddyville, 30; Princeton, 31; Dawson Springs, Sept. 1; Greenville, 2nd. All Ky.

the fair, but they can still be found around. To outline constructive policies does not seem worth while at the moment. Ideas are often filched, but this can be forgiven. That these ideas are badly interpreted cannot be forgiven. Net result: Continuation in office of some incompetents and loss to the fair of sound constructive ideas.

If evidence is shown that the executive committee is getting down to brass tacks, perhaps next week I shall tackle some of the major problems concerned with a second year set-up.

FLUSHING FRONT

Krimsky's office has been moved from the Press Building to the Boathouse. Jimmie Lynch, who has been packing them in all summer at his auto thrill show in the Goodrich exhibit, says he received 1,700 letters and 530 wires asking him to explain his announcement on the George Jessel air program that it is more important to have good tires on rear wheels than in front. That's a new one on us, too. . . . Jimmie left yesterday for Iowa State Fair, Des Moines, and other fair dates thereabouts. He returns to Flushing on September 2, when CBS broadcasts one of his thrill stints.

WANTED FOR LABOR DAY CELEBRATION and Entire Week VANCEBURG, KY. Factories all working. Large pay roll. One of the best spots in Eastern Ky. All Fairs and Celebrations to follow. WANT Chairplane or Rollo-Plane, Grind Concessions of all kinds, especially Mug Gallery. Shows with own outfits, especially Girl Show. All address JACOB PRYOR, Oak Hill, Ohio, this week.

End 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.

TANTALIZING

If you have ever watched a cat torment a mouse for a long period before finally killing the creature, you will understand more the habit that human beings have of tantalizing or tormenting each other.

In business one finds the habit of tantalizing quite often and we may never suspect the causes and reasons for it.

For example, most everybody likes to tantalize a salesman. A good salesman learns to take it and go ahead with his sales talk. People who learn the fine art of tantalizing use it most often on insurance salesmen. If a prospect gets an insurance salesman to talking about his competitors and their rates, then he has the salesman pretty well buffaloed.

One of the first things a salesman needs to learn is not to be drawn into the whirlpool of talking about his competitors and their rates. That applies to many lines of business.

I suppose there is not a field of selling in which the representative does not face the challenge to argue about his competitors and their rates. It has been evident in the coin machine industry since I have been an observer of the trade.

Operators are salesmen and operators also compete with each other. Each operator has to face the competition of other operators and there is always the matter of commissions to locations.

There are price-cutters and chisellers in all lines of business. Since I have known it there have always been chisellers in the operating field. But the reason that many people who are otherwise ethical in business become chisellers is because they cannot take the tantalizing they get out in the field of selling. I spent a year once in the field trying to sell insurance, and I have seen time and time again so many men squirm and twist under the tantalizing tactics of their prospects that it becomes an amusing fact of life—if it were not so serious.

A certain distributor once said that people have a right to buy where they can buy the cheapest, "but our prices on machines are so and so and no operator can chisel us down on them." There are few men in any business that can say that and stick to it, because they will be tantalized by every customer and human nature can hardly stand up under the gaff.

Operators tantalize distributors and manufacturers about the prices of machines. And then the operator gets his when he comes face to face with location owners. It all seems to be a vicious circle. I have said that I think location owners chisel with operators so much because as merchants they are constantly being tantalized by their customers. So locations turn around and torment the poor operator.

It is very easy to torment the operator. All that a location owner needs to do is to say that a competitor has offered to place the same machine at a commission much more favorable to the location. There may not be a word of truth in it. No competitor may have offered any such commission. But the present operator squirms and curses and then agrees to raise the commission. Many an ethical operator has fallen a victim to that kind of tormenting.

For it is tormenting to have a location owner say that some other operator has offered a higher commission. The location owner perhaps has been tormented from day to day by his own customers, so he probably takes delight in seeing the operator squirm. Many merchants delight in tormenting all salesmen who call upon them.

There are many other ways in which the location owner can torment the operator and make him squirm. He can say that he knows exactly how much he is paying for the machines and that at the price the operator pays for machines he should pay the location a higher commission. Since the early days of pinball that has always been a good one. It probably works more painfully with music operators today than with pinball operators.

Operators should get wise and say that they know how much the location pays for the merchandise sold. The retail margin of profit on some lines of goods is rather high.

Or the location owner may say that he knows the price of the machine and that he knows where he can buy his own. That is tormenting to any operator and all the locations seem to know it.

It all seems to be a part of the game of life and of doing business. We all like to torment the other fellow. All that can be said is that he should learn to take it and stick to his plans and service and his price.

Davy Jones Hit, Say Stoner Execs

AURORA, Ill., Aug. 26.—"Quickened activity at our plant is the tip-off on the response the trade has given to our newest offering, Davy Jones," reports Clarence R. Adelberg, sales manager of the Stoner Corp. "We are making immediate delivery," he declared.

"Davy Jones is an exciting, thrilling new combination novelty and free-play game. As its name is a well-known colloquialism in American folklore, it is bound to attract attention of prospective players. We have found that the name excited the curiosity of people who quite naturally to the delight of operators, deposit their nickels to see what it's all about. After they've once played it, the ice is broken and they're confirmed repeat players.

"We have had remarkable success with our games—especially in our releases since the beginning of 1939—and Davy Jones is another in the long string of successful games."

Bally's Vogue Gives Free Hits

CHICAGO, Aug. 26.—"Built to keep those juicy Spottem earnings flowing into operators' pockets!" That is how Jim Buckley, general sales manager of Bally Mfg. Co., describes the new Vogue, five-ball novelty game, which is available in both regular and free-play models.

"Vogue has all the play appeal of the original Spottem game," he explained, "plus a new sure-spott feature whereby player gets two free hits each and every game—not just once in a while, but every time.

"Collection check-ups covering the first few hundred Vogue machines shipped prove the new feature to be one of the most positive repeat-play ideas ever created. Altho the two free numbers light up every game, the location of the spotted bumpers varies on a mystery basis. Thus players never know when the two toughest numbers on the board may be handed to them on a silver tray and they keep on playing for a set-up."

Art Cabinet Stands Popular

CLEVELAND, Aug. 26.—Leo Greenberg, sales manager for the Art Cabinet Sales Co., Cleveland, reports that he has just returned from a very successful eastern trip.

Greenberg reports that he received substantial orders for the new cabinet stands for phonograph counter models recently brought out by Art Cabinet Sales.

Operators who have placed these new stands on location are quite pleased with the results, he said, and find that the stands are proving very popular wherever placed.

S. Dakota Gives Okeh To Operate Venders in Spas

PIERRE, S. D., Aug. 26. — South Dakota's attorney-general has reaffirmed a former decision that peanut, candy, cigaret and other merchandise vending machines may be operated in on-sale liquor establishments.

An official opinion said that the vending machines have been classified as "automatic clerks" and are permitted by law to be operated in business places, including on-sale establishments.

New Orleans

NEW ORLEANS, Aug. 26.—Unusually early buying of all types of coin-operated devices for fall needs is reported by distributors of nationally-advertised lines of machines in this territory as August brings harvesting of the "money" crops of the Deep South. It looks like a good crop of cotton this year in Dixie and when the South gets a fair return for King Cotton, business hums and the coin machine department gets its full share.

The consensus of opinions is that play for non-automatic pin games, featured at present by the era of the five-ball types, is running 20 to 30 per cent ahead of this time last year but that bells are behind in the interior. Merchandise venders are on the upgrade in an area where these coin-operated machines have not been enjoying the betterment of more northern and eastern regions. Coin phonograph operators are about on par with a year ago but slightly down from the earlier summer peak.

Operators and distributors attribute the betterment in playing of pins on locations in the vicinity of New Orleans to the better class of machines, clicking of the five-ball designs and general improvement in the business outlook. Credit conditions are decidedly improved, most distributors report, cash sales being more frequent than at any time in the past two years.

The Kingfish of the New Orleans ops becomes a grandpop and *The Billboard* offers its belated congrats. Mrs. Nick Carbajal, daughter of the genial Julius Pace, proxy of the local association, presented the family with a 6-pound boy on August 2 and it has been decided to christen the lad Julius Nick Carbajal.

Over at 922 Poydras street the wedding bells rang very quietly on the evening of August 16 when a little bird let out that Jules Peres of J. H. Peres Co., Wurlitzer local distributor, gave away his daughter, Julie Mae, to Charles N. Wicker, sport scribe for a local sheet. It was a hard job for most of the ops to find out about the date of this wedding. The couple left by auto for a fortnight vacation "somewhere east of Mississippi."

Gaining in popularity at the Sport Center, big downtown sportland, are the following games: Stoner's Snooks; Gottlieb's Pyramid and Keeney's Cowboy. Holding their own and showing little signs of waning despite the many weeks of clicking at the sport are Gottlieb's Lot-o-Funs; Chicago Coin Machine's Major and Stoner's four Chubbies now operating many weeks without a service call. Mark Boasberg, manager of the Center, says that business remains good thanks to this group of money-makers.

Louis Boasberg, head of the New Orleans Novelty Co., and Hank Friedburg of the same firm, left early in the week for a couple of weeks in Chicago, where they are combining pleasure with business. Friedburg joined the missus in the Windy City, where she is visiting her parents with their daughter. Ray Bosworth of the New Orleans company office leaves in a few days to see the New York Fair.

Fred King of the C. and N. Sales Co. continues to praise the pulling power of his regular advertising in *The Billboard*. He shows orders received for machines advertised for resale in the past week as far away as the Pacific Coast. The C. and N. sales continue to report a good summer turnover in new and second-hand machines of all types.

The American Coin Machine Co. has added three Servicycles to its service department to rush up calls. Ed Rodriguez, head of the firm, returned this

Earning more money on every location!

ask any operator about

KEENEY'S

COWBOY

THE 5 BALL FREE GAME THAT'S PACKED FULL OF TANTALIZING APPEAL! ---POSSIBLE WINNER ON EACH AND EVERY BALL AS WELL AS HIGH SCORE!

Order Yours \$99⁵⁰ Today! Instantly Convertible to Straight Novelty

J. H. KEENEY & CO. NOT INC.

"The House That Jack Built"

2001 CALUMET AVENUE CHICAGO

week from a two weeks vacation in Florida, being accompanied on the trip by Mr. and Mrs. R. T. Covington. Rodriguez reports he is pleased with results the firm has been getting with three of Bally's recent hits, Champions, Varietys and Pick-Ems. The firm also has been operating with success—Gottlieb's Lot-o-Funs and Western's Hold Tight, Rodriguez says.

Super Market Institute Meet

NEW YORK, Aug. 26.—The third annual convention of the Super-Market Institute, New York, will be held September 17-20 at Hotel Netherland Plaza, Cincinnati.

Open forum meetings, featuring questions on super-market technique and their solution, will be addressed by authorities in the field.

Move To Legalize Draught Beer in Ala.

MONTGOMERY, Ala., Aug. 26.—A move was under way here to legalize draught beer in all of Alabama's 25 wet counties by reporting the Quarles-Sherrer draught beer bill by petition rather than by action of the House temperance committee. E. F. Taylor, who had the bill introduced, revealed that the petition had been circulated among the temperance committee members.

The sponsors of the bill said that they had two of the 15 members signa-

GET KIRK'S GUESSER-SCALE

(PENNY BACK IF YOU ARE RIGHT)

with the "WATCH YOUR HEART BEAT" feature

GREATEST MONEY MAKER EVER BUILT

C.R. KIRK & CO. ALL MECHANICAL OPERATION

2626 W. WASHINGTON BOULEVARD CHICAGO, ILLINOIS

WATER, WATER EVERYWHERE . . .

Everyone drinks (and eats) to keep body and soul together. Everyone takes photos, too—for the fun and the vanity of it. PHOTOMATIC is the ONE machine that ALWAYS makes money everywhere!

INVESTIGATE
International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N.Y.

tures on the petition, more than enough to report it out. Under the present title to the pending bill, any sort of amendment to the Alabama alcoholic beverages control law could be offered to the draught beer amendment, once it was placed on the House calendar.

Detroit Approves Meters

DETROIT, Aug. 26.—Parking meters were formally approved this week by the City Council. A trial of six month installation was ordered, with about 3,000 meters to be installed in selected parts of the city.

Coming Events

- Chicago Candy Show, Sherman Hotel, Chicago, August 29-September 1, 1939; features candy bars and small confections.
- National Retail Demonstration Week, week of September 11, by stores in many large cities.
- Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.
- Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, November 20 to 24, 1939.
- Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.
- National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.
- National Apple Week, October 15 to October 21.

BARGAINS FROM DAVE MARION

SPECIAL

3 Pace Saratoga Bells with 300 OW checks (like new)	\$ 72.50
2 Flashers	19.50
1c Jennings Duchess	12.50
3 1c or 5c Q. T.'s	22.50
Ciga-Rola, Model XXV in original crate	150.00
14 Penny Packs	8.50
5 Tallies	8.00
Mills 5c Cherry Bell, serial over 400,000	37.50
5 Pace 10c Mystery All Star Comets	22.50
3 Pot Shot Multiple Free Play	44.50
3 Ritz	12.50
3 Zetas	14.50
12 Stewart-McGuire, 7-column, slug-proof, complete with stand	37.50
4 Jennings Grand Stands, cigarette symbols	12.50
2 Mills 1-2-3	17.50

1/3 DEPOSIT, BALANCE C.O.D.

Write for Complete Bargain List, MARION COMPANY, Wichita, Kansas

Pa. Liquor Men Gather

Adopt code of ethics to better drinking spas—governor addresses barmen

(Location Story)

HARRISBURG, Pa., Aug. 26.—Pennsylvania distillers and saloon keepers, several hundred strong, met here recently and pledged themselves to the adoption of a code of ethics formulated by the State Liquor Control Board. The purpose of the convention was to make even better the standards of the liquor business operation now in force in Pennsylvania.

The code provides that neither distiller nor saloonkeeper shall grant, allow, pay or rebate, directly or indirectly, any cash merchandise or any thing of value to any licensee for the privilege of advertising display; shall not grant, allow or pay tips to licensees or their employees to induce the sale of merchandise or the purchase of drinks.

Gov. James Addresses Meeting About 200 distillers and liquor venders

attended the meeting, which was addressed by Gov. Arthur H. James, who urged co-operation in observing the code. "First, last and all the time, liquor is out of politics in Pennsylvania and there is only one way to deal with the State and that is thru the front door," the Governor said. "For too many years there has been an impression there must be connection between politics and the liquor business. That impression must end.

"The Legislature has made a forward step in limiting the number of licensed places. We have reached a high-water mark in the number of places, and while it may be some years before we get the number of places down to the limit fixed by the population basis, it is necessary for the liquor business to put its house in order. We mean, to put it on the level."

Dry Seek Referendum

Meanwhile the dry forces are busy circulating petitions for local option referenda in the September 12 primaries with a view to closing the taprooms, and are hopeful of increasing the dry areas, which now constitute about a third of the State, but only 5 per cent of the population. The Anti-Saloon League and other Protestant church-sponsored bodies which have been instrumental in returning prohibition in many boroughs and townships in 33 of the 67 counties during the past five and a half years are sponsoring these petitions.

Union County, never bone dry during the period when the saloons were subject to the old Brooks high-license law, today holds the distinction of being the driest of the 67 counties of the Commonwealth. Two districts in that county countenance beer only and there are none of the 530 State liquor stores in that county.

The largest dry community is Wilkesburg, Allegheny County, with a population of 29,539. Counties besides Allegheny with dry districts are Delaware, Adams, Blair, Cambria, Center, Chester, Clearfield, Cumberland, Dauphin, Franklin, Fulton, Juniata, Lancaster, Lebanon, Northumberland, Perry, Snyder, Somerset, York, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland.

Beer, Liquor Oked in Cities

Beer and liquor have not been outlawed in any of the 48 cities in the State.

Under the new State law it will be difficult for new liquor and beer establishments to open. In cities where the demand is the greatest a person wishing to open a liquor or beer establishment, unless he is a hotel owner, must enter into an agreement with an already existing establishment for a transfer of the latter's license. No new club licenses are possible under the act save in small communities.

Clyde E. Smith, director of the Liquor Board's Licensing and Enforcement Bureau, said there were at present approximately 21,054 liquor and beer licenses in the State—twice the number required to meet the demand for liquor.

"The practical effect of the new law will be that as long as liquor establishments violate the law or close for economic reasons, no new licenses will be issued," he added. "Thus, as time goes on, the number of licenses will progressively decrease as the board is able to increase its vigilance."

Indiana Ops Meet at Marion

MARION, Ind., Aug. 28.—A meeting of operators of cigaret machines and phonographs was held today at Shutts' Cafe here. Principal speaker of the evening was State Senator Thurman Biddinger.

A round-table discussion of operating problems was also held, with many things brought to light and many hints given for better operation. Music during the evening was by the Three Swing Kings. In charge of arrangements for the affair was Harry Dwyer, head of the Dwyer Novelty Co., Marion.

Birmingham Tavern Owners Organizing

BIRMINGHAM, Ala., Aug. 26.—Jefferson County Tavern Association composed of places selling beer and operating dancing places in this county have organized for the purpose of keeping the places in good order. Most of these concerns have phonograph machines as

Sports Authority Says Gambling Is Natural Pastime

BALTIMORE, Aug. 26.—Grantland Rice, nationally known sports authority, in a recently released syndicated dispatch, discussed the chances of a man winning at the pari-mutuels at the race tracks. Rice brings out the old adage that the "percentage is against you" and he defines it to mean that, as in racing, the State takes a certain fixed amount, the track takes its cut—and that as long as something is taken out the betting public draws out less than it puts in and therefore in the long run could not win.

Says Rice: "... There is no possible way you can keep the 'so-called human' race from gambling. If you make 134,000,000 gambling inspectors out of 134,000,000 of the United States population you would still have more gambling than the remaining 2,000,000,000 from the world at large could handle. In the second place, any attempt to protect the public is all lost motion.

"The public resents any such protection. It has an idea it can take care of itself individually and collectively. Even if it can't it still insists on the right to try."

Arcade Business Best in History

JEFFERSON, O., Aug. 26.—Indications are that the current Ohio fair season will be one of the best in history for penny arcade operators. Penny arcades in all probability will be one of the most popular concessions at county fairs this fall.

Dick Johns, operator of Lake Park, Coshocton, who started his fair season here with his arcade under canvas, said business at the Ashtabula County Fair was far ahead of last year and that it looked like patrons have more money to spend than for many years.

Housed under a new top with an attractively lighted panel front, Johns started his fair season with more than 50 machines, most of them of the most recent type. Only merchandise is paid out and only penny chutes are being used.

Johns has the best line-up of fairs in the many years he has been operating arcades at county fairs, he said. He also has a number of celebrations and sponsored events which will keep his arcades busy until after October 1.

N. Y. Paper Hits Anti-Gambling Law

NEW YORK, Aug. 28.—The New York Daily News in a recent issue comments characteristically on the state of gambling. "Hypocrisy and Saratoga" is the title of the editorial, in which the paper comments on the fact that while betting goes merrily on at the Saratoga race track, all other forms of gambling "is sunko."

"It all reminds us of prohibition times," the editorial declares. "Then we had a lot of righteous and sincere non-drinking people imposing their views on liquor on a lot of other people who liked their liquor—and got it regardless of the law. Now we have the anti-gambling views on a lot of equally sincere people embodied in the State Constitution."

In conclusion, the editors in discussing the suppression of gambling said: "That is just what the anti-gambling people do now in this State. They keep gambling underground, just as once their dry soul-mates kept the liquor business underground. Until we haul gambling out into the open as we finally hauled the liquor business, illicit gambling will go on making hypocrites of a lot of people and a fool of government just as illicit liquor did."

The Daily News often campaigns for legalized gambling on the plea that it is the common-sense thing to do; that people are by nature gamblers and will seek the diversion regardless of law.

well as other coin devices on the premises.

Mrs. Hazel Powell was elected president, and C. D. Moore, secretary.

Jersey Ops Organizing

An association is necessary to protect new-found advantages of operation

CAMDEN, N. J., Aug. 26.—"All operators entering this area have been urged to enroll in the South Jersey Amusement Machine Association, which is now inaugurating a membership drive in a campaign to get all pinball game operators into the organization. As an inducement to operators not yet enrolled the entrance fee has been reduced and will remain in effect until a substantial majority of the coinmen become affiliated," declare association officials.

"It is conceded that because of the efforts of this group pinball games are now legal in this State. The South Jersey Amusement Machine Association financed the fight, which culminated in the recent Supreme Court decision making coin machine operation possible here."

Ted Marks, secretary-treasurer of the group, told The Billboard that a strong association was needed to protect the industry in New Jersey from overt attempts to replace the pinball games on the proscribed list. "New members are needed if we are to maintain the gains we have made so far, he said. "It is necessary that every operator placing games here should become an active member of the organization. More forces are needed to maintain our legal position as well as resist attempts to burden us with excessive taxation. Without exaggeration it can be said that it is the duty of every operator working in this territory to enter the association to protect his livelihood.

"Another potent argument in favor of membership is presented in the fact that a code of ethics must be formulated which will be rigidly adhered to. We want as many operators as possible to have a voice in establishing this code.

"We must show the people of this State that we can conduct our affairs in a manner which is above reproach. We cannot afford at this stage of the game to give the industry a poor start by installation of illegal devices or quarrels for locations. We look forward to immediate standardization which will prevent these things from occurring.

"The advantages of a strong association are obvious. Operators can protect each other if they are joined into an association. Should any attempt be made to curtail our activities an association is needed to resist these efforts. It would be comparatively easy to put a harmful measure over an unorganized group. An association is needed to defeat harmful legislation.

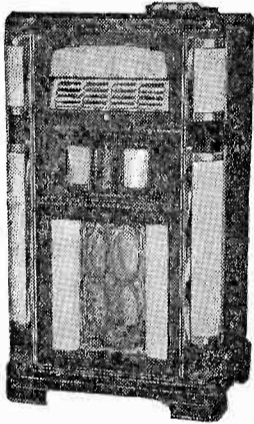
"The South Jersey Amusement Machine Association has an ambitious program to present to its prospective members. We seek first of all to obtain an effective licensing system which would insure permanent legality of the industry. We hope to get this at a low cost per machine. In addition we can offer new members the security which only an organization is able to offer. What a strong organization can do has already been shown when the Supreme Court, because of the fight instituted by us, handed down the decision which made the games legal here. Without our association there is no doubt that no pinball games would be permitted today in this State.

"Prospective members are urged to contact Jules Obus, president; Joseph Medvene, vice-president, or myself. Any current member of the association is an ex-officio member of the membership committee and is empowered to receive applications."

\$50,000 Parking Meter Toll

YOUNGSTOWN, O., Aug. 26.—Considerably more than the estimated 1,000,000 nickels have been dropped into the city's 576 parking meters, traffic officials have revealed. Experts had predicted a \$50,000 income the first year.

SOMETHING NEW



Stark Light-Up ensemble for Rock-Ola Rhythm Masters has gobs of glamour and "oomph".

Note the profusion of light. Note new position of program holder. Made all one color or several harmonizing colors of plastic. This ensemble absolutely guaranteed as to workmanship and material. Ensembles available for most popular machines. This machine has what it takes to get the extra profitable nickels.

THE STARK NOVELTY & MFG. CO.

1510 TUSC. ST., W. CANTON, OHIO

MERIT CUTS PRICES ON

Box Score f. p., Contact f. p.	\$37.50
Majors f. p., Chubbies f. p.	38.50
Spotter f. p., Fifth Inning f. p.	42.50
Chevrons f. p., Double Feature f. p.	42.50
Rink f. p.	30.00
Multi-Free Races f. p.	22.50
Turf Champs	12.50
Fairgrounds, Derby Champs, Mills	
1-2-3	17.50
Chuckalettes, Fleetwoods	16.50
Jennings Multiple Racer, slugproof	57.50
Red Head Skilltimes	39.50
Ray's Tracks	25.00
Mills Squarebells	72.50
Jennings Blue Chief Slots	14.50
Mills Blue Fronts S. J., \$29.00.	
D. J. Wurlitzer 412's, \$42.50. P12's	24.00
	30.50

MERIT MUSIC SERVICE

622 North Eutaw St. (larger quarters), Baltimore, Md.

New B. D. Lazar Offices in Philly

PHILADELPHIA, Aug. 26.—B. D. Lazar Co. has recently announced that it will move its Philadelphia offices from 620 Spring Garden avenue to 1425 N. Broad street. "We are going to modernize the new quarters," declared B. D. Lazar, "and make them as up to date as our new quarters in Pittsburgh. We will also occupy the second floor of our new location and will use it as a stockroom.

"We believe this move will be an aid to our operator-customers, which is, of course, of prime importance to us. We feel confident that this change in Philadelphia puts us in a far better position to serve the operators in the way they desire—efficiently and quickly."

The size of the display room alone in the new set-up is 130 feet by 30 feet, to be the utmost in artistic and effective display. B. D. Lazar Co. is distributor for many important lines of machines, among which is the Rock-Ola Luxury Lightup phonograph.

Cigaret Sales Slump in N. Y.

NEW YORK, Aug. 26.—Cigaret sales have slumped drastically in New York City since the levying of the 2-cent State tax, it has been revealed by City Collector William Reid. Reid would not hazard a guess on the outcome of collections for the full fiscal year, but it appears probable that the gross yields of almost \$8,000,000 in cigarette taxes would be sharply reduced.

Blame for the fall was laid to the fact that many New Yorkers are purchasing their cigarettes in New Jersey, where they avoid the State tax of 2 cents and New York City's municipal tax of 1 cent per package.

ST. LOUIS, Mo., Aug. 25.—St. Louis retailers are complaining that near-by towns are featuring sales of untaxed cigarettes. Story is that cigarette buyers going out of St. Louis are spending money normally spent in St. Louis on staples and amusements in the other towns.

California Bill For Lottery Titled

SAN FRANCISCO, Aug. 25.—Attorney-General Warren has titled an initiative measure designed to create a State-operated lottery. The measure was submitted by A. R. Thompson, secretary of the committee to effect tax relief, of San Francisco.

The initiative proposes that proceeds from the lottery be placed in a special fund for the benefit of State hospitals, asylums, nurseries and children's recreational homes and camps.

Coinmen To Attend Refrigeration and Tobacco Conclaves

CHICAGO, Aug. 26.—Coin Machine Industries, coin machine association, recently made its first announcement in connection with the annual coin machine convention in Chicago.

"We have made arrangements similar to those of last year for the honoring of our registration badges at the refrigeration and tobacco shows, which will be held at the same time as our show. They will be located in hotels near the Sherman Hotel, site of our show, which, by the way, will be held from January 15 to 18, inclusive," reports James Gilmore, secretary and spokesman for the association.

"These arrangements are made to accommodate the many coinmen who are interested in tobacco vending machines and the newer field of refrigerated vending machines," Gilmore declared. "Last year many of our coinmen took advantage of the interchange of recognition of badges. They found it an advantageous arrangement—so CMI, always interested in doing all it can for coinmen, has again arranged for this exchange of courtesies."

WCTU Gals Aghast As Beer Barrel Polka Is Played at Meeting

EVANSTON, Ill., Aug. 26.—Somewhat amusing to the reading public but tragic to the members of the WCTU who gathered here recently at the Frances Willard picnic, commemorating the 100th anniversary of the renowned feminist leader, was the tumult raised when Otto Schoenrock, phonograph operator, turned on his machine and played that well-known tune, *Beer Barrel Polka*.

The program conveyed over an amplification system was heard in all parts of the grove and 250 ladies, sworn to personal abstinence and prohibition for the world, were shocked into dropping whatever they were doing at the playing of the tune containing the word "beer."

The Waltz You Saved for Me and other slow numbers wound up the musical entertainment. In the words of one newspaper reporter, "The ladies finished their meeting with no further nonsense."

L. Berman Co. In New Location

EVANSVILLE, Ind., Aug. 25.—L. Berman & Co. have announced that they will move to 112-114 N. W. First street to occupy the entire building at that location. The building contains three floors and a basement, and overall floor space of each level is 35 by 145 feet.

"The main floor will be used for offices, display of our line of Seeburg phonographs and Ray Guns, pin games of all makes, salesboards and novelties. The two latter items will be contained in a special display room," declared L. Berman, owner of the firm.

"On the second floor will be the repair department, also the shipping and receiving department. The third floor will be used for storage of surplus stock. The basement, it is planned, will be used for a paint shop for reconditioning of phonographs and pin games.

"Our new location will enable us to serve our customers better and more quickly. The same high standards that have always characterized this company will continue in force," concluded Berman.

Atlas Officials At Buffalo Show

BUFFALO, Aug. 26.—"Because we considered the showing very important, I recently made a flying trip to Buffalo to attend a party and exhibit held at our Buffalo showrooms," reveals Morrie Ginsburg, official of the Atlas Novelty Co.

"The affair was a huge success, with Eastern music operators attending in large numbers. Jack Gosliner, Ray Knapp, Giles and Bergman were just a few of the many prominent men who attended.

"Representing Atlas at the showing of the Seeburg phonograph and ray gun were Phil Greenley and Art O'Melia, from the Pittsburgh office, and Julian Kratze, from the Detroit office. All credit for the success of the showing belongs, of course, to Ben Kulick, who is directing activities in the Buffalo section."

Des Moines

DES MOINES, Aug. 26.—Matt Engel, who helped Dave Fidler get his Iowa Amusement Co. under way in Des Moines, has returned to St. Paul. Engel is with the Mayflower Novelty Co. Fidler has appointed Chick Devore as manager. Devore will be in charge of the sales and service departments.

Fidler also announced he has taken on Bob Davis in the phonograph department and will handle the orders for record changes thruout the city. The latest addition to the staff is Maxine Welch, who will work in the office.

Don Buckroy, who has four new machines, claims it's the new machines that have stimulated business in Des Moines this summer to reach new highs. Buckroy expects the winter business to be the best and is preparing for it.

NEW LOW PRICE \$40.00

A FEW MORE LEFT



GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c 10c and 25c play, with Mystery Payout. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

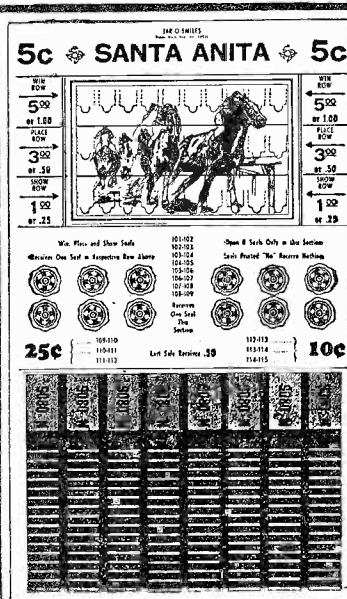
Write for prices on our complete line of Rebuilt Machines

WATLING MANUFACTURING CO.

4640-4660 W. FULTON ST. CHICAGO, ILLINOIS

Est. 1889—Tel., Columbus 2770

Cable Address, "WATLINGITE", Chicago



Exact illustration of SANTA ANITA Exact size of card—8 5/8 x 14 1/2

SPEED and STAMINA

QUALITIES OF ANY WINNER Santa Anita has both—and more!

INSTANT WINNERS MAKE INSTANT PROFITS

Every eye is drawn immediately to Santa Anita! Bright red cardboard, heavy enough to stand abuse, forms the background for multi-colored seals and a thrilling photo-finish illustration. Attractive and colorful, this card presents the newest trend in counter games.

Takes in at .05 Per Ticket.....	6.00
Total Payout Average.....	3.15
Total Profit Average.....	2.85
Average profit per Gross.....	.410.40

DON'T OVERLOOK THIS PROFIT MAKER!

LIST PRICES:

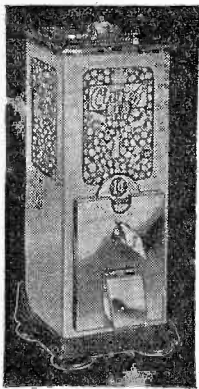
Single	1 Dozen	6 Dozen	1 Gross
1.00	8.40	43.20	72.00

Write for Quantity Prices

Werfs Novelty Company, Inc.

P. O. Box 672 Muncie, Ind.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



THE CHIEF

Vends everything, Ball Gum, Almonds, Peanuts, Candies, Pistachios, etc. Capacity 2 1/2 to 3 lbs. of merchandise or 400 balls of gum. Vends 1/2", 5/8" or 3/4". When ordering Chiefs for ball gum please specify. Size 5x6x12.

Only \$3.75 ea.

In lots of 6 or more. Sample only \$4.25 each. 1/3 cash with order, bal. C. O. D.

We also manufacture several popular styles of Bulk Vendors, Stands, Brackets and Coin Counters. For details and low prices write us today.

VICTOR VENDING CORP.
4203 Fullerton Avenue Chicago

EXPERIENCED OPERATORS WILL TELL YOU TO BUY

Northwestern

BULK VENDING EQUIPMENT



THE NEW MODEL 39

Operators who know machines and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwesterns are not only fine, dependable machines, but they earn more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Venders.

THE NORTHWESTERN CORPORATION
895 E. ARMSTRONG ST., MORRIS, ILLINOIS

A SQUARE DEAL

THE YEAR 'ROUND

Satisfied Customers Mean Bigger Profits for You!

CALCO DRILLED BALL GUM

In your vendors gives you the edge on competition.

Write NOW for Details

TOWNSEND MFG. CO.

Dept. B, 434 North Front St., BALTIMORE, MD.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

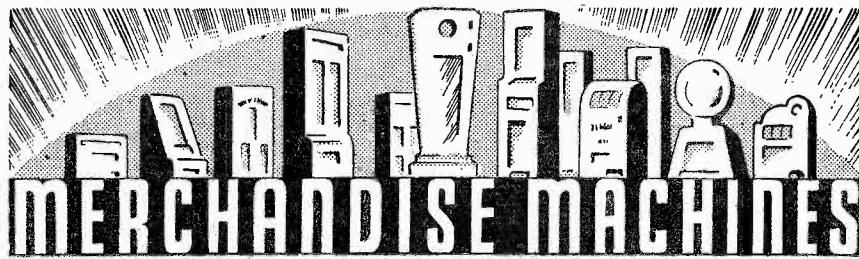
for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

USE "PAL" The modern handy service Kit. Holds four or more five-pound containers of merchandise. Has compartment for tools, cleaner, and money. Special low price, \$6.95.

Also Stands, Penny Counters and Free Catalogue on operating quality Vendors . . . from \$3.25.



AUTOMATIC GAMES 2425 W. Fullerton Ave., Chicago, Ill.



Candy Show Date Nears

Many features planned for show — many exhibitors are vending specialists

CHICAGO, Aug. 26.—Chicago Candy Show sponsored by the Chicago Candy Club will hold its second annual show at the Sherman Hotel on Tuesday, Wednesday, Thursday and Friday, August 29, 30, 31 and September 1.

This year there will be four days instead of three, having the opening day dedicated to an Industry Preview Day. Luncheon will be the opening feature of the show in the Bal Tabarin Room of the Sherman Hotel.

The second day will have as a feature an Amateur Night and the best acts judged by competent judges will be awarded first prize of \$25, second prize of \$15 and third prize of \$10.

The last day will feature the Candy Kiddie Parade. Children under 14 years of age are eligible to participate providing they are dressed in a costume representing some form of candy or raw material from which candy is made. An efficient list of judges will award prizes to the best costumes in the parade.

Miss America (Marilyn Meseke) 1938-'39 Great Atlantic City Boardwalk Pageant selection will be on hand to present the crown to the girl selected as Candy Queen. Music will be furnished by Lew Diamond and his orchestra at each event and the special features on the program will be held in the Grand Ballroom of the Sherman.

A partial list of exhibitors are as follows: Klein Chocolate Co., Savage Bros. Co., Curtiss Candy Co., Planters Nut and Chocolate Co., Walter H. Johnson Candy Co., Illinois Candy Co., Charles Hart, the Hubinger Co.; Waddell Co., Inc.; Charms Co., Peerless Candy Co., G. R. Hoch & Co., Lee-Tex Rubber Prod. Corp., Walter Baker Co., Euclid Candy Co., Reed Candy Co., A. G. Morse Candy Co., Edgar P. Lewis & Co., Hollywood Candy Co., Paul F. Beich Co., American Licorice Co., Peanut Spec. Co., Sperry Candy Co., Ambrosia Candy Co., National Licorice Co., Lion Spec. Co., New England Conf. Co., Charles N. Miller Co., L. S. Heath & Sons, Rockwood Candy Co., Kraft-Phenix Cheese Corp., Brach's Candy Spec. Co., George Ziegler Co., Queen Anne Candy Co., Steven's Candy Kitchens.

Photography Is 100 Years Old; Honor Daguerre

CHICAGO, Aug. 26.—A scant 100 years ago Daguerre invented the process of photography, which has come to mean so much to the world. Most persons have a camera they can call their own—almost all are familiar with enjoyment of permanently registered scenes, the scene of a day gone past but not forgotten—because of the magic of the camera.

Science, too, owes a debt to Daguerre, for without photography the intellects of astronomy, medicine and countless other branches of the scientific world would not be able to record and arrest the action of the huge spheres of the outer world or the tiny protoplasm of the organic and inorganic world. Things invisible to the eye because of their speed, diminitiveness or intensity have been revealed thru the camera. Truly we learn more about everything in this universe thru photography.

Photography and pictures have become one of the most forceful methods of interpreting life in our daily newspapers and other publications. The picture has become the twin of the printed word—the two being joined in these days of rich illustrations, pictures by wire and radio bringing the scenes of the world to John Citizen's doorstep.

The coin machine industry, too, owes its debt to Daguerre. Photographic machines rank high in the industry, with many an operator getting all or part of his income from the machine.

Truly, photography is a marvelous thing!

Groetchen Gets Okeh From Distribs

CHICAGO, Aug. 26.—"We are well pleased with the fine showing of our new Metal Typer," reports Carl Klein, official of the Groetchen Tool Co. "Metal Typers may now be secured from our far-flung distributor system from Coast to Coast—and then some, for we have a European distributor also.

"Our distributors have come behind us wholeheartedly and their comments are treasured as a valuable indication of the even greater future of Metal Typer. For instance, the Arrow Novelty Co., St. Louis, reports: 'We are 100 per cent sold on this marvelous legitimate service machine. It's a grand money-maker. Mis-

PEANUT & GUM VENDING MACHINES

New, Direct From Factory.

ONLY \$2.40 AND UP Over 60,000 Sold.

MAKE MONEY NIGHT and DAY Without Selling

Step into the big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Start small, full or part time. Best locations prefer "Silver King." Get FREE facts today.



ONE SAMPLE MACHINE ONLY... \$6.50
SPECIAL—One Vendor, 10 lbs. Candy, 1 Gross Charms... \$8.45
1/3 Deposit With Order, Balance C. O. D. Send for Circular and Easy Terms.

TORR 2047A-SO. 68 PHILA.

RECONDITIONED VENDORS		Each
21 SNACKS (3 Compartment)		\$8.50
1 EVER READY (4 Compartment)		5.00
32 STEWART-McGUIRE (1c-5c)		4.50
10 NORTHWESTERN MERCHANDISER (Lacquer)		4.25
15 NORTHWESTERN MERCHANDISER (Porcelain)		4.75
2 PEERLESS MAGIC VENDERS		2.75
10 BALL GUM VENDER 5c		2.00
10 MODEL 33 PORCELAIN (Like New)		5.00
1 COLUMBUS 5c		2.50
9 NORTHWESTERN JUNIOR PORCELAIN (Like New)		3.50
1 REGAL VENDER		4.00
1 NORTHWESTERN MERCHANDISER 5c		2.50
CHARMS Assorted, 5 Gross Lots		\$3.25
1/2 Deposit, Balance C. O. D. Orders under \$5.00 Cash in Full.		

souri operators can get immediate deliveries from our stock.

"Gerber & Glass, one of the first firms to recognize the possibilities of Metal Typer, declare: 'Metal Typer makes more money than any other legal service machine—and we handle all of them.'

"It is such comments," concluded Klein, "that moves us to believe that Metal Typer, already a great success, can be expected to do an even larger business."

Beverage Vender On Tour in West

PORTLAND, Ore., Aug. 26.—Monte Bose, special field representative for Bally Beverage Vender, has started on a trailer tour of Western States. With a Bally Beverage Vender in his trailer, Bose plans to demonstrate the machine to operators thruout the West.

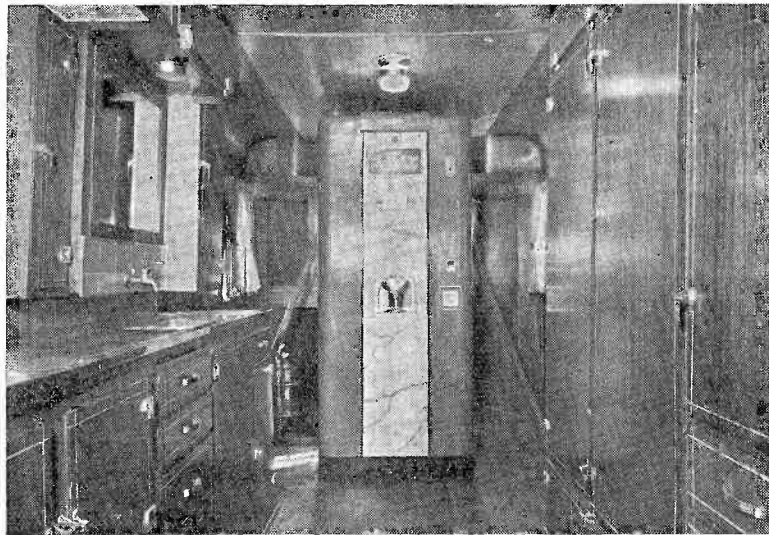
"A demonstration of the machine," Bose stated, "together with the fine reports received from operators already in the automatic thirst-quenching business, never fails to arouse enthusiasm. No operator can watch the slick operation of the Bally Beverage Vender and see how quickly and conveniently it serves cold carbonated drinks without seeing the limitless opportunity for profits in the automatic bulk vending field. We've got the machine, the American public insures the market."

Bose will tour Washington, Idaho and Nevada, and during the winter months Arizona and Southern California. Jack R. Moore, West Coast distributor of Bally Beverage Venders, is sponsoring Bose's trailer tour.

Schaf on Biz-Pleasure Trip

CHICAGO, Aug. 26.—Harold M. Schaf, president of the Victor Vending Corp., manufacturer of bulk venders, has left Chicago on his annual vacation and business jaunt. "It's a half-and-half affair—half vacation and half business," declares Schaf.

I am taking along all of our very latest machines in order to show Eastern coinmen what a fine machine it is," Schaf said. "I intend to make calls in Cleveland, Washington, Pittsburgh, Philadelphia, New York and Buffalo."



BALLY BEVERAGE VENDER in specially built trailer now touring Western States under the auspices of Jackie R. Moore, West Coast distributor for Bally's automatic cold drink machines.

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

Cigarette Merchandisers' Associations

Plans for the CMA of Connecticut's annual outing have progressed during the past week but certain changes of interest are noted in the reports reaching New York.

While the committee on outing arrangements, A. J. Masone, president of the Connecticut CMA; Sam Allenier and Edward Beresth, has been searching the Nutmeg State for a place to hold the picnic, it has announced that the Berkshire Country Club at Wingdale, N. Y., seems to be an ideal spot. Masone recalls that following the event of the New York CMA there last June a number of operators expressed themselves as exceptionally well pleased over the selection of that spot for the event. The Connecticut group is now dickering with the Berkshire Club for a week-end, with September 9-10 or September 16-17 dates mentioned. There has been no definite date set, but the event will be held at Wingdale.

New York CMA is co-operating with Connecticut in holding the outing, for it will be the time at which these two groups will battle on the soft-ball diamond for the possession of the trophy which New York won from New Jersey. The Nutmeggers contend that since they didn't get a chance to play for the award, they would hold it until given such a chance. Anyway, the indications are that the battle of the year is in the offing.

But getting back to the outing in general—it looms as an interstate meeting. Matthew Forbes, manager of New York CMA, is telling members of other CMA's up-State about the event and so there will be representation from other organizations.

As for the date, New York hopes that September 16-17 will be designated. This group meets in regular session September 12 and if the week-end following is set for the picnic, it will give CMA-ers of this organization a chance to get the members together to attend 100 per cent strong.

Remember that vacation we've been talking about that Matthew Forbes was going to take? Well, he's now on it. He left Thursday for Saratoga, Albany and points up-State. While he is out of the New York office he intends to contact members of other CMA's; it really has the earmarks of a busman's holiday. Matty also plans to get in a lot of golf and if time permits he'll keep up his promise to himself to enjoy some deep-sea fishing.

CMA members in the East were glad to hear the news of the State-wide organization of cigarette merchandiser members in California. This plan had been underway for some time and the

association completed the program recently. There was a meeting in Fresno to incorporate the organization, the first move toward forming a State association. Under the new set-up the entire State is covered by seven districts, with a majority of the cigarette operators as members of the association.

Officers of the newly formed association are J. W. Glenn, San Francisco, president; T. A. Morrissey, Los Angeles, first vice-president; Abraham Fisher, Sacramento, second vice-president; A. B. MacDonnell, Fresno, third vice-president; C. B. Brandon, Oakland, treasurer; J. Joseph Sullivan, San Francisco, secretary.

Directors of the seven districts are A. A. Parina, in the San Francisco district; E. R. Fuller, Los Angeles district; Charles A. Rockwell, Santa Ana district; Matt T. Tainey, Sacramento district; D. D. Patton, Turlock district, and J. E. Muir, of San Diego district.

The plan is to hold "local" meetings once a month. The State organization will keep in close touch with the problems and trend in the districts.

New York operators are considering a State-wide association and the time is not far distant when things will be materializing. Matthew Forbes, manager of New York, and Sam Yolen, popular operator, made a trip to Albany and thru that vicinity recently. They talked with the operators who had recently formed an association. With a CMA at Buffalo and Syracuse, it wouldn't take long to perfect a State organization. Most of the operators favor such a move and it is a good thing when it comes to fighting unfavorable legislation. California's action was brought about by "attempted legislation" on cigarette machines at the last session of that State's Legislature. Desirous of working for the common interest of all, the California operators decided a State-wide association was the only effective and efficient way to do it.

Mass. Cig Tax Effective Sept. 1.

BOSTON, Aug. 26. — Sarcasm has greeted two acts of the Massachusetts Legislature passed during the closing hours of session. Foremost action and object of widespread disapproval was the cigaret tax of 2 cents a package, which was characterized as a "sock the poor" measure, inasmuch as it is designed to reduce the high real-estate taxes prevailing in Massachusetts.

The cigaret tax is effective September 1, 1939, and continue until June 30, 1941. All retailers will be required to obtain a \$1 license, and distributors will need a \$25 license. Collections will be made directly from the distributor, thus dispensing with revenue stamps.

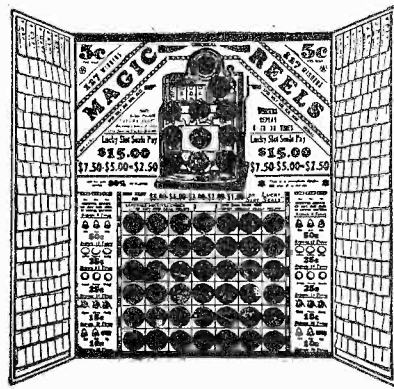
Second act to meet with disapproval in some quarters was the extending of the dog-track operating season from August 19, the former closing date, to

5,000 OPERATORS CAN'T BE WRONG!

Proclaimed by 5,000 of the nation's most successful operators as "the top money makers of the year."

Boost your sales — increase your profits — Now—with the sensational new line of Universal Jar and Pad Deals?

Write for our new fold-o-log and the world's lowest prices — NOW!



MAGIC REELS
Takes in 1260 @ 5c.....\$63.00
Total Pay-out 38.04
Profit (average)\$24.96

Pad Deals are tripling profits everywhere. Get in on these increased earnings now!

Write today for complete details and literature on dozens of other profitable Pad Deals. In sizes from 210 tickets to 1260 tickets. 148 big new deals to choose from at the world's lowest prices. Write your inquiry — Now—Today!



THE ONLY ORIGINAL "TAKE-A-TIP" AND "RED, WHITE, BLUE" AVAILABLE WITH OR WITHOUT JACKPOT CARD OTHER LABELS ALSO AVAILABLE

STYLE A	STYLE C	2100 SIZE	1050 SIZE
Fakes in 1850 Tickets @ 5c \$92.50	Takes in 2520 Tickets @ 5c \$126.00	Takes in 2100 Tickets @ 5c \$105.00	Takes in 1050 Tickets @ 5c \$52.50
Pays out (actual) \$72.00	Pays out (actual) \$96.00	Pays out (actual) \$71.50	Pays out (actual) \$31.70
Profit (actual) \$20.50 90 Winners	Profit (actual) \$30.00 120 Winners	Profit (actual) \$33.50 121 Winners	Profit (actual) \$20.80 91 Winners

UNIVERSAL MANUFACTURING COMPANY

104 East 8th St. (Manufacturers Only) Dept. BB17, KANSAS CITY, MISSOURI.

Bingo and Criss Cross

1c-15c-20c Models

1c Gum-Vendor

2 in 1 Vendor

Write Today for **FREE CATALOG** of over 100 different New and Used Vending and Amusement Machines. Ask about our **COMBINATION SCALE!** Vends stick of gum **FREE** with each weight!

D. ROBBINS & CO., INC.
1141-B DE KALB AVENUE
BROOKLYN, N. Y.

September 30. These six weeks have been traditionally reserved for county fairs, "but," as some persons stated, "the State Senate decided that the dogs needed more exercise."

Cigaret Output Up as Against '38

CHICAGO, Aug. 26. — Production of small cigarets in July was above output for the same month last year but was sharply below output for June this year, according to figures released by the U. S. Bureau of Internal Revenue.

Total output last month, based on sales of tax stamps, was 14,801,810,430 cigarets, compared with 16,594,511,013 in the previous week and 13,784,357,840 for the same month last year.

Mich. Licenses Vending Machines

LANSING, Mich., Aug. 26.—Michigan State Board of Tax Administration, in a recent news release, declared: "Many Michigan owners and operators of merchandise vending machines will, it is believed, welcome the new 'location license' ruling, effective last August 21. It is regarded as protection to legitimate operators by keeping 'fly-by-night' operators off locations.

"The new location licenses will cost 10 cents each and must be affixed in a conspicuous place to each machine. Machines not bearing licenses will be regarded the same as retail stores which

attempt to do business without a license from the tax board."

The news release continued: "The new rule of reporting 3 per cent tax on the gross 'take' of each machine, by location license number and location address on one consolidated form, may also prove useful to the operator as a business barometer, disclosing to him the actual revenue from each location each month."

Editor's note: Reaction to the newly levied 3 per cent tax has not as yet been received from operators. The above is a news release from the State of Michigan.

Almond Crop Heavy This Year

SAN FRANCISCO, Aug. 26.—Almonds are one of the newer products dispensed by vending machines, which will undoubtedly help to dispense with the surplus crop now facing California almond growers.

The crop, it is estimated, will run between 18,000 and 24,000 tons. Top national consumption has been 17,000 tons. On top of this year's crop is a surplus carry-over of 6,000 tons from last year.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

Bulk Vender Operating Tips

By H. F. BURT
Automatic Games, Chicago

It has become apparent that operators everywhere, especially in the vending field, are faced with more and more competition.

Under such conditions the more colorful, the more modern and the simpler an operator's machines are the better chance he has of maintaining a strong position in his field. Color, design and sturdiness of construction, with no wasted outlay of money, are the paramount keynotes of success today.

From a practical standpoint, the placing of two, three or four machines in a location that warrants only one is a waste of time and money and creates a very bad impression on the location owners. Multiple units on these locations pay so little that they leave the impression with the merchant that the whole thing is a waste of time and space on his part. Whereas, the same amount of money received from a single vender would leave a good impression and likewise be a paying proposition for the operator and the merchant.

Another point is the rotation of colors. By this we mean that any machine becomes an unnoticed fixture unless a similar machine of a different color is put in its place every few months. For this reason we urge operators to buy machines in assorted colors which will

enable them to place, for example, first a tangerine, then a blue, green, black, gold, silver, etc. Our products, for this reason, are made in 14 attractive combinations.

Machines of distinctive design, which are all interchangeable on brackets, stands and bases, are a great help and convenience in rotating or service work. This interchangeability also helps on the service end, since the operator may simply change a full machine for an empty one and then do the filling and cleaning in his car, or he may use one of the attractive service kits on the market now.

The impression left on the merchant, by using multi-colored equipment and good-looking accessories, is well worth while. It gives the strength, character and prestige to the vending business as a whole and the successful business-man stamp to the operator.

Practically all venders which have been in use a year or more will show a welcome improvement in the take if a liberal supply of aluminum, chrome or nickel polish is used on them; enamel jobs repainted and porcelain enamel jobs touched up to cover chipped portions.

Most reliable venders purchased the last few years do not become obsolete thru use but thru neglect.

MUSIC MERCHANDISING

Rock-Ola Salesmen Find Business Good

CHICAGO, Aug. 26.—News of two of Rock-Ola's crack salesmen was forthcoming during the past week from D. M. Wertz, who recently took over a district managership for the Rock-Ola Corp., and from W. C. Deaton, of Gallon, O., a Rock-Ola distributor.

Wertz, the newcomer to the organization, is said to be at home with coinmen thruout Virginia, North and South Carolina, Georgia and Florida. "Reports from Wertz reveal a most enthusiastic reception of the Luxury Lightup phonograph," report Rock-Ola officials. "He declares, however, that things have been a bit slow in Florida—a natural condition at this time of the year. However, he reports that operators had a splendid late-winter and early-spring business and are now readying for the fall and winter influx of tourists."

Deaton, who says he is an old-fashioned traveling salesman because he covers the territory of Ohio and West Virginia in the interests of the Luxury Lightup phonographs, has traveled 90,000 miles in getting about his territory since the first of the year.

"A man always has had to drum up business no matter how good a product he is selling," said Deaton. "If he doesn't another more gumptious fellow will get there ahead of him. Nowadays there's plenty of business. I know it for a fact, because I go out to my operators and they're ready for more Rock-Olas, with locations waiting for them."

Big Production Cuts Grille Cost

CHICAGO, Aug. 26.—Paul Gerber, of Gerber & Glass, in discussing the phonograph grilles the firm is now manufacturing, said: "Our modern manufacturing facilities in our new grille plant enable us to turn out well-made changeovers in great volume at low production cost. Our purchasing power permits us to buy the best materials at advantageous prices."

"It is for these reasons that we are able to offer the great variety of grilles we make at such low prices. We are operating on the principle of great demand, volume production and rapid turnover, just as many of America's leading manufacturers in other fields are doing. We are giving our customers a better product at a lower price because we effect a savings all along the production line. From this operators can readily see that along with a money-saving price on our phonograph grilles we also give them top-notch quality. We have to do business this way because of the Gerber & Glass slogan—'It's Not a Sale Unless You're Satisfied.'"

Cinematone Penny Phono on Market

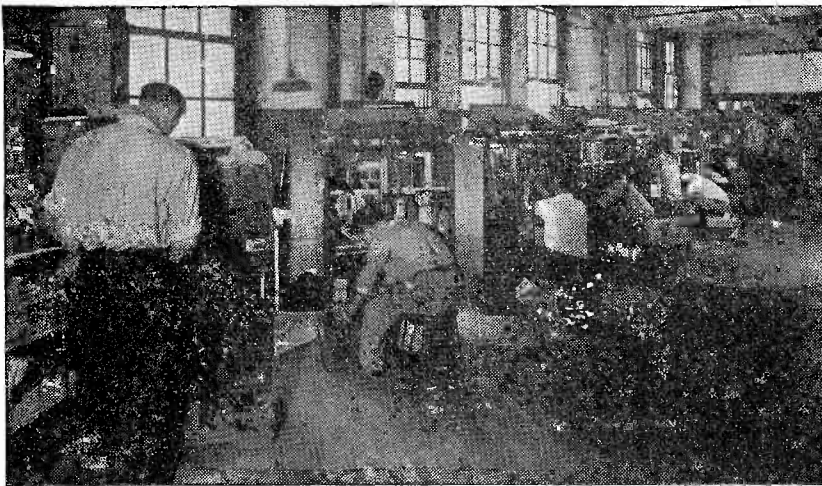
CHICAGO, Aug. 26.—The Cinematone Corp. has recently placed on the market its new phonograph, Penny Phono. The machine vends hit tunes for 1 cent, and in the words of a representative of Cinematone: "It is intended to be used in such places as will not support the automatic phonographs now on the market." The authority for this statement is Mr. MacTavish, official of Operadio, Cinematone representative.

Most interesting innovation of the

Attention, Indiana Ops!

LADOGA, Ind., Aug. 25.—Charles W. Hughes, president of the Indiana State Operators' Association, Inc., asks that a correction be made in the reported site of a meeting of operators in South Bend, Ind., September 10.

"The meeting will be held at the LaSalle Hotel in South Bend and not at the Oliver Hotel," Hughes stated. "We will meet on the same date, September 10, at 2 p.m."



"WURLITZERS TRAVEL TRANQUILLY," declares the Wurlitzer firm, "for when you are packing goods that represent much in research, design, engineering, material and labor, you're not going to take chances. Here you see some of the skilled packers preparing the machines by fastening moving parts and attaching instruction tags. When they are finished each instrument goes into a felt-lined packing case and sealed. Because of this care the words 'damaged in transit' are seldom applied to a Wurlitzer phonograph."

phonograph is the Penny Phono Record, which is made by the firm itself. It is a 12-inch disk with 20 melodies on it—10 to each side. According to the firm's representative, each tune lasts for approximately two minutes. It is planned that a new record will be issued each week for use on Penny Phono.

The machine itself is a modernistic device. One of the outstanding features of the machine is a light-up sign which is changed each week with the record. This portrays a characteristic sketch of the hit tune of the week and carries the name of the tune.

Cinematone Corp. is located in Hollywood, where machines and records are made. They process their own records, "using top-flight orchestras and talent recruited from transcontinental air shows and film studio recording orchestras," they declare.

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Detroit

August 26, 1939.

To the Editor:

Musical favorites in Detroit include the *Sunrise Serenade*, by Glen Gray; *Jumping Jive*, by Cab Calloway; *I'll Keep On Loving You* and *Well, All Right*, by Andrews Sisters, and the *Beer Barrel*, which is still bringing in the nickels, with many calls for the recording by Will Glahe.

A record which I find is making quite a hit is the new recording of *Angry*, by Tiny Hill. I look for *I Want the Waiter*, by Ella Fitzgerald, to reach tops shortly. Bing Crosby's *I Want an Apple for the Teacher* is another record which has every indication of being a big hit.

We are getting a number of excellent records on the market now, and *The Billboard's* Record Column, combined

Marquette Music, Of Detroit, Moves

DETROIT, Aug. 26.—Marquette Music Co., distributor of phonographs here, is making the biggest single move of expansion in the history of the organization. On September 15 the company will open a large salesroom on the first floor of the Manufacturers' Building at Beaubien and Lafayette streets.

The location is one block south of its present building at 1216 Beaubien street and is just as conveniently located. With large store-type windows, it is much better adapted to display purposes.

The present building will be kept for service and warehouse purposes, but the sales department will be centered in the new location.

with Record Buying Guide, is certainly a big help to the busy operator, who can go thru them and make selections of new records in a short time. I appreciate the splendid service you are rendering to the operators and will be glad to render my co-operation.

FLOYD T. SNYDER,
Commercial Music Co.,
Detroit.

Hemlock, O.

August 26, 1939.

To the Editor:

Your department "What the Records Are Doing for Me" is very helpful to the operators of phonographs in rural sections.

The platters that are coining the nickels here are *It Makes No Difference Now*, *Beer Barrel Polka*—Willie Glahe takes the lead in this—and *Sunrise Serenade*, by Glen Gray, is still going strong. *The Rambling Wreck of Georgia Tech* has been a nickel getter for me in beer parlors. *If I Didn't Care* is slowing down, but *Just for a Thrill*, by Ink Spots, is coming up just as strong or better than I thought it would.

We have to hand it to the record companies for the buffalo-getting platters they are pressing out now and the wonderful service they give you when you send in an order, but one company does not send title strips even after I request them and that makes a man more work and does not look as neat in machines. I think we operators should

Wurlitzer Open House in South

NEW ORLEANS, Aug. 26.—As the Wurlitzer open-house program moves into the Deep South this week, approximately 500 music operators and distributors of Wurlitzer products enjoyed evenings of fun and acquaintanceship with several heads of the big phonograph manufacturing firm of North Tonawanda. First touching the depths of Dixie at Greensboro, N. C., on the evening of August 14, 125 ops came to the O'Henry Hotel to be the co-guests of Bill Deaton, district sales manager for the Wurlitzer company.

On the following day about 110 attended the open house in the Biltmore Hotel, Atlanta, with Fred Raabe, factory representative there, as host. Similar events followed on the 16th at the George Washington Hotel, Jacksonville, Fla., and in New Orleans in the Gold Room of the Roosevelt Hotel. Raabe was also host in Jacksonville, while J. H. Peres, of the Peres Amusement Co., and Al Mendez, district manager for Wurlitzer, shared honors welcoming the guests at the Crescent City. About 100 attended in the Florida city and about 130 in New Orleans.

The program moved over to the Rice Hotel, Houston, August 19, with Earl Reynolds, Texas manager, as host. Reynolds again welcomed the operators when the Wurlitzer officials moved to the Plaza Hotel, San Antonio, August 21 and at the Adolphus Hotel, Dallas, August 22.

Seattle

SEATTLE, Aug. 26.—With the State threatening to take over and operate the ferries of Puget Sound, which by their inoperation have stilled waiting-room music boxes, the outlook for settlement of the strike and opening of waiting rooms with their amusement machines brightens.

Vancouver, Wash., wants parking meters despite the cooling off of this question in Seattle. City authorities of this West Washington city have recently sent out a call for bids for 500 of these modern curb devices to curb parking and alleviate traffic conditions. New meters prescribed by the city council must be of the penny-nickel type and meet specifications drawn by the city's street committee and its engineer.

Coin machines for lighting tennis courts, with players dropping nickels in the machines for light to continue tennis sets, will be the new wrinkle in tennis court operation of the Seattle park department. Metered lights are to be tried at Madrona and Ballard play fields, then further devices will be placed elsewhere.

refuse to buy records from companies that refuse to send all title strips with order.

The music machine business is better in this locality than I have ever known it to be, and from all indications it is going to get better, and with the help *The Billboard* gives us in its Music Section it makes it much more pleasant, so I am for *The Billboard*.

RALPH McDANIEL,
Hemlock Music Co.,
Hemlock, O.

Dearborn, Mich.

To the Editor:

I want to compliment you on the good work your record section is doing. All of my men are very much interested in it and find it a very great help in their work, never failing to look for it the moment *The Billboard* arrives.

I find *El Rancho Grande* by Bing Crosby, *Wishing* by Roy Smeck and *Sunrise Serenade* by Glenn Miller continuing top numbers.

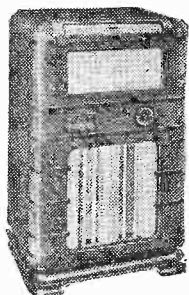
Mildred Bailey's *Moon Love*, and *White Sails* by Blue Barron are becoming very popular, and we just can't supply the demand for *Comes Love* by Artie Shaw, which I think will be one of the outstanding favorites of the summer season.

ANTHONY SIROCUSE,
Manager Gunn Music Co.
Dearborn, Mich.

DON'T FORGET THE G & G SLOGAN:

"It's Not a Sale Unless You're Satisfied!"

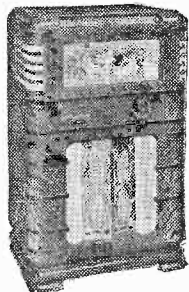
GERBER & GLASS PIONEERED IN OFFERING YOU LOW COST GRILLES— and at prices as low as is humanly possible FOR QUALITY MERCHANDISE! YOU ACTUALLY SAVE 33 1/3% ON TOP QUALITY GRILLES when you buy them from Gerber & Glass!



WAS \$16.50
NOW \$12.45

Three pillars of assorted plastic combinations—choice of 2 Yellow-1 Red, 1 Red-2 Yellow, 1 Red-2 Blue, 2 Blue-1 Red, 2 Red-1 Green, 2 Green-1 Red. Also available for 412 Wurlitzer at same price.

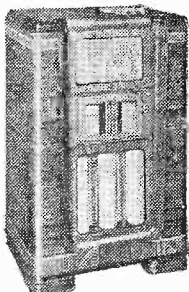
616—SPECIAL 716 and 412



REGULAR \$25.00
NOW \$16.66

Two new brilliant red plastic pillars with cast aluminum design in center, backed by sparkling silver jeweled cloth.

616 With Side Grille



WAS \$16.50
NOW \$12.45

Three colors of assorted plastic. 2 Yellow-1 Red, 1 Red-2 Yellow, 1 Red-2 Blue, 2 Blue-1 Red, 2 Red-1 Green, 2 Green-1 Red.

ROCK-OLA IMPERIAL 20

MONEY BACK GUARANTEE!

Write for Circular and Quantity Prices!

Gerber & Glass

914 Diversey Pkwy., Chicago

Fort Worth

FT. WORTH, Tex., Aug. 26.—Victor Cornelius, dapper op of Eastland, was a visitor to the row a few days ago. He is still nabbing the nickels with his napkin holder advertising business. It is reported that he is extending his activities into several States. However, Vic can't leave his first love, phonograph operating.

A number of Fort Worth operators attended the Wurlitzer party which was held at the Adolphus Hotel, Dallas, Tuesday, August 22. All reported a swell time and spoke highly of the usual Wurlitzer hospitality.

John Backman, traveling representa-



THE WINDOW DISPLAY of the Marion Co., Wichita, Kan., has definite eye appeal. Dave Marion, owner and Rock-Ola distributor, says that at night the brilliant neon display and Luxury Lightup effects from the phonographs create a maximum of interest.

tive for the Simplex Distributing Co., steps into Ft. Worth often these days. He is kept busy covering Texas, the largest State in the United group. He says it is some job but he really enjoys visiting with the music operators.

Operators have enjoyed good business the past two weeks, especially in their downtown and night club spots. The noticeable increase in downtown and night club business for machines was due to the typographical national convention, which has just closed its 83d session in this city. Over 8,000 out-of-town visitors were present.

The good rains continue to fall upon the growing crops in this territory. Not since 1929 has this section been visited with such fine productive rains and at such advantageous periods. And all of this makes operators happy because crops and grass in this territory mean more coins in the cash boxes of their machines.

F. C. Ewing, of the F. C. Ewing Co., is now the proud owner of a fine farm just south of this city. He is stocking it with wild game and live stock.

Ewing reports that his roasting plant is now shipping 50,000 pounds of salted peanuts each month to vending machine operators. His peanut shipments are 90,000 pounds ahead of sales for the first six months of 1939 against sales during the same period of 1938.

O. T. Benny, operator of Como, Tex., was seen strolling the row a few days ago. He was buying new and used vending machines and products.

Chappy Chapman, well-known coinman of Dallas, has been appointed traveling roadman for the Mid-Continent Cinematone Corp., Southwest distributor for the new phonograph which is being manufactured in Hollywood. Chappy says that he is lining up jobbers every day in all key cities in the Southwest territory.

Editorial on "Religion" Gets Unusual Attention

Editor's Note: The editorial on Religion (*The Billboard*, page 64, August 5, 1939) seemed to attract a bit of unusual attention, including some ministers. The following letter is one of the most interesting comments on the editorial to be received.

To the Editor: "Your article, *Religion*, published on page 64 of the August 5 issue is so fundamental and valuable that I am compelled to write you and commend you for it.

"My father, Rev. Benjamin W. Callaway, was an outstanding Baptist minister in the South for 56 years before his death in 1931. He was a Baptist and believed in 'rendering unto Caesar the things that are Caesar's and unto God the things that are God's.' During the hectic prohibition days in this country, he said 'you cannot make men temperate by passing laws' and he opposed his church meddling in controversial social, political and economical issues. The crusaders and reformers in the church, tho they have no right to call themselves Baptists, would have taken his license away from him and prohibited him from preaching on account of his opposition to prohibition, but for the fact that every Baptist church is a sovereign body within itself, and there is no appeal from the verdict or decision of each local church.

"My father believed that man has within himself the fundamental elements of temperance and self-control, and he understood the highest and noblest pur-

poses of education and religion are to cultivate and develop these virtues of self-discipline.

"Every thoughtful student knows that prohibition has hurt and set back the true cause of temperance in this country for at least 50 years, and that if we are to attain this great objective we must begin to rebuild the foundations of self-discipline with education and religion.

"There is hardly a person in the United States today who has the equivalent of a high-school education who believes in the voodooistic, emotional ritualism that once was evident in the majority of churches in this country, and having lost this, they weigh with closer exegesis the philosophy and example of the church leadership, and when this is not only highly controversial, but extremely limited in logic, they naturally become critical of all organized religion. But the people have not lost their fundamental interest in liberty and democracy, and since it is challenged from the four ends of the earth today it should be apparent that the Baptist church, whose membership inspired such ideals in the souls of humanity—even before the Middle Ages—would command the love and respect of free men everywhere should it return to the fundamental faith. I want to commend you most heartily for that splendid article.

"E. E. CALLAWAY,

"Lawyer, author and lecturer.

"Republican nominee for Governor of Florida in 1936."

THIS MESSAGE IS ONLY FOR UP-TO-THE-MINUTE

OPERATORS

LOCATED IN



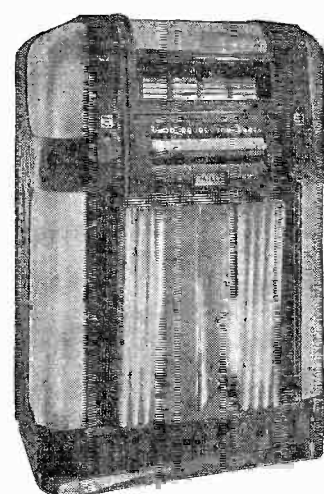
JOE CALCUTT HAS A

SPECIAL DEAL FOR

YOU ON *Mills*

THRONE of

MUSIC



Joe Calcutt's special deal now obtainable by every operator in Virginia, North Carolina and South Carolina to obtain Mills Throne of Music on 12 to 18 months' terms AT NO EXTRA PREMIUM OR ADDITIONAL CHARGES. Liberal allowances for trade-ins of any type equipment regardless of condition. And Joe Calcutt's "personalized service" that gets you STARTED RIGHT and KEEPS YOU GOING RIGHT! HURRY—WRITE, WIRE OR PHONE Joe Calcutt TODAY!!

WURLITZERS

MILLS • ROCK-OLAS

FINEST RECONDITIONED PHONOGRAPHS AT LOWEST PRICES

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

★
THE VENDING MACHINE CO.
FAYETTEVILLE, N. C.
CABLE: COINSLOTS


DECCA
Hot Tips for Operators
TAKE THESE HOT DECCA TIPS AND WIN BIG PROFITS!!!

- 2641 A MAN AND HIS DREAM
GO FLY A KITE
Bing Crosby
- 2494 EL RANCHO GRANDE (My Ranch)
IDA SWEET AS APPLE CIDER
Bing Crosby Assisted by the Foursome
- 2462 BEER BARREL POLKA
WELL, ALL RIGHT
Andrew Sisters
- 2595 THE MAN WITH THE MANDOLIN
ECHOES OF HAWAII
Frances Langford
- 2579 THE LAMP IS LOW FT. VC.
BEGONE FT. VC.
Jimmy Dorsey and His Orchestra
- 2593 WHITE SAILS (Beneath a Yellow Moon) FT. VC.
IT SEEMS LIKE OLD TIMES FT. VC.
Ruby Newman and His Orchestra
- 2598 STAIRWAY TO THE STARS FT. VC.
OUT OF NOWHERE FT. VC.
Ella Fitzgerald and Her Famous Orchestra
- 2628 I WANT THE WAITER (With the Water) FT. VC.
THAT'S ALL, BROTHER FT. VC.
Ella Fitzgerald and Her Famous Orchestra
- 2578 MOON LOVE FT. VC.
TO YOU FT. VC.
Paul Whiteman and His Orchestra
- 2626 (Hol-de-Ay) START THE DAY RIGHT
Bing Crosby and Connie Boswell
- NEIGHBORS IN THE SKY
Bing Crosby
- 2507 IT'S FUNNY TO EVERYONE BUT ME
JUST FOR A THRILL
Ink Spots
- 2640 AN APPLE FOR THE TEACHER
Bing Crosby and Connie Boswell
- STILL THE BLUEBIRD SINGS
Bing Crosby

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUÉBEC

Beyond the SHADOW of a Doubt
SHADOWS

 By FRANKIE CARLE
WHO GAVE YOU

SUNRISE SERENADE

will become one of the number one money makers for music machine operators

 Now Available on Records by
GLEN GRAY
HORACE HEIDT
AL DONAHUE
Order them from your distributor today!

 ★
WATCH FOR THIS GREAT NOVELTY!

DUNK A DOUGHNUT

 ★
And for the Latest, Smartest Instrumental Fox Trot

RAGPICKER

 ★
JEWEL

 MUSIC PUBLISHING CO., INC.
Earle Building
1674 Broadway, New York, N. Y.

End your correspondence to advertisers by mentioning The Billboard.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Recordings listed without an explanation are those that have appeared under this heading for four weeks or longer and have thus become such established successes that they require no further explanation.

GOING STRONG

Moon Love. A sudden apathy towards this lovely ballad seems to have developed during the last week to the point where it is by no means the universal favorite it was. That may be due to the rather large crop of fast-rising tunes which are proving strong competition to the established hits. At any rate, from reports this week it looks as if this one won't be around too much longer. Glenn Miller, Paul Whiteman and Al Donahue are the favored waxers still.

The Jumpin' Jive. Even stronger than last week is this really worthwhile bit of swing from the pens of Cab Calloway and a couple of collaborators. It's still Cab's record in the machines by a wide margin, although one or two spots have been using Lionel Hampton's disc to advantage. This is the first platter other than Calloway's to creep into any discussion of this number since it first started to break.

The Man With the Mandolin. Not unexpectedly this novelty ditty jumps up to this department this week by way of a unanimous popularity with nickel-droppers in every spot offering the record, and by this time there should be very few spots not doing so. Horace Heidt leads the field by several lengths, with Wayne King and Glenn Miller trailing along.

White Sails. Ozzie Nelson, Sammy Kaye, Al Donahue.

Stairway to the Stars. Glenn Miller, Jimmy Dorsey, Al Donahue and Horace Heidt.

Sunrise Serenade. Glen Gray and Glenn Miller.

Beer Barrel Polka. Willie Glahe.

Well, All Right. Andrews Sisters.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Comes Love. Altho not strong enough to be considered an absolute "must" for all machines, this hit from the score of Lew Brown's *Yokel Boy* is doing very nicely for itself in most boxes harboring it. Artie Show has a practical monopoly on the waxed versions, with a few scattered reports nominating Eddy Duchin for phono honors.

Over the Rainbow. Operators should not be caught napping on this one. From the score of the spectacular *The Wizard of Oz*, this will probably be the biggest ballad success of the early fall season. The movie opened in New York a couple of weeks ago to tremendous crowds and its popularity around the country is predestined. That would be enough to make its leading song a hit, but add to that a good title, a beautiful melody and the plugging efforts of one of the largest publishers in the business and you've got the makings of a smash. The song is starting to sell copies. Its very important as a radio tune and it's beginning to mean something in the boxes. At present, no particular record stands out, but in this case it's less the recording artist than it is the song itself. Get this, and fast.

I Want the Waiter With the Water. Ella Fitzgerald comes thru with a novelty disk that has automatic machine success written all over it. The title is catchy, so is the melody, and Miss Fitzgerald's popularity with John Q. Public was eloquently attested to by the memorable *A-Tisket A-Tasket*. This looks particularly good for ops, and judging by the start it's already made in the phonos it may be a "must" any week now.

An Apple for the Teacher. Bing Crosby's *The Star Maker* picture has either opened or is about to open in spots around the country, which will make this tune from the score jump even higher. Presently it's doing all right under its own steam, with Bing's record mounting in public esteem with each passing day. Of the several dance records out, Larry Clinton and Charlie Barnet are mentioned as getting a big play.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

Are You Having Any Fun? Shaping up as the hit song from the score of the new George White *Scandals*, soon to debut on Broadway after Atlantic City and Boston tryouts, this lively rhythm tune is starting to get air plugs that should lift it into prominence shortly. Tommy Dorsey and Shep Fields have recordings out at the moment of writing and there will be others available shortly. *Good Night, My Beautiful*, on the reverse, and out of the same score, looks like a ballad hit.

The Little Man Who Wasn't There. The publishers of this crazy ditty are going to work on it in earnest shortly, and the song itself has the ingredients of a good novelty hit. Both Larry Clinton and Glenn Miller handle it humorously, especially on the vocal end, in a way that goes over big with phono addicts.

What's New. One of the most interesting and effective ballads to come out of Tin Pan Alley in some weeks, this has every chance for popular success. The title is attention-getting, the melody is a little different and the talk along Music Row is that it's going to be a big thing.

Running Thru My Mind. The progress of this latest Nick Kenny ballad during the past week has been such that this department feels it necessary to hint to ops again that here is an item to keep an eye on.

(Double-meaning records are purposely omitted from this column)

MUSIC OPERATORS

PHONO-MIKE

OFFERS

3 WAYS

TO

INCREASE YOUR COLLECTIONS

1st Speak, Sing, Entertain,
Use for Announcements.
2nd Patrons Can Sing,
Whistle, etc., Using
Record Playing as Accompaniment.

3rd PATRON MUST INSERT 5¢ TO USE PHONO-MIKE.

 PRICE **15⁸⁵**

ROYAL DISTRIBUTING CO.

124 MARKET ST., PHILA., PA.

a special section called TALENT AND TUNES ON MUSIC MACHINES will appear in the September 23 issue of The Billboard . . . music machine operators will find it interesting and informative.

PHONO RECORDS WANTED

Phonograph Records wanted—any quantity. Highest prices paid. Tell us how many you have and where they are. Write today.

CHICAGO SALVAGE STOCK STORE, INC.
509 S. State Street, Chicago, Ill.

Detroit

DETROIT, Aug. 26.—Frank Silver, operator of amusement games in Detroit for the past three years, and Alex Friedenberghave formed a partnership known as S. & F. Amusement Co. Company operates pin games only and concentrates on East Side locations.

Another new name in the Detroit coin machine field is the G. & T. Coin Machine Co., recently formed by Gust Kotsonis and Theodosios Theodore.

Michigan Coin Amusement Co. has been established by Joseph Franovitz. Franovitz has operated pin games in the Detroit territory for several years under the name of Michigan Amusement Co., which has now been changed to the new name.

George J. Blascoe, Albert Kisner and Elizabeth Blascoe have organized the North End Amusement Co., to operate pin-ball machines.

L. & A. F. Specialty has been established by Abe Flashenberg and Bernard Lefkowitz to operate in the pin-game field here. Bernard is the son of the late Louis Lefkowitz, pin-game operator.

Blain W. Hill and Irving Folberg have

OPERATORS!! PROTECT YOUR RECEIPTS

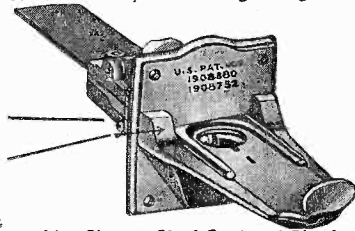
SHYVERS MFG. CO. proudly present The New Monarch Coin Chute.
The result of 32 years of originating and developing Coin Chutes.

4 Mounting Holes Are Standard.

Micrometer Adjustment.

Stops All Bending.

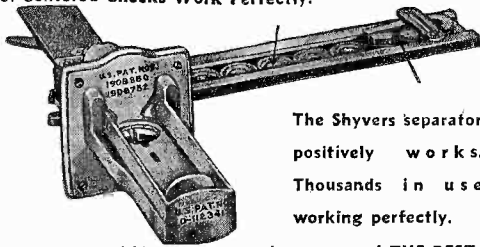
Slide Support



Mae Shyvers Steel Centered Checks Work Perfectly.

This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.

The Front Guard Stops Cheating, Stops Shimming, Stops Bending Up or Down, Stops Driving, Stops Forcing and Rejects all Off Size Checks. Takes money easily.



The Shyvers separator positively works. Thousands in use working perfectly.

This outstanding chute has been tested by over 900 operators and pronounced THE BEST. Adjustable to take or reject worn or Liberty nickels. No pause in stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escalator and separator.

SHYVERS MFG. COMPANY 2315 W. HURON ST., CHICAGO.

MUSIC MACHINE OPERATORS!

Here Is Your Next
"A-TISKET A-TASKET"

No. 1 **THE LITTLE MAN WHO WASN'T THERE**
GLENN MILLER—Bluebird 10358

No. 2 **THE LITTLE MAN WHO WASN'T THERE**
JACK TEAGARDEN—Brunswick 8435

No. 3 **THE LITTLE MAN WHO WASN'T THERE**
LARRY CLINTON—Victor 26308

No. 4 **THE LITTLE MAN WHO WASN'T THERE**
MILDRED BAILEY—Vocalion 4966

No. 5 **THE LITTLE MAN WHO WASN'T THERE**
RAY HERBECK—Vocalion 4983

No. 6 **THE LITTLE MAN WHO WASN'T THERE**
BOB CROSBY—Decca

THERE'S A REASON FOR THIS GREAT LINE-UP!

ROBBINS MUSIC CORPORATION

799 SEVENTH AVENUE · NEW YORK

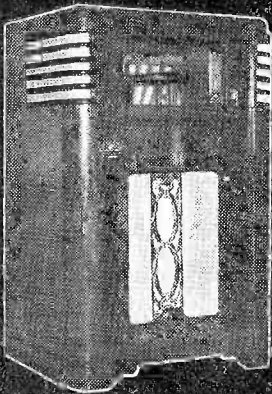
BE WISE : MODERNIZE

ADD STYLE, BEAUTY, FLASH AND COLOR TO YOUR P12 OR 412 WURLITZER

Complete illumination now offered for the first time. These re-modelled machines are holding top locations in competition with the latest models.

(EASY AND QUICK TO INSTALL)

The ensemble that we furnish is very strongly built from wood that closely matches the old cabinet. Will become a part of factory built appearance. With full instructions for installing.



Actual Photo Wurlitzer P12 Model

Complete top panel and bottom grill.
\$15.00

Money Back Guarantee.
One-third Deposit
Balance C.O.D.

MANUFACTURED BY
MUSIC MACHINE CO.

222 12th Street Augusta, Ga.

formed a partnership as Evan's Sales. Both have been known in the amusement field for several years as operators of salesboards. They are now turning their attention to the operation of pin games exclusively in the Detroit territory.

Home Music and Novelty Co. has been formed by Joseph Ciaglo and Dudek. The company will operate both phonographs and pin games, having recently placed several Wurlitzers on location.

Detroit Amusement Co. has changed its name to Ryther Amusement Co. Company operates both music machines and pin game machines. Harry D. Ryther, proprietor, says he is looking forward to a big pick-up in this field and conditions generally early in September, when the factories get into production.

Joe L. Cook, operator of pin-ball games in the Detroit territory for the past year, has organized the A. A. A. Vending and Machine Co.

Acme Amusement Co., operated by Joseph O. Kanterman, has discontinued his music machine lines and is devoting his attention to the expansion of his pin game routes.

Harry's Amusement Co., operated by Harry Weinberger, who is also manager of the company, has established new operating quarters here.

Mrs. Mary Long, of Marlong Music Co., Detroit operator, is back at her desk following her summer vacation.

James E. Pappas has formed the Plaza

Amusement Co. here. He will operate pin games only.

John Czyzewski, music-machine operator, has been a constant buyer in the music-machine mart recently, adding 15 new machines to his routes, and also cigaret vending machines have been added to his routes. Business is evidently very good in the northeastern part of the city.

S. Walton has added new Seeburgs to his route. Among others who increased their lines by the addition of Seeburg machines are F. Richardson, Harry D. Ryther and H. M. White, West Side operators.

Edward Kiely and Fred Gardella were both in for new Wurlitzers to add to their respective routes.

Henry C. Lemke, of Lemke Coin Machine Co., spent a week at his summer home at St. Clair recently.

Among those adding new Wurlitzers to their stock were E. W. Mitchell and Marquette Music Co.

New Era Sales Machine Co., Inc., Detroit manufacturer of vending and amusement machines, is busy with final details of a new type machine for the fall market. Samuel Pearlstein is manager.

Charles L. Cooke, operator of pin games and phonographs under the name of Interstate Amusement Machine Co., is planning to dispose of this business shortly. He will devote his entire attention to other interests.

Wanted! Used Phonographs, Slots, Counter Games

50—TWELVE-RECORD PHONOGRAPHS. Will allow \$50 to \$120.
100—16 OR 20-RECORD PHONOGRAPHS. Allow \$75 to \$275.00

Pin Ball Payouts, Slot Mills Blue Front 5c, Counter Games, Scales.

The above allowances are made possible through Canadian operator that wants these due to his low Government rate of tariff; allowances will be made on your purchase of our Rockola Luxury Light-Up Phonographs. THE MUSIC MARVEL OF THE AGE.

Wire, Telephone Collect or Write

Phone 1999

W. C. DEATON, Distributor GALION, OHIO
Applies to Ohio and West Virginia

REMODELING SALE

While contractors are building additional offices, we are clearing out following equipment at these low prices:

Each	Each	Each
Mills Regular Dance	Wurlitzer 616	Air Pops It, Pop-Corn
Masters \$10.00	Seeburg 1936 Selecta-	Vender \$40.00
Mills De Luxe Dance	phone 22.50	Keeney Targette 20.00
Masters 17.50	Seeburg Model A, with	Keeney Bowlette 30.00
Mills Swing Kings 27.50	Illuminated Grill	Wurlitzer Skee Ball 30.00
Mills Do Re Mi 39.50	and Moving Back-	Seeburg Model C 37.50
Wurlitzer P-12's 25.00	ground 37.50	Wurlitzer 24's, Spe-
Wurlitzer 412 or 400 44.50	Seeburg Model C 37.50	cial 159.50

ORDER NOW WITH DEPOSIT AND SHIPPING INSTRUCTIONS
ABOVE PRICES NET CASH

SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. SECOND ST., LOUISVILLE, KY.
WORLD'S LARGEST DISTRIBUTORS

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

EASTERN FLASHES

NEW YORK, Aug. 26.—The bright spot on the summer business front has been the popularity Penny Arcades have enjoyed this summer. There is no doubt that this is one of the biggest seasons they've ever had. Along Broadway as well as at Coney Island, the World's Fair and other spots the arcades have been drawing unusually large crowds. This boom has evidently spread to the hinterlands, where more activity is reported in arcade circles than for many moons.

AROUND THE TOWN . . . Gene Callahan, of John A. Fitzgibbons' N. Y. C. offices, and May Quigley will be wed on August 27. The boys at Fitz's headquarters are getting all set for the celebration. Phil Coogan is now expected to announce the next date. . . . The subways are serious about beverage vendors. They now have them in test use in the Collier offices, where they are reported to be making a big hit. . . . That was Mike Munves, Hymie Rosenberg, Sol Wohlman, Charley Katz, Bill Gersh and Tony Gasparro listening to ops tell of the changes in the business while beating the heat with tall foamy glasses of suds. . . . Al Douglas, of Daval, flying in to discuss the firm's new machine, Zenith, with distrib George Ponser.

TONY GASPARRO . . . of London, England, who makes his buying headquarters in N. Y. C., visited Joe Calcutt in Fayetteville, N. C., and is still talking about the marvelous reception he received as well as the immensity of the Vemco biz. "There's no doubt about it," says Tony, "the Vending Machine Co. is the world's largest and Joe Calcutt deserves the title of America's ranking coin machine man."

"BUSIER EVERY DAY," . . . is the word that comes from Hymie Budin, of Savoy Vending Co., Inc., Brooklyn. "And that's not the half of it,"

chimes in Jack Semel, of the same firm. Hymie and Jack say Savoy is expecting the biggest fall season in years.

ALONG THE COAST . . . Joe Ash, of Active Amusement Machine Corp., Philly, is closing his offices Friday night, September 1, to give all his employees a three-day week-end over Labor Day. . . . Roy McGinnis, of Baltimore, says he's getting loads of mail these days complimenting him on the swell reconditioned machines he ships. . . . From Atlanta comes word that Morris Hankin's employees are still talking about lawn party he gave them on the grounds of his home. . . . Dave Bond, of Boston, visits the big town—still talking about the shipments being made of Snacks merchandisers.

FROM THE PONSER OFFICES . . . comes word that Milt Soffer is working harder than ever telling ops about the new games. "Chico's Sports, Daval's Zenith, Keeney's Cowboy, Exhibit's Airliner and some of our other products are really hanging up swell records for the boys," he says. George Ponser meanwhile is more enthusiastic than ever about the Mills Throne of Music.

OPENING LOCATIONS . . . all over the country, according to DuGrenier sales manager Walter Mann, is the DuGrenier selective candy vender. "There's no machine on the market that can touch it," he says.

MEN AND MACHINES . . . Dave Robbins postcards from Monte Carlo in France, "Here's one place you can gamble to your heart's content and it's 100 per cent legal." Dave gets home this week. . . . Mike Munves now walks all the way down to 42d street and Ninth avenue for his lunch as some of his friends found out to their dismay. . . . That new phono needle rumored to be the most expensive of any ever offered the phono ops is going to guarantee 5,000 plays, 'tis said. . . . Nat Krasner is among the older of the oldtimers and can tell some interesting coin-game experiences. Nat is working over in Jersey now. . . . Dick Steinberg is preparing for a big organization year and believes it won't be long before the New Jersey ops have the strongest body of coinmen in the country.

AT SEABOARD SALES . . . Bert Lane gets hotter than the weather every time he looks at the first test reports on Genco's latest, Mr. Chips. "Wow," says Bert, "this is the best location report we've ever had on any game we've ever handled."

FRANK HART . . . of Eastern, Newark, tells that some of his biggest peanut customers are in South Carolina and Georgia. "We can't figure out why this is since that's where most peanuts are grown," he says. "Guess it's our service and roasting process."

AMUSEMENT PARK SHOW . . . at the Hotel New Yorker will find many coinmen on hand when it convenes in November. Mike Munves, Bill Rabkin and several other leading local coinmen are planning to attend.

JACK FITZGIBBONS . . . returned from his vacation looking fully rested only to be slapped in the face with the worst hot spell of the summer. "The weather is almost as hot," Fitz said, "as is Bally's sensational Champion. We just can't get enough of these machines no matter how many we order."

BIGGEST EVER . . . is the way Al Cohen, of Asco Vending Machine Exchange, Newark, characterizes the sale his firm is staging to help get the fall season off to a flying start. "We feel that ops need a break and we're giving it to them," he says.

IRVING MITCHELL . . . set Thursday, August 31, as the official opening date for his new headquarters at 1070 Broadway, Brooklyn. Irv has made elaborate arrangements for a jubilee party to run all day. Mitchell, by the way, has the perfect answer to "How's business." Irv answers, "The same as yours"—explaining that if he were to answer "fine," the boys would claim he's overcharging them. If he answered "terrible" he would be accused of "putting on a crying act."

JERSEY JOTTINGS . . . Harry Pearl, of Ace Vending, Newark, is responsible for the Automatic Music Association affair that will be held at the Essex House in Newark on or about October 2. . . . Frank Russo left for his vacation in Maine just in time to beat the heat. . . . Clarence Baeder, Hercules chief mechanical master mind, becomes

THE COUNTER GAME SENSATION OF THE YEAR IS WHOOPER-DOO
Automatic Token Payout
Western Products, Inc.
925 West North Ave., Chicago

a summer bachelor for the entire week. . . . Evelyn Bateman takes over the sales reins at Ace Distribs while Jack Kay spends his vacation in Saratoga. . . . Harold Illion has his picture pasted on the wall over at Ace Distribs. . . . Charley Polgaar, who claims to be one of America's casino players, has been taking it on the chin recently, according to Bob Sever, Irv Orenstein and Howard Kass. . . . Mac Rubinstein is doing his own repair work now that his mechanic, Seymour, is vacationing.

Chas. Hornisher, Pace Vice-Pres., Taken by Death

CHICAGO, Aug. 26.—The coin machine industry was shocked Tuesday, August 22, in hearing of the untimely death of Charles Hornisher, well known in the industry and vice-president of the Pace Mfg. Co.
Hornisher, only 33 years of age, was the son-in-law of Ed Pace, head of the Pace Co., having married Esther Pace in March, 1935. He entered the employ of the Pace firm in 1936. His wife and a 14-month-old daughter, Holly, survive him, as do his father and a brother.
Cremation took place in Chicago Thursday, August 24. Services were held in the parlors of John Carrol Sons, Chicago.

Mr. Chips Gets Operator Approval

CHICAGO, Aug. 26.—"Riding roughshod over the obstacle of terrific heat, our new release, Mr. Chips, is making new collection records," declare Genco officials. "Repeat orders for the game are heavy, and production has been speeded up several times."
"Mr. Chips features three different ways of winning—on high score, by putting out all the nine lights and an immediate free-game award by putting a ball thru the No. 8 lane when it is lighted. In addition to the powerful player appeal of so many ways of winning, Mr. Chips boasts exceptionally exciting action every second of the game."
"There are 16 live bumpers, four of which are the '1,000 points when lit' type, which gives the player many a thrill. Furthermore, one of the startling new features of the game is the liveness of the light bumpers, which are not killed when a light is put out, but keep alive and continue scoring until all the lights have been put out."

Southern Amuse. Likes Metal Typer

MEMPHIS, Aug. 25.—Metal Typer has found a friend in officials of the Southern Amusement Co., Memphis, who declare: "Metal Typer, Groetchen Tool's latest machine, is the brightest machine on the business horizon; our customers are really going to town with it. We understand that the machine is going well over the entire United States and there is no doubt in my mind about this fact, because Metal Typer is a perfectly legal machine and therefore a joy to the operator."
"At first we were a little dubious about the Metal Typer. It's an arcade device," we thought. But we were wrong. We realized this when we received our first sample. Now, I am happy to report, the machine is in the finest of locations and welcome—for it's really a fine machine in appearance and action."

ZENITH
TODAY'S OUTSTANDING 5-BALL SMASH HIT!
LOW PRICED AND GUARANTEED MECHANICALLY PERFECT
ORDER ZENITH!
DAVAL-CHICAGO

10 Eureka's, late type, \$39.50 each

5 MULTI-FREE RACES	\$22.50
3 FAIRGROUNDS	22.50
2 FLEETWOODS	22.50
2 ODD BALLS	17.50
2 GRAND SLAMS	12.50

All Machines 1/3 Deposit
CRESCENT CITY NOVELTY COMPANY
425 SOUTH RAMPART STREET, NEW ORLEANS, LA.

OPERATORS! LOOK! WHIRLING DERBY

THE ORIGINAL AND FIRST SPINDLE DEAL—

A New Creation in Coupon Games—Is Compact—Looks Neat—Is Modern—A "Natural" for Operators. Offers Greater Selection of Coupons—Receives a "Welcome" in Every Location—Eliminates Old Bugaboo of Coupon Theft—Yet Contains All Desirable and Popular Features of Jar Game Play.

"Whirling Derby" is available in the same play as jar games with jack pot card or definite pay out. Several new cards have been added to our regular jack pot card line to give you a greater selection of games from which to choose.

Wire -- Write -- Phone

NOEL'S Gay Games INCORPORATED
Muncie, Indiana
Trade-Mark and Patent Applied For.

A REAL MONEY MAKER NEW MODEL "ASTRO-SCOPE"

CONTINUOUS MOVING DISPLAY FRONT—LOTS OF COLOR, LIGHT AND FLASH.

VENDS A SCIENTIFIC BIRTHDAY HOROSCOPE FOR EVERY PERSON'S BIRTH DATE FOR TEN CENTS. LEGAL EVERYWHERE—ON DISPLAY AT

MIKE MUNVES CORP. 593 Tenth Avenue, New York, N. Y.	GERBER & GLASS 914 W. Diversey Pkway, Chicago, Illinois
ARROW NOVELTY CO. 2852 Sidney Street, St. Louis, Mo.	BADGER NOVELTY CO. 2546 N. 30th Street, Milwaukee, Wis.

BE WISE—INVESTIGATE! OPERATORS SUPPLY CO., Inc.
4311 N. LINCOLN AVE. CHICAGO, ILLINOIS

FALL SPECIALS

The machines listed below are slightly used and offered subject to prior sale. All orders must be accompanied by 1/3 certified deposit.

- | | | | |
|---------------------------------|---------|---------------------------------------|---------|
| 5-BALL NOVELTY FREE PLAY | | 1 Dux | \$ 8.50 |
| 4 Daval Box Scores | \$37.50 | 2 Long Beach | 10.00 |
| 1 Hold Tight | 37.50 | 1 Double Track | 10.00 |
| 1 Genco Fair | 35.00 | COUNTER MODELS | |
| 2 Rinks | 32.50 | 15 Mills Vest Pockets | \$29.50 |
| 1 Bally Chevron | 42.50 | 3 Spinner Winner, brand new | 19.50 |
| 5-BALL NOVELTY | | 2 5c Jennings Grand Stand | 10.00 |
| 2 Palm Springs | 10.00 | 3 Gottlieb Single Grip Testers | 5.50 |
| 1 Gay Time | 12.50 | 3 Gottlieb De Luxe Grip Testers | 9.00 |
| 1 Genco Home Run | 10.00 | 2 Poker Face | 7.00 |
| 1 Bally Bulls Eye | 8.50 | | |
| 1 Bobs Skill Score | 10.00 | | |
| 2 Chico Derby | 5.50 | | |

- | | | |
|---|---|----------|
| 12 Bally Reserves, perfect condition, like new, \$4.00 each | 1 Paces Races, 25c play, refinished cab., 30-1 cash, No. 3836 | \$140.00 |
|---|---|----------|

- | | | | |
|--|----------|---|---------|
| CONSOLES | | PHONOGRAPHS | |
| 1 Lucky Star, cash pay | \$ 90.00 | 10 P-12 Wurlitzers with grilles | \$45.50 |
| 1 Tanforan, ticket model | 19.50 | 1 P-10 Wurlitzer | 29.50 |
| 1 1938 Domino, cash pay | 125.00 | 1 Mills Swing King | 25.00 |
| 1 Gottlieb Race Track | 35.00 | 3 Mills Dance Master | 15.00 |
| 1 Domino, black cab. | 49.50 | 6 Gabel Junior, 12-record | 19.50 |
| 1 1939 Domino, cash pay | 165.00 | 5 Wurlitzer 412, clean and like new | 55.00 |
| 1 Bally Hawthorne | 62.50 | AUTOMATIC PAYOUTS | |
| 1 Ray-o-Lite, high ser. | 78.50 | 1 Quinella Single Slot | \$12.50 |
| 1 Pace King Pin, light cab., 30-1 cash, No. 5739 | 100.00 | 1 Mills 1-2-3 Cash, latest model | 75.00 |
| | | 1 Air Race | 7.50 |

WANTED—25 PACES RACES, CASH PAY, LIGHT CABINETS 50 DOMINOS, 1937, 1938 or 1939 MODELS 50 SKILLTIMES, PASTIME OR TRACKTIMES

We will pay cash, or we will make you an unusual trade allowance to apply on brand-new phonographs, trading machine on machine. Write us what you have, giving serial numbers, models and guaranteed mechanical condition and appearance with all keys, giving lowest cash price delivered to us in Richmond, charges prepaid.

Write us as to your requirements on any new machine that has been released by the respective manufacturer. Also ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX. Inc., 00 BROAD ST. Richmond, Va.
 Day Phone 3-4511 Cable Address: Movemco Night Phone 5-5328

MILLS DANCEMASTER \$14.95

AUTOMATIC 12-RECORD PHONOGRAPH

Completely Reconditioned and Cleaned. Guaranteed for Mechanical Perfection.

ATLAS NOVELTY CO., 2200 N. Western Ave., Chicago

SAVE with SAVOY RECONDITIONED & GUARANTEED USED MACHINE BARGAINS

- | | | | |
|--|---------|-------------------------------|---------|
| NOVELTY GAMES AT LOWEST PRICES! | | EXPORT | |
| 4 Snooks | \$30.00 | "We Ship All Over the World!" | |
| 6 Majors | 30.00 | Cable Address: Budspinc. | |
| 9 Chubbies | 32.50 | 2 Box Score | \$30.00 |
| 5 Chubbies, F. P. | 35.00 | 2 Bubbles | 23.00 |
| 2 Bating Champ | 45.00 | 2 Side Kick | 15.00 |
| 2 Bating Champ F. P. | 50.00 | 6 Odd Ball | 12.00 |
| | | 2 Ritz | 7.50 |
| | | 2 Fleet | 5.00 |

HERMAN S. BUDIN, Manager, Formerly of Budin's Specialties, Inc.
SAVOY VENDING COMPANY, INC.
 651 ATLANTIC AVE., BROOKLYN, N. Y. (Tel.: NEVins 8-3183.)

Good Arguments Found in Paper's Defense of Bingo in Wisconsin

(An editorial in Sheboygan, Wis., Press, August 15, 1939)

WHAT IS YOUR ANSWER? Do you recall lotto, the game for children that Santa Claus placed under the tree each Christmas? Well, bingo, is nothing more than lotto. But a few disgruntled persons with the aid of some officials in Sheboygan County have decided to outlaw this innocent pastime.

They started out to serve verbal warnings to frighten the people, rather than take the case into court. Now the people have decided to take the case in their hands and force the issue. Several bingo games have been played recently at picnics and more will be played in the future.

Why not have a test case? Let the complaining gentleman from the town of Sheboygan make good his threat, and if he doesn't then let the enforcement officers shoulder the responsibility. If they think it is a violation of the law they should say so and test it in the courts.

The other day we purchased a game of lotto for no other reason than to ascertain the similarity between bingo and lotto. Lotto was popular 25 years ago and changing its name to bingo has not lessened its popularity in the least. Awards are made for merit and it is played with corn. Whether you use pieces of glass, buttons or corn does not change the game in the least. In order that you may recognize the similarity between lotto and the present game we recite the rules of lotto:

"This game may be played by any number of persons.
 "One of the players is chosen to conduct the game and call the numbers.
 "Each player takes from the pack one, two or three cards, as may be agreed,

and a number of glass pieces or other markers such as buttons or similar articles.

"The caller after shaking the package of numbered pieces, so as to mix them well, draws one and calls the number, placing the piece upwards on the table. Each player immediately covers any and all of the numbers on his cards which correspond to the one called.

"The game proceeds in this manner, the conductor drawing the numbered pieces and the players covering with the markers, the corresponding numbers on their cards, until some player is successful in covering all the numbers in any one of the three rows on any one of his cards. The player who first does this calls 'lotto' and wins the game. The numbered pieces are then put back and, with the cards passed to the player on the left of the conductor, who proceeds as the first, the players selecting new cards. The caller is not obliged to wait for a player to ascertain whether or not he has the desired number on his cards. By calling rapidly, some of the players will inevitably miss some of the plays and so prolong the game."

Of course, you can go to excess in any game, but bingo and lotto as played in the homes, at bazaars and the like are devoid of those elements which would place them in the class of being violations of our laws. We venture the statement that if the district attorney or the sheriff were pressed for an answer they would both agree that playing bingo is no more of a crime than card playing, and would they stop skat, bridge and schafskopf because abuses creep in at times? If they are so keen on keeping

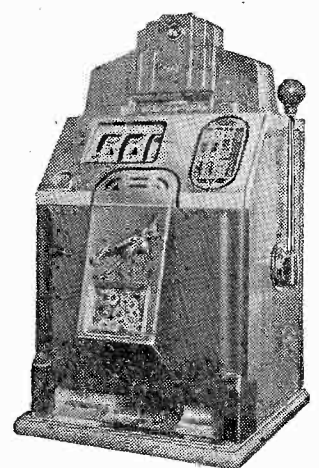
Chi Coin Sports Gets Ops' Praise

CHICAGO, Aug. 26.—Executives Sam Wolberg and Sam Gensburg, of Chicago Coin Machine Mfg. Co., report that praise of their new release, Sports, has been forthcoming from coinmen all over the country.

"From what coinmen everywhere have told us and from the orders they have placed for Sports, it certainly seems that Sports is destined to carve a niche in the coin game Hall of Fame.

"Coinmen everywhere report that Sports is outearning other novelty games by a great margin. We predicted before Sports was announced that such would be the case, and these operators are substantiating our prediction. We know that the main reason why Sports is the best selling novelty game is because it is making so much money for operators everywhere.

"Its new light-up and thrilling action have a tremendous appeal to players. Because of this many operators have placed two, three and in cases more Sports on one location. Sports is available as a novelty game and as a free game, thus may be operated anywhere."



PRICES SLASHED ON USED MACHINES

● Out they go — Our complete stock of used bell machines at ridiculously low prices. Many models completely factory reconditioned and guaranteed like new — Refinished, carefully inspected and thoroughly tested to assure perfect performance. A large number of models to go "as is" Your opportunity to purchase excellent equipment at tremendous savings. Write or wire for our bargain price list today

Buy your used Machines from a reliable Manufacturer

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 4302 West Lake Street, Chicago, Illinois

J. H. WINFIELD CO.

1022 Main St. BUFFALO, N. Y.

BUFFALO'S

distributor of
Wurlitzer Phonographs
 and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

Removal Sale!

WRITE FOR A COMPLETE LIST OF PRICES!
 GIVEAWAY PRICES ON ALL TYPES OF MERCHANDISE.
 Write Today—Now!
MILWAUKEE COIN MACHINE CO.
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 MILWAUKEE, WIS.

FOR SALE

Three Bang-a-Deer Machines, practically new, at a sacrifice. Apply
J. R. DILLON
 Care Dillon Gandy Co., Jacksonville, Fla.

Dallas

DALLAS, Aug. 26.—Helen Savage, best known woman operator in Texas and manager of the Dallas branch office for the Automatic Amusement Co., is closing the company's Dallas office temporarily, effective September 1. After that date Miss Savage will be associated with the headquarters' office of the Automatic Amusement Co. in Memphis.

Bally Mfg. Co. has opened a Dallas branch for its beverage vander division, from where the Bally coolers will be sold to the Southwestern trade. Art Nyberg is in charge of the new Dallas branch.

The big Wurlitzer nation-wide tour reached Dallas August 22 for an all-day showing of Wurlitzer phonographs and equipment. The Wurlitzer party has made three exhibitions of new Wurlitzer equipment in Texas—the first one was at Houston, August 19; the second at San Antonio, August 21, and the third at Dallas, August 22. Wurlitzer officials and Earl Reynolds, Texas district manager for Wurlitzer, acted as co-hosts to the music men at these Texas centers.

Wurlitzer officials making the trans-continental tour include M. G. Mammerngreen, sales manager; William P. Bolles, credit manager; Robert S. Conner, new advertising manager; E. H. Petering, J. H. Schwartz, Jim Broyles, Harry King, Walter Reed, Carl Fuller and other factory officials and executives.

within the letter and spirit of the law why allow a carnival to engage in the very things that they now complain of? Abuses occur when you allow an undesirable element to promote a game of chance.

You remember the days of prohibition. Fanatics passed a measure prohibiting the sale and distribution of beer with a certain alcoholic content. What was the result? An undesirable and law-breaking element engaged in illicit traffic that came near ruining the nation. Beer runners, gangsters and the like thrived until the Congress of 1933 undid the wrong of previous administrations. Today we have a legal industry and laws controlling that industry.

Is it the desire of present-day lawmakers and enforcement officers to reenact the blue laws? That seems to be the attitude of a few in public office. They forget that they were elected by the people who are guaranteed certain rights, but these they would trample under foot.

Again we say, if there is any question in the minds of the sheriff and the district attorney, let us have a test case. There is no higher authority than the verdict of a jury. Instead of spreading fright, let us have meritorious action. If they believe it is a crime to play bingo, as public servants their duty is to bring action, not run around warning people against something that to our mind is innocent pastime, and an entertaining feature for bazaars and picnics sponsored by various societies and churches.

Surely this money spent for a good cause will never undermine law and order in the city or the county of Sheboygan.

FOR THE

CONTINENTAL MARKET

IT IS

THE NOVELTY CO.

42 RUE de PARADIS, PARIS

Exclusive Agents
for
DAVAL, CHICAGO

Oscar Yeni, Gen. Mgr.
Isy Mordo, Sales Mgr.

U. S. Shipments
Of Coin Machines
Up 11% for June

WASHINGTON, Aug. 26. — United States exports of specialty products, including coin machines, during June were valued at \$11,413,721, an 11 per cent increase over May, according to the Specialties Division of the Department of Commerce.

Coin machines were one of the products which enjoyed a rise during the month, the total value of machines being exported amounting to \$204,391 as compared with \$161,053 in June, 1938.

London

LONDON, Aug. 26.—Percy Goddard leaving this week for an extended tour of Australia and New Zealand, Buck Taylor remaining behind to take care of Goddard Novelty Co. It is six years since Goddard came back from selling and operating in countries mentioned to establish the London business which bears his name, Taylor accompanying him and continuing his right-hand man. Upon opening London business he took up the Watling agency and later acquired British representation for Stoner. Has also at times held Daval and Bally agencies, and in conjunction with British American Novelty represented Buckley interests.

By death of Ted Hooper one of London's best known coin machine families has suffered a severe loss. Age 33, Ted was third of the five sons of Bill Hooper, proprietor of Hooper's Automatics and oldest consistent member of trade here. Boys have been very loyal to their father, four being with him in business since leaving school, while Lal came back from America to rejoin the group upon the death of Mrs. Hooper about three years ago. Ted, who died of pneumonia and bronchitis after illness of two years, was buried in Islington Cemetery, London, on August 8 in presence of members of family and sympathizers from trade.

Numerous newspaper attacks on marble games have followed decision of home secretary to call conference of chief constables. In nearly every instance attacks place emphasis on fact that most of the games come from America, one widely circulated publication telling its readers that the tables were shipped here by gangsters when "Uncle Sam woke up and decided to confiscate the machines and smash them." Others talk of the "hundreds of thousands or millions" of these tables which have been imported during past five years. As to possible result of police conference one school of thought here adopts attitude "we've had our troubles before and survived them," but many more regard it in different light. Amusement Park Proprietors' Association sees real danger and has sounded rallying call to other organizations likely to be affected if anything does happen.

4 HITS BY BALLY

CHAMPION high score novelty or free play game. VOGUE "spottem" type novelty or free play game. GOLD MEDAL bumper-type multiple one-shot. GRAND NATIONAL pins-and-pockets multiple one-shot with reserve feature. See your jobber or write BALLY MFG. COMPANY, 2640 Belmont Avenue, Chicago, Illinois.

GET IN ON THE BIG EARNINGS WITH WHOOPER-DOO

Order Yours Today!

Western Products, Inc.
925 West North Avenue, Chicago

WERTS FAMOUS JAR GAMES

- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.
P. O. Box 672, Muncie, Ind.

CONSOLES

- 1—LONG CHAMP \$29.50
- 1—JENNINGS PICKEM 15.00
- 1—DERBY DAY (Slant Tops) 17.00
- 2—DERBY DAY (Flat Tops) 14.00
- 1—'38 TRACK TIME 75.00
- 3—'38 SKILL TIMES 79.00
- 1—KENTUCKY CLUB 49.00
- 1—GREYHEAD TRACK TIME 16.00
- 2—BALLY SKILL FIELDS 17.00


AUTOMATIC PAY TABLES

- 1—DERBY TIME \$25.00
- 1—HEY DAY (Jackpot Metered) 15.00
- 1—DERBY CHAMPS (Keeney) 15.00
- 1—AK-SAR-BEN (Ticket Model) 21.00

One-Third Down, Balance C.O.D.

LAKE CITY NOVELTY CO.
3008 Payne Ave., Cleveland, O.

ANOTHER HIT BY GLOBE!



That's what dealers everywhere are saying about Globe's new Baseball Board. Printed in 8 gorgeous shades for unusual flash, it's a Big-League attraction. A sure winner on any counter! Board takes in 2600 holes at 5c or \$130.00 Pays out (average) \$74.75 Average Profit \$55.25 Baseball "vambol" tickets. Semi-thick board. Celluloid protection over vambol. Price \$6.20

Write for our new Folder on latest Money Boards.

GLOBE PRINTING COMPANY
1023-27 RACE STREET · PHILA., PA.

CLOSING OUT - - 300 PAYOUT GAMES
MAKE AN OFFER

GRAND STANDS — SPORT PAGES — STEPPER UPPERS — THISTLE DOWNS — FAIR GROUNDS — HANDICAPPERS — HAWTHORNES — WINNING TICKETS — POT SHOTS — MARDI GRAS — STABLES — KLONDIKES — AND MANY OTHERS

ALL REBUILT AND VERY CLEAN. SEND 1/3 DEPOSIT WITH OFFER.

R. F. VOGT, Distributors
CULLEN HOTEL BLDG.
SALT LAKE CITY, UTAH

QUALITY SPEAKS FOR ITSELF

SPECIAL ATTENTION TO OUR EUROPEAN TRADE

Fairgrounds	\$25.00	Foto Finish	\$ 8.00	High Stakes	\$ 7.00
Fleetwoods	25.00	Across-the-Board	29.00	Mills Counterette, new	15.00
Mills Big Race	25.00	Roll-A-Tops, 5-10c	26.50	Reel Spots	8.00
Handicapper	35.00	Blue Fronts, 5-10-25c	40.00	Jitterbug Punch Board	18.00
Carom	8.00	Chief, excellent condition	35.00	1938 Liberty Bells & Derby Days, new cream cabinet, a bargain	45.00
Classic	8.00	Gold Awards, Mills	35.00	1938 Track Times	27.00
Miss America	10.00	Brown Front Mystery	42.50	1938 Kentucky Clubs	59.00
Center Smash	8.00	Gold Awards, 10c	42.50	Tanforans	19.00
New Deal	10.00	Cherry Bells, 10c	47.50	Pamco Rosemonts	17.00
Daily Races	9.00	Daval New Comet	32.50	Rotary Merchandisers	59.00
Deauville	8.00	Jennings Grandstand	17.00		
Playtime	8.00	Bally Baby Reserve, new	17.00		

Complete stock of slots, payout consoles and tables. Also new and used novelties. We Ship All Over the World. 1/3 DEPOSIT WITH ORDER—BALANCE C. O. D. MODERN AUTOMATIC EXCHANGE, INC., 2618 Carnegie Ave., Cleveland, Ohio

SUBSCRIBE TO THE BILLBOARD
Be Ahead of the Crowd



ARTHUR PRATESI (left), one of the ace salesmen for the National Novelty Co., Merrick, L. I., is pictured here with his wife and friends while on vacation at Niagara Falls.

Cleaning Out
ALL THE LATEST AND BEST USED GAMES!
HURRY!!
WRITE FOR PRICE LIST
GEORGE PONSER CO.
11-15 E. RUNYON, NEWARK, N. J.

SALESBOARD OPERATORS

Read
"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise
Department

THIS WEEK and EVERY WEEK

ATLAS VALUE PARADE

BUY OF THE MONTH
MILLS BLUE FRONT (5c) WITH GOLD AWARD \$27.50
High Serial Numbers. Only

PHONOGRAPHS

Seeburg Royale (20 Records) ..\$139.50 Seeburg Rex .. 129.50 Seeburg Model C .. 42.50 Seeburg Selectophone .. 19.50 Wurlitzer 312 .. 49.50 Wurlitzer 412 .. 52.50	Wurlitzer 24 (1938 Model) ..\$164.50 Rock-Ola Windsor (1938 Model) 149.50 Rock-Ola Imperial (20 Records) 79.50 Rock-Ola Rhythm King (16 Records) .. 54.50 Mills De Luxe Dancemaster .. 21.50 Mills Do Re Mi .. 39.50
--	---

Beautiful Illuminated Grill Installed on All Models...\$10.50 Extra

NOVELTY GAME CLOSE-OUTS

DAVAL'S LIBERTY (Free Play) Brand New.....\$49.50 DAVAL'S LIBERTY (Regular) Brand New .. 44.50 GENCO'S FAIR (Free Play) Brand New .. 42.50	TERMS: 1/3 WITH ORDER—BALANCE C.O.D. Write for prices on new Free Play Novelty Games. We guarantee you a savings. Send for our illustrated Phonograph Catalogue, also Price Bulletin listing complete Selection of Reconditioned Slots, Novelty Games, Consoles, Counter Games and Pay Tables.
--	---

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
 1901 Fifth Ave., PITTSBURGH.
 Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

Property Owners Plead In Behalf of Pinball

Protest against removal action—cite harm to independent stores

WICHITA, Kan., Aug. 26.—The possibility of a test case to decide the legality of pinball games in the State of Kansas seemed closer here with the order given to remove pinball games. Meanwhile, property owners and merchants alike have protested vigorously against the ruling by the county attorney for the removal of games. A Wichita paper carried a full story on the case in which many property owners were quoted as being in favor of the games.

Shortly after the county attorney made his order, he was visited by a committee of prominent property owners who informed him that if machines were removed, some of their tenants would have difficulty in paying their rent. Independent store owners who are dependent upon games to pay their rent will be heavily hit, they pointed out, to the extent of possibly having to go out of business.

Another committee, composed of merchants, also called and presented the same arguments. The county attorney himself reported, that to his knowledge, there was in operation only the five-ball novelty games.

The newspaper reports that, "It is believed that the distributors plan to test the law by arranging for someone to be arrested and have his case tried before a jury. In the event of an acquittal, it was believed that the

county attorney would not push his order while in the event of a conviction, an appeal would be taken to the Supreme Court. Meanwhile, steps would be taken to enjoin officers from seizing machines.

Many precedents have been established in State Supreme Courts that pinball games are not gambling devices in themselves and therefore are not illegal.

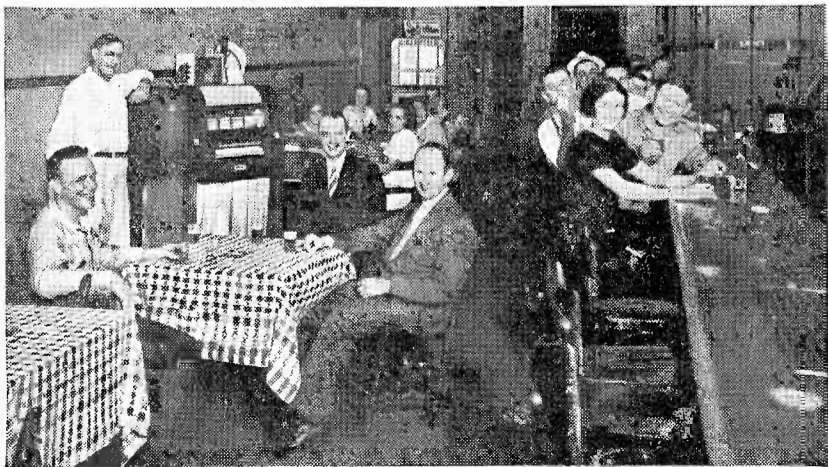
The contention that pinball games are gambling devices is the crux of the charge of the county attorney and it is believed improbable that the charge would stand up in the Supreme Court because of the many established precedents.

New Astro-Scope Attracts Interest

CHICAGO, Aug. 26.—Al Williams, vice-president of the Operators' Supply Co., Inc., has just returned from a swing thru the Central States with a flock or orders for the new model action-front Astro-Scope, which has just been released.

Said Williams: "Operators are enthusiastic over the new action-front display, which keeps moving continuously and which is alive with color, light and flash. The customers just can't pass by the new machine without stopping to look it over and they all want to know their lucky numbers and their lucky days, so the machine usually gets its dime."

"The public is getting more astrological-minded day by day, and as time goes on Astro-Scope will continue to increase in popularity and in public favor."



THE HI HAT COCKTAIL BAR, Detroit, is shown in the above picture. Standing at the left is Paul Scott, operator. Seated, left to right, are Don Kelsey, Frank McNichols and Eddie Clemens, all of Modern Music, Detroit. The phonograph is, of course, the Mills Throne of Music.

Yes Sir!

It's a Hit

STONER'S

Davy Jones

Combination novelty and free play. 2 exciting and thrilling ways to win. Popular odds build-up.

immediate delivery!

STONER CORPORATION • AURORA, ILL.

EXCLUSIVE NEW YORK, NEW JERSEY AND CONNECTICUT DISTRIBUTORS FOR . . .

Stoner's DAVY JONES

HERMAN S. BUDIN, Manager, Formerly of Budin's Specialties, Inc.
SAVOY VENDING COMPANY, INC.
 651 ATLANTIC AVE., BROOKLYN, N. Y. Cable "BUDSPINC". (Tel.: NEVins 8-3183)

BIG PROFITS

3 BAR JACKPOT (F-5240) BRINGS THE PROFITS

Takes \$82.00 Average Payout \$48.69
 Average Profit \$33.31 Price \$2.16
 A FLASHY BOARD with tickets bearing symbols printed in seven colors.

CHAS. A. BREWER & SONS
 6320-32 HARVARD AVE., CHICAGO, ILL.

Cowboy Corrals Best Keeney Sales

CHICAGO, Aug. 26.—J. H. Keeney, head of the firm of the same name, in speaking of the sales record on Keeney's newest game, Cowboy, declared: "We do know that Cowboy is one of the best selling free-play games we have ever manufactured. Repeat orders have come in from operators all over the country and they report very favorably on the game."

"Typical comment is that they like its fresh action, new scoring principle and the new light-up effects. In fact, they say that the players like everything about the machine."

"They tell us that players like the idea of a possible winner on each and every ball as well as on high score as exemplified on Cowboy. There is a tantalizing appeal about Cowboy that makes it a winner."

"Cowboy is instantly convertible to straight novelty play and thus may be operated almost everywhere."

NUF SED
EXHIBIT'S
"AIRLINER"
GETS MORE PROFIT
FROM EACH LOCATION

5-BALL REGULAR OR
FREE PLAY

ORDER NOW FROM
YOUR DISTRIBUTOR

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO

Omaha Assn.
Names Execs;
Biz Is Smooth

OMAHA, Aug. 26.—Omaha operators are rejoicing in the formation of the Merchants' Amusement Association, Omaha operators' group. Recently completed was the election of officers to lead the association in "self-policing" in order that games operation in Omaha might be insured.

Permanent officers elected were Sam Bonacorso, president; Cliff Johnson, vice-president; C. L. Snyder, treasurer, and Al Berger, secretary.

"We experienced some unfavorable publicity recently," said C. L. Snyder, new association officer, "but things have been pretty well ironed out and have quieted down. We expect to run along smoothly from now on."

One point strongly featured at the association election and meeting was the determination of games to confine operation of games to the strictly novelty type. "Action was taken with a view toward eliminating any questionable practices, location of machines near schools and other such things which would discredit the business in Omaha," declared Snyder.

He continued, "The association is functioning well and is expected to have frequent meetings in order to keep up the members' interest and to promote a smooth-functioning organization. The members feel that by so doing they will greatly enhance the efficiency of the association in keeping Omaha coinmen in good standing."

ROCK-OLA'S
LO-
SCALES
BOY

NOW
Pay as Little as
\$10
DOWN
EACH
5-Year Guarantee



Start a route of these steady profit-producers or increase your present route. They require so little of your time; yet earn consistently day after day for years to come.

See Your Distributor
ROCK-OLA MFG. CORP.
800 N. Kedzie, CHICAGO, ILL.

FIRST DOWN TEN TO GO
FOOTBALL SEASON JUST AROUND
THE CORNER

FOOTBALL JACKPOT

And with it goes big money for you with Football Jackpot Cards. At an every where are cleaning up with this fast-selling item. Prospects galore—Lawyers, Drug Stores, Cigar Stores, etc., are waiting for you NOW to bring them in and collect. Start Now Cards sell for \$3.00 per dozen to location—you pay \$1.50—earn \$20.00 every day for just a few hours' work. Send Money Order, Cashier or Express Check and avoid delay.

GRID-IRON SPECIALTY CO.
500 KASOTA BLDG., MINNEAPOLIS, MINN.
We manufacture All-Wool Football Blanket Robes for the Big Ten teams with 14-inch letters in the team's colors—Minnesota, Wisconsin, Iowa, Michigan, Indiana, Illinois, Chicago Northwestern, Purdue and Ohio. Get a Sample Now—Price \$4.50 for Sample; \$48.00 in Dozen Lots.

Scooped the Industry
with this exceptionally Active, rapid fire, profit maker.
HAS EVERYTHING. ACTIVE JACKPOTS, WHICH KEEPS BOARD ALIVE, MEANS 60% LONGER PLAY.

16 direct hits into Cue Ball including Last Sale in each large Section, plus SIX advances from Rack.

THE SURPRISE HIT OF THE YEAR
2550 Holes. Yet No Larger Than an Ordinary 1600-Hole Board.

"THE OPERATORS' MANUFACTURER"
CONTAINER MFG. CORP.
1825-1833 Chouteau Ave., St. Louis, Mo.



2550-HOLE KELLY POOL
Takes in.....\$127.50
Average Payout... 70.12
Average Profit... \$ 57.38

Whooperdoo Gets Operator Okeh

CHICAGO, Aug. 26.—Don Anderson, sales manager for Western Products, Inc., today lauded the reception which, he reports, coinmen have given the Western release, Whooperdoo. "The response of coinmen all over the country to our 'now shipping' announcement was really terrific.

"Orders have been flocking in by mail, wire and phone in increasing numbers. Coinmen everywhere know that this counter game will pull in the profits and are extremely anxious to place it on location as soon as it is humanly possible. We have been praised over and over again for offering the trade such a remarkable machine as Whooperdoo with the automatic token payout.

"Whooperdoo, incidentally, offers operators a marvelous profit protection, for it absolutely will not take small sale-tax tokens. This feature has been praised by operators from Coast to Coast.

"Baseball continues to be the top-selling game in the console field. It is available in three models—a novelty game, a free-play game and a payout game. It has been a favorite for many, many months now and indications are that it will continue to hold that position."

Monarch Sales Good, Says Stern

CHICAGO, Aug. 26.—Al Stern, domestic game sales manager of Monarch Coin Machine Co., is greeting visiting coinmen with one of the cheeriest of hellos, it is reported.

States Stern: "I have got plenty of reason to be happy. Monarch sales are at one of the highest points in Monarch history and sales are not restricted to any particular type of equipment.

"It gives us a lot of pride to know that one of the biggest reasons why more and more operators buy from Monarch is the fact that they can absolutely depend upon the excellent condition of the machines we ship and our fast service in shipping all games."

Milwaukee Coin To New Quarters

MILWAUKEE, Aug. 26.—"This time we think we have it," said Sam London, head of the Milwaukee Coin Machine Co., in speaking of the firm moving to a new location.

"Our new place is approximately 85 by 125 feet, and we will occupy two

entire floors. We have two loading entrances, one in front and one in back, both so large that trucks and cars can drive in. The showroom itself is almost as large as our entire present location and will permit complete displays of our line of Seeburg phonographs as well as all types of new and used machines.

"The service for which we have become famous will be even better than ever. We'll be moving in about a week—the new address will be 1455 W. Pond du Lac—so watch for our opening announcement."

Spin-a-Pack in High Production

CHICAGO, Aug. 26.—The new 1-cent Spin-a-Pack three-reel cigaret machine with coin divider which Grand National Sales Co. is manufacturing at its new quarters in Chicago is being planned in larger quantity production, according to Al Sebring.

A promotional sales campaign on 1-cent Spin-a-Pack and amplified stocks of used equipment are being inaugurated by their grand opening, to be held the early part of September.

Grand National's space has been more than tripled in the new quarters, providing a new set-up for display and sales that is attracting operators from all over the Middle West.

MILLS SQUARE BELLS **\$69.50**
1938 SKILL TIMES **\$79.50**
MELON BELLS Like New Ser. No. 427,000 up **\$49.50**

Guaranteed A-1 Condition
1/3 Deposit—1,000 Others

SILENT SALES
635 "D" St., N. W., Washington, D. C.

AGAIN!!!! BARGAINS GALORE!!!!

UP & UP F.P. 55.00	Multi F. Races \$14.00
Spottem F.P. 45.00	Klick F.P. 10.00
Spottem 40.00	Regatta 10.00
Zip, Exhibit 37.50	Handicap 10.00
Contact 35.00	Hi Lo 10.00
Speedy 30.00	Gaytime 9.00
Chief 30.00	Jungle 9.00
Majors 29.00	Ski Hi 9.00
Snooks 28.50	Snappy 9.00
Chubbie 27.50	Swing 9.00
Fair F.P. 27.50	Zephyr 9.00
Box Score 22.50	Cargo 8.00
Bubbles 20.00	Reserve, Bally 8.00
Stop & Go 19.50	Airway 7.00
Trophy 19.00	Nags 7.00
St. Moritz 15.00	Review 7.00
Spinner 14.00	Tops 7.00

Latest Games—Prices on Request.
1/3 Cash Deposit. Under \$15.00 Full Cash.
For Export Cable: "COINMACHIN," N. Y.
MAX MUNVES 555 West 157th St., New York, N. Y.



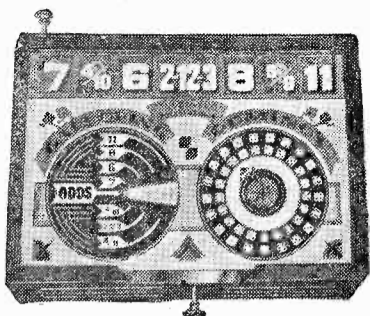
THE O & M DISTRIBUTING CO. showrooms feature the Mills phonograph, Throne of Music. Shown above with the Oklahoma firm's display are Gus Guarnera, Mills roadman; Charles and Mrs. Hirrlinger, the former the manager of the Muskogee office; Margaret McCarty, manager of the Oklahoma City office, and Charlie Snyder, Mills representative.

Evans Novelty Hints New Idea

CHICAGO, Aug. 26.—Evans Novelty Co. officials in a recent statement indicated that they would shortly have news of interest to the trade. They were loathe, however, to tell now what the news will be. Our advertisement will be of interest to coinmen everywhere.

Evans Novelty Co. has in recent months featured a premium item, a portable radio manufactured by the Majestic Radio and Television Corp. It is declared to be the world's smallest portable radio and is much in demand for use by sportsmen and vacationers and anyone who would have occasion to wish to have a small, light yet well-toned radio at hand in every place they might be.

Evans reveals that this premium item is still keeping production schedules going strong at Majestic.



Evans' COUNTER GAME HIT! POCKET EDITION GALLOPING DOMINOS

Not Coin Operated!

A SURE BET FOR OPERATORS! Ideal in restricted territory! No coin slot—operates in entirely new way! Novel coin receiver remains locked until counter attendant clears it! Played by placing coins under selected numbers in coin receiver and pushing spinner rod. Absolutely gyp-proof! Enables operators to give locations larger percentage of receipts—locations pay winners from their share!

Convenient Size—12" wide, 17" long, 3" high.

LOW PRICE!

At Your Jobber, or Write, Wire or Phone Haymarket 7630.

H. C. EVANS & CO.

1520-1530 W. Adams St., Chicago, Ill. For Amusement Devices See Our Ad in Carnival Section.

Bingo Banned; Churchmen and Public Hit Law

MADISON, Wis., Aug. 26.—Bingo backers, prominent churchmen and laymen have vamped a drive to change the law which has brought a halt to bingo games thruout Wisconsin. Branding the law as being interpreted by hypocritical Puritans in an effort to stop the games, the Rev. George Meyer, of St. Leo's Church, announced: "We are discontinuing our bingo parties for the present. We are doing this because we wish to obey the laws of our State, even tho this statute was evidently never intended to stop popular games which can only be interpreted as gambling by hypocritical Puritans. Your pastor suggests that those who enjoy the game will get in touch with their State senators and assemblymen and insist that a more favorable statute be enacted that will not put our police and pastors in an unfavorable light. We should protect our freedom."

"If charitable bingo falls under the present statute, then the statute appears to me to be a 'blue law' like those that prohibit the attending of a baseball game on Sunday."

Leonard Herbst, of the Catholic Order of Foresters, said: "Bingo is not gambling, but recreation, and contrary to charges of some few small merchants, does not take business away from them, but gives them more business, since the merchandise prizes are purchased in the community."

"There are at least 100,000 persons in Milwaukee playing bingo weekly for amusement and recreation and aiding their respective organization—and the city, too—to get on their feet financially. They will not take a ban on bingo lying down and will fight politically to get a change in the laws."

The defense offered by those who seek the return of bingo is similar to arguments used by pinball advocates as a stimulus to community business and particularly independent merchants.

Ohio Sales Tax Valid on Theater Candy Purchases

CLEVELAND, Aug. 26.—Altho the Ohio Supreme Court has held that candy and pop corn are foods and not subject to the Ohio sales tax, the tax commissioner of the State has ruled that candy sold in theaters is consumed upon the premises and therefore subject to the sales tax.

In his ruling the commissioner stated, "The word 'premises' as used in Section 5546-2, General Code, exempting from the sales tax all sales of food for human consumption 'off' the premises where sold," is defined as the entire building, tent or other structure, together with contiguous lands or any lands whether inclosed or not, in or on any part of which the vender by permission, license, grant, privilege or by any other right whatsoever makes sales."

In other words, the theater is placed in the same class as the restaurant, selling food which is to be consumed on the premises. Under the law, this is subject to the Ohio sales tax.

Pick-a-Pack Gets Big Play

CHICAGO, Aug. 26.—Harold Baker, head of the Baker Novelty and Mfg. Co., reports that things are going along smoothly on their latest device, a counter game known as Pick-a-Pack. "The machine is a winner and is going over big," he declared. It is a three-reel machine and may be adjusted for 5, 10 and 25-cent play.

"Another new item," says Baker, "is our new Bell machine, which is equipped with a slug rejector. And we will soon make an announcement of a five-ball novelty game that in our opinion will revolutionize this type of game. We will go into production about September 15," he said.

Harry Hoppe, member of the firm, has been traveling and calling on the trade and reports he has found that the time is ripe to produce such a game to fill the needs of novelty game operators.

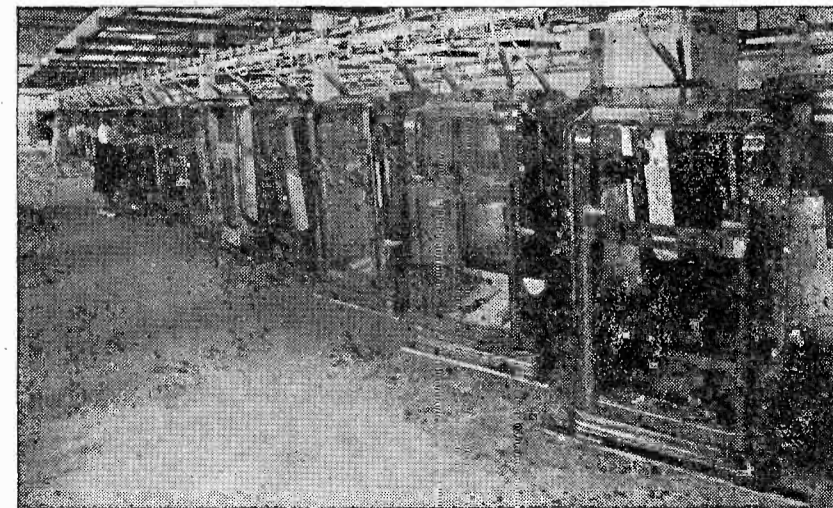
In conclusion, Baker said: "Thanks to everyone who has contributed to the success of this company. We pledge our continued policy of fair dealing and the best co-operation at all times, backed by our customary guarantee that every customer must be satisfied or their money will be refunded."

Int'l Mutoscope In New Building

LONG ISLAND CITY, N. Y., Aug. 26.—Employees of the International Mutoscope Reel Co., Inc., are reported to be happy over their new quarters in the firm's new building at 44-01 11th street.

Earl Winters, of the firm, declared: "We believe that one of our biggest thrills was the expressions of happiness on the part of our employees when they reported for work at our new Mutoscope Building."

"The building is a dream with modernistic arrangements, scientific layout of factory and in all other arrangements. We expect greater efficiency to result from our new set-up. Everything about our new Mutoscope Building lends itself to more pleasant work as well as to better conditions for everyone with us."



WURLITZER PHONOGRAPH CABINETS are well finished to afford a two-fold pleasure—first is music and second is beauty—the beauty of well-finished wood. The Wurlitzer cabinets above are never touched by human hands until dry—for they move on an overhead rail, hanging on an arm that offers but a single contact with the cabinet inside. A dust-free factory, plus superior craftsmanship, results in finished surfaces which are amazingly tough and durable, easily resisting the severe abuse to which they are so often subjected.

BACK IN PRODUCTION BY INSISTENT POPULAR DEMAND!

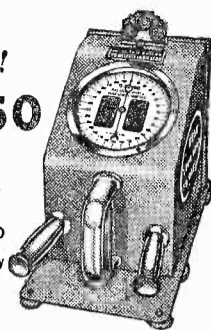
DE LUXE GRIP SCALE \$19.50

100% LEGAL!

3-WAY STRENGTH-TESTER

2 years in production and they still clamor for more! New Improved Gyp-Proof Non-Clog Coin Slot, cannot be operated with soda straws, etc. Button Indicator Control for competitive play, Tension Adjustment, Bell Adjustment, all chrome handles and trim . . . and many other features!

Write for Quantity Price! Metal Stand, \$2.50 Immediate Delivery

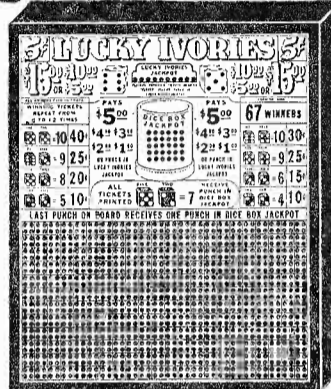


D. GOTTLIEB & CO. 2736-42 N. Paulina St., Chicago, Ill.

COMING NEXT WEEK! KEEN-A-BALL A GLORIFIED "LOT-O-FUN"!

A "NATURAL" FOR BIG PROFITS- LUCKY IVORIES

Has All the Features That Bring Steady Play and Fast Action
No. 11228 1056 HOLES
Takes in \$52.80
Average Payout 23.30
Average Gross Profit \$29.50



PRICE \$3.96 EACH

Send for New Catalog Showing Hundreds of Other Profit Makers.

HARLICH MANUFACTURING COMPANY 1413 W. Jackson Blvd. Chicago, Illinois.

Avalon Again In Production

CHICAGO, Aug. 26.—"So many orders for Avalon were received this week that another production run on Avalon has been ordered," according to officials of Exhibit Supply Co.

They state further: "Avalon is staying put on location and outearning many of the more recent releases so that operators and locations are demanding Avalon. Locations that had Avalon are asking operators to bring them back."

"Avalon is more popular now than when first released and is going big in high-score territory. In locations where rotation scoring is required Airliner fills the bill in every way."

HERE'S THE HOTTEST GAME on the MARKET! Bigger Profits Everywhere With DIXIE SPELLING GAME
1c, 5c, 10c and 25c combination play, with ball gum vender. Sample \$14.50; in lots of five, \$12.50 each.
We think DIXIE SPELLING GAME is so good we will ship sample—you use it one week and if not entirely satisfied return it to us and we will refund your money.
Send your order at once—limited supply. 1/3 deposit, Bal. C.O.D. Offered subject to prior sale. Ask for complete price list on Free Play, Novelty Games, Counter Games and Slot Machines.
AUTOMATIC SALES CO. 416-A Broad St., Nashville, Tenn.

IMPORTANT Announcement!
WE ARE DESIROUS OF PURCHASING LATE MODEL NOVELTY GAMES BOTH FREE PLAY AND REGULAR. ALSO LATE MODEL PHONOGRAPHS. ADVISE IMMEDIATELY WHAT MACHINES YOU HAVE TO SELL AND QUANTITY.
Exceptionally Liberal Cash Prices Will Be Paid!
MONARCH COIN MACHINE COMPANY
1731 BELMONT AVE., CHICAGO

Chicago Coin's SPORTS

TODAY'S BIGGEST EARNING
 THAT'S WHY IT'S TODAY'S
WMBB said! NOVELTY GAME -
 BEST SELLER!

NOVELTY \$84.50
 FREE GAME \$94.50

And don't forget!

CHICAGO COIN'S BUCKAROO

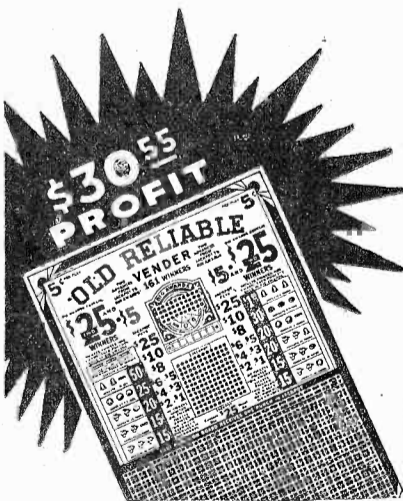
TWO GAMES IN ONE! A MULTIPLE 3-COIN GAME INSTANTLY CONVERTIBLE TO A 1-COIN Earning Big Money Everywhere!

NOVELTY \$84.50 FREE GAME \$94.50

CHICAGO COIN Machine Mfg. Co.
 1725 DIVERSEY BOULEVARD - CHICAGO, ILLINOIS

BOARDS WITH A PUNCH!

Here is just one of our entirely original slot symbol boards. Our complete line of salesboards for operators includes countless other slot boards as well as original novelty symbol boards.



When you buy Superior boards you are buying from a manufacturer with up-to-the-minute ideas—creators in salesboard trends.

Write for prices, full details and descriptive literature on boards made for operators! Get in on the ground floor of extra profits that are yours—be first in your territory with a new Superior board.

Send for your copy of "Scoops," exclusive salesboard trade paper. Address Dept. M.

SUPERIOR PRODUCTS
 "World's Largest Salesboard Factory"
 14 NORTH PEORIA CHICAGO, ILL.

Thanks From Jersey On Legal Assistance And News Reporting

"To the Editor: On behalf of the South Jersey Amusement Association, allow me to congratulate you on the wonderful work you are doing for pinball operators.

"Secondly, I wish to thank you for the fine support on licensing pinball games which you recently sent to us. The report has been given to our attorney, and I am sure he will benefit greatly from it in his work to help us combat excessive taxation in this part of New Jersey.

"Again I wish to thank you for your courtesy, and also wish to state that your correspondent, Joe Cohen, is doing a wonderful job in reporting our news here.—Theo K. Marks, secretary, South Jersey Amusement Association, August 14, 1939."

Gay Games' New Idea in Coupons

MUNCIE, Ind., Aug. 26.—Gay Games, Inc., headed by Guy E. Noel, has introduced what it terms "a brand-new idea for presentation of coupon games." It is called Whirling Derby.

"This new idea," declares Noel, "has proved to be the acme of perfection and affords operators and distributors a new display setting that has innumerable features never offered before in any form. It practically eliminates loss of coupons by theft as was so common with the old jar deal. It offers a greater selection of coupons to the players with even faster play than jar games.

"It is small, compact, neat and modern in every respect and has greater player appeal than any other form of coupon game. Operators who are using jar deals or have used them in the past will find that any refill and jackpot card in our line may be had in Whirling Derby style. Several new cards and plays have been added to offer a greater selection of games."

Try "PICK-A-PACKS" FOR PROFITS



The New Outstanding Counter Game

ACTION-THRILLS-SUSPENSE

A SURE PENNY GETTER
 Wherever Cigarettes Are Sold.

\$23.75 F. O. B. CHICAGO
 — 1/3 deposit with order

Money refunded if not satisfactory.
 \$60.00 to \$120.00 per month per Machine.

AGENTS WANTED.

BAKER NOVELTY CO.
 2944-46 LAKE ST., CHICAGO

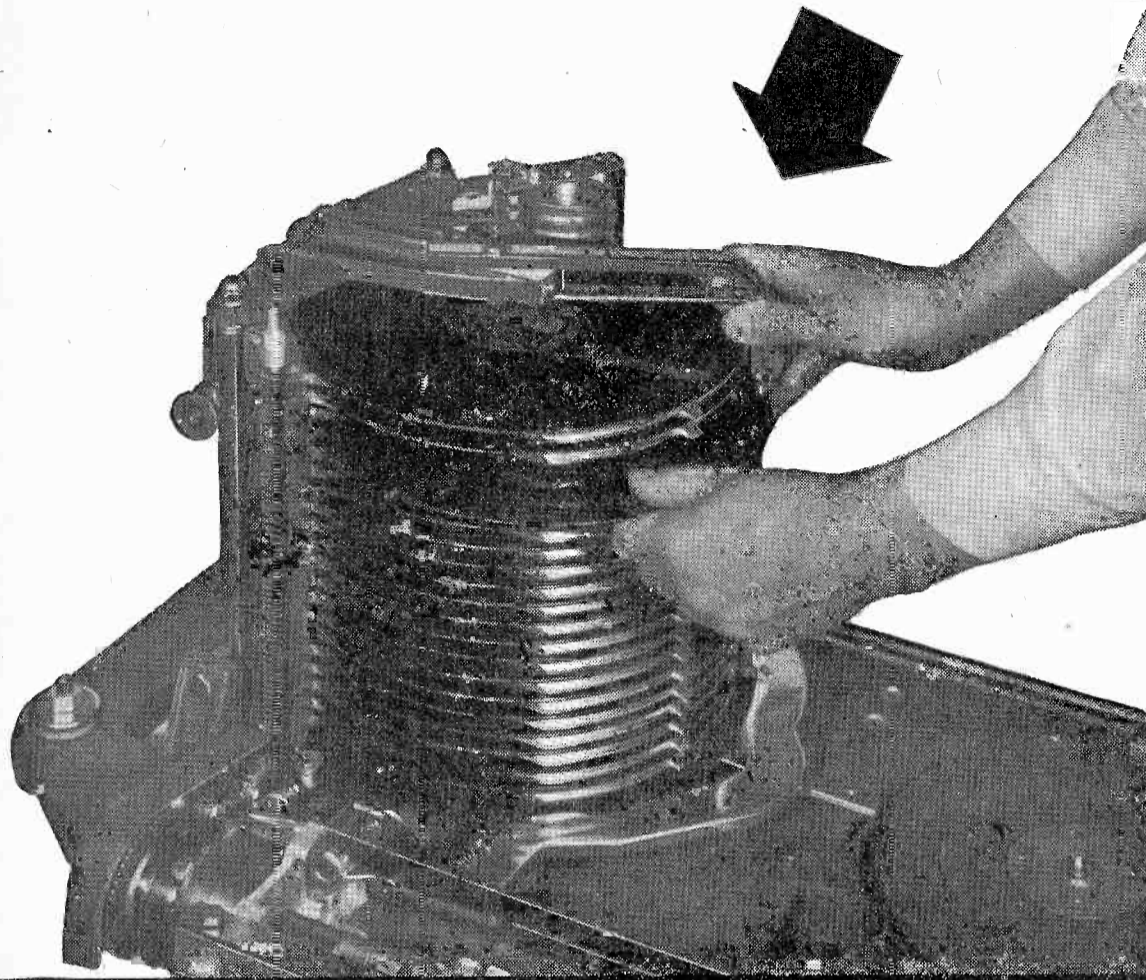
You can ALWAYS depend on JOE ASH — ALL WAYS ON HAND FOR IMMEDIATE DELIVERY . . . ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE COUNTRY'S LEADING MANUFACTURERS WRITE, WIRE OR PHONE FOR PRICE LIST!

ACTIVE AMUSEMENT MACHINES CORP.
 900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

I. I. MITCHELL & CO.
 THANKS!
 Your Co-Operation Helped Us Expand.
 1070 BROADWAY, BROOKLYN, N. Y.
 Write for Complete List. Let Us Know What You Need! Cable Address: "MITCHAL, New York."

FOR SALE
 Two Bowling Alleys, 12-ft. long. Manufactured by Exhibit Supply Co. Practically new. \$37.50 each. Apply to
J. W. DOYLE
 BEARDSTOWN, ILL.

Inside View of Mills Throne of Music Mechanism



Fastest!

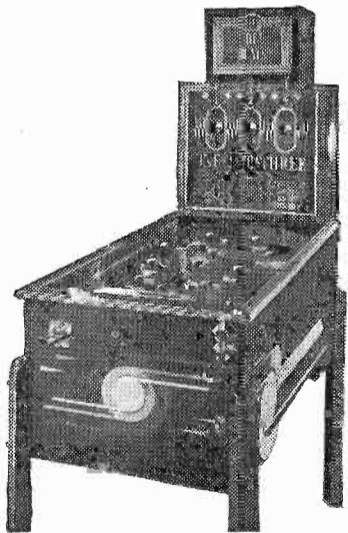
No other phonograph can even come close to the speed with which the operator can lead new records into this phonograph or change any number from one to twenty. See the Mills Throne of

Music at your distributor. Mills

Novelty Company, 4100 Fullerton

Avenue, Chicago, Illinois.

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon St., Philadelphia, Pa.
(MILLS DISTRIBUTORS)

Lavell Finds Good Service Pays

SPOKANE, Wash., Aug. 26.—Bending over backward in the matter of service and using latest equipment has spelled success for Fred W. Lavell in the coin machine field.

One of the first ops in this section, he has progressed steadily until he has \$40,000 worth of equipment, including more than 100 phonographs, 65 pin tables, 100 grip testers and 50 cigaret reel machines. Altho entering the music machine field only four years ago, he has become one of the Inland Empire's largest operators. He started business with the old penny targets.

He says the Northwest looks better than it ever did and is planning on expanding along with the greater population expected to result from the completion of Coulee Dam.

Much credit goes to Willard Ferrall, route manager, who has been with Lavell for 12 years. Personnel includes Carmen C. Shaw, chief mechanic; W. S. Goddard, junior mechanic; Gordon Loosmore, record service man, and Ed Lavell, route man.

Beemer Manager Of Music Assn.

NEWARK, N. J., Aug. 26.—Myles Beemer was named manager of the Automatic Music Association of New Jersey recently by the board of directors. He will be assisted by James Hammond, formerly of Philadelphia.

Beemer, who is well known in the State, was formerly associated with the State Tenement Housing Board, with district offices in Perth Amboy. He has also done publicity work for several organizations.

Hammond, who is well known to the phonograph operators thru his brother, Frank, manager of the Phonograph Operators' Association of Pennsylvania, is thoroughly trained in this work. He will devote much of his time to the new expansion program.

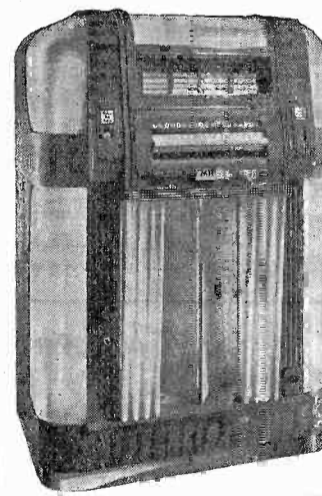
REPEAT ORDERS

TELL THE STORY



"Operators who place their first MILLS THRONE OF MUSIC on a test location return within a few days to place their first order and continue to send REPEAT ORDERS ever after! INVESTIGATE TODAY! Learn WHY MILLS THRONE OF MUSIC gets REPEAT ORDERS every time!"

GEORGE PONSER
519 WEST 47TH ST., NEW YORK



10 EUREKAS, \$39.50 Ea.

- 10 FAIRGROUNDS, each.....\$20.00
- 5 GRAND SLAMS, each..... 8.00
- 5 MULTI-FREE RACES, each..... 19.50
- 6 PRAKNESS, each..... 12.50
- 8 PALM SPRINGS, each..... 10.00
- 5 REVIEWS, each..... 12.50
- 6 REVIEWS, each..... 10.00
- 7 TRIPLE PLAYS, each..... 15.00
- 12 SPINNER WINNERS, each..... 11.00
- 20 WITHEY 7-GRAND DICE, each..... 10.00

TERMS: 1/3 CASH WITH ORDER.

J. H. Peres Amusement Co.
922 Poydras Street, New Orleans, La.

Priced for Quick Sale—Over 3,000 Machines!

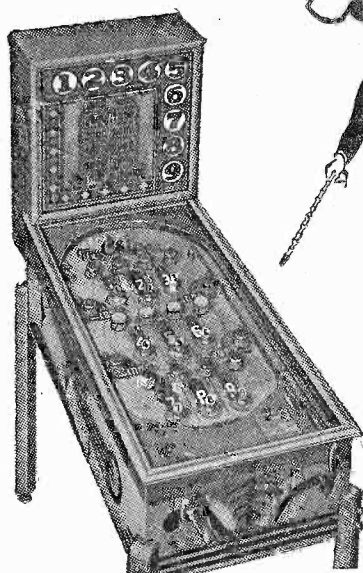
NOVELTY FREE PLAYS	Big Ten.....\$16.00	Turf Derby.....\$80.00
Up and Up.....\$48.50	AUTOMATIC PAYOUTS	Zipper..... 29.50
Hold Tight..... 49.50	Arlington.....\$15.00	CONSOLES
Taps..... 47.50	Bally Entry..... 25.00	Pastimes.....\$159.50
Snooks..... 47.50	Derby Champ..... 29.50	Triple Entry..... 145.00
Skyrocket..... 45.00	Derby Clock..... 65.00	1937 Skill Times..... 45.00
Double Feature..... 45.00	Derby Time (Single)..... 35.00	Brown Paces Races..... 37.50
Major..... 42.50	Derby Time (Multiple)..... 49.50	Black Paces Races..... 49.50
Contact..... 42.50	Derby King..... 55.00	Skill Field..... 27.50
Spottem..... 42.50	Flasher..... 28.00	Liberty Bell..... 27.50
Box Score..... 42.50	Fairgrounds..... 19.50	PHONOGRAPHS
Daval's Fair..... 42.50	Gott. Multiple Races..... 19.50	Wurlitzer 412.....\$44.50
Rink..... 39.50	Hey Day..... 35.00	Wurlitzer 400..... 40.00
Daval's Gem..... 39.50	Klondike..... 35.00	Wurlitzer 312..... 39.50
Chubbie..... 39.50	Man-o-War..... 59.50	With Grills
Multi Free Races..... 19.50	Mills Big Race..... 19.50	.. Add \$10.00 ..
Genco's Triple Play..... 17.50	Mills 1-2-3..... 19.50	
Bounty..... 17.50	Turf Champ..... 15.00	

1/3 Deposit, Balance C.O.D., F.O.B. Baltimore, Md.
WRITE FOR PRICES ON ANY EQUIPMENT YOU WANT NOT LISTED HERE!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

BIGGEST HIT OF ALL TIME

Mr. Chips



PLAIN GAME

\$ **94.50**

FREE GAME

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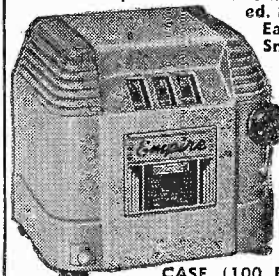
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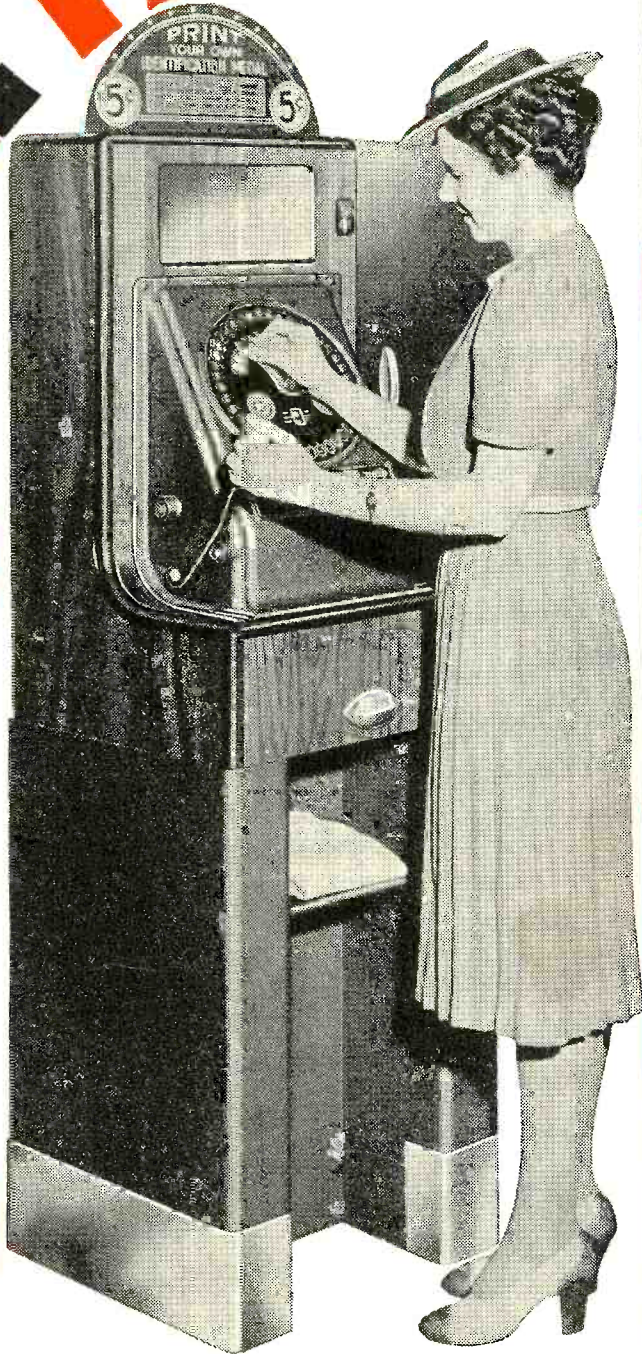
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PROFIT
LAST
MONTH!

-AND EVERY MONTH
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Harry

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Step by Step MODERNIZATION PLAN

WORKS

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The Wichansky Brothers of Atlas Music Company, Elizabeth, N. J., taking a look at the records.

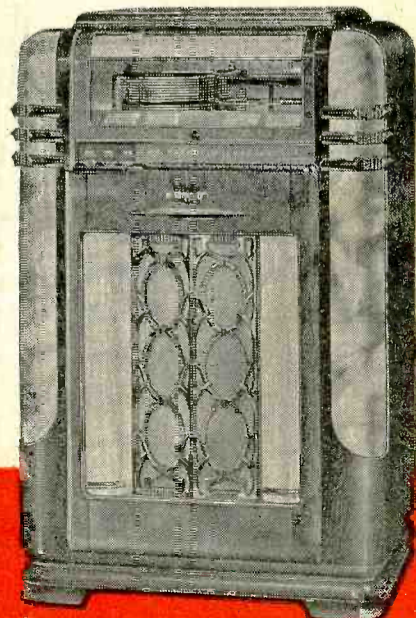
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