

RADIO — STAGE — NIGHT SPOTS — MUSIC — OUTDOOR

SEPTEMBER 3, 1938

15 Cents

The Billboard

The World's Foremost Amusement Weekly



Fencing on Ice
BRANDT SISTERS
Headlining Ice Revue
College Inn, Chicago

The King of the Drums Beats Out a Smash \$40,000

at the
**NEW YORK
PARAMOUNT
THEATRE**
WEEK OF
AUG 10th



**Chick
WEBB**
AND HIS ORCHESTRA
WITH **Ella
Fitzgerald**



ARTISTS BOOKING AGENCY, INC.
PARAMOUNT BUILDING, TIMES SQUARE, NEW YORK, N. Y.

August 23rd
1938

Mr. Moe Gale,
48 W. 48th St.,
New York City.

Dear Moe:

It makes me very happy to tell you that CHICK WEBB and BAND with ELLA FITZGERALD gave us, during the week of August 10th, one of the most satisfying band shows, both from an entertaining and box-office standpoint we have had occasion to play since the inauguration of our band policy at the Paramount Theatre, New York.

We will be very happy to repeat CHICK WEBB and BAND with ELLA FITZGERALD in the near future.

With kindest regards,

Sincerely,

HARRY ALCHEM

BK/AS

Dance Direction
CONSOLIDATED
RADIO ARTISTS...INC.

Personal Representative
GALE
INC.

Theatre Direction
WILLIAM MORRIS
AGENCY

The Billboard

Vol. L
No. 36

September 3,
1938

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 1938 by The Billboard Publishing Company.

PROBE COWBARN FINANCING

15 New Plays Set for Paris; Vaude Is Slow

PARIS, Aug. 27.—With an easing money market and war dangers seemingly pushed into the future, new comedies and musical shows will predominate at the Paris show houses.

The only English piece to be staged is the Bernard Shaw comedy, *Money Leaves No Odor*, translated into French by Jacques Deval. It will open at the Mathurins Theater September 15 by the Pitoeff Stock Co. In December the same company will stage *Danger De Mort*, a comedy by Maurice Diamant-Berger, with Ludmille Pitoeff starring.

The few vaude spots have given no indication of plans for the coming season. The Cirque Medrano is renovating the interior and will open in September. The only other big-time vaude house in Paris, the A. B. C., will continue.

Several surprises may be sprung by other houses. The following houses have announced their repertoire for the season:

Antone, *Appearances*, drama, by E. Weldman, September 7. *Alcazar, Ma*

(See 15 NEW PLAYS on page 9)

Michigan Fair In Record Start

DETROIT, Aug. 27.—Judge Murphy opened the 89th Michigan Fair Saturday for 16-day run to largest attendance in history when 27,800 passed thru the turnstiles, compared with 26,000 last year. All exhibits have been sold. Rigid 25-cent admission prevails.

Opening attractions included Bergen and McCarthy and Rudy Vallee and orchestra. Shows stop at 9 o'clock every night to permit dancing in Coliseum to Vallee music.

CNE Beats 1937 Opening

Crowds Way Up First Two Days

Frolexland's 50 attractions do big biz — Conklin's ballroom innovation pulls

TORONTO, Ont., Aug. 29.—With attendance for the Friday opening reading 56,000 and Saturday 203,000, an increase over 1937 of 38,000, the Canadian National Exhibition (August 26-September 10) is well under way. Frolexland, the new name for the midway under the direction of J. W. (Paddy) Conklin, is exhibiting 50 attractions. Kiddyland has 14 amusements inclosed in a decorative setting.

Saturday's attendance to the midway was the greatest in years and all did tremendous business.

The midway is a colorful layout, with 20 huge elaborate fronts for the various shows, among them Midget Village, Shirley Frances' Big Apples, Harry

Showboat's \$125,000 Gross

NEW YORK, Aug. 27.—The other outdoor entertainments in local stadia have taken a terrific shellacking from the weather, Kay Parsons' showboat (owned by the McAllister Navigation Co.) appears to be headed for a \$125,000 gross for the season, its sixth.

Last year her record was \$150,000. Hot spells since July 15 brought the crowds to the water front, where 500 customers have been turned away some nights, particularly over the week-ends.

Iowa State Fair Smashes Opening Attendance Mark

DES MOINES, Aug. 27.—Friday was the biggest opening-day crowd in the 84 years the Iowa State Fair (August 24-September 2) has been operating, with an official attendance of 71,609 cheerful Iowans. This topped the 1929 record crowd of 70,041 by 1,568 and bettered last year's attendance of 62,620 by 8,589. Attendance for the first three days of the fair totaled 105,282, an increase of 22,265 for the corresponding three days of the 1937 fair. Wednesday and Thursday were preparation days, but Friday was the official opener.

The setting for the opening was perfect, with blue skies and perfect weather, and not only were the customers happy and in a spending mood but Secretary A. R. Corey and members of the fair board were all smiles at the prospects for the remaining days of the Centennial Exposition. There was a sellout of both opening-day grand-stand performances, the opening day's attendance shattering last year's thrill-day record of 63,292. Fair officials agree the augmented crowds thus far have been attracted by the additional appeal of the Centennial year, which has created many new and

Stock Buys Tied Up With Jobs, Is Charged in Two Complaints

NEW YORK, Aug. 27.—Suspected irregularities of stock deals being tied up with acting jobs in summer theaters have been uncovered and are being thoroughly investigated by Assistant Attorney-General Ambrose V. McCall, chief of the Bureau of Securities, upon sworn complaints of several victims. Two cases already on the calendar are Seranne,

Inc., operator of the Washington Irving Theater, North Tarrytown, naming Ann Seranne (real name is Margaret Smith, an employee of Crosby Gaige), and the Far From the Tree, Inc., with Ivan Sokoloff and Cora Miller as principals.

The first mentioned theater was bonded for about \$1,000 by Actors' Equity, which, tho deploring the unhealthy situation, cannot prevent it other than by invoking the Equity contract and seeing to it that the actors at least get their salaries. As a result of Equity's stepping into the case the complainant did receive five weeks' wages.

In the eight years that McCall has been chief this is the first tangible evidence of theatrical stock misrepresentations coming to his desk. From data gathered, he believes the practice to be widespread, not only in New York, but in Connecticut and the New England States. Unless supplied with complaints, however, neither his office nor the other State authorities could prosecute. Connecticut, he said, had statutes similar to the General Business Laws of New York, so that prosecution could be instituted once the mushroom cowbarns were investigated. Suspicion was aroused in the attorney-general's office when complaints were filed by two actors on two successive days.

In the affidavits sworn out by Assistant Attorney-Generals John F. Loehr, on August 10, and Harry Greenwald, August 16, the two theater operators are charged with violation of Article 23-A, which requires all stock dealers to register with the bureau. Failure to file a dealer's statement prior to offering stock for sale (See PROBE FINANCING on page 14)

Hipp Opera Draws 5,000 Average at Randall's, Jones

NEW YORK, Aug. 27.—Audiences averaging 5,000 to 6,000 are being drawn to the evening performances of open-air grand opera week-ends at Randall's Island Municipal Stadium and the Jones Beach Stadium.

Jones Beach has 10,000 reserved seats at 25, 55 and \$1.10 and Randall's (See HIPPOPERA on page 9)

\$10 Minimum On Club Dates; EMA Okehs AFA

NEW YORK, Aug. 27.—Local private entertainment bookers and the American Federation of Actors will work together to raise salary standards in the club booking field. The Entertainment Managers' Association has voted to have its members take out AFA agency licenses, which means they will observe the AFA minimum salary figures, use a standard contract form, use only AFA members and work within AFA rules.

At a membership meeting Tuesday the AFA voted to okeh a \$10-per-person-per-performance minimum for club dates within a 25-mile radius of Times Square. The meeting also voted to empower the AFA Council to set a minimum of not less than \$12 for the 25 to 50-mile radius and \$14 for the 50 to 75-mile radius.

The AFA Council is also working on a minimum salary scale for local vaude houses. Minimums for night clubs and hotels are already in effect.

Howard Wheeler, president of the EMA, addressed the performer meeting and said the EMA's agreement with the AFA was "the most constructive step in years in the field." He said performers and the bookers should work together to stimulate a revival of vaudeville.

Executive Secretary Ralph Whitehead reported on the recent Ringling circus closing and defended organizing of the Circus Employees' Division.

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BRANDT SISTERS (This Week's Cover Subject)

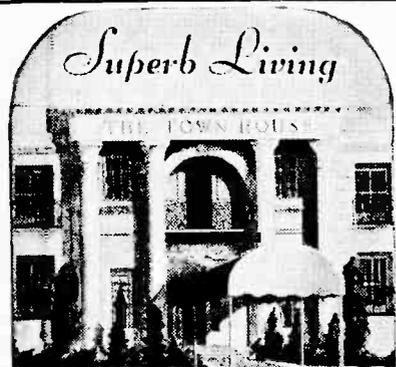
HELGA AND INCE BRANDT, 17 and 16 years old, respectively, have risen steadily to the top of the ice skating profession despite their tender ages, because of superior ability, showmanship, personality and beauty. Proof of their appeal as performers was amply offered when they received the call to headline the Ice Revue at the College Inn, Sherman Hotel, Chicago, directly after their initial appearance in America. Brought over from St. Moritz, Switzerland, by the St. Paul Figure Club to star in the organization's Ice Carnival held in the St. Paul Auditorium April 8, 9, 10 of this year, the Brandt girls went from there right into the College Inn Show. They are now in their 16th week there.

The Brandt Sisters have appeared as featured performers in many well-known places in Europe, as well as in London, where they had engagements at Wembley Stadium, Earl's Court, Harringay Arena and Queen's Club. The Palais des Sports was the scene of a Parisian triumph for them, and they have played to royalty and the most critical international audiences at the ice carnivals in St. Moritz, the most fashionable winter sport resort on the Continent.

Presenting something novel and different, the Brandts have originated acts on ice that combine the art and elegance of the Russian Ballet with the highest degree of skating technic. One of the secrets of their success, they claim, is that they always work out their numbers without skates before transferring them to the ice. Their fencing routine, which employs real foils but no masks or guards, is one of their outstanding numbers, and "Light and Shadow," "Lady Robin Hood," "Rhythm on Ice," "Cypsy Dance With Tamborines," a waltz number, a tango routine and a rumba complete the line-up of a skating act that is fast taking its place among the finest of its type extant today.

Interstate Sponsors Skaters

FORT WORTH, Tex., Aug. 27.—Interstate Circuit, which has most of the movie theaters in Fort Worth, is reported to have bought the Texas franchise for the Roller Derby, which returns to Fort Worth in October for 21 days. Derby enjoyed a successful engagement at the Will Rogers Memorial Coliseum here last spring. Show also is slated to appear in Dallas, Houston and San Antonio under Interstate sponsorship.



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

A. S. Kirkeby, Managing Director

The Town House
On Wilshire in Los Angeles

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
848 NO. DEARBORN ST., OHIOGO.

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

SPECIAL PRINTED TICKETS
ROLL or MACHINE
100,000
FOR **\$20.00**

RESERVED SEAT — PAD — STRIP
COUPON BOOKS — RESTAURANT
CHECKS — SALES BOOKS AND
ALL ALLIED FORMS

ELLIOTT TICKET CO. (409 LAFAYETTE ST., N. Y. C.)
127 N. DEARBORN, Chicago
(615 CHESTNUT ST., Phila.)

STOCK ROLL TICKETS
ONE ROLL \$ 50
TEN ROLLS 3.50
FIFTY ROLLS 15.00
ROLLS 2,000 EACH

Double Coupons,
Double Price
No C. O. D. Orders
Accepted

Lavish Fisher Revue Touring English Sticks

MANCHESTER, Aug. 22.—First attempt to tour a Clifford C. Fisher Casino show in the English "sticks" is made this week when *Folies Superbe*, a London Casino offering with interpolated novelities from Fischer's shows, opens a tour at the Palace, Manchester.

Show is excellently produced and has several spectacular eye-taking scenes. Heading the cast is Andre Randall, French comedian, who seems out of place away from London. His humor is too French for any English spot outside the West End of London. He struggles hard and does well in one or two scenes, but is hardly able to carry a bulk of comedy.

Hits are registered by Karin Zoska and Les Menchiassis. Zoska is a brilliant whirlwind Russian and hockstep dancer with an attractive appearance. She brings down the house with a corking specialty. Les Menchiassis are the comedy hit with a wow of a prop camel act that is as funny as it is novel.

Hearty laughs are scored by Christiane and Duroy, with original dance travesties. Lalage is a graceful and daring aerialist who is lavishly applauded. Corinne, easy-on-the-eyes fan dancer; Keith Lester, dancer; Choppy, French cartoonist who draws on the backs of semi-nude lovelies; Robertson, French singer and dancer; the Seven Hindustans, tumbling acrobats, and 36 International showgirls make up a strong cast.

Show will do well in major spots, but the spoken comedy will have to be strengthened and a good singing or musical act would be a welcome addition.

Bert Ross.

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 REVUE

RUTH LONG — seen at Harry Young's recent variety show at Randall's Island Stadium, New York. Girl impressed as being an excellent tapster of the Eleanor Powell genre. Intricate routines well executed and attractive appearance combine to make her a good bet for smart musical comedy or revue work.

JOHN HOYSTRADT—young satirist now doing a successful return engagement at the Radio City Rainbow Room, New York. He is a clever, sharp satirist who combines shrewd voice imitations and pantomimic gestures when ribbing people in their more foolish moments. Ought to be a good revue bet.

For NIGHT CLUBS

BOB BYRON AND RENNIE McEVOY—radio team recently on the Vallee program. Make a fine appearance and are strong on personality. Sing, chatter, whistle, play piano, slide whistle and uke. Can easily fit into a smart night club if they use the right kind of material.



THE AMERICAN FEDERATION OF ACTORS has gone berserk. It's too bad. For a long time we honestly believed that here at last was the nucleus of a real performers' organization. We have been mistaken. The confession is made without shame; without apologies but with deep regret.

For several months the conductor of this pillar has maintained a strict editorial silence on the matter of the AFA's fumbling, destructiveness and shortsightedness in its attempts to organize the circus industry. We have maintained silence up until now because we felt that our colleagues entrusted with the editing of the outdoor departments were very capably presenting the news of labor difficulties in circusdom and interpreting this news for the benefit of *Billboard* readers. A good job is still being done and, God being willing, it will continue to be done.

Breaking our silence is not to be interpreted as a sign of a feeling on our part that our assistance is needed. In fact, anything that *The Billboard* does or fails to do will not make any difference. If the AFA continues along the same route that it has taken in recent months it will wind up behind the eight-ball regardless of what *The Billboard* or any other impartial agency does to clarify the situation for the benefit of those engaged in extracting a livelihood from amusements.

We are breaking our silence with the statement that the AFA has gone berserk because our principles will not permit this organization and its misguided leaders and heralds to spread calumny about *The Billboard*. And we shall not stand by and permit an organization prematurely drunk with power that is yet to be tested ruin one of the important branches of show business and break faith with those whom *The Billboard* helped it enroll under its banner in other branches of a great industry.

The AFA has a short memory. It forgets that *The Billboard* made it possible for an upstart union to gain the confidence, support and co-operation of persons who were responsible for the early successes and the swell head that has resulted in the AFA becoming the bad boy among the affiliates of the performers' international known as the Associated Actors and Artistes of America. We do not regret the support we gave the AFA when it sorely needed it. The AFA might have turned against the actor, but the attention created by the early attempts of the AFA to gain a footing educated the actor far better than a course in a technical school could have done.

The AFA has shown by its conduct in recent months that its leadership is faulty; that it is not carrying out the basic principles of its founding fathers in the very early days of its existence. *The Billboard*, which never gave the AFA or any other organization carte blanche, frequently counseled the AFA to go slowly; to look before it leaps; to act at all times in the best interests of the industry that it is trying to organize. The AFA has not followed these principles. We know because we have studied and observed carefully and dispassionately. We have warned the AFA of its destructive tendencies. We have tried to teach the AFA's leaders valuable lessons from the primer of the outdoor show business. But they politely refused to heed these lessons. The pot of gold at the end of the rainbow beckoned them. They were dazzled by its brilliance. They heedlessly fought their way thru—to chaos.

The AFA accuses *The Billboard* of being a stooge of the Ringling-Barnum show. From his bitter experience John Ringling North will laugh at that. For the benefit of our readers and not the AFA (the AFA knows better) we would like to say that *The Billboard* is as much a stooge of the Ringling-Barnum outfit as it was a stooge of the AFA—even in the days when it was giving the AFA unprecedented support in the organization's efforts to get somewhere.

If being a stooge represents fighting for what we consider to be best for the greatest number then we are, indeed, a stooge for the majority of those who depend on amusements for a livelihood. But never a stooge for Ringling-Barnum, John North, the AFA or any other organization or individual. The AFA knows that and the AFA also knows that *The Billboard* is enthusiastically in favor of circus performers being organized under the banner of a constructive union working for the best interests of the circus business. But *The Billboard* plays cricket and it sincerely believes that progress can be made in the labor field only by playing cricket. The end does not justify the means. Not in this case anyway. And we cannot see what the end can possibly be if the largest circus organization in the world is permitted to cut its season short because of labor difficulties that could have been ironed out if the AFA did not bring its mercenaries in the form of workmen into the battle area.

This is not a diatribe against the AFA. It is not a turncoat apology. It is not a renunciation of principles. It is not more and not less than an explanation to the show business as to why we have lost the enthusiasm we once possessed for the AFA.

We still want a strong actors' union in the circus field and every other field in which actors must earn a livelihood and try to achieve security and better working conditions. But the actor must remember that these objectives cannot be attained by putting an industry on the sacrifice block. The circus business needs the actor, but without a circus business there would be no work for the circus performer. He must always remember that. And he must apply it to his thinking when confronted with a decision on what to do within his organization.

The AFA is what the actor makes it. If the actor does not like the way the AFA is run he can change the route to suit himself. Whenever a union goes berserk it is because the members have been misled or because they are too apathetic. Let the actor who sees a real threat to unionism in the recent actions of the AFA assert himself. Instead of bawling about the cataclysm in saloons and street corners let him attend the meetings when they are called or have meetings called when he wants them to be called. Let him save his squawks for the inner sanctum of the union. Then if his organization is not what it should be he at least knows that it represents what he wants. If that's a source of satisfaction.

\$17,500, 3d Week; Bergen Big Draw for Last Ft. Worth Show

FORT WORTH, Aug. 27.—Third week's gross at Casa Manana was \$17,500, according to Lew Wasserman, producer for Music Corp. of America. Attendance for week was about 20,000. With week's nut at this same figure, \$17,500, the show broke even. It is believed that attendance this week was low because many persons put off seeing the new *Varieties* until Bergen-McCarthy night, August 23, when they were able to see Bergen, as well as the seven acts of vaude, Morton Downey and Jan Garber's music for the

same admission price. MCA officials and local backers decided against upping admissions on Bergen night.

Producers and backers expect record-breaking final and fourth week of show to bring in between \$25,000 and \$30,000, with over \$11,000 expected for the two appearances of Bergen on August 23. The Bergen appearance is expected to be the biggest grosser in the three-year history of Casa Manana. The final week got off to a good start with packed house Saturday night, which brought in \$4,500.

The local citizens' committee, which put up the money for the show this year, already has asked MCA to put on another show next year for nine weeks. Altho MCA has made no definite announcement.

(See \$17,500, 3D WEEK on page 9)

MOTORS' BIG RADIO YEAR

Broadway Beat

(George Spelvin, who takes his vacation with a vengeance, has skipped town for eight weeks, insinuating this column can't be conducted without him. Staff members will pinch-hit until his return.)

By JERRY FRANKEN

ABET you're likely to win, as guys around radio see it: That any time you tune in casually on WNEW's *Make Believe Ballroom*, you'll hear, not music, but Martin Block selling something. . . . Jo Ranson, *The Brooklyn Daily Eagle's* radio editor, has a standing gag answer to moochers and panhandlers: "Sorry," says Jo, "but I'm on sustaining." . . . Note to band bookers: A fast way to get your band auditioned by Jack Kalcheim, Paramount booker, is to send him a phonograph record. Kalcheim is buying a phonograph. Finds it is the only way he can keep in touch with the new bands. . . . Incidentally, Roy Eldredge, now at the Savoy in Harlem, is tabbed as being the next music sensation. Paul Whiteman is a nightly visitor admiring his stuff. Leith Stevens says Eldredge plays a trumpet like a clarinet.

Recently, Westbrook Pegler pulled a classic when he said to the effect that the Maine downeasters are those who "can hear a dollar bill drop on a feather bed on the other side of an oak door." Sorrowfully, this writer must confirm that in spots. The State of Maine does everything possible to get tourists and vacationers to spend their vacations and money there. And a lot of Maine residents, hosts, restaurants, gas station owners and such do everything to make the vacationists go elsewhere. They're unfriendly and cold; all that counts is the outstretched hand. It's unquestionably hurting the State's vacation business.

VERY good authority claims that the recent resignation of W. Earl Andrews as general manager of the World's Fair is going to be followed by exposes of something or other. Bill Pettit, former *Coast trade newspaper man*, left New York last week to return to the Pacific homestead. He's now in the trophy business. . . . A new game called "Sticker" (and bound, of course, to get a million plays on the title) is getting to be a rage. It's a scoreboard with patented stickum on it. You throw chips or coins on it, high score, of course, winning. Feature, tho, is that while the stickum holds the coins or chips, it doesn't make them gooey. . . . Eddie

Fisher, who was the first press agent for WNEW and before and after that with United Artists, has done what we all talk about: Bought himself a farm in Ohio, near Cleveland, and is now living there. Another month and he'll forget what shoes were made for.

JACK GOULD, *New York Times* drama reporter, is in Europe. . . . Secret marriage: Jack Whittemore to Sara Jean Johnson, both formerly of Rockwell-O'Keefe. . . . Paul Whiteman plans a Gershwin tribute on phonographs, to be issued about Christmas time and added to each year. . . . The J. P. McEvoy, who recently became parents, will repeat at the end of this year. . . . J. Richard (Dixie) Davis, the ex-attorney prominent in the James J. Hines trial, used to rent office space to press agents at 1457 Broadway. This was circa 1928. . . . And that reminds of a very prominent press agent who was without telephone service last week on account of because you can guess why. . . . It's about time Arch Obeler got back from Europe.

Radio's best show today, an almost unanimous decision would say, is *Information, Please*. Little credit has gone to the show's originator, Dan Golempaul, who used to have *How To Bring Up Your Parents* or some such named show on NBC. Things were tough with Golempaul when he went to Phil Carlin with his quiz-reverse idea. "Wouldn't it be terrific," he asked Carlin, "if I could get you one guy who could answer anything?" asked Golempaul. Carlin nodded again. Wind-up was that Carlin agreed that even four guys who could answer everything would still be pretty gigantic and an audition was set up. For the record, it's supposed to be the first time to date the entire NBC audition board was unanimously in favor of a show.

Labor Heads Mull Inter-Union Tiffs

ATLANTIC CITY, Aug. 27.—Inter-union relations will reach a more amiable status by the end of next week as a result of the meeting of theatrical labor chiefs with the executive council of the American Federation of Labor here. Jurisdictional differences between the International Alliance of Theatrical Stage Employees and the Theatrical Managers, Agents and Treasurers' union, and also between the Theatrical Managers and Treasurers' union and the American Federation of Actors have been turned over for definition and clarification to a committee made up of George E. Browne, IATSE president; Joseph N. Weber, president of the American Federation of Musicians; Gustave A. Gerber, counsel, and Lodewick Vroom, president of TMAT.

Rumors that TMAT would be swallowed up by either the Four A's or the IA were denied by Vroom, who declared that his union was continuing indefinitely on its own, and likely to achieve an international charter by October. Neither the AFA nor the TMAT would certify the report that the actor union had been given the jurisdiction over the disputed circus.

Legion Running Talent Contest

PITTSBURGH, Aug. 29.—Departure from usual beauty pageant is being tested here for possibilities as plan for nation-wide search for movie talent and stage entertainers. Under guidance of David Francis, one-time CRA band salesman and p. a. for the Cleveland Auto Show, American Legion is sponsoring "Miss America Screen Test" contest, with entrants to be judged in evening gowns. Bathing suits are banned. Bases for judgment will be posture, poise, personality, photogenic qualities and talent.

Perpetrated by George Tyson, Harris Amusement Co. publicity director, who is on leave of absence to head national "Miss America" pageant in Atlantic City for Showmen's Variety Jubilee, competition originally hoped to function thru amateur theater groups and movie houses, was later switched to legion channels augmented by miscellaneous sponsoring groups in district towns holding eliminations.

Possibility of Record Season As Auto Mfrs. Push Redesigning

NEW YORK, Aug. 27.—Next few months may result in one of the biggest automobile advertising seasons yet to hit the radio industry. Principally responsible, authorities advance, are two factors. First is that auto sales are picking up. Second is that most cars are retooling for new designs for the 1939 season. Principal advertising media, radio, newspapers and magazines, will be benefiting. General Motors, it is said, will most likely lead the pack.

It is stated that while General Motors' parent corporation will not be on the air, some of its automobile divisions will be. These include Buick, Chevrolet, Pontiac and Oldsmobile. Pontiac, according to information, is already strong-

ly considering a resumption of the program it bank-rolled last year, the *Varsity Show*, coming from a different college each week. GM's bigger cars, Cadillac and LaSalle, are not regarded as radio possibilities to any great degree.

While the latest word is that Chevrolet plans to wind up its record transcription campaign next month, story is getting around that it may be held onto longer than expected. Meanwhile it is also stated Chevy plans a network program. Both Campbell Ewald and Arthur Kudner, agencies handling pieces of the GM account, are now working on programs, withholding any identification of the prospective sponsor.

Another likelihood is Hudson. Hudson last year had Dave Elman's *Hobby Lobby* and may again resume sponsorship of this show. Nash, of course, is now on the air with Professor Quiz, while Chrysler-Plymouth has Major Bowes' amateurs. Dodge may blossom out with an individual campaign as another possibility.

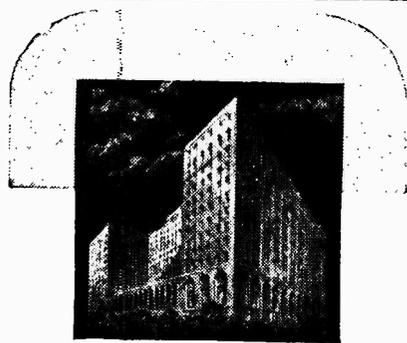
Ford is set to return September 11 with its Sunday evening symph show. A more direct-sales-appeal program is not likely before the first of the year but is considered pretty sure for around that turn of the year. Ford is expected to be marketing the largest car in its history, with plenty of sales push expected to ensue.

New Program Series Aims at Bayou French

NEW ORLEANS, Aug. 27.—Thousands of French inhabitants of South Louisiana who live on the banks of the many bayous of the Pelican State and scarcely know the English language are objects of a State-wide network program in French. Thru donations by the general education board of New York City, Louisiana State University has pledged support. Field workers are traveling thru the bayou country collecting data on number of radios in the area and forming local committees to aid in selecting program material and to contribute talent to specific programs.

Ralph Steele, recently sent by L. S. U. to complete a three-month training with NBC and CBS under terms of a Rockefeller Foundation grant, will be in charge of the project, which will probably use WJBO as key station.

THEATRE EQUIPMENT NEW & USED
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Portsmouth Radio Survey

BREAKDOWN OF STUDY RELATIVE TO HOURS EACH STATION WAS REPORTED HEARD DURING SURVEY PERIOD HAS WNAC LEADING WITH WEEI SECOND... LOCAL PROGRAMS, AS USUAL, WEAK IN COMPETING WITH NETWORK SHOWS AT NIGHT

By PAUL ACKERMAN

Analysis of total number of hours each station was reported heard in the Portsmouth, N. H., radio survey published in The Billboard shows a close approximation between day and night, with 243½ and 270¾ hours respectively, credited to each division. Three network stations, WNAC, WBZ and WEEI, carried by far the greater proportion of hours heard, and, by a wide margin, the major part of the hours reported were network programs. This is applicable generally to both day and nighttime.

In this section of the survey, term "hours reported" is used in an exact sense. Totals for each of the stations are obtained by using a 15-minute time period as the basic unit. Thus, a half-hour program reported heard by two listeners is credited as four units. Total number of station's units, divided by four, gives the "hours reported."

Station leading in hours reported on both day and night shifts is WNAC, operated by the Yankee network. Outlet scored 123¾ day and 77½ night hours reported. In the first published section of the Portsmouth survey, dealing with nighttime programs, this station was shown to have carried 16 of the leading programs heard in Portsmouth, as against 9 for WEEI, leased and operated by the Columbia Broadcasting System. In the daytime section, WNAC cashed in strongly on hours reported by virtue of its line-up of dramatic serials. These, tho estimated on the basis of a 15-minute time period, make up in quantity what they lack in individual time strength. WNAC, too, in the evening division, grabs off a terrific total via such programs as Chase & Sanborn, Kraft show, Rudy Vallee and so on—programs which are not only strong in time, but whose basic time figure is multiplied greatly by the number of favorite mentions received.

WEEI Second

WEEI, CBS station, takes second place in carrying the greatest number of hours reported heard. Total is 125¼, with 32½ attributed to day and 92¾ hours to night. WEEI, in the second Portsmouth survey, devoted to daytime shows, had the third highest favorite program mentions score, being beaten by WNAC and WBZ. In the nighttime survey, however, WEEI nosed out WBZ in the matter of leading programs, carrying nine as compared to WBZ' seven.

Analysis of high WEEI score in hours reported shows the station to be strong in two-hour, one-hour, three-quarter-hour and 15-minute categories, with such programs as Lewisohn Stadium Concert, Major Bowes, "Your Hit Parade," Guy Lombardo, Wayne King, Saturday Night Swing Club and Benny Goodman.

WBZ, owned and operated by Westinghouse Electric and Mfg. Co. and programed by NBC, scores well with nearly 105 hours total for day and night. This splits up into 66 plus for day and 38 for evening. Notice that in the case of both WNAC and WEEI, holders of both first and second spots, that nighttime hours reported were considerably more than the day figures. In the case of WBZ, situation is reversed, with day scoring almost twice the amount.

In the matter of leading Portsmouth

programs carried by WBZ, daytime is strong with such draws as "Club Matinee," "Magic Key of RCA," "Breakfast Club" and certain of the dramatic serials.

Comparative scores of other stations are shown on the chart.

Breaking down the hours reported into network and local shows, it is immediately apparent that locals score very much more on day than night programs. Some of the small independent stations, too, make showings comparable with the nets on local programs. For instance, WHEB, on local daytime programs, scored a total of 11 and three-quarter hours. This is the top score of any station heard in Portsmouth, either day or night, as far as local programs are concerned. Nearest score is WEEI, with 11 and one-third hours reported for daytime locals, followed by WHDH, independent, and WNAC with respective scores of nine and one-half and nine hours. Other figures on chart give complete picture.

Local score breakdowns for evening are negligible, with WHEB leading with three and one-half hours.

Three of WHEB's programs, "Devotions," news review and "Unemployment," were strong enough in program mentions in previous sections of the survey to warrant listing among the leading Portsmouth programs.

Conclusions

Portsmouth survey, in its entirety, showed spotty sponsor identification, larger listening audiences during the day than night and very strong net coverage—particularly in the nighttime division. In fact, not one nighttime local program could be classified as a leading show. Daytime survey showed locals in a considerably stronger light, tho networks still held great advantage in number of listeners. Midweek was shown to be strongest listening period for day programs, with week-end strongest for night.

Point raised by last section of survey, devoted to hours heard, is whether the city is receiving adequate service as far as local programs are concerned.

NBC Concert End Ogling New Biz

NEW YORK, Aug. 27.—Civic Concerts Service, National Broadcasting Co.'s subsidiary which organizes highbrow concerts thruout the country on a subscription system, has already set three important affairs for this year. Organization will do six concerts in Dallas, beginning December 20; five in St. Louis, starting November 8, and three in Worcester, Mass., starting November 2.

Artists for the Dallas bookings are Argentina and ensemble, Gigli, Artur Rubinstein and Marion Anderson. St. Louis will have John Charles Thomas, Cincinnati Symphony Orchestra, Luboshutz and Nemenoff piano duo, Trudischoop ballet and Nathan Milstein, violinist. Worcester talent will be the Ballet Russe, Helfetz, Philadelphia Symphony, Ezlo Pinza, Nino Martini and Marion Anderson.

Costs of these artists range from \$400 to \$3,500 per concert.

Civic Concerts Association was acquired by NBC in 1935. It was formed in 1931 in Chicago and for a while was angeloed by Samuel Insull. According to George Engle, CCS head, number of cities serviced by the organization has increased 50 per cent since 1935, and concert field has been generally hypood. Manner in which CCS works involves contacting civic groups by field agents. Agents do the organizing on a subscription plan and supply talent thru NBC Artists Service. Talent furnished depends upon how much subscription money is raised.

CCS plan, called the Civic Music Plan, is now operative thruout the country. Provides for local subscription groups to which members pay a \$5 fee. Membership card entitles holder to attend concerts in towns in which he is not resident as well as in his own. CCS figures there are currently about 300,000 members in the various music associations thruout the country. New field reps added recently are Marion C. Heath and Pat Hayes.

Coast Agents Refuse % Split With Morris

HOLLYWOOD, Aug. 27. — Hollywood agents joined hands to unanimously refuse to split commissions with the William Morris agency on guest stars spotted on the Texaco show. Unless the situation changes by the show's starting date, October 5 (CBS), Morris agency will not get commish on film names booked on the dramatic spot in the program. Morris agency is handling the other phases of the program, one of the biggest, from the talent expenditure angle of the new season.

Refusal of the Coast agents to play ball is along policy lines most have adopted since radio started going nuts on film guests. Attitude the Hollywood percenters is that their names do not need selling by another outside agent; also that if a guest star date is obtained they can get it themselves without other agents helping.

Texaco spot at 9:30 Wednesday night puts it against the second half of the Fred Allen NBC program. Talent includes Adolphe Menjou, Una Merkel, Charlie Ruggles, Dave Broekman's Orchestra, Jane Froman, Kenny Baker and Harry Simeone's chorus. Max Reinhardt is producing the dramatic portions, with Bill Bacher producing the whole show.

Modern Torture

NEW CASTLE, Del., Aug. 27.—If you are looking for a nice, pleasant jail to spend some time in we recommend the local New Castle County Workhouse.

Workmen have just completed the installation of 400 hotel-type radios in the cells equipped with earphones instead of loudspeakers. Inmates can now listen to a program without being disturbed by the blaring speakers of their next-door neighbors.

Jail is also equipped with an outdoor whipping post. Inmates don't know which is the worse form of torture.

AFRA Asks Agencies To Name Committee

NEW YORK, Aug. 27.—Reported American Federation of Radio Artists has asked John Benson, president of American Association of Advertising Agencies, to name a negotiating committee to work with AFRA on a commercial scale for broadcasts. Not known yet how soon situation will come to a head, but feeling is that agencies in general are no longer feeling antagonistic toward the radio artists' union.

Stage has been reached whereby AFRA might, if it so desired, sign individual contracts with a goodly number of New York agencies without working thru the medium of an AAAA negotiating committee, it is believed.

Speed of the negotiations, if conducted via the AAAA, will logically depend upon what type of agencies get strongest representation on the committee. Some agencies stand to lose biz, but contrasted with these is a group figuring a commercial contract will stabilize matters.

Pittsburgh Pushing P. A. Dates for Acts

PITTSBURGH, Aug. 27.—Radio entertainers are more and more invading the field once held exclusively by traveling vaude and fair talent. Over 300 shows have been played in 1938 to date by KDKA entertainers, manager Ed Callahan of the Artists' Service Bureau informed. Chief buyers of station performers are county fairs, town expositions, club shows and grange meetings.

WCAE, altho not operating a talent bureau, also sends talent upon request, and WWSW books entertainers in an informally organized way. Only station not supplementing time purchases with talent sales is WJAS, whose officials refer to music union objections a couple years ago as reason for stopping show peddling.

Chief attractions are announcers who double in song or commenting and a few specialties, altho KDKA sells anything from one person to an entire show and employing entertainers not on the station staff to round out show. Callahan, now devoting all his time to the bureau, was formerly a time salesman. Previously he had been with NBC's New York realty department.

Dave Nowinson Now At KFI, Los Angeles

DES MOINES, Aug. 27.—Dave Nowinson, publicity director and continuity writer for KSO-KRNT, Des Moines, has joined the writing staff of KFI-KECA, Los Angeles. Nowinson was also publicity director for Look magazine and continuity head of WIND, Gary, Ind.

Mary Little, radio editor of The Des Moines Sunday Register, is doubling as publicity director for KSO-KRNT while continuing her editorial work for the papers.

NEW YORK, Aug. 20.—Let's Talk About Stars, formerly heard over WAAT, Jersey City, now on WINS here Sundays. Cast includes Jack Mitchell, emcee; Jerry Cotter, Ray Freifelder and Bob Stokes.

Portsmouth Listening Chart

Chart below gives a comprehensive listing of hours reported heard on stations in Portsmouth, N. H. Breakdown gives day and night totals, with further comparisons between day and night network and local hours.

STATIONS	Total Day Hours	Total Night Hours	Day Net-work Hours	Day Local Hours	Night Net-work Hours	Night Local Hours
WNAC	77½	123¾	68½	9	123¾	—
WEEI	32½	92¾	21	11½	92¾	.5
WBZ	66¾	38½	62¾	4	38	—
WAAB	45	11¼	42	3	11¼	—
WHEB	11¾	3½	—	11¾	—	.3½
WHDH	9½	.5	—	9½	—	.5
WCSH	—	4½	—	—	—	4½
WMEX	.5	.5	—	.5	.5	—

De Wolf Heads Radio Department of Int'l Communications Div

WASHINGTON, Aug. 27.—The Department of State is going ahead with its new division of International Communications which will centralize handling of the United States' foreign relations as they affect radio, motion pictures, cable, telephone, aviation and shipping.

New division has been placed under general supervision of Assistant Secretary of State Messersmith, with Thomas Burke as chief of the new section. Francis C. De Wolf, formerly in the Treaty section of the department, will head the radio section. De Wolf is the Department of State's expert on radio and has been a regular delegate from this government to all of the recent world conferences on communications.

Secretary Cordell Hull stated that the department decided that the development of communications was taking place at such a rapid rate that a whole division has to be set up.

Charlie McCarthy Is First In Evening Program Survey

NEW YORK, Aug. 27.—C. E. Hooper, Inc., in its semi-annual summary of findings on sponsored evening radio programs from January thru June, 1938, reports that first place goes to Charlie McCarthy with an average listening audience of 35.4 of the radio homes interviewed. Jack Benny, second, with 30.4, and Lux Theater and Kraft-Crosby shows tied for third with a score of about 25.4 per cent.

Report is based on nearly 500,000 incidental phone calls. It includes new sections in which records made by programs are shown in detail and in averages by nine commodity groups and by nine types of entertainment. Ability of advertisers to register product names with listeners varies, with Ford and Lux scoring more than 94 and 95 per cent and others scaling below 40 per cent.

Cincy Radio Theater Planned

CINCINNATI, Aug. 27.—A radio theater, with an accompanying de luxe night club, to house traveling radio units as well as the output of the local radio works, is planned for Music Hall here. According to the blueprints now being milled by Music Hall directors, the auditorium would have accommodations for 1,000 people. No mention has been made, however, as to how the venture would be financed. Local radio stations, especially the smaller ones, are said to be receptive to the idea of a radio theater.

Last Link in Frisco Radio, Paper Tie-Up To Be Severed

SAN FRANCISCO, Aug. 27.—Last link in newspaper-radio affiliation here will be severed September 24. *Call-Bulletin* and KPO have announced intention of terminating their connection on that date.

When air gossip columns were dropped from newspapers some months ago, it started an ever-broadening rift between press and radio with the result that one by one news sheets have dropped radio tie-ups.

All *Call-Bulletin* features are slated to come off the air, including the twice-weekly news broadcasts by Bob Anderson.

WMCA's Jewish Shows

NEW YORK, Aug. 27.—Two Jewish programs, slanted for both American and Jewish audiences, go on WMCA September 7 and 11. Zion variety program, starting Wednesday, September 7, will be heard 7:30-8 p.m., sponsored by Zion National Kosher Sausage Factory. Jewish Synphonietta, 10:30-11 a.m., starting Sunday, September 11, will be conducted by Louis Sherman, of the New York Philharmonic Orchestra. Sponsored by I. Rokeach.

Both programs will have Hebrew melodies, but will be conducted in English.

New additions to announcing staff at WJKB, Detroit, are Charles McLaughlin, formerly with WGN, WCFL and WMAQ, Chicago, who replaced Ed Longwell, and Newell Davis, formerly with WMCA and WOR, New York.

Cheerful

NEW YORK, Aug. 27.—Jim Sauter, of Air Features, has a definite philosophy about the advertising agency and radio businesses.

Says no one ever grows old in the rackets; just curl up one day and whammo.

Kemp's Ex-Groaner Goes Opposite Him

HOLLYWOOD, Aug. 27.—Deal which set Skinny Ennis and his orchestra on the Bob Hope Pepsodent show, starting in October, has a peculiar twist in that Ennis will now be on the air on a program opposing his ex-boss, Hal Kemp. Hope show is a Tuesday evening spot on the NBC Red; Kemp has a Griffin shoe-polish stanza on CBS.

Report that Connie Boswell is set as the vocalist is incorrect, it is stated. Up to yesterday (Friday) no vocalist had been chosen.

For Ennis, show is a good break. He's been on his own as a band leader only four months after some years in Kemp's ranks as vocalist and musician.

CRA Signs John B. Hughes

SAN FRANCISCO, Aug. 27.—Consolidated Radio Artists has signed John B. Hughes, commentator, to free-lance as a news broadcaster. Hughes has resigned from the staff of the Mutual Broadcasting System, and will be under management of CRA's local office.

Jennings Joins Kastor Agency

CINCINNATI, Aug. 27.—Robert G. Jennings, recently resigned as vice-president-general manager of WLW-WSAI, joins the H. W. Kastor & Sons ad agency, Chicago, September 6. Jennings, son-in-law of Powell Crosley Jr., WLW-WSAI owner, is at present vacationing with his wife in the East. Jennings' place at the local radio works has been filled by Robert E. Dunville.

Josephine Canady added to WFIL, Philadelphia, press department. Replaces Sylvia Lensen, who was transferred to sales.

Three Detroit Dailies Joining Hands in Clamp on Radio Space

DETROIT, Aug. 27.—All three Detroit newspapers moved this week to eliminate the radio pages from their daily issues. Radio programs for local stations are still carried, but in much reduced type, about agate size. Action was apparently taken by all papers jointly, as it came at one time. It is known that a flood of protest has been coming in to the papers, but they are sticking by their guns and making no plans to return the radio sections.

Typical of reassignment of writers formerly handling radio is that of Herschel Hart, of *The Detroit News*, who has been assigned a column headed *Revelry by Night*, appearing Sunday and

Bamberger Store May Not Use Radio This Season; Owns WOR

NEWARK, N. J., Aug. 27.—Inside report is that L. Bamberger & Co., department store and subsidiary of R. H. Macy & Co., owners of WOR, will not use any radio time this fall on the company's station. Macy is returning a quiz program started last season, continuing on a semi-experimental basis. Reportedly, the reason Bamberger's is not using radio is that the store management and department heads have not yet been satisfied on the sales values of programs previously used.

Result of this situation is certainly a freak twist, since the nominal owner of one of the most important independent

stations in the country is, apparently, not convinced of radio's selling power. This is somewhat along the lines of general department store practice in the country; stores either swear by or at radio, and there seems to be no happy medium. Yet the leading local program in Kansas City, as shown in a recent survey published in *The Billboard*, was a department store show.

It is stated that neither Macy's nor Bamberger's have had any sock results from radio. Macy's had Martha Manning on an early morning spot for some time, and the program, successful for a while, is reported dwindling in sales effectiveness until it was discontinued. Katherine and Calliope (Bamberger) was an institutional program primarily. Ed Fitzgerald went off after 18 months for Bamberger's. Macy's *Red Star of Broadway* ran 13 weeks, and failure to renew is considered the tip-off. Another Macy show, *Boys' Club*, is quite successful, with the quiz show still partly a question mark.

One of the reasons for department stores being somewhat dubious on radio is the budgetary system in use in many, if not all such stores. All advertising budgets must pay for themselves in actual sales (other than institutional stuff), and many department heads are skeptical about radio. If a department's advertising does not pay its way the department head is held responsible, and it makes reaching the sales quota that much tougher. Another point is that since the stores are sold on newspaper advertising and the objects of a steady newspaper promotion barrage, it is still tougher to sell them on another medium.

KITE Inaugurates Church Jam Session

KANSAS CITY, Mo., Aug. 27.—Newest wrinkle to be introduced by a Keyce station to catch swing devotees on Sunday nights is one by KITE here.

Program is piped from the Metropolitan Baptist (Negro) Church, which features a drummer and an organist with a style comparable to that of Count Basie. Vocal soloists all sing blues style and the audience claps and shouts in swing tempo, leading a tardy dialer-inner to believe the jive is emanating from one of the town's many niteries employing sepia swing units.

Even the prayers are chanted in dance time, drummer hitting a hot lick here and there for emphasis.

Linehan Heads KSO Shows

DES MOINES, Aug. 27.—Edmund Linehan has been promoted from assistant program director of KSO-KRNT, Des Moines, to program director, replacing Ranny Daly. Dick Teela has been named assistant program director for the stations but will also continue his duties as traffic manager for the stations.

Welch's New Iowa Spot

DES MOINES, Aug. 27.—Wayne Welch, KSO-KRNT commercial department, has been named sales promotion director for the Iowa network, replacing Gladys Greenburg, who has gone to Fort Collins, Colo.

Yeast Renews

NEW YORK, Aug. 27.—*Getting the Most Out of Life*, with Dr. William Stidger, has been renewed over 15 NBC stations by J. Walter Thompson for Standard Brand's Fleischmann's Yeast. Renewal effective October 3, 11:45-12 noon.

P. A. Goes Legit

NEW YORK, Aug. 27.—J. M. (MIL) Josefsberg, press agent, leaves New York and press agenting next week. He has a ticket to write material for Bob Hope's Pepsodent show. Josefsberg is selling his publicity business.

Copper Roofs Co., Inc., sponsoring twice-weekly platter series, *The Dreamers*, on KDYL, Salt Lake City.

Indies Ask NAB Help To Solve Push-Button Radio Set Problem

WASHINGTON, Aug. 27.—Small stations are looking to the NAB to find some solution to the push-button tuning radio receivers, it was learned here today.

According to complaints of the smallies, the listening public and independent broadcasters are being placed at the mercy of the radio manufacturer and dealer. Buttons are set to tune in the network outlets and in some cases there is no provision for manual tuning whatsoever. Even the provision for manual tuning is slight protection, they maintain, for the public accepts the convenience of pushing a button rather than tune to the programs of the smaller station.

Steps to be taken by NAB are undecided, but plans call for taking the matter up with the Radio Manufacturers'

Monday only and devoted to local night spots, beaches, etc. Hart, who also handles publicity for WWJ, owned by *The News*, is considered one of the best informed radio writers in this section.

One station, WJR, is making a definite effort to meet the situation by announcement programs. A *Program Preview* is put on daily at 1:25 p.m., giving a five-minute stretch of previews of the evening's shows to replace the former newspaper chatter about programs. In addition, a program, *Radio Folk*, is put on for five minutes at 5:05 p.m. Monday thru Friday, giving highlights on radio personalities. It is too early to gauge reaction to these promotion programs.

Association with the hope that the two organizations can work out a solution.

Nearly every line of receiver is offering the public some type of push-button tuning under a variety of trade names. Some call it Phantom Control and others make no effort to disguise the fact that a push button is nothing but a push button.

With manufacturers swinging more to the button tuning methods in their models and in addition using newspapers exclusively to advertise their merchandise the smallies think that they are getting more than plenty from the radio makers. Independents point out that there wouldn't be any market for a receiver unless someone went into the broadcasting business, and that receiver makers should have some consideration for that fact.

Seat-Scraping Rubber Neckers Put Horns on Asbury Park Show

"Convention Hall Organ"

Reviewed Saturday, 8:30-9 p.m.
Style—Musical. Sponsor—City of Asbury Park, N. J. Station—WCAP (Asbury Park).

This is no program for Jersey Shore jitterbugs. G. Howard Scott, who presides at the console, is well known as an organist. George Horne, whose baritone voice intersperses Scott's playing, is popular also. The two turn out a good, high-type program.

Broadcast is from Walter Reade's Convention Hall, which seats about 5,000 people. From the time the program begins until it ends people are walking in and out. Kids whistle and seats skid to make a most grating noise. Crowd is insufficient to help the acoustics, which are deplorable.

Scott also announces the program, but the commercial is done from a studio in another section of the building. Value of the broadcast could be enhanced were a studio announcer to do all this work.

Program is broadcast when it does little good. At 8:30 Saturday evening many people, especially locally, are leaving their homes for a night out. That the broadcast is unappreciated is shown by the attendance—the boardwalk is crowded, but only a scant 300 came to hear Scott play and Horne sing. *Abbott.*

"Johnny at the Piano"

Reviewed Wednesday, 5-5:15 p.m.
Style—Musical. Sustaining on WHO (Des Moines).

Johnny Redd, 14-year-old colored lad from down-State, has more than rhythm in his fingers. From the first note, whether classical or swing, or a swell combination, you know he has what it takes to put a straight piano program over and leave the listeners wanting more.

Program might be speeded up a bit by using more numbers and a little less "interpretation" for a wider listener appeal, but as it is it can't help but appeal to either the swing or the classical trade. *Moorhead.*

Priscilla Wayne

Reviewed Tuesday, 10:15-10:30 a.m. Style—News. Sponsored by the Des Moines Gas and Electric Co. Station—KSO (Des Moines).

Priscilla Wayne has just rounded out 20 years of reporting for *The Des Moines Register and Tribune* and her name is known in every Iowa home. On her program she takes the regular news and gives it a sympathetic and understand-

ing interpretation especially good from the woman's viewpoint. Using such items as Helen Willis Moody's letter of regret at her inability to play in the National Tennis Championship games, a statement from the National Association of Chiropodists that women's feet are getting bigger, the statement of dancing masters in their 25th annual convention in Chicago that they don't like swing, and statements made recently by Zimballist that there is more in a bow than in a violin, and for Jack Benny that an actor should relax four weeks at a time—sound much more important than when read in the press.

Besides a clever selection of news items and a good imagination in interpreting them, Priscilla knows how to sell and puts over the commercial end of the program with a finesse that might well be studied by some of the topnotch announcers. *Moorhead.*

"My Error"

Reviewed Wednesday, 8:30-9 p.m.
Style—Quiz. Sustaining on WEVD (New York).

Error, directed by Curtis Nicholson, would be a fair quiz program if the producers could allay the monotony of a constant barrage of questions. Show follows analogy of a baseball game, with a correct answer scoring a hit. Contestants are tabulated on "batting averages." Competing teams on program caught were five taxicab and five bus drivers. Men delivered answers clearly on questions covering general knowledge, grammar, cabbies' slang and phraseology of the transport industry. Winners received dictionaries.

As indicated a couple of production ideas apart from the quiz and baseball themes would probably hype the program considerably. Possibly even a short musical interlude at the 15-minute period would suffice.

Listeners invited to form teams and contact Nicholson with a view to going on the air. *Ackerman.*

"Voice of the Farm"

Reviewed Friday, 12:15-12:30 p.m.
Style—Talk and music (transcription). Sponsor—Firestone Tire and Rubber Co. Agency—Sweeney & James. Station—WOR.

Firestone lately has been concentrating on the farm market, mainly for its tires. This WOR program is a transcribed job, part of a spot campaign, augmenting network placements. It sounds like a good show for farm trade and is spotted at a time when the farmers in the near-by territory are off the chore assignment for lunch. Obviously, Firestone is primarily aiming at those husbandmen in near-by Jersey, New York and New England. However, urbanites, especially those with the ever-present yen to own a farm, are likely to stay tuned in.

Everett Mitchell is featured on the show, which is primarily an agricultural *Let's Visit*. Each program finds him interviewing a different farmer, noted in a particular field. Interviewee this show was Alfred Sagendorf, a leading dairy farmer. Interesting enough, except for a rude break to pull in a quartet, were yanked in by the bull's horns. Band opens and closes with numbers calculated to appeal to the audience sought. Altho insistent, commercials are all right. *Franken.*

"Welcome Lewis' Singing Bee"

Reviewed Wednesday, 8-8:30 p.m.
Style—Musical quiz. Sustaining on WHN (New York).

Singing Bee, a sustaining program with audience participation, novelty, music and humor, will do a lot of good for a smart sponsor. Should have been grabbed up by now.

Show involves a musical quiz in which 10 contestants take part. They are asked to name and sing, or whistle, a few bars of tunes requested thru the mail. Songs, of course, range from pops to very old stuff. Vocals by startled baritones and trembling sopranos, if correct, fetch 25 cents. Winner among five girls and five men nets \$5. Answers must be given in 15 seconds, otherwise

audience chimes in with correct tune. Welcome Lewis conducts the contest beautifully, posing the questions artfully, and delivers a few solos herself. Voice is vibrant and dramatic. Program naturally has high nostalgic value and will appeal to everybody with an ear for old and new pop music. *Ackerman.*

"You Don't Say"

Reviewed Sunday, 10-10:30 p.m.
Style—Quiz. Sustaining over KDKA (Pittsburgh).

Pittsburgh's localized Professor Quiz show is a field day for KDKA announcer Dave Garroway. Creator and leader of *You Don't Say*, a half-hour educational show combining entertainment with a purpose of teaching pronunciation and definition, Garroway reveals speaking finesse and a ready wit. He picks six people out of studio audience, proceeds to spell out a word and ask for its pronunciation and meaning. High scorer gets a fin, all get cross-examinations about personal lives. Announcer Bob Shields also rings in plug for a book on diction being distributed thru KDKA for private philanthropy. Considering subject matter, show does good job of creating interest. *Frank.*

"The Bulletin Board"

Reviewed Monday, 11:30 a.m. Style—Information. Sustaining over KCKN (Kansas City, Kan.).

Okeh idea which should click with housewives. Bulletins regarding the weather, fashions, etiquette, news flashes and new ideas in general are woven into the program by Jane Flood, a new addition to the KCKN production staff. Community organizations, including churches, schools, social clubs and other local groups are invited to send Miss Flood announcements of meetings, gossip and special events. They are then worked up into the show's script and delivered intermittently thruout the program.

Not too long to become boresome, it all moves swiftly. Because of its localization, *The Bulletin Board* should set a large and interested audience, especially among the femme listeners. Only offering of its kind in Kansas City. *Dexter.*

Erskine Butterfield

Reviewed Tuesday, 5:15-5:30 p.m.
Style—Singing. Station—WHN (New York).

Erskine Butterfield, formerly with Noble Sissle's Orchestra, impressed this reviewer as a much better instrumentalist than vocalist. On his 15-minute spot he delivered four or five tunes, accompanying himself on the piano.

Piano is rhythmic and solid and insertion of more of it should strengthen the program. Vocally program did not rise above a large group of sustainers knocking around, but this in part may be due to poor choice of tunes.

Butterfield plays requests. This is okeh in theory, but perhaps more careful choice on his own part would hype the show. Program is on four times a week. *Ackerman.*

"Golf School of the Air"

Reviewed on Thursday, 2:45-7 p.m.
Style—Talk and interviews. Sustaining on WBRY (Waterbury, Conn.).

This period conducted by Dick Walsh, Connecticut sports writer, is a natural. Walsh is enthusiastic about the subject of golf and before the broadcast has gone very far the listeners are fired with the same feeling. He doesn't confine himself to just bringing one person to the studio to be interviewed; at this broadcast there were three of them—Bob Pride, Jimmy Norcal and Tom Donahue, golf experts.

Walsh keeps it interesting by making it seem informal, asking one a question and then another. Doings in golf circles thruout the East are discussed, with nary a moment lost. *Lefkowitz.*

"Grand Slam Revue"

Reviewed Thursday 3:30-4. Style—Variety. Sustaining over KDKA (Pittsburgh).

Intended as a show case of KDKA staff talent, *Grand Slam Revue* in its first period gives promise of being station's best locally produced program. Neatly paced, varied in type of entertainment,

emceed ingratiatingly by announcer Ed Shaughency, the initial show was a collection of Maurice Spitalny's Band, Whittemore and Lowe, pianists; Adam and Eve, comedy team, and a quartet.

Like most local shows, its weaknesses were insufficient punch and vitality and weak attempts at gagging. Continuity, calling band the 13 trumps, piano team the Two Jacks, singers the Four Kings and comedians the King and Queen of Hearts, aims program appeal at afternoon bridge parties and other dawdling women. Even altho interrupted near end of its debut by break-in newscast from New York, and thus even more disconnected than would be normal with a show made of alternating patter and music, newest of KDKA's many sustainers should win favor for station from listeners seeking light afternoon entertainment. It's certainly a relief from the p.m. love story serials and health talks. *Frank.*

"Rhythm School of the Air"

Reviewed Thursday, 6:30-6:45 p.m.
Style—Singing, with rhythmic dialog. Station—WJZ (New York).

Rhythm School, a departure from the usual type of singing program, is a pleasant 15 minutes. Talent includes some eight or nine vocalists who, as pupils of Lanny Grey, deliver solos, duos, etc. Chatter between Grey and his mates, such as introduction of songs and all analogies to a school situation, done in a jingling type of verse which holds up well for a 15-minute period.

Talent includes Don Richards, Mary McCue, Judy and Lanny, Sing Sing Sisters and Jimmy Rich. They all warble and there is not an unpleasant voice in the lot. Tunes were pops, standards and nursery rhyme stuff.

Bid for mail is an offer of a membership sticker. *Ackerman.*

"Can't We Talk It Over"

Reviewed Tuesday, 1:15-1:30 p.m.
Style—Advice. Sustaining over WNEW (New York).

Gals who are in danger of never knowing may now tell all to WNEW, where Judith Abbott dishes out advice, gratis, on how femmes can hypo their sex appeal. Idea of all this, of course, is to enable potential sweethearts to ultimately learn the true facts of life, corner an unsuspecting male—and keep him once they got him.

Miss Abbott's discourse is mainly by way of answering letters sent by the disappointed femmes. Her method is strictly advisory, incorporating such possible solutions as "change your tempo of living," "find a hobby," "contact men," etc. Most ingenious part of the business, tho, is a giveaway game yclept "Psycholo," which is in the nature of a personal quiz on such subjects as "Do I Interest Men?" and "Are You a Good Wife?" Gals score themselves on "Does your husband know 'everything' about you?", "Are you still looking for romance?" and similar questions.

All very illuminating and to the point. Male curiosity to find out what makes the femmes tick will probably result in many male listeners. *Ackerman.*

Atlantic City "Press" On Verge of FCC Okeh

WASHINGTON, Aug. 27. — Federal Communications Commission examiner George H. Hill has recommended granting application of Press-Union Publishing Co., Atlantic City, N. J., for a station in that city, subject to the selection of an approved transmitter site. Applicant wants to operate at 1,200 kilocycles with 100 watts night and 250 watts until local sunset.

Station WPG, Atlantic City, formerly owned by the municipality but now controlled by Arde Bulova, is reported as facing an uncertain future.

Press-Union Publishing Co., which owns the *Atlantic City Press*, local newspaper, has always wanted a radio station. Previous applications have been rejected.

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 name, 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 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.

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Air Briefs

New York By PAUL ACKERMAN

THERE'S still an agonizing amount of dough floating around the radio industry. Cary Grant and Douglas Fairbanks Jr., according to good authority, were each offered \$5,000 (not fish) per week for 39 weeks to emcee *Hollywood Hotel*. Both refused. . . . Pet Milk show with Mary Eastman has finally been set for CBS beginning October 1. Titled *Saturday Night Serenade* and will have Gus Haenschen's Orchestra and tenor Bill Perry. . . . Rehearsals for *Valiant Lady* going on in Joan Blaine's air-cooled apartment at the St. Regis. . . . Stack-Goble looking for a medium-priced show for an undisclosed client. . . . Al Siegel, who taught Ethel Merman, Martha Raye, etc., in town with Patricia Ellis, currently at Casa Manana. . . . Talbot Johns, BBDO, mountain climbing in the White Mountains.

Office of Langlois & Wentworth, transcription firm, has a framed promotion piece showing a brute with a club. Brute is labeled ASCAP, and he is being socked on the conk by a little gent signifying public domain music. All appropos of beating the "copyright bugaboo." . . . Phoebe Wittbeck, who makes things pleasant at Kelly-Smith, off on a motor-vacation to Cape Cod. . . . Harry Holcombe, William Esty, back at his desk. . . . Harry Kerr, J. Walter Thompson, trekking to key cities with advance dope for radio editors on the *Lux* show. Will go as far west as Minneapolis. . . . With "Voice of Experience" going back on air for Lydia Pinkham September 5, Stella Unger, who did the stint during summer, returns to scripting for Erwin Wasey. . . . American Federa-

tion of Radio Artists now claims 6,500 members, with 1,800 in New York. . . . Virginia Verrill signed for the Jack Haley show over CBS beginning October 14. Talent to also include Artie Auerbach and Jack Smart.

DONALD H. LONG transferred from London N. W. Ayer office to New York to handle radio publicity. . . . Bob Carter, who is Jim Grouch on WNEW, got a sponsor, Paul Jones smokes. . . . John Carter, who replaced Nelson Eddy this summer, back from the Coast. . . . Dave Charney, *New York Mirror* reporter, auditioning for a news program. . . . Harmon Nelson, of Rockwell-O'Keefe Coast radio and picture departments, in New York for a while. . . . Beatrice Berke, secretary to Al Rose, WMCA promotion manager, cruises to Bermuda on the Carinthia September 3. Not one of those cruises? . . . Roger McDonald, recently resigned from Sherman K. Ellis, off to Coast September 1 to join Selznick International. . . . Arnold Bennett, baritone, now on Charlie Marglis' program on NBC. . . . John Nesbitt will probably be renewed by Gulf. . . . WMCA will have a feed fest introducing its Nancy Turner, fashion expert who goes on the air Monday (29) Monday thru Friday. Program to be sold on a participation basis. . . . Loretta Lee may have a featured spot in the new Arthur Schwartz show Dwight Wilman is producing. Benay Venuta is already set for a dramatic part in Clare Booth's *Kiss the Boys Goodbye*, a September opener. She stays on Mutual. . . . Morton Downey is playing the Michigan State Fair, after a flight to New York to gander at the new heir, Kevin Peter.

Chicago By HAROLD HUMPHREY

WLS has entered into preliminary negotiations with NBC for a new contract governing the former's wave-length deal with the net and signing is expected in the next few days, dispelling for a while, anyway, the rumor that WLS would go completely indie with its new transmitter. . . . Hal Tate's *Radio Tattler* shot will switch from NBC to CBS next Monday. . . . Art Ardell has been added to the splicing staff at WIND. . . . NBC has had over 2,500 requests to see Charlie McCarthy do his stuff here Sunday, but a year-and-a-half ago the same studio had trouble filling its seats when Bergen and his inanimate stooge did their remote to Hollywood for Rudy Vallee's show. . . . As far as can be checked, the changing of *The Chicago Herald and Examiner* into a tabloid sheet will not affect Ulmer Turner's radio column.

CBS execs are all a-fitter here waiting to see which way the wind blows on September 6 when the returns come in on the APT-CIO affiliation election. . . . Kaye Brinker leaves the Chi radio mikes for New York this month, to be close to her husband, the *Collier's* mag exec. . . . NBC here has issued a statement hotly denying that it has entered into any pre-signing confabs with ASCAP in an effort to effect a separate contract from that of the independent affiliates. It will all be

one, they say. . . . The Chicago New Century Committee, which has horned in on everything this summer that looked like publicity, couldn't resist sending a bevy of beauties with welcoming ribbons across their lovely bosoms, to meet Edgar Bergen at the choo-choo station Thursday. But the "committee" was so exuberant and anxious to whisk the celeb to a cocktail party that the news photogs almost missed getting their pics of Bergen's arrival, which after all would make space in the newspapers, too. . . . June Meredith writes that she will give up her hermit life and return to radiodom next month.

BUDDY ROGERS is still adamant about signing a contract for his ork to play the College Inn, until the Sherman Hotel management installs a radio wire. Band was originally scheduled for September 15, but Buddy's holiday has shoved the date past October 1. Looks as tho the situash will be straw which brings wires into all of Chi's loop hotels again. . . . National Barn Dance has renewed for another 52 weeks, making it the sixth year for this hillbilly opus. . . . Jack Ryan is on the night trick now at the NBC press spot. . . . Young hopefuls are beginning to besiege the studios already with scripts, songs and absolutely new ideas.

From All Around

WCKY, Cincinnati, is producing the nightly stage show, August 23 to September 5, at the Pure Food and Health Exposition held at the Cincinnati Zoo by the Cincinnati Retail Grocers and Meat Dealers Association. This is the largest food show in the country, and last year attracted a paid attendance of 231,322. . . . Friend Bros. (baked beans) set for a series over WAAB, Boston, starting August 28, Sundays. Titled *Friend's Student Radio Club*. Deal handled by Ingalls Advertising Co., Boston. . . . WROK, Rockford, Ill., will broadcast practically all the events of the day at the Trask Bridge Picnic, called the biggest one-day farm outing. Sponsored by Allis Chalmers, program will be short-waved thru WROK's mobile field unit.

Effective October 1, WLW will offer a farm service during its "Top o' the Morning" program. John F. Merrifield, who will direct, is already rounding up farm groups thruout the Midwest. . . . KSO-KRNT, Des Moines, worked with Iowa State Fair officials in promoting the State Fair. Gave publicity and coverage of events. . . . James Leonard, WLW, Cincinnati, announcer, vacationing in Washington, D. C. . . . Book Theater Association, Boston, set thru Chambers & Wiswoll for 13 quarter-hour programs, Saturdays, beginning November 5 over WAAB, Boston.

HAL SIMONDS, WFIL, Philadelphia, sportscaster, adds another quiz program to the list that's already driving

M. C. Hears Bells

PITTSBURGH, Aug. 27. — What next? Emsee Johnny Davis, of WWSW's *Alarm Clock* program at 7:30 a.m. daily, has inaugurated egg-bolling periods. Four times during his show he rings bells, three minutes apart, as guides for worried wives.

Chi Talent Gets AFRA Wage Tilt

CHICAGO, Aug. 27.—Local radio actors and singers drew their first pay checks this week under the new American Federation of Radio Artists' contract with CBS and NBC and in practically all instances substantial wage increases were the fact for those performing on sustaining shows. Altho there are reported rumblings from some isolated cases claiming they are not in on the benefits, these are actors and singers in wage brackets which AFRA considered more than ample and fair.

All AFRA singers and actors are now receiving \$7.50 per sustaining audition and \$10 for commercial auditions. Heretofore they were strictly on the cuff. Actors and singers at CBS here were receiving from \$5 to \$7.50 across the board previous to the contract. At NBC price was \$13.50 for actors and \$5 and 7.50 for singers. AFRA scale now calls for \$12-\$15-\$18 for local and regional sustainers and \$17-\$21-\$25 for net shots on actors and \$8 and \$18 (local)-\$11 and \$25 (net) for singers. Figures correspond respectively with 15, 30, 60-minute shows.

Average staff singer salary at CBS was \$30; at NBC \$45 per week. AFRA set-up now gets a \$45 minimum plus 90 per cent of singer's earnings on commercial shows and an added \$3.65 for each net airing. Also number of shows done was cut from 10, 12 or 14 to six a week.

Agencies here have not been contacted by AFRA as yet, since all preliminary negotiations with the ad companies are being made in New York thru the Four A's ad org.

Durkee's "Women"

NEW YORK, Aug. 27.—Women Courageous, for Durkee's Marjorine, goes over an NBC split-Blue three times a week beginning September 26. On 19 stations.

Press Quits WINS Press

NEW YORK, Aug. 27.—Dorsey Owings is temporarily handling publicity for WINS here, with Sylvia Press, former p. a., out this week. Owings is on the sales staff.

HIPP OPERA

(Continued from page 3) has 8,000 at 55, 75 and \$1. This week-end is the fifth of the opera series given by the New York Hippodrome Opera Company, directed by Alfredo Salmaggi. The operas are usually broadcast over WNYC up to 10 p.m.

Faust and *Mme. Butterfly* go on tonight and tomorrow at Randall's, and *Carmen* and *Il Trovatore* at Jones Beach last night and tonight.

The company has some good voices and the direction is fair. A severe handicap is the p. a. and broadcasting system, which often distorts the singing and impedes the action of the plot.

\$17,500, 3D WEEK

(Continued from page 4) nouncement, it is understood officials have discussed possibilities for show next year and are agreeable if plans are started early enough to get talent before the New York and San Francisco Expositions grab all the big names.

audiences ga-ga. Titled *A Sportsman Queries*, Simonds will ask fans questions on the highlights of sporting events of the past 20 years. . . . William J. Scripps, manager of WWJ, Detroit, was host recently at a dinner to 200 WWJ artists, engineers and salesmen. Affair was in celebration of WWJ's 18th birthday. Sales manager Harry Bannister acted as emcee. . . . Howard Rines, KHQ-KGA, Spokane, announcer and singer, is recovering satisfactorily at St. Luke's Hospital following an appendectomy. . . . New addition to the WSOC, Charlotte, announcing staff is George Brenzel, formerly with NBC's New York staff.

NAB Plans Exhibit At New York Fair

WASHINGTON, Aug. 27.—Plans to have an educational exhibit at the New York World's Fair are going forward at the National Association of Broadcasters.

Believing that an institutional job for radio broadcasting should be done in the same manner that the glass and cement industry co-operates to put their story across to the public, NAB called for sketches for an elaborate exhibit to describe the public service rendered by radio.

Amount of space and the type of exhibit have not been determined yet, but reports indicate that the NAB exhibit will "keep up" with those installed by other industries.

AEA Can't See Free Air Shows

NEW YORK, Aug. 27.—Actors' Equity Council defended itself against charges implied by the municipally owned WNYC and License Commissioner Moss, who is acting for Mayor La Guardia, that its rule prohibiting free and Sunday shows was an insurmountable obstacle blocking gratis publicity which the city would give Broadway shows by broadcasting them over WNYC. Council has gone on record with the attitude that it would gladly join a round-table discussion with representatives of the managers, stagehands, musicians, dramatists and others to consider the feasibility of the station's proposal to stage one-hour adaptations of current Broadway hits, without paying royalties or salaries, on Sunday afternoons. Equity is skeptical about the good such broadcasts would be to the exploited playwrights and actors but will listen to reason.

Basis of Equity attitude is belief of negligible effect the Federal Theater productions and FTP radio shows have had in the way of bringing business to the commercial houses. Since there are FTP actors available, Equity can't see why regularly employed players should have to work for nothing on their day off.

Argument that the publicity would extend the run of a show and thus provide longer periods of employment is problematical. The good shows will run along without WNYC's exploitation. Airings won't salvage the weaklings. Producers and playwrights argue that there is money in their radio rights of hit plays and can't see enough benefits in the local broadcasts to jeopardize their markets.

Since the American Federation of Radio Artists has no contract with the municipal station, the outlook for cuff shows is not a contract breach. Nevertheless, free shows by legit actors on such broadcasts would reduce any hope of AFRA employment on the city station. Whole idea is regarded by the commercial men as pretty speech which would glorify the city's name at the expense of salaried actors.

15 NEW PLAYS

(Continued from page 3)
Belle Marseillaise, operetta, December; Gardette, Mireille and Ponsard in title roles. Ambassadeurs, *Les Parents Terribles*, comedy by J. Cocteau, date not fixed; A. Cocea, Constant-Remy, G. Dorziat, Y. de Bray in title roles. Bouffes, *God Save Paris*, revue by Rie Willmetz, September 20; Dorville, Pizani, Gael in title roles. Bouffes, *Mes Amours*, operetta by Marchand and Willmetz, October 25; Josephine Baker, M. Simon in title roles. Casino De Paris, untitled revue by Henri Varna, date not fixed, Maurice Chevalier in title role. Daunou, *Trois Jeunes Filles*, comedy by Stella Van Raalte and Yvonne Noe, September 7, September 7; J. Paqui Gildes, Assia, Andreyer in title roles. Folles Bergere, untitled revue by Maurice Hermitte, date not fixed, Jeanne Aubert in title role. Gymnase, *Fortune*, drama by H. Bernstein, October 1; C. Dauphone, M. Afa, Carette, Janine Crispin in title roles. Michodiere, untitled revue by Rip and Willmetz, date unfixed; Y. Printemps, Fresnay, V. Boucher in title roles. Oeuvre, *Joliette*, comedy by Jean Bassan, September; J. Francell, R. Treville, Cecilia Navarre in title roles. Oeuvre, untitled comedy by Paul Demazy, date not fixed. Pigalle, *Attitude 3,200*, comedy by J. Luchaire, August 20, Jane Marnac in title role.

ORCHESTRA ROUTES

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

A
Ackley, Carlton: (Rancho San Pablo) El Cerro, Calif., nc.
Alberto, Don: (El Chico) NYC, nc.
Andre, Russ: (Child's Rainbow Room) NYC, re.
Angelo: (Bertolotti's) NYC, nc.
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.
Ayres, Mitchell: (Village Barn) NYC, nc.

B
Bardo, Bill: (Caino Park) Ft. Worth, b.
Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
Barron, Blue: (Edison) NYC, h.
Basie, Count: (Famous Door) NYC, nc.
Bass, Paul: (Chateau Moderne) NYC, nc.
Becker, Howard: (Lakeview Park) Manitowish, Mich., b.
Berigan, Bunny: (Stanley) Pittsburgh, t.
Bernie, Ben: (Strand) NYC, t.
Blaine, Jerry: (Colony Turf Club) West End, N. J., cc.
Bono, Americo: (Chez Ami) Buffalo, nc.
Bowen, Al: (Vesper) Lowell, Mass., cc.
Boyce, Rym: (International Casino) NYC, nc.
Brees, Lou: (New Penn) Pittsburgh, nc.
Brigode, Ace: (Chippewa Lake) Chippewa Lake, O., p.
Busse, Henry: (New Yorker) NYC, h.
Bussey, Von, Dixieland Band: (Marey's Place) Kansas City, Mo., nc.

C
Carroll, Frank: (Village Tavern) Middle Village, L. I., nc.
Childs, Reggie: (Colonial Inn) Rochester, Ind., ro.
Clark, Lowry: (Iroquois Gardens) Louisville, b.
Clayman, Bob: (Lincoln Terrace) Pittsburgh, nc.
Conrad, Barry: (Brady Lake) Cleveland, p.
Contreras, Manuel: (Lawrence) Erie, Pa., h.
Conn, Irving: (Arrowhead Inn) NYC, nc.
Coquettes: (Ausable Chasm) Ausable Chasm, N. Y., h.
Cornelius, Paul: (Aragon) Houston, Tex., b.
Correa, Eric: (Babette's) Atlantic City, N. J., nc.
Costello, Charles: (Commodore) Detroit, nc.
Crocker, Mel: (Moose Club) Erie, Pa., nc.
Crosby, Bob: (Blackhawk) Chi, h.
Cutler, Ben: (Rainbow Grill) NYC, nc.

D
Davis, Johnny: (Miami Club) Milwaukee, nc.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
Davis, Eddie: (Larue's) NYC, re.
Daw, Freddie: (Coral Gables) Coral Gables, Fla., cc.
Denny, Jack: (Claridge) Memphis, Tenn., h.
Dixon, Dick: (Gloria Palast) NYC, nc.
Diamond, Lew: (New Eden) La Grange, Ill., b.
Doe, Dudley: (Seven Ponds Inn) Southampton, L. I., ro.
Donahue, Al: (Rainbow Room) NYC, nc.
Dorsey, Jimmy: (Bon Air) Chi, cc.
Drummond, Jack: (Meeker's) Albany, N. Y., h.
Duerr, Dolph: (Green Derby) Cleveland, nc.
Duke, Jules: (Bismarck) Chi, h.

E
Eichler, Fran: (Westview Park) Pittsburgh, b.
Eldridge, Roy: (Savoy) NYC, b.
Ellis, Segar: (Adolphus) Dallas, h.
Elrod, Reid: (Dempsey) Macon, Ga., h.
Engel, Freddy: (University Club) Albany, N. Y., nc.
Ennis, Skirnay: (Victor Hugo) Beverly Hills, Calif., nc.
Ernie, Val: (Versailles) NYC, nc.

F
Farber, Bert: (Netherland Plaza) Cincinnati, h.
Farmer, Willie: (Promenade) Rockefeller Center, NYC, re.
Fisher, Buddy: (400 Club) Wichita, Kan., nc.
Fomeen, Basil: (St. Moritz) NYC, h.
Ford, Frank: (Embassy) W. Orange, N. J., re.
Franks, Willie: (Butler's Tap Room) NYC, nc.
Fredrics, Jan: (Boulevard Tavern) Elmhurst, L. I., nc.
Frederick, Marvin: (Stevens) Chi, h.
Ferd, Don: (Stratford) Bridgeport, Conn., h.
Funk, Larry: (New Casino) Walled Lake, Mich., nc.
Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.
Furst, Joe: (The Brook) Summit, N. J., ro.

G
Gates, Mannie: (Royal Palm Club) Miami, nc.
Gentry, Tom: (Buckeye Lake Park) Buckeye Lake, O., b.
Gendron, Henri: (Colosimo's) Chi, nc.
Gilbert, Jerry: (Edgewater Gulf Hotel) Edgewater, Miss.
Goho, Billy: (Bedell House) Grand Island, N. Y., h.
Golly, Cecil: (Euclid Beach Park) Cleveland, b.
Gonzalez, Ralph: (St. Moritz) NYC, h.
Gordon, Gray: (Waco) Syracuse, N. Y., b.
Graftoller, Frenchy: (Oak Casino) Winona, Minn., nc.
Gray, Len: (New Cedars) New Bedford, Mass., nc.
Gray, Glen: (Palomar) Los Angeles, b.
Gray, Antoine: (Bal Tabarin) NYC, nc.
Grayson, Bob: (Riviera) Lake Geneva, Wis., b.
Gunier, Johnny: (Perkins Club) Kansas City, Mo., nc.

H
Hall, Dan: (Wallowa Lake Park) Joseph, Ore., b.
Hall, George: (Capitol) Washington, D. C., t.
Hall, Sleepy: (Steel Pier) Atlantic City, h.
Hamilton, George: (Schroeder) Milwaukee, h.
Harris, Phil: (Earle) Phila, t.
Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.
Heldt, Horace: (Lyric) Indianapolis, t.

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.

Heller, Jackie: (Washington-Youree) Shreveport, La., h.
Hendricks, Dick: (Club Chanticleer) Madison, Wis., nc.
Herbert, Arthur: (Ambassador) NYC, h.
Herbeck, Ray: (Euclid Beach) Cleveland, h.
Hicks, Earl: (Elmwood Park) Oklahoma City, b.
Hilson, Ben: (Rendezvous Villa) Youngstown, O., nc.
Himber, Richard: (Essex House) NYC, h.
Hollander Will: (Lincoln) NYC, h.
Holmes, Herby: (Cabannas Club) Urbana, O., nc.

Kendis, Sonny: (Stork Club) NYC, nc.
King, Chubby: (Del-Reho) Rehoboth Beach, Del., h.
King, Hal: (LaBelle) Gull Lake, Mich.
King, Henry: (Fairmount) San Francisco, h.
King's Jesters: (Sir Francis Drake) San Francisco, h.
Kinney, Ray: (Lexington) NYC, h.
Kirby, John: (Onyx Club) NYC, nc.

La Marr, Ayars: (Blue Moon) Tulsa, Okla., nc.
Lake, Sol: (606 Club) Chi, nc.
Le Baron, Eddie: (Rainbow Room) NYC, nc.
LeCroy, Trent: (Amber Lake) Alton, Ala., p.

Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Holst, Ernie: (Belmont Plaza) NYC, h.
Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.
Hudson, Dean: (The Weirs) Lake Winnetka, N. H., h.
Hummel, Ray: (Mile-Away) Grand Junction, Colo., b.

Irish, Mace: (Ohanticleer) Millburn, N. J., nc.

Joy, Jimmy: (Bill Green's Casino) Pittsburgh, nc.

Kemp, Hal: (Astor) NYC, h.

Lewis, Ted: (Casa Manana) NYC, nc.
Light, Enoch: (Taft) NYC, h.
Livingston, Jimmy: (Murray's) Tuckahoe, N. Y., nc.
Lopez, Jose: (Stork Club) NYC, nc.
Lopez, Vincent: (Ritz-Carlton) Boston, h.
Los Gauchos: (Club Gaucho) NYC, nc.
Lucas, Clyde: (Claremont) NYC, re.
Lyman, Abe: (Chez Paree) Chi, nc.

McCoy, Clyde: (Beverly Hills) Newport, Ky., cc.
McGrew, Bob: (Muehlebach) Kansas City, h.

Songs With Most Radio Plugs

'Tiscket' on Top for Fourth Wk.; 'Mulberry Bush' Jumps

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 Thursday, 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	Title	Publisher	Plugs	Net	Ind.
Last Wk.	This Wk.				
1	1. A-Tiscket A-Tasket	Robbins	42	25	17
7	2. Now It Can Be Told (F)	Berlin	33	26	7
3	3. I'm Gonna Lock My Heart	Shapiro, Bernstein	31	21	10
4	4. You Go to My Head	Remick	30	25	5
10	5. Stop Beatin' Round the Mulberry Bush	Bregman, Vocco & Conn	27	17	10
2	6. What Goes On Here? (F)	Paramount	26	9	17
5	7. Will You Remember Tonight Tomorrow?	Bregman, Vocco & Conn	24	10	14
12	8. So Help Me	Remick	22	19	3
8	9. I've Got a Pocketful of Dreams (F)	Santly-Joy-Select	22	13	9
6	9. When Mother Nature Sings Her Lullaby	Santly-Joy-Select	21	12	9
14	9. Don't Cross Your Fingers	Ager, Yellen	21	9	12
11	9. Bambina	Splier	21	7	14
16	10. Garden of the Moon (F)	Remick	20	4	17
12	11. Lullaby in Rhythm	Robbins	19	17	2
14	11. Beside a Moonlit Stream (F)	Famous	19	10	9
9	12. I Hadn't Anyone Till You	ABC	18	19	13
14	13. Music, Maestro, Please	Berlin	17	14	3
8	13. There's a Faraway Look in Your Eyes	Tenney	17	13	4
11	13. Flat Foot Floogee	Green Bros.	17	13	4
—	14. Don't Let That Moon Get Away (F)	Santly-Joy-Select	16	10	6
—	14. I'll Dream Tonight (F)	Remick	16	10	6
—	15. Love of My Life	ABC	14	8	6
—	15. Change Partners (F)	Berlin	14	6	8
18	15. Toytown Jamboree	Red Star	14	4	10
17	15. When They Played the Polka	Robbins	14	3	11
16	16. Meet the Beat of My Heart (F)	Feist	13	11	2
—	16. The Yam (F)	Berlin	13	3	10
13	16. Colorado Sunset	Gilbert	13	1	12
9	17. I Married an Angel (M)	Robbins	12	17	5
11	17. Small Fry (F)	Paramount	12	14	8
9	17. Where in the World (F)	Feist	12	11	1
16	17. Tu-Li Tulip Time	Chappell	12	10	2
17	17. Love Is Where You Find It (F)	Harms	12	7	5
—	17. You Never Know (M)	Chappell	12	6	6
17	17. When Twilight Comes	Shapiro, Bernstein	12	1	11
15	17. Rosie the Redskin	Stasny	12	0	12
17	18. I've Got a Date With a Dream (F)	Feist	11	10	1
17	18. You Leave Me Breathless (F)	Famous	11	9	2
15	18. Isn't It Wonderful, Isn't It Swell?	Miller	11	8	3
18	18. Says My Heart (F)	Famous	11	7	4
—	18. The Moon Looks Down and Laughs	—	11	3	8
—	19. I Haven't Changed a Thing	Mills	10	19	1
14	19. I Let a Song Go Out of My Heart	Mills	10	16	4
8	19. There's Honey on the Moon Tonight	Miller	10	12	8
14	19. Alexander's Ragtime Band (F)	ABC	10	11	9
—	19. At Long Last Love (M)	Chappell	10	9	1
—	19. Eight Little Notes	Crawford	10	8	2
15	19. If I Loved You More	Words and Music	10	5	5

McFarlane, Frank: (Chateau Moderne) NYC, nc.
McIntyre, Lani: (Roosevelt) New Orleans, h.
McKinney's Cotton Pickers: (Clark Lake) Mich., nc.
Madriguera, Enric: (Riviera) Fort Lee, N. J., nc.
Malone, Don: (Turks Club) Shelby, Mont., nc.
Manuel, Don: (It Club) Peoria, Ill., nc.
Marlowe, Tone: (Mountain View House) Port Kent, N. Y., till Sept. 5.
Marsala, Joe: (Hickory House) NYC, nc.
Martin, Freddie: (St. Francis) San Francisco, h.
Martin, Tony: (Earle) Washington, D. C., t.
Martell, Paul: (Arcadia) NYC, b.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Masters, Frankie: (College Inn) Chi, h.
Mature, Henry: (Three Door Inn) Bridgeport, Conn., nc.
Maya: (Monte Carlo) NYC, nc.
Meroff, Benny: (Topsy's) Los Angeles, nc.
Messner, Johnny: (McAlpin) NYC, h.
Musso, Vita: (Villa Venice) Los Angeles, nc.
Myles, Lee: (Park Central) NYC, h.

N
Napolean, Phil: (Paradise) NYC, nc.
Naylor, Oliver: (Club Rex) Birmingham, nc.
Nelson, Harold: (Rotisserie) Vicksburg, Miss., nc.
Nicola, Frank: (Log Cabin) Chandaken, N. Y., nc.
Norvo, Red: (Pennsylvania) NYC, h.

O
Olsen, George: (Waldorf-Astoria) NYC, h.
Owens, Harry: (Biltmore) NYC, h.
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

P
Pablo, Don: (Reid's Casino) Niles, Mich., nc.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
Panchita: (Versailles) NYC, nc.
Pearson, Fran: (Desert Roundup) Spokane, Wash., nc.
Pedro, Don: (Graemere) Chi, h.
Peterson, Dee: (Totem Pole) Boston, nc.
Peyton, Jimmy: (Plaza) Pittsburgh, re.
Piemonte, Vic: (Warwick) NYC, h.
Pirro, Vincent: (Riviera) Fort Lee, N. J., nc.
Pooley, Bob: (Hampton Beach Casino) Hampton Beach, N. H., b.
Press, Jack Arnold: (Berkeley Carteret) Asbury Park, N. J., h.

R
Ramona: (Lakeside Park) Denver, Colo., h.
Redman, Don: (State) NYC, t.
Reyes, Chica: (Continental) Detroit, nc.
Reynolds, Tommy: (Reade's Casino) Asbury Park, N. J., nc.
Rines, Joe: (St. Regis) NYC, h.
Rogers, Eddy: (Enna Jettick) Auburn, N. Y., p.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
Russell, Buddy: (Fontenelle) Omaha, h.

S
Sabin, Paul: (Syracuse) Syracuse, N. Y., h.
Sallsbury, Frank: & His Singing Band: (Wilds) Sault Ste. Marie, Mich., nc.
Sapienza, George: (Silver Grill) Buffalo, nc.
Schell, Sandy: (Steepchase Park) Coney Island, N. Y., b.
Schillinger, Willard: (Tennis Club) Buck Hill Falls, Pa., cc.
Schrader, Danny: (Lookout Mt. Hotel) Chattanooga, Tenn.
Smith, Joseph C.: (La Rue) NYC, nc.
Smith, Buster: (Antlers) Kansas City, nc.
Smith, Jimmy: (Royal Pines) Lake George, N. Y., ro.
Smith, Stuff: (Merry-Go-Round) Newark, N. J., nc.
Snyder, Billy: (Lookout House) Covington, Ky., nc.
Sparr, Paul: (Versailles) NYC, nc.
Spitalny, Phil: (Paramount) NYC, t.
Steel, Leonard: (Ft. Shelby) Detroit, h.
Stipes, Eddie, & Rhythm Rascals: (Frankie's) Toledo, nc.
Sylvio, Don: (Bertolotti's) NYC, nc.

T
Tatro, Bill: (Bridgway) Springfield, Mass., h.
Thies, Henry: (Webster Hall) Detroit, h.
Thompson, Lang: (New Terrace Beach) Virginia Beach, Va., cc.
Three Commanders: (Catsina) Champaign, Ill., c.
Totte, Norman: (El Chico) Binghamton, N. Y., nc.

V
Velas, Esther: (Roosevelt) NYC, h.
Versatilians, The: (Abraham Lincoln) Springfield, Ill., h.
Vouzen, Nick: (Coq Rouge) NYC, nc.
Voorheis, Byron: (Belvidere) Sault Ste. Marie, Mich.

W
Watkins, Waddy: (C. S. T. C.) Edmond, Okla.
Watkins, Sammy: (Hollenden) Cleveland, h.
Webster, Ralph: (Forest Park Highlands) St. Louis, b.
Weems, Ted: (Catalina Island) Catalina Island, Calif., nc.
Weems, Ted: (Catalina Island Casino) Catalina Island, Calif., nc.
Weldon: (Armado's) NYC, nc.
Welk, Lawrence: (Club Greyhound) Louisville, nc.
Widmer, Bus: (Arcadia) Montrose, Colo., b.
Wiegand, Ted: (Green Park) Blowing Rock, N. C., h.
Williams, Lee: (Faust) Rockford, Ill., h.
Wilson, Arden: (Oglebay Park) Wheeling, W. Va., b.
Wolfe, Paul: (Lookout Mt.) Chattanooga, Tenn., h.
Wood, Grant: (Maryland Club Gardens) Washington, D. C., b.
Worth, Roy: (Lincoln Terrace) Pittsburgh, ro.

Y
Yates, Billy: (El Tivoli) Dallas, nc.
Young, William: (Briarcliff Lodge) Briarcliff Manor, N. Y., h.

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16C for Heidt Solo Sets Another Record

CANTON, O., Aug. 27.—Horace Heidt shattered summer records last Tuesday at Moonlight Ballroom in Meyers Lake Park when more than 1,600 dancers paid \$1 per to give Manager Carl Sinclair a \$1,600 take, exclusive of concessions for the attraction. Plenty of local interest in Heidt's date because Frank De Vol is a sax player in the band, De Vol having started his band career here many years ago with his own local combo.

Sinclair considers Heidt's drawing most excellent in face of slumped industrial plant operations and slow business in general. And fact that gate was upped to \$1 was apparently no resistance for the attraction, out-of-town and advance ticket sales being heavy. Also in view of the fact that Heidt played the same territory the night previous, only 50 miles distant at Charlie Diebel's Idora Park Ballroom, Youngstown.

Kyser Cracks Record His First Night Out With 32C

BRISTOL, Conn., Aug. 27.—Kay Kyser, for his first one-nighter on leaving Hotel Pennsylvania, New York, broke the attendance record at Lake Compounce Park Ballroom last Sunday. At \$1 per, 3,157 dancers turned out to make for a \$3,157 gate. Gross was above the percentage privilege and Kyser netted \$1,621 for his share of the proceeds. Previous attendance record was established August 1 by Horace Heidt with 2,400 on deck. Other highs made here for solo stands are Tommy Dorsey, 2,200; Sammy Kaye, 2,000, and Benny Goodman, 1,800.

Lopez's 7C Against Odds

SYRACUSE, N. Y., Aug. 27.—Experimenting with name band bookings for the first time, Suburban Park Ballroom chalked it up to experience when Vincent Lopez attracted only 700 dancers last Sunday at \$1 per for a meager \$700 gate. In spite of the fact that the Suburban floor space is limited, precluding the possibility of big crowds, Lopez played the date on short notice and with little advance bally. Spot sticks to its own class hereafter.

Goodman Swingers Pull \$3,000 at Coney, Cincy

CINCINNATI, Aug. 27.—A few more than 3,000 jitterbugs gathered around the bright lights at Coney Island's spacious and attractive Moonlight Garden Tuesday night to spread their wings to the swingeroo of Benny Goodman's Orchestra.

And the bugs laid it on the line to the tune of \$1 per head, hanging up a gross for the night of a little better than \$3,000, a high in both money and attendance for a single night's engagement at the Coney spot this season.

All-time high at Moonlight Gardens is held by Guy Lombardo, who hung up an attendance of 4,300 at the same admish price on August 1, 1936.

Kaye's Quickie Hits 22C

RICHMOND, Va., Aug. 27.—Booked in to Tantilla Gardens on three days' notice and sans any advance bally, Sammy Kaye made it a gala night for the management last Wednesday. Hit \$200 above his percentage privilege when 2,200 dancers a \$1 per turned in \$2,200 at the tills.

Scranton Gives Mallett \$975

SCRANTON, Pa., Aug. 27.—One thousand five hundred jitterbugs paid 65 cents per head to hear Mal Hallett and warbler Lola Bard at Melody Gardens Tuesday night. Carl Strohl, promoter, was satisfied with \$975 take since economic conditions in coal region is "recessioned."

China Boys

KANSAS CITY, Mo., Aug. 27.—The subject of teeth is taboo with the dozen young men who comprise Ken Moyer's Ork, currently at Sni-A-Bar Gardens.

Seems that 11 of the boys—including Moyer himself—spent most of their spare time having fillings and bridges inserted this week, only Russ Stone, tenor sax man, escaping the curse completely.

One dentist got all the work. He gave the Moyer Band special rates for work done in "wholesale quantities."

Philly Mulls Remote Fee for Dance Bands

PHILADELPHIA, Aug. 27.—Projected proposal of the local musicians' union to impose a stand-by charge on network dance remotes was attacked vigorously by Arthur H. Padula, Philadelphia Restaurant Association proxy and operator of Arcadia-International and Anchorage Inn niteries. In a blistering letter to A. Rex Riccardi, Local 77 sec, Padula charged the union was "cutting its own throat" in attempting to put into effect a ruling that no orchestra will be allowed to make network broadcasts unless paid the commercial rate of \$9 per man, per half hour.

"A \$100 fee for a Guy Lombardo would not be a hardship to a night club operator," explained Padula, "because Lombardo would bring in much more extra. But a local band trying to get a name for itself would be stymied because the operator wouldn't care to spend the extra money. Thus, an up-and-coming band leader would be nipped in the bud by the union's avarice."

Union move is seen as an attempt to curb Music Corp. of America and Consolidated Radio Artists from hogging up the local stands, many of which become open territory for traveling bands this fall.

A Lap-Up for Chi Cats But the Flit Gun for B'way Floy Floys

CHICAGO, Aug. 27.—Swing crashed the headlines of every newspaper Wednesday morning and with plenty of reason. Mayor Kelly's New Century Committee, in conjunction with *The Times*, sponsored a free Swing Jamboree at Soldier Field the night before and put the Pied Piper in an amateur class when conservative estimators stated that at least 200,000 ickies, cats and alligators poured into the huge stadium to lap up the jitter juice tapped by Jimmy Dorsey, Earl Hines, Frankie Masters, Abe Lyman and capped by Bill Robinson, the ebony tap king.

But the huge crowd, jammed into the seats and the field, eclipsed everything else, including the hot licks pushed out by the orks. Officials were unable to run off the planned contests among the aspiring shaggers and tootlers the crush was so great. Police had trouble clearing the platforms so the bands could set up. The "yam-ers and jivers" began hopping about and cutting the turf before the boys sprung their horns from the cases. City fathers face the footing of a \$4,000 bill for resodding the field.

Even the illustrious musicians' union proxy, James C. Petrillo, was no match for the madhouse enthusiasm stirred up preceding the giant jam session. Jimmy at first stuck by his "no free service" rule and nixed the idea of name bands attending. But suddenly *The Times* ran a story stating that Petrillo had been appointed by hizzoner the mayor to be chairman of the judging committee, and following that a quick check-up at the union's offices revealed that the musicians' potentate had let down the bars and okeed the participating of the name outfits chosen by the committee.

Any doubts about swing being here to stay were dispelled on this wild night. And after Mayor Kelly got a load of that mob, it wouldn't surprise if he ran for re-election on a swing ticket.

No Union or Legal Relief for Stylists Against an Imitator

You, too, can blow bubbles but can't sell yourself as Shep Fields—no patent rights for clock or metronome—music-box and brass choir tempest

NEW YORK, Aug. 27.—If controversy is a healthy thing that prevents stagnation and slipshod endeavor the band boys are in the pink of condition. Adding to the perennial Lombardo-Garber, Busse-Savitt, Kyser-Kaye-Barron feuds and the more recent tick-tock tempest between Allan Fielding and Teddy King that found many others throwing their tick-tockers in the ring, are two newly developed vendettas. Seger Ellis, debuting his "choir of brass" as Adolphus Hotel, Dallas, is indignant that Charlie Marglis has lifted an original titular idea in identifying his new radio band with the "brass choir."

While Johnny O'Connor, personal rep for Ellis, believes the band capable of reaching the top despite alleged infringements of style, not so passive is the plight of George Hamilton against Johnny Messner for the "Music Box" idea. Hamilton threatens to take his grievance against the local Hotel McAlpin maestro to the American Federation of Musicians and even to the Federal Trade Commission, claiming unfair trade practice.

Savoy Stomps to the Tune Of \$2,200 With Lunceford

NEW YORK, Aug. 27.—Jimmie Lunceford made last Sunday one of the biggest nights in Savoy Ballroom history.

Making his first appearance at the Harlem dansorium in five years, Lunceford drew over 3,300 septa steppers to make for a \$2,200 gate, according to Charles Buchanan, Savoy manager.

Webb Swings a Sugary 25C

ASBURY PARK, N. J., Aug. 27.—Chick Webb, with Ella Fitzgerald, proved a smash attraction last Saturday for Walter Reade at his boardwalk Casino Ballroom. The combination equaled attendance mark made last year by Horace Heidt in bringing in 3,700 persons. With 1,200 spectators jamming the balcony at two-bits a seat and over 2,500 dancers on the floor at 85 cents per, Webb hit a heavy \$2,500 for Reade's money basket. Attendance high is held by Sammy Kaye, accounting for a July 4 crowd of 4,500.

Endeavoring to ascertain just what legal redress is open to band leaders charging alleged infringements regarding orchestral style which thru its distinctiveness easily identifies their music, the use of a mechanical device serving as the basis of a band style or a particular style of arranging, *The Billboard* put the question to several prominent theatrical and copyright attorneys.

The legal contingent, comprising A. Walter Socolow, for the National Association of Performing Artists; Harry Sacher, for the local musicians' union; I. Robert Broder and Jerome Wilzic, all concurred in the assertion that there is no copyright protection for anything as intangible as a musical style, either of instrumentation or orchestration. A mechanical device, if entirely new and original, is afforded protection under the regular patent law. But the use of a gadget, such as a clock, metronome, bubble blower, etc., tho its use is singularly distinctive to a certain band, cannot be patented or restricted by law in any way.

Union musicians, under rules of the AFM, must resort to the trial board of their local—or, on appeal, to the AFM executive board—on any complaint against fellow members before resorting to the court of law. But the union is eager to avoid style infringement controversies. Joe Weber says the AFM could set up regulations on style infringements, but feels such action is not necessary at present.

However, should such case come to court, the legalists were unanimous in the opinion that it would not be an easy victory for the plaintiff. No matter how flagrant the infringement, unless deception were practiced in selling the band, the unfair competition law could not be invoked. And even then favorable results for the plaintiff are only probable.

PITTSBURGH, Aug. 27.—Husk O'Here delivered an ultimatum this week to nitery nabob Billy Green and band leader Jimmy Joy asking both to desist from identifying Joy as a "genial gentleman" on the dance remote broadcasts. O'Here, who played at Green's several years ago, claims he had the phrase copyrighted, that he has protested to the Chicago musicians' union and would refer the "infringement" to the courts if the happy-named Joy didn't clamp his claim to cordiality.

NEW YORK, Aug. 27.—George Hamilton, claiming origination of "Music Box Music," filed charges with the AFM against Johnny Messner, who has added a "Music Box Band" billing. Federation ordered Messner to answer the charges this week.

He Can't Win

DENVER, Aug. 27.—When Blue Barron leaves Hotel Edison, New York, next month to cash in on the one-night touring, he'll have to be satisfied with peanuts when he hits these parts.

If Barron skips the Rainbow he loses the cash bond, and if he plays it he collects only scale.

Pitt Orks To Share In Network Remotes

PITTSBURGH, Aug. 27.—Local bands will be used "and given every advantage that the traveling band is enjoying" in niteries using radio remotes, prexy Claire Meeder of AFM Local 60 promised his membership in explaining settlement of the fee fracas between niteries and union that took Pitt and transient orks off the air for a month.

Since the remote ban has been lifted a half dozen niteries resumed their remotes, the William Penn Hotel closed down all dancing until the football season. Offering hope of national recognition to local bands partly as a result of the temporary air ban that forced local clubs to promise to hire Pitt musickers six months of the year, Meeder also stated that Music Corp. of America has given offers to several units after auditions. Another series of auditions will be held in the near future.

PEGGY McCALL, vocalist with Ray Gorrell's Ork, copped the Miss Detroit beauty title for the Miss America competition in Atlantic City.

LIONEL R AND ORCHESTRA and his ORCHESTRA Permanent Address 300 W. 49th St., New York City.

REGGIE CHILDS "The Smiling Maestro Is on the Air." AND HIS ORCHESTRA Now Playing COLONIAL HOTEL & TERRACE GARDENS, Manitou, Ind. Broadcasting NBC Network three times weekly.

Don Strickland the KING OF CORN and his orchestra

Orchestra Notes

By M. H. ORODENKER

Broadway Bandstand

HOTEL EDISON gives the call to LES BROWN for the follow when BLUE BARRON takes leave in October . . . remembered by his Duke Blue Devils, Duke University campus lights, Brown left the band biz last year to concentrate on arranging assignments . . . his return finds ELI OBERSTEIN, Victor recording chieftain, taking more than a fatherly interest in the new band, which means that Brown will also get the Clinton kinda build-up on that label.

Dixie Doings

DAVE BURNSIDE, recently added to the MCA roster, winds up his summering at Ocean Forest Hotel, Myrtle Beach, N. C., and jumps to Atlanta, to locate mid-September at the Ansley Hotel . . . and now that MCA boasts a branch in Atlanta, CRA has BOB HARE representing their interests in that territory. . . . Hare has organist EMIL VELAZCO locating with a band at Henry Grady Hotel, Atlanta, October 8. . . . Band breaks in at Marigold Gardens, Minneapolis, September 2-6. . . . PAUL CORNELIUS, adding Valerie Swanson for the singing, opens an indef run at Aragon Ballroom, Houston. . . . ERSKINE HAWKINS takes in a Southern tour, starting September 9, and returns to Savoy Ballroom, New York, for a coupla October weeks. . . . LUCKY MILLINDER teams with HARTLEY TOOTS for swing battles at race dances in the Virginias, starting September 3 at the Charleston, W. Va., Armory, where GEORGE E. MORTON promotes the proms.

Western Stands

DICK BARRIE ushers in the new season September 20 at Statler Hotel, Cleveland. . . . BILLY MOZET, currently at Beverly-Wilshire Hotel, Beverly Hills, Calif., joins the R-O-K roster. . . . AYARS LA MARR continues to dish out the dixieland at Blue Moon niterie, Tulsa, Okla. . . . PAUL MEEKER winds up his summer stand at Golfmore Hotel, Grand Beach, Mich., September 20. . . . Danceland, Hammond, Ind., gets RITA RIO September 10, and FLETCHER HENDERSON, the 17th. . . . JERRY FODOR locates at Jack's Night Club, Toledo. . . . INA RAY HUTTON resumes her Midwest touring out of Chicago next week. . . . CARL (DEACON) MOORE takes to touring on the 30th at the Coliseum, Freeport, Ill. . . . set for September 5 at Wylie Park, Aberdeen, Okla., and the 13th at Cobblestone Ballroom, Storm Lake, O. . . . In addition to her St. Louis Blues pic for Paramount, MAXINE SULLIVAN sticks to the Coast for the Dick Powell starrer at Warners which also has LOUIE ARMSTRONG. . . . Spot in the Powell pic was originally offered ELLA FITZGERALD, who turned it down to remain with Chick Webb.

New York News

HENRY BUSSE jumps to Western territories on leaving Hotel New Yorker next month . . . starts his tour at Paramount Theater, Ft. Wayne, Ind., for the October 14 week. . . . Since the Astor Hotel is darkening the roof, switch in bookings has name bands at the International Casino, starting with BEN BERNIE September 25. . . . CHARLIE BARNETT and JOE HAYMES have new hands in the rehearsal halls. . . . RUSS ANDRE starts a second season at Child's Rainbow Room. . . . SANDY SCHELL closes his eighth Coney Island season September 18 and then takes to the one-niters. . . . MIKE RILEY makes his music go 'round at Palisades Park September 10-12. . . . GENE GAUDETTE set CHARLES STRONG to open an indef term September 8 at Queen's Terrace, Long Island niterie near the World's Fair site.

Eastern Stands

FRANK NICOLA and band have gone co-op, taking over the operation of their current stand at the Log Cabin, Schan-daken, N. Y. . . . Band has severed management tie with Harry Kaye, of the Nu-Art Musical Bureau, New York, and will operate the nitery until New Year's Day. . . . PAUL SABIN gets a holdover 'til October 4 at Hotel Syracuse, Rochester, N. Y. . . . NICK TROILO, Philadelphia percenter, has lined up Ohio tourings for LEN LESLIE starting September 1, and for FELIX FERDINANDO commencing the 8th. . . . DON REDMAN plays the New England ballrooms for the first 10 September days. . . . RONNIE ROMMEL, Bridgeport, Conn., combo, takes on Phil Edwards, New York, for their personal manager. . . . DICK (HOTCHA) GARDNER replaces Joaquin Grill September 6 at the Willows, Pittsburgh.

Stuff 'n' Such

Now that TONY MARTIN has one-nitged his way to the Eastern shores, he starts back next week over the same route to return to the pic studios . . . excursion in orkdom was strictly a flyer for the screen singer . . . but when his flicker days are finished Martin his designs on taking to the band stand seriously. . . . CHARLIE GAINES, of World Broadcasting Co., New York electrical transcription outfit, was all set to sign WILL HUDSON and his Seven Swingsters after hearing their Brunswick Recording of Miracle at Midnight . . . couldn't believe seven men could make so much music until he was advised that the wax-works made a slight error on the label . . . that side was made by the entire Hudson band of 14. . . . ERSKINE HAWKINS and GRAY GORDON are new additions to the Bluebird records roster. . . . Excelstor Accordion Co. execs can't figure out why musicians will shell out a thousand dollars for a musical instrument and then debase it with such vile slanguage as squeeze-box, groan-box or wind-jammers.

PW for Decca Disks

HAVING copped GUY LOMBARDO from Victor, and RUSS MORGAN from Brunswick, Decca waxworks score another coup and strengthen their 35-cent sellings with PAUL WHITEMAN, long associated with Victor platters. . . . Whiteman cuts his first set September 9 and 10. . . . PAUL WIMBISH has lined up a solid string of week-end dates for Whiteman starting September 2 at Club Forham Pavilion, Budd Lake, N. Y.; next two days at Hamid's Pier, Atlantic City; 5th at Lakewood Ballroom, Mahoney City, Pa.; 8th at Syracuse (N. Y.) State Fair; September 11 week at Brockton (Mass.) Fair; 18th at Lake Compounce Ballroom, Bristol, Conn.; lays off the 19th and 20th to take in a Tennessee horse show; plays the State Theater, Hartford, Conn., for four days starting the 29th; jumps to Canada October 6, 7 and 8 for concert and dance dates at Montreal, Ottawa and Toronto, and then starts his college tour the following week-end at Washington and Lee, Lexington, Va.

Notes Off the Cuff

KING'S JESTERS canceled out of Commodore Club, Detroit, opening instead at Clover Club, Hollywood, September 19 for a four-weeker. . . . OLIVER NAYLOR leaves Club Rex, Birmingham, Ala., to become studio musical director of WAPI in the same town. . . . Eyeing the World's Fair biz, Cafe Royal, New York, ushers in the new season September 6 with a big band . . . call goes to PENN WAYNE, former arranger for Don Bestor, and set by GENE GAUDETTE. . . . T. D. KEMP JR., dixie booking demon, Gotham gazing with his brother, Hal. . . . JIMMY JOY closes September 5 at Bill Green's Casino, Pittsburgh, spot carrying on with local bands 'til the holidays roll 'round. . . . HERMAN MIDDLEMAN, Pitt maestro, re-organizing his band after a three-year stretch at Nixon Restaurant . . . singer BILLY LEACH slated to weld the stick. Band polls took a brodie when voting conducted by Radio Stars, fan mag, singled Toscanini as the fave radio orchestra, and the Kidoodlers, a strong second . . . and so we send our cuffs to the cleaners.

Pardon My Boston Accent

BOSTON, Aug. 27.—Duke Ellington ran into a little difficulty with his Bostonese here. Maestro wished to call a friend on the phone and, looking up the number in the book, found the exchange was listed as "Chaston."

The operator tried to figure out what he meant for a few seconds, then haughtily informed him that there was no such exchange in Boston and where did he get it? Duke innocently explained that he saw it in black and white in the phone directory, and was answered with the withering disdain that only a telephone operator can command that what he saw was pronounced "Charleston."

MCA Pits BG, HH Against Kaycee Jube

KANSAS CITY, Mo., Aug. 27.—Nine bands will be on hand next month to make things merry at the third annual Jubilesta, opening in the Municipal Auditorium for nine days and nights with stars of the stage, radio and the movies starred. List includes Rudy Vallee, Jimmy Dorsey, Jimmy Grier, Louie Kuhn, Matt Betton, Eldon Jones, Red Blackburn and pit bands of local men directed by Alvin Stephens and Harry Kaufman. Uncle Ezra's Hoosier Hot Shots also skedded.

A feature of the Jubilesta will be a "rhythm rodeo" with Kuhn, Betton, Jones and Blackburn, all well known in this area, battling it out, with an applause meter and Dorsey serving as judges.

Bookings were made direct, said Lincoln G. Dickey, Jubilesta general manager, except in the case of Dorsey and Grier, both made thru Rockwell-O'Keefe. Last year Music Corp. of America sold Benny Goodman, Isham Jones, Eddy Duchin, Buddy Rogers and Wayne King, but that agency was left out in the cold without a sale when the current show was being arranged. As a result MCA penciled Goodman and Horace Heidt into a downtown theater in opposition to the Jube program.

Douglas Oke With \$275

REGINA, Sask., Aug. 27.—Attendance was favorable as compared with the three other engagements of the same band during the past year when Tommy Douglas, colored combo from Kansas City, played another solo stand last Friday at Trianon Ballroom. About 450 dancers were on the floor and with duets peddled at 75 cents for males and 50 cents for shemales, box-office take was about \$275. Band booked in Saskatchewan by Canadian Orchestra Service, Estevan, Sask. Next dance night here will be September 12, when Harold Green, native band, comes in from Winnipeg.

The BILTMORE BOYS and their ORCHESTRA Return Engagement — Labor Day LA SALLE HOTEL, Chicago. Mgt. CONSOLIDATED RADIO ARTISTS, INC.

EDDY ROGERS AND HIS ORCHESTRA Opening August 28, thru Labor Day, ENNA JETTICK PARK, Auburn, N. Y. Direction: CONSOLIDATED RADIO ARTISTS.

BILLY SWANSON and his MUSIC Now At CATARACT HOUSE and his MUSIC Broadcasting Over NBC NETWORKS. NIAGARA FALLS, N. Y. Mgt. CONSOLIDATED RADIO ARTISTS.

The Reviewing Stand

Jimmie Lunceford

(Reviewed at Roton Point Park, Rowayton, Conn.)

LUNCEFORD has the happy faculty of being able to please several types of audience and please each equally well. No special ingredients in the formula, its success predicated on the two basically simple elements of a fine aggregation of swing musicians and excellent showmanship.

He uses no flashy tricks of orchestration, no new or unorthodox style of instrumentation. He doesn't have to. He's shrewd enough to know that all he needs are good solid arrangements of any tune from *Stardust* to next week's number one air leader. His style depends upon his audience of the night—if the customers want quiet versions of the current pops, that's what they get, and if white hot stompers are demanded by swing-mad shaggers, Lunceford can beat it out with the best of them. Either way, the genial maestro delivers, and it is this facility of style that is the band's strongest selling point.

Crew numbers 16 with Lunceford leading, six brass, five reed and four rhythm. Latter section never loses sight of the fact that there are couples on the floor, even during the most heated solo, and there is little to choose between the other two departments in virtuosity. Over the span of an hour or so, saxes seem to have a bit the better of it, working with a smoothness and cohesion that is particularly noteworthy.

Danceability remains at a constant high level, whether the number at hand is blues, sweet or swing. Personality quotient, however, has them paying as much attention to the bandstand as to their stepping, and at the session viewed, there were as many stationary gapers as there were dancers. Typical septa geniality, good humor and broad enthusiasm accounted for that.

Vocals are handled mostly by Dan Grissom (sax) on sweet tunes, Sy Oliver (trumpet) for sweet and swing and Joe Thomas (tenor sax). Band also functions as a glee club, at other times breaking up into vocal trios and quartets. All in all, band has plenty to offer from every angle.

Richman.

Coyle McKay

(Reviewed at Jefferson Beach Ballroom, Detroit)

A NINE-PIECE combo, with McKay for some time, listens obviously as a capable group of musicians; but as a band, doesn't quite hang together. McKay has cut down his band since his record run at the Book-Cadillac Hotel here, but the scoring is for a larger combo, with the resultant lack of finesse in the playing. Strike a soft, muted style for the orthodox foxtrotology, emphasized by a staccato rhythm. McKay fiddles out front, surrounded by two sax, three brass, fiddle and three rhythm.

While drawing only a relatively small crowd, finding it tough to follow the big names ruled out by the management for economy, McKay is getting an enthusiastic crowd of young dancers who virtually run the entire show themselves with vigorous free-lance shagging. Band plays the run of pops and standard stumps.

Hogu Cirzzi, bass player, adds collegiate comedy antics, and Al Mally, who doubles the horns, exhibits a fine tenor voice.

Reves.

Count Basie

(Reviewed at Famous Door, New York)

SINCE swing critic John Hammond and swing master Benny Goodman discovered Count Basie in 1934 at a Kansas City honky-tonk (Club Reno), the band has hit low levels in high places (Ritz-Carlton, Boston; William Penn, Pittsburgh) and at the same time hit a big league standard out in the bush leagues (primarily race dances). Now entrenched a flea-hop from Broadway, the Count has truly "arrived" at 52d street's Door, where they syncopate for the nightly hordes of swing fans and fanciers. Not the greatest band but decidedly belonging among the greats who make you wanna swing and snap yo' fingers.

Band is fully instrumented (six brass, four reeds, four rhythm), with Basie squatting at the Steinway for the light-

fingered gambois 'round the melody which are individualistic and arrest attention. Top-heavy on brass. And while that section doesn't quite hit on all sixes, they are surprisingly not on the screaming side.

Their brand of foxtrotology has unique temperature raising qualities. It sneaks up on you and makes spirited foot-tapping urgent. The rhythm continually rocks but is never torn to pieces, resulting in a swing spectrum without cracking eardrums.

While their fasties and low-down blues, mostly Basie originals, are all jittersbug fodder, offerings are for the most part current pops and standards arranged in heavy rhythmic beats. But seldom blarey nor is the melodic content distorted, save for the instrumental takes of Basie, tenor sax Lester Young and trumpeter Bluck Clayton.

Capable craftsmen, indeed, but only so musically, woefully lacking in those essential elements of showmanship to make their brand of music the more desirable and sought after. Salesmanship is all in rotund James Rushing, whose blues warbling is on the bless-you-sister side. Pops are slung by portly Helen Humes, who sings in husky monotones. It's supposed to be swingy, so they say.

O-rodenker.

Frankie Masters

(Reviewed at College Inn, Hotel Sherman, Chicago)

DEFINITELY a member of the old guard and still enjoying a substantial popularity thru this section, Frankie Masters can look back on his 14 years of batonering with absolutely no remorse. Going into his sixth month at this spot and turning out a good job on his *It Can Be Done* air show, is nothing to be sneezed at in these hectic days.

Band itself is hard to catalog because it belongs to that in-and-out class. There are times when the stuff is plenty mellow and other instances when it falls down to a par with any number of just so-so outfits. The appearances are sometimes deceiving, there seems to be a lack of enthusiasm among the Masters men which might be directly responsible for some of their not-so-good work.

Four sax, three brass and four rhythm comprise this combo. One fiddle is featured in several of the arrangements and the effect is pleasing. With a little more snap this ork would improve 100 per cent and also rid itself of that heavy drag so noticeable in the slower tempo arrangements.

Outstanding asset is the fem vocalist, Marian Francis. She has a clear soprano voice and a distinctive style of delivery in that she does not mouth or garble her diction, which is a treat after hearing the vocal antics of so many of her professional sisters. Gal is a looker, too, and does lots in lifting the band's standard.

Frankie has a pleasing personality on the pedestal and has a profile which stirs the ladies. And aside from all this, his name is still something to conjure with, as a result of five years playing in the Balaban & Katz theaters in Chicago.

Humphrey.

Harlan Leonard

(Reviewed at Dreamland Ballroom, Kansas City)

ONE of the star sax men in the historic Bennie Moten colored band, Harlan Leonard, has been on his own for the past six years, confined to Midwest territories.

This outfit is thrilling. All arrangements are strictly in the swing groove and each man is a capable soloist. Leonard stays in the background with the sax allowing tenor sax-man, Darwin Jones, and trumpeter, James Foss, both also vocalists, to share the spotlight. Showmanly in their respective sections are Edward Phillips, presiding over a battered set of drums, and Rozell Clayton, youthful pianist, whose brilliant arranging skill outshines his keyboard style. But notwithstanding the stellar collection of soloists, Leonard's band is best when it plays ensemble. Phrasing is superb and the music plenty danceable. Unit's style is that sensational stuff that sends the dancers rushing toward the stand to take it in close.

Addition of two trombones would help the band. It now gets by, and very

Sheet-Music Leaders

(For Week Ending August 27)

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

Position	Last Wk.	This Wk.
1	1	Music, Maestro, Please
3	2	A-Tisket, A-Tasket
2	3	When Mother Nature Sings Her Lullaby
5	4	Now It Can Be Told
11	5	I'm Gonna Lock My Heart
4	6	I Let a Song Go Out of My Heart
—	7	Alexander's Ragtime Band
13	8	I've Got a Pocketful of Dreams
7	9	Says My Heart
6	10	Cathedral in the Pines
10	11	You Go to My Head
9	12	When They Played the Polka
12	13	I Hadn't Anyone Till You
14	14	There's a Faraway Look in Your Eyes
—	15	Will You Remember Tonight Tomorrow?

Off the Records

By M. H. ORODENKER

The Decca Disks

THE Decca lids on this listening make mostly dull moments. Save for the guitar pickings of Teddy Bunn on the *Dapper Dan* and *Southern Casey Jones*, sepias sides cut by wallerish BOB HOWARD, there is nothing to excite the eardrums. Latter pipes harlemania to his own contagious pianology with a rhythm section for body. WILLIE SMITH (The Lion) and his Cubs also fail to arrest much attention for *Blues, Why Don't You Let Me Alone?* and *I've Got To Think It Over*. Smith has his Steinway moments, but the slap-together swingers never get enthusiastic.

LOUIS PRIMA, more pleasant when seen, cuts it strictly for his following. Little mass appeal for his *Doin' the Serpentine*, giving the barrelhousing an Egyptianella twist, and less for the commercialism of the sob song *Why Should I Pretend?* WILL OSBORNE supplies dance incentives with *Silver on the Sage* and *When Twilight Comes in* orthodox fashion.

(See OFF THE RECORDS on page 67)

Sues CRA on Band Sub for Club Date

NEW YORK, Aug. 27.—National Council of Jewish Juniors, of Washington, filed suit this week in the New York Supreme Court to enforce here a judgment "in excess of \$4,300" secured several months ago against Consolidated Radio Artists in a U. S. District Court in Washington. CRA has filed briefs on appeal in Washington and arguments on the original judgment will be heard next month before the Court of Appeals.

Claim is based on the fact that Ina Ray Hutton, originally scheduled to play a Council dance last spring, was canceled, with CRA substituting Harold Stern. Harry Berman, CRA legal adviser, contends that the plaint is baseless because the court in Washington had no jurisdiction over the matter since the office had never been served. Claims that judgment was served on Abe Kipnis, Washington indie booker who arranged the date but is not a CRA agent nor has he any official connection with the office. Further, Kipnis never advised CRA of the action until the levy was made. Berman also points out that not only was the Stern substitution agreeable to the Council but all CRA contracts carry the clause that the office is not liable if a band fails to show up. Passes off the legal annoyance as a fraudulent conspiracy.

nicely, with four brass and otherwise regular instrumentation. Also needs a good front man with a socko individual personality. Appearance of band is good, but its music is even better. Some novelty arrangements might add even more to its value.

Dexter.

Music Items

Royalties Awaiting Writers at Miller

WHILE many a young hopeful would give his right eye for a royalty check from a music pub, Miller Music has checks for 34 writers who never bothered to leave an address and whom the firm can't locate. List includes entertainers and band leaders who probably never hoped to realize any money from their writing efforts. Prominent on the roster is the name of Florenz Ziegfeld, who never in a lifetime bothered about a minor detail such as collecting a royalty check. . . . Mose Gumble has the Witmark staff solidly behind *Ride, Tenderfoot, Ride*, and also has a couple of new ones slated for work, *Monday Morning* by Frank Worrell, and *On Sweetheart Bay* by Al Gumble and Charlie Tobias. . . . Russ Andre, batoneer at Childs' Rainbow Room, New York, collabed with his saxman, Ray Cannon, on *Silence*. Serves as the band's themer. . . . E. B. Marks returned from a Saratoga vacation, and Dailey Packman, head of the Marks synchronization department, departed for Hollywood. . . . Eddie Seiler, Sol Marcus and Benny Benjamin placed *I Wonder What My Shadow Thinks of Me?* with Mills. Seiler and Marcus have completed a score of five number for *Easy Lies the Head*, a play with music to be produced here this fall.

Frank Kelton's first task as professional manager for Exclusive Music will be a drive on Will Hudson's song, *There's Something About an Old Love*. . . . Ferde Grofe finished *Cafe Society*, ballet he wrote for Catherine Littlefield's Philadelphia dance group. To be produced first in Chicago next month with Grofe conducting. . . . Bregman, Vocco and Conn opened their new 10th floor offices in the Brill Building last Thursday (25) with a cocktail party. Firm has a new tune by Al Hoffman, Al Goodhart and Manny Kurtz, novelty number called *Could She—Could She Kiss*. . . . *Imagine My Surprise*, by E. P. La Freniere, Mitchell Ayres, Joe Dale and Aaron Goldmark, being published by Roy Music. . . . Harry Owens is featuring his follow-upper to *Sweet Lillani, The Rain Song*, on the Biltmore Roof these nights. It's an adaptation of authentic South Sea island music.

6,000 Gaze at Goodman But Only 2,000 Dancing

PITTSBURGH, Aug. 27.—Benny Goodman proved a terrific free attraction for Kenneywood Park last Monday when a crowd of over 8,000 turned out. However, only 2,000 paid the gate fee for dancing privileges while at least 6,000 remained on the outside and looking in to get their earful. Gross was short of \$1,800, ducats selling at 75 cents before and a buck at the door, making it an even Stephan attraction for the management.

Krupa's 15C Plenty Gravy

VIRGINIA BEACH, Va., Aug. 27.—Gene Krupa turned in one of the best grosses of the season last Friday for J. F. Panella at the Virginia Beach Casino. Counting 1,490 noses at a buck for each, gross of \$1,490 was a heavy money-maker for all concerned.

SALLY LEE, currently headlining the floor show at Chez Eddie Grill, Montreal, with her fiddling, is rounding up fem tootlers for another fling at orkdom, set to take over the Casino de Paree band stand here when the nitery reopens next month.

Oh! Boy! They're Knockouts! Newest Orchestra Designs; Four Flashy Colors; 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 9 1/2 x 22 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

CENTRAL SHOW PRINTING CO.
MASON CITY, IA.

PROBE COWBARN FINANCING

Jobs Promised On Stock Buys

(Continued from page 3)

is a misdemeanor. Orders to appear before the New York County Supreme Court for examination August 19 further charged the strawhatters with intent to misrepresent, defraud and mislead.

First complaint was brought by Virginia Gray Bailey, 20-year-old actress, who bought five shares of stock at \$100 each, turning over the cash on the following terms: (1) the purchaser would have a job for 10 weeks at \$40 per and act in major parts in the productions of the WIT; (2) that Crosby Gaige was backing the show; (3) that the purchaser would receive room and board free; (4) that the stock would be issued to the purchaser; (5) that the purchaser was to get her money back as soon as receipts came in at the box office, plus 6 per cent of the net profits of the season; (6) that the purchaser would be publicized as a Crosby Gaige discovery. The penciled contract, signed by Ann Seranne, president, and Theodore Paul, vice-president, was on a scrap of stationery from the National City Safe Deposit Co., dated May 2, 1938. Miss Bailey's last demand for her property, including salary and her \$500 investment, was made August 3. Understood she received \$40 Equity minimum for less than 10 weeks.

Miss Seranne's stock accounts have been examined by the court, but no disposition has been made of the case. Important factor in her favor may be that stock had been sold only to three persons. However, in this case, as in the second where shares went for \$250 apiece, much may be made of the excessive value placed on stock.

Examination of Sokoloff and Miller before Justice Kenneth O'Brien was postponed to September 8. Joseph Somers, who had paid \$500 for the two shares of Far From the Tree stock, brought in the complaint against the company. Greenwald's affidavit charges as false, misleading, etc., promises to make Somers a member of the permanent acting company at \$40 a week beginning February 5, 1938; to give him 2 per cent of the profits, assure him a part in the play *The Family* upon its opening March, 1938, and that everyone else involved in the play would invest money.

Millbrook Players Closing

MILLBROOK, N. Y., Aug. 27.—The Millbrook Players will wind up their series of plays at the Millbrook Theater here next week. This week's production is a comedy by Paul Osborn entitled *The Vinegar Tree*, with Regina Wallace in the principal role.

Other plays given recently were *Good-bye Again*, a satire by Allan Scott and George Haight, with Lex Lindsay in the lead, and *Her Master's Voice*, by Clare Kummer, with Ellis Baker.

Other members of the company include Allan Tower, Celeste Holm, James Gregory, Shirley De Me, Jeffrey Clark, Charles J. Parsons, Helen Kingstead, Dortha Duckworth and Elizabeth McCalmont.

A performance is given each evening, with a matinee on Friday. Charles J. Parsons is director and Clayton McMichaels, business manager.

BROADWAY RUNS

Performances to August 27, Inclusive.

Dramatic	Opened	Perf.
Bachelor Born (Lyceum)	Jan. 25	249
On Borrowed Time (Long-acre)	Feb. 3	239
Our Town (Morosco)	Feb. 4	237
Shadow and Substance (Golden)	Jan. 26	231
Tobacco Road (Forrest)	Dec. 4	201
What a Life (Biltmore)	Apr. 13	159
You Can't Take It With You (Booth)	Dec. 14	728
Musical Comedy		
I Married an Angel (Shubert)	May 11	120

Summer Theater Reviews

"Charles and Mary"

(Ridgeway Theater)
WHITE PLAINS, N. Y.

A play by Joan Temple. Cast: Myron McCormick, Brenda Dahlen, Aline McDermott, Ross Matthew, James Todd, Joe Souther, Edmonia Nolley, Lesley Stafford, Nell Harrison, Edward Pearson, Mervin Williams, William Watkins, Edward Franz, Jill Miller and Lillie Brayton. Staged by Edward Massey. Settings by Eleanor Farrington.

A tender and beautiful play about Charles and Mary Lamb has finally reached production in this country as the ninth bill in a 10-week summer season here under direction of Marie Louise Elkins and Edward Massey. Produced twice in London (1930 and 1938), with Joan Temple as Mary, the play is an unusually good costume drama.

The usual charge of dullness cannot be brought against *Charles and Mary* except possibly during part of the second act when the plot steps aside for a party. The first act is unfortunately the best, altho the final stanza packs an emotional wallop. But the initial impact of Mary's struggle against the thoughtless tyranny of her family and her subsequent killing of her mother in a moment of temporary insanity never again is reached.

The thoughtful care which Charles shows toward his sister during the 36 years covered in the play and the romance which he gives up for her sake is well written without being sloppily sentimental. The acting is on a par with the script. Myron McCormick takes top honors, giving an intelligent and

interesting performance as the harassed literary light of the 19th century. Brenda Dahlen didn't do quite as well. Outstanding in the supporting cast were Aline McDermott, Joe Souther, William Watkins, Mervin Williams, Lesley Stafford and Edmonia Nolley.

Massey directed with taste and style, doing an amazing job with only one week of rehearsals. Eleanor Farrington designed unusual settings. Some of the lightings, tho, left much to be desired.

Success on Broadway would mean reaching those who enjoyed *Pride and Prejudice* and *The Barretts of Wimpole Street*.
C. L. Baker.

"7-11"

(South Shore Players)
TOWN HALL, COHASSET, MASS.

A drama in three acts by James M. Cain. Directed by Alexander Dean. Sets by Frederick Burleigh. Cast: Nancy Carroll, Sheila Barrett, Thelma Schnee, William Force, Carroll Ashburn, Walter Appler, Frederick Burleigh, Priscilla Langenbach, Bruce Fernald, Robert Shayne, Calvin Thomas, Russell Carter, Stephen Bradley, Robert Morgan, William Cragin, Robert Anderson, William Banks, Barry Sullivan, Joseph McInerney and patrons and employees.

Nancy Carroll makes a stage comeback and Sheila Barrett preems her dramatic ambitions in this multiple subplot Cain play which needs knitting to make it a hit. It plunges into the gamut of dramatic media—meller, satire, burlesque and straight. In the satire and burlesque departments Barrett

shines as a glamorous flicker star dug up from lower depths. In her more dramatic moments she overdoes her part.

Dialog is okeh but not the smartness expected from such a presentation.

Plot centers about the shady love affair between Barrett and Robert Shayne, p. a., who subsequently is murdered.

The last two acts are then devoted to solving the murder. Flicker producer Calvin Thomas bribes the police homicide chief with \$150,000 to call the case a suicide.

Miss Carroll plays the role of an heiress bent on pleasure in the big city. She's sweet and has plenty of s. a. Thelma Schnee, as hat-check gal, and William Force, as doorman, do their bits in style. Rest of cast is okeh. Setting good.
Sidney J. Paine.

"Cowboys and Indians"

(Monomoy Theater, Inc.)
CHATHAM, MASS.

A farce in three acts by Gerald Sykes. Staged by Roger Beirne. Sets by Mary B. Winslow. Presented by Mary B. Winslow. Cast: Emily Deans, Nancy Kimberly, Melvyn Hunt, Ruth Sherrill, Frank Lipschitz, Roger Beirne, Victoria Schrage, Herbert Laughlin, Cameron Mitchell, Aidan Fitzpatrick, Ralph Allen, David Stevenson, Charles Duggan, Barrie Wanless.

The play was typical of Custer's Last Stand, but it's the author's debut. Coming-out party was premature. Gotham tried it out at the Little Theater last March.

The plot revolves around meek bookkeeper Melvyn Hunt, whose 1/16th part of Injun blood stirs him to revolt against his 160-pound martyred frau and his crooked boss. He finds a new interest in another's wife. He dons Injun costume and, with his tomahawk, goes haywire for three acts.

Only item that can be recommended here is the cast: Barrie Wanless as a minister attempting to bring Hunt to righteous senses; Ruth Sherrill, a typical Bronx gum-chewing stenographer who is momentarily overcome by the uprisings of Hunt.
Sidney J. Paine.

"Double Feature"

(Wharf Theater)
PROVINCETOWN, MASS.

A three-act comedy in six scenes by Joseph Julian and Maxwell Weinberg. Directed by E. Stanley Pratt. Sets by Ray Tallman. Presented by Neil McFee Skinner.

Cast: Mary Howes, Robert Finkel, Neil McFee Skinner, LeRol Operti, Virginia Deane, Helen Pickens, Kenneth Bartlett, Howard Lederberg, Charles Collins, Milton Parsons, Madeline Marcus, Lionel Ince, Thomas Leonard, Walter Rinner, William Chaille, Ralph Morehouse, Marjorie Becket, Wallace Lawder, Bill Bowles, Errol Pierce, Margaret Stoddard, Bruce Cook, Jean Taylor, Norvell Mullaly, Donald F. Rock.

Plot centers around the headaches in a film exhib exchange, the honky tonk indie type, the conniving and chiseling methods of the boys, with some of the domestic angles brought in. Trade talk means nothing to the customer but would be swell stuff to unreel at an exhib's clambake.

The headache hinges on Charles Collins, as an imported Russian film cutter, who is the temperamental genius over the exchange manager, Robert Finkel. Skinner, as salesman of the Superior Pictures outfit, ready to quit for marital bliss, goes out on his last assignment to win a bonus to cover up the money lost on nags. In a moment of competition Skinner ousts a rival English film salesman, sells his pic to a Chicago film house circuit chieftain, and later, at a bar with the English salesman, Lionel Ince, becomes inebriated and instead of pawning him off onto a rival Chicago film mogul sells his own pic again.

Hence the calamity, which is straightened by Collins making another picture out of the cutting scraps, with the same principals, and saving the day for his company.

Mary Howes is click as the telephone switchboard operator. She has a scene with Collins in the projection booth

From Out Front

By EUGENE BURR

A commentator who is presently vacationing (how does he rate a vacation?) should be forgiven for failing to keep up with current theatrical events, if any. Not that the column keeps up with them any too well anyhow, but at least the vacation offers an excuse. Therefore faced with the ask of providing a column and so coming to the aid of those who are toiling (allegedly toiling, that is) beside the steaming fleshpots of 47th street, I may perhaps be forgiven for resuscitating the old dictionary gag, habitually used to dodge work on Thanksgiving Day and started in a situation much like this many years ago—so long ago, as a matter of fact, that words for the dictionary are beginning to run out. But there are still enough, I hope, for a couple of installments with which to dodge labor and bore parishioners:

American Federation of Actors—an organization formed to aid performers in night clubs and vaudeville, which is at present fighting acrimoniously to include circus press agents in its membership; an actor's union which decided its biggest problem to date thru a vote of stake drivers, canvasmen, elephant boys, etc.

back wall—the brick surface, usually pipe-covered, separating the refuse on a stage from the refuse in the back alley; it was formerly disguised by scenic investiture, but is now considered the highest possible expression of theatrical art—a view of the theater's back wall now supposedly giving the customers the supreme sense of theatrical illusion.

character juvenile—a term contemptuously applied to any actor under 45 who has had the misfortune to be born with intelligent features rather than a pale carbon-copy of the face on the collar ads; any young male performer who pig-headedly persists in considering acting of more importance than posing.

Federal Theater Project—an ingenious plan which allows overburdened taxpayers to provide theatrical incompe-

tents, undesired by the commercial theater, with pittances several times greater than the average salaries of competent commercial actors; a day nursery for those in their theatrical second childhood; a perfect method for preventing the natural elimination of theatrical dross, at the greatest possible expense to the public.

genius—that which is possessed by anyone who can sufficiently mutilate the classics or throw an inadequate production most blatantly into the audience's face or perpetrate a play sufficiently muddle-headed and obscure to seem profound to professional play judges or use the theater contemptuously as a stepping stone to realization of an overweening ego or shout loudly enough concerning his or her own claims to genius. A truly great genius, of course, is one who combines all these things.

glamour—a commodity made up of tinsel and daydreams which was once the greatest selling item in the inventory of the stage; it has now, like most things, migrated to the Pacific Coast, where it is composed, according to a new formula, of lush magnificence and incipient sex; it is an attribute that formerly hung about the tender loveliness of a Maude Adams or the great ability of an Ethel Barrymore, but which has now been transferred to the legs of a Marlene Dietrich or the over-generous curves of a Mae West.

ham—a comparatively innocent portion of a pig's anatomy, unfairly used to designate a certain type of actor—or actors as a class.

office boy—according to accepted usage, tomorrow's producer; actually, a member of the Jute family, carefully selected by a producer for his ability to garble messages, outface creditors and be abusively insulting to actors and actresses looking for jobs.

open-air stadium—a receptacle for rain. **reading**—a mystic process whereby a producer or casting director decides whether or not an actor is fit to play (See FROM OUT FRONT opposite page)

**Many Vaude Comedians
Went Into the Drama**

NEW YORK, Aug. 27.—In an interview in *The Daily News* Wednesday Ker Murray explained he was thrilled to play the lead in *Once in a Night*, opening September 15. Said Murray: "I think I am the first comedian since George M. Cohan to come out of variety on to the legitimate stage."

A quick reference into *The Billboard's Year Book of the New York Legitimate Stage* reveals many other comedians have gone into the drama from vaudeville, among them being James Barton in *Tobacco Road*, Fred Keating in *Forfeiting All Others*, George Jessel in *The Jazz Singer*, *The War Song* and others; Al Shean in *Father Malachy's Miracle*, Leo Carrillo in *Mike Angelo* and others; William Edmunds in *Salt Water, Mocha Over Mulberry Street* and others; Fred Stone in *The Jayhawker* and now *Lightnin'*.

that's okeh. Howard Lederberg, as the company's tie-up nuisance, possesses a gravel-voice and mannerisms that spot him okeh for comedy. Not overdone. Ince, as the British salesman, gives a good interpretation. Skinner registers okeh. Helen Pickens, as Finkel's paw-out-for dough wife, lashes out a hard-bitten wife role okeh—and with a Southern accent that's plenty thick. Finkel bores. Too affected.

Play is not conclusive, excepting if that surprise angle, making a pic out of scraps and copping two contracts without suits, can be built up so that the public can understand and laugh.

Sidney J. Patne.

"Sixth Avenue"

(Summer Playhouse)

LITCHFIELD, CONN.

A new play by Maurice C. Bryan. Staged by Randolph Carter. Setting by John Myrae. Cast: Charles Furculowe, Mary Fischer, Patrick Fox and Herbert Newcomb.

Action set against one of the 317 employment agencies that line Sixth avenue, New York City, makes good dramatic material. Story covers the lives of the cruising jobless, two brothers who run an agency and their assistant, a murderer.

The show is packed with action but needs more people to give it satisfactory atmosphere for Broadway. Charlie Furculowe, as one of the brothers, and Mary Fischer, as a scubwoman, are outstanding in this summer production.

Sixth Avenue has also picture possibilities. It gives a good account of New York subway characters. The romantic element attaches itself to one of the brothers, who thinks women have no place in his office. But he is finally won over by a pretty but destitute switchboard operator who helps him deliver the murderer to the police.

Julian B. Tuthill.

"All Thru the Night"

(Theater-in-the-Dale)

MARBLEDALE, CONN.

A new farce by Conway Washburne. Staged by Cledge Roberts and Conway Washburne. Cast: Cledge Roberts, Elsa Wilbur, Stanley Gorham, Malcolm McCullough and Juan Root.

The hectic affairs of the American Legion convention interrupt an unmarried man and woman who have come to a New York hotel for a rendezvous. Even before a talkative bellhop and Casper Johnson and Colonel Burnside from Woonsocket have entered the picture the girl has decided not to go thru with it. Instead a much-pursued thief seeking refuge in her closet charms her into a runaway on the promise to reform.

All Thru the Night makes acceptable entertainment of a light nature. For Broadway it is pretty thin stuff. Played to the hilt at Marbledale.

Julian B. Tuthill.

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WPA Washington Officials Put Okeh on Shubert Plan To Tour Project's "Glory"

NEW YORK, Aug. 27.—Lee Shubert will soon enter into a partnership with Federal Theater Project No. 1 to tour the WPA production of *Prolog to Glory* for a profit as J. J. Shubert and Fortune Gallo tried to do with outdoor operatic productions in conjunction with the Department of Parks here. The contract has not been signed yet because the Shuberts are still holding out for a better split on the box office. The general idea of the pact, however, has been approved by the WPA Washington officials.

If the deal goes thru the plan will be the first commercially sponsored FTP show in the country. In the past sponsors have been non-profit-making organizations such as the United Daughters of the Confederacy, which in April, 1936, backed the road company of *Jefferson Davis*. The tour folded after 29 dates in a schedule of 44 cities. The possibilities of a commercial partnership just fell thru on the West Coast when Homer Curran and the Los Angeles FTP gave up trying to work out a scheme whereby the producers could see their way clear on a tour of *Run, Little Chillun*. The show was too costly to operate.

Early in March the Shuberts had approached the Project officials for a deal to launch *Haiti* on Broadway, but negotiations petered out. Again recently the Shuberts approached the FTP. As this plan goes, the Project will shoulder the labor costs of the cast at the regular relief salary of \$22.77 a week plus \$3 per diem on a seven-day basis for traveling expenses. Since this total of \$43.77 satisfied the Actors' Equity minimum, it is hoped there will be no union difficulties when the actors find out that the stage-

hands (crew of three will be carried) will get their \$100-a-week commercial scale. Musicians wages will also be the commercial rates. It is understood that Shubert is retaining the right to prune the cast, which is generally padded on an ordinary FTP run because the government has to pay salaries anyway. Shubert, however, mindful of the transportation expenses he has to bear, is anxious to get rid of this excess personnel. There is a likelihood, too, that to appease the scenic designers Shubert will have new properties made at union shops instead of using the FTP materials. In return for assuming all losses and touring costs Shubert will get first money on the intake and a percentage.

Cries that such a combine of the government and Shuberts is unfair competition to the commercial theater are being met with the reply that every other producer is free to negotiate with the government. Broadway managers have been quick to rebuttal that none could compete in such a bid against the odds of the Shubert real estate holdings on the road. The advantage is considerable in view of the fact that the show will be sent to first-class houses only—Shuberts when possible—at top of \$2.20 if Shubert gets his point. Alternative is maximum of \$1.65. Tour will be out for about two months, starting October 1, and will run as far west as Chicago. If successful, others may be instituted in the hope of achieving a self-supporting FTP. Should the venture flop and Shubert ankle for release, he will have to give the Project two weeks' notice and return the cast to New York.

Alongside of these plans, George Konold, New York director, is negotiating

with the Committee on National Housing to back the tour of *One-Third of a Nation*. *Haiti* will be tried out on the road to see if the government could operate on its own steam. Philadelphia and Boston will be used as experimental stations. In all, No. 1 will be using up about 100 actors on the road.

Other regional project heads will be sending out touring companies also as part of the campaign promulgated a few weeks ago by the FTP advisory board as a service feeler for the commercial showmen interested in a road revival. When first doped out, tours were to have been on a national scale, operating under the direction of the national office. Plan was changed when it experienced setbacks in the Midwest, and jealousy between Eastern officials and national executives threatened to become a vicious personal-ambition race. In place of a national road budget then, regional offices are making allowances for touring companies. The three largest are New York, Southern California and Illinois.

For the period between July 1 to December 30 the National Federal Theater received a total allotment of \$6,550,000 in view of its 10,500 personnel quota. New York City, with a 4,460 quota, has been awarded a limit of \$2,950,000. Illinois' approved limitation is \$532,000 for 879 registrants; Southern California, with a roll of 1,424, is limited to \$875,000. Appropriation will be approximately the same for the second six months of this fiscal year. Last year, the allotments were slightly higher, New York getting about \$8,000 a month more to play around with. Reduction accounts for cut in relief salaries from \$23.86 a week to \$22.77.

Shuberts Admit Putting Over Pirandello Rep

NEW YORK, Aug. 27.—"The purpose of this agreement," swore the Select Theaters Corp. under signatures of Lee and J. J. Shubert, replying and countering the Luigi Pirandello estate, "is to launch Luigi Pirandello as a playwright and to sell him to the American public.

It needs no argument to demonstrate that the success of any playwright depends primarily on the reputation he achieves and upon the strength of his established reputation. It is the enhancement of this reputation which the Select Theaters Corp. undertook" when on July 25, 1930, it contracted to produce four new plays by the Italian winner of the Nobel Prize in Literature. (Pirandello had already reached the 63d year of his career, written over 50 plays and had nine of them produced in England when he met up with J. J. Shubert in Paris.)

On September 9, when William Klein, counsel for the Shuberts, appears for examination before the trial in the Supreme Court, New York County, he will contend further that:

"At the time of the making of the contract the said Luigi Pirandello did not have the reputation which he later acquired, nor the reputation which plaintiff allegedly imputes to him. The defendants with the influence and means which they control were in a position to accord to Pirandello an opportunity for the successful presentation of his plays." At the end of this affidavit the Shuberts ask \$250,000 damages, their estimate of profit they would have made on the Italian if he had not brought suit to restrain them from claiming exclusive rights to all his works.

In the 1930 deal Pirandello had signed to provide the Shuberts with four plays: *As You Desire Me*, *The Giants of the Mountains*, *When You Are Somebody* and *Tonight We Improve*. He received \$1,000 apiece in advance and was promised box-office percentage if any were produced. Shuberts had an 18-month option on each production. A similar contract was drawn up for a fifth, *The New Colony*. About three years later, when Gilbert Miller negotiated to pro-

duce Pirandello's *Trovasti*, Shuberts threatened to sue on ground that they had exclusive right to the Pirandello authorship. Rather than run the gamut of a Shubert suit Miller dropped *Trovasti*. Thereupon Pirandello filed papers to relieve the Shuberts of their misapprehensions. In reply, the defendants are countersuing, charging the playwright with breach of contract, because *Tonight* was delivered in Chicago and not in New York. One night before the Shubert 18-month option expired on *The New Colony* the producers rallied a cast and put the play on for one performance, at a 40-cent top, to an audience of 300 in a suburb of Chicago.

FROM OUT FRONT

(Continued from opposite page)

a certain role in a finished production by listening to him read a few lines from the script, which he has never before seen, while standing on a bare stage or sitting at a desk; a term also used to denote an actor's misinterpretation of a part.

realism—a supersentimentalist's fairytale which, however, must be liberally embellished by outspoken descriptions of houses of prostitution, blunt references to sexual abnormalities and a choice collection of epithets usually found only on washhouse walls or in the minds of morons.

revolving stage—an Inquisitorial invention to rotate scenery, which usually ends by making both actors and audience dizzy; there is no truth, however, to the reports that *Shadow and Substance* is played on a revolving stage.

scenery—the cereal of stars.

spectacle—any show the producer of which is in the particularly good graces of the Actors' Equity Association; a "spectacle," it is to be noted, is allowed to rehearse five weeks, instead of the customary three or four.

technique (acting)—the method by which a performer allows his own personality to shine brightly before the customers, at the expense of the character perpetrated by the dramatist.

technique (directing)—the method by

which a director makes himself the most obvious factor connected with a given production; if successful, it rides roughshod over play and performers, changing or muffling or annihilating their values so that the customers may see only the self-conscious somersaults of the directorial ego. There have been one or two so-called directors who have benignly insisted that the true perfection of direction is to make itself absolutely indiscernible to the audience—but they have been quickly hit over the head with a spotlight and a bare stage.

temperament—a fast-disappearing theatrical adornment formerly used to denote a star or a truly great manager. It is, of course, a well-known fact that in these enlightened days no players or directors ever yield to it. It has been replaced for the most part by financial statements—not always successfully, however.

tradition—a silly relic of the days when the theater was merely an art instead of a stepping stone to Hollywood; tradition insisted on such outmoded fantasies as the necessity for long training in acting, a knowledge of how to deliver blank verse, at least a dim understanding of characterization, an honest humility rather than an overweening ego when approaching the service of the stage, a real tramping spirit and similar ridiculous superstitions of theatrical aborigines. It survives now, fortunately, only in those few medievalists who still pig-headedly feel that the theater is an art with continuity and aesthetic history, like painting, music, poetry and other such non-money-making boob-catchers.

trend—something that no season can now be without; if a season stubbornly refuses to provide a trend, then the reviewers gallantly come to the rescue and invent one.

warehouse (theatrical)—the limbo of lost plays; the end of the theatrical trail; the dustheap of former glory; therefore, the perfect epitome of the theater.

And that, for a while, is that.

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N. Y. Press Agents Organize; Would Set Minimum Salaries

NEW YORK, Aug. 27.—For the first time local night club press agents met Thursday to discuss the advisability of joining the Theatrical Managers, Agents and Treasurers' Union. The consensus of opinion of the key p. a.'s present was that there is a need for organizing and cleaning up all the abuses in the field if all the obstacles preliminary to the entrance in the TMAT can be overcome.

Major objections are the TMAT initiation fee of \$100, which the nitery praisers feel is excessive, and any restrictions as to their rights to handle legit shows. It is the general feeling of those interested that if the night club p. a.'s go into the TMAT the legit field will be closed to them.

No preliminary organization work has been done yet, but a committee will probably be appointed at a meeting Tuesday to work out qualifications for membership and minimum salary classifications. The group will attempt to grade night clubs along the lines of musicians' union classifications. Establishment of minimum wages will be figured out later.

A representative of the TMAT told the p. a.'s that it would organize the field effectively, establish minimum salaries and abolish price-cutting and stealing accounts. The p. a.'s themselves are anxious to clean up the field and rid the craft of its onerous label. A sore spot has also been the night club operators who pay off in the dark.

Another reason advanced for the hur-

ried organization campaign at the moment is that they want to tie up the field for the World's Fair to prevent the expected influx of out-of-town press agents.

Included among the 22 p. a.'s present at the meeting were Harry Sobol, Jay Faggen, Dorothy Kay, Jack Diamond, George Lottman, Jack Timron, Irving Zussman, Dorothy Ross, Sidney Spier, Carl Erbe, Harry Davies, Karl Bernstein, Arthur Price, Ed Dukoff, Ed Welner, Sidney Heller, Edward Seay and Leonard McBane.

Local hotel press agents, who have been discussing idea of a professional society, are watching this new move with interest.

Blame Gov't Pressure for Ousting of Colored Show

MONTREAL, Aug. 27.—The Montmartre will retain its white-act policy regardless of any laxity in the laws which would permit a return to seplan entertainment, says Adolphe Allard, owner.

Government pressure was responsible in the change of policy three weeks ago, when an entire colored show was ordered out of the club six hours before curtain time. Mynee Sutton's Ork, also a colored outfit, followed the show out the following week. White acts were rushed in with Johnny Luciano's Band, and cabaret continued drawing fair crowds.

Spot uses two teams, a single and emcee. Shows (two nightly) booked thru Norman-Delorme agency.

Two Ft. Worth Spots Reopen

FORT WORTH, Aug. 27.—Ringside Club is slated to reopen about September 9 with four acts and a name orchestra. Tom Daly, operator, is dickering for Eddie Fitzpatrick's Orchestra for the opening. Spot is the only local club featuring a floor show thruout the winter.

Louis Glass, formerly with the Ringside Club, Fort Worth, has opened the Clover Grill downtown. The Pan-American Trio and a girl dancer will furnish the entertainment.

Detroit Agent Has a Bit of Hard Luck

DETROIT, Aug. 27.—Harry Russell, local agent, who left town about four months ago with his wife, Victoria Kramer, and Leo Monty, his producer, drifted back last week with a total of 31 cents and a new tale of hard luck. Despite his troubles, Harry got office space temporarily in the Hoffman Building and is already booking the Hippodrome Club and Schaefer's Cafe.

Russell went to New Orleans after finding conditions on the road were so bad that the trio couldn't get a day's work. In New Orleans, he says:

- The finance company took his car away.
- Parties unknown stole his sound equipment for shows.
- Somebody else stole his trailer.
- Producer Monty quit on him cold.
- His wife left him.
- He lost 21 pounds.

St. Louis Cafes Bad; Salaries at Bottom

ST. LOUIS, Aug. 27.—With conditions for entertainers perhaps at the lowest level, the town is full of talent with no offers for them. Most of the night spots which pretend at offering a floor show are content with amateurs and very cheap local talent. Bookers are offering known acts \$25 for singles and \$50 for doubles. Beginning next week all clubs and taverns will be dark Sundays, probably sending the salary scale down another notch or two if possible.

Irish Village presents the most pretentious show locally, offering 10 to 12 acts nightly. The spot is doing good business with a capacity of 600.

Tough on Montreal Club

MONTREAL, Aug. 27.—Raoul, of the Godbout brothers, night club operators, says that unless the 2 a.m. curfew is repealed the now-closed Palermo cabaret will remain unlit six nights per week. The spot formerly operated on the three shows nightly plan, using New York talent. At present the spot opens Sunday afternoon without show or dancing. Music is supplied by four-piece band.

The Agent: He Sells Hope And Darkness

By PAUL DENIS

YOU remember the gag about the two agents who had a heart-to-heart talk and froze to death? Well, an agent took a blood test last week and ice water came out.

Which leads us to the problem of agents. Are they as bad as they're painted? Are they friend or enemy?

THERE wouldn't be any agents if there were no actors. But there could be actors if there were no agents.



PAUL DENIS

But, of course, the show business would be seriously hurt if the agents were wiped out. On the other hand, we know of instances where show business would be better off if certain agents were killed off.

Let's start from the beginning. Who came first, the actor or the agent? Obviously the actor. On the other hand, there are cases where the agent came first—in the sense that the agent discovered and developed a specific actor so that the actor's success was as much the result of the agent's brilliance as of the actor's own talent.

We cannot make broad generalizations. There are agents and agents and agents. Some are fine upstanding men who devote their life to building up talent. Others are office-in-hat (when they can afford a hat) chiselers who browbeat performers into miserable jobs and pay off in nickels.

THERE are variations in agency. There's the artist's representative, the personal manager and a lot of other distinctions. But, stripped of all the fancy language, most agents are men who try to make the actors feel they are indispensable to their careers. Altho an agent might be carrying a list of 200 acts in his little black book, he tries to make the actor feel that he is the finest act in the world, that he (the agent) stays awake all night worrying about the actor's career, that he loves the actor like his own brother, that he is representing the actor because he has confidence in the actor's work and not because of the commission, etc.

The actor would rather have the agent a sort of valet whom he can fire when he doesn't want his services any more. But the agent usually succeeds in selling the actor the idea that he (the actor) is a hopeless child when it comes to business and that the agent is a guardian angel who saves him from the big bad wolves (all other agents).

AGENTS feel it is their duty to keep the actor in hope and in darkness. The idea is to let the actor know that you are building him up, that that big mysterious deal is coming along nicely, that that film test is practically set and that, altho that salary hasn't gone up yet, the prospects are good. There must be just enough hope to force the actor to stick to his agent and enough darkness to undermine his urge to book direct or get another agent.

Yes, the agent has the upper hand: he knows, presumably, the magic words for securing jobs. The actor has the talent—but what good is talent without a salary and a place to show it? In show business the tail wags the dog; the commission dominates the salary; the mouse terrorizes the elephant.

DESPITE his unpleasant qualities, the agent (as a class) cannot be wiped out of show business. He is the oil that keeps the huge talent machinery going. Sometimes the oil gums up the works, but most of the time it does its work well.

So long as there are actors too tired, too frightened or too incompetent to find their own work there will be agents. So long as there are producers and employers too busy or too lazy to check

(See THE AGENT on page 18)

Political Cabaret Resumes in N. Y.

NEW YORK, Aug. 27.—Cabaret TAC, under sponsorship of the Theater Arts Committee, Broadway's first political cabaret, will resume activity in October with Sunday night presentations at the American Music Hall.

The venture was highly successful last spring when the organization, formed by sympathizers of Loyalist Spain and China to raise money for the war sufferers, put on a series of cabaret nights dealing in political skits and satire. All talent is donated.

Kayes in Wilmington Spot

WILMINGTON, Del., Aug. 27.—Al Kayes will open the Cafe Grande here September 15 as a theater-restaurant seating 500. The cafe is being newly decorated and a new cocktail bar installed. Musical revues will be featured, with Ralph Feidler as emcee and featuring Jerry Marcella and Henrique and Adrene, balloon dancers, with eight girls in line. Harry Bobbs Orchestra will furnish the music. Al Kayes and Henrique will produce the shows.

Willard, Toledo, Adds Show

TOLEDO, Aug. 27.—Hotel Willard is transforming its musty basement into a fashionable hotel dine and dance spot with a grand opening set for September 15. Seating capacity to be almost 1,000.

The hotel, a Webb-Jones enterprise (also owners of the Commodore Perry), plans to rent the spot to an individual operator.

Vinton, La., Club Burns

VINTON, La., Aug. 27.—Fire of undetermined origin last week destroyed the Southern Select night club. Loss placed at \$12,000 by Harry Hennington, co-owner. No insurance was carried.

Hairdresser on Stage

PITTSBURGH, Aug. 27.—Fulton flicker house resorted to freak stage attraction for two days. Manager John Goring imported Kenneth Christy, originator of natural-wave hair cut publicized this summer in *Life*, to demonstrate his beauty-building technique and be interviewed by KDKA fashions commentator Janet Ross. As extra bait theater gave free hair cut each day to a woman patron.

Number Six in a Series of Opinions of the Nation's Leading Night Club and Hotel Owners and Managers about the Night Clubs-Vaudeville Department of The Billboard.

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President of the

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Says:

"The value of The Billboard as a trade paper cannot be emphasized too highly. It is all inclusive in its scope and it occupies an important place in show business. Congratulations on the excellence of the magazine and lots of good wishes for the future."

Club Talent

New York:

LELA MOORE set sail August 27 for Rio de Janeiro, where she is to appear at the Copacabana. Date set by William Morris office. . . . FAWN AND JORDAN closed a 10-week run at the Park Central Hotel on the 29th, having enjoyed the distinction of being the only attraction there besides the band thruout the summer after the management had decided to discontinue shows in its Coconut Grove. They introduced the Champagne Instruction Hour there. They are succeeded by Carlos and Granada. . . . RALPH SHAW, emcee, has returned from Havana and is playing clubs and theaters in town. . . . CASTAINE AND BARRY, a feature of the show at the Cavalier Beach Club, Virginia Beach, Va., have been signed to appear in the Sillman show. *Calling All Men*, this fall. . . . FEDERICO AND RANKIN sail on the Conte de Savoia September 3 for a tour of Italy, France, Germany and England.

Chicago:

OXFORD TRIO go into the new Chez Paree show September 14. Line-up will have Harry Richman and Dolly Arden, among others. . . . GEORGE PRONATH produced dance routines on Gertrude Avery's new fair revues.

MARIE KUHLMAN, dancer, will produce the numbers of Count Berni Vici's new vaude unit. . . . RAVAYE AND MARGO are closing a nine-week engagement on the S. S. Roosevelt Labor Day. . . . THE CANSINOS move into the Bismarck September 2 after a two-week period at the Miami Club, Milwaukee. . . . THE COLSTONS are in town perfecting new comedy dance routines. . . . AVIS KENT has been booked for the DeWitt hotels by the MCA office. . . . ROYALE FROLICS reopens September 26.

Here and There:

BILLY AND JOY SEVERIN open at the Biltmore Hotel, Los Angeles, for four weeks September 15. Booked by John King, Chicago. . . . CLAIRE AND SANA SISTERS and the Moran Brothers opened in the new floor show at Cavalier Beach Club, Virginia Beach, Va., August 26. Castaine and Barry are holdovers there. . . . VALLEY AND LEE, after two weeks at Weber's Hofbrau, Camden, N. J., opened Monday (29) at the Little Rathskeller, Philadelphia. Both dates set by Will Weber, New York.

ZIG AND ZAG, strollers, are playing the Jefferson Davis Hotel, Montgomery, Ala., for Consolidated. They recently finished 13 weeks at the Vendome Hotel, Evansville, Ind. . . . JACKIE MASON, who has been working Midwestern dates for Ernie Creech, of the Sun office, is now entertaining in the Cincinnati area for the Al Daurio office.

WALLY TAYLOR, accordionist, is playing with Mort Dennis at the Statler, Cleveland. . . . THE BOYETTES, comedy and eccentric dance team, will play Ohio and Chicago dates before leaving for the winter season in Florida. . . . JIMMIE LACKORE, harmonica novelty act, is at the Black Cat Casino, Wilmington, Del. . . . NOEL ARDEN, semi-nude dancer, in fourth week at Bankers Club, Philadelphia.

MELBA BOUDREAUX, vocalist, has just begun an indefinite engagement at The Dunes, Virginia Beach, Va. . . . DEL MAR AND RENITA are featured in the show at the Casa Del Ray Hotel, Santa Cruz, which also lists Poppy and Les Frederickson, Lolita and the Hal Grayson Band. . . . MARY AND JEFF ROLAND are working the Showboat, Pittsburgh, for this week and follow with a date in Columbus, O., set by the Gus Sun office. . . . STATE LINE COUNTRY CLUB, Lake Tahoe, Nev., lists Dean Murphy, Stadler and Rose, Martha Demeter, Dolores and Andre Albin, Everett West and George Duffy's Ork. . . . BILLY JULIAN, dancer, opened at Matteoni's, Stockton, Calif., date being set by Kirk Torney, of the Frisco office of CRA. . . . TED AND ETHEL WALKER are working club dates in and around Philly thru Collins & Phillips.

JACK MCCOY Helen DeNeane, Lois Peters, Betty Hill and Ida Lytell are at the Park Rest, Newark, after an engagement at the Red Mill, New York. Troupe is in rehearsal for three new shows. . . . THE DE BOLD TWINS have formed a trio with Ted Meridith, formerly of Meridith and Meridith, and will be known as De Bold Twins and Meridith Trio. Now playing Sunset Gardens, Burlington, Ia.

Kansas City Shocked

KANSAS CITY, Aug. 27.—A female impersonator the other night, going thru the speedy paces of a nimble dance routine in one of the lower priced clubs, was forced to flee to the dressing room sans gown and panties when an inebriate, fresh from a Kansas farm, leaped to the floor and pulled a "rip act" which was 100 per cent successful.

Sight of a nude male physique was something unusual for the patrons, even for this town.

Night Club Management

By GEORGE COLSON

That Employee Problem

BILL HARDEY is one night club owner who tries to meet the labor problem by eliminating the sore spots. Hardey, owner of Gay Nineties, New York, has put all employees under a death-benefit plan, with he and the workers contributing the cost. Benefits are based on length of service and type of work and cost Hardey about \$12 a year per person. Policies run up to \$2,000.

Hardey also provides employees and performers with medical attention and legal advice and also arranges for occasional outings. All of the activity tends to make the employees happy and immune from agitators.

Business Way Off

NEW YORK CITY night clubs are running about 60 per cent off from winter business and are doing about half of last summer's business.

As a result prices are at a minimum, and there are few spots imposing cover or minimum charges. Those with air conditioning are advertising it as much as possible—but even that is not enough. Times are tough, that's all.

Vaude Idea So-So

THE IDEA of drawing the vaude crowd to night clubs by charging admission and not imposing an obligation to buy anything has been tried at the Casa Manana and Leon and Eddie's, New York; but it has not really clicked.

Leon and Eddie's admits the vaude admission idea got it a lot of publicity, but few patrons have taken advantage of the opportunity to see a show only. It seems that patrons discover that they can spend another 50 cents and have a regular dinner—so why pay \$1 for just sitting? At the Casa, too, the balcony, reserved for vaude patrons, is rarely full. Incidentally, those who visit the balcony to see the show only usually wind up buying a drink or two anyway—alho the waiters are under orders not to pressure the customers.

Bingo Popular

NIGHT spots are finding bingo and other games more and more satisfying. Some spots run an occasional free bingo game to draw extra people on dead nights (usually Monday). Others run the bingo games on the usual pay basis on nights when the floor show is absent.

Anyway, the idea of giving patrons "something for nothing" is growing in night clubs. It seems the movie houses have done much to accustom patrons to the chance game idea.

Tea Dancing Stunt

Expanded in seven years from a roadside barbecue stand to Western Pennsylvania's largest night club with a 1,800 capacity, Bill Green's, Pittsburgh, tries a new business-getting stunt by inaugurating afternoon tea dancing. Terpers will frolic to Jimmy Joy's music in outdoor Terrace Gardens if weather permits, otherwise in indoor Casino.

GERTRUDE AVERY, of Gertrude and Randolph Avery Productions, states that she is sole owner and producer of the unit, *The Laugh Parade*, which was announced recently as having been launched by R. C. Hupp, of Chicago. *The Diamond Revue*, an Avery production, has a line of girls furnished by Hupp, Miss Avery reports.

Night Club Reviews

Leon & Eddie's, New York

The new show here is a letdown from the last one. For one thing, Eddie Davis and Iris Adrian are out, and they were the life of so many L. and E. shows. Jay C. Flippen, who has been emceeing the WHN amateur hour the past three years, follows Davis as emcee and has a tough time selling himself.

Flippen started off right with the crack that "after three years of conducting amateur hours I am here to apologize." But it was soon evident that radio had undermined his sparkle. His two song parodies were old and, outside of his glittering personality, there wasn't much left to amuse the crowd. However, Flippen is a veteran comedian and should be able to adjust himself to the night club tempo.

Holdovers are Texas Tommy, Carmen, Ann O'Connor, Wally Wanger Sextet and Helen Wainright's Diving Girls. Tommy brings out a sleek brown pony which he paces thru engrossing and surprising routines, using a tiny black pony for a quick encore. A real novelty, Carmen is a curvaceous brunet who sways in Hawaiian manner—strictly a sex item and in typical L. and E. tradition. Miss O'Connor again socks with her comedy surprise strip and the Wanger girls are a bunch of slender chickens whose rumba number pleased easily. They do a minuet in swing time for the earlier show. The Wainright troupe is down to three girls and Wainright herself. The girls do fancy diving and under-water feats in the illuminated tank. Another showmanly stunt that keeps this spot ahead of most of the other stick-in-the-mud clubs in town.

New here are Massey and Miller, young boy-girl tap combo who please with their neat appearance and competent airy tapping; Carol Paige, vivacious brunet from pictures, and the Three Play Boys. Miss Paige has one of those throaty voices good for torch songs. Her facial and vocal expression is impressing, but her diction, especially in the lower register, is poor and often muffles the lyrics. Her best was *Music, Maestro*, an encore. The Three Play Boys are another trio in the Clayton, Jackson and Durante school. Eddie Mills carries the comedy and Bob Starr and Roy Tracy join in the singing, clowning and dancing. Most of their material has been done before by other trios, but the boys managed to please this crowd mightily anyway.

Flippen is introducing amateur winners during his stay here. Tonight he presented a colored tap dancer on roller skates, Woodrow Wilson. The fellow almost stole the show with his novelty hoofing. Lou Martin is leading the two bands.

Harry Davies still the p. a.
Paul Denis.

Hi Hat, Chicago

Louis and Elmer Falkenstein dumped a new roll into their near North Side nitery, doubled the capacity of the room and cleared the way to a name-act policy that is to continue thruout the season. Set-up will undoubtedly also boost the business of neighboring spots, attracted crowds proceeding on their round-up after a Hi Hat visit. Minimum in effect now in \$1.50, a reasonable figure considering the value of the show and the popular food and liquor prices.

Joe Lewis is the new toastmaster, and a better man is hard to find. He is right at home as a great night club entertainer and is a show-stop once he catches the attention. Has some new material that is tops for late-hour environs, particularly his satires of such pop tunes as *The Lady Is a Tramp* and *Week-End of a Private Secretary*. Combines them with his old stand-bys to register big.

Terry Lawler, attractive red-haired songstress, gives out with a clear, sharp delivery and fine dramatic interpretations of specially arranged numbers. When caught she pleased well with *I'm Gonna Lock My Heart, I Let a Song Go Out of My Heart* and *Manhattan at Night*, the latter an impressive concoction of big-city reflections. Sid Franklin pitches in with a capable piano accompanying job.

Jeanne Walker is on early in the bill with a couple of graceful tap routines delivered with a generous amount of zest. Kid is a striking-looking brunette

with a shapely figure and a winning personality.

The Pol-Mar Girls, quintet of sexy dancers, fill in the opening and closing spots with modernistic and novelty contributions, respectively. Do commendable work considering the floor limitations.

Sid Lang and his four-piece band still carry on, while Jimmy Cassidy is on hand during intermissions with his ivory keyboard-tickling sessions.

Sam Honigberg.

The Versailles, New York

This classy East Side restaurant-night club has been easing along for the summer with just one act and the two bands. It expects to return soon to the winter policy of two or three acts, including one name, changed every second week.

Current is Marjorie Gainsworth blond soprano, who's been here for weeks. She is a better type singer, her voice having real quality and her delivery getting the most out of it. Sings mostly operetta numbers.

Val Ernie leads the main dance band and draws plenty of dancers, while Panchito leads the alternating rumba band. A palm reader in the bar and lounge completes the entertainment.

Prices are still steep here, with bar drinks being \$1 and up. Paul Denis.

Crystal Terrace, Louisville

Opened in October, 1937, with an outlay of about \$30,000, the Crystal Terrace in the Henry Clay Hotel Building is operated by M. D. O'Brien.

Patrons are comfortably seated around a dance floor in a terrace effect, the spot seating 350. Dinner is \$1.25 per person, no cover.

Winter season will open September 20, with Clyde McCoy and orchestra for one night. The Terrace will book two to three traveling bands each week and the regular Terrace orchestra and entertainers will occupy the other nights. Cover will be 75 cents plus tax.

Current attraction is Douglas Williamson and Orchestra, the vocals being handled by Doug Williamson and Buddy Adams, both doing a good job. A feature on the program is Tiny Thorwald, piano-accordion.

O'Brien does his own booking.
Frank A. Greene.

Trocabaret, London

This popular spot has a new comer from America in Olive White. Attractive and stunningly gowned, she takes the diners here by storm. Sings pop numbers and her own compositions to violin and guitar accompaniment. Has excellent pipes and is a corking performer on both instruments.

Solid hit is registered by Bela Kremo, Continental comedy juggling genius, who combines difficult and applause-coaxing tricks with a capital sense of humor.

D'Anselmi is commendably original with his ventriloquial novelty in which he uses his hand as a "dummy."

Dennis Lawes is an up-to-date English comedian and monologist with a flair for topicalities. Climaxes with a comedy song that has a patriotic strain.

Singing in a manly voice, sans microphone, Norman Allin, veteran bass singer, ties the show into knots with his rendition of old favorites.

Adam and his "Troc" Orchestra furnish the necessary accompaniments to a grand show.
Bert Ross.

Famous Door, New York

Count Basie, the MCA black hope, has done much to put this 52d street swing spot back on the map. The spot has been crowded quite steadily since Basie marched in with his 14 men.

Basie is one of the great colored swing bands today and can play solid music and not just plain noise of the type being dished out by so many alleged swing bands. He is carrying a couple of vocalists, James Rushing and Helen Humes. Rushing is a corpulent gent who beats out the rhythm vocally, while Miss Humes leans toward the sweeter style, alho her numbers, too, are basically rhythm tunes. Handsome Gladys Palmer is at the piano and singing as well—making a fine impression.

Only white entertainer is Jerry Kruger,

a striking brunet, who emcees and flings off a few rhythm songs in vigorous style.

Basic is getting a CBS wire nightly except Saturdays. Joel Rose is still p. a.-ing. Paul Denis.

Minnesota Terrace, Nicollet Hotel, Minneapolis

Finishing a three-week engagement this week is the dance team of Mernea Modie and Andre Lemaux, who have set the younger circles here aflame with a new dance tempo. Frank Dailey and orchestra provide a talented rendering of sweet music in unusual "stop and go" style, a catchy treatment of rhythm that has received terrific response.

Highlighted in the Modie-Lemaux revue is a cleverly executed take-off on a couple of kids at a college prom. Modie shares honors with her partner as perhaps the tallest in the game. Team shows more grace than any that have appeared at this hostelry in a long time.

Dailey's Band features the Dailey Dandies, male trio; Barbara Bush and Howard Dulaney. Dulaney, often back-grounded by the Dailey Glee Club, tops the vocalist troupe in all-round ability.

Business is exceptionally good in a normally dull season. Next week Consolo and Melba replace Modie and Lemaux. Burton H. Kelley.

New Olympia, Ramsgate, England

New spot at seacoast town, some 70 miles from London, is operated by Harry Goodson and looks like a winner. Once nightly show uses a name band, a dance team and a couple of specialty acts.

Current band is Jack Jackson and his orchestra from the Dorchester Hotel, London. Excellent aggregation. Carries a swell singer in Helen Clare.

Smart act is offered by Wheeler Sisters, Anglo-American girls, with a peppy dancing and roller-skating offering that includes a dandy comedy number. Girls have looks, ability and originality.

Les Karsova's acro dancers score well with perfectly timed throws and catches and other tricks.

Helena Trio, three girls, do a strenuous adagio offering that is commendably different. Bert Ross.

Sui-A-Bar Gardens, Kansas City, Mo.

Keeping pace with the policy of class floor shows inaugurated three weeks ago, Walter Rainey, managing director, has another fine offering which includes John Hale, handsome young tenor and emcee; Frank Lischeron and Evalyn Adams, dance team; Tommy Tucker, imitator;

the Frances Allis dancers, eight brunet beauties, and music by Ken Moyer's Band.

Show runs 50 minutes and has few weak points. Best of the acts is the dance team, forced to return for two encore numbers opening night. Hale is strong both as a singer and spieler for the acts, altho he encountered trouble with hecklers. Other turns went well, including a solo dance by Sonja, from the girl line.

Sui-A-Bar is Kaycee's best in the warm months, and business has been very good. Service is excellent.

George Couper continues as press agent. Dave Dexter Jr.

Club Tivoli, Juarez, Mexico

Current show at this top spot across the border from El Paso, Tex., provides plenty of Latin-American color for tourists, but best offering is only truly American act on bill—Jimmy Oakes, emcee. Handsome youth handles show with ease, sings well and taps in pleasing manner.

Oakes introduces Lita Cortez, whose Portuguese dance got fair hand. Gracia and La Marr, ballroom duo, do rumbas which got good hand. Appearance not impressing, but couple's dancing pleased. The Mexican Charros, three boys, sang a group of native songs, mostly favorites with border patrons. Trio would do better on radio, lacking stage presence.

Oakes sang on *The Sentimental Side* in pleasing baritone for best hand of evening. Encored with well-done tap.

Lita and Anita Cortez for another rumba number in next spot. Gracia and La Marr closed show with a tango. Team is especially well costumed.

Mauro Molina's Orchestra continues on stand. Roberto Holguin is manager of spot. Hal Middlesworth.

Donkey Room, Coeur d'Alene Hotel, Spokane

After almost a month's run in the reopened Donkey Room, *The Drunkard*, as presented by a local company headed by Lyle Clark, is still drawing capacity throngs nightly.

Capacity is 135, and several score have been turned away Saturday nights.

The olio seems nearly as popular as the old-time play, judging from applause, much of which goes to emcee Bill Golden for his *Man on the Flying Trapeze* and *Tattooed Lady*. Also includes swing version of *Little Nell*, *Bushes at the Bottom of the Garden*, bartender's quartet number, *Father Put the Cow Away*, solos by Leona Sullivan, *Eddy Was a Lady*, *The Curse of an Aching Heart*, *I Ain't Got Nobody* and finale skit, *Tavern in the Town*.

Community singing feature has been outlawed by authorities because of "too much noise." Wajford Conrad.

Plans Names for New Spokane Club

SPOKANE, Wash., Aug. 27.—Tex Howard, band leader, plans one of the swankiest night clubs in the Pacific Northwest. To be modeled after the Hawaiian Delight in Los Angeles. Will import name bands and class floor shows booked thru MCA. Club facilities will include outdoor swimming, riding, tennis, badminton and winter sports. To be located on the Little Spokane River, just west of the Spokane Country Club and golf course. Howard plans to spend \$100,000 on the project within the next year.

Howard's Band was playing in the Ambassador Club last year when that sumptuous spot was destroyed by fire

K. C. Spot Adds Show

KANSAS CITY, Mo., Aug. 27.—Tootie's Club last week inaugurated a new floor-show policy. Opening bill included Virginia Lee, Evelyn Lane, Kirtley and Rankin and Ray Hudgens' Orchestra.

Redden Quits Palais Royale

SOUTH BEND, Ind., Aug. 27.—Earl J. Redden, lessee of Melody Gardens, Playland Park, has given up the Palais Royale, downtown ballroom. He will continue to promote industrial and social events and to book entertainment and musical acts, including name orchestras.

How To Cut Down

DETROIT, Aug. 27.—Overlong prolog of Irving Berlin numbers at the Fox Theater had Manager Jack Hurford buffaloed when cutting his program down to a suitable running time.

Finally after thinking it over he instructed Maestro Sam Jack Kaufman to conduct the overture "staccato" and cut down the running time that way.

Rochester Notes Booking Pick-Up

ROCHESTER, N. Y., Aug. 27.—While night club biz kept its summer level, two local bookers noted pick-up among bookings, with more on the way as fall nears. In anticipation of increased placements this fall, Harry Stone is planning to open an office in New York the middle of September.

Locally, it is expected that the real condition of night club business will come out September 30, when present liquor licenses expire. The number of renewals will determine what clubs guessed wrong.

Back to Montreal Club

MONTREAL, Aug. 27.—After an absence of five months, Arthur Parent returned to his former position as pilot of the Vienna Grill. Spot will keep Ray Irwin on band stand and Albert Ainey as emcee.

THE AGENT:—

(Continued from page 16)

on talent personally there will be agents. So long as there are retired or unsuccessful actors there will be agents. So long as there are relatives hanging around name actors there will be agents. So long as a man can make more money by fast talk than by digging ditches there will be agents.

NORMAN HARRIS and SYLVIA SHORE

"MODES COMIQUES"

ADDED ATTRACTION

Inaugural Bill with

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STRAND THEATRE, N. Y.

Direction: M. C. A.

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Wish to say au revoir to all their friends.

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ROSE'S PARISIAN MIDGET FOLLIES

K. C. BAND POLICY CLICKS

Vaudeville Notes

GEORGE CHOOS, vaude producer, and Helene Denison, vaude dancer, reveal they have been married since June 18. . . . JOHNNY MATTISON is taking up a collection for the wife and child of the late Billy Cross, one of the Six Abdellas, who died August 18. . . . HARDEEN, Barto and Mann; Hal Sherman, Crane Twins and the Charlotteers are rehearsing with the Olsen and Johnson revue at the 46th Street Theater, New York. . . . CHICK WEBB goes into the Baltimore Hippodrome October 21. . . . MILLS BROTHERS start a Southern tour of one-night theater dates September 9.

JOHNNY DAVIS, former Fred Waring man, now with Warner pictures, will do (See VAUDEVILLE NOTES on page 25)

Still Negotiating For Brandt Vaude

NEW YORK, Aug. 27.—Next move in the negotiations to reinstate vaude in the Brandt Circuit theaters will have to be made by the unions, says Harry Brandt who is still optimistic over the whole thing. He admits the stagehands and musicians' unions have made concession to him already, but claims the cost was still prohibitive.

There is, too, the problem of length of contract with the unions. Brandt is anxious to get one on long enough terms to protect him from sudden wage raisings just when he is realizing a return on his investment. He is unwilling to take on the proposition for a four-month trial. It's either on a long run or none at all.

Originally he had expected to have the flesh policy installed by August 15. The two main unions are expected to confer next week with each other and render him a verdict on their findings and further compromises.

Savoy 4 Weeks On West Coast

HOLLYWOOD, Aug. 27.—Four weeks of vaude has been opened in the West, enabling performers for the first time in years to play their way back east. Paul Savoy, in charge of the Coast-to-Coast agency, has already set three units to play most of the time.

The Denver and Tabor theaters in Salt Lake City and Denver will be available. Bonnie Theater, Helper, Utah, and Westland, Grand Junction, Colo., are set as one-nighters. Roxy, Salt Lake City, is lined up for a solid week.

One and two-day stands booked by Savoy include Valencia, West Trinidad, Colo.; Princess, Cheyenne, Wyo.; Paramount, Idaho Falls; Chief, Pocatello, Ida., and the Egyptian, Ogden, Utah.

RKO Vaude Plans Still in Doubt

NEW YORK, Aug. 27.—RKO vaude is behind last season. At this time last year RKO was lining up shows for Cleveland, Boston, Cincinnati, Schenectady, Troy and Albany. However, RKO has vaude only in the Palace, Chicago, now, altho Colonial, Dayton, resumes RKO vaude September 2, booked thru Warren Jones, of the Chicago office.

RKO is still playing baby units in its local houses, current being *Kit Kat Revue*, floor show from the Havana-Madrid; *Cowboy Jack* and *Radio Revue*, and Ike Rose's Midgets.

Vaude to Orpheum, K. C.

KANSAS CITY, Mo., Aug. 27.—RKO Orpheum Theater is undergoing redecoration here after being dark several years. House will open this fall on a movie and occasional vaude policy to replace the Mainstreet, which closed three weeks ago. Fox Theaters last week opened the new *Esquire*, seating only 800, with a policy of high-class films. Fox Tower continues to pack 'em in with a permanent vaude-pic policy.

Anything for Publicity

DETROIT, Aug. 27.—It's all right so long as it's publicity!

A showman affiliated with a number of theaters figured in a somewhat embarrassing newspaper story recently. Result, two phone calls from theater managers who said: "A swell publicity break. But why didn't you get the names of our theaters in, too?"

Grosses

Phil Spitalny and Zasu Pitts in conjunction with *Sing, You Sinners*, grossed \$45,000 at the Paramount, New York, last week. George Hall and his band, with Roscoe Ates as added attraction, along with *Algiers* did \$24,000 at Loew's State, New York. Radio City Music Hall, with *Four Daughters* and the usual stage presentation, drew \$93,000. *Alexander's Ragtime Band* and stage show at the Roxy took in \$65,000 in its third week.

Paramount, Los Angeles, playing a Fanchon & Marco Revue and Rube Wolf's Orchestra with *The Tezans*, was a \$15,000 grosser.

Phil Harris at the Lyric, Indianapolis, with Nick Lucas and *My Bill*, drew \$12,000.

The Chicago Theater, Chicago, had a heavy \$62,500 playing *Alexander's Ragtime Band* and Don Cummings and Condos Brothers. Al Trahan and vaude revue, with *Letter of Introduction*, had a take of \$16,800 at the Palace, Chicago. State-Lake, Chicago, featuring Verne Bucke and revue, with *Delinquent Parents*, grossed \$12,600.

Strand, New York, got its band policy off to a solid start Friday when it played five band shows (8:30 a.m. to midnight) to packed houses. Opening week expected to gross around \$50,000.

Combo Policy for Orpheum, Memphis

CHICAGO, Aug. 27.—Chalmers Cullins will reopen the Orpheum, Memphis, with a stage show policy September 30, he revealed here yesterday. All strong attractions, booked thru the Billy Diamond office, will be used, most of them for three-day week-end stands. Big bets will be held a week.

First show set will be a Negro bill featuring the Mills Brothers, followed by Gene Austin. Others set include Dave Apollon, Bill Robinson and Duke Ellington.

Cullins reported that his new 700-seat house in the colored section of Memphis will open next month and use colored stage attractions. A name is being decided in a voting contest.

Negro names go big there, he stated. Cab Calloway, who closed the Orpheum season end of July, grossed \$8,300, as compared to the average weekly gross of \$5,000.

New Rose Show a Socko Layout

NEW YORK, Aug. 29.—Billy Rose brought in another flock of old Palace names last night and interspersed them with a few newcomers to make another sock vaude revue that ought to run at least three weeks at his Casa Manana Club.

The big attraction is James Barton, who is doubling from *Tobacco Road*, where he has been starring for the past four years. Altho out of vaude for that time, Barton proves he has lost none of that great talent to entertain. Once more his "mad dog" number, his dancing and his singing combined to bewitch his audience. And just as important to the show is Ted Lewis and band. Lewis gives the show a fine continuity, interspersing the many acts with his sock song and talk numbers. His melodramatic delivery held the diners spellbound, providing a great opening and closing for the bill and doing much to give it body. Snowball is still with him, as well as a cute blond tap dancer. Cardinal is a welcome face here. His

Fox Tower Theater Using Name Bands To Bolster Regular Vaude

Phil Harris season's top grosser—Al Pearce second—Spitalny third—Norvo-Bailey big—Bacon, Rand, Austin, Osborne, Minevitch, Little, Shaver, Canova okeh, too

KANSAS CITY, Mo., Aug. 27.—Unusually brisk patronage which has been greeting name orchestras at the Fox Tower Theater here is responsible for a modification of the house's stage policy, Stanley Chambers, manager, says. Now in its fifth year of vaude—only local theater to successfully make a go of the undertaking—the Tower next week will emulate the New York Paramount by installing a huge "scoreboard" in the lobby where patrons may vote for their favorite bands and, at the same time, give Chambers an

Names for New Detroit House

DETROIT, Aug. 27.—Associated Theaters, Inc., now operating a string in Detroit and up-State, has opened its new Wyandotte Theater in Wyandotte.

The Wyandotte opened to the public August 19 with Tom Mix in person. Big attractions will be used, with Mix being followed in successive weeks by the Three Stooges and Hugh Herbert. Policy of big names has been followed for three years by the same circuit in the Rialto Theater at Flint, one of the worst-hit industrial towns in Michigan.

Prices are raised to 30 cents for the three days of stage shows, Friday to Sunday, being 25 cents on the other days. Aside from the exclusive Punch and Judy Theater, 30 miles away on the other side of town, this is the only neighborhood theater in Detroit playing a bill.

George Bremen is house manager.

Loew, Montreal Vaude in Doubt

MONTREAL, Aug. 27.—"Re-installation of vaude at Loew's depends entirely upon the attitude taken by the local musicians' union," according to Jack A. Hirsch, prexy of Consolidated Theaters. Consolidated, which operates the major movie house loop locally, leased Loew's from the Mansfield Amusement Co. on an operating arrangement.

Hirsch declared complicated stipulations on the part of the union may keep the footlights unlit at Montreal's only big-time vaude house. The theater has been closed several months undergoing a complete renovation. Unless union demands are ironed out, the only theaters using stage shows will be Fifth Ave. Verdun (seven days), Francois Theater (four days) and Belmont and Amherst of the United Amusement Chain with Sunday shows only. The Starland maintains its usual seven-day policy.

idea of what the Kaycee public wants in band entertainment. Judging by the box-office grosses chalked up at the house in the last several months, Kansas Citians favor neither the strictly "hot" nor "sweet" styled orks. Apparently they are interested in both so long as they are really of big-time caliber. Phil Harris and crew, here for a week in July, set a high mark for the season with an \$18,431 gross. Pic, stronger than other bands rated, was *Always Goodbye*, which helped the gross, in Chambers' opinion. Second from the b.-o. standpoint was Al Pearce and Gang, presented with *Walking Down Broadway*, a weak film, to the tune of \$17,486.

Phil Spitalny's all-girl unit took the show position with a socko \$14,302 and a mediocre pic, but it was the August engagement of the Red Norvo-Mildred Bailey Band, says Chambers, which convinced the management of the ork policy. Mr. and Mrs. Swing rolled up a \$13,500 coffer contribution in hot weather and with an extremely weak film, *Army Girl*, on the screen. Little known by the public, tho a smash fave with musicians and close followers of orkdom, the showing was a surprise and convinced Chambers the band policy was profitable.

Gene Austin followed, with a good showing, and Rufe Davis, with a variety bill, is on the Tower stage currently. But no sooner had Norvo and Bailey left to open the Pennsylvania Hotel roof in New York than the theater had signed Jan Garber, Benny Goodman, Horace Heidt, Tommy Dorsey, Bob Crosby, Eddy Duchin and Pancho, with Veloz and Yolanda, for dates here. Dorsey, Crosby and Duchin are "pencil dates," says Mr. Chambers, and are subject to change. Others are definitely set, with more to come.

Chambers listed these other excellent grosses of the last season: Faith Bacon (See K. C. BAND on page 21)

AFA Signs Acts At N. Y. Strand

NEW YORK, Aug. 27.—The Warner Strand Theater, which switched to vaudefilms after 10 years yesterday, and the American Federation of Actors are negotiating an AFA shop agreement. AFA is asking for a minimum salary of \$60 per week per person for principals and \$40 for chorus people on a four-show-a-day basis. AFA wants four-a-day to become "house policy" in the contracts and extra shows to be paid extra.

Early negotiations nearly resulted in a strike, which was averted when Warner permitted Harry Calkins, AFA chief organizer, to go backstage and sign up those acts now already AFA members.

Randall Vaude Try Draws Thin Crowds

NEW YORK, Aug. 27.—Harry Young's second experiment with variety shows at Randall's Island Stadium took place last night and didn't prove any more successful than his initial presentation on August 17. Performance last night drew about 3,000 people, 500 less than the opener. Stadium can accommodate 8,200 for this type of entertainment.

Appearing on last night's show were Henny Youngman, Jerry Cooper, Benay Venuta, Paul Ash and an orchestra, and eight other acts. Duke Ellington had been slated for the bill originally.

(See NEW ROSE SHOW on page 21)

Strand, New York

(Reviewed Friday Evening, August 26)

Broadway's first de luxe movie and stage presentation house (it opened April 11, 1914) ended for good, we hope, its 10-year straight movie policy when it reopened Friday with a band policy similar to that of the Paramount, three blocks down. At 25, 35, 55 and 85 cents, it is offering a first-run Warner film, shorts and a 55-minute band show.

The theater practically packed them in all opening day (from 8:30 a.m. to midnight) and offered five band shows a day. With a 2,758 seats, it can roll up a \$50,000 gross easy if it does the business.

Opening attraction is Ben Bernie and band. Altho Bernie was at the State earlier in the season, he is strong enough to pull them in here, too, judging from the fine reception and the quick response to his comedy and emceeing here. Bernie carries the weight of the show, as his band (16 musicians) does not offer distinctive music and is not played up too much. Bernie knows how to win his audience and has an intimate, genial way of introducing and building up the acts. He brought on Manny Prager, sax man, for applause-winning singing of *A-Tisket*, and Bobby Gibson, crooning baritone, gets the most

out of *When Mother Nature Sings Her Lullaby*, backed by the *Eight Ladies in Blue*, who harmonize. Rang up a show-stop.

Norman Harris and Sylvia Shore did three comedy ballroom numbers and clicked solidly, coming back for a cute thank-you comedy bit. Their comedy, all pantomime, was perfect for this show. Betty Bruce, in a resplendent blue rhinestone trouser costume by Kathryn Kuhn, uncorked a couple of exquisite tap routines and proved again she's one of our coming dance stars. Art Frank is another welcome, having spruced up his old but sure-fire routine with new swing material. Went over well. Sara Ann McCabe, attractive brunet, impresses with her coloratura warbling of pop and classic tunes to swing tempo. An audience-winning novelty.

Show closes with the band doing *Alexander's Ragtime Band* and drummer Johnny Blower doing a flashy Krupa.

As a whole, the show pleased the crowd mightily. However, the sound system could be stepped up to cover the top balcony more completely, the single piece of scenery behind the band could

be less corny and the eight girl singers certainly could be used more effectively.

Film is *Boy Meets Girl* (Cagney and O'Brien). Next two-week show opens September 9 and has Ozzie Nelson Band, Harriet Hilliard, Johnny (Scat) Davis and other acts and *Valley of the Giants* in technicolor. Jan Garber and Horace Heidt are the only two other attractions definitely set.

Harry Mayer is booking and Zeb Epstein is the new house manager succeeding "Dinty" Moore, who shifts to Oklahoma. *Paul Denis.*

Palace, Chicago

(Reviewed Friday Afternoon, August 26)

A healthy bill, both from the box office and entertainment angles. Little doubt that the Astaire-Rogers combination in RKO's *Carefree* and strong flesh support will top last week's \$17,000 gross (aided by Bill Robinson's personal) and will hold over for an extra session to good pickings.

Al Gordon's comedy canine act was a strong opener, in this case the lack of many solid tricks on the part of the animals proving the selling point. Their indifference to the trainer's heated commands and the awkward positions they strike are quite amusing. Turn winds up riotously with the spinning table feat.

The Three Oxford Boys, listed in *The Billboard's* Possibilities column as a coming bet, earned the honor by stopping the show. They are fast replacing the Mills Brothers as vocal instrumentalists and will undoubtedly reach the proportions the colored quartet enjoyed in their heyday. Boys do clean, precise work and their impressions of leading bands are sharp carbon copies.

Cass, Owen and Topsy, together again, drew many laughs with their comedy acrobatics, Topsy topping the partners with more spectacular tricks. Slow at the start, it gains acumen with Topsy's backward flip-flops and the slow-motion piece of nonsense.

Frances Arms, veteran comedienne, relies on her old, approved material to win both the oldtimers and the jitterbug generation. Smart showmanship carries her all the way thru, selling her impressions of Italian, Irish and Jewish tenement characters with the invaluable training of the two-a-day era. Followed with familiar instructions to the married women and returned for three bows.

Chaney and Fox went over in the closing spot. Floated thru a waltz to *Blue Danube*, stamped with fast and graceful turns, and displayed the latest dance steps to vocal explanations by their pianist, who between numbers vocalizes in a clear soprano with a Spanish rose-peddling song that nets her a good hand. Turn, on the whole, is admirably different from straight dance team offerings.

SRO business at the end of the first show opening day. *Sam Honigberg.*

State, New York

(Reviewed Thursday Evening, August 25)

Judging from the reception at this house, swing bands must be losing ground on Broadway, for a top-rung swing aggregation like that of Don Redman drew but modest attendance opening day and actual show applause for him nowhere near approximated the spontaneous demonstrations supposedly engaged in by jitterbug devotees.

Nevertheless Redman's Band impressed as one of the most finished colored bands today, with a contagiousness of rhythm, both in swing and sweet renditions, and a showmanly sense of what is required of a stage band. Redman's style is neither too subdued nor too explosive as a leader, alternating between portside batoneering, getting off on the soprano sax and handling occasional vocals. A smooth-working group and one that includes such stellar men as first trumpet Lester Collins and unannounced first tenor sax and drummer man. Added features include vocalist Louise McCarroll, tall, attractive and with low set pipes of mild swing inclinations, and the mixed trio of Ford, Marshall and Janette, a hoofing team pulled out of worse than mediocrity by the comedy propensities of the chubby Ford.

Grand ice breaker is the team of Carr Brothers and Betty, from the rib-tickling opener of the pitch ogling by the men, thru hoked strong-arm stuff and on to a strong finish of acro work by the male duo, highlighting backward leg lever-

ages. Betty is spotted for a tap solo, handling herself neatly.

Bob Bromley seems to have come closest to the happy medium of two of the most popular forms of entertainment of today, the ventriloquial dummy and the marionette. Manipulating his puppets in full view, his manner of treatment and the travesty of his sprightly patter add rather than detract from the delightful illusion despite his presence. With the help of synchronized recordings of musical accompaniment he puts thru their paces an opera singer, a colored tap dancer and concert pianist. All choice bits of satire.

Outstanding class offering is that of Mary Raye and Naldi, ballroomers who recently concluded a 42-week stay at the Rainbow Room. Graceful in sweep and accomplished in all other departments of terpsichorean skill, it is, however, the seeming effortlessness in their continuous round of difficult and intricate lifts and spins which distinguishes them. Three numbers, a verveful tango, a saucy bolero and a short but highly animated turn in swing tempo, comprised their compact stint. One gown of classical lines designed by Kathryn Kuhn served Miss Raye for all numbers.

Joe Laurie Jr. handles emcee with affable ease and his naturalness of delivery. Makes his patter and gags, considering their vintage and cleanliness, not only entertaining but contagious as well. He also manages to bring on his Aunt Emma Francis, a reputedly 65-year-old trouper who amazes with her dancing and acrobatic agility, clinching his walk-off.

On the screen, *The Texans*. Biz fair the last show. *George Colson.*

Stanley, Pittsburgh

(Reviewed Saturday Evening, August 27)

Bunny Berigan's music may be streamlined Americana, but music, no. Berigan demonstrated swing that collegiates love, and the reason sweet music is regaining popularity. Many in the audience liked what passed as tunes, especially musicians admiring instrumental skill.

Fronting his band, the hot trumpeter is a zippy maestro. As an emcee he's a Sunday school teacher, pacing at a snail's speed. Opener, a medley that began with *Black Bottom*, ended up as a free-for-all. Ork's regular torchbearer, Ruth Gale, followed and was barely given a chance to warm up on *Heigh Ho*. Benny prefaced his crew's version of *The Wearing of the Green* with "It's a little bit different." He underestimated.

Frank Conville, who looked like a potentially terrific ad libber after he waded into his terp and verbal battle with blond side-kick, Carolyn Dale, capped his sometimes burlesquish comedy with a take-off on Chaplin.

Altho billed subordinately to the Andrews Sisters, Ruth and Billy Ambrose shared show-stops. Fresh and eager, smooth and swift, they scored on three dance routines that in form were not too different from other ace duo's efforts, but in effect were stand-outs. Heaviest hand stimulant was their satire on high-school kids' dancing.

Andrews Sisters are theater from the soles up. Despite their incessant machine-gun rhythm, they held youngsters and old folks alike. Their arrangements and delivery, vocally and histrionically, could well serve as inspiration to stage-struck parlor harmonizers. A swingy *Tu-li Tulip Time* was followed by a catchy interpretation of *Alexander's Ragtime Band* that brought down the house. Their recorded *Joseph, Joseph*, a fluid *Pagan Love Song* and a plaintive *Bei Mir Bist Du Schoen* that did not listen trite earned two encores. The hip-swinging in a couple of numbers becomes slightly monotonous.

Closer was a blaring *Frankie and Johnny* that gave every lad in the band a chance to show off, and they enthusi-

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astically, expertly took advantage of the opportunity.

Pic, *Mother Carey's Chickens* (RKO). House was about two-thirds filled for fourth show. *Morton Frank.*

State-Lake, Chicago

(Reviewed Friday Afternoon, August 26)

A stage bill that won't set any precedence but at the same time is generally pleasing, particularly to the family type of trade this house is drawing. The screen is generous with two features this week, presenting in addition to Columbia's *Reformatory* a home-made movie labeled *It Happened in Chicago*. The effort, sponsored by *The Chicago Times*, has been ballyhooed for weeks and should net a few extra coins at the box office.

Verne Buck and the house band are on the stage, the State-Lake Sweethearts opening the proceedings with a tap routine to *Flat Foot Floogee* in feathered military hats and blue and gold briefs. The Three Trojans, collegiate acrobats, follow with a brief and fast session of sprightly executed stunts, taking individual spots for competitive work. Usual rah-rah appearance in red sweaters and white trousers.

Dave Monahan has a novel xylophone offering, playing a couple of tunes with his feet and then with both his feet and hands. A blonde helps briefly, but it's Monahan who contributes most of the work. Announcements in this case would break up the lulls between numbers.

Geraldine Ross is fast developing into a good comedienne and before long will probably be in a position to discard her acrobatics entirely and get by on her funny expressions and laugh-provoking style of delivery. Paces thru a couple of acro routines in listless fashion, purposely, breaking them up with nondescript bits of nonsense.

Bob Fall carries on with his extemporaneous song rhymes and, judg-

ing by the reception second show opening day, is still a comer. To one who has heard him repeatedly, his work tends to become corny. To an occasional observer he still packs laughs.

Geraldine Ross returns in the finale to usher in six North Carolina big apple dancers and after a gag quiz session are permitted to strut unreservedly to the tune of *Alexander's Ragtime Band*. A cute assortment of three shag teams. *Sam Honigberg.*

Music Hall, Steel Pier, Atlantic City

(Reviewed Sunday Evening, August 21)

Another combo vaude-minstrel bill, with the minstrels being lost in the fast schedule of acts headed by the Freddie Fisher Schnickelfritz Band. The band and the skits by the minstrel duo of Abbott and Costello were the show.

Eddie White started off as an emcee and then ducked the responsibility to put everything into his own act, which got one of the biggest hands of the evening. Eddie is popular locally and as good a draw in Atlantic City as any so-called name.

It was a *Nautical Cruise* bill, with the backdrop being in the form of a battleship. Jimmy Jones and orchestra were staged and placed about in different parts of the ship.

The Ben Yost Singers did a good medley of navy songs, introducing the Three Byrne Sisters, who scored in an acro tap with a sea touch. Mills and Shea did a dead-pan acro number.

Music Hall was S. R. O. the entire evening. Much credit should go to Schnickelfritz Band, a combo hard to beat. They played on all their unique instruments, including a jug and washboard solo. For encore did some of the stuff from *Golddiggers*.

Abbott and Costello used the old "go-on-and-sing" bit for some real laughs and added a few new touches which should shoot them up a couple more rungs in the ladder of comedy. *W. H. McMahon.*

Hippodrome, Portsmouth, England

(Week of August 15)

One of General Theaters Corp.'s provincial theaters, house is booked in conjunction with the London Palladium and Holborn Empire and uses American acts. Current bill features Kendall Capps and Shea and Raymond.

Stella and Partner, man and woman balancing act, do well with a routine of strong-arm tricks to slow tempo. Joe Hastings, English ventriloquist, has a pleasing act and some good gags. Shea and Raymond, American dancing comedians, have wisely rerouted their act for English consumption. The laughing hit of this bill. Boys come across with socko comedy bits whilst their skill as dancers is always in evidence. Jean Kennedy, Scottish heavyweight comedy woman, is at times funny but her act drags.

Elsie Carlisle and Sam Browne, England's foremost crooning team, headline. Only an average act, but decidedly popular here. Nick Cardello, sleight-of-hand merchant with the usual bag of tricks, opens intermission.

Kendall Capps, fast-paced American boy, stops the show cold. Dancer, sax and clarinet player and acrobat, Capps mixes all together and lands with a terrific act that cannot miss here. Murray and Mooney, comics, have the gags necessary to get the laughs. Register heavily. Almaer and Carmen, Spanish wire-walking novelty, successfully essay difficult and daring tricks that keep the out-fronters seated to end. *Bert Ross.*

Burlesque Review

Gayety, Minneapolis, Begins Burly Season

MINNEAPOLIS, Aug. 27.—*Bottoms Up*, Parisian flavored, was the fall burlesque opener at the Gayety here and both Friday shows played to capacity. Harry Hirsch, manager, has Valeria Parks head-

lining the bill, with Joe DeRita as chief comic.

Others in the show are Mlle. Starlette, Dorothy Sevier; Harry Jackson, straights; Ray Dean, juvenile, and Violet Jordan, prima donna.

A new feature was the Marfields, dance team. Hirsch's chorus ensemble reaches a high in beauty but is still weak in number co-ordination.

Hirsch came out with a lot of new backdrops and a renovated interior. He has 73 people at a weekly pay roll of \$2,800.

Gus Sun's Cheffing Wows Theater Men

MECHANICSBURG, O., Aug. 27.—Some 40 theater managers and chain theater representatives from Ohio, Indiana, West Virginia, Kentucky and Michigan gathered at the Van Dyke Club here Tuesday as guests of Gus Sun, head of the Gus Sun Booking Exchange, Springfield, O., at an all-day combined business and social session. Sun has been sponsoring these events for a number of years.

While the original purpose of the get-together was to discuss the managers' plans for using "flesh" fare the coming season, little time was given over to that end, with almost everybody too busy partaking of the hospitality proffered by Sun and his Right Bauer, Bob Shaw, or trying to make the nut in a poker game. Not only did Sun prove himself an excellent host, but he again distinguished himself as a culinary expert with his personable preparation of the day's headline attraction, a tasty steak dinner.

Bergen 1-Day Draws \$10,000

FORT WORTH, Tex., Aug. 27.—Charlie McCarthy-Edgar Bergen, in two performances at Casa Manana Tuesday, grossed slightly over \$10,000, according to Lew Wasserman, MCA producer in charge.

Over 9,000 persons were jammed into the cafe-theater for the two shows, the largest turnouts for an individual and a show in the history of Southwestern show business.

NEW ROSE SHOW

(Continued from page 19)

writer of *Some of These Days*. Six Varsity Co-Eds doing pleasing harmony singing in several spots.

Leo Weber, at the piano, leads community singing of old tunes in the cocktail lounge. Ted Lewis' Band of 13 men played the show magnificently and also provided solid dance music. *Paul Denis.*

K. C. BAND

(Continued from page 19)

and stage show, \$13,393; Sally Rand and stage show, \$12,581; Will Osborne's Band, \$11,582; Gene Austin, Candy and Coco, \$10,985; Borrah Minevitch, Harmonica Rascals and stage show, \$12,739; Little Jack Little Ork, \$10,752; June St. Clair and variety bill, \$10,487; Buster Shaver midgets and other acts, \$10,524; Minevitch's Rascals (second appearance) and stage show, \$9,415, and Judy Canova, with added acts, \$9,704.

Above figures are well above the average weekly b-o. take when bills of five acts are presented. A profitable week at the Tower is \$7,500 or more with the usual acts. That figure increases, however, when top bands are imported. Chambers believes the new house average will be about \$9,000 now that name acts are to be featured regularly. House seats 2,100 persons and is in the heart of Kaycee's downtown business district.

The Tower was operated independently until the Fox chain purchased it in March, 1937, moving Chambers from the Uptown, movie house. A believer in vaude, Chambers has met with success in being the only manager to present that type of entertainment regularly. The Newman, near by, occasionally presents flesh, and the Mainstreet, which closed last month, also used vaude at long intervals. Opening of the old Orpheum by RKO, after being dark several years, will take place next week. It is expected that occasional flesh will be used.

The Tower employs a 12-piece pit band directed by Judy Conrad, long a fixture at the house. And credit for the weekly routines of the 12-girl dance line, the Tower Adorables, goes to Jean Devlyn, who works out the costuming and all routines in an original manner. Mary Graham Minor is line captain. Miss Devlyn is a veteran dance instructor and is plenty popular here.

Acts and bands are booked independently thru the local management and thru Aubrey Schenck, of the National Theaters' New York office. No exclusive tie-up with any single agency is in effect, management preferring to deal with any and all to get the best available consistently.

The next month will be the busiest in the Tower's history. Jan Garber, with Serge Flash and Lorraine and Fogan, comes in Thursday. A variety bill will follow and Benny Goodman's Band will open September 16, day before the Kaycee Jubilesta. Goodman should be stiff opposition to the many movie, vaude and radio stars at the nine-day in the Municipal Auditorium. Horace Heidt is set for September 30, Pancho and Veloz and Yolanda following the next week.

Business has been good all along and an even greater season is in the offing now that bands will be used. There will be no advance in admish prices, tcp remaining 55 cents at night and 25 cents at matinees.

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Magic

By BILL SACHS

(Communications to Cincinnati Office)

LORING CAMPBELL resumed his lyceum tour last week following a California vacation. **RALPH PIERCE** has severed his connection with his management of the last several years and will soon embark upon a tour under his own management, playing church auspices as before. **DUKE MONTAGUE**, Salt Lake City conjurer, is still associated with that city's recreational department, staging magical performances at recreational centers and teaching puppetry at the playgrounds. **DANIEL AND MELBA DEW**, Pueblo, Colo., mystifiers, are set for a new lyceum season, commencing in September. **MADAM ESKE**, mentalist handled by Joe Kury, is in her sixth week at the Summit House, Uniontown, Pa. **WHO IS THAT LAD** selling himself to Ohio club managers as winner of the title "World's Greatest Card Manipulator" at the recent IBM convention in Cincinnati? We don't remember any such label being bestowed upon anyone at that conclave. Come, come, Jackie. **FRANK GRAVITYO**, juggler-magician, is en tour with the Royal American Shows, now making the Wisconsin fairs. **MORE THAN 200** magicians, their wives and friends are expected to attend Percy Abbott's fifth annual get-together to be held at Colon, Mich., September 10. One of the features of the event will be a real horse race for a purse of \$100. **MARTIN S. CHARLES**, of Los Angeles, vaude magician turned evangelist, appeared at Ionic Temple, Detroit, last week with an expose of spiritualism entitled "Unmasking the Spook Crooks." **THE SEPTEMBER ISSUE** of *True* magazine carries an eight-page story by Ted Annemann, *The Jinx* editor, giving the complete history of the famous bullet-catching hoodoo trick since its earliest recorded performance in 1642. Seven amateurs and five professional magi have been killed by the jinx mystery since that date, which leaves Annemann in a spot for the No. 13 hole. **SHERWOOD** is in at McVan's, Buffalo nitery, on a five-week stand. He has added a snake to his list of live stock. **JOE SCOTT** is working *The New Yorker*, St. Louis night spot, with light magic and vent. **FLORETTA AND BOYETTE** are at the Boulevard Club in the same city with their mental turn.

JOHN BOOTH is winding up a hold-over engagement at *The Breakers*, swanky Rochester (N. Y.) nitery. Dorothy Krause, in her "Stars and Strikes" column in *The Rochester Evening News*, recently devoted nearly two columns to

(See *MAGIC* on page 30)



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Burlesque

(Communications to New York Office)

Chicago:

CHUCK GREGORY has shifted his dance production post from the Burbank, Los Angeles, to the Casino, Toronto, with the aid of the Schuster office. **MANNY KING** is ill in General Hospital, Dova, N. J. **RUTH DONALD** opens at the National, Detroit, September 2. **LEO STEVENS** has left the hospital in Brooklyn. **BLACKIE LANTZ**, former burly op, is planning to present dramatic stock in Miami this winter.

New York:

PRINCESS WHITE WING (Garcia Gomez) booked by Dona Davis into the Eltinge August 19. Thence to the Columbia, Boston. **PEANUTS BOHN** posts from London: "Rehearsing for coming event." **MARY ANN KING**, Diane Cardy and Madrice Dolgae, ex-burly dancers, now with Bill Neely's lineup at the Mayfair nitery, Brooklyn. **DOROTHY DEE**, Georgia Sothorn, Erma Voogee, Lillian Murray and Lew Denny replaced Julia Bryan, Jean Mode, Queenie King, Winnie Garrett and Joe Lyons at the Eltinge August 26. **MOE COSTELLO**, with the wind-up of Jules Leventhal's legit at the Alden, Jamaica, L. I., goes into the Empire, Newark, as manager in behalf of Izzy Hirst's burly road shows. House opens Labor Day. **MAX SHARP**, after a summer covering Western States, is back at the Gaiety for concessioner Oscar Markovich.

AARON PALMER, a Bill Robinson double and no longer of the Palmer and Peaches combo, just closed eight weeks at the Black Cat, Greenwich Village, and is slated for Lew Leslie's new *Blackbirds*. **HAROLD AND ABE MINSKY**, with I. H. Herk, reopened the Gaiety August 26 with Margie Hart featured. Others in the cast are Julia Bryan, Roxanne,

Jean Mode, Irene Austin, Sylvia Lavonne, Aloa Bradley, Bozo Snyder, Joe Freed, Bert Grant, Russell Trent and Chet Atland. Billy Koud, producer, assisted by Miss Martin. Herman Polokoff, ork leader. Sammy Funt and Herman Engel, house managers. **JEAN ROCHELLE**, dancer, returned to the Republic August 26. **LEONE THUSTON** left the Republic August 25 to open at the Columbia, Boston, September 2, thru Dona Davis' booking. **CHARLIE SEVILLE**, one time pianist for Harry Fox, seriously ill in his Pittsburgh home.

JEANNE PARDUE, late of the Eltinge, New York, booked by Stanley Woolf into the Torch Club, Atlantic City, August 19, closed there September 2 and opens Labor Day at the Club Rio, Allentown, Pa. **DIANE (SINGLE) JOHNSON**, new at the Globe, Atlantic City, has returned to the stage after a brief try at domestic life. **CEIL DEVINE** and June Marshall added to the cast of the Bobby Morris show, the first of the Hirst wheel to take to the road. **DOLLY GORDON** and Madeline Webb, two of the original Beef Trust chorus on the former Columbia Wheel, are now Atlantic City-ites, former in charge of a lunchroom, and latter, with a Turkish bath. **CRYSTAL AYMES**, featured at the Republic, showing everyone a new diamond sunburst around the neck.

EILEEN HUBERT and Sunny O'Day, two front-liners at the Republic, used to advantage by producer Joyce Kelly for doubling in acro dance specialties. Both plan to emerge as full-fledged dancing principals the coming season and with a lot of new routines and costumes to boot. **CHARLES (RED) MARSHALL** and Murray Leonard, after their August 26th week at the Globe, Atlantic City, (See *BURLESQUE* on page 23)

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Beaumont Walkie Still Going

BEAUMONT, Tex., Aug. 27. — Monte Hall's Walkashow, sponsored by the Beaumont Trades and Labor Assembly, is in its 16th day with the following contestants still in the running: Marvin Ellison and Gladys Maddox, Tex Smith and Bobby Davis, Eddie King and Ann Ethridge, Lloyd Hackler and Mildred Moore, Eddie Tompkins and Blondie Rainey, Jack O'Rourke and Martha Wright, Billy Steele and Vina Walker, Johnny Russo and Betty Lou Leslie, Clarence Schaffer and Bobby Williams, Mr. and Mrs. Marvin Hobo, Roy Skinner and Frankie Allen, Mickey Britton and Patsy Ryan, and "Rubber Legs" Martin, Schnozzle Roth, Don Tucker, Elmer Brown and Jerry Bresnahan, solos.

Business is topnotch, according to Manager Hall, despite the fact that this is the sixth endurance contest to show here. Building housing the walkashow is air-conditioned. Local business men have financed the show and are reported to have two more spots lined up for the fall and winter.

Emsce staff is headed by Monte Hall, assisted by Danny Bramer and Art Wolf. Phil Mathieu is set-up man. Gus Burg's Ork furnishes the swing melodies. Show features jam dance sessions nightly and Emsce Hall handles the three daily airings over KFDM.

JERRY MARTIN letters that while he hasn't been in a show for some time, he

would like to read a line on the contestants he walked with in Dallas, Chicago and Cleveland.

PAL NELLES, former contestant, who for the last four years has been working in a Boston taproom, has returned to her post after a fortnight's vacation in Connecticut. Pal still has the yen to walk and may break back into the field at a later date.

A. MERRICK VINCELLI, walkie fan and friend of many in the business, was recently elected justice of the peace in and for the county of Monmouth, New Jersey, with headquarters at Long Branch, N. J. Tex Swan was the first to visit Vincelli after his election and he will remain a guest of the justice for the balance of the summer. Other endurance showfolk who visited Vincelli recently included Joe Gulla, Lucille Tuck, Eddie Begley, Ruthie Booth, Charlie Caulfax, Joe King and Jane O'Neil.

"HAVEN'T BEEN in a marathon for six years, but the feeling of those sleepy

AN INTERESTING yarn comes to the desk from William Wallace Philley, minstrel oldtimer now residing in Valparaiso, Ind. Philley writes as follows: "An interesting side trip, returning from Tampa recently, was to the home of J. A. Coburn at Daytona Beach, Fla. Years ago the blaring notes of his great Barlow Minstrel Band, to which this writer for one season added volume if little artistry, used to transform the lazy Southern mule into a reincarnation of Bucephalus, the fiery charger that carried the mighty Alexander into battle.

"Coburn at 70 is manager of the excellent band that entertains thousands, summer and winter, in the mammoth band shell on the beach; has a full-time job in the city health department and sits among the first chairs of the cornet section of the band at every concert. To the layman this last feat may mean nothing, but when it is pointed out that a cornetist must have strong natural teeth, at least in front, his performance will be appreciated. For one who masticates with a set of old Dr. Pullem's castinets would find his uppers nestling coyly against his epiglottis at the first blast of a cornet.

"The Coburns will celebrate their golden wedding in November and "Pop" (as he was called by nearly everyone as we waited at the bus station) plans (D. V.) to play his famous *Hamiltonian Polka*, which he and the missus wrote when their romance was in the hand-holding stage. (This should be one for the newsreels.) It was J. A. who discovered Frank Tinney, who went to the top only to have an unfortunate breakdown while in his prime. Tinney was as funny off as on and never tired of entertaining the boys back stage. He would help anyone on the show. He spent the greater part of a rainy afternoon teaching me the 'nance' walk, with which, clad in my wife's hat, I was often the life of the party (a voice—'pest, he means') at social gatherings.

"At Macon I stopped off to see that sterling oldtimer, Dan Holt, now manager of the municipal auditorium there. At St. Petersburg I missed Joe (*Believe Me of All Those Endearing Young Charms*) McAnallon, and Joe Dunlevy at Cincinnati. Cobe and I hashed over the old days and wondered what had become of 'Dolph' Meyer, Shorty Kunkel and others who stepped off in those seemingly interminable 11:45s from the good ship Leota. Those were the days."

spells are returning and I am going back and take it," pencils Harry Howell from Geneva, Ill. "Last I was in was with Joe Rock, Joe Wicks, Billy Lawes, Old Man Miller, Paul Chicago, etc. Would like to read a line on Bonnie Johnson and the bunch from Chicago."

RALPH FOWLER, of Quincy, Mass., of late with Frank Ravese shows, has been presenting his ice act in and around Boston recently to good success.

BILLY AND BILLIE CURTS pencil in to announce their retirement from the endurance field and to say that they are now settled in Abilene, Tex., where Billy is a carpet and linoleum layer for a builders' supply company and Billie is teaching their seven-month-old mixed twins how to sprint. They are anxious to read a line on their old friends Ruthie Carroll, Edna Newell, Mario Alessandro, Van Raams and others and are especially desirous of knowing what has become of Dad Curts, trainer.

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Owners Optimistic, Ken Wayne Reports

KANSAS CITY, Mo., Aug. 27.—Kenneth Wayne, manager of Wayne's Booking Agency, has returned to his desk after a 10-day motor swing thru the Midwest at which time he visited a number of shows in Missouri, Kansas, Nebraska and Iowa.

"The various show managers had no complaints to offer regarding box-office receipts since July 4," stated Wayne. "However, the majority of them said the going was rough in the early spring, due to the fact it rained almost continuously for six weeks.

"Managers seemed optimistic regarding fall and winter. Very few shows will need red ink to post their books this season."

Heffner-Vinson Hi-Lites

CORNELIA, Ga., Aug. 27.—Show is back in Georgia and everyone is noticing the heat after a week in the mountains of North Carolina.

Happy Ray, unit manager, was a visitor here.

Franklin, N. C., gave the show two days of good business. Jim Heffner and Ralph Herbert, the Izaak Waltons with the troupe, went fishing there and came back with nothing but the story of the big ones that got away.

Jack Vinson visited the show and his daughter, Dorothy Gwin, at Gainesville, Ga. Jack is connected with the Federal Theater in Atlanta.

Gainesville, a new town for the show, was very good. Several of the gang took advantage of the municipal swimming pool there Sunday.

Donald Gwin sustained a severe head cut that necessitated several stitches this week when a timber supporting a swing fell on him.

Two-day stands give Ben and Lilly Heffner time to catch up with their 24-hour work and they are back on the show oftener.

Jim Heffner Jr. is bemoaning the fact that his summer vacation is about over.

Too bad Bird Lewellan, of the Billroy show, won't be present to officiate as best man at the coming nuptials on here.

AL PITCAITHLEY.

Tolbert Tattles

WILMINGTON, Del., Aug. 27.—This turned out to be the most enjoyable week-end spot of the season, both from a pleasure standpoint and financially.

Several members of the cast took a fling at deep-sea fishing with good results, while others found the beach and its facilities very much to their liking.

Jumping Jack Miller, unfortunately, was the goat in a new and different version of September Morn. While swimming behind the fishing boat a wave relieved him of a brand-new outfit.

Bill Miller is now playing trombone with the ork, and little Francis Privallee is over her injury and back in harness.

Norma White is paying the penalty of hogging the sun.

It is plenty hot, but business is holding up fine.

LOIS MASON.

Cannon Shots

PETERSBURG, W. Va., Aug. 27.—After a long absence from the columns of our favorite journal we decide to crop up again. A lot has happened since our last report, including the biggest night of the year in White Haven, Pa., and the smallest night in Milford, Pa. We took a flyer into New Jersey and were only too glad we did.

During an off Sunday in Jersey the entire cast spent the day and night in New York and had the pleasure of taking in Gene Krupa's outfit at the Paramount and Count Basie's Band at the Famous Door. The writer was almost overcome by the antics of Krupa and Cosey Cole.

Show changed to a three-night stand last week and biz is holding up okeh. Wardensville, Pa., was the best spot since re-entering West Virginia. Nights are getting cold and everybody is wondering what happened to the summer b. r.

Recent visitors were Hugh McKnight, circus fan; George and Clara Bishop, who will reopen their opy next week, and the advance of the Van Arnarn outfit.

Complimentary remarks in the Van Arnarn column last week noted by all with much delight.

Fred and Doctor F. E. Holland left this week for the former's home in Chicago.

E. S. Holland is still making sure that plenty of paper goes up.

BUDDY CANNON.



SUNNY FOX, attractive daughter of Roy E. Fox and widely known in repertoire circles, will return to the stage next winter. In private life she is the wife of Nat D. Rodgers, director of the special events department of Barnes-Carruthers Fair Booking Association, to whom she was married in Houston on June 29 last. Miss Fox was formerly with her father's shows and for several years was leading woman with Harley Sadler's shows. She, her mother and father were with her husband's show at the Pan-American Exposition, Dallas, last year.

Rep Ripples

PAUL WEISS, after closing with the Jack Kelly Players in Michigan, has signed with the John and Myra Caylor Players for the fall and winter house tour thru Minnesota. . . . EDNA MARIE WILSON, dancing ingenue, appeared last week at the Madison Hotel Grill, Jefferson City, Mo., her fourth appearance in that city this year. . . . DAVIS-BRUNK COMEDIANS, having finished their Missouri dates, have returned to Arkansas to play their regular territory. . . . NEIL SCHAFFNER PLAYERS have opened on their contracted fair dates thru Eastern Missouri. . . . EDDIE AND MONA HART Players, after showing several South Dakota spots, have returned to their regular Nebraska territory. . . . ROSALIE NASH PLAYERS wind up their season this week in Michigan. . . . HAL STONE, manager of the Stone Players in Iowa, has been under the doctor's care for the past week. Three days were lost on

Tent Shows for New England

By E. F. HANNAN

ABOUT 80 summer dramatic theatrical groups operate east of Pittsburgh. This includes those having an air of professional importance, with others that afford outlet for work of dramatic schools, dramatic teachers and semi-professional groups. Few of them make money; one might say they wouldn't be expected to since the majority are run on an amateur basis and do nothing much to make themselves known even locally. The small percentage that carry on in professional or near-professional style are mostly framed to get the so-called elite business; that is, the summer tourists visiting in the section.

They make little or no bid for native patronage, and I doubt if it would be of much use to try for this so-called townie business, as the plays as a rule are not the kind of dramatic entertainment that people in smaller spots relish. I am referring to the majority of bills at smaller resort playhouses which range from *Hamlet* to *Ten Nights in a Barroom*, with the in-betweeners, which comprise the majority, being along the line of plays used as study plays in dramatic courses and by dramatic groups interested in drama study.

The actors are in almost all instances students, with one or two principals carrying the more important roles. The performances are not uniform insofar as acting or directing is concerned, and a feeling of "Oh, let's get it over with" seems to be present at most of the less pretentious places. In other words, it

account of his illness. . . . B. M. GOFF'S COMEDIANS, trouping the Lone Star State, report business good. Roster includes Odell Hogan, Wayne Bates, Betty Louise Evans, Mrs. B. M. Goff, Jack Duffee; Professor Mel-Roy and wife, mentalists; R. F. Hays, advance, and B. M. Goff, manager. . . . SID KINGDON PLAYERS are slated to close their circle in a few weeks.

LAURA CHASE, who recently underwent a major operation at Menorah Hospital, Kansas City, Mo., is recovering nicely. . . . JIMMIE HULL'S Comedians are reported to be doing good business at Tyler, Tex., where they are set for an indefinite engagement. . . . JUSTUS-ROMAIN PLAYERS have invaded South Dakota after an all-summer's run in Nebraska. . . . TED NORTH PLAYERS will return to Wichita, Kan., the first week in October for another indefinite stay. . . . KELLY BROS. are making tentative arrangements to launch a No. 2 company in the Deep South. . . . SKIPPY LAMOREY'S Comedians are slated to close this week. . . . BUDDY WILSON has terminated his engagement with Dewey Campbell's Players and signed with the Crago Players for the fall and winter. . . . HILA MORGAN PLAYERS, who have been showing their regular territory in Iowa all summer, will start south soon. . . . JIMMY MURPHY, formerly with Allen Bros.' Comedians, is a recent addition to the Frank Smith Players. . . . SKIP DEAN, formerly with the M. & M. Show, is now playing fair dates with a hillbilly act. . . . CRAIG BROS.' SHOW play one more week in New York State and then head south for the fall and winter.

FRED LYTELL postals from Texas that business is fair down that way, with crops pointing to a good fall season. Lytell says he will be interested in a one-nighter that will start out soon to play the Lone Star State thru the cotton season. . . . NORMAN KENNEDY will launch a small dramatic trick to play under society auspices, opening in September and making Maine and New Hampshire. . . . BOB PERRY, well known in stock and rep, is appearing as Sample Switchell in *Ten Nights* at Whalom Park, Fitchburg, Mass., this week. . . . DAVE CRAWFORD, formerly of Crawford's Comedians, is readying a small dramatic trick in Galveston, Tex., to play the smaller West Texas towns. . . . A. D. KIRK, now out of the business and residing with Mrs. Kirk in Corpus Christi, Tex., where he heads his own tailoring firm, was a visitor at the home office of *The Billboard* Wednesday of last week (24). He also visited a number of his old friends now on the Federal Theater Project in Cincinnati. Kirk jumped into Cincy from Winchester, O., where he spent a week with his mother on his first trip north in three years.

son as a rule on the right side of the ledger, even tho the season's take is small. Tent actors, willing to travel (not the Broadway type or school-trained youth looking for a good time only), steered by tent showmen who are familiar with drama under canvas, will find no obstacles in their way.

A summer season might be profitably spent in Maine alone, where lots and licenses are in keeping with the size of the town and where natives are warm to traveling troupes.

Billroy's Briefs

HASTINGS, Neb., Aug. 27.—Lost Brock-enridge, Minn., last week, due to terrific electrical storm, to say nothing of the rain and hail which followed in its wake. From 5:30 p.m. 'til 10 p.m., Eddie Mellon, boss canvasman, and his crew were forced to exert every effort to keep the top from taking off. Daisy Mae (Sprint) Murphy elected to hie off to the conveniently near-by refuge of an empty box car for her shelter during the outburst.

In Montevideo, Neb., the day following, Mr. and Mrs. Christy O'Brecht, Evelyn Easten, Dick Caldwell and Mason Wilkes paid us a visit. Christy and a co-worker friend stayed over to catch the show. Other visitors included Mr. and Mrs. Bailey, Barney Oldfield and Mrs. Chic Boyes.

A surprise birthday party for Wincna Wehle was held last Saturday night in the dining room of the Marshall Hotel. She received many lovely presents and congratulations, and a glow-rious time was had by all.

Lincoln, Neb., yesterday, for the third time in the history of the show, forced us to do three performances.

JOHN D. FINCH

Miller Sees Biz Pick-Up

RAY CITY, Ga., Aug. 27.—"Business has been bad this spring and summer; in fact, the worst I have had in 15 years of show business," Al H. Miller, of the Al H. Miller Shows, stated here this week. "But with the tobacco markets opening and the peanut crops and cotton coming on, an upturn in business is looked for. Many shows are coming into this section, with most of the towns already having seen at least two shows and some as many as four this season."

Rexford Opening in Okla.

TULSA, Okla., Aug. 27.—Billy Rexford plans to launch the Personality Players in this State early in September, with a cast including Anne Ross and himself, leads; Maurine Lane, ingenue; Sammy Goode, Juves, and E. Eagles, comedy. Adrian Arden will lead a three-piece ork, and the show is carded to play one and two-night stands. Personality Players formerly operated in Texas under Dan Baurac. Redford plans to open on an Oklahoma circle later in the season.

BURLESQUE

(Continued from page 22)

go back to the Hirst circuit. . . . BEVERLY GOLD, of the Nomad, Atlantic City, eye-fuls, to do a strip-tease in a new, self-devised zipper costume. Margie Kelly, co-worker, made a Paramount pix test recently. . . . HELEN TROY, vacationing with the family in Atlantic City all summer, to be featured with a Hirst show. Ditto Virginia Jones. . . . WINNIE GARRETT moved from the Eltinge August 25 to Milt Schuster's new Midwest circuit. UNO.

WANTED

Join on wire, Team or Family with own living accommodations. Blackface or Toby Comedian. Sing, dance, play your own numbers, string instruments. Must be sober and reliable, help move, take care of outfit. This is week stand picture-vandeville show. Out all winter. State your best salary, as it's sure. Johnnie Vernie Bishop wire me care Western Union, Kinston, N. C.

SOUTH'S FAVORITE TENT SHOW

JACK C. GRADY.

AGENT AND PERFORMERS

WANTED QUICK

Place bustling Agent with car. Work on percentage basis. Want versatile Novelty Musical Team, or double Piano. Photos and wardrobe essential. People with car answer. Long season. Money sure. State all Join on wire. Old, original. BILLY ALLEN'S VARIETY CO., Great Falls, Mont.

WANTED

For immediate engagement with Milt Tolbert's All-Star Minstrel Radio and Vaudeville Revue—Adagio Dance Team, Magician, Novelty Acts, Singers, Chorus Girls, Entertainers. All lines. Write full particulars (air mail). WANT Emcee who can Sing. Wire via Western Union. Pay your own; I'll pay mine. Address H. D. HALE, Box 552, Dothan, Ala.

ACTS, UNITS AND ATTRACTIONS

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

A

Adrian, Iris (Leon & Eddie's) NYC, nc.
 Alfredo & Dolores (Bal Tabarin) NYC, nc.
 Allen, Stuart (Essex House) NYC, h.
 Allen, Ed (Palmer House) Chi, h.
 Anderson Sisters (Plantation) NYC, nc.
 Andrade, Raymond (Biltmore) NYC, h.
 Andrews Sisters (Stanley) Pittsburgh, t.
 Antoine & Barry (Mayfair) Boston, nc.
 Argen, Noel (Bankers' Club) Phila, nc.
 Arena & Martinez (Monte Carlo) NYC, nc.
 Armon, Dorothy (Chez Ami) Buffalo, nc.
 Arms, Frances (Pal.) Chi, t.
 Arn, Vera (S. S. Bear Mountain) Battery Park, NYC, s.
 Arnold, Floyd (Greenhorn Tavern) Hickman Mills, Mo.
 Ash, Paul (Roxy) NYC, t.
 Attles, Joe (Plantation) NYC, nc.

B

Bailey Sisters (Edgewater Beach) Chi, h.
 Baines, Pearl (Kit Kat) NYC, nc.
 Banfields, The (Riverside) Milwaukee, t.
 Banks, Sadie (Old Roumanian) NYC, re.
 Bappte & Lamb (New Yorker) NYC, h.
 Barnes, Lillian (Babette's) Atlantic City, nc.
 Baron, Peanuts (Rendezvous Villa) Youngstown, O., nc.
 Barrie, Gracie (Riviera) Fort Lee, N. J., nc.
 Barth, Ruby (S. S. Bear Mountain) Battery Park, NYC, s.
 Basquette, Lina (Leon & Eddie's) NYC, nc.
 Bass, Paul (Chateau Moderne) NYC, nc.
 Bauer, Dick (Green Well) Louisville, nc.
 Beaucaire, Pierre (Monte Carlo) NYC, nc.
 Bee, Kenney (Cafe de Paris) London, nc.
 Behan, Arthur (Gay Nineties) NYC, nc.
 Belmont Balladeers (Glass Hat) NYC, nc.
 Bennett, Ethel (Old Roumanian) NYC, nc.
 Bennett, Ruby (Torch) Atlantic City, nc.
 Berigan, Bunny, & Orch. (Stanley) Pittsburgh, t.
 Berk, Irving (Roumanian Village) NYC, nc.
 Bernhardt, Nelta (Mayflower) Jacksonville, Fla., h.
 Bernie, Ben, & Orch. (Strand) NYC, t.
 Berry's, Harry, Sunkist Vanities (Strand) Sydney, N. S., Can., Sept. 1-3, t.
 Bias, George (Creole Gardens) Cleveland, nc.
 Birse, Daria (Russian Kretchma) NYC, re.
 Bishop, Gordon (Jim Otto's) Hollywood, Calif., nc.
 Blaine, Barbara (Rancho San Pablo) El Cerrito, Calif., nc.
 Blaire, Kay (Arcola Inn) Arcola, N. J., nc.
 Blakstone, Nan (Club 17) Hollywood, nc.
 Blanchard, Jerry (18) NYC, nc.
 Blane, Ross (Chez Paree) Chi, nc.
 Boots & Saddles (Afrique) NYC, nc.
 Boran, Arthur (Lake Tarleton Club) Pike, N. H., nc.
 Borg, Inga (Jimmy Kelly's) NYC, nc.
 Borgia & Oliver (Coq Rouge) NYC, re.
 Bourbon, Ray (Rendezvous) Hollywood, nc.
 Bouvier, Yvonne (St. Moritz) NYC, h.
 Bowan, Sybil (Beverly Hills) Newport, Ky., cc.
 Bows, Major, Anniversary (Buffalo) Buffalo, t.
 Bows International Revue (Orph.) Minneapolis, t.
 Eric, Rhoda (Village Brewery) NYC, nc.
 Bromley, Bob (State) NYC, t.
 Brooks, Howard (500) Atlantic City, nc.
 Brown, Dolores (Black Cat) NYC, nc.
 Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis.
 Bruce, Betty (Strand) NYC, t.
 Buck & Bubbles (President) Swan Lake, N. Y., h.
 Byrnes, Jimmy & Jerre (Blackhawk) Chi, nc.

C

Cantatore, Maria (Gamecock) NYC, c.
 Cairns, Killian (S. S. Bear Mountain) NYC, s.
 Campbell Trio (Ritz) Flora, Ill., nc.
 Campbell, Aaron & Carolyn (Ritz) Flora, Ill., nc.
 Cansinos, The (Bismarck) Chi, h.
 Cardini (Casa Manana) NYC, nc.
 Carlos & Carito (Villa Venice) Northbrook, Chi, cc.
 Carr, Billy (606 Club) Chi, nc.
 Carr Bros. & Betty (State) NYC, t.
 Carter & Schaub (Jimmy Kelly's) NYC, nc.
 Carter, Marcella (Creole Gardens) Cleveland, nc.
 Carver, Zeb (Village Barn) NYC, nc.
 Castaine & Barry (Cavaller Beach) Virginia Beach, Va., nc.
 Cavali, Katherine (Le Mirage) NYC, nc.
 Chandler, Evelyn (International Casino) NYC, nc.
 Chavez, Alfonso (Trocadero) NYC, re.
 Chaney & Fox (Pal.) Chi, t.
 Clancy, Patricia (Wivel) NYC, re.
 Clark, Al (Cocoanut Grove) Boston, nc.
 Clifford, Pete (Swing) NYC, nc.
 Cobey, Lew (White) NYC, h.
 Cocco, Gabriel (Ambassador) NYC, h.
 Cole, Walter (Arcola Inn) Arcola, N. J., nc.
 Cole, Jack (Radio City Rainbow Room) NYC, nc.
 Collette & Barry (St. Moritz) NYC, h.
 Collette, Joan (606 Club) Chi, nc.
 Colligan, Bill (Crisis) NYC, nc.
 Collins, Frank (Jim Otto's) Hollywood, nc.
 Colton, Betty (Swing) NYC, nc.
 Comstock, Frances (One Fifth Ave.) NYC, h.
 Condos Bros. (Chicago) Chi, t.
 Cook, Aileen (Elysee) NYC, h.
 Cooper, John (Kit Kat) NYC, nc.
 Coralli (Bublichki) Hollywood, nc.
 Crackerjacks, Four (Paradise) Atlantic City, nc.
 Crane Twins (Astor) NYC, h.
 Crump, Pleasant (Glass Hat) NYC, nc.
 Cummings, Don (Chicago) Chi, t.

D

D'Arcy, Jean (McAlpin) NYC, h.
 Dalton, Jack (Monte Cristo) Chi, re.
 Dancers, Francele (Herrigs Village) Columbus, O., nc.
 Daniels, Jean (Plantation) NYC, nc.
 Daniels, Putney (Furnace) NYC, nc.
 Daniels, Eddie (Geo. Washington) Jacksonville, Fla., h.
 Dario & Diane (Piping Rock) Saratoga, N. Y., nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

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

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Datsko, Yasha (Russian Art) NYC, re.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 Davis, Rufe, & Unit (Tower) Kansas City, Mo., t.
 Dawn, Dolly (Capitol) Washington, t.
 De Angelo & Porter (Casino De La Plaza) Havana, Cuba, nc.
 DePron, Louis (Paramount) NYC, t.
 Dean, Joey (Babette's) Atlantic City, nc.
 Dell & Hamory (Essex House) NYC, h.
 Del Carmen, Maria (Havana-Madrid) NYC, nc.
 Delahanty Sisters (Mac Nite Club) Germantown, O.
 Dennis & Sayers (Chez Ernest) Three Rivers, Que., Can., nc.
 Denis, Clark (Bon-Air) Chi, cc.
 Dillon & Parlow (El Mido) Vallejo, Calif., nc.
 Dimitri & Helen Virgil (El Gaucho) NYC, re.
 Dio Trio (La Cava) NYC, re.
 Dion, Ilias (Bertolotti's) NYC, nc.
 Dittman, Grace (Palmer House) Chi, h.
 Dixon, Gay (Torch) Atlantic City, nc.
 D'Orsay, Pifi (President) Swan Lake, N. Y., h.
 Doane, Barbara (Meadowbrook) Saratoga, N. Y., nc.
 Donnelly, Harry (Gay Nineties) NYC, nc.
 Dorita & Valeroy (El Chico) NYC, nc.
 Downey Sisters (Jim Otto's) Hollywood, nc.
 Draper, Paul (Chez Paree) Chi, nc.
 Drayton Sisters & Jack (Roxy) Salt Lake City, t.
 Drew, Charlie (Lombardy Bar) NYC, re.
 Drysdale, Grace (Colosimo's) Chi, nc.
 Duffy, Bobby (New Yorker) NYC, h.
 Durkin, Nellie (Weismantel's) Brooklyn, N. Y., s.

Edwards, Str (Riverside Gardens) Indianapolis, p.
 Egbert, Marlon (Plantation) NYC, nc.
 Elaine, Henry (Monte Carlo) NYC, nc.
 Elin, Marita (Old Roumanian) NYC, re.
 Ellis, Patricia (Casa Manana) NYC, nc.
 Ellis, Kay (Jim Otto's) Hollywood, nc.
 Ender & Farrell (Clover) Hollywood, nc.
 Eugene, Bob, Troupe (Coney Island) Cincinnati, p.

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

Evans, James (Beverly Hills) Newport, Ky., cc.
 Evans, Steve (Capitol) Washington, t.
 Everett & Conway (Wyandotte) Wyandotte, Mich., Sept. 1-5, t.

F

Farrell, Bill (Place Elegante) NYC, nc.
 Faulkner, Lorraine (Afrique) NYC, nc.
 Fay, Vivian (Roxy) NYC, t.
 Feeley, Mickey (Garbo) NYC, re.
 Ferguson, Bobby (Wonder Bar) New Orleans, nc.
 Fern, Vera (Paradise) NYC, re.
 Fletcher, Bruz (Ball) Hollywood, nc.
 Flippen, Jay C. (Leon & Eddie's) NYC, nc.
 Flowerton, Consuelo (Chateau Moderne) NYC, nc.
 Ford, Nora (Cat & Fiddle) Cincinnati, nc.
 Foster, Gae, Girls (Roxy) NYC, t.
 Francita (Colosimo's) Chi, nc.
 Francis, Charlie (18) NYC, nc.
 Francis, Ray (Spinning Wheel) Seattle, Wash., nc.
 Frank, Art (Strand) NYC, t.
 Franklin, Cass (New Yorker) NYC, h.
 Frederickson, Les (Casa Del Ray) Santa Cruz Beach, Calif., h.

G

Gainsworth, Marjorie (Versailles) NYC, nc.
 Garr, Eddie (Riviera) Fort Lee, N. J., nc.
 Gates, Bob & Maxine (Herrigs Village) Columbus, O., nc.
 Geraldine & Joe (Colosimo's) Chi, nc.
 Garron & Bennett (Meadowbrook) St. Louis, cc.
 Georges & Jalna (Ambassador) Los Angeles, h.
 Gerrits, Paul (Bon Air) Chi, cc.
 Gilbert, Paul (Chez Ami) Buffalo, nc.
 Gilmore, Amelia (Wivel) NYC, re.
 Glover & LaMae (Stevens) Chi, h.
 Gonzales & Menen (McAlpin) NYC, h.
 Gordon's, Alf, Dogs (Pal.) Chi, t.
 Grafton, Cloria (Arrowhead) Saratoga, N. Y., nc.
 Granados, Asuncion (El Chico) NYC, nc.
 Grauer, Bernie (Gay '90s) NYC, nc.
 Gray, Jack (Park Lane) NYC, h.
 Green, Al (Pioneer Nut) NYC, nc.
 Green, Ginger (Continental) Kansas City, Mo., nc.
 Greenway, Ann (Riley's) Saratoga, N. Y., nc.
 Griffith & Wells (Aylmer Aquatic Club) Aylmer, Que., Can.
 Gordon, Paul (Riley's) Saratoga, N. Y., nc.
 Grey, Betty (Bismarck) Chi, h.
 Grogan, Willie (18) NYC, nc.
 Gulzar, Professor (New Yorker) NYC, h.

H

Hale, Teddy (Kit Kat) NYC, nc.
 Hall, George, & Orch. (Capitol) Washington, t.

Hall, Bob (State-Lake) Chi, t.
 Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
 Hanneford, George, Family (Steel Pier) Atlantic City June 26-Sept. 15.
 Harrington, Pat (Club 18) NYC, nc.
 Harris & Shore (Strand) NYC, t.
 Harris, Phil, & Orch. (Earle) Phila, t.
 Harrison, Spike (Gay '90s) NYC, nc.
 Hart, Walter (Pinochlos) San Francisco, nc.
 Heidt, Horace (Lyric) Indianapolis, t.
 Hewitt, Buster (Progress) Atlantic City, nc.
 Hill, Florence (Plantation) NYC, nc.
 Hoctor & Shayne (Rancho San Pablo) El Cerrito, Calif., nc.
 Hoffman, Lou (Villa Venice) Chi, cc.
 Holbeln, Rolf (Roxy) NYC, t.
 Honey Family (Earle) Washington, t.
 Hooton, Don (Palmer House) Chi, h.
 Hope, Nick (Wivel) NYC, re.
 Hopkins, Bob (Chez Ami) Buffalo, nc.
 Hourckle, Johnny (Bal Tabarin) NYC, nc.
 Howard, Joseph (Bill's Gay '90s) NYC, nc.
 Hoysradt, John (Radio City Rainbow Room) NYC, nc.
 Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.
 Humes, Helen (Famous Door) NYC, nc.
 Hylton Sisters (Cocoanut Grove) Boston, nc.

I

Jackson, Half Pint (Black Cat) NYC, nc.
 Jackson, Stone & Reeves (Colosimo's) Chi, nc.
 Jacob, Anita (Beverly Hills) Newport, Ky., cc.
 James, Freddie (Surfside) Long Beach, N. Y., nc.
 Janet of France (Janet of France) NYC, re.
 Janis, Helen (Bal Tabarin) NYC, nc.
 Jans, Lynton & Brooks (Capitol) Wheeling, W. Va., Sept. 1-3, t.
 Jarvis, Sam (International Casino) NYC, nc.
 Johnson, Mae (Surfside) Long Beach, N. Y., nc.
 Jones, Owen (Leone's) NYC, re.
 Jones, Bobby (Black Cat Casino) Wilmington, Del.
 Joyita & Maravilla (El Chico) NYC, nc.

K

Kaleolani, Alvin (Biltmore) NYC, h.

Kalani, Kay (Hawaiian Paradise) Hollywood, nc.
 Karson's, Maria, Musicals (Circle Bar) E. Dubuque, Ill.
 Karson, Musical Maria (Hi Hat) near Dickyville, Wis., nc.
 Kaye, Johnny, & Playboys (New Yorker) Houston, Tex., nc.
 Kellam, Eddie (Graylyn Blueroom) Indianapolis, nc.
 Kelly, Paula (Rainbow Room) NYC, nc.
 Kemble, Letty (Bertolotti's) NYC, nc.
 Kennedy, Buddy (Village Barn) NYC, nc.
 Kenney, Billy (Cortez) El Paso, Tex., h.
 King, Bob (Riverside) Milwaukee, t.
 Kirk, Joe (Leon & Eddie's) NYC, nc.

L

La Franconi, Terri (Palmer House) Chi, h.
 Lackore, Jimmie (Black Cat Casino) Wilmington, Del.
 Lanib, Gil (Walton) Phila, h.
 Landes, Jean (Riley's) Saratoga, N. Y., nc.
 Lane, Mary (Jimmy Kelly's) NYC, nc.
 Laurie Jr., Joe (State) NYC, t.
 Lawler, Terry (Hi-Hat) Chi, nc.
 Lee, Bob (Wivel) NYC, re.
 Lee, W. J. (Traymore) Atlantic City, h.
 Leopold, Billie (Ben's) Milford, Conn., re.
 Lewis, Ann (Plantation) NYC, nc.
 Lewis, Joe E. (Hi Hat) Chi, nc.
 Lewis, Dorothy (International Casino) NYC, nc.
 Lewis Jr., Ted (Surfside) Long Beach, L. I., N. Y., nc.
 Lind, Christina (New Yorker) NYC, h.
 Lit, Bernie (Atlantic Bar) Wildwood, N. J., nc.
 Lonas, John (Spinning Wheel) Seattle, Wash., nc.
 Londañares, The (Bennett) Binghamton, N. Y., h.
 Long, Avon (Plantation) NYC, nc.
 Loria Bros. (Hollenden) Cleveland, h.
 Lova, Tanya (Club Gattaneau) Ottawa, Ont., Can.
 Loy, Thida (Gladstone) Casper, Wyo., h.
 Lubina, Ada (Old Roumanian) NYC, re.

M

McCabe, Sarah Ann (Strand) NYC, t.
 McKay & La Vallee (Elephant Castle) London, t.
 Mack, Ernie (Wivel) NYC, re.
 Madden, Fica (Royal Palm) Miami, nc.
 Mahmoud, Ali (St. Moritz) NYC, h.
 Major, Bob & Bobbie (The Studio) Clifton, N. J., nc.
 Mann, Marion (Blackhawk) Chi, nc.
 Vapes, Bruce (International Casino) NYC, nc.
 Marine, Flos (Wivel) NYC, re.
 Marinos, Los (Trocadero) NYC, nc.
 Marlyn & Michael (Radio City Rainbow Grill) NYC, nc.

Marque & Marquette (Royal Palm) Miami, nc.
 Marquises, Three (La Marquise) NYC, nc.
 Marsh, Gloria (Jimmy Kelly's) NYC, nc.
 Martin, Tony, & Orch. (Earle) Washington, t.
 Martin, French (Torch) Atlantic City, nc.
 Martin, Ruth (Herrigs Village) Columbus, O., nc.
 Mason, Jackie (Wonder Bar) Cincinnati, nc.
 Mauseth, Irene (18) NYC, nc.
 Medrano & Donna (Arrowhead Inn) Saratoga Springs, N. Y., nc.
 Meadows, Frankie (Butler's) NYC, nc.
 Mercer, Maryann (Village Barn) NYC, nc.
 Meredith Lu Anne (Royal Palm) Miami, nc.
 Meza, Ted (Cocoanut Grove) Boston, nc.
 Michaux, Jules (Tavern) Charleston, W. Va.
 Miller, Beth (Roumanian Village) NYC, nc.
 Miller, Cathlyn (Royal Hawaiian) San Francisco, nc.
 Miracva, Inna (Bublichki) Hollywood, nc.
 Moffett, Adelaide (Piping Rock) Saratoga, N. Y., nc.
 Mole, Joe (Fernandez Shows) Honolulu, Hawaii.
 Monahan, Dave, & Co. (State-Lake) Chi, t.
 Monti, Millie (Savoy-Plaza) NYC, h.
 Moore & Revel (Bon-Air) Chi, cc.
 Morales Bros. & Little Daisy (Celebration) Adrian, Mich.
 Moran & Plemonte (Warwick) NYC, h.
 Morison, Alex (St. Regis) NYC, h.
 Morse, Lee (Texas) Ft. Worth, h.
 Myers, Timmy (Moonlight Cafe) Chi, nc.
 Myers, Helen (New Yorker) NYC, h.
 Myers, Tom (Creole Gardens) Cleveland, nc.

N

Napus (Lexington) NYC, h.
 Nazarenko (St. Regis) NYC, h.
 Neilsen, Eleanor (Crisis) NYC, nc.
 Nesbit, Evelyn (Cavaller) NYC, nc.
 Nessley & Norman (Avalon Club) Ottawa, Ont., Can., nc.
 Newdahl, Clifford (One Fifth Ave.) NYC, h.
 Nicholas Bros. (500) Atlantic City, nc.
 Nigat Hawks, Four (Edgewater Beach) Chi, h.
 Nimon & Villon (Villa Venice) Chi, cc.
 Noland, Nancy (Elysee) NYC, h.
 Norman & McKay (S. S. Bear Mountain) NYC, s.
 Norris, Harriet (Alabama) Chi, nc.
 Novak, Stanley (Melody Gardens) Elmira, N. Y., nc.
 Novello Brothers (Palmer House) Chi, h.

O

O'Day, Darlene (Bismarck) Chi, h.
 O'Dell, Dell (Arrowhead Inn) Westchester, N. Y., ro.
 Odeta & Kahala (Biltmore) NYC, h.
 Oden, Patsy (500) Atlantic City, nc.
 Orelia-Pete, Princess (Paradise) Atlantic City, nc.
 Ortego, Rosita (Villa Venice) Chi, cc.
 Oswald & Ernie Stanton (Riverside) Milwaukee, t.
 Owen, Guy (International Casino) NYC, nc.
 Owen, Cass & Co. (Pal.) Chi, t.
 Oxford Boys (Pal.) Chi, t.
 Oxford Trio (Astor) NYC, h.

P

Palmer, Jay & Doreen (Bartlett Club) Rochester, N. Y., nc.
 Pancho & Dolores (Havana-Madrid) NYC, nc.
 Parker, Ray (Rancho San Pablo) El Cerrito, Calif., nc.
 Patterson, Trent (Whirling Top) NYC, nc.
 Paul, Fred (Showboat) Bridgeport, Conn., cb.
 Pepper, Mack (Rancho San Pablo) El Cerrito, Calif., nc.
 Peppino & Camille (Earle) Phila, t.
 Petty, Ruth (Villanova) Saratoga, N. Y., nc.
 Pierce & Harris (St. Regis) NYC, h.
 Pitts, Zasu (Paramount) NYC, t.
 Plaza, Trini (Gaucho) NYC, nc.
 Preisser, Cherry & June (Riviera) Fort Lee, N. J., nc.
 Pryme, Alberta (Afrique) NYC, nc.

R

Ralph, Wynne (Radio Franks) NYC, nc.
 Ramon & Renita (Vista Del Arroyo) Pasadena, Calif., h.
 Ramos, Bobby (Hawaiian Paradise) Hollywood, h.
 Ramos, Francisco (El Chico) NYC, nc.
 Randolph, Amanda (Black Cat) NYC, nc.
 Ransom, Bienda (Cavaller) NYC, nc.
 Rathbun's Revels (Leon & Eddie's) NYC, nc.
 Ray, Mary, & Naldi (State) NYC, t.
 Redman's, Don, & Orch. (State) NYC, t.
 Regan, Paul (Stevens) Chi, h.
 Renard, Rita (Monte Carlo) NYC, nc.
 Renault, Francis (Frolis) Atlantic City, nc.
 Reyes, Paul & Eva (Chez Paree) Chi, nc.
 Rhodes, Dorothy (Black Cat) NYC, nc.
 Rhodes, Carol (Bossert) Brooklyn, N. Y., h.
 Richardson, Margaret (New Yorker) NYC, h.
 Ringo & Harris (Whirling Top) NYC, nc.
 Roberts, Mary (Gay Nineties) NYC, nc.
 Roberts & Farley (New Yorker) NYC, h.
 Roberts Bros., Three (500) Atlantic City, nc.
 Roberts & White (Cocoanut Grove) Boston, nc.
 Rolando & Dodd (Castle Farm) Cincinnati, nc.
 Rollickers Trio (Calalier Inn) La Crosse, Wis.
 Romona (Cavaller) NYC, nc.
 Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
 Ross, Geraldine (State-Lake) Chi, t.
 Roth & Shay (Apollo) Nurnberg, Germany, Sept. 1-15, t.
 Royal Rangers (Village Barn) NYC, nc.
 Royal Hawaiian Sweethearts (Biltmore) NYC, h.
 Rufus & Richard (Surfside) Long Beach, N. Y., nc.
 Rush, Ann (18) NYC, nc.
 Russell, Maudie (Surfside) Long Beach, N. Y., cb.
 Ruiz, Maclovio (Blackhawk) Chi, nc.
 Ruvel & Marcea (Jimmy Kelly's) NYC, nc.
 Ryers, Frankie (18) NYC, nc.

S

St. Claire & O'Day (Tivoli) Sydney, Australia, Aug. 29-Oct. 12, t.
 Sandino & Fairchild (Cavaller) Virginia Beach, h.
 Sankar, Kostia (Bublichki) Hollywood, nc.
 Santanellos, The (Coney Island) Cincinnati, p.
 Satch & Satchel (St. George) Brooklyn, N. Y., nc.
 Saxon, Bea (500) Atlantic City, nc.
 Scott, Virgie (Black Cat) NYC, c.
 Scotti, George (Arcola Inn) Arcola, N. J., ro.
 Sedley, Roy (Torch) Atlantic City, nc.
 Seeley, Winnie (Chez Paree) Chi, nc.
 (See ROUTES on page 50)

The Final Curtain

AMBER—Maude, 66, well-known musical comedy prima donna and vaudeville star during the golden era of vaude, in San Francisco August 24. She was the widow of C. Winfield Blake, her leading man in her theatrical days and later her partner in the theatrical booking agency Blake & Amber.

BONTA—Mrs. George, 44, in Baylor Hospital, Dallas, recently after an operation. Two children, William H. Bonta, concessioner with Crowley's United Shows, and Mrs. William Heath, survive. Burial in Oakland Cemetery, Dallas.

CAMP—John F., 44, manager of the Universal Film Exchange, Milwaukee, after a short illness August 18. He had been associated with the film business for 25 years. Survived by his widow, two children, his parents, a brother and sister.

CAPRA—John, 3, son of Frank Capra, movie director, in Hollywood August 24 after a tonsillotomy.

CASSIDY—G. Grattan, 30, legit actor and brother of Claudia Cassidy, dramatic editor of *The Chicago Journal of Commerce*, in that city August 20. Services August 22 and burial in Shawneetown, Ill.

CATON—Roland (Biscuit), 45, of the T. J. German Attractions, in Jackson Center, O., August 23 while playing a date there. Caton was a native of Roseville, O., and traveled with many of the largest carnivals thruout the United States and Canada.

CONNER—John J., formerly a member of the vaude act the Four Nelsons, hoop rollers and jugglers, August 26 in a Lexington, Ky., hospital after several years' illness. He was a native of Ashland, Ky., and his body was taken there for burial. A brother and sister, of Ashland, survive.

DALY—Stephen, 53, booking agent and house manager for the Detroit Federal Theater, in that city August 19 from complications. In his earlier years he was an actor with stock companies and for several seasons juvenile leading man with the Shuberts in *June Moon* and other productions and with the *Ziegfeld Polities*. Survived by three children, Stephen Jr., Donald and a daughter, Vivian. Services in St. Patrick's Catholic Church, Detroit, August 23. Interment at Mt. Olivet Cemetery.

JAUGHERTY—Glen, 40, secretary of the Monroe County Agricultural Society, August 22 at his home in Woodsfield, O., after a brief illness. He had been identified with the fair board there for several years, serving in various capacities. Services and burial in Woodsfield.

DE LACEY—Kate, 75, August 18 in St. Mary's Hospital, Kansas City, Mo. She was the mother of the team Dancing De Lacey, in vaudeville for over 20 years. Survived by a son, Frank; a daughter, Florence; two sisters and one brother, all of Kansas City.

DOLLINGER—Sam, 44, concessioner, in Chicago August 22 of a heart attack. Funeral services under auspices of the Showmen's League, with burial in Showmen's Rest, Chicago.

FALLS—Joseph, 57, Bangor, Me., carnival and circus worker, and formerly waiter with the Cole Bros. Circus, on a train near Milwaukee August 23.

HATHAWAY—Mrs. Jean, 62, who starred in a number of the one-reel adventure films during the early days of Hollywood, in Los Angeles August 23 of a cerebral hemorrhage. She was the mother of Henry Hathaway, film director.

GIBSON—Charles Hugo, former usher at the Paramount Theater, Newport News, Va., when an airplane he was piloting crashed at Municipal Airport, Newport News, August 22. Survived by parents and two sisters, residents of Tabbs, Va.

GOLLMAR—Mrs. Isabelle Marie, 65, wife of Benjamin F. Gollmar, treasurer of the former Gollmar Bros. Great American Show (circus), at her home in Baraboo, Wis., August 21 after several years' illness. Survived by her husband, two daughters, a grandson and granddaughter. Services August 24 at her home. Burial in Walnut Hills Cemetery, Baraboo.

KIRCHNER—George, 72, treasurer of the Harris Amusement Co., Pittsburgh, in Harper Hospital, Detroit, August 22 of a heart attack. Kirchner figured prominently in Detroit banking and club circles and was a member of the Detroit Athletic Club, Detroit Club, Pine Lake Country Club and Knights of Columbus. Survived by his widow, Fina Valentine; three sons, two daughters and two brothers. Interment in Mt. Elliott Cemetery, Detroit.

KIRK—Hugh, 51, for over 20 years a member of the aerialist and gymnastic trio known as Melanotte, Lanole and Melanotte in circus and vaudeville, in Haystack Sanitarium, Chicago, recently.

LEVY—Harry, 49, vice-president and

general manager of the Aeolian Co. of Missouri, distributor of RCA Victor products in St. Louis territory, in that city recently. Survived by his widow and daughter.

MILLER—Florence, known in repertoire and stock as Elizabeth Mills, in Fayette, O., August 12 after a long illness. She was the widow of Ed Mills, character man. Survived by her son, Orland Walker, now with the Norma Ginnivan Dramatic Co. Burial in Chilli-cothe, O.

ROGERS—Morgan L., 36, former trouper with circuses as an eight-team driver, in Chenango Memorial Hospital, Norwich, N. Y., August 22. Among shows he was with were Van Amburgh, Older's, O'Brien's and Dan Rice. He had a show of his own at one time, Rogers Comedy Co. Morgan was a member of the Masonic Lodge and Red Men. His widow survives. Burial in Genegantslet Cemetery, Norwich

ROSS—Nellie Constance, 74, opera soprano of a generation ago, in Menlo Park, Calif., August 17. She was starred at the reopening of the famous Tivoli Opera House after its restoration from the 1906 San Francisco fire. She left no survivors. Services and cremation at Woodlawn Memorial Park, San Francisco.

SHERMAN—Clarence, 44, concessioner with the Dodson World Fair Shows for 15 years, of a heart attack in Monessen Hospital, Charlerio, Pa., August 25.

TILGHMAN—Charles E., veteran showman and owner and operator of the Bayview Hotel and Public Landrig in Snow Hill, Md., of acute indigestion at Salisbury, Md., August 18. Survived by his widow, a son and three daughters.

VOSS—Edgar M., 41, proprietor of the New Empire Tavern, Sheboygan, Wis., and former showman, suddenly in that city August 25. Voss was a member of the Showmen's League of America.

WEAVER—Eula Mae, 52, colored performer, in Hobart, Okla., August 20. She had been in show business 26 years, including five with the Roy Gray Tent Show and five with the Vernon Shows. She married "Green River" Weaver in 1910. Interment in Sulphur Springs, Tex.

WEIDHAAS—Gustav A., 62, scenic artist, who was associated with Zeigfeld, George White, Earl Carroll and many others as art director, at his home in Bronxville, N. Y., August 21. Survived by his widow, a son and a sister.

WHITE—Harry, who with his brother, Ernest, operated the Pastime Theater, Mansfield, Mass., for the past 20 years, suddenly at his home in that city August 16 from an illness believed to have been caused by heat. Survived by his widow, a son, daughter, three sisters and three brothers. Services August 18.

WHITED—Mrs. Amanda, 23, worker with the W. S. Curl carnival, of a heart attack in Auburn, O., August 8. Survived by her husband, Thomas. Services in Auburn and burial in Woodlawn Cemetery.

WILSON—Frank R., 76, for many years manager of the Thayer Military Band, of Canton, O., in that city August 20 after a long illness. Survived by his widow and two brothers, including Ed, secretary of the Stark County Agricultural Society. Services and burial in Canton.

Marriages

ALLEN-BINFELD—Claude W. Allen and Betty Binfield, known as Betty La Venia, of the La Venia Sisters trapeze act, in Berwick, Pa., August 6. Both with the Sam Lawrence Shows.

BERGER - CROSBY—Arnold Berger, manager of the Greenwich Theater, East

Greenwich, R. I., and Dorothy Crosby, nonpro, at the bride's home in Melrose, Mass., August 27.

BERNS - WEINSTEIN—Joseph Berns, son of Sol Berns, Detroit booking agent, and formerly associated with his father's business, and Sadie Weinstein, nonpro, in Temple Beth El, that city, August 21.

BOGART - METHOT—Humphrey Bogart, film actor, and Mayo Methot, New York stage actress, at the home of Mel Baker, screen writer, Hollywood, August 21.

COHN - ELKINS—Albert Ray Cohn, concessioner with Conklin Shows, and Isabelle Elkins, nonpro of Chicago, in Toronto, Ont., August 25.

COX-SHELTON—Ray Cox, sound effects man at Station WHO, Des Moines, and Guenivere Shelton, radio singer, formerly head over KNX, Hollywood, and KIEV, Glendale, Calif., in the Little Brown Church in the Vale, Nashua, Ia., August 27.

EDWARDS - ARDEN—Bobby Edwards and Ruth Arden, Chicago dance team, in Louisville recently.

KIDWELL - EATON—John Raymond Kidwell, announcer for Station KGKO, Ft. Worth, Tex., and Cleo Bernice Eaton, of the Aerial Eaton Sisters, free act with Burdick's All-Texas Shows, at Hotel Nimitz, Fredericksburg, Tex., August 19.

KOHLBECK - CHERNEY—Quiren A. Kohlbeck, orchestra leader, and Beatrice E. Cherney in St. Lawrence, Wis., August 18.

MATHEWS-BLUM—Russell Mathews, nonpro, and Billy Blum, in charge of publicity for Station CKLW, Detroit-Windsor, August 20.

RENDER - SPITZ—Edward (Corkey) Render, member of the Eddie Hart Players, rep show, and Mildred Spitz, nonpro, in Cozad, Neb., August 8.

SWARTON-GILES—Frank C. Swarton, electrician, and Barbara Ruth Giles, member of girl revue, both with William Bazinet & Sons' Shows, recently.

Correction

Jean Darling, formerly a member of Hal Roach's *Our Gang* comedies, has informed *The Billboard* that the item in last week's issue concerning her marriage to Al Vincent is erroneous in its entirety. The item stated that Miss Darling, better known as Marjorie Pierce, was married August 15 in Reno, Nev., to Al Vincent, nonprofessional. Miss Darling denies that she knows anybody by the name of Al Vincent; that she was ever in Reno and that she is also known as Marjorie Pierce. Miss Darling is 18 years old and unmarried.

Coming Marriages

Gordon D. Ayres, playwright, and Peggy (Baby) Montgomery, comedienne of the silent screen, in October.

Clifford Livingston, technician for Station KGAR, Tucson, Ariz., and Agnes Sellers, nonpro of Des Moines, in the latter city September 9.

Births

A 7¼-pound son, Earl, to Mr. and Mrs. Al Rukin in Mt. Sinai Hospital, Chicago, August 16. Parents are concessioners with the Rubin & Cherry Exposition.

A daughter to Mr. and Mrs. Carl Morrison in Cleveland, Tenn., recently. Parents are associated with the Cumberland Valley Shows.

A six-pound daughter, Irene, to Mr.

and Mrs. W. H. Beard in the Washington County Hospital, Hagerstown, Md., recently. Father has bingo and ciggers with Weyls Production Co. this season.

A 6½-pound son to Mr. and Mrs. Lawrence Thomas Ginn in Winnipeg General Hospital, Winnipeg, Man., Can., July 26. Father is professionally known as Prof. Khardo, magician with the E. J. Casey Shows.

An eight-pound daughter, Patricia, to Mr. and Mrs. Guy Stanley, scale worker and palmist, respectively, with McKee Shows in Cherokee, Okla., August 7.

Divorces

Vera Steadman, film actress, from Martin Padway, tire company executive, in Los Angeles August 8.

Frances Northup, Des Moines dancer and model, from Ward W. Killion, nonpro, of Cleveland, July 20.

VAUDEVILLE NOTES

(Continued from page 19)

a personal-appearance tour in the East. Will work at least four weeks.

BELLE BAKER goes into the Beverly Hills Country Club, Newport, Ky., for a couple of weeks (return engagement) and will follow with a run in Chicago and at the Walton Roof, Philadelphia. Has already signed to open the Riviera, Fort Lee, N. J., in April. Four weeks.

STATE-LAKE, Chicago, set Nick Lucas and Roscoe Ates for week starting September 2, and Oswald, Sammy White, Betty Burgess and Sonny LaMont for week of September 23. . . . **GEORGE DOWNEY**, cyclist, sails for Australia November 9. Works the Palomar, Seattle, week of September 5. . . . **BILLY B. VAN**, former vaude comedian, is now a publicity director of the Hoyt Company, Somerville, Mass.

MORTON DOWNEY, now under MCA management, will follow his appearances at the Michigan State Fair, Detroit, August 30 to September 1, with five weeks at Coconut Grove, Los Angeles, beginning September 6. Then two weeks at the Fairmount Hotel, San Francisco, and 10 weeks at the Plaza Hotel, New York.

JACK GOLDBERG, former vaude booker, is handling the *Gay Nineties*, film epic of the stars of the past, which made its world premiere at the Loew Globe Theater, Bridgeport, Conn., last week. Following the opening Harry Shaw, division head, was host to Loew executives and newspaper men at a backstage dinner.

CHESTER MORRIS starts a three-week stint at the Earle, Philadelphia, on September 2 and follows into the Earle, Washington, and the Stanley, Pittsburgh. . . . **AL GORDON** and his dogs opened Friday at the Palace, Chicago, and follows into the Lyric, Indianapolis, September 16. . . . **TANNER AND THOMAS**, new midget grown-up act, is now under the management of Hattie Althoff, of the Simon Agency, New York.

Tentative bill set for the Roxy September 9, provided *Alexander's Ragtime Band* isn't held over for a seventh week, includes Ray Sax, Minevitch's Rascals, the Majorettes and Nadine Gay.

THE CHOCOLATEERS were booked into the Michigan State Fair by MCA, necessitating a plane jump to Detroit immediately following their closing at the State Theater, New York, August 24. . . . **HORACE HEIDT** and his Brigadiers have opened a long run of theater dates as follows: Week August 26, Indianapolis; September 2, Milwaukee; September 9, Minneapolis; September 16, St. Louis; September 23, Omaha; September 30, Kansas City; October 7, not set yet, but open at the Strand, New York, October 14.

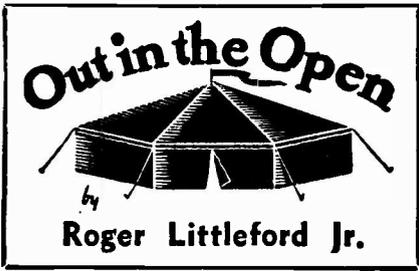
SHARLAN AND ALDYTH, dance team, wish it known that they have never been a part of any of Ted Merriman's revues, as was reported, and that they are currently working the Normandie Inn, Warren, Pa. . . . **BOBBY BREEN** will appear in person at the Grant Park Concert, Chicago, September 5, and at the Detroit Fair, September 8 to 11. . . . **JIMMY PARRISH** just finished four weeks in Paris and is now in London. Has Monte Carlo, Italy and Switzerland already set and may stay longer. . . . **MCCONNELL AND MOORE** are playing a string of fairs booked thru Sidney Belmont, of St. Louis.

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

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection 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.



NEW YORK, Aug. 27.—The National Showmen's Association, conceived less than a year ago by a handful of Eastern amusement men, is developing into one of the nation's leading outdoor organizations.



R. S. Littleford Jr.

That is progress, to say the least, because it has been tough sledding for all clubs this year, and particularly the NSA. New York, seat of NSA, is a notoriously difficult city in which to organize outdoor showfolk; business conditions have been deplorable all season and prospects for the future are anything but bright.

Regardless of what less informed sources may indicate, the success of NSA has been dependent chiefly upon the untiring efforts of a very few men. Most vital, undeniably, has been George A. Hamid, the club's president.

Together with a very small but influential group of cohorts, Hamid sacrificed time and money and untold energy to start the NSA ball rolling upward and their efforts have been rewarded. The club is a success, definitely, despite a debut in one of the most disastrous outdoor seasons of the century.

It is facing one of the most vital and significant times in its short but active history. Any organization can prosper only temporarily under the momentum of a small minority, and now is the time that more members, from figureheads on down to Mr. Average Duespayer, must take up the cudgels of NSA.

Because of the exceedingly poor season, participation in NSA activity is going to be a tough task for many. Most showmen are spending in excess of 15 hours a day to keep their own enterprises intact—but the fact remains that without 100 per cent co-operation NSA will suffer immeasurably.

It seems imperative that the club terminate its initial year in a blaze of progress. To do that the Cemetery Fund must be increased, the roll call augmented, headquarters made adequate, and, most of all, NSA's first public show, the November 23 banquet, must be a tremendous success.

Committees and boards will be appointed shortly to supervise these duties and it is essential that appointees accept positions in the proper light—throw themselves wholeheartedly into the NSA spirit. If not, and if committees fail to obtain concrete support of the general membership, NSA is set for a lean and struggling future.

The march to success has been started admirably by a comparative few. It is up to everybody to retain that pace. Mr. Hamid, Sam Rothstein, John Liddy, Freddie Philipps and the others will do their part, to be sure. May the ranks be at their sides.

Hartmann's Broadcast

IT'S always a pleasure to us to relate instances where carnival folks meet with picture theater managers who are really human beings and good showmen. Our hats are off this time to Ray O'Connell, manager of the Capitol Theater; Bert Leighton, manager of the Grand, and Herbert Thatcher, manager of the Hamilton, all located in Lancaster, Pa.



A. C. HARTMANN

Instead of petty jealousy, innuendo and knocking they boosted the carnival, and the carnival in turn boosted them to mutual gain. The theater men were the

show's friends and the public knew it. Not a night passed but that some of them and their attaches visited the midway and fraternized with the trouper, making the week an enjoyable one.

Why cannot these conditions exist everywhere? Show life would be the better for it.

GIVE the public what it wants at the opportune time and at the right prices, plus proper publicity, and there need be no worry about money. This was again evidenced at the combined circus, Wild West and rodeo recently given on a Sunday—two performances—at the Gilmore Stadium, Los Angeles. It was estimated the take for the day was between \$15,000 and \$20,000, with tickets selling at 55 cents and \$1.10.

Promoters in other sections of the country might take a hint from this.

KNOWN for being very conservative, when Charles Sparks says he had a profitable week it means something. And that's the kind of week he said he had August 15-20 with Downie Bros. Circus in Georgia.

Another circus that hasn't been doing bad in Georgia, in the southern part, is Mighty Haag Shows, averaging about three good days out of six. This is much better business than the show has had for several weeks.

"SEE my daughter, she's the boss." That's what anybody is told when firing business questions at Ben Williams, of the Ben Williams Shows. The name of the daughter is Mildred. She has been with her father's carnival since a child of 5 when her mother died.

Ben Williams' entry into show business is told by Mildred. "Dad," she said, "was originally a barber in Nova Scotia and was connected with their yearly fairs in the capacity of a superintendent. Because of associations with carnival people he became interested himself, and before we knew it dad had purchased a carnival with two other men. Two years later dad bought out their interests and for 23 years has operated his own show."

Williams and his daughter live in Jackson Heights, N. Y., and devote only four months of the year to carnival life. Two months are spent in and around New York and the other two months are devoted to "the road." Oh, yes, there's another one in the Williams "family"—Hamlet, an English setter. The dog always makes the annual tour of the show.

L. C. (TED) MILLER'S idea of, as one Wilson Shows thru the use of photo postcards (an executive or department head and a riding device or a scene on each) to those interested apparently is a success, as Ted has never let up since starting this work several months ago. We have received as many as three such postcards in the mail in one week.

Notes From the Crossroads

By NAT GREEN

THIS "buried alive" business, which we thought went out about the time midget golf expired, is having a revival in the Chicago sector. Early in July a young man who saw the possibility of getting the dimes of the curious without exertion buried himself in a lot adjacent to one of the main highways north-



NAT GREEN

west of town and charged 10 cents a peep to those who wanted to view him. The "deemers" rolled in and soon a second ambitious youth made himself a grave a mile from the first and ensconced himself in it. He, too, got a steady flow of dimes. All went well until the manager of one of the boys got the brilliant idea that a woman buried alive should be a much greater attraction. He found a pretty young woman, Marian Weaver, of Grand Rapids, Mich., willing to become a human mole, and soon the dimes were being diverted to the new attraction. Disgusted, the two male moles called it quits. At last reports

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation Published Every Week

By The Billboard Publishing Company R. S. LITTLEFORD SR., President.

E. W. EVANS, Secretary-Treasurer & General Manager.

A. O. 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, "Billboard," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1564 Broadway, Phone, ME 4-1111. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets, Phone, Central 3-8480. ST. LOUIS—330 Arcade Bldg., 8th and Olive Streets, Phone, Chestnut 0-443. PHILADELPHIA—B. H. Patrick, 7222 Lampport Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. O. 2. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street, Parramatta, N. S. W. Chambers, care American Express Co., 11 Rue Scribe.

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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. L. SEPTEMBER 3, 1938. No. 36

Mrs. Weaver was still carrying on in her peephole burrow while her husband and young son rested comfortably in a trailer near by. It goes to show that there are ways of keeping off relief if one uses a little ingenuity and showmanship.

The boys who had a tough tussle during spring and early summer seem to be in a fair way to "get well" in September and October. . . . At least we judge so by reports various general agents are bringing to the Crossroads. . . . Rubin Gruberg, in for a few days, didn't seem to have a worry in the world, and his general agent, L. S. (Larry) Hogan, was chipper as Wrong-Way Corrigan. . . . Sam Gluskin, of Royal American Shows, had only cheerful reports and was looking forward to a big week in St. Paul. . . . W. H. (Bill) Rice checked in Wednesday and reported that John M. Sheesley was doing nicely in Sedalia. . . . H. B. Shives, of Gold Medal Shows, had word from Oscar Bloom that the show was playing to good business at Iowa fairs. . . . Ralph Lockett, of Johnny J. Jones Exposition, stopped off between the Bloomington and La Porte engagements of the show to take in a few good movies. . . . From the Goodman Wonder Show came the word that Max Goodman is pleasurably anticipating his trip to Europe after close of the season.

Frank D. (Doc) Shean off for a two-week stay in Toronto. . . . Harry P. Munns, lawyer, who handles a lot of work for showfolks, took in Ionia and Milwaukee fairs. . . . Ida Cohen, who handles show insurance, off for Iowa State Fair, then will highball for Toronto for a visit with Mrs. Patty Conklin. . . . Thomas D. Hart, late of Cole Bros. Circus, in from Omaha after touring the Midwest and visiting a number of shows and is off for the CNE in Toronto. . . . Dare-Devil Jimmie Lynch, who thrilled 'em in Milwaukee last week, has his son, Jimmy Jr., working with him and a still younger son whom he's coaching in automotive dare-deviltry. . . . Frank Hartless, past president of the Circus Fans, and wife back from a vacation in Maine. . . . Larry Hall was one busy man at Wisconsin State Fair, where he operated more than a score of refreshment stands. . . . But with it all he was never too busy to greet the boys, many of whom dropped in to see him. . . . Those International Harvester Co. exhibits at State fairs are the acme of trade displays and have done much to raise the general standard of such exhibits.

- Green, Mike
- Green, Thomas H.
- Greengough, Allace
- Gregg, Fearless
- Gregory, Hoops
- Gregory, Robt.
- Gregory, William
- Greyhound, Chief
- Grier, Mike
- Griffith, L. E.
- Grise, Larry
- Gritzmaker, A. L.
- Groder, Charlie
- Groffo, Miller
- Gronos, Ed
- Grosburg, Oscar
- Gross, J. P.
- Gueth, Louis
- Gunn, Geo.
- Gunn Jr., Harry P.
- Gurley, R. W.
- Guy, Steve
- Gwin, Johns
- Haas, Harry
- Haddix, G. H.
- Haddix, Silas B.
- Hadesiman, Max
- Hafley, C. F.
- Hager Jr., James R.
- Haines, Art
- Hale, Chas. C.
- Halke, R. S., Esq.
- Hall, C. P.
- Hall, Preston
- Hallwell, Geo.
- Hallmer, W. M.
- Halton, J. K.
- Hamburger, Phil
- Hames, Bill
- Hamilton, Leo
- Hamilton, Phil
- Hamley, Ray
- Hammer, Candy
- Hammond, Earl
- Hammond, Earl F.
- Hammond, Harry
- Hannick, Gail
- Hancock, Sallie
- Haney, Ott
- Hanson, Bill
- Happy, Capt., & Co.
- Harris, Wade H.
- Harcourt, Walter
- Harding, Bill
- Harding, James
- Harkic Co.
- Harken, Barney
- Harkos, Mr. & Mrs. Marie
- Harme, Geo. H.
- Harp, Carl B.
- Harper & Louise
- Harner, Texas
- Harrell Bros.
- Harris, Ben
- Harris, Cy
- Harris, Tony
- Harrison, Danny
- Harrison, Robt. R.
- Hart, Geo.
- Hart, John B.
- Hart, Louis
- Hartley, Geo.
- Hartz, Ben
- Harey, Al
- Hartville, L. R.
- Hartmann, Arthur
- Havck, Harry
- Havins, Lowell R.
- Hawk, J. Fred
- Hawkins, Ralph H.
- Hayden, Charley
- Hayes & Beck
- Hayes, Harold
- Hayse, Lester
- Hazelregg, Mark
- Healy & Gordella
- Heaney, G. V.
- Heaney, Gerald
- Hearn, F. E.
- Heckman, James
- Hedrick, Fred
- Heider, Fred
- Heinicke, A. G.
- Heiser, Frank
- Heller, Al
- Heller, Lee
- Helm, Maurice
- Hemmelspien, Ben
- Hennes, Bill Dale
- Henderson, Mr. Dotie
- Henderson, J. C.
- Henderson, W. B.
- Henchman, Hener
- Henderson, T. M.
- Hennessey, Red
- Henricks, Eddie
- Henry, Cashley
- Henry, Lon
- Herman, Eddie
- Hern, Frank
- Herrier, Ed
- Herring, Wm.
- Herron, Carl
- Hershfield, Willie
- Hess, G. L.
- Heth, Floyd R.
- Hebert, Tom
- High, Dr. L. L.
- Hillburn, Dick
- Hill, Howard
- Hilton, Joseph
- Hines, Leon Henry
- Hinkle, Milt
- Hinkle, Shorty
- Himler, Merlin
- Hiper, Charles
- Hogland, Jinks
- Hobbs, Marden
- Hobson, Herbert
- Hogan, S. L.
- Hogan, Val
- Holcomb, Jack
- Holderman, Dr. John
- Holliday, Frank
- Holman, S. N.
- Holmes, Curley
- Holmes, Delmer
- Holmes, Jack
- Holmes, Ira "Old Faithful"
- Holmes, R. D.
- Holyk, Alex
- Holzer, Jean A.
- Hool, A. S.
- Hope, O. J.
- Horan, Edward
- Horton Jr., Wynn
- Horton Jr., W. W.
- Hortor, Walter
- Hot Papa & (Col.) Family
- Houck, Paul
- Houck, Wm.
- Houghton, Jack
- House, Mac & Irene
- House, Jos.
- Houston, Sam.
- Houston, Museum
- Houts, J. C.
- Howell, Doc
- Hubbard, Burley
- Hubbard, A. L.
- Huddle, Glenn
- Hudock, Dave
- Huffman, Roy W.
- Hughes, J. W.
- Hugo, E. H.
- Hull, Hubert
- Hull, Jimmy
- Hulsev, A. R.
- Humphries, Cecil
- Humphreys, James
- Humphreys, J. C.
- Hundley, R. H.
- Hunsacker, Bob
- Hunt Sr., Charles
- Hunt, Freddie Cyril
- Hunt, Thomas P.
- Hunt, Warren A.
- Hunter, Bill
- Hunter, Charley
- Hunter, Clarence
- Hunter, Harry O.
- Hupp, Louie
- Hutchins, Mr.
- Hutchison, D. C.
- Hutchison, Eugene
- Huson, Sam
- Inman, J. S.
- Insoce, Jack
- Irwin, C. Al
- Isser, Phil
- Iverson, Carl
- Ivey, Bill
- Ivy, Dr. W. E.
- Jacob, Lou
- Jackson, Richard
- Jacobs, Joe & Sally
- Jackson, Jack
- (King Do Do)
- Jameson, LeRoy
- Jameson, Marvin
- Jardon, Clyde
- Jarvis, Lou
- Jasper, Chas.
- Jenkins, Bill
- Jenner, Walter
- Jennings, James
- Jennings, Ted
- Jerome, Sensation
- Jewett, Charles
- Jobor, Stanley

See LETTER LIST on page 53)

Labor Boycott for Barnes Show At Omaha; Stand Ends Best Week Since Ringling Features Added

OMAHA, Aug. 27.—Despite labor boycott the Al G. Barnes-Sells-Floto Circus gave four performances here August 20 and 21 to end show's best week since Ringling features were added.

The Omaha Central Labor Union voted the circus to the unfair list, and Mace M. Brown, Omaha CLU president, had said, "Omaha labor would use all the means at its command" to prevent showing. Offer of truckers' union to prevent show's setting up or operating was turned down by Omaha CLU officers.

Brown offered to invite the national American Federation of Labor officials to Omaha for a conference with John Ringling North in an attempt to negotiate a settlement of labor difficulties which closed the Ringling-Barnum circus at Scranton, Pa. North said he could not act without consent of company's board.

It was hard to judge whether the boycott affected grosses, since Nebraska State law prohibits picketing or any similar activity. Grounds were well protected by police department, altho violence was not anticipated.

Roland Butler, show's general press representative, said the Sioux City, Ia., labor organization also took an unfavorable stand towards the circus, but three pickets during the one-day stand were the only indication of activity.

Show opened late in Omaha for light Saturday matinee, but picked up for night show, and both Sunday performances were good. Matinees during week were extra good thru South Dakota, Butler said.

Publicity well handled here was responsible for good showing since com-

petition from other fields is plenty keen. Newspapers gave lots of space and Omaha radio stations aired interesting interviews with Frank Buck and other circus headliners.

Show Goes On, Directors Decide

ST. LOUIS, Aug. 29.—A midseason directors' meeting of the Ringling show interests was held here Saturday. It was originally scheduled for New York.

At the meeting it was decided to continue the Al G. Barnes and Sells-Floto Circus, augmented with many Ringling acts and executives, along the same lines as during the past weeks. It was shown that the circus is going along nicely and turning a profit.

Everything, according to John R. North, is running along smoothly and executives and employees are all well satisfied. Show will continue under present direction and management, playing the usual Ringling route thru Kansas, Oklahoma, Texas, Louisiana, Tennessee, Alabama, Georgia, etc.

Those present at the meeting besides John R. North were Mrs. Aubrey Ringling, Mrs. Charles Ringling, Robert Ringling, William Dunn, and Jack Frost, attorney. Henry R. North was represented by proxy, as he was unable to arrive until 8:30 o'clock in the evening. He recently underwent an appendicitis operation in Mitchell, S. D., and left the hospital a few days ago.

The four-day stand here gave the show fair business, better than the management expected. There was no labor trouble of any kind. Frank Braden obtained lots of publicity for the show in the local papers.

American Federation of Musicians, was also present at the conference. Wagner, chairman of the committee, expects to confer with Whitehead later in the Central States.

Good Attendance for Richard at Salem, Va.

SALEM, Va., Aug. 27.—Richard Bros.' Circus played to two good houses here. Jack Taylor's side show had a banner day at Radford, Va. Wyman Taylor closed at Cambria, Va., to play fairs. Manager Richard Brandon was away several days on a business trip.

Johnny Eggson, bronk rider, has joined Jerry Burrell's Wild West. Skinny Kennedy has installed a new 10-kilowatt Kola light plant and has a beautiful midway. Rex Ingham was on the lot at South Boston, reports Buck Leahy.

Cronin in Chicago

CHICAGO, Aug. 27.—S. L. Cronin, former manager of the Al G. Barnes Circus and the McCoy Wild West, came in from the West Coast this week-end and spent some time in Chicago before going on to the East.

Gainesville Opens Fall Season; Plans Santa Claus Parade Unit

GAINESVILLE, Tex., Aug. 27.—The Gainesville Community Circus opened its fall season with a three-day engagement at the Cooke County Fair here August 22-24.

Next engagement is in Fort Worth, September 1-2. Show has been sold to Leonard Brothers department store for two performances in Will Rogers Memorial auditorium for its annual children's party. Anticipating attendance of 18,000 to 20,000, store is using the show's 2,500 seats in addition to the 7,500 permanent seats, also having 20,000 souvenir programs carrying store's advertising only printed for distribution.

From Fort Worth show moves to Wichita Falls for stand, September 8 and 9, auspices of the Junior Chamber of Commerce, first time under canvas in that city, altho the show presented indoor circus there last year. One or two additional dates will be contracted be-



F. B. (BERNIE) HEAD, who recently closed as contracting press agent with Robbins Bros.' Circus, has returned to his home at Hot Springs, Ark.

Parker-Watts Biz Holding Up; Show In Its 19th Week

CHEROKEE, Okla., Aug. 27.—Business with the Parker & Watts Circus is holding up well. Show, in its 19th week, entered Oklahoma at Alva from Anthony, Kan.

Many visitors were on the show last week. In Garden City, Kan., Allen Hunter, advertising manager of *The Telegram*, spent the day on the lot. At Meade, Zeke Powell, friend of any showman that happens to come to Meade, spent the day with Manager Ira M. Watts. Powell owns the Lakeway Hotel there. Joe Smith and family were at Dodge City. Joe is known as Young Buffalo and has been off the road since 1913, the last year of the Young Buffalo show. Also at Dodge City was Fielding Graham, owner of the Chase & Son Circus. Says he will reopen his show next spring.

Charlie Brady was visited by his wife and daughter for a few days. Mr. and Mrs. Frank Bynum were around for several days. W. M. Temple, owner of the Central Show Print, was a visitor in Holsington on his way home from vacation in Colorado. He prints most of the paper for the show.

John Harvey and wife, of Emporia, Kan., have joined for a few weeks as guests of Mr. and Mrs. Watts. Blackie Bowman and Eddie Carnine were at Holsington. Harry (Slim) Willard has rejoined after a trip home on account of illness of his mother. Coming with him to join the show was his brother, Johnnie, on candy-stand staff.

The weather has been hot, reports Thomas (Skinny) Dawson.

RUDOLPH ANDY ANDERSON and Bob Herson, trombone players, joined L. Claude Myers' Band on Haag Bros.' Circus following close of Cole Bros.' Circus.

Show Using Hebron Title

Made up largely of former Newton Bros.' people — Bowerstown, O., first stand

BOWERSTOWN, O., Aug. 27.—Using the Hebron Bros.' title, a small motorized circus, made up largely of former Newton Bros.' Circus people and acts, inaugurated a tour here August 22 to fair business. Plans call for the show to play thru the smaller mining and agricultural communities in Southeastern Ohio for the next three weeks and then proceed farther south after the middle of next month.

Show is moving on a dozen trucks and privately-owned trailers, and is using a 50-foot round top with three 30s, with seating accommodations for about 1,000 persons.

Program, which runs better than an hour, is presented in one ring under the direction of Rhoda Royal. Kirk Adams' pony track is with the show and instead of a side show, Eddie Harris' snake show, a nicely framed pit show, augments the front, along with several refreshment concessions.

Program included Miss Barbara, on the swinging ladder; the Shooting Mansfields; Adams' Trained Dogs, presented by Mrs. Adams; elephant, high-diving dog, Adams' pony drill, Royal's menage ace, pickout pony and clowns. Several other acts will be added. Show has its own band. No menagerie is carried, but an elephant, four camels and several small cages are displayed.

Advance is about one week ahead, using special paper carrying the Hebron title, but no dates, using instead "will exhibit here today." Should the new show catch on within the next two weeks, it will be enlarged for the southern tour, it was said here. Merchant tie-ups are planned later on when the show starts playing larger towns.

Biz Improves With H-W Show

SALT LAKE CITY, Aug. 27.—According to William B. Naylor, director of publicity of Hagenbeck-Wallace Circus, business has shown a definite improvement. Colorado and Utah have given big crowds. The tourist trade in this territory is now near the peak. The past three weeks were the best the show has had since it left Buffalo Decoration Day. The show played in Salt Lake City August 18 to good results.

Naylor had a big publicity deal with *The Deseret News*. Cliff McDougall handled the radio in this vicinity.

Whenever a circus comes here Parley Baer, publicity director of Lagoon, arranges free time on radio stations. He broadcast direct from the circus, talking over KSL. He interviewed the Hanneford troupe, Art Borella, Mel Smith and Blacaman.

Billing L. A. Heavily

LOS ANGELES, Aug. 27.—The billing crew of the Hagenbeck-Wallace Circus is putting out plenty of paper for the opening at Washington and Hill streets lot here September 2. Will be there six days, then four in Hollywood. The show will not make the Bay cities en route south. Will play all the principal spots in Southern California from Glendale, which date precedes the L. A. engagement. C. A. Lawrence, general agent, will be here during the local dates.

Robbins Bros. Has Dig Business at Richmond, Norfolk

BOWLING GREEN, Ky., Aug. 27.—Robbins Bros.' Circus entered its 18th week of season last Monday. Three performances were necessary to accommodate the crowds at Richmond and Norfolk, Va. Show also had large attendance at Gary and Wytheville.

Doc Partello and wife, Bill Hunt, Jimmy Mills, Jack Mills, Jess Murden, Charley Young, Joe Kuma, L. C. Gillette, (See ROBBINS BROS. on page 30)

Indian Wanted To See "Other Show" of Tom Mix

WICHITA, Kan., Aug. 27.—The Tom Mix Circus presented only one ring here, and Ruth Mix, perfect host to the press, had this to say about it:

"It reminds me of the time we showed in South Texas with three rings. An Indian brought his family and sat in the blues—that's on one end. After the show he hunted us up and said: 'Very fine show. Hummp, fine show, me want tickets for tonight, bring family.' We wondered why, and asked him. 'Hummp, me want to see other show.' He thought it was a different circus on the other end. Maybe we should go back to just one ring."



With the Circus Fans

By THE RINGMASTER
CFA

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.
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. 27.—Melvin D. Hildreth, national president of the CFA, left on the Ile de France August 20 for Europe. He will meet Dr. William Mann and spend a week in England visiting members of the British CFA and as many English circuses as possible. Before his departure he received a cable from the British CFA extending a warm welcome to England.

On August 16 George Stark devoted his 15 minute "Old Timers" program on *The Detroit News* Station WWJ to the Circus Fans' Association and the "Save the Circus" movement. Circus tunes featured the music and Stark made a strong plea for the return of the circus. He gave the CFA a tremendous boost.

The Women's Advertising Club of Detroit is planning a protest parade of thousands of children, all bearing signs made by the children. The parade, under auspices of Detroit CFA, is to be pictured by the newsreels.

Fred L. Shaw, general chairman of the "Save the Circus" committee of the CFA, is working hard on the campaign and his enthusiasm is making it a national affair. Fifty thousand people are expected to sign the "Save the Circus" petitions at the Detroit Zoo within the next week.

In a letter from Col. C. G. Sturtevant, San Antonio, Tex., he mentioned that Dan Odom was in the Santa Rosa Hospital recovering from a spell of dengue fever; also, that Ben Austin was at home vacationing.

F. E. Loxley caught the George A. Hamid Rodeo at Suffolk Downs, East Boston, Mass. Attended the final performance of the same show when it played Providence, R. I.

Mr. and Mrs. Frank Walter write that when they left Houston, Tex., for Madison, Wis., it was their intention to return home at the close of the convention, but like Corrigan, they must have been lost, as they landed in Yellowstone Park. They followed the Barnes show as far as Fargo, N. D. The first four days out of Madison they were accompanied by Mr. and Mrs. Sverre O. Braathen.

Karl K. Knecht, of Evansville, Ind., spent several days in Chicago recently and while there spent a great deal of time at the Brookfield Zoo.

WPA Has Good Date At West Hempstead; Admission Is Upped

WEST HEMPSTEAD, L. I., Aug. 27.—The WPA Federal Theater Project's circus closed its engagement here August 19 to the best biz in the past several weeks. Admission prices were upped for this date. Show will return to the five boros for one more date and then back into New Jersey.

Visitors included Bill Rice, late of the Cole show, and Mr. Sherwood, circus fan, of Lynnebrook, L. I. Executive staff of the show has received many letters from members of the Circus Fans' Association in regard the recent indorsement of the WPA circus at the Madison, Wis., convention of the CFA, reports Wendell J. Goodwin.

F. D. Whetten Back Home

MILFORD, Ind., Aug. 27.—F. D. Whetten (Fred's Kiddie Circus) made a 1,160-mile jump from the Black Hills of South Dakota to his home here. He has added new animals to the zoo, a new trailer and is getting out all new advertising for the winter. With a small overhead he made some money on the summer season.

15 Years Ago

(From The Billboard Dated September 1, 1923)

The grave of Lon Moore, well-known clown of Defiance, O., was covered with flowers by the folks of Golden Bros.' Circus and the Defiance Elks' Lodge. . . . Sells-Floto Circus drew such big business at Louisville that an extra performance was necessary. . . . Red Sells, clown, left Sells-Floto Circus at Troy, N. Y. . . . Billie Burton, rider with John Robinson Circus, was injured during the night show at Massillon, O., when she was thrown from her horse while attempting to hurdle a barrier. . . . The wife of Joe Lewis, clown on Sells-Floto Circus, rejoined the show in Louisville after undergoing an operation in a Terre Haute, Ind., hospital.

Nona Dixon, toe dancer and wire performer, joined Atterbury's show to work in the Whitesides' tight-wire act. . . . George Everett, clown with Walter L. Main Circus, left show to enter vaudeville. . . . H. L. (Sheeney) Bush, formerly with the Boyd & Linderman Shows, joined Jim Shropshire as assistant manager of the kid show on Rice Bros.' Circus. . . . Whitey Warner left Sells-Floto Show at Auburn, N. Y. . . . Bobby Hamm, clown on Sells-Floto Circus, was married to Ethel Gordon, nonprofessional of Cincinnati, at Louisville August 19. . . . Fila Kureska, fat baby in Sells-Floto Circus side show, died of diphtheria at the City Hospital, Louisville, August 18.

Walter Kant, of the Flying Walters with Sparks Circus, left the show for his home in Chicago to recuperate from illness. Floyd Hill replaced him. . . . Charles Katz was operating a pit show with Sparks Circus. . . . Honest Bill Show was playing Wisconsin to highly satisfactory business.

Russell Workers Hurt In Collision of Trucks

ENID, Okla., Aug. 27.—A number of workers with Russell Bros.' Circus were injured in a collision of two show trucks here last Saturday. A large semi-trailer truck overturned and threw a dozen or more men on the street.

Stephos S. Mink was in a dangerous condition and Elvin Hulen also was injured seriously. Others hurt were Leslie Greuey, Earl Adly and John Tedaldi.

The accident occurred when the driver of the water tank truck ran past a turn a short distance and then turned to get back on the marked circus trail, officers said. The heavy truck crashed into it and overturned. Elephants later righted the truck.

Mrs. Al Ringling Improved

BARABOO, Wis., Aug. 27.—Mrs. Al Ringling, who was badly injured in a fall some weeks ago, is steadily improving and has been removed from the hospital to her home.

Smaller Show For Paul Lewis

Will play fairs without canvas — regular season closes at Morenci, Mich.

NEW LEXINGTON, O., Aug. 27.—Lewis Bros.' Circus will close its regular season at Morenci, Mich., August 31 and then present a smaller show, working a portable fair arrangement without canvas. This will continue as long as weather and business permit. Show will open with a three-day engagement the first week in September at Bay City, Mich., sponsored by police department, under direction of Jack Davis, handling the fair for the police.

When the unit gets under way Manager Paul M. Lewis will accompany his brother on a short vacation trip, after which he will rejoin show as general agent. Show will be under management of Mrs. Lewis and Capt. Jerome Smith, with William Tingley as assistant manager. All of the ballet girls will be retained, as well as several acts and eight-piece band, directed by John Dusch. Lee Daniels will continue to manage the Side Show.

Show is on the right side of the ledger and has covered nearly 7,000 miles. Date at Ravenna, O., in June was lost due to cloud-burst and evening show at Hudson, Mich., August 10, on account of severe storm.

The circus was in Zanesville, O., August 17-18 as free attraction at fair in front of grand stand. First evening's business was light and on second night it was necessary to erect additional seats, using the circus bleachers.

Florida Show Main Attraction at Quincy

SARASOTA, Fla., Aug. 27.—Florida's Own One-Ring Circus Supreme, after a quick and successful trip around the State, left here last Monday for Quincy, Fla., where it was the main attraction at the Quincy Tobacco Festival, August 24-27.

As a fair attraction the show was not liable to the stiff State amusement tax.

Al Snyder, manager of the troupe of unemployed Ringling stars who make up the roster of the Circus Supreme, said that while the show did well on its swing thru the center of the State last week, the sponsors in many instances were pinched severely by the high tax levy.

The tax, generally regarded as prohibitive for small shows, was jammed thru the last legislative session with extensive lobbying by a large Florida movie chain.

The show went to Quincy minus the Loyal-Repenski Troupe, which is planning to leave shortly for Canada.

PRICES THAT SHOUT

Because They've Been Cut So Deep. **Trimmed To Fit YOUR Pocketbook!**

Get the New Second-Hand List of Circus and Show Canvas Equipment.

Write—Wire—Phone

BAKER - LOCKWOOD
17th and Central KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. Campfield
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FOR SALE OR LEASE



WORLD'S ONLY TWO-LEGGED HAMLESS HOG.
Good health. Guaranteed to be as picture.
DAVID C. WHITAKER
Cliffside, N. C.

TENTS-BANNERS

40 x 70 DRAMATIC TENT
Good Condition — Two People Benches
CHARLIE DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4611 North Clark Street, Chicago, Ill.

WPA FEDERAL THEATRE

Presents Its
3 RING CIRCUS
Featuring **JAPINO**
Sacred Black Elephant

TENTS

Slightly used, ready to ship, 12x19, 14x24, 20x30, 20x40, 32x32, 30x45, 40x70, 50x80, 60x90, 60x120. Write us what size you want.
KERR COMPANY
1954 Grand Ave., Chicago.

Sober and Reliable Animal Trainers

Men and Women to work Elephants and Cams. Long season. State full particulars in first airmail letter.

WILL BUY FEW MALE LIONS IF PRICED RIGHT

SNAKE KING Brownsville, Texas.

WANTED HIGH DIVER OR JUMPER

WIRE — STATE ALL
DIVING GORDONS,
NEW BEDFORD, MASS.

CONVENTION ISSUE OF WHITE TOPS

All the Pictures and Story of The 13th Annual Meeting.
Subscription \$1.00 per year — Single copies 25c.
Address

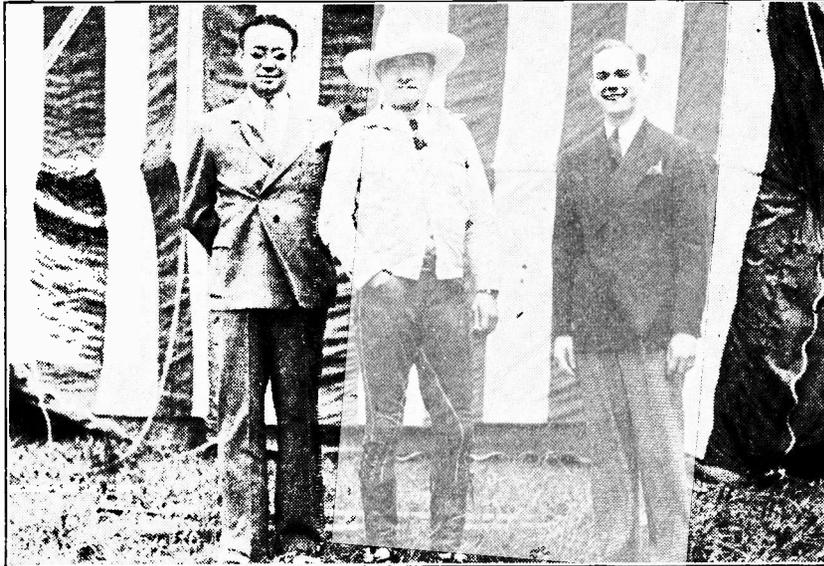
WHITE TOPS, ROCHELLE, ILL.

MUSICIANS WANTED FOR RUSSELL BROS. CIRCUS

Account of illness can place Double Drummer, a so Trumpet and Baritone. Ada, September 1; Pauls Valley, 2; Chickasha, 3; Hobart, 5; all Oklahoma. **C. S. BROOKS, Band Leader.** P.S.—C. V. Crawford has Floss and Novelties for sale and wants good Sweet Man.

Miller Joins Downie Bros.

SAVANNAH, Ga., Aug. 27.—Arthur W. (Art) Miller, who for the past several seasons has been general agent of the Sells-Sterling Circus, recently joined Downie Bros.' Circus as contracting agent. Business thru the tobacco section of Southern Georgia is very satisfactory.



CIRCUSES do not harm but help picture theater box offices, says Paul O. Klingler, manager of the Rialto Theater, Lewistown, Pa. He is seen here (on the left) with Tom Mix (center), owner of Tom Mix Circus, and Preston Rittenhouse, motion picture critic of *The Sentinel*, daily paper published at Lewistown, where they were photographed.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Under the Marquee

By CIRCUS SOLLY

GEORGE T. DELANEY, old-time circus band leader, while in Cincinnati last week called at *The Billboard* offices.

BOB PRINTY is assisting in the family hardware business at Lagro, Ind., and wrestling at fairs, parks and carnivals.

THE MAYSY-BRACH DUO, unicycle performers, with Ringling-Barnum in 1937 and this season, now playing theaters, parks and fairs.

CLY NEWTON, who had the brigade on Newton Bros.' Circus, went on to his home in Oklahoma, where he will rest before taking to the road again.

VERNE PERRY, mail agent on World Bros.' Circus, pens that show, under management of Verne Perry, is playing to fair business.

ROBERT DICKMAN, who was with Sells-Sterling Circus, and wife have two lunch stands at North Beach, Md., for remainder of season.

CHARLES (KID) KOSTER opened his season August 29 in advance of George Abbott's *What a Life* at the Wilbur Theater, Boston.

When it comes to arrowing and marking the way, they say James M. Salter, 24-hour agent with Downie Bros.' Circus, is tops at this phase of his duties. It's a revelation to follow a route he marks.

Barnett Bros.' Circus, after about seven weeks in Maine, entered Massachusetts for three stands last week, heading south.

AL CLARKSON stopped off recently at Massillon, O., en route from Shreveport, La., to Meadville, Pa., for a brief visit with an oldtime trouper, Jack Nedrow.

DOC CANDLER played the Armada (Mich.) Fair and also will be at the Romeo Peach Festival. Is doing Punch and Judy act and clown specialties. He has other bookings.

L. B. SANDES, agent for the Al G. Kelley and Miller Bros.' Circus, reports show, in its third week in Kansas, playing to nice business. Mrs. Sandes was a visitor.

Front doormen on the Downie show, whose names were inadvertently omitted from the roster previously published, are Albert Yarbrough, Eddie Rickey and Duff Moyer.

PAUL BOX has joined Joseph P. Schad's Dare-Devils, doing comedy and working in aerial and ground acts. Unit will go to West Coast this fall to do picture work.

G. PAUL HALE, who was with Ringling-Barnum as billposter, saw Robbins Bros.' Circus at Middlesboro, Ky., reporting good day's business. There was a near sell-out at night.

WALTER L. MAIN pens that his string of farms in Ohio and Pennsylvania have splendid crops, also that gas will be drilled on one soon. He is recovering from recent accident while on Newton Bros.' Circus at Willoughby, O.

Bring back the singing and talking clowns! Remember this clown song:
Hens lay eggs in Kansas,
Hens lay eggs in Kansas,
Hens lay eggs, with whiskers on their legs,
The size of beer kegs, in Kansas.

GORDON AND OLIVIA, sharpshooters and knife throwers, are vacationing in Canada. Spent two weeks in Northern Quebec with Olivia's family and a few days with Gordon's mother in Eastern Ontario.

When the Downie show played Waycross, Ga., the Mighty Haag show was in Blackshear, nine miles away. Mr. and Mrs. Charles Sparks motored to Blackshear to visit Mrs. Alice Haag and daughter, Mrs. Helen Haag Hayes. There was much visiting by troupers.

BERT LEO, clown, cards that he bought a new two-seated carriage for his pony and is working streets around Youngstown, O., advertising. Is booked at Bernard Airport week-ends. Will play

the Youngstown Fair. His sister, Margot, is working with him.

WALTER GOODENOUGH and Vern Wood recently formed the team of Nick and Nack and have been making picnic and park dates in Detroit and vicinity, presenting clown numbers. Art Lind played the Scenic Inn, Detroit, August 20-21.

BOBBY BURNS (Hi-Brown), contracting agent for Rosalie Nash Players, attended Patterson Bros.' Circus at Kalkaska, Mich., and was presented with a Spitz performing dog by Manager Jack Patterson. Burns was formerly agent with show. Reports good biz and a nice one-ring set-up.

MARION F. GOFF writes from Brownwood, Tex.: "Wish to extend thanks to Dall Turney, manager of the Tom Mix Circus and personnel of the show; George Johnson; S. T. Jessop, of the U. S. Tent and Awning Co., for their co-operation since my accident several weeks ago. Am hoping to return in the near future."

ED HILER, who had the side show ticket box on Newton Bros.' Circus, has charge of the Richard Bros.' Circus advance. He has two billers. Show has had good business thru Virginia and after three stands in Tennessee goes into North Carolina for several weeks. Biz at Kingsport, Tenn., home town of the owner, Richard Brandon, was very big.

Some are of the opinion that most of the circuses charge too much for general admission and reserves. Others say that high operating costs caused some to close—too high for the economic conditions. However, behind it all, high traffic rates, locals, charges for lots and other items may have figured in causing some circuses to out-expense themselves, thereby being forced to close.

WHEN A REPUBLICAN rally was held recently at Minerva, O., where John W. Bricker, Republican nominee for governor, was the principal speaker, William Newton, owner of Newton Bros.' Circus, donated the use of his elephant for the occasion. Mr. Bricker rode the animal about the park and posed for news photographers atop the bull.

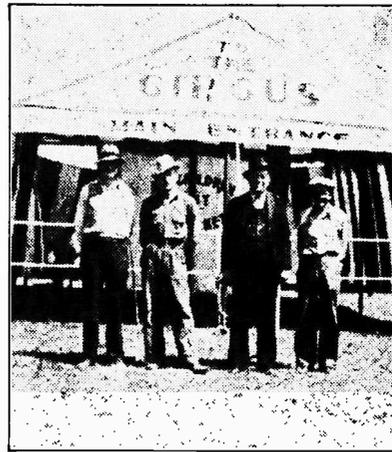
PAT KELLY, with Bernice Kelly Circus Revue, while at Gwynn Oak Park, Baltimore, ran across William DeMott, a former rider. They first met on the Forepaugh-Sells Bros.' Circus in 1899. DeMott's sister, Josephine DeMott Robinson, also a rider, was in Baltimore visiting her brother at the time. Kelly and family visited the DeMotts at their dance studio.

THE SILVERLAKES (Archie, Billie, Jonnie Mae) are with the L. J. Heth Shows presenting free acts. Also have the Circus Hippodrome, featuring Al Ryals and his Wonder Horse, Monarch. Ruby Latham has joined, presenting contortion and aerial numbers. The Silverlakes recently returned from a three-year tour with circuses in Australia and Pagel's in South Africa.

VERN CORIELL, of Coriell family of acrobats, writes: "Earl Coriell must have been listening and believing the emcee while playing the fair at Le Center, Minn. The emcee announced a triple from the teeter-board to the chair. Earl does a double to chair, but he held his tuck too long and really did a triple. That's one way of learning a trick anyway. He leaves the troupe in October to enter high school at Clover, S. C."

The late B. E. Wallace billed the Great Wallace Circus as the highest class circus in the world. He always had an excellent performance. He often remarked that "actors," as he called performers, were not expensive if they were artists in their respective lines.

VISITING NOTES: Red Davis and C. B. Smith, of Philippi, W. Va., motored to Elkins, W. Va., to see Haag Bros.' Circus, reporting good program and three-fourths night house. . . . **WALTER R. COLAHAN** was around Robbins Bros.' Circus at Morristown, N. J., July 30 from time it arrived until 6 p.m., but did not see a performance, as show blowed matinee due to late arrival. . . . **FRANK**



SOME OF THE PERSONNEL of the Al G. Kelley and Miller Bros.' Circus, which has all new canvas and front door. Left to right: Al G. Kelley Miller, Doris Miller, L. B. Sanders, Obert Miller. Sanders is general agent.

BLAND, general agent, and Mike Liehn, banner man of Jolly Jalliet Shows, attended afternoon performance of World Bros.' Circus at Meadville, Pa., and report good crowd. Bland saw many of his old friends on show from the Jack Hoxie Circus of last season.

MAGIC

(Continued from page 22)

a magic essay written by the handsome Canadian conjurer. . . . WHERE ARE Thurston's successors? . . . HARDEEN headlined the bill at the Capitol Theater, Wheeling, W. Va., last week. . . . NOEL LESTER plays the Roxy Theater, Salt Lake City, for a week, commencing August 27. . . . BLACKSTONE played River Lake Farm, small nitery near Colon, Mich., Wednesday night of last week (24). He and his company are still vacationing at the Blackstone mint ranch and bird farm near Colon. . . . MARQUIS is winding up an eight-week tour of Utah and entering ninth month of his current season. Show is heading back to the Coast, with Lynn M. Parks now in California lining up dates. . . . THE WORST OFFENDERS of exposing are those night club magi who, in order to come into the good graces of the nitery manager, explains to him how his tricks are done. The nitery nabob, always anxious to please his patrons and to display his own wisdom, then completes the job by explaining to his customers how the magician perpetrates his nifties. And the poor dumb magician gets nothing for his asinine efforts. If you must expose, at least get paid for it. . . . JOHN D. LIPPY JR., who forsook magic some months ago to become traveling good-will ambassador for Greyhound Lines, shoots us several photostat heralds prepared by the Greyhound firm outlining his fine work toward making Americans "travel America conscious" thru his addresses to various civic organizations thruout the country. . . . RAY-MOND has just finished two weeks at the Airport Inn, Hagerstown, Md., as emcee-magician. . . . RECENT Central States Magicians' Carnival held at Cedar Point, O., pulled a goodly crowd of wild and woolly magi. Those who registered were made a vice-president, given a miniature wand, a witch, skull and cross bones and a replica of a Greyhound bus. Programs were furnished by Fred P. Robison. Night show, emceed by Charles Leedy, drew a full house. Those who entertained were Kingdon Brown, Conlee, Zola, Connor, Lippy, Adrian Smith, Bob Well, Kero and Hoefert. John Lippy Jr. emceed the Sunday afternoon magicians' only show.

ROBBINS BROS.

(Continued from page 28)

Al Dean, curly Stuart, formerly with Cole Bros., joined at Bluefield, W. Va. Frankie Orman also joined. At Bluefield, Rex de Rosselli, Clyde Beatty, Hoot Gibson and others were on the radio. Jack Ryan gave a broadcast of parade at Bristol. Crazy Ray Choisser, calliope player, has gone on vacation to see his dentist. Expect him back soon. Bill Hunt is operating the midway restaurant. Kelley, former candy butcher, is now working on front door. Floyd King was on at Bluefield.

The Whale Club, stag social organiza-

Dressing Room Gossip

PARKER & WATTS—Al Brainbridge, of the Brock troupe, is getting ready for a trip to Cuba this winter. Johnnie Delmar just came by, hot under the collar. Seems that the clown top was laid low by a bucking horse. Johnnie is boss canvasser of the clown top. Ruby Jones, sister of Mary Carlisle, old-time movie star, was a visitor in Russell, Kan. She is a sister-in-law of Jimmy Hackensmitz. See Carl Bruce doing much training between shows. Bill Noble Jr. is a big addition to the show with his Wild West line-up. He has a bunch of top hands. The boys didn't do any fishing the past Sunday, as we were showing. Everybody is looking forward to the Southern tour and those chicken stands. Just heard the last call, so have to get ready for the matinee.

JIMMY THOMAS.

DOWNIE BROS.—Charles Sparks' Downie Bros.' Circus is presenting a strong program and having good business and beautiful weather. Tobacco sales were high and business should continue to be good. Harry Mack is at the microphone, p.-a. system; Bert Wallace is blowing the whistle and B. Carsey leads the band. Chief Three Trees, singing with the band in the little aerial number, also in the concert, receives much favorable comment. Chief Three Trees and Chief No-Knife appear on many radio broadcasts, arranged by Harry Mack, along with Fred Wenzel, Sugar-Foot Williams, Viola Barnett and the writer. Marion Shufford displays some beautiful wardrobe while riding her waltzing and rearing horse. Etta Carreon is receiving much applause with her high-jumping horse. Carlos Carreon has an outstanding feature in the concert, his trained horse, "Old Faithful," being presented "a la movie studio style."

Mickey O'Brien is doing a fine job taking care of the wardrobe and is also clowning. Everyone had a good time at Tybee Beach, Savannah, Ga., on Sunday, swimming and picnicking. Nate Leon, banner man, was back with the show Sunday visiting. Inez Butters and husband, who were visiting the first week out, returned to their home in Macon, Ga. It has been decided that Bill Leon, wrestler, is the best natured man in the dressing room. He receives a lot of ribbing. No one missed dinner in the cookhouse Sunday, as Mr. Miller, steward, served a fine chicken dinner. Gwyn Carsey is handling the mail as well as *The Billboards*. Mr. and Mrs. Sparks, also Charlie Katz, are busy daily entertaining friends. Mrs. Morales, accompanied by her granddaughter, Dorothy Pape, visited friends on the show. Mr. Wykell also was a visitor.

CHESTER "BOBO" BARNETT.

tion of show, had a meeting at Middlesboro, Ky., and presented Crazy Ray with a miniature calliope. Colonel Courtney is spending the summer at Atlanta. Pauline Sylvester and Mrs. Cyce Crandell went to Chicago and Peru for a rest. The Adkins family is with the show. Rose Sullivan is a ticket taker. Mrs. Fred Seymour has been away several weeks, being called home on account of her mother's illness. Tommy Poplin visited with relatives when show was at Norfolk. Roy Scott, former light superintendent of Cole show, is in tractor department, and Arkansas, of Cole, has the menagerie. Scotty Brown is on vacation but will be back soon.

Fred (Butch) Baker left at Easton, Pa. Johnny Weikel, of Owensboro, Ky., after visiting show thru the Maritimes, is back at his post with the Reynolds Tobacco Co. Billy May and his friend, Shorty, of the P. G. Lowery's Co., are collaborating on a song, *The Call of the Sheik*. Sam "Hagenbeck" wins a dollar every night as being the first to get his side packed up. Lee Carter came on from the Cole show.

Recent visitors were Frank Mayer, Harry Silk, Buddy Friehl, Jim O'Connor, Harry Creamer, Billy O'Day, Cap Carroll, Jim McCloskey, Jim Finnegan, Charles and Etta Edwards, Hon. Tom Muir, Joe Trosey, Eddie Doran, Billy Reynolds, Cody Compton, Al Sylvester, Danny O'Connell and partner Eddie, three sisters of Con Colleano, Charley White, Marshall King, Charles Consolvo, Cooke O'Neil, Doc Hefferan, Cuckoo Doland and wife, Pat Murphy, F. J. Frink, Bert Cole and wife, Fred Good, Malone Brothers, reports Stanley F. Dawson.

The Corral

By ROWDY WADDY

JUAN SALINAS, Jess Perkins, Ira Woods, Tcny Salinas, Clinton Booth and Eddie Carreron have signed to participate in the annual Southeast Texas Rodeo, which gets under way in Beaumont, Tex., September 3. Jack Hyde is directing the event, with Dan J. Hines as arena director.

BOB MATTHEWS narrowly escaped death by inches in the bucking steer event at the first show of a week's run at Melrose Park, Providence, R. I., August 15. Matthews was tossed from the steer he was attempting to ride and landed on his face, fracturing his nose and injuring both eyes and forehead. As he lay on the ground the steer struck him on the back of the head, causing a blood clot on the spinal column. Matthews is confined at Rhode Island Hospital. He would like to read letters from friends.

A CROWD estimated at 3,000 witnessed the recent two-day seventh annual Custer City Rodeo and Roundup in Custer City, Okla. About 80 contestants participated. Beutler Bros. furnished the stock. Highlighting the event were the Granite Reformatory band; Weaver and Junita Gray, trick riders and ropers; Patrick Henry, fancy roper, and John Lindsey, clown. Lyn Beutler directed the arena, with Elmo Rankin as announcer and secretary. Results: Calf Roping—First day, Earle Moore, Buddy Ellison, Jonas DeArmon, Huston Burns. Second day, Forrest Andrews, Earle Moore, Bill Towns, Tcm Robinson. Finals, Earle Moore, Jonas DeArmon, Buddy Ellison, Lester Lewis. Bronk Riding—First day, Ken Hodgas, Lonnie Rooney. George Hardley, Andy Curtis and Whitey Stewart split fourth. Second day, Bill Hancock, Lonnie Rooney, Dusty Doyle, Earl West. Bulldogging—Bob Neff, Roy Ross, Bill Van Vacter, Bruce Ross, Andy Curtis, Jonas DeArmon. Steer Riding—Ken Roberts, Jimmie Olson, Ned Ferrero, Hobart Flowers, Dale Adams, Hoyt Heffner.

DAY MONEY and finals winners at Nebraska's Big Rodeo in Burwell, Neb., August 9-11: Bronk Riding—First day, Kid Fletcher, Milt Moe, Cecil Henley; Frank Finley and Turk Greenough split fourth. Second day, Milt Moe, Cecil Henley; Kid Fletcher and Turk Greenough split third and fourth. Third day, Milt Moe, Shady James; Turk Greenough and Frank Campbell split third and fourth. Finals, Turk Greenough, Milt Moe, Kid Fletcher, Cecil Henley. Bulldogging—First day, Dick Anderson, Hub Whiteman; Gene Rosh and Maurice Rielly split third and fourth. Second day, Mike Fischer, Hub Whiteman, Red Thompson, Gene Ross. Third day, Mike Fischer, Red Thompson, Gene Ross, Milt Moe. Finals, Mike Fischer, Gene Ross, Hub Whiteman, Maurice Rielly. Calf Roping—First day, Juan Salinas, Buck Eckals, Toots Mansfield, Hub Whiteman. Second day, Toots Mansfield, Buck Eckals, Juan Salinas, Earl Moore. Third day, Toots Mansfield, Royce Sewalt, E. Pardee, Richard Miller. Finals, Toots Mansfield, Buck Eckals, Amye Gamblin, Earl Moore. Bareback Riding—First day, Goldie Corbin and Sam Stuart split first and second; Jim Whiteman, Les McKinzie. Second day, Kid Fletcher, Rock Parker and Kid Fletcher split third and fourth.

CROWDS OF THRILL seekers packed the grand stand, occupied all available parking space and lined the fences to witness the recent two-day rodeo in Dubois, Wyo. According to officials, the event was one of the most successful held in that part of the country. Officials included W. W. Ricker, manager; George Cross, Nobe Harrison and Charles Irwin, judges, and Bert Muir, timer. Pinky Gist, his son and two daughters clowned. Features included Mr. and Mrs. George Pittman, trick riders and ropers, and Eunt Norman and his trained Brahma steer. Results: Bulldogging—First day, Dave Campbell, Harry Hart, Art Jones. Second day, Harry Hart, Goldie Butner, Heavy Hanson. Finals, Harry Hart, Dave Campbell. Calf Roping—First day, Jim Wilkinson and Lonnie Allen split first and second; Cecil Owsley. Second day, Dave Campbell, Jim Wilkinson, Cecil Owsley. Finals, Jim Wilkinson, Cecil Owsley. Bronk Riding—First day, Joe France, Bob Boden, Vern Meeks. Second day, Dave Shipp, Urban

Doan, Ross Meeks. Finals, Dave Shipp, Urban Doan, Vern Meeks. Quarter-Mile Race—First day, Tommy Thomas, Floyd Stalnaker. Second day, Joe Johnson, Hugh Ridley, Floyd Stalnaker. Cowboy Race—First day, Jim O'Neal, Billie O'Neal, Carl Still. Second day, Hugh Clingman, Bob Moore, Joe Johnson. Wild Cow Milking—First day, Billy O'Neal, Frank Titterting.

ABOUT 20,000 persons witnessed the four-night performances of the Fourth Annual Rodeo in Ada, Okla., recently, under Firemen's auspices. Event, which this year attracted a record number of contestants, was produced by T. W. Kelley and H. D. Binns, with Binns as arena director; Fred Alvord, arena secretary; Ray (Pete) Adams, announcer; Claude Wallace and Lynn Huskey, judges, and Cub Dillard and Fred Kelley, timers. Firemen's committee comprised Ed Haley, Earl McKendree and W. P. Jeter. Features were supplied by John Lindsey, clown; Grace White and Bobby Kelley. Results: Calf Roping—First day, money, Curtis LaMar, T. McMillan, Clyde Burke, Buck Goodspeed. Second day, Herb Meyers, Everett Shaw, Clyde Burke, Lonnie Rooney. Bronk Riding—First day, Eddie Curtis, Vic Schwartz, Andy Curtis, Tom Perkins. Second day, Lonnie Rooney, Texas Kid Jr., Dude Colbert; Vic Schwartz and Eddie Curtis split fourth. Third day, Eddie Curtis, Texas Kid Jr.; Johnny Williams and Elmer Martin split third and fourth. Bulldogging—First day, Tom Hogan, Shorty McCrory, Fred Alvord, Tom Perkins. Second day, Lynn Huskey, H. D. Binns, Rusty McGinty, Joe Thompson. Steer Riding—First day, Zeb Colbert, Virgil Earp; Tom Perkins, Hoyt Heffner and Elmer Martin split third and fourth. Second day, Buck Jones, John Williams; Eddie Curtis and Virgil Earp split third and fourth. Third day, Sherry Hill; Johnnie Williams, Eddie Curtis and Zeb Colbert split second, third and fourth.

T. W. Kelley and H. D. Binns, was highly successful according to Fred Alvord, arena director and secretary. Other officials included Ray Pete Adams, announcer; and Claude Wallace and Lynn Huskey, judges. Legion committee comprised Earl Ward, C. L. Bodine, Henry Hicks, Washie Mayes, W. P. Shetley and Charley Booke, while the rodeo committee included Lucian Stripling, C. L. Bodine and Casey Jones. John Lindsey clown and Bobby Kelley presented his Roman Standing exhibition riding each day. Results: Calf Roping—First day, Herb Meyers and Jess Goodspeed split first and second; Knatchie McCrary; Mack Mitchell and Chalk Dyer split fourth. Second day, Jess Goodspeed, Earl Wofford, Herb Meyers, Johnnie McIntire. Finals, Jess Goodspeed, Herb Meyers, Knatchie McCrary, Earl Wofford. Bronk Riding—First day, Dude Colbert and Texas Kidd Jr. split first and second; Elmer Martin, Drew Hopkins. Second day, Dude Colbert, Texas Kidd Jr., Tom Perkins, Drew Hopkins. Third day, Tack Bolton and Texas Kidd Jr. split first and second; Dude Colbert, Drew Hopkins. Fourth day, Texas Kidd Jr., Elmer Martin, Louie Collins, Tom Perkins. Steer Wrestling—First day, Buck Jones, Skip Goodson, Bill Hedge, Tom Perkins. Second day, Tom Perkins, H. D. Binns, Buck Jones, Shorty McCrory. Finals, Buck Jones, Tom Perkins, H. D. Binns, Fred Alvord. Bull Riding—First day, S. A. York, Grant Mitchell; Roy Davis, Louis Collins, Mut Ray and Elmer Martin split third and fourth. Second day, Louie Collins, Tack Bolton, Buck Jones; Marshall Hood and Elmer Martin split fourth.

DAY MONEY AND FINAL winners for the last portion of the 15-day second annual Rodeo and Wild West Combined at Suffolk Downs, Boston, under direction of George A. Hamid and Col. Jim Eskew. (Results are from August 8 thru the

Dexter Fellows Tent Tattles

By FRED PITZER

NEW YORK, Aug. 27.—In *The New York Post* of August 15 in F. P. A.'s column, The Conning Tower, appeared this pleasant bit that must surely put the circus fan in a reminiscent mood. It savors of mud-show days and how often have we sat on an old stone fence in the purple haze of dawn waiting for the sound of cricking, crunching wheels and the thud-thud-thud of elephant's hoofs.

"My father could remember when Ringling Bros.' Circus plodded past the wagon farm, thru the dust of the Omro road. This was when the Ringling boys were still a local outfit, covering Wisconsin towns from their home base at Baraboo. But they had elephants even then, and that was the hard thing to visualize—elephants shuffling past our place in the soft dark. But I knew they really did because my father said he got out of bed and stood beside the road to see them go by."

The last new member to sneak under the canvas of the Dexter Fellows Tent was William P. Dunn Jr., vice-president of the Manufacturers' Trust Co. We are all happy to have Bill inside and we consider it a privilege to add his name to our membership roster. And does Bill love his circuses!

We consider Dr. Charles D. Humbert, of Barnard, Mo., a great authority on side-show freaks, medically speaking. The doctor's scientific treatises having to do with these human anomalies are masterpieces. Have just finished reading his report of a case of Giantism, the Waddell boy, and it held my interest.

The executive committee will resume its official meetings the first Tuesday in September at the Hotel Bedford. Many matters of importance are pending.

The New York Times in a recent issue had an article entitled *Save the Circus, They Cry*, in which F. Darius Benham, publicist and founder of the CSSCA, was quoted: "Glad to co-operate with the Circus Fans in saving the circus." Tcny Sarg and Lowell Thomas also had something to say about the situation.

Watch That Postage!

For many years letters bearing insufficient postage were dispatched and the postage due collected on delivery. Many disadvantages were disclosed as a result of that experience.

The present law permits a letter which is prepaid at least three cents to be dispatched and any postage due to be collected on delivery, but if one full rate is not prepaid, effort is made to collect the amount from the sender if known. It is only when this cannot be done that the addressee is notified.

Frequently *The Billboard* receives letters bearing a two-cent stamp from subscribers and show agents. In such cases the post office sends a notice and it is necessary for us to forward the postage short.

Fourth day, Elmer Martin; Eddie Curtis and Hoyt Heffner split second and third; Shorty Hill. Steer Roping—First day, Everett Shaw, Jess Goodspeed, Fred Lowry, Dick Truitt. Second day, Buck Goodspeed, Everett Shaw, Jess Goodspeed, Mont Churchill.

OFFICIALS AT THE recent highly successful Omak (Wash.) Stampede included Claire F. Pentz, president; E. T. Stewart, vice-president; E. G. Hubbert, secretary-treasurer; Fox O'Callahan and Vic Rogers, judges; Bob Wilkinson, announcer; Leo Moomaw and Tim Bernard furnished the stock and directed the arena. Trick ropers included Hank Darnell and Bob Rooker. Results: Trick Riding—Bernice Taylor; Bob Rooker, Bates Taylor and Hank Darnell split second, third and fourth. Suicide Race—First day, Bev Connors, Martin Timentwa, Walter Moomaw. Second day, Bev Connors, Martin Timentwa, Walter Moomaw. Bronk Riding—First day, Doug Bruce, Buck Tiffin, Stub Bartlemay, Jack Sherman. Second day, Stub Bartlemay, Jack Wade, Bev Connors, Doug Bruce. Finals, Stub Bartlemay, Jack Sherman, Buck Tiffin, Larry Daniels. Brahma Bull Riding—First day, Larry Daniels and Hugh McAdams split first and second; Robert Wilkinson; Jim Talbot and Dan Fowler split fourth. Second day, Bob Wilkinson; Hugh McAdams and John Kirk split second and third; Ernest Batiste. Bulldogging—First day, Red Allen, Jim Irwin, Jack Wade, Vic Rogers. Second day, Jack Wade, Jim Irwin, Slim Dorin, Russell Will. Finals, Jack Wade, Jim Irwin, Red Allen, Russell Will. Calf Roping—First day, Jim Irwin, Arnie Will, Fox O'Callahan, Marlon Ives. Second day, Vic Rogers, Fox O'Callahan, Cecil Bedford, Carl McCullough. Finals, Fox O'Callahan, Vic Rogers, Jim Irwin, Russell Will.

GRAND RIVER Valley Roundup in Pryor Okla., August 2-7, under American Legion auspices and produced by

14th and are for evening performances unless otherwise indicated.) Steer Riding—Ninth day, Jack Wahley, Red Lund; Curly Hatchell and Art Keller split third. Tenth day, Frank Quirk, Art Keller, Buck Dowell. Eleventh day (matinee), Red Lund, Frank Quirk, Polle Dusett. Eleventh day, Curly Hatchell; Frank Quirk and Art Keller split second and third. Twelfth day, Art Keller, Frank Quirk; Red Lund and Polle Dusett split third. Thirteenth day, Buck Dowell, Red Lund, Polle Dusett. Fourteenth day (matinee), Polle Dusett, Frank Quirk; Curly Hatchell and Art Keller split third. Fourteenth day, Frank Quirk, Curly Hatchell, Art Keller. Fifteenth day (matinee), Curly Hatchell, Frank Quirk, Buck Dowell. Fifteenth day, Curly Hatchell, Red Lund, Frank Quirk. Bronk Riding—Ninth day, Floyd Lingle, Dave Sanford, Pete Forrester. Tenth day, Art Keller, Red Lund, Pat Plaskett. Eleventh day (matinee), Pete Forrester, Buster Hubacker; Red Lund, Francis Davies and Jimmy Downs split third. Eleventh day, Red Lund, Pat Plaskett; Buster Hubacker, Dave Sanford, Jack Jackson and Pete Forrester split third. Twelfth day, Dave Sanford and Jack Jackson split first and second; Art Keller and Percy Moore split third. Thirteenth day, Francis Davies; Art Keller and Pete Forrester split second and third. Fourteenth day (matinee), Red Lund, Pat Plaskett; Art Keller and Jimmy Downs split third. Fourteenth day, Floyd Lingle, Jimmy Downs, Art Keller. Fifteenth day (matinee), Francis Davies, Jimmy Downs, Dave Sanford. Fifteenth day, Jimmy Downs, Dave Sanford; Pete Forrester and Francis Davies split third. Calf Roping—Ninth day, Junior Eskew; Buddy Mefford and J. D. Franks split second and third. Tenth day, Tony Travers, Bill Parks, Junior Eskew. Eleventh day (matinee), J. D. Franks, Buddy Mefford, Junior Eskew. Eleventh day, Junior Eskew, Tony Travers, Bill Parks. Twelfth day, J. D. Franks, Buddy Mefford, Floyd Lingle. Thirteenth day, Junior Eskew, Buddy Mefford, J. D. Franks. Fourteenth

day (matinee), Junior Eskew, Buddy Mefford, Bill Parks. Fourteenth day, J. D. Franks, Bill Parks, Buddy Mefford. Fifteenth day (matinee), J. D. Franks, Floyd Lingle, Junior Eskew. Fifteenth day, J. D. Franks, Buddy Mefford, Junior Eskew. Bulldogging—Ninth day, Jack Jackson, Tommy Horner, Art Keller. Tenth day, Jimmy Downs, Percy Moore, Bill Parks. Eleventh day (matinee), Bill Parks, Curly Hatchell, Percy Moore. Eleventh day, Slim Welsh, Speedy Denmore, Tommy Horner. Twelfth day, Jack Jackson, Floyd Lingle, Tommy Horner. Thirteenth day, Curly Hatchell, Jimmy Downs, Percy Moore. Fourteenth day (matinee), Curly Hatchell, Buster Hubacker, Joe Pickett. Fourteenth day, Slim Welsh, Speedy Denmore, Tommy Horner. Fifteenth day (matinee), Speedy Denmore, Tommy Horner, Art Keller. Fifteenth day, Bill Parks, Buster Hubacker, Percy Moore. Finals: Steer Riding—Frank Quirk, Curly Hatchell, Red Lund. Bronk Riding—Pat Plaskett, Red Lund, Jimmy Downs. Calf Roping—Junior Eskew, Buddy Mefford, J. D. Franks. Bulldogging—Jack Jackson, Curly Hatchell, Slim Welsh.

WILL BUY ELEPHANTS
Send full description in first air mail letter. Want Lady Elephant and Cat Trainers.
SNAKE KING
Brownsville, Texas.

WANTED
FOR TRUCK WILD WEST CIRCUS,
To Join Kennett, Mo., September 3.
Out until Xmas playing one and two-day stands where money is. Must have own transportation. Commissions of all kinds, one or two small Rides, a real Candy Salesman, one Grind Store. CAN USE Wild West Acts, with or without stock. Few more Cowboys, Cowgirls and Indians. Come on, write or wire
S. A. KID, Manager, Kennett, Mo.

PA. OPS FAVOR RISK PLAN

Annual Meet Sticks to NAAPPB Set-Up; Heavy Slump Is Reported

Rocky Glen, scene of gathering, only Keystone spot to report business increase—legislative situation clarified by removal of laws considered burdensome

MCOSIC, Pa., Aug. 27.—With 120 owners, operators and delegates in attendance, Pennsylvania Amusement Parks' Association held one of its most successful annual meetings in Rocky Glen Park here on August 25, with Ben Sterling as host. Delegates were treated to luncheon at Swiss Cottage before the business meeting. Operators disclosed that business has been off as much as 40 per cent, Rocky Glen Park being the only one in the State reporting an increase over last year's business. N. S. Alexander, Woodside Park, Philadelphia, read the legislative committee report which showed no legislative worries for park owners, since the 44-hour week law has been declared unconstitutional and the amusement tax law expired.

Joint liability insurance was discussed, but the decision was to stick to the plan sponsored by the National Association of Amusement Parks, Pools and Beaches. Board of directors met while Manager Sterling treated the visitors to rides, refreshments and tour of inspection. Dinner was served to 120, after which two bands, Howard Brockway's and Eddie Feather's, and an eight-act floor show from Club Mayfair entertained. Al Bianco emceed. At dinner Doc Stenson, Rocky Glen booking agent, toast-mastered, and Scranton's mayor, Fred J. (See P. A. OPS on page 34)

Summit Beach Has 45,000

AKRON, Aug. 27.—An all-time attendance record was set on August 17 in Summit Beach Park here when 45,000 attended Republican outing at which John W. Bricker, Republican nominee for governor, launched his campaign. Ed Sheck, an officer of Summit Beach, Inc., a Republican candidate for congress, was also on the program. Frank Rafal, park manager, arranged a juvenile bathing beauty contest. Newspapers gave the event plenty of space, using three-column cuts showing Bricker, Sheck and Mayor Schroy holding the winners. The art went into the district thru photo services, giving the park a nice plug.

SAN FRANCISCO.—Playland-at-the-Beach has added another ride, the Water Bugs, which Playland Owner George Whitney put into operation on Monday. The ride was shipped here from the Spillman Engineering Corp. and is said to be the first of its kind in any amusement park.

Idora's Spotty Biz Will Lower Grosses

YOUNGSTOWN, O., Aug. 27.—Altho attendance has been on a par with 1937, Idora Park here will end the season with grosses about 30 per cent under figures of last year, said Charles Diebel, managing director. Lack of spending has resulted in ride patronage slumping about 18 per cent under that of a year ago. Despite scarcity of money concessions are reported to have about the same volume of business as in 1937, one of the best for parks hereabouts since 1929. Pool receipts will top last year's, it is indicated.

Most discouraging angle, said Manager Diebel, has been a drop in dance pavilion business, which to date will show a slump of 50 per cent under that of a year ago. Management has maintained a high standard of dance bands since last May, but despite continued newspaper exploitation, the pavilion has failed to attract. This situation has prompted Mr. Diebel to abandon plans for winter dancing, inaugurated last fall when a heating system was installed. (See IDORA'S SPOTTY on page 34)

Meems Opens Animal Park

NEW YORK, Aug. 27.—William Meems, wild animal importer, has established a new animal depot in Orangeburg, N. Y., titled Meems' Animal Park and well stocked with birds, animals and reptiles. He is one of the founders of Meems Bros. & Ward, prominent animal importers and attractionists, but recently severed connection to start the new venture.

Certificates Work Out For Gibson in Detroit

DETROIT, Aug. 27.—"Biggest park entertainment value ever offered for \$1," is the way J. F. Gibson, manager of Jefferson Beach, describes a gift certificate idea which he will try out on three days, September 3-5, and may adopt on an extensive scale next season. Certificates are printed in books of 11 and sold for \$1 apiece. Five dollars go to the organization selling the tickets, \$5 to the park and the 11th ticket is given as a courtesy to the salesman.

Each certificate is good for any and all park attractions, except speedboats, as often as the user wants them during a day. He may select any of the three days, receiving the individual ticket for universal use at the park office in exchange for the certificate. Swimming beach and ballroom are included in attractions offered. It is being promoted especially as a convenient way of giving a worth-while gift of amusement to (See CERTIFICATES WORK on page 34)

Drop Hits Crystal Beach After Years Of Rising Business

CRYSTAL BEACH, Ont., Aug. 27.—A record of steadily increased business over a period of 17 consecutive years went by the board this season when Crystal Beach Co.'s spacious grounds had only about 85 per cent of last year's attendance. Receipts suffered a reduction of about 30 per cent. President George Hall said an industrial letdown in the Buffalo area, with inclement early weather, were responsible for the downturn.

The company, other officers of which are Harry S. Hall, general manager; Charles Laube, vice-president and treasurer, and Charles Diebold Jr., secretary, had anticipated a great 1938 season. On the basis of a successful 1937 season, (See DROP HITS on page 34)

Minerva, O., Park Leased

MINERVA, O., Aug. 27.—Minerva Park, several years operated by Ken Crowl, has been acquired on lease by Roy Wickersham and Howard Brown, both of Minerva. An extensive improvement program has been launched to include installation of new midway features and possibly a pool.

Amusement Men Against Roping Off Main A. C. Beach

ATLANTIC CITY, Aug. 27.—With this resort in the midst of a season that has been anything but successful, the mayor's city planning commission, made up of big-shot hotelmen, this week issued a statement, apparently with Mayor C. D. White's approval, that a plan is under consideration to rope off the beach from Steel Pier to Hamid's Million-Dollar Pier, the principal beach of the resort, and charge admission or restrict it to hotel guests. As it is now, more than half of this beach is restricted, hotels roping off whatever portions they seem fit and hiring cops to chase other than hotel guests. The mayor, who believes that the folks who come here for a day at the piers or on the beach should be shut off to one or two areas either far uptown or downtown, stated concerning the planning commission release that "eventually we shall have to come to this, but the matter will have to be more fully discussed a little later, and somehow it will have to be worked out."

Amusement men are dead against any such plan, stating that it is hard enough to get the crowds here as it is without burdening them with more taxation and restrictions. One amusement man stated: "Instead of this class-versus-mass busi- (See AMUSEMENT MEN on page 34)

Kenyon Lauds Press Tie-Up for Fairyland

KANSAS CITY, Mo., Aug. 27.—Success of six *Journal-Post* sponsored school picnics and Three-Cent Day in Fairyland Park here, aided greatly by good publicity, was one of the bright spots of the season, said Omer J. Kenyon, manager. For 17 days prior to the events front-page stories were carried, with coupons good for admission, two rides and half price on attractions. Business has been good for all attractions the past two weeks, making August the best month of the season.

Mr. Kenyon left for Toronto on August 18 to aid Bob Morton in managing the sixth annual Rameses Temple Shrine Circus, and John Tumino, assistant, will be manager until the park closes with a Labor Day celebration sponsored by unions with 40,000 membership.

Victor and Mario Brancato, proprietors, left for Denver to inspect Elitch Gardens and Lakeside Park with a view to improving Fairyland.



SCENES OF WRECKAGE IN WHALOM PARK, NEAR FITCHBURG, MASS., where a storm did about \$50,000 damage in 10 minutes at about 10 p.m. on August 16. Left: Entrance to ticket office surmounted by torn flag. Right: Front view of Coaster showing debris of what had been the incline and first dip. Small building is motor house. Chains, gearing and tunnel were lost, estimated damage to ride being \$10,000. Coaster Owner and Operator Frederick Bothwell gave warning before the storm that the cloud effects resembled those seen before a similar storm in 1924, present Coaster having been built as result of loss of a former one in that gale.

American Recreational Equipment Association

By R. S. UZZELL

John J. Carlin, of Carlin's Park, Baltimore, was here in New York on a day so hot that he removed his coat immediately on coming in, but he was on the way to Montreal to recruit players for his hockey team, the Orioles. He knows that they must be recruited now in order to get into early practice ready for the opening of his team in Baltimore. He has made quite a success with the hockey team and ice sports in his park in winter and this year attempted an artificial swimming pool, which is a fine job but built in a season when weather, most of it, has been unfavorable to pools. Nevertheless, he has it there ready to go when the demand comes along. He is quite successful with amateur boxing and is arranging to have Joe Louis appear in his arena. So, despite the times, here's a man alert and keeping constantly doing something to hold attention of patrons.

Frank W. Darling is getting plans for the Children's World at the World's Fair well under way and regrets that his contract was not awarded to him sooner, altho he applied for it in April so that he could have plans ready for execution at this time. That it will be beautiful there is no doubt and that it is going to attract attention is a certainty. He is putting into it that pride of performance and an enthusiasm that make things go. It is one of those concessions that will surely help to advertise the fair.

Inspection Is Commended

When a park man owns an attraction that has merit and value and has it in a building so deteriorated as to expose it to the elements almost as much as if there were no building, with consequent damages, and refuses either to repair the building to protect the device or to sell it at its present worth, there is thus shown one of those peculiar quirks of human nature difficult to understand. The longer it is exposed the greater the deterioration and the less price that will be obtained for it, yet there is no action.

Thru a desire to "tote fair" with insurance companies or thru the pride of maintaining a reputation as conservative park managers and seeking at all times to avoid accidents, a number of park men are inviting experts to examine certain devices which have long been in operation to know definitely whether the devices should be discontinued or closed from public participation until they can be made safe for patrons. This practice should be commended and should prevail in all amusement parks of the country. It is always possible to get an expert who will give an impartial opinion and at no time can he do himself and his employers more justice than to look the device over while it is still open for operation. This is an item which should be credited to good house-keeping on the part of park managers and classed with the efforts in many quarters that now prevail in fire prevention in parks.

Close Second for Rain

Remember these days if your insured devices are pretty well depreciated thru usage that a settlement for insurance will be largely income and subject to income tax and may be the means of lifting you into higher brackets, whereas fire prevention and longer operation is better for owners, patrons and fire insurance companies.

Among other things ament Labor Day and, because of the excessive amount of rain experienced thus far this season, one hears many park managers say that if rain insurance were in vogue now they surely would try it for Labor Day. It will be recalled that in 1926 most of

the insurance companies insuring parks and fairs against rain went broke, because of all years in the past 35 that one was the "Jonah" and this year is the closest second it has had. But it may be that we have had so much rain we will get considerable fair weather from now on to permit making up of losses. Sunday, August 21, was surely ideal, especially along the Atlantic Seaboard, and the week was one without rain except a little at night. What a contrast to the big snow they had in England while we were having it red-hot here! So the Glasgow Exhibition has surely had extremes in weather and is quite sure to close with its concessioners a disappointed lot.

Palisades, N. J.

By CLEM WHITE

If this run of weather only had come a little earlier! It is encouraging to see that if skies give a break clients are distinctly interested. Plans go on apace for new features next year, with Jack and Irving Rosenthal interviewing plenty people daily.

Concessioners looking toward fair dates, but few have decided definitely. Norval Jennings and Adolph Schwartz are exceptions tho, with N. J. continuing with Brockton and Danbury in succession and Addie looking forward to several spots at N. J. State, Trenton. A recent visit there brought out that Harry La Bregue, resident fair secretary, is a former alumnus here, dating back to 1907. Fairs have ceased to interest Anna Steinberger, her attention being focused on the Miami shore. Early bad weather had Doc Morris a little discouraged, but these past few weeks have brought back a smile. Receipts have proved that with the breaks they will pour in.

Something that caught the eyes of newsreel boys was the first annual married women's beauty contest, age no limit, for the title of Mrs. America. Ages of contestants were taken into consideration by the celebs who picked. Harold Stern and ork clicked on the free stage. Freddy Goodman now holding forth to good results. New hot houses for winter are being built to provide floral decorations for a new midway planned, with Irving Rosenthal to arrange at the Toronto Exhibition for some new attractions. Jake and Lee Shubert were guests the other eve for their first time in a park in 35 years, but couldn't be persuaded to try the Bob-Sled.

Showing of Grant Thompson and his dance ork in the Casino has about concluded an augmentation for free act appearances in addition to regular dance schedule. Marion Nevins has taken plenty grief from this writer's hands by assuming job of chief judge at radio audition contests. Three aspirants now have regular commercial spots. Last-minute switch in bookings with Mike Riley taking over dates originally set for the Milt Britton Band. Ed Reicher reports his bingo and other stands going as well as his early-morn fishing excursions, which is praise indeed.

Long Island

By ALFRED FRIEDMAN

Jones Beach moguls are bearing down with severity on that gentry of bathers that use automobiles for disrobing. On a single day last week 60 such violators were netted. In court each paid a \$2 fine. Plus the "decency" aspect of car disrobing, Jones Beach officials also weigh it from the viewpoint of loss in toll. Bob Levitt, *New York Evening Journal* reporter at the World's Fair, is already acquiring a reputation as an amusement news chronicler, stepping into that capacity from political reporting.

Biggest recent commercial fiasco hereabouts was the Roosevelt auto racing undertaking, into which all kinds of money was poured, with little more than a fraction of the investment back. If bank biz in the resort zones is to be taken as a basis of judgment, then this season is a less active one than last.

LONG BEACH: Beauty pageant heavily attended. Flock of local officials and citizens packing for trip to Atlantic City to see the beauty pageant and scout some ideas that might be of use here.

ROCKAWAY BEACH: Good weather is balancing off the bad stretch of the early season. New beach road work will start in a couple of weeks, now that preliminary work has been finished and contracts awarded for future work. Art

Johnson, editor of *The Wave*, compiling a picture catalog of local points of interest. John Gordon, former local kid park operator, doing well at New Jersey's Palisades State Park. Only sizable entertainment programs by a local night spot are at the Alps, Seaside.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Current and final free attraction is a double feature, the Great Curran and Ed and Jenny Rooney, double trapeze artists. The writer had the pleasure of being on the same show, Ringling-Bar-num, for several seasons with the Rooneys, and they are a very fine trap team. Last week Captain Proske and his Tigers went over big as the free act. A concession that is in its first season at Playland and has done exceptionally well is the Trip to Niagara Falls. It, as well as the horoscope handwriting booths, is owned and operated by Emanuel Deutch. Cal VanZile is manager and Lane Thompson, Mae Dempsey and VanZile are handwriting analysis experts.

Niagara Falls attendants include Gustave Whitcomb and VanZile. Mike Wallace Jr. and brother Jack will be at Bath (N. Y.) Fair. Next big attraction here will be the State horseshoe pitching championship on September 3-5.

Bi-weekly fireworks displays are drawing huge crowds. First of two big children's days is past and when it was over officials and employees alike sighed with relief, happy that they had aided in making 25,000 kids enjoyable. Overheard last week: Chief electrician Kuhner and assistant Thobell were hanging a light in the tiger arena, and said a little girl to her mother, "Mama, are those the tigers?" Frank Gregory and family, of the Waldorf-Astoria Hotel, New York City, visited Jack (Dart) Frazer last week. Frazer also is at the Waldorf during winter season. Hasta Luego.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Aug. 27.—In the home stretch and despite the fact that the season has been off, there are more stars and names in town now than any time in the last five years. There is a lot of talk about the Boardwalk going dead after Labor Day, but a check-up shows this to be mere hokum. While Steel Pier has not announced its winter policy there will be no sudden closing there. Warner Theater, Globe Burley and Garden Pier are expected to go dark immediately after the grand finale. Garden Pier Theater hit tops this week with three sellouts in a row, play being *Mulatto*. One of the season's oddities is the all-time low hit by strip acts.

Hamid's Million-Dollar Pier is building up a big show for Labor Day week-end, to be headed by Paul Whiteman and his radio gang. A number of new names will be announced by George A. Hamid upon his return from Canada. When Jake Oberst, oldest band leader of the county, who next year celebrates his 50th anniversary as leader of Egg Harbor Band, and Samuel W. Gumpertz, general manager of the Hamid's Pier, got together this week they found something in common. They both go for the old-fashioned waltz. Hamid's Pier is proving headquarters for visiting showmen. Old-Time Flicker Frolics on the Boardwalk finally got going, is going to stick until end of the season and then maybe move uptown. Ice Frolics put on the second-hand show this week and Gae Foster, of Roxyette fame, staging some ensemble numbers.

Steel Pier will be headquarters for all Beauty Pageant events the week following Labor Day and will climax things on the Saturday night of Pageant Week with crowning of Miss America in the Marine Ballroom. The pier is planning a big Labor Day week-end with two star names, Rudy Vallee and band in ballroom and Hugh Herbert on the stage. Rudy will emcee some of the special events of Pageant Week. Mazel and Zito

have been signed as one of the acts at Atlantic County Fair. Billy Fennan, builder of funhouses, is credited with the statement that he is thinking of a Roller Coaster atop Hamid's Pier next year. The press boys covering the AFL conclave have been trying to find a way of putting that 50-cent bathing charge on the expense sheet. Their editors won't believe them.

Paragon, Nantasket

By ARTHUR L. GAULIN

Good weather, large crowds and not much money tells the story here recently. The Decardos closed as a free attraction after performing to capacity crowds.

Additional entertainers for the big after-Labor Day show are Frankie Infusino, rubber man; Red Diamond, James Connolly, flea races; Morris Finkle, bottle game; Ginger Mitzi Crossen and Daisy Erickson, Russian hock-step and trick dancers; Henry Lahage and Billy Koury in charge of greased pig races; Jennie Walsh, Ann Alpert, trick and fancy diving; Bill Kerrigan, Charlie Towers, Eli Greenwood, talking parrot act; Alice Harrington, vocalist.

Helen O'Toole and Bella Kastan will present their Artists Models number. Francis (Shoe Shine) will do trucking and Susie Q Vincent Galvin a baby carriage show; Jean Weinstein, blues singer; Race Horse Benny, juggling; William Latora, Thomas Emanuella, mouth and voice imitations of a trumpet. Officer Percy Crown Hull, police officer, will maintain order. Joan Marshall, Agnes Gallagher and Birdie Alpert, vivacious brunets, will contribute acro-contortionist routines. Jeanette Wolk, Hawaiian dance; Jack Swartz, juggling pencils and books; Helen Darcy, vocalist; Frank Keenan, box escape; Byron Christopher, "Jamboree"; Jones Kilborn, hypnotist.

Savin Rock, Conn.

Last year's gross was one of the best in years and many ride and concession owners spent plenty getting ready for this season. And, despite bad weather and economic conditions, the Savin Rock Park group has thus far had encouraging returns. Rides have had better biz than games. New Water Skceter in the grove has been a distinct asset. A new Whip was installed across from the entrance to this ride, while other attractions and concessions have dressed up the spot.

Beach street midway looks the best in years. At the "eyesore" spot, where piles of old Liberty Pier spoiled appearance of the street, new stands and several rides have been filled in, including Ross Arcade, a new game spot with refreshments; new Whip, Loop-the-Loop and another Penny Arcade. Building fronts have been artistically done. At the other end of Beach street, towards the Thunderbolt, a new funhouse, Death Valley, has been having fine biz for its first year.

Wilcox's old skating rink has been transformed into a dance pavilion, with music every night by a 10-piece orchestra. Night spots have done fair biz, with Pavilion Royale making a change of policy and now getting the most play. Gulliano's rides, Flying Horses, two Whips and Water Skooter, have been doing okeh. Fred Levere, executive of Savin Rock Park Association, said crowds that come do not appear to have too much money to spend.

COLUMBUS, O.—Kenneth Edgar has been named manager of Shawnee Hills swimming pool for remainder of the season, succeeding H. F. Jordan, resigned. Pool will be kept open during September. It is on west bank of the Scioto River at O'Shaughnessy Dam.

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The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Wise Guys

A problem that confronts pool operators concerns so-called wise guys who patronize outdoor and indoor tanks. Some pool men classify this group of customers as undesirable. I'm afraid I shall have to disagree on this point. The swimming biz seems to play to more smart-alecky tricks on the part of patrons than any other type of amusement, but that's because we humans try to break off all resistance once we don a bathing suit. Many men and women tend to forget good behavior when they are at a pool or on a beach mainly because, in their quest for relaxation, they let themselves go. And it is for this reason that we so often see grown men, who should know better, wrestling with friends on a beach or shoving others off sides of pools. To be sure, this practice creates annoyance to other patrons and makes many a pool manager resort to aspirin. Still I can't see where these happy-go-lucky swimmers can be tagged as "undesirables."

To my way of thinking, the alleged wise-guy element has to be educated by pools. Some aquatic playgrounds like Manhattan Beach, Coney Island, N. Y., and Palisades (N. J.) Amusement Park pool have solved the problem nicely. It certainly isn't wise to bar admittance to these people, because if that were done in certain sections tanks would have to close. Likewise it would do more harm than good to use strong-arm methods and have the beach Sampsons tossed out because of their pranks. What should be done, as one pool man related, is to use "an iron-hand in a velvet-glove policy." Naturally, an operator would be foolish to permit rowdiness to continue and grow. But it should be stopped with pats instead of pinches.

Educate customers that unnecessary shoving and pushing around a pool might be fun for those participating, but illustrate how annoying it is to others. Do this either thru clever posters or by word of mouth via courteous life guards or attendants. Don't under any condition encourage life guards to assume the attitude that they are high and mighty monitors. Pool men are urged to remember that medicine ball tossers and would-be Glenn Cunninghams who sometimes attempt to run track meets on pool walks are just trying to be human, even if they often appear more like animals. As a matter of fact, some pool men probably would act in the same fashion if they were patrons instead of managers. If you don't believe it, put on a swim suit and go for a day's relaxation at some other beach or pool and, unless you're older than you look, you'll be among the first to start doing hand-stands. I have tried to get those in the aquatic profession to have a better understanding of the wise guys. And now it's up to you to get the wise guys to have a better understanding of others in the pool.

Customer Reaction

Mack Rose, Riverside Cascades outdoor tank, New York City, passes along the following suggestion made by a patron: "You charge a certain rate on week days and then you raise your price on Sundays, as do all the other tanks. Have you ever thought that Sunday is usually the one day when people do not work and it is on that day when they have time to drive out of the city to go to a natural beach or lake? My suggestion is that instead of raising rates on Sunday, you lower them and in this way you will offer some resistance to the Sunday diving competition. In other words, make your Sunday rates lower than the beaches and lake swim emporiums and you'll probably keep many in the city. If you must raise rates, do so on week days when most of us must go swimming at pools near our home because work prevents us from traveling."

Revere Beach, Mass.

By BEACHCOMBER

Rain, cold, heat and ideal weather—all in one week. August 24 was Nickel Day, and what a day! Kids came by the thousands and by 5 o'clock all records were broken so far as spending money was concerned. The Beachcomber made a trip over the beach, asking all

about biz and got the same answer—the best ever. Sunday, August 21, was cloudy and warm and crowds were here and spent well until biz dropped off about 10 o'clock at night.

W. J. O'Brien has been out of town contracting fairs for his rides. Harry Davis, emcee and magician at the Streets of All Nations, will take his old stand-by at State fairs (pitching med) and then will leave for his home in Phoenix, Ariz.

The Frolic still seems to be the night spot of the beach, entertainment featuring Don Humbert's Band. On Waltham Day over 60 bus loads came and good business resulted. Mrs. Harry Houdini and her business manager, Ed Saint, were visitors at the Streets of All Nations and many an old acquaintance was renewed. Pokerino games are doing well. George LaFollette is ready for his unit tour after Labor Day. Army Chandler, scale worker, still weighing them and getting ready for fairs.

Cincy Coney Is Closing Season With Light Fete

CINCINNATI, Aug. 27.—Coney Island's annual Festival of Light, pretentious bow blowoff of the season, opened to large crowds yesterday and will continue daily thru Labor Day with thrill acts afternoon and night and night fireworks and spectacular lighting effects.

President and General Manager Edward L. Schott is presenting a stellar bill, headed by the Wallendas, high wire, late of the Ringling-Barnum circus; Bob Eugene Troupe, aerial bars, comprising Larry (Red) Fillingier, Harvey E. Loretta and Charles E. and Bob Eugene, brothers, and the Satanellos, featuring motor-driven gyrostatic rigging.

Ray Anderson arrived last week to whip into shape the effects being presented with the big pyro displays.

DROP HITS

(Continued from page 32)

which topped 1936 by over 15 per cent in receipts, the management made added

preparations for this summer. An Octopus ride was installed last spring. Laff in the Dark was remodeled and redecorated by R. E. Chambers Co., and employees of the park built new scenery for the Old Mill.

Roster of Crystal Beach: Check stand, Leo Smith; bathhouse, Mrs. Seubert; Cyclone Coaster, R. W. May; Airplane Swing, R. Dean; auto checking, G. Benner; Auto Racer, K. Sharp; Caterpillar, E. Near; Giant Coaster, W. Teal; Crystal Ballroom, F. Demont; Ferris Wheel, W. Woehl; Old Mill, W. Mann; Laff in the Dark, J. McLellan; bathing beach, G. White; Heyday, W. Roth; miniature golf, J. Brooker; Octopus, W. Sloat; Kiddie Ride, T. Dillon; Tumblebug, W. Oldfield; men's restroom, M. Provino; women's restroom, Mrs. K. Provino; Sea Swing, L. Huffman.

Elms Amusement Co., Funhouse; The Circus, H. Burnett; candy stand, E. Hall. Concessioners: Archery, Leo Smith; bowling alleys and billiards, P. Babcock; blood pressure, W. Butler; penny arcade, H. Burnett; souvenir stand, E. M. Sheriff; darts, Mrs. Devine; Dodgem, Fred Schooley; Carousel, E. Teasdale, W. Sylvester; games, G. Hunt, E. Enfield; Miniature Railway, L. LeJeune; motorboat speedway, Mrs. R. Mathewson; parcel lockers, Canadian Locker Co.; photos, I. Kantor; pin game, H. O. E. Liebermann; pony track, T. Dillon; games, J. Richey; roller rink, A. Dexter; Water Bikes, L. Huffman; shooting gallery, cigaret gallery, W. Bruce; palmistry, Mrs. F. Belchambre; drug store, G. Brodie. Midway Restaurant, Ltd., lunch pavilion, hot-dog stand, bus stand, ice-cream cones and sandwich stand; soft drinks and hot-dog stand, J. J. Sweeney.

PA. OPS

(Continued from page 32)

Huester; Joe Butler, sports editor of The Scranton Times, and retiring and new officers spoke.

Officials elected for the coming year are E. E. Foehl, Willow Grove Park, president; F. W. A. Moeller, Waldameer Beach, Erie, first vice-president; Herbert P. Schmeck, Philadelphia Toboggan Co.,

Germantown, second vice-president, and C. L. Beares Jr., West View Park, Pittsburgh, treasurer. Mr. Beares served as treasurer last year. Retiring officers were A. B. McSwigan, Kennywood Park, Pittsburgh, president; Richard Luske, Luske Bros., Inc., Philadelphia, second vice-president, and Laura Yost, Kennywood Park, Pittsburgh, secretary.

Among others attending were F. Burton Derby, Floyd Bortree, Lake Ariel Park; A. F. Hobbs, Lakeside Park, Mahanoy City; Fred Fansher, New York; Patrick Grogan, Conneaut Lake Park; William Rabkin, International Mutoscope Reel Co., New York, and J. D. Darwin, Wurlitzer Mfg. Co., New York. West View Park, Pittsburgh, was chosen as next year's meeting place, probably on August 31.

IDORA'S SPOTTY

(Continued from page 32)

At a recent chain-store outing, which, from a standpoint of promotion, was one of the best ever arranged by the park staff, there were about 25,000 persons, and check of the day's receipts disclosed that spending averaged only about 10 cents per person. In other times a picnic one-third of this size would have grossed double this amount.

Much painting done early in the season, roller rink was converted into a Funhouse with flashy new front, a modernistic front was installed on the Pretzel ride and an Octopus ride added to the midway.

Heidelberg beer garden has had the best business since it was opened several years ago. Capacity is done on Sundays and big picnic days. Ruth Autenreith and her ensemble, a versatile band combo, has been chief reason for heavy patronage at the garden, Mr. Diebel said. Picnic bookings have been on a par with last year.

CERTIFICATES WORK

(Continued from page 32)

neighbors and friends. For instance, youngsters can ride all day on rides by using these certificates. Mr. Gibson points out, repeating as often as they like on anything.

Numerous organizations which have held picnics in the park this season and others are selling the certificates, which give a nice profit to the organization. Considered the best feature of the plan is that it brings in money in advance. A park auditor checks with each organization selling tickets weekly and receives the sum due on tickets sold. So successfully has it worked out in 30 days in advance of the date of the promotion, Mr. Gibson had \$16,000 in cash turned in, indicating that 35,000 of the tickets had been disposed of.

AMUSEMENT MEN

(Continued from page 32)

ness, the city should direct all its facilities toward bringing the visitor here and showing him a good time once he is here. We cannot do without the masses and neither can the city."

ATLANTIC CITY, Aug. 27.—The rock'em-and-sock'em days are here and, save for the amusement people, the resort has completely lost its head in a last drive to try to make up on a season that has been generally about 20 per cent behind. Much to the credit of the piers and theaters, it can be said that there is no advance in prices, that they are giving their best shows and sparing no expense to give the visitor plenty for his money. However, this cannot be said about the resort otherwise.

Shortly before the season started amusement men got together and decided a price scale with no cutting or half-rate tickets. They have gone along on this schedule to date, the average Boardwalk admission being in the neighborhood of 50 cents, with 75 cents the tops on week-ends. Auditorium and Garden Pier, both reserve seats, are the exceptions. However, both have large 55-cent sections.

Amusements as a result are coming along nicely, altho no records will be broken this season.

NORFOLK, Va. — Tidewater Virginia Beach resorts will end a so-so season on Labor Day. Business has been sporadic, altho on the average not bad. Unfavorable weather kept early crowds down, but heat brought out record attendance after July 4, week-end biz occasionally skyrocketing. Labor unions will have their usual shindig at Buckroe Beach on Labor Day. Ocean View and Virginia Beach resorts hung up several record week-ends.

Coney Island, New York

By UNO

At Steeplechase Park, as a promotion stunt, two 1938-model streamlined bikes will be given away every day on September 6-12 to winning boys and girls under 18. This is a Jay Dowden idea and never before tried in the park. August 24 was date of the Water Carnival finales.

A real new ride at Coney is the Bubble Bouncer on the Bowery, operated by West Twelfth Street Amusement Corp., Seymour Machson president, with Oscar Buchwald local manager. It is made up of five oblong-shaped cars, with total capacity of 24 people. As the cars rotate over the trip they seesaw with great rapidity for the thrill. Custer Mfg. Co., maker, plans to operate the product also at the Toronto exhibition. Last winter the ride debuted for two weeks in Tampa.

Novelty in Pies

This is also first summer on the Bowery for a Shoot-a-Photo establishment following two successful seasons in Palisades (N. J.) Park. Max Meiselman, assisted by photographer Lou Yelnick, grinds out postcard-size pictures at a nickel a throw. Place attracts many celebrities. This is the invention of a European. Coney and American rights are owned by prominent Brooklynites. In Palisades Park operators were Jersey concessioners Harry Frankel and Joe Weissmann, still doing business in the park but with different concessions.

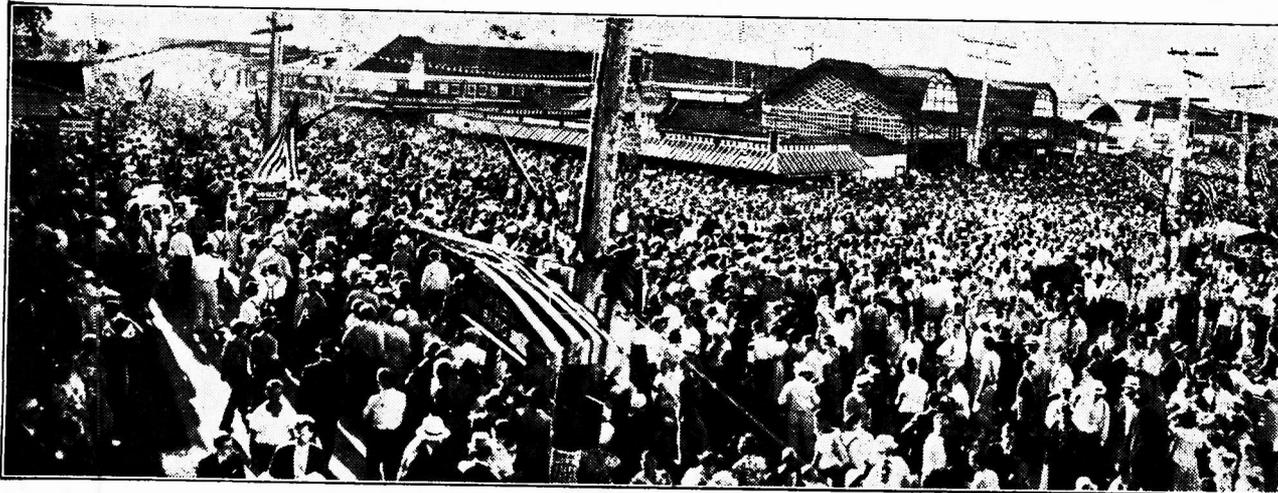
Tuesday nights the goal for the majority of Coneygoers is the beach to witness an hour of fireworks under auspices of the Chamber of Commerce.

At West 15th street and Surf avenue (See CONEY ISLAND on page 56)



HERE'S A VIEW of the new Water Bugs ride invented by Hyla F. Maynes and demonstrated in the yard of the plant of the Spillman Engineering Corp., North Tonawanda, N. Y. At the initial showing there was quite a delegation on hand to see the boats skim across the surface of a 40,000-gallon portable tank. George P. Smith Jr., of the New York World's Fair, made a special trip to witness the first public appearance of the new ride.

IONIA WINS PROFITS IN RAIN



THE ACCOMPANYING PICTURE CERTAINLY ANSWERS THE QUESTION: "HAVE FAIRS LOST THEIR DRAWING POWER?" AN ALL-TIME RECORD WAS SET AT WISCONSIN STATE FAIR, MILWAUKEE, ON SUNDAY, AUGUST 21, WHEN 111,630 PERSONS PASSED THRU THE TURNSTILES. THE PICTURE GIVES SOME IDEA OF HOW THE GROUNDS WERE PACKED AND JAMMED. L. L. (LARRY) HALL WAS PRETTY MUCH IN THE HEART OF THINGS ON THAT DAY, WHEN CORRIGAN, THE TRANSATLANTIC FLYER, VISITED THE FAIR. THE BUILDING IN THE BACKGROUND IS LARRY'S YE OLDE MILL REFRESHMENT STAND. LARRY GRINNED WHEN HE TOLD A REPRESENTATIVE OF THE BILLBOARD THAT HE HAD A "FAIR" DAY.

Ten Grand Is Estimated Net

Free fair makes some records despite trio of wet days—revue is gorgeous

IONIA, Mich., Aug. 27.—Despite the most rain in its 24 years' existence, which virtually washed out Monday, Tuesday and Saturday, Ionia Free Fair, August 15-20, made estimated profits of \$10,000, proving a revelation to Secretary Fred A. Chapman and to other Michigan fair officials. No rain insurance was carried on the two opening days. Saturday night's show was rained out, but \$2,500 rain insurance was collected.

A number of records were broken, including opening afternoon crowd. Attracted by a deliberate airplane crash of Capt. Frank F. Frakes, the crowd was several thousand more than in 1937. For the first time two complete night performances were given Thursday night. Policy change was to have become effective last year, but rain stopped the first show on Thursday and second show on Friday. There was no second show on Friday this year. More than 17,000 paid to see the two night performances and

(See IONIA WINS on page 38)

Sedalia Has Early Gain in Gate Figures

SEDALIA, Aug. 27.—Secretary Charles W. Green gives Missourians a better State fair from year to year, and final figures are expected to show that the 1938 annual, August 20-27, surpassed all previous annuals. Attendance for the first five days ran between 15 and 20 per cent over last year. The "no pass" system inaugurated two years ago has proved successful. Attendance for the first four days was given as: Saturday, August 20, 25,000; Sunday, 69,000; Monday, 35,000; Tuesday, 8,500. Auto Race Day and Veterans' Day had the largest Sunday attendance in 19 years.

On opening night a wind and rain storm swept the grounds as the night

Hamid Sees Gloom Gone

OTTAWA, Ont., Aug. 27.—Things are encouraging in the field of fairs, declared George A. Hamid, head of the New York booking house bearing his name, who was here for Central Canada Exhibition, August 22-27. He said reports he had received gave no cause for any blues singing.

"Genesee County Fair, Batavia, N. Y., August 15-20, broke all previous records," he said, "and Strates Shows of the midway had its best week of the season to date. Our grand-struck headed by the Revue of T. Les Kimris, played to large history of that fair. G 5,000, and on Wednesday

Davenport Gate Is Cut by Rain

But officials expect even break after wettest week in history of annual

DAVENPORT, Ia., Aug. 27.—Despite the rainiest week in history, Mississippi here on A succ

Ammon Confirmed in Post

MADISON, Wis., Aug. 27.—Ralph E. Ammon, manager of Wisconsin State Fair, has been named director of the State department of agriculture and markets. He has been acting director of the department since its reorganization on February 14 and was named director by the department's advisory

Attendance

g. 27. Gate

YOUTH VERSATILITY
The FOUR O' HEARTS

HEIGHT, 110 FT. — NOVEL LIGHTING EFFECTS — LATE SOUTHERN DATES DESIRED.

EAST.
FRANK WIRTH BOOKING
ASS'N., INC.,
1560 B'dway, New York City.

MID-WEST
COLLINS ENTERPRISES,
Elliott Hotel Bldg.,
Des Moines, Ia.

FOREIGN
CHAS. L. SASSE,
300 West 49th St.,
New York City.

AYE LAD! WE BELIEVE IN "SANDY" CLAUS, KRIS KRINGLE, ST, NICK,
et al.—BUT—WE DINNA' PLAY THAT WAY!—CRASH DUNIGAN.

JAYDEE THE GREAT

THE OLD APE MAN

AMAZING TRAPEZE NOVELTY

Positively the Highest Aerial Contortion Trapeze Act on Pute, 100 Ft. High. New and thrilling, presenting a terrifying appearance in his costume of an "Ape." Performs stunts and antics so like the animal that he actually "Ape the Apes." Contortion and balancing work defies description. Finishing with complete dislocation of shoulders while in a contortion posture. Thrills—Sensations—Comedy! Open for Late and Southern Fairs. Write or wire.

JERRY D. MARTIN, General Delivery, SEWARD, NEBR.



100%
A.F.A.



ATTENTION CARNIVALS
THE HAGERSTOWN FAIR ASSOCIATION

Will book a good clean Carnival for its Fair, to be held on October 18-22, inclusive, if reasonable contract can be arranged.

Write CHARLES W. WOLF, Secretary, Hagerstown, Md.

WANTED
CARNIVAL and ACTS
OTTWAY FAIR

September 21 to 24

W. F. BIBLE, Secy.

Greeneville

Tennessee

Grand-Stand Shows

AMONG acts signed for Cheyenne County Fair, Sidney, Neb., are Russ and Dale, skaters; Big Burma, elephant, and Hip Raymond, comic.

MUSIC Corporation of America, which produced variety shows at Casa Manana, open-air cafe-theater in Fort Worth, Tex., during August, has booked shows for a number of fairs, including Lamar East Texas Ex-

position, and Three Keasel Brothers.

CHARLEY BOY, fire diver with Blue Ribbon Shows, who sustained a compound fracture of the right forearm and bruised heel when smoke caused him to misjudge the center of the tank at Ladoga (Ind.) Fair and Homecoming on August 10-13, is recovering in Culver Hospital, Crawfordsville, Ind.

AT LOS ANGELES County Fair, Pomona, Calif., will be Con Colleano, wire walker; William and Joe Mandell, comedy trampoline; Hudson Palomar Metzger Dancing Girls; Biltmorettes, tumblers; Olympic Games' champion bar act; Glen Grey's Casa Loma Orchestra; Famous Danwills, teeterboard; Upside-Down Millette, trapeze; Skippy, movie chimp; Six Lucky Boys, Risley act; Three Name-dill Brothers, perch act; Joe Thomas Saxotette, comedy instrumentalists; Joe and Pete Michon, springboard comics; Three Del Rios, acrobats and equilibrists; Royal Swedish Bell Ringers; Shorty Flemm, clown, and Olympic Trio, roller skaters. The last eight nights *Festejo Moderno* will be seen in front of grand stand.

BELLES OF LIBERTY, featuring Ansel's American Beauties, will headline the grand-stand show at the 1938 Louisiana State Fair, Shreveport.

JOHN B. ROGERS Producing Co. will stage a historical pageant of De Soto's landing in Tampa Bay on first five nights of the 1939 Pan-American and Hernando De Soto Exposition, Tampa.

GAE FOSTER GIRLS, George A. Hamid attraction, with Henry Tanner, emcee, played Lockport (N. Y.) Fair on August 8-13. At a spaghetti supper at the home of Mr. and Mrs. Robert DeLong on Saturday were Milti Walton, Evelyn Doud, Ann Larson, Norma Duss, Ted Healy's Stooges, Harvey Porter, George F. Valery, Mr. and Mrs. Jake Horning and daughter, Mildred.

AT RHODE ISLAND State Fair, Kingston, are Leo and Mae Jackson, acrobatic and comedy cyclists; "Queenie" Dunedin, clown; Ledoux and Louise, tight and slack wire; American Sullys, bounding Flo Mayo, trapeze; balloon ascension and parachute jumps, said A. N. manager.



DR. L. B. WOLFE, secretary of Harrison County Fair, Corydon, Ind., where a successful 79th annual was held last week. The association is active in the amusement field and the grounds were used on July 4 for a big free celebration sponsored by Corydon Chamber of Commerce. Fair president is F. E. Dropsey; vice-president, Charles Peper, and treasurer, C. Blaine Hays.

show, most expensive yet contracted. Opening night offered Renfro Barn Dance. On the two following days Lewis Bros.' Circus was presented twice nightly before the grand stand. B. Ward Beam's International Congress of Dare-Devs was final night attraction. Exhibits in all classes were up to standard, and races were considered best in recent years.

HAMID SEES

(Continued from page 35)

Saturday for the night show we played to an overflow of from 2,000 to 3,000 around the race track and paddock.

"In Ottawa we opened to the best first day's business I have ever witnessed here in the 16 years I have been coming. Max Linderman's World of Mirth Shows had one of the biggest days in history of the show. Our grand-stand show was truly the most successful opening performance I have witnessed anywhere. We really presented the best show of our career. The public is show-hungry and received every offering with enthusiasm.

"Skowhegan (Me.) Fair, featuring the Winter Garden Revue, with the Juggling Jewels, Ostermaier's Horses, Flying Otaris, Stetson Band and other acts, broke all records. In Gouverneur, N. Y.,

ATTENTION!
FAIR SECRETARIES, PART
THE SENSATION
Presenting a Day

Sign Agreement
of Members

... 18 years' his...
 ... alley Fair and Exposition
 ... August 14-20 had one of its most
 ... successful showings. Rain marred Mon-
 ... day, washed out Tuesday's program and
 ... curtailed Saturday's closing-day gate.
 ... "Considering weather, results were
 ... satisfactory," said Secretary Howard W.
 ... Power. "Total attendance was 46,128,
 ... 12,000 under the 58,338 paid admissions
 ... in 1937, the best year since the 1930
 ... (See DAVENPORT GATE on page 37)

Manitowoc Ups

MANITOWOC, Wis., Aug. 27.—A
 and grand-stand attendance at Manitowoc County Fair on August 17-21 exceeded that of any previous fair, said Secretary George W. Kiel. Paid admissions to the grand-stand attraction, *Laugh Parade of 1938*, on Sunday exceeded 35,000. Revenue from carnival was expected to run about \$200 more than last year. Jimmie Lynch and His Death Dodgers appeared on Thursday for matinee and night. Weather was threatening and rain came on the second last day.

San Fran. To Sign Corrigan

SAN FRANCISCO, Aug. 27.—Douglas Corrigan's plane, which carried him on his wrong-way flight from New York to Ireland, will be exhibited at the 1939 San Francisco Exposition for the entire 288-day run. Expo officials announced Corrigan's decision to "sign up." Newsreels of the trip, including his welcome in Dublin and leading cities in the States will be shown in the exhibit with the plane. A reception will be given the flier when he reaches here between September 10 and 13.

Flourtown Annual Tops '37

FLOURTOWN, Pa., Aug. 27.—Annual Firemen's Fair here on August 5-13 was one of the most successful in years. Manager William J. Goss said crowds were larger and receipts greater than last year. In addition to the exhibition hall a large tent was provided for exhibits, which were more extensive than ever. Free attractions were Proske's Tigers, booked thru George Hamid, and the Great Calvert, high wire, booked independently.

KINGSTON, R. I.—For the first time George W. Traver's Fair at Home Shows are on the midway at Rhode Island State Fair here. Fair Manager A. N. Peckham announced horse and marathon racing, ox and horse-pulling contests, boxing in front of grand stand, swing dance competition and free dancing.

Wisconsin Chalks Up a Gate Lead on '37 in First 5 Days

MILWAUKEE, Aug. 27.—Opening in a storm on August 20, opening afternoon of nine-day Wisconsin State Fair, the annual in its first five days drew attendance of 335,500 against 324,889 for the same period last year. A \$48,000 entertainment program, plus a desire to view the \$250,000 improvements to grounds and buildings, was believed responsible for hiking the opening five-day record by 10,611. Saturday's storm caused postponement of Greer's Wild West Rodeo and Jimmie Lynch and his Death Dodgers, scheduled as afternoon grand-stand attractions, until Monday and Tuesday afternoons. Skies cleared and WLS Barn Dance played to over 6,000 in the night grand stand. Saturday

attendance was 28,824, compared with 37,408 last year.

Wisconsin Day, with a reception for Douglas Corrigan, drew 111,630, 10,000 more than on the same day last year. Ralph A. Hankinson's AAA auto races packed the 20,000-seat stand in the afternoon. Winner in the 25-mile feature race was Ted Horn, of California. The improved \$250,000 stone stand was again packed to capacity for the night show, which included, in addition to opening performance of *Belles of Liberty*, booked thru Barnes-Carruthers, circus acts featuring Eifel Sisters, Five Jansleys, Monroe and Grant, Alf's Loyal Dogs, Shanghai Wing Troupe, Power's Ele-

(See WISCONSIN CHALKS on page 37)

Ottawa Figures Show Early Gain And Night Overflow for Stands

OTTAWA, Ont., Aug. 27.—Attendance at Central Canada Exhibition here on August 22-27 on the first three days totaled 158,280, compared with 151,000 for the same period in 1937. Directors were confident the final check would show an increase over last year. Tuesday's patronage dropped to 24,000 owing to rainy weather, but Wednesday 72,680 were clicked thru turnstiles. Comparative figures for first three days

this year and last year:

	1938	1937
Monday	61,300	58,500
Tuesday	24,100	39,000
Wednesday	72,880	53,500
Totals ...	158,280	151,000

Business done by the grand stand on Monday was fair. Tuesday was poor (See OTTAWA FIGURES on page 36)

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**BOOKS AND SHOWS,
NATIONAL ROYALS**

...ing Execution at Breath-Taking
Height of 120 Feet.
Due to misunderstanding in Fair Dates, have only
Week September 19-26 open. Here's Your
Chance To Get a Real Act. Address
GEO. W. LANNING, The Sensational Royals,
care Billboard, Cincinnati, O.

WARNING

BOOKING AGENTS, SECRETARIES
Will prosecute any infringement on Funny Ford
Patents No. 1,636,356, the Originals now booking
with Frank Wirth & Austin C. Wilson.
GEO. (COOK) CUGNIN.

WANTED

**3-5 RIDES, 6-9 CONCESSIONS
FOR SEPTEMBER 22-24.
WATERLOO FAIR ASSOCIATION
WATERLOO, ALA.**

CARNIVAL WANTED

**FOR
COMMUNITY FAIR AND CELEBRATION**
September 15, 16, 17, Mooreland, Okla.
R. J. KNITTEL, Chairman Fair Board.

WANTED

**Shows, Rides and Legitimate Concessions,
ASSOCIATION OF COMMUNITY FAIRS**
September 29-30-October 1.
Your Proposition Wanted.
H. T. WOODRUFF, Chairman, Jay, Fla.

WANTED

FOR LA PLATA, MD., FAIR AND HORSE SHOW,
September 15, 16, 17, 18.
To Lease or Book Rides. **WILL SELL** clean Concessions on flat or percentage. Exclusive on Bingo, Custard, Cream, Novelties for sale. **H. L. WRIGHT,**
Colonial Beach, Va. P. S.—Concession Agents
Wanted.

Tent Company Busy at Fairs

SPRINGFIELD, Ill., Aug. 27.—Campbell Tent and Awning Co. has been active at large county fairs in Illinois, having erected on an average 250,000 square feet of all-new tents each week, reports R. C. Campbell. New canvas was delivered to the Beckmann & Gerety Shows during the engagement at Illinois State Fair here.

GROUP ON
District Fair, Paris, Tex.,
hibits Fair, Longview; East Tex.
Fair, Tyler; South Texas State
Beaumont; Oklahoma Free State Fair,
Muskogee, and Wichita, Kan. Sixteen
chorus girls from Casa Manana Varieties
have been chosen as dancers for shows
at fairs.

AFTER a lapse of 30 years, Roy (Pop) Brownlee's Hickville Follies and band, booked thru George A. Hamld, Inc., will play Shawville (Que.) Fair, secretary of which is R. W. Hodgins, said to be the oldest active secretary in Canada, having served 31 years.

AUTO races sanctioned by the CSRA will feature the 1938 Du Quoin (Ill.) State Fair on closing day, said Secretary H. E. Strong, who has signed leading championship drivers of the racing body. Jimmy Lynch's Death Dodgers will supply a thrill program on Wednesday, first time that a thrill show has been featured at Du Quoin fair. Ernie Young's *Cavalcade of Hits* will be before the grand stand nightly.

ROYCE TIDWELL, 23, member of the Four Aces, aerialists, appearing at Mercer County Fair, Celina, O., on August 19, sustained injuries when he fell 50 feet. Hospital attendants reported injuries to his arms and ankles.

IN ADDITION to its fairs in the East, Smith's Superba Band of 14 pieces, under direction of Yates D. Smith with Hugh M. Smith as manager, will play fairs in Keller and Galax, Va.; Huntsville, Ala.; Shelby, Hickory, Salisbury, Williamston, Greensboro and Rocky Mount, N. C., and Augusta, Ga.

IN A DEPARTURE from previous programs Red River Valley Fair, reorganized North Dakota State Fair, Fargo, is presenting a circus type of night performance instead of a revue, said President E. A. Tallberg. Acts include Enos Trio, aerial contortionists; O. W. Courtenay, comic juggler; Gardina Troupe, aerialists; Don La Burdo, slack wire; Albrecht's European Trained Canines; Bill Alcott, acro comedian; Bud and Isabel, roller skaters; Woods and Woods, slack wire and juggling; Yo-Yo, acro clown; Flying Willards, high triple bars;

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Peckham, ..

Auto Groups For Interchange

DAYTON, O., Aug. 1.—Two auto-racing associations have reached agreement here on Tuesday interchange of members of organizations whereby drivers and both groups will be eligible to participate in each other's events.

T. E. Allen, Washington, D. C., secretary contest board, American Auto. Association, and Norman Witte, Day. Central States Racing Association executive secretary, signed on behalf of the organizations.

Both associations will retain their individuality, but members of either group will be permitted to compete solely in races sanctioned and supervised by either CSRA or AAA.

Kan. Annual Gets a Break

BURLINGTON, Kan., Aug. 27.—The 57th consecutive Coffey County Fair here on August 8-12 got by without a storm for the first time in years, the only year when there was not bad weather, two infantile paralysis cases being reported in the county a week before the fair, said Secretary John Redmond. Patrons praised the fair and receipts were sufficient to make up a deficit from previous years. Group ticket plan of selling six tickets good at any program at a reduced price prior to the fair proved successful and will be used hereafter instead of season tickets. Greater United Shows of J. George Loos were on the midway.

Zanesville Features Show

ZANESVILLE, O., Aug. 27.—With attendance nearly equaling last year's, Muskingum County Fair, August 15-20, favored by weather, ended profitably, said directors. Success is attributed largely to a pretentious grand-stand

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Billingsly-Powell Indian Show Is Signed for N. Y. World's Fair

NEW YORK, Aug. 27.—Col. M. S. Billingsly, operator of Hopi Indian exhibits, and Idena Powell, Powell Vocational Corp., this week signed contracts to exhibit an American Indian attraction at the World's Fair. Titled *Kiva*, show is expected to be constructed chiefly along educational lines, featuring habits and customs of Southwestern U. S. Indians, with a large group of natives imported for color.

Billingsly is a veteran in the Indian-attraction field, for many years exhibiting a group of Hopis at schools, colleges and for fraternal organizations, besides fairs and expositions. Billingsly-Powell show was the only acknowledged concession signed by the fair in the early part of this week, and, according to record, will probably be the sole midway acquisition of the week. Several other concessions are expected to be closed in the near future.

Foreign Visitors Confer

Among visitors to the fair this week were Mr. and Mrs. John Collins, of the well-known English amusement family by that name. Collins, here to negotiate for concessions, is reported to have made several tie-ups with Harry C. Baker, engineer, and it is expected the two will be represented at the fair with several attractions. Collins, here until September 7, when he returns to Britain, has nine concessions at Glasgow Empire Exhibition, among them the popular Scenic Railway.

D. A. Woodward, of England, was another foreign visitor. An operator of petrol cars in Chicago and abroad, he is associated with Harry G. Traver in several World's Fair enterprises. Woodward reported general amusement business in England about 25 per cent below that of last year, drop due mainly to poor summer weather. He said sales of the Stratosphere Ship, he being European agent, are exceedingly encouraging considering outdoor business.

Clif Wilson, who will have Live Monsters at the fair, spent several hours on Wednesday going over plans with fair architects and engineers and indicated that construction would probably begin late in October.

Norway Exhibit Set

Following approval by the fair board of design, Frederik Odfjell, Norwegian commissioner general of the fair, announced that work on the building will begin on September 1. Building will occupy about 14,000 square feet in the Hall of Nations division.

William S. Knudsen, president of Gen-

eral Motors, drove the first official rivet into the big G. M. exhibit building early this week, preceding a luncheon at the Terrace Club to honor the occasion. Exhibit will be one of the largest and most elaborate in the exhibit area.

Work thruout the exhibit division is moving apace, with new buildings being started almost daily. Grounds are rapidly acquiring an aspect of action and visitors are at last seeing tangible evidence of the tremendous size and scope of the 1939 event.

WISCONSIN CHALKS

(Continued from page 35)

phants, Cervone's Band, Golden Troupers, Les Juvelys and Ray and Maide. Fireworks were by Thearle-Duffield. The show was repeated the remaining eight nights. Governor La Follette and mayors of 40 cities in the State greeted Corrigan upon his arrival at the grounds.

Children's and "Be-a-Good-Egg" Day, Monday, included a free kiddies' morning show in the grand stand, sponsored by the egg industry. Harness racing in the afternoon, circus acts and Greer's Rodeo drew an estimated 4,500. Day's attendance was 69,922 against 65,771 last year. Veteran and Legion Auxiliary members were admitted free on Tuesday with 55,010 clocked for the day against 52,107 last year. Harness races drew about 5,000, while 7,377 grand-stand attendance for the *Belles of Liberty* at night topped that for any previous Tuesday night grand-stand crowd in history of the fair.

Governor's and Fraternal Day on Wednesday drew 70,114, a new record, comparing with 67,982 for the same day last year. Final day of horse racing saw 6,025 paid customers in the stand with a turnout at night estimated at 16,000.

An innovation was the Junior Fair under direction of Russel E. Frost, Fort Atkinson, Wis. Some 1,200 4-H Club, Future Farmers of America, Farmers' Equity Union Juniors, Boy Scouts, Girl Scouts and others entered about 2,000 exhibits. Premiums in the Junior Fair totaled more than \$17,500.

Not only for entertainment, but in every department the fair management spent more money than ever before, said Manager Ralph E. Ammon. An additional 20 acres of parking space was acquired and entire grand stand is under cover with 1,500 seats added at a cost of \$100,000. With good weather until the finish, final count was expected to show a new attendance record, topping the all-time 602,586 last year.

SEDALIA HAS

(Continued from page 35)

more canvas than ever in its history to take care of increased exhibits. Fair was compelled to refuse entries in four divisions of live stock, and for the first time every booth in the Agricultural Building was filled and all space in the Manufacturers' Arts Building was sold. Concession space sold showed an increase of about 30 per cent, with much extra space allotted for increase in concessions. Harness and running races on Monday, Tuesday, Wednesday, Thursday and Friday had purses considerably higher than in previous years. Horse Show patrons in the Coliseum found that the board had installed air-conditioning. Premiums for the Horse Show totaled over \$10,000, a substantial rise over last year.

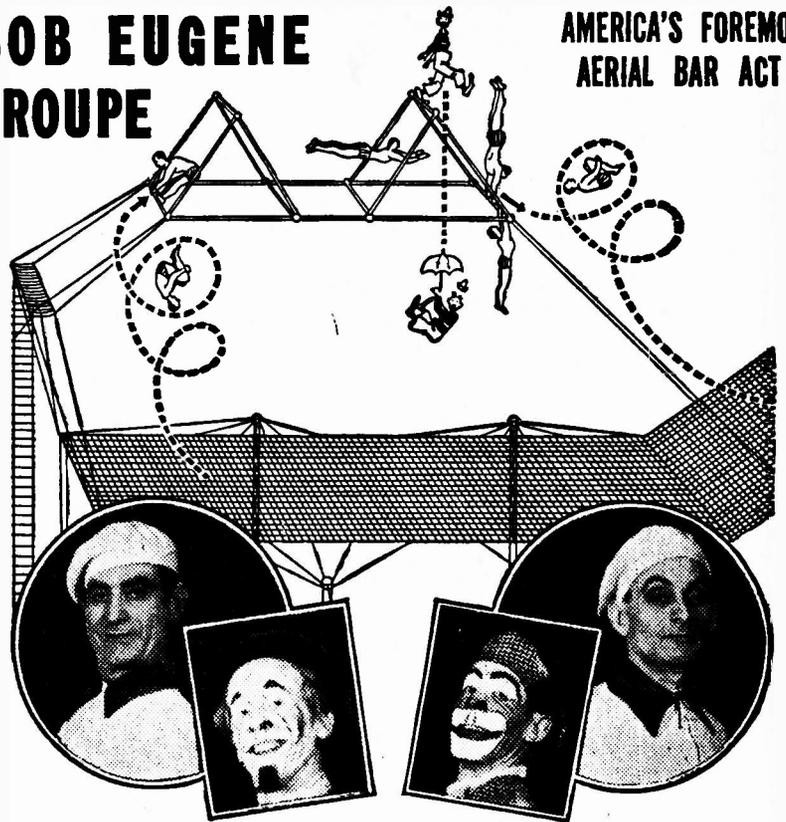
On Saturday, Thrill Day, Capt. F. F. Frakes presented his airplane crash, and

"Live and Let Live"

CINCINNATI, Aug. 27.—Roger Ludy, manager of the Hines Theater, Portland, Ind., is one theater man who lives the "live and let live" idea. Reporting on Jay County Fair there on August 8-12, he writes, "The fair affected our theater business considerably but we're here 51 weeks in a year, so why worry! Everybody is entitled to a livelihood." He said the fair was one of the best in the 67 years of the annual. Renfro Barn Dance packed the grand stand at two opening Sunday shows. With federal aid, the board has made the plant a credit to the county. More work will be done in an aggressive policy to make the annual one of the best in that section.

BOB EUGENE TROUPE

AMERICA'S FOREMOST AERIAL BAR ACT!



FAIR SECRETARIES:— This unusual and only aerial 5-bar act working outdoors because of disappointment is available after September 5. Formerly feature attraction with Hagenbeck-Wallace and Ringling Bros. Circuses. WIRE OR WRITE BOB EUGENE, CARE OF THE BILLBOARD, CINCINNATI, O.

Now Appearing Coney Island Amusement Park, Cincinnati, O.

Frank Winkley's Suicide Club was on tap with spills and crashes. Thrill Day program was furnished by Barnes-Carruthers. John A. Sloan supervised the auto races, with Jack Storey doing announcing, grand stand being packed to capacity. On the first two nights WHB Kansas City Radio Revels gave a two-hour musical and dancing revue by entertainers from the station, about 40 participating. Musicians' Post Band, St. Louis, national champions of the American Legion, furnished grand-stand music.

Night Show Big Hit

Initial grand-stand receipts, said Secretary Green and Ernie Young, ran far ahead of those of last year, Tuesday night attendance being almost double that of the corresponding night last year. Mr. Young presented the best revenue ever seen at this fair, according to management and patrons. His *Follies Internationales* is outstanding, length of background of the beautiful setting being 200 feet and lighting effects the latest in beautiful brilliance. Four elaborate numbers are presented by the ensemble, featured one being *The Treasure Chest*, in which 20 girls are costumed to represent different jewels. Featured during the revue are Bernice Ripley, prima donna; Szita and Anis, two dance numbers, and Billy Garland, soubret and tap dancer. Pat Conway is emcee. Added acts are Seven Peerless Potters, high casting; George Belford's International Five, a Risley act; Four Aerial Monarchs, working 110 feet in the air without net or safety devices; Cycling Starys, Jack's Crazy Kar; McConnell and Moore, juggling; Three St. Johns Brothers, athletic act, featuring slow-motion acrobatics; Joe Thomas Saxotette, novelty act with saxophones and trumpets. Fireworks closed the night show. Fireworks were by Thearle-Duffield and Belmont Amusement Service and Ernie Young Agency furnished acts.

Early receipts of the Mighty Sheesley Midway, said Mr. Green, were almost double those of last year. Manager John M. Sheesley, who had 18 rides, 17 shows and about 50 concessions, presented several new neon fronts. The Roll-o-Plane, which made its bow on the midway, proved a real thriller. Abner K. Kline, of Eyerley Aircraft Corp., was on hand to personally oversee its erection and operation. Gordon Sound System furnished the systems thruout the grounds, Pemberton Gordon being in charge. E. L. Preston, new publicity director of the fair, who did a capable job, said the advertising budget was considerably increased for the 1938 fair, which used 105 stands over the State for billing. Premiums paid exceeded \$51,000, a new high. R. D. (Duke) Molesworth, several years publicity director of the fair and now general manager of North Iowa Fair, Mason City, was a visitor all week.

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DAVENPORT GATE

(Continued from page 35)

peak, but closely rivaled attendance of 47,926 of the 1936 fair, one of the best since boom days."

Children's Day, a popular feature, was postponed from Monday to Friday because of weather in the week. Monday attendance was 8,071 before the downpour, and an additional 2,414 kiddies were admitted free on Friday. Distribution of 15,000 free tickets for children by milk dealers cut figures considerably as many of these tickets were used during the week.

Grand-stand attendance compared favorably with past averages. Grand-stand show, including acts booked by Barnes-Carruthers, was up to the usual standard. Jimmie Lynch's Death Dodgers scored a big hit, and the *Soaring High* revue company pleased night show patrons. Fairly & Little Shows, on the midway with 28 shows and rides, was said to have had a greater profit than some of its predecessors. Concessions were well patronized, but were about 15 fewer than in 1937. Live stock and other exhibits filled buildings to capacity and elicited much praise. Standard was considered the best in many years, the agricultural display being particularly noteworthy. This was the first year since inception of the fair that Peter N. Jacobsen was not lending a hand in activities. Formerly treasurer of the fair, he died last spring. He was a director at time of his death.

Fans saw an assortment of harness, running and auto races. Gus Schrader, national dirt track champion, appeared pushed at times to beat off the challenge of Emery Collins. A financial statement is not yet available, but officials indicated that the association will about break even.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

E. K. BARTLETT'S Skateland Roller Rink, Aurora, Ill., is being lengthened 16 feet, making it 136 feet, and a 20-foot promenade the length of the building is being added, reports V. P. (Vi) Swanson, manager. Floor is 52 feet wide. Organ was installed in June and rink is open nightly, except Mondays, reserved for parties. On the staff are Ruth Bartlett, cashier; J. Adams, doorman; Jack Peters, skateroom; Kenneth Udsted, concession and wardrobe; Glenn Davis, organist; Mort Kennedy, Bill Winkler, Lloyd Brown and John Krachala, floor guards; Bud Kopelke, Kenneth Rowe and Burton Long, skate boys. On August 17 Fred Frane, oldest club member, celebrated his 67th birthday with a party. He was given a cake by Betty Udsted and gold pin by the club's vice-president, Helen Tiffany. Club has over 200 members.

KANSAS CITY (Mo.) El Torreon Rink, Gillham road, has a new floor and it was reopened on August 19 after several days of darkness while reflooring was under way. Business has been good thruout summer but the management expects it to be even better with arrival of cool weather.

LAND O' DANCE Roller Rink, Canton, O., will reopen shortly after Labor Day under management of Mrs. Pauline Mayntner, Akron. Rink for several years has been operated by Leo Mayntner, who relinquished his interest in Canton to operate Summit Beach Park Rink, Akron.

BILL HENNING, acting manager Chicago's Armory Roller Rink while Mr. and Mrs. Fred E. Leiser are vacationing on the West Coast, reports rink is operating to good business on Saturdays and Sundays despite hot weather. Rink will be resurfaced and will be open five nights weekly after September 5. Joe Laury, former Armory floor manager, is entered in a 21-day roller race in Long Beach (Calif.) Arena.

HAVING bought a 1938 22-foot Glider house trailer for use on the road, Royal Rollers and Micky report that they are playing Ohio State Fair, Columbus, August 28-September 2.

MEMBERS of Elmhurst Rhythm Rollers and Ed's Waltz Club, Chicago, including Evelyn and Virginia Lattus, Marion Ashie, Robert Boyes, Bruno Liput and Lowell Peterson, plan to visit Sefferino's Rollerrome, Cincinnati, on September 5.

"HERE are additional facts concerning the late Hilbert (Bert) English, who died on July 18, which may be of interest to rink men," writes his friend, Earl Fuller, Buffalo. "Bert was born in Brookville, Pa., on September 11, 1874. Prior to 1908 he operated a grocery store, bowling alley, theater and rink in that city. For a time he was identified with parks, but was best known as rink operator in Canton, O.; Lexington, Ky.; Kalamazoo, Mich.; Huntington, W. Va.; Evansville, Ind.; Hamilton, Ont., and Williamsport, Apollo, Washington, Latrobe and Conneaut Lake, Pa. At one time he conducted Bay View Beach and Carnival Court Casino, Buffalo. For two years Bert toured with Harvey Orr's Million Dollar Doll Company. He organized Pennsylvania Rink Managers' Association in 1906 and was closely identified with Western Skating Association. He was a member of BPO Elks."

On Rollers in Germany

By CYRIL BEASTALL

DERBY, England—After a lapse from contribution to these columns for some weeks, I write of a tour of German roller rinks recently completed. This tour was primarily connected with a series of roller hockey games arranged between

Derby Flyers and the five foremost teams of the Fatherland, but was extended a further week in the case of myself and a friend, so as to visit other rinks and a skate factory.

We reached Stuttgart, Wurtemberg, city of the Swabians, after 31 hours continuous traveling and were cordially welcomed by Herr Ludwig Heckner, Herr Adolf Walker, Herr Karl Prechter and other officials. We spent four days in this lovely city and played two hockey games, inaugurating the opening of the new Stuttgart Rink. Karl Prechter refereed both games. We lost the first 13-1. Young scoring for Derby while Walker (international) netted 10 for the Germans. The strange conditions, open-air concrete rinks of large dimension, and hot weather (93 in the shade) had great effect on the play of my team, composed of players from three different clubs, and the fact that we did not win one match was hardly surprising, remembering that we met all the best players in Germany. The farewell reception in Stuttgart was held at Herr Heckner's palatial Schonblick Hohenrestaurant on top of the hills surrounding this beautiful city. Each of the 10 British visitors received a valuable souvenir and the Nazi sports chief of that section said some nice things about England and English people.

We next visited Nurnberg in Bavaria where we met with warm welcome from Herr Carl Rugemer, Herr Frank, Herr Willi Pfister and other officials. A great skating festival was featured the day of our match there, with exhibitions by Europe's champion pair-skaters, Bruno Walter and Lisalette Roth; Fritz Handel, European figure skating champion, and other great performers whose prowess sets a standard at present unapproachable by any other roller skaters in the world. Nurnberg beat Derby Flyers 11-2 in the hockey game, refereed by Willi Pfister, whose brother, Karl, put on seven goals for the Bavarians, while Beastall netted both for Derby. In a 40-lap (10 mile) two-men team race, Nurnberg, with K. Pfister and Stengel, won in 34 minutes, 30 seconds. Derby was represented by Young and Beastall, the former covering 13 laps before retiring with a broken skate, while the writer skated 26 laps.

Next city to be visited was Frankfurt-on-Main, where we spent four days as guests of Herr Bruno Mosler, owner and operator of Mosler's Badeanstalten, a combination of skating rink, tennis courts and four swimming pools. Dr. F. Keck, Nazi sports chief of District 13, the secretary of the lord mayor of Frankfurt, Herr Fritz Westpahl; Herr Wilhelm Heberer and others extended an exceptionally cordial welcome at the reception on board the famous Mosler Restaurant Ship, Elsa. A wish for sincere and lasting friendship between the peoples of Germany and England was expressed by all present. Frankfurt, thanks to the most brilliant play of Otto Vorpahl (international), who netted nine goals, won the hockey game 12-1, the writer scoring for the British side. Referee was Herr Heberer.

At Mainz another wonderful welcome awaited us. Dr. Bien, Herr Glatz, Herr Wilhelm Heberer and other officials said many kind things about England and English people at the reception at city hall, and altho we suffered further defeat at the hands of a combined Mainz-Darmstadt team (12-2), refereed by Fritz Westpahl, we felt mightily pleased with all that our new German friends had done to make us feel very happy in a strange land.

After supper and a dance in Mainz city hall most of the British party left for home, while Miss Butler and I stayed behind for a few more days in company of friends in Frankfurt, to end our sojourn with visit to Cologne and Remscheid, where we visited the Polar factory at invitation of Herr Engels, managing director, who received us very cordially. We had an interesting discussion about roller skates and roller skating and finished the day with a supper in Cologne with Herr Alfred Veltin, who

represents the Polar company in England. The trip was of an illuminating nature, for it clearly demonstrated the progressive nature of the Germans and the fact that in roller skating their performances rank among the world's best.

IONIA WINS

(Continued from page 35)

Thursday afternoon show. Friday was one of the largest in fair history.

Attendance Marks Broken

Secretary Chapman's estimated \$10,000 profit, while below the \$14,000 profit of 1937, was considered startling in face of the odds. He reported losses in revenue from the Rubin & Cherry Exposition on the midway and from the private parking lot for autos. There were about 3,000 fewer cars on the lot this year. All-time grounds attendance record was broken, Secretary Chapman's "little book of fair facts" disclosed. His figures, based on four and one-half times the grandstand admissions, showed that 290,448 attended as compared with 276,485 in 1937. Grand-stand attendance was 60,544 and 57,441 a year ago, the increase being made Monday afternoon and on the three days when good weather prevailed. Grand-stand attendance:

	1938	1937
Monday	7,897	6,051
Tuesday	3,683	4,617
Wednesday	13,020	12,848
Thursday	17,557	12,969
Friday	11,367	8,466
Saturday	7,020	2,745
Sunday		4,704

Totals ----- 60,544 57,441

Saturday afternoon's wind and rain storm did damage to fair property as well as to that of Barnes-Carruthers, producers of the night revue, *Belles of Liberty*. Some of the \$50,000 production's scenery was damaged and M. H. Barnes said he was forced to spend \$800 for a special train so that the show could be opened in Milwaukee Sunday night, because rain drenched the infield, making it dangerous for wagons and trucks to move the revue property. Missing its early Sunday morning train, a special was dispatched to Ionia five hours later to carry the troupe to Muskegon to catch a Lake Michigan ferry. Power's Elephants, one of the show's hits, aided in moving from the lot, the four bulls pushing trucks and wagons thru mud.

Lateness in arrival of new auto models left much additional space for displays in the large auto building. The space was taken by attractive exhibits of Michigan State departments. Merchants building was completely sold and Community building was filled to capacity. More than 100 additional stalls were constructed for the Four-H Club cattle department, which reached its peak. Number of concessions along the midway was 150, an increase over 1937. Reports from concessioners indicated business was below the 1937 level.

"Belles of Liberty" a Hit

The *Belles of Liberty*, night revue, was acclaimed by fairgoers as best ever presented in Michigan. Its setting of scenery, 140 by 38 feet, was new, with costly electrical equipment casting colors of all shades. Outstanding scene is Lilac Time, a descriptive love setting in which the 24 Lambert Dancers appear as a huge lilac bush. Monday night it was the setting for the fair's annual public wedding. Mr. Barnes said he had already signed a contract for the 1939 fair, making it the 23d consecutive appearance here. Show carries 200 floodlights with special electrical equipment and spots, effects being operated thru remote control. Stage is 140 feet long, 40 feet deep, 38 feet high and has a stairway elevation of 40 feet. Show and equipment are carried in four 70-foot baggage cars plus coaches for the cast of more than 100.

Outstanding is the finale in which Marion Ryger, show's leading woman singer, walks up the long stairway with a huge "Bell of Liberty" flag attached to her dress. Cloth flag effect is treated with radium to give its bell appearance and has a skirt 48 feet in length and 40 feet wide. The show broke all fair grand-stand attendance records, Mr. Barnes said. Included in equipment are 325 costumes. Assisting in production are Ainsley Lambert, stage producer; Jack Klein, assistant stage manager who worked also as emcee despite an infected foot; Arthur Warning, chief carpenter; Wesley Dutton, electrician; Byron Smith, assistant; Ralph Dumont, property manager; Mrs. Iniz Smith, wardrobe supervisor; Mrs. Arthur Warning, assistant. Allen Rogers, tenor, was assistant emcee as well as leading male voice.

Show Acts Outstanding

Secretary Chapman included five comedy acts in afternoon and night shows. Frank Monroe and Harry Grant in their bouncing bed act proved one of the most humorous acts seen here. Alf Loyal's Dogs were well received. Alexander Santos troupe of three, burlesquing routines of ballet dancers, drew many laughs. Beau Brummels in a burlesque of opera provided merriment. Valentine Vox, who presented a vent act, was recognized as outstanding. Five Jansleys appeared in the revue, presenting their foot-juggling skill. The Jovelys thrilled with high-class balancing. High-pole act was the aerial ballet of the Gibson Troupe of six. Hudson Wonders provided acro dance routines. A late addition was Evelyn Erickson, 4-year-old acrobatic dancer. Queenie, educated cow, opened afternoon and night performances.

Some Changes for 1939

Featured crash of Captain Frakes drew the largest opening-day crowd in history. He made a successful crash into a specially constructed house in the infield late Monday afternoon. Jimmie Lynch and his Death Dodgers provided thrills Monday afternoon and held over for Tuesday afternoon. Auto races Saturday afternoon were won by Buddy Callaway, Miami, for the fourth consecutive year. Music for grand-stand performances was by Pittsburgh Artillery Band, directed by Lieut. Izzy Cervone. Fireworks again were presented by Thearle-Duffield, two displays being given Thursday night.

For the fair's 25th anniversary next year Secretary Chapman plans a number of changes, including paving of the midway. The fair may be extended from six to seven days on Sunday. Extensive additions to buildings are also planned. More thrill days and a possible change in harness racing may be attempted in 1939, it was indicated. During auto races a demonstration of midgeet auto racing was well received, with James Van Cise in charge, and may bring midgeet racing in 1939, replacing one day of harness racing.

HOUSTON.—New charters have been granted to Texas Forest Festival Association, Luffkin, incorporators being H. E. Rogers, N. D. Shands and Ed C. Burris, and to Linden (Tex.) Park Association, capital stock 3,000, with C. E. Davis, O. R. Taylor and Lone C. Skelton as incorporators.

QUAKERTOWN, Pa.—Bucks County Fair Association announced that due to financial reverses the 1938 fair had been canceled.

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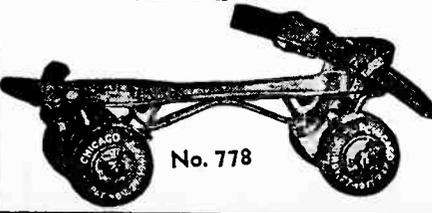
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No. 778

Chicago Roller Skate Co.
4427 W. Lake St. Chicago, Ill.

GRUBERG TAKES DARING STEP

Tidwell Staff Is Shaken Up

Reorganization made for remainder of season—run in Wichita has opposish

WICHITA, Kan., Aug. 27.—T. J. Tidwell Shows concluded a 10-day run here this week to fair business. First seven days on South Broadway-Franklin road lot, with bus service to the door, brought out the crowds, but when the show moved north of city on Broadway without service business was poor.

Show obtained good press support, with reviews in both afternoon papers during first week. Drop in business was traced to considerable competition from a national semi-professional baseball tournament, one-night stand of Tom Mix Circus and local attractions. Money is not too free here now, as the wheat market is way down and the yield this year was far below expectations. Tidwell said Saturday night was good. Show made a good appearance, and Leo C. Simon, billed as Suicide Simon, made a hit here.

Following is the line-up for reorganization of show, furnished by Dan Brashear, general agent and assistant manager; T. J. Tidwell, owner and manager; Roy Stein, formerly handling press and organizer of National Showmen's Press Association, secretary; Harry Craig, concession manager; W. J. Page, billposter; B. A. Childs, press and banners; Bob Kincaid, electrician; Matt Balch, calliope and public address; Jimmy Lucin, transportation; Roy Edsall, lot superintendent; Leo C. Simon, free act.

While here the show spread paint and prepared for its fair season. Fred Bond and his freak animal show joined. Leroy Smith has a new side show. Haba Katool's two large pythons were featured in exhibition here. Mrs. Tidwell is visiting her sister and brother, Mrs. L. J. Heth, of the Heth Shows, and Jesse Sparks, of Sparks Shows, in the South.

RAS Has Good Start At Fair in Superior

SUPERIOR, Wis., Aug. 27.—Improved fairgrounds and fast transportation system to the Tri-State Fair, August 22-30, sent the Royal American Shows off to a flying start here. Max Lavine, secretary, reports that attendance for first three days was on a par with the record year of 1937, and that midway and grandstand figures were highly satisfactory. He added that the grand stand was 15 per cent over last year and that an increase was also reported on the midway.

Shows' four giant Ferris Wheels are visible for miles around, being adjacent to the main highway. Owners of Royal American reported that attendance figures were slightly above those of last year, but at this writing the major dates of the exposition are still to occur.

Attendance at last year's fair, according to Lavine, was 126,000. Visitors included W. Walker, manager of the Lakehead Exhibition, Ft. William-Port Arthur, Ont.; Victor Lemke, fair secretary, Ironwood, Mich., and five members of the committees. Reported by Francis F. Healy.

Joseph McKee Becomes First NSA Life Member

NEW YORK, Aug. 27.—Joseph McKee, Palisades (N. Y.) Amusement Park employee, became the first life member of the National Showmen's Association when he obtained his 50th fully-paid-up new member this week.

He will be presented with a life membership card at the NSA's first annual banquet and ball on November 23 at the Hotel Commodore.



MAJOR PRIVILEGE. Yep, here's the old boy himself, author of *The Billboard's* popular serial, "Ballyhoo Bros." Friends often try to prevail upon him to turn his remarkable talent for satirical writing to added fields. He smokes cigars until they burn his lips and then he chews the butts. One of his main interests is his Spitz dog, altho his wife gets in on whatever moods of petting sweep over Starr De Belle, popular publicity director of the Johnny J. Jones Exposition, this being his second year in the post. Starr has been a producer of circus-type midway shows, freak shows and unusual grind attractions. He is secretary of the Outdoor Press Club, founded in Tampa last winter by "major-league" news writers and radio publicists. Photo by Jack Dadevell.

Mrs. Jack V. Lyles Asks \$50,000 in Damage Suit

MACON, Ga., Aug. 27.—Suit for \$50,000 damages was recently filed by Mrs. Horstense Pitt Lyles as a result of the death (See MRS. JACK on page 41)

Plays Alexandria, Va., Despite License Considered Prohibitive

World's Exposition Shows get "cold shoulder" from local press—Washington papers, radio stations to rescue—City Manager okehs stock wheels, other games

ALEXANDRIA, Va., Aug. 27.—Few, if any, other carnival operators would attempt the step which Max Gruberg, general manager of Gruberg's World's Exposition Shows, took when he decided to play Alexandria this week, despite a license fee that was considered prohibitive. The new license law was passed several months ago because of agitation by certain individuals and groups. City Manager Budwiski and City Attorney Clark both did their best to have this rescinded for Gruberg to play under the auspices of the Veterans of Foreign Wars Post, but failed. However, the city manager granted Gruberg a license, the fee to be payable at the latter's convenience.

Tour of Lewis Shows in Canada Is Satisfactory

THREE RIVERS, Que., Aug. 27.—Considering weather conditions, business has been satisfactory for the Art Lewis Shows, which are now in the fourth week of their Canadian tour, which concludes with the Quebec and Sherbrook exhibitions. New additions include E. B. Braden, who has taken over the assistant managership; Red Brady and his Octopus, and Dion's Freak Animal Show. Manager Lewis has been busy renewing acquaintances with Canadian officials and exhibition directors in the province.

Show entered Canada at the Port of Prescott and the frontier crossing was made in record time with the able assistance of M. A. Mulligan, Canadian custom inspector, and George F. Perley, custom broker. An outstanding surprise of the tour has been the way Manager Lewis has adapted himself to the French language. He no longer needs an interpreter. Show has made a favorable impression on our Canadian neighbors. Gene O'Donnell is now hitting his stride getting members for the National Showmen's Association. Reported by F. Percy Morency.

On arriving in Alexandria last week, Dick Collins, press representative of the World's Exposition Shows, paid a visit to the local newspaper, *The Gazette*. After laying out his display ads he was politely but firmly informed that carnival ads were absolutely taboo with the publisher. His friends in Washington, D. C., however, came to the rescue and the show received several front-page spreads and some good stories in all the papers, and the three radio stations there donated time for spots between programs.

The show opened here Monday night, when no concessions were permitted to operate by the mayor, except bingo and ball games. Tuesday, after inspection by City Manager Budwiski, all merchandise wheels and other games were allowed to operate, which gave the show a break.

On top of this trouble the showgrounds on Thursday night were picketed by the Beer and Soft Drink Drivers' Union. The picketing did not stop until the three participants were arrested. Their trial is to come up next week. The picketing was done because the show sold a certain drink which is rated on the "unfair list" in Alexandria, altho there are many stores selling it and not (See GRUBERG TAKES on page 41)

The Ripley Romance of 1938

By WALTER HALE

Probably the strangest romance ever to develop upon a carnival midway was still percolating Sunday night, August 21, at the Illinois State Fair, Springfield, when Molly Gilbert was "disinterred" after being buried alive for nine days and nights on the Beckmann & Gerety Magic Midway. When Miss Gilbert entered her especially constructed and positively gaff-free "casket," her heart was free. When she left her "grave" the organ was throbbing with ardor.

Molly hadn't been buried over a day or two when here came a customer who peered down at the comely stunter and hoarsely whispered. A few hours later he was back again with a note which he dropped down the air chute to the squatting Molly. A day or so later the

visitor again returned, paid his way in and dropped a box of sweets into the chasm. By the time the gent, a cadaverous chap with dark brooding eyes, had spent around \$1.90 calling upon the entombed damsel, the writer, who was in charge of the admission moneys, became very much interested and had the temerity to question the chap. It developed that the fellow was not a showman bent upon stealing Miss Gilbert for his own show, but a former miner who had endured the sensation of actually being buried alive for five days and nights in a mine disaster somewhere or other. He had breathed thru a pipe pounded down to him by fellow workers who feared to immediately dig him out lest the earth

(See THE RIPLEY on page 41)

Inclement Weather Cuts R & C Midway Biz at Ionia Free Fair

IONIA, Mich., Aug. 27.—Rubin & Cherry Exposition ended one of its most heartbreaking stands in the past nine years at the Ionia Free Fair here August 20. Show also sustained considerable property damage as a result of rain and wind storms. Fred A. Chapinan, fair secretary, announced that the paid midway attendance totaled 205,424, or a decrease of about 60,000 from the 1937 figure, which totaled 265,885 and was one of the largest in fair history.

Three days' rain cut show's income severely, officials said. Heaviest loss was sustained on Saturday, when a severe rain and wind storm struck the grounds at 4 p.m., causing considerable damage to tents. The rain continued and

brought a shut-down for the remainder of afternoon and night. Joe Redding, general manager, estimated damage to the illusion show at \$2,000. Rain on Monday and Tuesday also caused business to slip below the 1937 figures.

Show Best in History

Fair officials were unanimous in their praise of the show. Completely overhauled, it came here carrying 17 rides and 24 shows to present one of the largest midways in the fair's history. Peter Kortez's new side show had new canvas, as did the midget show, managed by Max Kimerer. Other attractions presenting new tops were Giant Monster. (See INCLEMENT WEATHER on page 41)



MRS. GLADIOLA HEALY, who, with her husband, Francis F. Healy, handles the publicity chores on the Royal American Shows, is shown peeping from the doorway of the press wagon at scenes behind the concession tents when the organization played the Edmonton (Alta.) Exhibition recently. This was the Heals' first tour of the Western Canada Class A Fair circuit.

Goodman Has Good Opening in Peoria

PEORIA, Ill., Aug. 27.—Establishing a precedent by visiting this city in late summer rather than early spring, Goodman Wonder Show opened to flattering business at the Peoria Heights grounds here. Shows came here last Saturday from Mason City, Ia., and the 339-mile jump was made in 12 hours. Midway opened Sunday afternoon and played to excellent business. Monday opened to a hot day, but evening breezes coming from the river made life bearable and good business resulted.

Captain Hugo, high diver, joined here as a free act. Mrs. Bo Sherman, better known as Dollie Ferris, returned Sunday from a flying trip to her home in Wabash, Ind. She was accompanied by her children, Dorothy, Jeanie and Jerry. Mrs. Bertha McDaniels, of Johnny J. Jones Exposition, also visited Sunday.

J. C. McCaffery, general agent for the Beckmann & Gerety Shows, and Walter Hale, press agent with the same organization, visited at the close of the Illinois State Fair. They were en route to the Iowa State Fair at Des Moines. It was Hale's first call on the Goodman Show. Monday's mail brought a copy of *The Minneapolis Tribune*, of which the first page of the rotogravure section was given over to pictures of the Goodman Show. Roland Richards, press agent back with the shows, was credited with the spread. Leonard Smith and wife, Lillian, concessioners, celebrated their third wedding anniversary August 16. Reported by Beverly White.

CANTON, O., Aug. 27.—J. R. Malloy Circus, one of the featured attractions with Arena Shows, closed with that organization at Butler, Pa., to begin a string of Ohio fair dates next week.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Aug. 27.—Reports indicate that business during the fair season is improving. Action on Showmen's Home is going forward with renewed efforts, and we feel that final check-up will show real Showmen's League spirit. Those who have lately signified their co-operation are O. Henry Tent and Awning Co., Wisconsin De Luxe Co., Albert J. Horan, Fred Beckmann, Walter B. Fox, F. E. Gooding, Frank D. Shean, Arthur Hopper and A. L. Rossman.

Brother Russell Donnelly writes: "Send me a Showmen's Home Pledge, for I am 100 per cent for it." Chairmen Fred Beckmann and Carl J. Sedlmayr are sending out literature in an effort to get co-operation from shows as they go into final stage of the season. Neil Webb, Conklin Shows, advises that there will be a pleasing report from that show. Ned Torti to the front again with applications of Robert Baldwin, C. Groseclose and Sam Levine. During the week dues were received from Mike Rosen, Fred Kressmann, Jack Ruback, Frank D. Shean, George Harms, John Lempart and Russell Donnelly. The Grim Reaper once more invaded our ranks, this time to remove Brother Sam Dollinger. Just had word of the death of Eddie Voss. He was well known to showmen. Sick list includes T. Brent, at American Hospital; Tom Vollmer, at Hines Hospital; F. J. Owens, Tom Rankine and Bob Miller, confined to their homes.

Welcome letter from Brothers Mel and Guy Dodson carries good wishes to all the boys. Representative group seen at Hotel Sherman included J. C. McCaffery, Larry Hogan, L. C. Kelley, Frank D. Shean, Jack Tavlin, Sam Gluskin, Rubin Gruberg, Joe Rogers and Sunny Bernet. Brothers S. T. Jessop and George W. Johnson returned from business trips. Charlie Driver and Bernie Mendelson off for a visit to shows. Secretary Streibich in and out calling on near-by shows.

Others from whom dues have recently been received are William Young, Joseph Stly, Gene Berni, Louis Asher and L. J. Heth. Brother Frank D. Shean off for Toronto. Brother Lou Leonard off for Detroit. Irving Malitz is visiting

a number of shows in the vicinity. Visitors at the rooms were M. J. Doolan, Morris Hanauer, Irving Malitz, Julius Wagner, Lou Leonard, A. L. Rossman, Sam Bloom, Frank D. Shean, H. A. Lehrter, Jack Pritchard, William Young and H. Nity.

Well, September 1 is almost here. That's the date when your 1939 dues are payable.

Ladies' Auxiliary

Well-attended August 18 social was conducted by Sister Maude Geller, who had beautiful prizes for the occasion. First prize, an artistic smoking stand, was awarded Sister Edith Streibich. President Leah M. Brumleve received the award of the evening and selected a linen luncheon set. Sister Clara Hollie Harker was awarded 12 spools of machine thread.

Hostess for August 25 social was Sister Blanche Latto. First prize winner was Sister Mrs. Nathan Hirsch, and Mrs. Vitale, a guest, was awarded a pair of pillow slips. Sisters Fannie Plaisir and Bessie Simon were with us again after an absence of some time. Also Sister Cleora Helmer, whose mother is playing Montana fairs. Be sure to attend the September 1 social. Sister Mrs. Nathan Hirsch will be hostess. Reported by Elsie Miller.

Jack Tavlin Sues Del Rios

CHICAGO, Aug. 27.—Jack Tavlin, former manager of the Del Rio Living Dolls, is suing them, their parents and their guardian for \$1,287.16, which he claims is due him for money paid them in addition to the \$150-a-week salary which the midgets' contract called for. Case is to be heard in Municipal Court early in September. Attorney for the defense has filed papers claiming that there was an oral contract entered into which provides for additional payments by Tavlin for the midgets selling pictures and also that Tavlin owes the midgets an additional \$500 for their services. Midgets have been appearing at Hamid's Million-Dollar Pier, Atlantic City.

Frederick Has Banner Stand

LEXINGTON, Neb., Aug. 27.—Despite opposition from a fair in Kearney, 35 miles away, Frederick Amusement Co. had its banner stand of the season at Dawson County Free Fair here August 15-19, said Billy Winters.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Fools Gold, Alaska. Week ended August 20, 1938.

Dear Mixer: Show arrived here one day late because our lot superintendent miscalculated the amount of steel rails and ties that were needed to build a railroad from our last spot in Canada to the border of Alaska. The entire matter had been left to his memory, he having stepped off the distance some years ago while a member of a cross-country marathon. Ballyhoo Bros.' title is not a stranger in these parts, the show having exhibited here some years back. And the name Ballyhoo is a household word thruout the Yukon district. Here is where Peter Ballyhoo Sr. made the fortune that placed the five famous brothers on the road to wealth, fame and fortune. Such names as Ballyhoo Gulch, Ballyhoo Run and Ballyhoo Mines, as well as Ballyhoo free hospitals and colleges, are very common thruout the entire Alaskan territory.

Show was well laid out on banks of the Yukon and our people on their arrival very much resembled another gold rush that was on a brass standard. The show was sponsored by a political organization known as the American Sons of the Golden Fleece, and you may believe it or not, but they even cleaned off the gold leaf that was on our wagon fronts. Our committee insisted on using its own ticket rolls, and our ticket sellers had to check in at their office in a downtown building. A check-up slip was turned into our office by the sellers, and a daily report sheet was turned in by the committee. Their men collected the concession money, and their treasurer had charge of the dispensing of meal tickets to the show's employees.

They also paid off the help Saturday at noon, making it the first pay day of the season. Pete Ballyhoo said that he had always been superstitious of having pay days."

This was perhaps the first time that a committee was sponsored by a show instead of a show being sponsored by a committee. The opening was really big and grosses piled up higher and higher daily. Gold dust was weighed in at the front gate by a local assayer, who immediately tore off trade tickets that could be exchanged for regular tickets at concessions, shows and ride ticket boxes. Those who had change were accommodated in the regular manner.

Wednesday afternoon memorial services were held for that departed faithful piece of flash, Oscar the Ham, that had been passed out on the ham and bacon wheel while the show was playing here four years ago. On Friday Miss Chin Hedge, Chinese bearded lady of our side show, was rushed to a hospital for an emergency operation. Local surgeons claimed it the strangest case of strangulation on record. For years her neck beard had been growing in instead of out. The beard is now being exhibited in a bottle as an extra added attraction.

Sunday morning the office had a final check-up with the committee. The show's take was so light after the vice versa booking pay-off that the bosses wanted to stay over another week and have the office handle the money. But our committee rejected the offer, saying: "The midway is now all planned out. You boys had better take this dry bed and hunt another goldfield." Good-by, Alaska; we are Siberia bound.

MAJOR PRIVILEGE.



Samuel Kitz, William Hamilton, Morris Levy and Joseph H. Hughes and wife arrived in New York from South America after a courageous uphill fight against overwhelming odds to keep the World's Standard Shows going. Organization was finally forced to close at Guayaquil, Ecuador, where the property, badly damaged by constant rough handling from boat to boat, was sold to partly pay incurred debts. . . . Eddie Vaughn gave up trouping to become publisher of *The Missouri State Topics*. . . . Greater Sheesley Shows began the first of their string of Eastern and Southern fair dates at Erie, Pa. . . . Members of the Johnny J. Jones Exposition purchased a stone and had it erected at the grave of Charles Wallace Winters while they were playing Winnipeg, Can.

Pacific Coast Showmen's Association took in 57 new members during August. . . . Adolph Seeman was in Detroit putting the finishing touches to a water-show front. . . . H. A. Weedon, who had the Tanagra and Illusion shows on Con T. Kennedy Shows, was in Chicago looking for new talent. . . . DeKreko Bros.' Shows' engagement in Kenosha, Wis., turned out to be one of the best of the season. . . . Brown & Dyer Shows were playing Darby, Pa., under fire department auspices to good results. . . . Barlow's Big City Shows blew into Kahoka, Mo., after a successful week stand at the Monroe County Fair in Paris, Mo. . . . Nat Reiss Shows had just contracted to furnish the midway attractions at the Butler County Fair, Poplar Bluff, Mo.

Smith's Greater Shows opened their string of fair dates in Plymouth, Wis., at the Sheybogan County Fair to good crowds and satisfactory business. . . . Mrs. Tom Rankine, wife of the secretary of the Showmen's League of America, and her two sons were vacationing in Iowa and Wisconsin. . . . Herbert Clark, well-known outdoor showman, was killed in an automobile accident near Maumee, O. . . . Sam Haller found New York so glad to see him and had so many invitations lavished upon him that he was compelled to extend his visit by about two weeks. . . . Tony Harris (Tony, the Alligator Boy) left Chicago and headed for Ziedman & Pollie Shows at Parkersburg, W. Va.

C-W Signs Zacchinis For Reading Fair Date

PUNXSUTAWNEY, Pa., Aug. 27.—John W. Wilson, general manager of the Cetlin-Wilson Shows, announced here last week that Hugo Zacchini and his brother have been contracted to present their double cannon act as a midway attraction at the Great Reading Fair, September 11-18.

Zacchini is at the Steel Pier, Atlantic City, and will finish his season there Labor Day week. The act formerly was used on the Ringling-Barnum circus for several years.

Philadelphia

PHILADELPHIA, Aug. 27.—Weather conditions the past week have been ideal for fairs and other outdoor events here.

Endy Bros.' Shows had fair business at Kutztown Fair.

Bob Morton spent several days here, coming from Boston. He left for Toronto to arrange for his annual circus there.

Dick Lusse is on a business trip to the Pacific Coast. He has the skooter concession at the San Francisco Exposition.

Tex Sherman was here for a couple of days conferring with Bob Morton. William Andre passed thru looking to arrange a carnival connection with his girl attraction.

WANTED

Ride Help of all kinds. Shows with own outfits. Cook House open. Concessions that work for stock. Show booked solid until Christmas. Address BORTZ SHOWS, as per route: California Fair, week August 28; Salem Fair, week September 5; Ava Fair, week September 12; all Missouri.

Showmen's League of America

165 W. Madison St., Chicago

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SECOND-HAND SHOW PROPERTY FOR SALE.
\$5.00 Each, 20 Wax Specimens Men's Diseases. Big Bargain.
\$35.00 Bumper Game, with Automobile and Truck.
\$20.00 Country Store Wheel with Shipping Case.
\$65.00 Long-Eakins Crispetto Machine with Recipe; money maker.
\$150.00 Kiddie Chairplane, holds 12, with Electric Motor. Working Order. WE BUY ALL KINDS OF RINK SKATES!! PAY CASH!! **WEILL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.**

Conklin SLA Benefit Show Held In Prince Albert Is a Success

PRINCE ALBERT, Sask., Aug. 27.—Conklin Shows' annual benefit performance for the Showmen's Home Fund of the Showmen's League of America on Tuesday of the organization's engagement here was highly successful. Tickets were priced at \$1. and while no sustained efforts were made to sell the natives, many of them attended. Proceeds, including a candy pitch by Whitey Woods, totaled more than \$400. Committee comprised Harry Seber, Maxie Herman, Harry Lewiston and Neil Webb. Co-operating with them in the worthy cause were members of Lew Rosenthal's

grand-stand attractions, ably assisted by Dave Gussin, and Mr. Mahony, owner of the Orpheum Theater, and Mr. Paine, manager, who gave freely of their time and facilities. Show, with Chick Willis emceeing in commendable manner, clicked to perfection. No delays were in evidence and, altho everything moved smoothly, it was well past 3 a.m. when the affair ended. Usual ribbing and good-natured kidding was much in evidence and cleverly handled by Joe Marion and Chick Willis.

Among those lending their talents toward the show's success were the Merry Whirl Revue, comprising Sally Gallagher, Teddy Stewart, Buddy Boots, Nancy Saunder, Sally Barber, Peewee Simmons, Viola Blakely, Jean Nelson, Mabel Beatty and Bunnie Robertson; Truex Family, Fred and Margie Zobedie, Charlie Dephil, Joe Saunders; Harry Seber's World's Fair Dancers, including Grace Lee, Dianna Redburn and Margo; Whitey Wood's Midget Revue, Al Theis Troupe, Bernice Leonard, Dave Gussin's and World's Fair Dancers' bands. Reported by Neil Webb.



Pacific Coast Showmen's Assn
730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Aug. 27.—There were 43 members present at Monday night's meeting, presided over by Vice-President Harry Hargraves. Other executives present were R. Davis and H. C. Rawlings. Minutes were read and approved and current bills were ordered paid. Harry Fink okehd the financial statement.

Mrs. George T. (Doc) McKay acknowledged the flowers sent to her husband's funeral. No action will be taken on the matter of obtaining new quarters until members return from the road. Frank J. Downie, chairman of "The Gigantic," returned from a tour. New members: Paul Pizzini credited to Al Miller and D. C. Stevens and Samuel Dolman credited to Al Miller and Ray Marshall. Matter of raising more funds for Emergency Sick and Relief Fund was discussed and "Doc" Cunningham offered to supply a one-ring circus. Harry Hargraves announced that arrangements for "The Gigantic" were almost complete. Hugh Weir won the weekly award and a ticket to the annual Charity Banquet and Ball was awarded Frank J. Downie. John R. Ward offered to supply lunch and refreshments for the next meeting, followed by offers from Ed Walsh, Harry Hargraves, Harry Pink, Jack Arnott, Frank J. Downie, Harry B. Levine and "Doc" Harris for later meetings. George Perkins was a guest.

This organization is functioning creditably. If non-members knew what membership in a showmen's organization means all would pay the \$10 for affiliation.

Ladies' Auxiliary

President Peggy Forstall presided at the August 22 meeting and seated with her were Secretary Ruby Kirkendall and Treasurer Inez Walsh. Chaplain Mother Fisher led in the invocation and salute to the flag.

News communications were received from Cora Miller and Leone Barie. Leone is credited with being the first member to pay 1939 dues. Cecelia Kanthe is credited with obtaining the first new 1939 member. Shirley Hauser, Sister Vera Downie returned from a vacation trip and visit to several shows. She brought messages of greeting and good will from girls on the road.

Sisters Margaret Farmer, Edith Walpert and Vice-President Marie Jessup, of the West Coast Shows, and Betty Coe, Fern Chaney, Hazel Fisher, Miss Stewart, A. Reggie and Leone Barie, of Hilderbrand's, sent contributions for yarn to be used in the making of an afghan which Sister Tillie Parmenter is knitting. A grocery basket is being filled to be awarded soon. Strand of pearls, donated by Sister Levine, was won by Mora Bagby.

Bank award went to Mrs. Earles, and she donated it to the club. She was given a vote of thanks. Mora Bagby and Inez Walsh were commended for their decoration of the tables at last Monday's party. Babe Miller read a letter of thanks to show people who helped lighten the burden of Marjorie Nicholson's friends and relatives at the time of her death.

Sisters Jennie Rawlings, Mabel Bennett and Cherie Jondro were present after several weeks' absence. Margaret Jones Brady, well-known showwoman and guest of Peggy Forstall, was introduced and warmly welcomed by all. After adjournment sandwiches and coffee were served by Mother Fisher and Ethel Hayden to 30 members, largest gathering of the summer.

Many Floral Tributes For Dorothy Shannon

KANSAS CITY, Mo., Aug. 27.—The remains of Dorothy Shannon, member of the Ladies' Auxiliary of the Heart of America Showmen's Club, who died in the prime of her life after an illness of only three weeks in St. John's Hospital, Fargo, N. D., were brought to Quirk & Tobin's Undertaking Parlors here and lay in state Friday evening, August 19. A constant stream of friends from all walks of life came to pay their last respects. The next morning recumbent high mass was sung in Holy Name Catholic Church, to which faith Miss Shannon was a recent convert. Interment was in the Heart of America's Showmen's Club plot in Memorial Park Cemetery. J. F. Rodabaugh conducted the services at the cemetery and Mrs. Rodabaugh sang as a solo *Beautiful Isle of Somewhere*.

Mrs. Ruth Martone, chairman of the sick committee of the Ladies' Auxiliary, and Harry Altshuler, chairman of the relief committee of HASC, gave the florist all the aid possible in arranging the floral pieces. If love, devotion and sympathy can be expressed by "saying it with flowers," truly nothing was left unsaid. From the Hennies Bros.' Shows came a gorgeous blanket spray of gladioli, mixed with fern and spring flowers, and from the HASC and Ladies' Auxiliary the usual Red Heart. By request of Viola Fairly, of Fairly & Little Shows, which show Miss Shannon was with the past two seasons, that show sent "Gates Ajar" made of metal, beautiful gladioli and white flowers. The gate seemed to convey the thought that "altho you have left our midway, the gates are open for you on another midway." From West Bros.' Shows and Dave and Sally Stevens came exquisite sprays, while friends at the Reid Hotel sent a large cross of golden gladioli. At the request of Opal Phillion and Sister Jewell, a pillow of roses and gladioli, wide white ribbon bows and a streamer bearing the inscription, "From Her Best Friends," was received. There were many other floral pieces.

Clif Wilson in Chicago

CHICAGO, Aug. 27.—Clif Wilson, who has the reptile show on the Royal American Shows, was in Chicago this week-end en route to rejoin the show at Superior, Wis. He had just returned from New York, where he conferred with World's Fair officials. While in the East he also visited the piers at Atlantic City.

THE RIPLEY

(Continued from page 39)
further crumble and blot out his life. In the awful darkness, expecting every moment to be his last; the miner lay in agonized thought. In stating that he did not take root before a rescue was effected, the miner did say that the image of a "dream" girl came to him during his imprisonment in the bowels of the earth. So when he perceived Molly Gilbert in her self-imposed vigil he became intrigued and finally impassioned. He had seen her face before—down, down in that black pit from which he had returned only by the sheerest good fortune.

"I knew Molly Gilbert to be my 'dream'

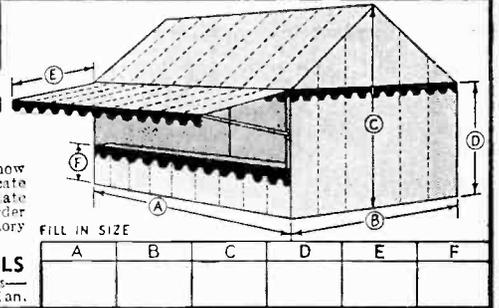
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girl after she had been down there about 97 hours," the miner told listeners to Radio Station WCBS, which remoted from the "grave." "Yes, I want her to be my wife, our love has been ordained by Mother Earth!"

Sunday night the miner, who has requested that his name be omitted for a variety of personal reasons, one of which is that some people think he is still in the mine, was helping George Vogstad's crew tear down. He accepted his new work after learning that Miss Gilbert will in the future appear in one of the Vogstad productions, the writer being disinterested in corpses that breathe and more interested in finding a nice dark hole in the ground for himself. Anyhow, it's the Ripley Romance of 1938—even if it doesn't take!

MRS. JACK

(Continued from page 39)
of her husband, Jack V. Lyles, widely known carnival general agent.
Defendants in the action are the Five-Lines Transportation Co. a partnership composed of A. E. and C. O. Fiveash; D. L. Waters, truck driver, and American Fidelity and Casualty Insurance Co.
Lyles was fatally injured last March 10 while driving on the outskirts of Macon. At the time he was general agent of the Art Lewis Shows. Suit was filed in Bulloch Superior Court,

Statesboro. Paul M. Conaway is representing Mrs. Lyles.

GRUBERG TAKES

(Continued from page 39)
being picketed. This action was looked upon by show officials as another missionary effort on the part of the anti-carnival element.
Whether the World's Exposition Shows will make the heavy nut here will not be known until tonight. Alexandria for years has been one of the best carnival stands in this neck of the woods. Last year in spite of three wet days the Gruberg organization did a nice business. The attitude of the local paper then was entirely different from what it is now.

INCLEMENT WEATHER

(Continued from page 39)
Tops of 1938 and Expose. Date was the initial 1938 fair stand for the organization. With the exposition were Rubin Gruberg, president; Joe Redding, general manager; Louis Hoffman, advance agent; Larry Logan, general agent; Chickie Allen, superintendent of concessions; Whitey Belote, lot superintendent; Arthur Sharpe, treasurer; Frank Reed, secretary, and Ralph Williams, press agent. Special midway guests were Mrs. Fred W. Green and granddaughter, Helen Bradley, of Detroit.

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Midway Confab

By THE MIXER

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

Red Onion walked away and left it on the lot—so let's carry on!

TIGE HALE, after several years in the circus field, has joined Walter Lankford's Band on the Rogers Greater Shows.

BOBBY KORK is appearing at the Showboat Cafe, Seaside Heights, N. J., before making a string of fair dates.

WHITEY DANS, formerly associated with J. J. Steblar on the World of Fun Shows, is now ride superintendent with the Penn State Shows.

ALL is not gold or brass that glitters.

CHARLES BRODBECK, ride owner, joined J. J. Colley's Shows and will operate his Eli Wheel and Bozo ride on that midway during the fair season.

PEARL SMITH, of World Exposition Shows, writes from Harrisburg, Pa., that she has completely recovered from her recent illness.

NORMA NORMAN has replaced her sister, Louis Louise, in the annex of Hal Compton's side show. Louise joined the F. H. Bee Shows for the fair season.

WHAT A LOT of crying towels in this month's wash!

SMOKO, the Human Volcano, letters from Charlottesville, Va.: "I'm doing my fire and magic acts in addition to inside lecturing on Cash Miller's March of Time show on the Marks Shows."

BILLY WINTERS writes from Superior, Neb.: "Irene Ferrill, double sex wonder, is going over in a big way in the annex of W. H. Kennedy's side show on the Frederick Amusement Co."

GEORGE W. LANNING and William Camp, better known as the Sensational Royals, are now associated with Bantly's All-American Shows. They plan to winter in Key West, Fla.

NUDIST shows and revues! And there was a time when '49 Camps were considered a little naughty.

THE ORIGINAL Billie Jo-Ann Burke scribbles from Bloomington, Ill., that she is now in her fifth season with Carl J. Lauther's Oddities on the Johnny J. Jones Exposition.

EVA PERRY and Charles Martin, who have the girl revue on the Joyland Shows, have completed a string of fair dates on the Oregon Coast to fair business.

MR. AND MRS. AL C. BECK are

play late Georgia and Florida fairs with the Southern States Shows.

HUGHEY BROS.' SHOWS and E. L. Blystone, "Bly the Rice Writer," concessioner with the organization, were the recipients of some swell after-notices in a recent issue of *The Newman* (Ill.) Independent concerning the clean concessions and midway they presented.

COUSIN PELEG has no objection to a lotta muggs gettings bouquets—as long as they pay for 'em.

MYRA SORDELET, wife of Henry Sordelet, is seriously ill at Mercy Hospital, Watertown, N. Y., after undergoing an operation for gallstones and tumor. Mrs. Sordelet is the daughter of John and Nettie Hurtle, who are at her bedside day and night.

KARL KURLANSKY, known in carnival circles as Hunky, while visiting the Cetlin-Wilson midway at Harrington, Del., reported that he has closed contracts to again operate the taproom and grill at Ollie Trout's camp in Miami this winter.

SOME grift games are as outmoded as the old Ocean Wave, but their operators don't seem to realize this.

AFTER AN absence of several weeks Mae Joe Arnold has returned to Webb's side show with the Eric B. Hyde Shows at Catonsville, Md. She reports that no one on the organization seems to be in very good spirits since the death of Johnny Webb in Washington July 19.

C. E. (DOC) AND PEARL BARFIELD, Cosmopolitan Shows, who visited *The Billboard's* Cincinnati offices last week while en route from Cumberland, Ky., to Elkhart, Ind., to purchase a trailer, reported that their show has been playing to fair business in coal-mining country.

GREAT Suit Case Shows want everything. Manager started with only an idea and he has darn near lost that.

M. J. DRESSEN, general agent of Al G. Hodge Shows, cards from Hastings, Mich.: "Show is in its eighth week in upper Michigan and playing to good business. It has been routed into Minnesota for three weeks and then goes into Iowa, after which it will head south and remain out until Christmas."

"Match King" Goss Now

CHARLIE T. GOSS, of the Standard Chevrolet Co., who has completely motorized many carnivals and circuses and who sells hundreds of pieces of motor equipment to shows annually, is now called the "Match King" by showmen. On a visit to the St. Louis office of *The Billboard* Charlie, in checking over his orders for cases of matches, found that during the first six months of this year he distributed 175,000 books of matches on his journeys to shows. As each book contains 20 matches, this means that he has put out 3,500,000 matches among show people. For the first six months of this year he has driven 41,263 miles in his auto, covering 39 States.

LOU LOUETTE cards that while playing Mattoon, Ill., recently with the L. J. Heth Shows she visited with Al Renton and friends on the Mighty Sheesley Midway, which was playing Greenup, Ill., 30 miles distant. Louette reports that business on the Heth organization has been good.

ALYNE POTTER MORENCY, of the Art Lewis Shows, letters from Valleyfield, Quebec, Can.: "Seems like old

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 NORTH TONAWANDA, N. Y.

ASTRO FORECASTS AND ANALYSES

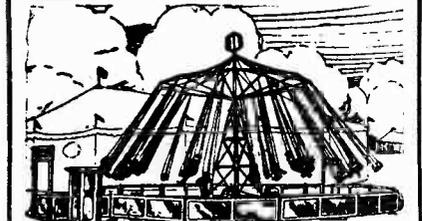
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SMITH & SMITH, Springfield, Erie Co., N. Y.

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 Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
 148 Page Illustrated Catalog Ready.
 Most comprehensive line of Apparatus and Supplies in the World. Catalog 30c. None free.

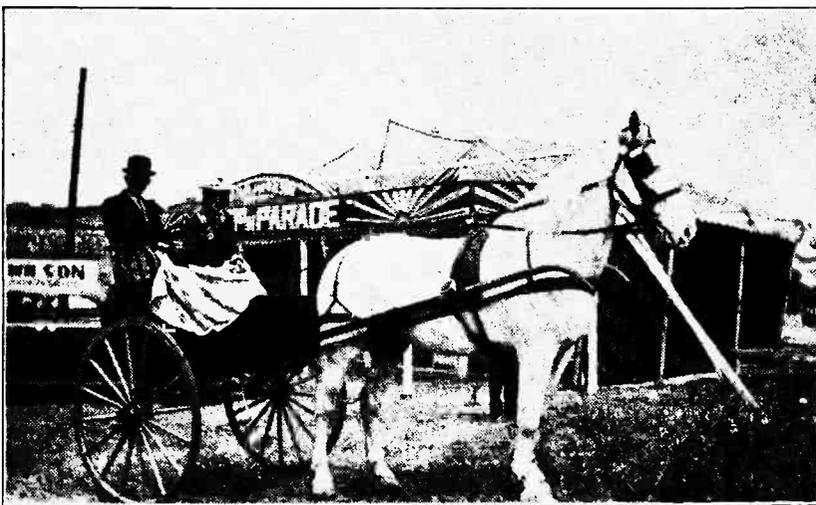
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 Just out. Attractive and entertaining. Will double your profits over other Card Games. Entirely different. 36 heavy cards printed red and black on white, \$6.00; 72 cards, \$10.00; \$3.00 a thousand on paper for theatres.
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POP BAKER

GAMES FOR THE MIDWAY
 Everything You Need at Prices Far Below Others.
 Catalog Free.
NEW LOCATION: Warren at Lawton, Detroit, Mich.
 Mark this in your Catalog.



HARKING 'WAY "BACK WHEN." This antique rig is a far cry from the junny flivvers and other modern or dilapidated equipages used in clowning of the present day. But Rube Kelly and wife seemed to be doing all right with this two-wheeler ballyhooing the Cetlin & Wilson Shows when the photo was taken in Uniontown, Pa., by Burr Van Ault.

KARLENE, Australian Wonder Girl, is reported to be clicking on the Chalkias Bros.' Odditorium. This is her third year in the annex on that show.

BEFORE departing for its Canadian dates World of Mirth Shows purchased 10,000 electric lamps from the Brighton Lamp Co., H. Helfand, head of the latter firm, advises.

JAMES FOWLER, a member of the Keystone Shows for the past three years and son of J. T. Fowler, special agent with the organization, is now a private in the U. S. Marine Corps.

GREAT Firecracker Shows carries its own heat wave.

J. C. WOODWARDS, piano-accordionist for the past six years on the side show with the Ringling-Barnum & Bailey circus, is pushing and squeezing out tunes on the De Luxe Shows of America.

JOHN BACKMAN and William Smith, formerly associated with carnivals and circuses, are conducting a glass-blowing establishment in Venice, Calif., and report good business.

JACK H. NATION letters from Dayton, O.: "We are making plans for our museum and expect to have it out again soon. This was our poorest season in years and we closed early."

THAT TALKER speaks four languages—highbrow, lingo, English and profane.

spending their first vacation in several years at their folks' summer home in Old Orchard Beach, Me. They add that they will hit the road soon.

THE Ball-Game Queens finally got a break with the new short-skirt styles, remarks Mrs. Upshaw.

MRS. GILLIS, of the Mighty Sheesley Midway, is reported to be recovering from a severe abdominal operation in the Morrisania Hospital, New York. She would like to read letters from friends.

RAE TERRILL cards from Springfield, Mo.: "Left Hutchens' Modern Museum and joined Bud Gross' Cavalcade of Wonders on Crowley's United Shows. Have framed a new annex and am satisfied with the business we're doing."

MADAME ZAIDA, mentalist, formerly with Morris Miller Shows, has recovered from a recent illness and returned to New York, where she will conduct a palmistry booth at the World's Fair there.

ELEVEN YEARS on the road and he still doesn't know the difference between hard and soft salami.

WALTER LANKFORD'S Concert Band, which early this spring appeared with J. J. Page and Bantly's All-American shows and now on the H. V. Rogers Greater Shows, has been contracted to

Permanent Addresses

TO ALL PEOPLE IN CARNIVAL BUSINESS:

So that *The Billboard* may render showfolks better service, if that be possible, please file your permanent address with it. Mail should be sent for promptly. A postcard is all that is necessary either to file your permanent address or to have your mail forwarded.

TO MANAGERS: Routes of shows should be received not later than early Monday morning; sooner if possible.

Address *The Billboard*, 25-27 Opera place, Cincinnati, O.

times to have Mr. and Mrs. E. B. Braden with us again. Mike Cahill is doing his cloud swing and trapeze free act here. Mike and I trouped together on the Con T. Kennedy Shows in 1916-'17."

IF A carnival manager claims to have an organization that is clean and free of grift, why should shows and concessions have to pay the legal adjuster fix dough?

J. E. (SHORTY) WILSON, well-known outdoor showman, cards from Columbia, S. C., that he has been confined in the Columbia Hospital there for the last two months. He reports that his condition is much improved and that he would like to read letters from his friends.

THE LAW sooner or later catches up with the showman who is not sincere when he advertises "a clean midway with no grift or rackets."

IRISH HORNSBY, former ride man with Royal American Shows and Johnny J. Jones Exposition, is working at a summer resort in Manasquan, N. J. He pens that he plans to winter in Tampa, Fla., and that he is keeping up on his studies by reading *The Billboard* each week.

H. E. DOBSON cards from Mattoon, Ill.: "Saw Mighty Sheesley Midway, Sol's Liberty Shows and Cole Bros.' and Russell Bros.' circuses when they played here this summer and all had good shows. Also saw Johnny J. Jones Exposition and Byers & Beach Shows and they clicked. Good luck to *The Billboard*."

"I DON'T care if he is a banker with \$4,000,000," says Cousin Peleg, who broke in

this season helping put up a Merry-Go-Round, "he's still a sucker."

J. W. KEOWN pencils from Wapello, Ia.: "Left the Majestic Exposition Shows. Will work the picnics in the Dakotas and Iowa until the north wind blows. Visited the Happyland, Mcdel, L. J. Heth shows and the Johnny J. Jones Exposition on the way here from Virginia. There seems to be more money in the Northwest than in the East."

JOSEPH WARREN letters from Lawrenceburg, Ky.: "Due to a nervous breakdown Frank Meeker, conductor of the band bearing his name, closed with the F. H. Bee Shows August 20. He is confined in a Portland (Ind.) hospital. Burt Barnes and Charles Wojesky have joined the Barney Bros.' Circus. I'm headed for Morehead, Ky., where I plan to open a photo gallery."

"WHEN business is good on the midway you can generally find the general agent on the lot," writes Nat Green. Yeah, and when biz is bad—just try to find some g. a.'s!

DOC FONDA, veteran show talker, letters from Syracuse, N. Y.: "Am in the Syracuse Hospital here but expect to leave soon. Met Ben Parker, of the Ringling circus here. Have been presenting my vent act during my confinement and it seems to be going over with the nurses and doctors. Saw the Howard Potter Shows at Avoca, N. Y., recently

Buggy Midway

FORT MADISON, Ia., Aug. 27.—A swarm of Mormon flies, also known in the North as Green Bay flies, which breed at the bottom of rivers and then come to the surface by the thousands wherever electric lights can be seen and live for only 24 hours, deluged the Crowley United Shows' lot here recently, according to Doc Waddell. The bug invasion compelled the stores to close, forced rides to cease operation and prevented Capt. George Webb from presenting his high-dive act.

The powerful lights on Webb's ladder attracted so many of the pests that his rigging could scarcely be seen. Webb had ascended the ladder about halfway when the onslaught of flies was so fast and huge that he had to jump to cover. At some spots on the midway showfolk were forced to use large scoop shovels to clear the ground.

Watery Tomb for Monk

HARRISBURG, Pa., Aug. 27.—This city drained 20,000,000 gallons of water from its open reservoir August 19 after several persons reported that Baby Face, star of Col. A. D. Dawson's Monkey Show with World's Exposition Shows, jumped into the water and did not emerge. Several monkeys escaped the show for a short spree. One, humiliated by his bad behavior, returned of his own accord. Another was captured in the basement of a neighboring residence. Baby Face was found drowned on a ledge 20 feet below the water level.

and it's a neat organization. I'd like to read letters from my friends."

FUNLAND MIDWAY NOTES by Ted C. Taylor: "Mrs. Floyd R. Heth's new domino wheel is very popular. . . . Ma Merica's Midway Cafe treats everyone to fresh fish every Friday. . . . F. R. Heth's Funhouse has been rebuilt and is grossing on a par with the other rides. . . . Richard's pop-corn stand is well flashed and is getting big play. . . . B. J. Wilbur and wife's new radio flash photo gallery is clicking. . . . The Great Meza's free act is going over well."

YES, a number of loudspeakers have been installed by showmen and concessioners in self-defense. Because they have them does not necessarily mean that the operators are in favor of the raucous ear-splitters.

JIMMY MURRAY, last season with the Royal American Shows and who is playing his logrolling show independently this season, has a swell new banner line, work of O. Henry Tent and Awning Co. In Milwaukee last week Jimmy was nursing a lacerated thumb, injured while he and his Indian assistant were doing a knife trick they had successfully performed hundreds of times. But this one time something slipped. Larry Loucks is talker on Murray's show.

MIDWAY notes from Conklin Shows by Neil Webb: Now in Eastern Canada after playing seven weeks in the west. . . . Sickness was prevalent during the shows' tour of the west. Mrs. Margie Palmer and Betty Herman were confined to their beds, while A. R. (Red) Cohn had a terrible time with his pipes. . . . Harry Seber is making his first tour of Canada. . . . Harry Lewiston, the Bell-ringer, is meeting plenty of success in turning 'em into the big one. . . . Whitey Woods has handled the Midget Revue successfully. . . . Mildred and Bob Lee are in their second season with the show. . . . Maxie Herman has added a couple of shows. . . . Boys in the concession department seemed anxious to come east. . . . J. W. Conklin left the show in the west to attend to the London and Toronto dates. Show affairs were capably handled by his brother, Frank R. Conklin.

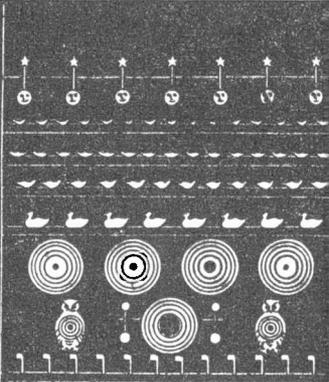
IN THIS labor-conscious nation many carnival managers believe that as a period of demand for outdoor attractions Labor Day is destined soon to run a close second to the Fourth of July.

NOTES FROM the Dee Lang midway by Ray Van Wert: Tommy Thompson has his Monkey Land clicking to good results. . . . Danny LaRouech reports good business at the cookhouse. His son, Dan, is here during vacation and has things running smoothly. . . . Mickey Manson has blossomed out with a new set of side-show banners. . . . Joe Darphel's Birth of a Baby show continues to click to good business. . . . Charles DeKreko left the midway to play fair dates he had booked before he joined the organization. . . . Ted Reed is handling Dixie Land and it's been doing swell business. Young Ted is pinch nitting on the Crime Show while his mother is in St. Louis on business. . . . P. E. Vaughn has returned to the show very much improved after a recent illness. . . . Mrs. Ray Van Wert, who is at the Mayo Clinic, Rochester, Minn., is expected to join the show soon. . . . Mr. and Mrs. Dee Lang report all is rasy except for the mosquitoes, and Assistant Manager Bill Baker is never without a bottle of citronella.

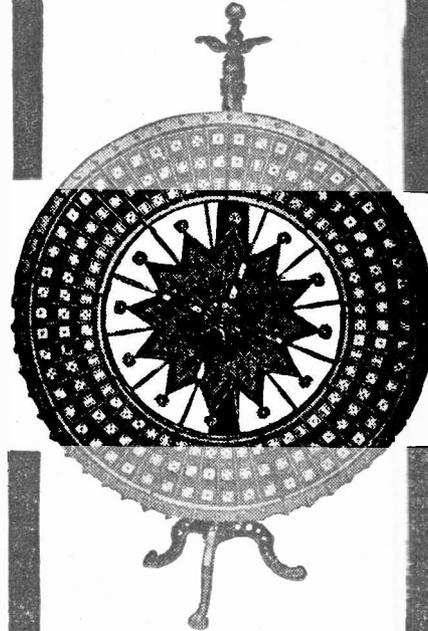
"OH, IF some power would only give us the gift to see ourselves as others see us." This, of course, is from the bard, Bobby Burns, sans Scotch dialect. But, brother, isn't it a mouthful! Careful thought regarding this won't hurt the carnival business. Showfolks have to do business with lots of other kinds of folks.

EVANS

MONEY MAKERS
Rely on Evans 46 Years' Experience for Latest and Best Amusement Equipment.



SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete Line of Shooting Galleries.
Supplies for All Makes.



EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
of All Kinds

EVANS ALUMINUM MILK BOTTLES

Far superior to old wood bottles. Sound like falling glass when knocked over.
\$10.50 PER SET

FREE CATALOG
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago, Ill.

CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine. Original Ball-Bearing Motor. 10 Patents. Last April, '37, 1-Piece Bands, Ribbons, \$3.50 Ea.; two, \$5.50; 6 Ass't, \$14.00. Originators; 100% true Spinnerheads, \$20; Double, \$28; no wobbly heads. All postpaid. Guaranteed perfect. Highest grade. 1 lb. sugar brings \$2. Oct. alg. free. **NATIONAL CANDY FLOSS MACHINE CO.**, 310 East 35th St., New York City.

WANTED

FOR FAYETTE COUNTY FAIR

Day and Night, September 13-17, Washington C. H., Ohio. Concessions that comply with fairground law. Ohio's best county fair. Cotton Candy, Eddie Bowers come on. Scales, Snowballs. Several other good spots to follow. Girls for Girl Show, Yorktown, Ind., Annual Fall Festival, September 5-10, St. Paris, O., Fall Festival, September 19-24, Liberty, Ind., August 29-September 3.

W. S. CURL SHOWS

W. E. West Motorized Carnival

Playing fairs. Can place now. Erie Diggers, Photo Gallery, Mitt Camp, Pop Corn, Candy Floss, Snow Cone, Fishpond, any other. Concessions, except Corn Game. Want to book Mechanical Show. Will furnish tops and banners for any good Grind Show. Can place capable Agents, work with coupons. Betty-John wants Side Show Talent. Athletic Talent wire me now. Valley Falls, Kan., Fair this week; Gallatin, Rich Hill, Mo., Fair; Bentonville, Ark., Fair; other fairs, going on south.

OCTOPUS LOOP-O-PLANE
TWO BIG WINNERS
PERMANENT OR PORTABLE.
EYERLY RIDES GUARANTEE BIG PROFITS

EYERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Manager. Lusse Bros., Ltd., Blackpool, England, European Suppliers.

LITTLEJOHN FAIR CIRCUIT
Booking Independent.

WILL BOOK SHOWS AND RIDES for 20 Percent. No Girl Shows. WANT LEGITIMATE CONCESSIONS. Good opening for American Palmist, Cigarette Shooting Gallery, Hoop-La, Penny Pitch, Scales, Grab, Pitch-Til-Wins, High Striker, Fish Pond, Bumper, Ball Games, Novelties, Knife and Cane Racks. No Grift.

CIRCUIT OPENING at CLANTON, ALA., September 20-24, sponsored by Kiwanis Club. Followed by Barbour County Fall Festival, Eufaula, Ala., September 27-October 1, sponsored by Pioneer Garden Club, with co-operation of all Civic Organizations, downtown location. Then Troy, Luverne, Andalusia, Evergreen, Wetumpka. WANT one more FREE ACT. WANT Foreman for Ferris Wheel. WANT Canvasman. Address

THOS. P. LITTLEJOHN, Troy, Ala., Until September 11.

BARFIELD'S COSMOPOLITAN SHOWS
ANNOUNCE THE FOLLOWING BONA-FIDE FAIRS:

Week September 5, Oneida, Tenn., SCOTT COUNTY FAIR.	Week October 10, Dublin, Ga., LAURENS COUNTY FAIR.
Week September 12, Dayton, Tenn., RHEA COUNTY FAIR.	Week October 17, Eastman, Ga., DODGE COUNTY FAIR.
Week September 19, Dalton, Ga., WHITFIELD COUNTY FAIR.	Week October 24, Ft. Valley, Ga., PEACH COUNTY FAIR.
Week September 26, Manchester, Ga., TRI-COUNTY FAIR.	Week October 31, Colquitt, Ga., MILLER COUNTY FAIR.
Week October 3, Canton, Ga., CHEROKEE COUNTY FAIR.	Week November 7, Pending.

WANT Legitimate Grind Stock Concessions. No exclusives. Good opening for money-earning Shows, especially Grind Shows, Fun House, Big Snake. Would consider first-class Hawaiian, Girl Revue, or Wildly Show. WANT one more Ride, especially Loop-o-Plane. Address Williamsburg, Ky., this week, or as per above route.

P.S.—Herbert Waters wants experienced Cook House Help. Frank Bizzell wants experienced Couple for Photo Studio.

Scott Bros.

Paris, Tenn. July 25-30. Location, Compton lot. Weather, rain every day. Gate, 10 cents.

Opened Monday to a good crowd. Shows, rides and concessions did business early. Tuesday, Wednesday, Thursday and Friday same. Showers in afternoon, followed by cloudy but dry weather at night. Saturday morn broke clear, warm and sunny, but a heavy downpour almost flooded the midway; in fact, it lacked just about eight inches. By midnight the water had risen so high that only the tops of the tents in the back of the lot were discernible. Damage was estimated at \$5,000. Show has survived several calamities of this sort, but in 25 years of this business this is the worst in the experience of Manager Scott. We are still carrying on, undaunted in spirits and looking forward to a successful fall season.

B. M. SCOTT.

W. C. Kaus

Binghamton, N. Y. Week ended August 20. Auspices, Loyal Order of Moose. Weather, fair. Business, good.

Monday proved the best Monday of season. Remainder of week good, grosses picking up every night except Wednesday, a complete washout due to rain. Everything on lot did business; Octopus topped rides, followed by Tilt-a-Whirl and Whip. Speedy Ray's Motordrome took first place among shows. Henry Vanderheid jointed with monkey circus and pony ride. Mrs. Kaus entertained Moose women in her trailer and was hostess to her uncle and aunt, Mr. and Mrs. Joseph Gorgant, and their family, formerly with show.

DOT GORGRANT.

Ideal

Oswego, N. Y. Week ended August 13. Business, fair. Weather, hot.

Last two nights good, with large crowds. Wednesday complete loss due to rain. All looking forward to first fair, Malone, N. Y. Rides painted.

Massena, N. Y. Week ended August 20. Weather, hot. Business, fair.

Wednesday night partly lost because of rain. Children's matinee, Wednesday, brought out crowd. Mrs. Myra Whitmyer Sordlet is in Mercy Hospital, Watertown, N. Y., undergoing examination. M. Lasky, Hank and Joe Whitmyer fished in Grass River and got nice catch. "Dad" Thompson left for home in Buffalo. Fairs start August 22. Frank Binkley left with his ball game. Leo Bremer joined with dolls. "Whitey" Anderson and wife back again with milk bottles.

M. LASKY.

Heller Acme

Hammonton, N. J. Week ended August 20. Auspices, Italian Celebration. Weather, good. Business, fair.

Mr. and Mrs. Heller now living in their new Covered Wagon trailer. Flying Siegrists are away for week, playing a Massachusetts fair. Have Bill Harris, high diver, in their place. Harris bought a net. Stac Hubbard left with sex show for Warren, Pa. Jack Hubbard, from New England Shows, joined with sex show.

FRANCIS DANIELS.

Great Southern

Cowan, Tenn. Week ended August 20. Business, good.

Opened Monday to fair business which increased each night after management got rid of undesirables. Six concessions and Minstrel Show joined. Show will be on road all winter.

A. H. MURPHY.

Patrick Shows

Omak, Wash. Week ended August 14. Business, good.

Trip from Ritzville, Wash., was made in good time. Carl Holt's car, carrying a group of girls, in an effort to avoid hitting a swerving car while en route here hit a hump in the road and overturned into a ditch. Fortunately, none were hurt. Bull and Mrs. Martin and a group of boys came along a few minutes later and towed the car out. Opened Wednesday night to good business. Bull Martin was suddenly stricken ill Thursday and, consequently, his Athletic Arena suffered considerably. Carl Holt's Girl Show topped the midway, with the Side Show, managed by George Conklin, a close second. Additions to the girl show here were Mr. and Mrs. Rudy Jacoby. Madame Irene's palmistry con-

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

cession clicked. Ed Lane did well, and Bill Fielding, ably assisted by Mrs. Fielding, had the largest week so far this season. Bill Bloom rejoined here. Several new concessions were opened along with another photo studio, and all reported satisfactory business. Mr. and Mrs. Patrick were tendered a chicken dinner by Mr. and Mrs. Martin. Saturday was cool, and Sunday it rained almost all day. Jim Grear continues to turn out his good meals, while Mrs. Eisenman continues in an efficient manner at the front gate. Mrs. W. R. Patrick still greets everyone with her captivating smile. Richard Bros. added another attraction to their free act.

Ritzville, Wash. Week ended August 7. Business, good.

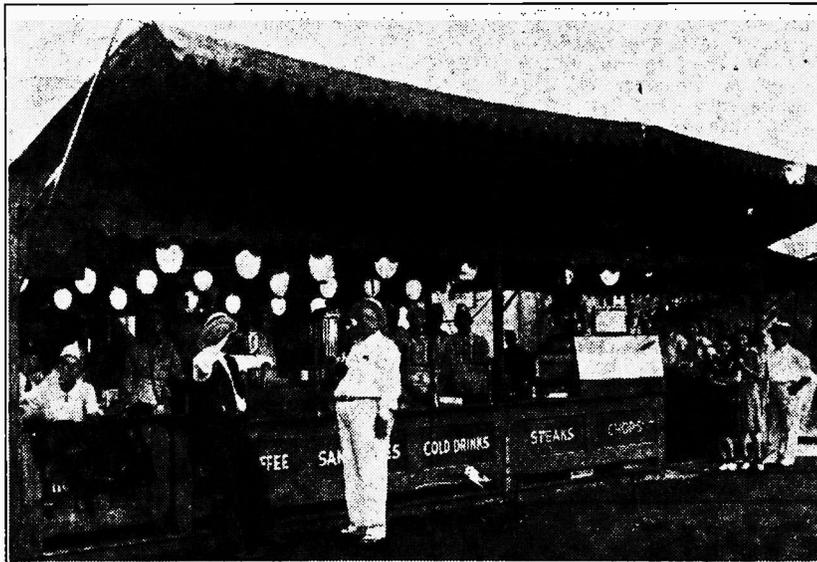
Due to our large celebration the following week, Mr. Patrick and Mr. Eisenman decided to reroute the show and instead of playing Milton-Freewater came here. Organization played this spot earlier in the season to much success. Madame Irene's palmistry concession went well here, as did Bull Martin's Athletic Arena. Mr. and Mrs. Patrick visited Mrs. Patrick's parents in Spokane, Wash. Mrs. Patrick's parents, grandmother, sister and brother also visited the show. Carl Holt's Girl Show continues as a top money-getter. Bill Fielding is touching up his concessions. Ed Lane rejoined here after a brief vacation. Many members visited the Douglas Shows, which were playing at near-by

show. Despite two nights of rain the engagement at Dillon, Mont., August 8-13, was good. Hal Compton's Ten-in-One had one of the biggest weeks of the season. Manager A. B. Miller spent almost all week fishing and hunting. Others who enjoyed some good fishing were Cookhouse Baxter, Tex Gilman, Ray Bevins and Billy Allin. Pete Seabrands visited at Dillon. The stand at Idaho Falls, Ida., August 15-20 got off to a slow start. Milo high act went over well, as did the Dodgem. It marked the first time a Dodgem has shown here. Octopus was second. O. H. Allin and H. H. Avery reported a fair business on concessions and rides. George (Dad) Allin is still running the sound wagon. Mother Allin was busy taking pictures during Idaho Falls engagement. Mr. and Mrs. Virgie Snow are still working bingo for Manager Miller. Wayne Endcott left for Salt Lake City for a thorax medical examination. A. B. MILLER.

Bantly's

Sunbury, Pa. Week ended August 20. Location, Lenker showgrounds. Auspices, Goodwill Fire Co. and Ladies' Auxiliary. Business, fair.

Monday night found just an ordinary first-night crowd, but an old-time torchlight parade Tuesday night attracted thousands. Wednesday was lost due to rain, altho it never struck until after the kiddie matinee. The writer is pinch-



THE PRETENTIOUS COOKHOUSE OF EDDIE DAVIS on the midway of Dodson's World's Fair Shows. Eddie, formerly operator of merchandise concessions, has had gratifying success as a caterer to showfolks. Cookhouse has been under management of Howard Lee, to whom Eddie declares he owes success in his new venture. Photo, taken in Sandusky, O., on July 27, shows standing at left, Roy B. Jones, press representative, and C. Guy Dodson, manager of the show. Standing at extreme right in entrance is Eddie Davis, Sarah Gibson, Ruby Dodson with Mrs. Davis in cashier's office, and Pete Richards, well-known concessioner, in the rear.

Lake Chelan. Show enjoyed a successful week's stand in Le Grande, Ore., to a 10-cent gate, where it received superb support from the committee. Notable mention especially from Chet Fross and Jack Richardson. Red Patrick and Monroe Eisenman were made honorary members of American Legion Post No. 53, of Le Grande. Much credit is being given to Don Brewer's band for the admirable way in which it performs its daily duties. Mrs. Fielding is still assisting her husband in his Housie. Dick Collier is doing well with his Ertle Diggers.

ROBERT L. MATTATALL.

American

Anaconda, Mont. July 25-30. Location, Anaconda Copper Co. show lot.

Show had a good opening. Dam broke Wednesday, however, and in 30 minutes the water was rushing thru the midway. Damage was estimated at \$3,000. Show was able to operate on Thursday, and remainder of week was good. Show played the rodeo at Butte, Mont., August 1-7 to fair business. Concessions did well, tho. Frenchie Le Marr joined there and Montie Young visited. Johnny (Mex) Snobar left at Butte, Mont., taking his pony ride along. Hal Compton added two new acts to his Ten-in-One

hitting for Agent Wilson while he's in the South. Jolly Ann joined here with her Serpentina show. Buddy Bantly will leave soon to resume his studies at medical school. The Sunbury Daily Item and Station WKOK were for the show 100 per cent. Harry Copping, father of Mrs. Bantly, is a weekly visitor. "Be a Boaster for Bantly" Club holds its weekly meetings in the International Congress of Oddities' big top.

RAY MARSH BRYDON.

Jolly Jaillet

Tidoute, Pa. Week ended August 6. Weather, good. Business, good. Auspices, Volunteer Firemen. Location, baseball park.

This was the best spot the show has had since the Sheffield date. Sponsors presented a mammoth parade Friday night. Bland received plenty of newspaper space in The Tidoute News and Warren, Pa., papers. Mike Liehn, banner man, had a fair week. Gene Hoxie has been added to the Ralph Carlo Side Show. He had been with the Arena Shows. Uncle Bill Carwell has added scales to his string of concessions. George Grant has rented a large storeroom here, where he will conduct a furniture store this winter. Frank Warner has re-

vamped his Girl Review. Jim Hopkins is enlarging his cook tent. Stinky Carlo is having side-show frames and banners retouched. Howard Jaillet Jr. will return to school soon. Mr. Olson has taken delivery on a new car.

Jamestown, Pa. Week ended August 13. Auspices, Volunteer Firemen. Location, City Park. Weather, good. Business, poor.

Weather was ideal, but this was the poorest spot played this year. Auspices co-operated 100 per cent, but could not get the people out. Many showfolks spent the afternoons visiting with friends from Stoneboro, Pa. Mary Giles visited her mother and father at Sandy Lake. Howard Jaillet, owner, placed a few concessions at Jackson Center, Pa., for the annual reunion which was held during the stay in Jamestown.

Union City, Pa. August 15-20. Weather, fair. Business, good.

Cash prizes were awarded every evening and were well accepted. Monday and Wednesday were lost due to rain. Scattered crowds prevailed Tuesday, with large crowds last three days. Little Duke Wilson painted his ball games before going into the fairs. William Carwell, owner of Merry-Go-Round, has painted and repaired the ride. George and Jane Davis, who have been visiting their grandparents, Mr. and Mrs. George Lay, owners of lead shooting gallery, have returned to Toledo to resume school work. J. E. Mathews joined with his pan game. Big Al Ross has arrived from Coney Island, Cincinnati, and will open another concession with his brother, Duke Wilson, and Slim Olsen. Cecil Dunkle is new griddle man for James Hopkins' cookhouse. Ten-in-One show has Capt. Gene Hoxie with it.

DICK MARTIN.

Wm. Bazinet & Sons

Neillsville, Wis. Week ended August 19. Clark County Fair. Business, good. Weather, windy.

Successfully dug out of mud at Buffalo County Fair, Mondovi, Wis., where business was swell when weather permitted. New corn game owned by show is operated by Mr. and Mrs. Claude Decker. Lots of jinglers in everyone's pockets now, but it's only brass for use in new company-owned cookhouse, managed by Mr. and Mrs. Jack LeBlain. Marie Durand is ill. Rita May Allen, nurse, joined the Life Show.

J. C. VINCENT.

Endy Bros.

Dover, N. J. Week ended August 13. Auspices, Randolph Chemical Co. Weather, some rain. Business, good.

Everything was up and ready Monday noon, and Eddie Lippman made a swell layout here. Had the usual rain Monday. A twister hit the show Tuesday about 4 p.m. It blew down the Minstrel Show, front marquee and damaged other show fronts, but everything was replaced and ready to go by 8 p.m. Wednesday was lost due to rain. On the other days it cleared up in time for night business. Show used an intensive advertising campaign here. Weekly show, handled by Count Maurice, went over big. Glynn's cookhouse is the mecca of all showfolks. Everything is being painted for the fairs next week. New Casa Manna, under direction of Bobby Mansfield, is outstanding. Speedy Merrill's Motordrome has been repainted, as has Paul Kaduke's Tilt-a-Whirl. Harry Weiss was welcomed here with his de luxe bingo. He replaces his brother, Bennie. Hank Lambert, Lucky Mott, Ernie Buzzalo, Elmer Orear, Jack Oraensby, O. W. Boardman, Eddie Hollinger, Jack Lambert, Props Kuntz and Fat Redding enjoyed a swell fishing party here. Mrs. Max Glynn spent a few days in New York. The Great Wilno continues to click.

GLEN IRETON.

Buffalo

Phelps, N. Y. Week ended August 13. Auspices, Fire Department. Location, Re-field Park. Weather, good. Business, fair.

Show only missed one night, May 14, until Wednesday of this week, when firemen were scheduled to parade. Rain started late in afternoon and by midnight center of midway was a lake and all hands were kept busy until 3:30 a.m. No serious damage was done. Thursday night a big crowd turned out for parade. Lot was packed and we did business. On Friday and Saturday night attendance was good, but, business off. Mr. and Mrs. "Doc" Travers joined. Doc operates sound car and Mrs. Travers cigaret shoot-

ing gallery. Lot and ride superintendent Putney is doing a good job of moving the show. Ray Campbell, penny-pitch operator, has had some good nights lately. Bill LaBell, shooting gallery operator, is frequently seen early mornings gunning for woodchucks in adjacent fields. Visitors were Mr. and Mrs. George Wright and Harry Lord, concessioner, Rochester, N. Y. HOWARD POTTER.

McKee

Cherokee, Okla. Week ended August 13. Location, uptown. Auspices, High School Band. Weather, fair. Business, poor.

Heavy rain and hail storm hit show Friday. No damage done, lot drained well and show opened at night. Mr. and Mrs. McKee purchased a car in Oklahoma City. Billie Earl, Geary, Okla., visited his brother, Peanuts. L. A. Newland is still suffering from mastoid trouble. There were several visitors from J. J. Colley Shows. Women have organized a bridge and pinocle club. MRS. L. A. NEWLAND.

Kaus

(Baggage cars)

Chester, Pa. Week ended August 13. Auspices, Felton Hose Co. Weather, some rain. Business, poor.

Despite rain Sunday night and Monday morning, which made it difficult for show to get on lot, it opened on time. Poor crowd each night and not much money in evidence. Rain also played havoc with Wednesday afternoon and night business. Lot was marshy and alive with mosquitoes and patrons were kept constantly on the move as a protection against the pests. A rough colored element endeavored to make trouble thruout the week. In view of this and almost no business, show tore down Friday and moved Saturday. Mrs. Verta Stubbs added Capt. J. G. Irwin's pony and dog acts to her show. Amos Sutter is the new operator on Harold Lucas' Kiddie Aeroplanes. Joe Molter visited his home in Philadelphia, as did Tom Percival. Among visitors to Atlantic City were Mrs. Elberta Mack, Mrs. James Earl, Mrs. Al Kadell, Betty Waters, Dick Mack and Otis Harrington. Bud Turner, of Philadelphia, visited the midway. LESTER KERN.

White City

(Motorized)

Hood River, Ore. Five days ended August 13. Location, Mooney estate. Auspices, L. L. L. Business, excellent. Weather, fair. Pay gate, 10 cents.

Unexpected business done here was a pleasant surprise. Midway was packed every night and the reception tendered Marlo and LeFors and May Collier was flattering. Rides, shows and concessions did swell business. City officials went out of their way to make the engagement a success and Mayor Hershfelt played host to show officials at his farm near here. Mrs. Helen Brainerd Smith and her son and daughter-in-law were shows' guests, en route from Los Angeles to Salem, Ore., to visit Mr. and Mrs. Abner K. Eline. Lucille King went on a salt diet while suffering from defective teeth and recovered rapidly. Arthur Hockwald, after a week's visit, left for Nevada and California. Mrs. C. F. Corey and daughter, Betty, spent three days visiting relatives in Portland. Mr. and Mrs. Homer L. Gardner left for Missouri. Ted Lefors, Red Dunne, Bill Holt, Max (Mulligan) Kaplan and Vic Davis, concessioners, reported a fair week's business. Mrs. Peggy Nelson is slowly recovering from her recent illness, having returned from her home in Olympia, Wash. Mrs. Johnnie Davis and Mrs. Nina Mason joined the ticket box crew. James Puckett's effective laugh has the show-folk gaga. Race between Frank Forrest and Earl Gold to reach the next town each week was won by Earl Gold. Joe White, master fisherman, had a prize catch at Hood River. He returned to the show with 37 of the finny tribe. Johnnie Sterling has added a concession. Al Winters, of Portland, was Mr. and Mrs. C. F. Corey's guest over the week-end. A card from Charles and Penny Marshall infos they are en route from Medford, Ore., to Battlesborough, Vt., to play the first of a series of fairs on the Atlantic Coast. Mrs. Bunny Holt celebrated her birthday anniversary. Billie Farmer, of the Tom Mix Circus, and Ritchie Borin, on Wallace Bros.' Shows, lettered they would return to Los Angeles this winter. May Collier's dazzling capes have created much in-

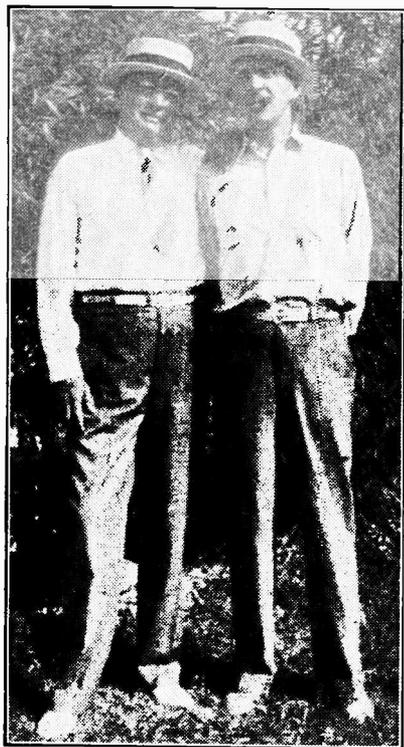
terest on the show. Ted LeFors' bingo topped the midway. Martin Glabb did well with his ball games. WALTON DE PELLATON.

Hennies Bros.

(Railroad)

Billings, Mont. Week ended August 13. Midland Empire Fair. Weather, hot and rain Saturday night. Business, on par with last year.

Monday was Children's Day, but attendance and business wasn't up to expectations. It was extremely hot, cutting down day play, but night business was fair. Saturday drew a record crowd, but a heavy downpour at the termination of the grand-stand show that night cut into receipts. Orville W. Hennies left by plane Saturday for Washington to attend to some business. He'll return at the next stand, which is Owatonna, Minn. Billy Shulman, of concession department, was taken ill and spent the best part of the engagement here in a hospital. He was able to make the 1,000-mile jump into Minnesota, however. Bob Lohmar, general representative, left here Monday for Chicago and Eastern points. Denny Pugh made another plane flight to Dallas to attend to some business in connection with concessions at the Texas State Fair. JOSEPH S. SCHOLIBO.



T. G. (DOC) ELLINGTON, secretary of the T. J. Tidwell Shows for the past eight years, and J. W. Scott, who has conducted the Charlie McCarthy wheel on the same organization for the past three years. Photo, furnished by Ellington, was snapped when the shows played Hutchinson, Kan., recently.

Miller Bros.

Burwell, Neb. August 9-12. Nebraska's Big Rodeo. Weather, clear. Business, good.

Business here was best of season. Altho attendance was off somewhat, due to poor corn crops, midway gross showed an increase of 25 per cent over last year. Afternoon business was not up to expectations, due to extremely hot weather. Night business was good. Octopus and Tilt-a-Whirl were top-money rides, with Ferris Wheels giving them a close race. Artists and Models topped the shows, followed by Congress of Oddities and Midget Village. ROBERT WINCHELL.

O. J. Bach

(Baggage cars and trucks)

Mechanicville, N. Y. Week ended August 13. Auspices, Friendly Italian Society. Weather, rainy first three days. Business, light.

Altho committee worked hard and crowds were big, engagement showed a drop in receipts from former years. Smoke from near-by railroad roundhouse drifted across lot almost continuously, obscuring illumination and ruining visi-

tors' summer clothes. Whip crew appeared in new uniforms. Writer, driving transformer truck, had a narrow escape in Schenectady, N. Y., Sunday. Backfire from motor ignited gasoline supply and cab quickly enveloped in flames. City fire department was summoned. Motor badly damaged and writer slightly burned. William Giroud, of New England Motorized Shows, visited here. Carroll Miller, with us for many seasons, visited many former associates. Several members visited the New England Shows, playing Troy, N. Y. LEO GRANDY.

F. H. Bee

Lawrenceburg, Ky. Week ended August 20. Fair. Weather, ideal. Business, very good.

This was the most beautiful fair-ground played this year. All reported a fairly good week. Fair board cooperation was splendid. Doc Green's minstrels carried off the top money. Ferris Wheel topped the rides. Mr. Bee enjoyed a brief visit with his family. He reports that mother and baby are doing nicely. Wilbur Farrell added another concession here and did well. Herb Crager took delivery on another new top for his new pitch-till-you-win. Mr. Rice's frozen custard had one of its best weeks here. Uncle Sam Watson rejoined here for remainder of fair season with his grab stand. Doc Charlie Devore was on the sick list here, but is out again and turning them into his Illusion Show. Visitors included Mr. Yador, secretary of Brodhead Fair; Mr. Spragins, Mr. Land and Mrs. Spalding, of the Lebanon Fair; Charles Sutton, Lonnie Perkins, Charles Lee and Leo Claude, of Model Shows. WILLIAM R. HICKS.

Crowley's

Springfield, Mo. Week ended August 20. Location, circus grounds at St. Louis and Glenstone streets. Auspices, American Legion. Pay gate, 10 cents. Weather, one night rain, remainder of week ideal. Business, wonderful.

The one real good day at Burlington Tri-State Fair kept midway busy until 3 a.m. Sunday. Belated departure caused loss of Monday and Tuesday here, tho Wednesday night's opening proved the largest of the season. Church services held in big minstrel top Wednesday midnight under direction of Charles Gardner, with Mrs. Claude Hogan, Lillian and Catherine Leader, Lieut. Elsie Cupp, Mrs. Frank, W. G. Wheeler, Rev. John F. Killian, Doc Waddell participating, was highly successful and resulted in increased attendance Thursday night. Dinty Moore took his Scooter ride to Marks Shows, and Mr. and Mrs. William Gordon, Russell Hackett, Charles Davis, Dutch Baugh and Duke Rapidan went along. New additions to Gross Cavalcade of Wonders include Rae Terrill, man turning to woman; Frezo, mechanical man; Chief Novae, impalement act. Bartelo Shelley has been added to George Harris' Blossoms of Dixie company. Whitey Austin and son, Dick, went to Beckmann & Gerety Shows. Sammie George and wife, Evelyn, have also left the show. Fay Miser took over George's Fan Dancing, Art Posing and Miss America shows. Mrs. James O'Day and daughter left for Sioux City. W. H. Bonta and Charles Thomas, who were on the sick list, are recovering. Ted Hudspeth is doing okeh with "scales." Ray Reynolds turned Athletic Arena over to L. G. ("Bone Crusher") Skeene and left. Skeene's principal assistants: Frankie O'Day, wrestler and boxer, and Princess Red Wing, Indian princess wrestler. John Gable has the tickets. "After-midnight banquet" was tendered Clark Matthews, former Rubin & Cherry press agent but now an advertising solicitor on Springfield's big daily papers; Ray Lewis, manager Labor Record, and Mr. and Mrs. Paul Tremaine. Visitors included Hon. Frank Fellows; Slim Spencer, of Spencer Shows; Mr. and Mrs. Charles Leidl, Hyman Schrieber and Slim Johnson. Memorial service for Mrs. Georgia Bonta, mother of W. H. Bonta, was also held. GEORGE WEBB.

Dee Lang

(Motorized)

Faribault, Minn. Four days, August 13-16. Fair. Weather, high winds first part of fair but good latter half. Business, good.

Show pulled onto a much-improved fairgrounds here and ample room permitted Bill Baker to lay lot out to best advantage. Tilt-a-Whirl topped everything. Saturday, opening day, a crew of men were putting sawdust on lot

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The Quick Easy Way

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Made in 30 sets or 100 cards each. Played in 8 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 6x7.

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APEX COMMUNITY FAIR ASSOCIATION WANTS CARNIVAL. Play Fair, Week of September 26-30, 1938. I. C. HAYES, Secretary, Apex, N. C.

WANTED Acts of All Kinds for Side Show At Once. No time to write, wire by Western Union. W. C. JOHNSTON Care C. F. Zelger Shows, as per route.

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when a wind hit that did everything but lay us flat and kept business down for the first two days. Rain, which lasted only a short time, caused the wind to die and gave the customers a chance to enjoy the midway. Score for the week about 10 per cent better than last year. Mr. Swaney, of *The Faribault Daily News*, boosted show and gave much space
RAY VAN WERT.

Funland

Brownsville, Ky. Week ended August 20. Auspices, American Legion Post. Weather, hot. Business, good.

Mr. and Mrs. Knowles joined here with their new photo booth. General Agent Ed C. Merica is lining up fairs in Alabama and Georgia. Floyd Heth's Fun-house holding its gross up with other attractions.
TED C. TAYLOR.

Barfield's
(Baggage Cars)

Harlan, Ky. Week ended August 20. Location, ball field. Business, good. Weather, fair.

Had best Monday night of season here. Business was good all week. Crowds were big. New concession tops received this week from Fulton Bag and Cotton Mills. Canvas for Mike Gravis' custard stand, two tops for Mrs. C. E. Barfield's ball games and outfit for Herbert Watters' cookhouse. Mr. and Mrs. C. E. Barfield went to Elkhart, Ind., to purchase a trailer. H. O. Edgar is in New York buying stock for his bingo. Apple's motordrome, featuring Micky Apple, is packing them in. R. E. Stewart returned from a two-week tour of Georgia. Winter quarters will again be at Miller Field Airport, Macon, Ga. A surprise birth-

day party for C. E. Barfield was held in minstrel tent last Friday in Pineville, Ky. Fred De Ivy, slide-show manager, returned after a week in a Pineville hospital. Rides are being repainted. Tom Terril, County Fair Shows, visited.
R. E. STEWART.

World of Mirth
(Railroad)

Watertown, N. Y. Ten days ended August 18. Location, Air Brake circus grounds. Auspices, American Legion. Weather, good. Business, fair.

Last of shows' still dates was only fair. While the weather has been particularly unkind, it has only been a contributing cause to bad business, and the 10 days here left show and ride managers with plenty of time to paint and repair. H. H. McElroy, secretary-manager, and H. Stanley Higman, president Central Canadian Exhibition, were General Manager and Mrs. Max Linderman's guests for several days. Jack Greenspoon and Phil Isser, concessioners, joined and will remain until end of the season. Dr. J. K. Bozeman, show physician, was kept extra busy during the stay here. Mrs. Molly Alvin, of the Creation Show, underwent an appendectomy August 10 at Mercy Hospital. Altho seriously ill for several days, she is doing well and out of danger. She is the daughter of Andy Gump, a feature at the Odditorium. The day previous Mrs. Billie Chaplin fell and broke her leg, and on August 17 Robert Holbrook fell about 30 feet. Luckily he escaped with nothing more serious than a fractured wrist. In addition to this almost all on the show suffered from a stomach ailment believed to have been caused by the change in water. Lois Cobb, 13-year-old daughter of trainmaster and Mrs. Wallace Cobb, has returned to her home in Gladstone, Mich. Sam Wirebach, veteran showman, remained with the shows thruout the engagement.
JIM McHUGH.

Marks

Oak Hill, W. Va. Week ended August 20. Location, fairgrounds. Auspices, American Legion. Weather, fair. Business, good.

Business opened good Monday night and continued to increase nightly. Friday was exceptionally big. Local merchants co-operated with the management and Legion in the "Children's Party" Saturday afternoon to good business. Saturday night drew the largest attendance of the week. Only rain of the week occurred Wednesday night and then only for an hour. Cool nights brought out the crowds. Chief of Police J. Ben Bibb, Mayor Hill and members of the committee gave splendid co-operation. John H. Marks was made an honorary member of Oak Hill Police Department. William J. Thompson, publisher; William S. Smith, managing editor, and Bill Taylor, of the *Around the Town* column, of the *Payette County Newspapers Co.*, devoted much space to the midway. Jack Baillie, concessioner, joined and will install a corn game for the fairs. James C. Donohue, former special agent for Con T. Kennedy Shows, joined C. Jack Shafer's Monkey Speedway staff. A new Snake Show is in charge of T. A. Schultz. Lee F. Reese, chief admiral of the "Spud and Splinter Festival" at Richwood, W. Va., was a visitor. A convoy of six additional international semi-trailers have arrived.
WALTER D. NEALAND.

Johnny J. Jones
(Railroad)

Bloomington, Ill. Week ended August 20. Business, fair. Weather, rain Saturday night.

This spot marked the last still date of the season and work of painting and rebuilding is forging ahead daily. Owner E. Lawrence Phillips returned from Washington, where he attended the Tim McCoy Wild West Show sale, bringing with him two 72-foot steel flat cars and steel sleeper. Included in the equipment purchased were 250 uniforms and a Mack water-tank truck. T. A. Welch, pony ride owner, had his share of bad luck here. While unloading the stock in the railroad yards several of his ponies grazed alongside of the right of way that had been recently sprinkled with poison used to kill the grass, resulting in the deaths of four head of stock. Welch came here from Anderson, S. C., and purchased more stock from a pony farm near by. Mrs. Hody Jones returned from a Chicago business trip,

where she placed an order for wardrobe for the *Chez La Femme* and *Darktown Follies*. Carl J. Lauther purchased new canvas for his *Look Show* and a new truck, while Jack McBride bought a sedan. Moe Eberstein bought new banners for his *Unborn Show* and Chester Cass new canvas for his pit attraction. Among those joining here were Chick Schloss, emcee; Haskell Voorhies' *Swing Masters*, Frank Hooper, and Mr. and Mrs. Bob Schlossburg, mentalists. Visitors included Mr. and Mrs. Peter Henry, Mr. and Mrs. Buddy Veys, Jimmy Morissy, Harry Witt and Joe Streibick.
STARR DeBELLE.

Rubin & Cherry
(Railroad)

Ionia, Mich. Week ended August 20. Ionia Free Fair. Weather, poor. Business, fair.

First fair date of the season found show repaired and refurbished. Heavy rains Monday and a prolonged drizzle Tuesday had surprisingly little effect on business, altho Saturday night's activity was virtually washed out. Doc Davis renewing identification cards for personnel in anticipation of the run thru Canada into New York. From Colon, Mich., came Mr. and Mrs. Percy Abbott, Mr. and Mrs. Recil Bordner and Mr. Lyman, all associated with the Percy Abbott Co. Mrs. Max Kimmer is back on job after a long stay in American Hospital, Chi-

Several concessions joined. Mickey Sakobie's cookhouse and concessions also signed for remainder of season. Show had the appearance of a mile-long midway. Business for the first part of the week was only fair, but the engagement turned out to be one of the show's biggest weeks of the year. Bowser Brothers, fair managers, were wonderful to do business with. Unicus Troupe and Revolving Arontys performed before the grand stand and clicked well. Willie Green's Minstrel Show joined and came in for a fair share of receipts. Monkey Circus and Zinida Zans, circus side-show annex, also were in the money.

Meadville, Pa. Week ended August 20. Auspices, VFW. Location, in city limits. Weather, fair. Business, good.

First show in here in two years. People seemed show hungry and committee gave every assistance possible. Spot turned out a winner for the shows and rides, and children's matinee saw them doing a land-office business. Octopus and Loop-o-Plane topped the rides. Claude Shipley is still shoving out ducats thru the front-gate window. Mack Stark, scenic artist, is redecorating and painting panel fronts and rides. William C. Murray, general agent, left for the South in the interests of the show.
BOB CRUVER.

Buckeye State
(Motorized)

Winona, Miss. Week ended August 20. Home-Coming. Auspices, Lions' Club. Location, edge of town. Weather, pleasant. Business, good.

Show received an enthusiastic welcome when it moved in here, for this is the home of General Agent J. A. Gentsch. Home-coming celebration was a big success due chiefly to the efforts of Walker Woods, secretary of state, and his son, George Woods, editor of *The Winona Times*. Thursday was the big day, and Secretary Woods paid a handsome tribute to the showmanship Joe Galler introduced here. Painting and remodeling goes on rapidly. A new ride was added to the garden, and a new front gate in panels was erected. There were so many friends and well-wishers by the lot during the week that all names will have to be omitted, but everyone was heartily welcome. Owner Galler went to Jackson and Press Agent Johnson to Memphis during the week and no small part of the success of the homecoming was due to the co-operation of the press and radio of these two cities.
TED JOHNSON.

Crafts
(Motorized)

Dinuba, Calif. Week ended August 20. Business, fair. Auspices, American Legion. Weather, fine.

Natives of Dinuba and environs packed the Legion Bowl here, where the midway was laid out in horseshoe style. A number of city and county officials from near-by towns attended. Al Fisher, carnival agent, visited, as did Tom Dodge and Assistant Secretary Merrit of Fresno County Fair. Phil H. Williams, general agent, and Pickles Picard, general agent of Crafts Golden State Shows, also visited and held a conference with O. N. Crafts. Crafts arrived in his airplane for week-end visit and then flew to Atwater to visit his other interests. Social events continue in vogue these warm summer days. Friday night a wiener roast was held by the ride boys. Event was well attended. Chief diversions were games, moonlight bathing, watermelon-eating contest and roasting your own wiener. Highlight was the ducking given the menfolk by the women.
RAY SCOTT.

Strates
(Railroad)

Batavia, N. Y. Week ended August 20. Weather, fair. Business, good.

All on show registered a very good gross here. Fair Secretary Glenn Grinnell and Dean Page, concession superintendent, gave the show every assistance, as did Treasurer Harry Lapp. Lucky Teter's Hell Drivers drew capacity crowds to the grand stand, especially on Lucky Teter Day, Wednesday. Saturday night another capacity crowd appeared and the midway was jammed with amusement-hungry folks until after 2 a.m. Sunday. Peter Christopher, manager of cookhouse, was suddenly stricken ill Tuesday and was rushed to the hospital, where his condition was diagnosed as acute diabetes and complications. Physicians do not hold much hope for

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SEPTEMBER 2-3-4-5.
WANT SHOWS AND CONCESSIONS.
Have 12 Rides—2 Bands.
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No Grand Stand.
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WANTS FOR ALABAMA FAIRS, Out All Winter, Shows of all kinds, also Chairplane, Kid Ride. All Legitimate Concessions open, also Photo and Popcorn. No Racket or Girl Show. Agents for Office Concessions, also 2 P. C. Agents. Pikeville, Tenn. this week, then Alabama.
A. H. MURPHY.

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WANT for Lexington, Tenn., Fair, September 5 to 10; Huntington, Tenn., Fair, Sept. 10 to 17; then Mississippi Delta, all winter. Grind Store Concessions, Pop Corn, Snow Balls, Diggers. Small Cook House privilege in Meal Tickets. WILL BOOK Chair-Plane and Kiddie Ride, or Buy Chair-Plane for cash.
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CONCESSIONS, INCLUDING MUG JOINT, MITT CAMP AND COOK HOUSE. Shows, with or without own outfit. Ride Help. Concession Agents and useful Show People com on.

GENERAL AMUSEMENT ENTERPRISES
Oilton, Tex., This Week; Mexia, Tex., Next Week.



O. N. CRAFTS, well-known operator of three Pacific Coast carnivals, displays a prize catch of two Marlin swordfish, one measuring 9 feet, weighing 160 pounds, and the other 255 pounds and measuring 10 1/2 feet. The catch was made by Mr. Crafts in Mexican waters below San Diego on the Crafts yacht, *Okeeleha*, anchored at the time not far from the *Cruiser Houston*, which carried President Roosevelt and party to Lower California fishing waters. Larger fish required four hours' landing time and was shipped intact and frozen to Crafts 20 Big Shows in Fresno, Calif., where the entire personnel, city and county officials and American Legion Post committee partook of an excellent fish fry prepared in Jimmie Lynch's cookhouse. Photo from Roy E. Ludington.

cago. Mrs. Thomas Fox was called home to Akron, where her mother was reported critically ill. Al Rukin, concessioner, being congratulated on birth of a son, Earl. Mr. and Mrs. Rubin Gruberg entertained Mr. and Mrs. Joe Rogers, of Dufour & Rogers. George L. Crowder, veteran general agent, stopped while en route to New York to become associated in the insurance business with Sam Wierbach, former trouper. Bernie Mendelson, of O. Henry Tent and Awning Co., was on hand receiving congratulations upon spread of canvas with which his firm outfitted the Midget, Monster, Girl and Expose shows. Jack Dadsell concluded a photographic campaign of the show.
RALPH WILLIAMS.

Keystone
(Motorized and baggage cars)

Ford City, Pa. Week ended August 13. Armstrong County Fair Association. Location, fairgrounds. Weather, fair. Business, good.
This was first fair date of the season.

his recovery. Relatives were notified and are at his bedside in Batavia. His faithful cookhouse crew are "carrying on" under leadership of Chief Chef John Masters and Jimmie Hoye, head waiter. Everyone wishes Pete a speedy recovery. **BEN H. VOORHEIS.**

L. J. Heth
(Motorized and baggage cars)

Central City, Ill. Week ended August 20. Location, showgrounds. Weather, good. Business, none.

Spot turned out a blank. Plenty of oil people put in appearance and everyone seemed to have money but none was spent. Mrs. Thomas Parker left for home in Tampa, Fla. She will also spend a few weeks at her parents' home in Sarasota. General Representative J. J. Fontana is touring the South, where show moves in a few weeks. Abe Friedman and Freckles Lewis are still operating concessions. Henry Heth has had his bowling alley painted. **THOMAS PARKER.**

Blue Ribbon
(Motorized)

New Albany, Ind. August 15-20. Greater Floyd County Fair. Location, Falling Run Park. Weather, warm. Business, fair.

This was first county fair held here in 30 years, and Monday night drew one of the largest crowds seen on this midway this year. Money was plentiful and shows, rides and concessions enjoyed fair business. Page's Kiddie Band came here a week in advance to advertise the fair. As no carnivals have played New Albany proper in nine years, many youngsters had their first glimpse of the Merry-Go-Pound and Ferris Wheels. Maxie Tarbes has his ball games and penny pitch on the midway. Many members of Model Shows, showing near by, visited during the week. Dick Harris also visited. Everyone complimented Manager L. E. Roth on the wonderful appearance of midway. Favored with the best of weather, Tuesday, Wednesday and Thursday brought out capacity crowds. Page's Kiddie Band was the life of the many free acts each night. State firemen's convention was held Thursday, Friday and Saturday, with drawing for the awarding of a new Chevrolet being held on the fairgrounds. It brought out a good crowd. Another feature was the fireworks display under Manager L. E. Roth's direction. Much credit goes to the following officers who worked day and night to make the fair a success: Charles Hammond, chairman; W. A. Beach, treasurer; Frank Edwards, secretary; M. A. Steinert, Charles Hocker and S. Lee Wright, committee. Another busy person was Mrs. Mary Lee Newton, secretary to Mr. and Mrs. Roth, whose home is here. She entertained friends and relatives and at the same time keeping busy in office. Many showfolk were entertained at the home of her mother, Mrs. H. L. McIntosh. The writer's Midway Restaurant enjoyed a record week's business. **JACK GALLUPPO.**

Hilderbrand's
(Motorized)

Moscow, Ida. Three days ended August 17. Auspices, VFW. Location, circus grounds. Weather, good. Business, good.

General Agent Pierre Ouellette found another show-hungry town and midway was packed and people were in a spending mood opening night. Rides, shows and concessions enjoyed big business. Manager E. W. Coe again proved his ability to move a show in short order. Closed in Spokane at 1:30 a.m., moved 96 miles, and at 6 p.m. everything was in readiness. Owner O. H. Hilderbrand is expected back soon. Hazel Fisher and Verna Seeborg made trip to Portland. Mrs. Hilderbrand and daughter, Betty Joan, were on midway each evening. Fred Stewart, superintendent, made flying trip to Spokane with Loop-o-Plane motor. He returned in time for opening. Bob Booker, secretary and treasurer, according to Manager E. W. Coe, is credited with being the fastest checker ever to grace the show's office window.

Colfax, Wash. Three days ended August 20. Location, round-up grounds. Auspices, Colfax Round-Up Association. Weather, rain first day, remainder of stay fair.

A small crowd braved the elements to patronize the rides, shows and concessions opening night. Manager E. W. Coe put the free acts on early and sent the

small crowd away talking advertisement for the show, which resulted in business picking up for the next two days. Colfax natives were generous spenders. Special Agent George Morgan billed town well and received good co-operation from round-up officials. **CLAUDE BARIE.**

Parade of Shows

Terrell, Tex. Week ended August 20. Summer Jubilee. Auspices, American Legion. Weather, good. Business, shaky.

Show played the greatest all-round bloomer in history of outdoor attractions with exception of some played by Starr De Belle's Ballyhoo Bros. Committee headed by Judge Maple Cates proved real good fellows and threw a chicken dinner on tear-down night. Showfolk seemed to enjoy the week, however, as almost all were worn out from three preceding fair dates, and the rest put us in shape for the next one. General Manager Lane had expected weeks like this and took it on the chin with his usual smile. Cashiers' Club is percolating satisfactorily and is made up of Sally Ann Nelson, gate No. 1; Ruth Talley, gate No. 2; Marie Louise McDonald, Merry-Go-Round; Leland Spencer, Mix-Up; Adelaide Matlock, Airplane; Clara Kimball, U-Drive-Em; Lolo Smith, Airplane; C. Cudney, Ferris Wheel; Jenny Wilson, Kiddie Ride; Adell Marcus, Hawaiian show; Viola White, Vanities; Fae Jones, Stadium; Leta McKwade, Illusion, and Earl Hubbard, Brown-Skin Vamps. Evelyn Cantrell has assumed her managerial duties at Hawaiian Paradise. Paul Mahar replaced the Stanleys on Vanities. Tom Morris entertained Hal Worth. T. A. Fowler visited, as did Buddy Ryan, wife and youngster. General Agent Stevens and crew met us here. They finished the North and West billing and headed south. **B. C. McDONALD.**

Crystal

Clinton, Tenn. Week ended August 13. Business, fair. Weather, hot. Ten-cent gate.

Hot weather hindered business here. Leonard Ross' side show topped the shows, with Octopus and Twin Wheels tops among rides. Mr. and Mrs. Bunts left Monday on a vacation to Findlay, O. Mrs. Lynette Kuby left to join her husband on Kaus Shows. Mr. and Mrs. R. G. Felment left for Clifton, S. C.

Oneida, Tenn. Week ended August 20. Business, fair. Weather, ideal. Ten-cent gate.

Everything ready to go here Monday afternoon. Among shows, Darktown Strutters Revue was tops, Loop-the-Loop doing the best ride business. Rides are being repainted, and new lighting effects will be installed on Loop-o-Plane for opening of fair season. Board members of East Tennessee Fair, Knoxville, and Blount County Fair, Marysville, were visitors. **CHARLES STAUNKO.**

Zimdars

Frankfort, Ind. Clinton County Fair. Attendance, fair. Business, fair.

Show made a 100-mile jump here from Fairmount and was ready to go Sunday noon. Fair here was not as good as was the Fourth of July week played last year on the same location. Tiger Mack went to Greencastle, Ind., to play the free fair. He reports a good week there. During the week the grand-stand show was free act, but WLS National Barn Dance crew provided the entertainment Friday. Mr. Simmons, Crawfordsville (Ind.) representative of *The Billboard*, visited. **BUDDY MUNN.**

Cumberland

(Railroad and trucks)

Wartrace, Tenn. Fair. Week ended August 15. Business good. Weather, ideal.

Show played its first fair date of season to good business. Favored with ideal weather, show drew plenty of spending people. Manager Winton is well pleased with the midway. A number of members of the Robbins Bros. Circus' advance car visited.

Tracy City, Tenn. Fair. Week ended August 22. Business, big last three days. Weather, ideal.

A 50-mile jump to our second fair and everything was up Sunday night, altho the fair did not open until the last three days of the week. Show opened Monday night and a large, liberal crowd greeted it. Opening day of the fair drew a big crowd to the grounds, and Manager Ellis Winton was busy shaking hands with his kinsfolk as he has a lot of them here.

FRUIT CONCENTRATES
FOR SNOW-BALL AND DRINK STANDS

GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.

Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right this year.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio

REYNOLDS & WELLS UNITED SHOWS

Wanted to join at Algona, Iowa, Fair, September 5 to 10, with Marshalltown to follow; then South if you want to come. Out until November 15. Especially first-class Pony Ride and other Kiddie Rides not conflicting. Shows that are well flashed with own transportation wire; we may use you. Al Kish wants Girls for Diamond Lou and Paris Girl Revue. Richard Hard wants first-class Acts for one of the finest flashed Pit Shows carried on any truck show. WILL BOOK Chair-o-Plane for balance of season. Wire, don't write. Don't misrepresent, as you won't last. Waseca, Minn., Fair, August 28 to 31.

FAIRS SOUTHERN FAIRS

BONA-FIDE COUNTY, ARKANSAS DELTA FAIRS.

First Show of the year, including Dusha County, McGehee, Ark., around the Post Office. First Show inside city for seven years. Clark County Fair, Arkadelphia, Ark., on the Main Street, and six others. Madison County Fair, Highland, Ill., August 27 to 31. Nashville, Ill., Lions' Club Celebration, around Court House Square, opens Saturday, September 3, thru Labor Day; Malden, Mo., Lions' Celebration, first in week of September 12; Howell County Free Fair, West Plains, Mo., first show in this season, week of September 13.

We will furnish Tops for clean Shows. Legitimate Concessions come on at legitimate privilege. WILL BOOK flashy Kiddie Ride. WANT capable Electrician.

FIDLER'S UNITED SHOWS, per Route

Several new concessions joined here. Wop Schaas had lot laid out to perfection. Jess Penagrast has had his photo machine made over. Dr. Roberts, secretary of the fair, sure is a busy man, and he is pleasing everyone. Jole LeBell has purchased a small chicken farm in Wartrace, Tenn., and will winter there. Uncle Bob Hallum's son, who lives in Nashville, visited him here. **F. S. READ.**

World's Exposition

Harrisburg, Pa. Auspices, Pleasant View Fire Department. Location, 21st and State street. Weather, fine, except Wednesday. One free act. Ten-cent gate. Business, poor.

With exception of Wednesday, when show was rained out, weather was ideal here. Committee co-operated in every way. Attendance grew nightly, but shows and rides did little. Concessions all worked, no trouble. Poor Children's Matinee Saturday was poor. Shows and rides are being renovated for fairs. Dipsey Doodle is an ornament to midway. Jungle Show has been reorganized, and Valley of Missing Girls has a new front. Sandy Hogan is now in charge of Side Show and has a new line of attractions, including Charles Prester, sword swallower; Bozo, pygmy entertainer; Pedro, pain-proof man; Walter Weder, mentalist; Marie Raymond, tattooed lady; Lopez, fire worshiper; Cargeline Lopez, sword box; Gazookus, fakir, and Esther Lester in annex. Frank Pentz is on front gate, with Grace Firpo and Rose McNeiley presiding at boxes. Bill McNelly is busy rebuilding. Whitey Hewett is making innovations in the electrical department. Charles Joy Gramlich's Rainbow Frolics was in the top-money class here. Willamena and Lottie May Pentz are features of French Casino. Max Gruberg is missed on midway. Max Kane is now legal executive. Jimmy Raftery is overseeing matters for Max Gruberg. Mrs. Dave Fineman returned from a brief visit with friends. Harrisburg Patriot, Harrisburg News and Harrisburg Telegraph and Harrisburg Courier gave plenty of space. Writer broadcast 15 minutes on two radio stations, ably assisted by Charlie Gramlich and Dorothy Stone. Mrs. Rose Gruberg enjoyed a good week's business with her bingo game. Al Paulert and Mr. and Mrs. Warwick have left the show. Visitors included Herman Bantley and Mr. and Mrs. Sam Lawrence. **DICK COLLINS.**

Greater American

(Motorized)

Albia, Ia. Fair. Week ended August 27. Weather, clear and hot. No. 2 unit at Lorimer, Ia. Fair.

Show has been divided into two units. No. 1 came here early Sunday and everything was ready in time. No. 2 unit went to Lorimer, Ia. Fair officials d'

EXCLUSIVE

Cookhouse and Grab, Pop Corn, Custard, Stock Concessions, reasonable. Shows of all kind Loop-o-Plane, Octopus.

Willie Bill, I answered your wire. Wire again. Mammoth Labor Day Celebration, Lexington, Ky., Monday; Monticello, Ky., follows; then Celina, Tenn., Free Fair. All replies.

J. F. SPARKS SHOWS

Nicholasville, Ky., this week.

everything possible to put this fair back on a solid basis, but patrons stayed away. Those who did come spent freely, however. Herb Hoffman, of Continental Premium Mart, visited. Mrs. J. C. (Myrtle) James is rapidly recovering from a recent operation. Charles Bonfanti is handling *The Billboard* and mail on No. 2 unit. Mrs. J. C. Wilson, cookhouse operator on No. 1 unit, is trying to beat the gross of her husband on the No. 2 unit. The Ten-in-One topped the shows here, with Harlem Follies a close second. Will Adams' Girl Revue came and took third, with Doc West's Dragon fourth. Jimmie Carter's blower and Harry Brown's skillo did well here. The writer bought a new sedan. Dan Data, show's clown, is still clicking. Jimmy Allen now has two concessions, hoopla and fishpond. **R. R. DAVENPORT.**

St. Louis

ST. LOUIS, Aug. 27.—J. C. McCaffery, general agent Beckmann & Gerety Shows, visited *The Billboard* office here Thursday while en route west.

W. H. (Bill) Rice, general agent Mighty Sheesley Midway, passed thru here Wednesday en route to Chicago from Sedalia, Mo. He will enter American Hospital, Chicago, soon to undergo treatments under Dr. Max Thorek.

G. Raymond Spencer, Greater American Shows, spent several days here and said that C. A. (Curley) Vernon's unit has been enjoying swell business.

Joseph Scholibo, press agent Hennes Bros.' Shows, stopped off while en route south.

Phil Smith, representative of Fruehauf Trailer Co., spent several hours here Thursday. He is making a tour of Midwestern carnivals.

L. Clifton Kelley, general agent Goodman Wonder Show, was here executing railroad contracts.

Matt Dawson, Acme Premium Supply Corp., and Charles T. Goss, Standard Chevrolet Co., are visiting shows in this section.

Charles S. Reed, general agent, and Henry Phelps, concessioner, Zimdars Shows, visited *The Billboard* Monday.

CHARLESTON, W. VA., STATE FREE FAIR

CHARLESTON, W. VA., SEPTEMBER 3 TO 11, INCLUSIVE.

CAN PLACE for Charleston and long string of outstanding Southern Fairs, ending in November—Legitimate Concessions of all kind except Lead Gallery and Bingo. Have limited space for Eats and Drink Stands. RIDES—Boomerang, Roll-o-Plane, Pony Ride and Ride-o-Penny Arcade, Fun House, Walk-Thru or any single Featured Pit Attraction. Billposter with Car. Experienced Ride Help in all departments. Harvey Potts wants Girls for Girl Revue. Bessie Traylor wants Girls and Talker for Girl Show. Great Galax, Va., Fair to follow. All address this week or wire
MANAGER, KAUS EXPOSITION SHOWS, INC., Charleston, W. Va.



National Showmen's Association

Palace Theater Building,
New York.

NEW YORK, Aug. 27.—Membership drive! The campaign rolls on.

As everybody knows, the season at Coney Island has been rather disastrous, but as has been said before in this column, everybody there is enthusiastic about this organization. Proof is Brother C. W. (Doc) Foster's sponsoring this week the applications of John Frank Sterling, Charles J. Phelan, Arthur Scott and Martin Laurelio. "Doc" is Coney Island's entry in the life membership sweepstakes.

Alfred G. McKee, who has also declared his intentions for the coveted life membership, is running a strong race and this week proposed the following from Rosenthal Bros.' Palisades Park: J. Fletcher Creamer Jr., Hyman Nirenstein, John J. A. Winkler, Emil Luraschl, George J. Diefenbach, Hugh McKenna, George A. Reiser, Edward Joseph Gennett and John Moran.

There is still plenty of time left for those members who are competing for the life membership. Date of closing is Thanksgiving Eve, the night of our . . .

First annual banquet to be held at the Hotel Commodore, New York, proceeds of which go to our Cemetery Fund. One of the first members to respond to the banquet drive is Brother George W. Lattimore, who this week sent in his check for \$10, reserving two tickets for the worthy affair. Tickets will be in the mails this week. If you do not receive yours communicate with Executive Secretary John M. Liddy at once!

Additions to the press and publicity committee are Joseph Csida and Clem White. A meeting of this committee is to be held August 29 to devise ways and means of putting this, our first big event, across in a truly spectacular, showmanlike manner.

President George Hamid, altho out of town on the Eastern fairs, is in constant touch with NSA headquarters daily by long-distance phone directing the general affairs of the organization, particularly that of the banquet, until a permanent chairman has been appointed who will be in town daily and able to give this greater showmen's event his steadfast personal attention. Hamid reports Eastern fairs business is up to standard considering the economic condition of the counties he has played so far.

House committee! Altho Chairman Sam Rothstein is at Saratoga enjoying the feature race meet of the New York State Racing Association, he is not out of touch with NSA affairs, and his orders as to improvements in the clubrooms are being carried out to the extent that at the present time the entrance to the clubrooms is renovated and will be a revelation to members and their guests. In addition, a modern stage with modern facilities is being constructed in the meeting rooms.

Orest J. Devany was a visitor this week, and Capt. Jimmy Jamison, high fire diver, writes in a humorous vein from a near-by Long Island fair that he is so busy what with playing fairs, near-by parks, pools and beaches that his only leisure time is from 2 a.m. to 10 a.m., but being an indolent sort of fellow, is wasting this valuable time in sleep, but if the NSA needs him he is willing to serve in any capacity to further its aims and purposes.

as the association is concerned this will be the last reminder of the season to our membership to notify us on the visitation subject.

Altho Congress has been adjourned for some time, there have appeared a number of articles by various members of the House of Representatives dealing with the subject of railroad transportation. Lack of space forbids us to go into too much detail on these items, but we shall be pleased to give our membership further details upon request.

A noteworthy address on the subject was by Congressman J. H. Peterson, of Florida, in which he stated that cutting railroad workers' wages will not solve the problems of the carriers. There is also available the statement of Charles M. Hay, counsel for the Railroad Labor Executives' Association, before the Congressional Committee on Interstate and Foreign Commerce in which he makes various observations upon the subject of unemployment insurance and an unemployment insurance system for railroad employees. We also have the remarks of Congressman L. B. Johnson, of Texas, in which he too discusses the matter of unemployment insurance for railroad employees.

Truck and Trailer Legislation

MADISON, Wis., Aug. 27.—In an opinion to the State tax commission, Atty. Gen. O. S. Loomis ruled that a house trailer is real estate property and as such is taxable.

"A trailer does not differ inherently from any other item of personal property so as to give rise to a legislation exemption except insofar as it is used in connection with a motor vehicle," the opinion stated. "However, if the trailer is affixed to the land so as to become part thereof, it is real estate and assessable as such, and a trailer that is not so permanently affixed to the land as to become part of it is personal property and is assessable as such."



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for
Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL

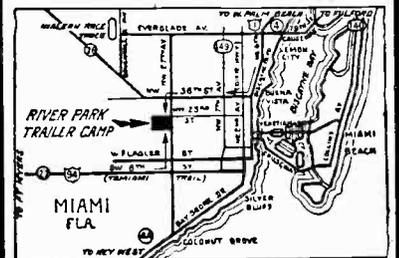
(Cemetery Fund, Hospitalization,
Relief Bureau)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,

1564 Broadway
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RIVER PARK TRAILERS and Cottages 2260 N. W. 27th Ave., Miami



Miami's year-round downtown Trailer and Cottage Park. Entire Park Beautifully Landscaped. All lots grassed, shrubbed, flowers and shady. Water and electricity to all trailers. Roads paved. Capacity 200 trailers. 10 minutes by bus to city hall. Horseshoe, shuffleboard and tennis courts. Large Community hall with Terrazzo Dance floor. Sanitary showers, complete modern laundry, ample hot water. Beautiful Cottages, all conveniences, \$15.00 per week. One of America's Finest Trailer and Cottage Parks. Make us a visit and you be the judge as to the Finest Trailer and Cottage Park in America. Porter service. Reasonable Trailer rates. 2260 N. W. 27th Ave., Miami, Fla.

SAVE THIS COUPON IT IS WORTH 50c

Good for 50c applied on FIRST week's rent only.

Presented by
Address

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 27.—In a few days we'll have passed the Labor Day mark, which means our members will be heading southward and our season's visitation schedule will be drawing to a close. While our schedule this year has not been as extensive as we should have liked it to have been, we do feel that, considering all circumstances, it will be approved by almost all of our members when we issue a report at the association's annual meeting next fall. We still have one or two weeks available for visitation purposes, and as far

"Texas Longhorn Shows" WANTED

FOR HUTCHINSON COUNTY FREE FAIR, SEPTEMBER 5-10, BORGER, TEX., FOLLOWED BY NOLAN COUNTY FREE FAIR, SWEETWATER, TEX., AND SIX OTHER BONA-FIDE FAIRS. SHOWS—Mechanical, Fat Show, Midget, Monkey Circus, Crime, Unborn, or any Show not conflicting. Shows with own equipment and transportation given preference and lowest percentages. Also Legitimate Concessions that can and will work for 10c. Scapes, Novelties, Hucky Buck, Nail Joint, etc., open. CAN USE experienced Ride Men. WANT Talker for Circus Side Show. Address
TEXAS LONGHORN SHOWS, Amarillo, Tex., this week.
P. S.—Fair Committees in Texas Notice—Have week of September 26 open.

WEST BROTHERS SHOWS

WANTS Stock Concessions, all kinds. SHOWS—Big Snake, Working World, Fun House. Have Front, Banners, Top for good Geek Show. RIDE HELP; those driving semi preferred. GIRLS for Office Revue. Salary and percentage.
WINDOM, MINN., FAIR, August 29-Sept. 1. TRACY, MINN., BOX CAR DAY, Sept. 5. SIBLEY, IA., FAIR, September 6 to 8. BUTLER, MO., FREE FAIR, September 12-17. OSCEOLA, ARK., FALL FESTIVAL, Sept. 19-24.
COLUMBUS, MISS., FAIR, September 26. YAZOO CITY, MISS., FAIR, October 3. GREENVILLE, MISS., FAIR, October 10. GREENWOOD, MISS., FAIR, October 17. VICKSBURG, MISS., FAIR, October 24.

PERRY COUNTY FAIR

NEWPORT, PA., SEPTEMBER 13-14-15.

WANTS Concessions of all kinds. Bingo, Custard, Grab and Juice. Grind Stores and Stock Wheels open. WANTS Merry-Go-Round and Pony Ride, Grind Shows at 25%. Mable Mack and Lew Alters write. Oriental Fair to follow, then into Virginia. Chesterfield C. H., Va., October 6-7-8. Write F. L. FAUST, F. & M. Shows, Harford, Pa., Fair, this week; then Forksville, Pa., Fair, or E. J. LUDWIG, Newport, Pa.

MARSHALL COUNTY FREE FAIR

Labor Day Week, September 5-10.

WANTED—Shows and Legitimate Concessions.
Contact F. J. SWEENEY, Pennsboro, W. Va., Fair.

SUNSET AMUSEMENT CO.

WILL PLAY THE BIGGEST GRAPE FESTIVAL IN THE MIDDLE WEST. FREE GRAPES—FREE WINE—FREE CHEESE. ALSO THREE MISSOURI FAIRS TO FOLLOW.

WANT Diggers, Mouse Game, Fish Pond, Ball Games and Candy Floss. No Flat Joints. Have outfit for Geek Show open, also Top and Front for Illusion or similar Show open. CAN USE Tilt Man. This week Lewis County Fair, Canton, Mo.

SMITH'S GREATER ATLANTIC SHOWS

WANT Ferris Wheel Foreman, Legitimate Concessions of all kinds. No Racket. Good opening for Corn Game, Custard Machine, High Striker, Lead Gallery, Photo Gallery, Candy Apples, or anything that is legitimate. WILL BOOK one Flat Ride, Tilt-a-Whirl or Whip preferred.

The following route are bona-fide Fairs and not New Deal promotions. This week, Elkton, Va., Old Home Week; Labor Day Week, Martinsville, Va., Colored Fair, with Lee County Fair, Sanford, N. C.; Apex, N. C., Fair, Raleigh, N. C., State Colored Fair; Mullins, S. O., Fair; Lake View, S. C., Fair, and plenty others to follow. People interested and willing to reciprocate for good treatment are invited to communicate as per Billboard route.

P. S.—Lloyd Reese wants two good honest, reliable Promoters. Answer in care of Show, per route. Anna Lee Smith wants real Piano Player and Talkers for Minstrel Show.

WANTED ORGANIZED MINSTREL SHOW

With Band, to join at once. Salaries out of Office. CAN PLACE one Kiddie Ride. Jockey Roland wants both Lady and Men Drome Riders. Opening for Scales, Novelties and all kinds Concessions for Southern Tour. Address

O. C. BUCK SHOWS

This Week, Rhinebeck, N. Y.; Fonda, N. Y., Labor Day Week.

OUTDOOR SHOWMEN

On account of Labor Day no telegraphed or telephoned SHOW ADS will be accepted for September 10 issue after 9 a.m. (Eastern Standard Time) Monday, September 5. WIRE IMPORTANT LATE SHOW ADS SUNDAY NIGHT.

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY SEPTEMBER 3.

Pro Acts and Midway Aid Ind. Celebration

COLUMBIA CITY, Ind., Aug. 27.—With a policy of an all-professional program and wide variety of attractions, successful 38th Annual Old Settlers' Day Celebration on streets here on August 18 was attended by about 30,000, reports R. M. Lorber. Weather was ideal. Newspaper ads, radio, posters, window and bumper cards were used to advertise. Event was financed by midway revenue and merchants' donations. There were band concerts, free shows for children in the Columbia Theater, ball games, State police and conservation department exhibits and old settlers' dance to music of Jimmy and Billy Richards' Orchestra.

Midway opened Wednesday night. F. E. Gooding Amusement Co. had seven rides and reported business beyond expectations, topping last year's gross, as did about 100 concessions and four shows booked thru ads in *The Billboard*.

Free acts were *Pine Ridge Follies*; Paul Bauer and Co., novelty dancers; Hubert Dyer and Co., acrobatic comedy; Sato Troupe, Risley; Flying Lesters; Steven Bros. and bear, comedy; Noble and Baker; roller skaters; Three Premiers, balancers; Flying Marcos, horizontal bars; Four Monarchs of the Air; Buddy McDonald, fiddler; Clea, Zebe and Magge, musical turn, and Winner House Quartet.

Iowa Celebration Turns In a Big Gross at Toledo

TOLEDO, Ia., Aug. 27.—City-sponsored Tama County Home-Coming-Iowa Centennial Celebration here on August 4-6 drew about 23,000, 6,500 on Saturday, and grossed \$5,500, reports Vernon F. Kepford, manager. Dr. Knight E. Fee was general chairman.

Free acts, booked thru WHO Artists' Bureau, were Wade and Wade, equilibrist; Bozo and Katherine; Three Leonardos, balancers and comedy tumblers; Skating Sailors; Hillyard Brothers, high pole; Shirrell Hillyard, swaying wire, and Bobby Clark, vent act. On the midway were Charles McDonald, monkey circus; Charles Fisher, athletic show; E. J. Lynch and C. B. Williams, girl shows; Orr's pony ride and concessions. Jack Gifford furnished Miniature Train, Ferris Wheel and Merry-Go-Round.

Prizes were awarded in daily parades, and there was a pageant, Girls' 4-H Club exhibit, Old Settlers' Day and lodge demonstrations. Event was advertised with posters, bumper cards, radio broadcast, newspaper publicity and motorcade in a 75-mile radius.

Mo. Post Books Acts, Shows

JACKSON, Mo., Aug. 27.—Booked as free acts for 19th annual American Legion Post Home-Coming Celebration here are Four Rounders, musical act; DeKohl Troupe, rolling globes, and Kurtzo and Kurtz, high act. Dee Lang Shows, with 12 rides, 14 shows and concessions, will be on the midway. There will be a queen contest and revue, prizes for pet parade winners and band concerts. On the committee are Eldon Roberts, chairman; J. R. Short, secretary; Floyd P. McManus, G. L. Heyde and Frank Hines.

WANTED
EXPERIENCED, QUALIFIED MAN
To Sell Exhibit and Concession Space for
ARKANSAS LIVESTOCK SHOW AND RODEO
NOVEMBER 8-13.
Must have reliable reference. Write
RAYMOND J. HIGGINS,
Pyramid Bldg., Little Rock, Ark.

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Shean To Pilot Midget Show at K. C. Jubilesta

KANSAS CITY, Mo., Aug. 27.—Lincoln G. Dickey, general manager of Kansas City Jubilesta, third annual, announced signing of Eleanor Whitney, screen star, and a midget show of 15 to be placed in the Little Theater of Municipal Auditorium. There will be an exhibit of tiny clocks, furniture, books and novelties. Show will be known as Tinytown and may be opened a week in advance of the regular main arena Jubilesta show, where Miss Whitney, Rudy Vallee, Burns and Allen, bands of Jimmy Dorsey and Jimmy Grier, Connie Boswell, Joe Cook, Nick Lucas and others will appear.

Program is virtually complete, said Peg Willin Humphrey, assistant to Manager Dickey. An aquatic show will be in the auditorium exhibition hall.

Frank D. (Doc) Shean will be in charge of the midget show. He arrived here this week. Line of girls; two pit orchestras, directed by Alvin Stephens and Harry Kaufman, and at least a dozen vaude acts also have been booked for supporting acts in the big arena, which seats 15,000. Bookings to date have been thru Rockwell-O'Keefe, William Morris and direct. Advance sale indicates record crowds.

Ark. Legion Post Sponsor For 51st Annual Reunion

HEBER SPRINGS, Ark., Aug. 27.—Sponsored by American Legion Post, 51st Annual Reunion here on August 4 and 5 was attended by about 7,500 and grossed \$432, reports Charles L. Ward.

Wood Davis' kiddy ride, G. E. Martin's Merry Mix-Up and Atchison's Swing and Merry-Go-Round were on the midway. Davis-Brunk Show and Gill and McCurdy were free attractions.

Concessioners were L. P. Homsley, snow cones and doll rack; H. and G. C. Miller, novelties; Wood Davis, pop corn and doll rack; Earl Clem, drinks and ice cream; Brawley, fishpond; J. B. Homsley, doll rack; Deshler, drinks; Alley, snow cones; Barrett, lead gallery; Atchison, penny pitch and cotton candy; Ray Lafferty, Ona Pate, Arthur Woodall, Lee, Langford, W. P. Lawton, Chandler, Miller, David Phillips, S. L. Scott and Kellog.

Picnic in Ind. Nets \$252

CENTERVILLE, Ind., Aug. 27.—Successful 4-H Club Show and Old Settlers' Picnic here on August 8-13 netted \$252, reports Elizabeth Hatfield, secretary. There were band concerts, beef auction, stock and merchant exhibits and prizes were given in a pet parade, flower show and contests. Concessioners booked thru advertising in *The Billboard* were L. Hartmann and E. C. Carroll, snowballs; Jessop and L. M. Fry; William Hudson, pop corn and hot dogs; Fred Lumerly, photo gallery, and Clifford Thomas, bingo. On the midway were Henderson's dog and pony show, Charles O'Brien's monkey show, Gooding's Ferris Wheel, Mix-Up and Miniature Train.

Hoffner at Show in Illinois

NEW WINDSOR, Ill., Aug. 27.—Attracting 5,645, the successful 4th annual non-profit Homecoming and Horse Show, sponsored by the Business Men's Association here on August 17 and 18 as a community advertisement, broke about even, reports Secretary Percy E. Thomas. Income was \$1,675. There was a 10-cent gate charge, \$564; ticket sale on colt giveaway, \$350; merchants' display space, \$450, and percentage from rides, concessions and advertising space sold in 1,000 programs. Hoffner Amusement Co. Merry-Go-Round, Ferris Wheel and Kiddie ride reported big business. There were concessions, including bingo; band concerts, cooking, flower, fancy work, contest and parade prizes. Four free acts were booked thru Central States Amusement Co.

Legion Post Profits From Neb. Powwow

TRENTON, Neb., Aug. 27.—Profit of \$479 was made by the American Legion Post, sponsor of 16th Annual Massacre Canyon Powwow here on August 3-6, reports Charles E. Major. Event, commemorating the last battle between Indians, had biggest attendance on Saturday and Sunday, about 2,500 being on the midway on the latter day. Handbills, window cards and public-address truck advertised in a 100-mile radius.

Elite Shows reported good business and furnished a trapeze free act in addition to Joe Melvin, juggler; Guilly and Jeanney, balancers, and Raymond's Pets.

There were Thearle-Duffield fireworks on the last three nights under direction of Schroder. Other features were ball games, Indian ceremonies and dancing to Verne Wilson's KMMJ Orchestra.

Ill. Farmers' Picnic Wins

BLANDINSVILLE, Ill., Aug. 27.—Profit of \$100 was made by a committee in charge of annual Farmers' Picnic here on August 11 and 12, said Howard E. Grigsby. Advertising space sold in program brought \$300. Farmers donated \$220 to finance a stock show for 4-H Club members and \$534 was realized from concession space. Free acts were WLS Gang, including Pat Buttram, Tom Corwin, De Zurik Sisters and Hayloft Fiddlers and Carrie Dyer's animals. On the midway were F. S. Shew, Merry-Go-Round and Ferris Wheel; Charles Fisher, athletic show, ball game and novelties; E. E. Ray, Tolly Myers, girl shows; Carl T. Little, Howard Ruark, Mrs. Salyers, penny pitch; Max Maxam and Applegate, photos; Louie Fideau, Robert Devore, jingle board; L. G. Foster, Smith, mumble board; Estel Jones, novelties and pop corn; Scott, Johnson, Walter Coleman, Newman, C. A. Hyatt, Ruby Stoneking, Sturm, McLean, B. King, O. H. Davis and Campbell, games; Niederhauser, lead gallery; A. G. Dellinger, bingo; Sylvester, duck pond; Satterlee, scales; Frank Ranes, engraving and novelties; Ralph Kreps, eat and drinks; Augustus, dip, and Carrie Day, ball game.

Annual Reunion Has Record

MAMMOTH SPRING, Ark., Aug. 27.—With Oliver Amusement Co. on the midway, booked thru advertising in *The Billboard*, and Jewel Cowboys and Texas Bar Ranch Boys, musical free acts, 48th Annual Soldiers, Sailors and Marines' Reunion, sponsored by the American Legion Post here on August 14-20, broke attendance records on Wednesday and Saturday, said E. E. Sterling, secretary.

Shorts

ATTENDED BY 13,000, 19th annual Spencerport (N. Y.) Firemen's Carnival on August 5-6 had Vanishing Cowboy and his orchestra; Sailor Yank, fire eater; Jack Driscoll's *Fancy Farmer Revue* and Billy and Bryan Woods' Circus (See *SHORTS* on page 59)

Ohio Home-Coming Is Best in 15 Years

MINERVA, O., Aug. 27.—Annual Street Fair and Home-Coming, sponsored by the American Legion Post in Minerva Park on August 15-21 to raise funds for welfare work, was the most successful in 15 years, said Charles Hart, general chairman. Attendance was over 50,000. About \$1,000 was spent for promotion, free acts and construction.

Bob Eugene Troupe, aerialists, was featured free act. There were band concerts and exhibits. Other features were Popeye, Wagner Accordion Band, Mast Children, vaude and radio acts.

On the midway were R. H. Wade's Merry-Go-Round, Eli Wheel, Chairplane and Kiddie ride, managed by Harry Detrick; Newton's one-ring circus, Jimmy Moran's Jungle show, Kirk Adam's pony track and Eddie Harris' snake show; Larry Larrimore, bingo and seven stores; Bill Copeland, duckpond, assisted by Bernhard and Art Leedam; Bob Keener, lead gallery; Vaughn Black, pop corn; "Dad" Dine, cotton candy; Keller's grab store and a Legion Post country store.

Sutter Round-Up Has Profit

SUTTER CREEK, Calif., Aug. 27.—Sponsored by the Boosters' Club for benefit of civic and charitable work, second annual Sutter's Gold Rush and Round-Up on August 13 and 14 made profit of about \$450, reports Robert L. Wise. Attendance was about 15,000. There were carnival features, rodeo, free acts on streets, booked thru Lou Emmel Artists' Service; parades, pageant, dancing, contests for prizes and auto giveaway. Event was financed by merchants' donations.

PERU, INDIANA

ON STREETS, SEPTEMBER 5, 6, 7

30,000 PEOPLE DAILY.

Place Concessions of all kinds, Shows of all kinds. Rides, Free Acts booked. No gip joints.

EDWARD KIMBLE, Supt. Concessions.

WANTED

HIGH-CLASS CARNIVAL,
Shows, Concessions, for
ARKANSAS LIVESTOCK SHOW AND RODEO
NOVEMBER 8-13.
Send all information to
RAYMOND J. HIGGINS,
Pyramid Bldg., Little Rock, Ark.

WANTED

CONCESSIONS AND RIDES FOR THE
7th HARVEST HOME FESTIVAL
SCOTTVILLE, MICH.
Thursday, and Friday, September 29 and 30.
Write or Wire
F. J. READER, JR., Concession Chairman.

WANTED

GOOD CARNIVAL
FOR WEEK OF LIVE STOCK SHOW.
Any Week Last of September to Middle of October.
Address A. L. CARRAWAY, Fordyce, Ark.

WANTED AT ONCE

Free Attractions for September 22-23. Trapeze or other Free Stage Attraction.
THE FARMER'S FALL FESTIVAL
Seaman, O.
H. M. McCREIGHT, Secy.

NOW BOOKING FALL AND WINTER DATES FOR THE WORLD'S OUTSTANDING AND MOST PUBLICIZED ODDITY, THE CELEBRATED DEL RIO FAMILY WITH "PETER THE GREAT"

Positively the World's Smallest Grownup, and His Two Tiny Sisters, **DOLORES AND TRINIDAD**
Not Midgets, but Perfectly Formed Human Dolls, who Sing and Dance.
FEATURED ATtraction AT HAMID'S MILLION-DOLLAR PIER TILL SEPTEMBER 11, NOW PLAYING TENTH WEEK TO STANDING ROOM ONLY.
Available for Fairs, Indoor Circuses, Theatres, Radio Broadcasts and Department Stores.
Address All Communications to
MURPHY AND MEIKLE, P. O. Box 792, Atlantic City, N. J.

3 BIG DAYS 3---OCT. 4-5-6

ANNUAL AMERICAN LEGION MARDI-GRAS AND STREET FAIR
WANTS RIDES, SHOWS, CONCESSIONS. NO CRIFT. REASONABLE RATES.
Plenty Attractions and Crowd Guaranteed. Oblong, Ill., "Heart of the Oil Field." Address
W. E. MEYERS, Commander, Oblong Post No. 219, Oblong, Ill.

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

6c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS EVERYWHERE—BIG MONEY, QUICK.
Even beginners average \$60.00 weekly. \$1.00 necessity, steady repeater. Costs 15c. Write **BOX 1163, Houston, Tex.**

AGENTS—300% PROFIT SELLING GOLD LEAF
Letters for store windows. Free samples. **METALLIC CO., 439 North Clark, Chicago.** x

ATTENTION, SUBSCRIPTION SALESPERSONS—
If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL, 538 S. Clark, Chicago.** x

BE YOUR OWN BOSS—OPERATE USED-NEW
Clothing Business from store, home, auto. Up to 300% profit. Everything furnished. Catalog free. **PORTNOY, 566-B Roosevelt, Chicago.** se24x

BIG MONEY TAKING ORDERS—SHIRTS, TIES,
Hosiery, Underwear, Raincoats, Pants, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD, 4922-A Lincoln, Chicago.** se24x

CARTOON BOOKLETS, \$2.00 HUNDRED; ART
Photos, \$3.00 hundred. Large assortment. Books, Photos, Novelties, \$1.00. Catalog, samples, 25c. **GOODMAN, 113 W. 42, New York.**

CHRISTMAS CARDS—CAN YOU SELL QUALITY?
America's finest assortment. Big profits. Write for samples. **ROBINSON CARDS, Orange, Clinton, Mass.** x

COSTS 2c—SELLS 25c. FAST SELLING NECESSITY
for agents, crews, demonstrators. Sample 10c. Details free. **LINNELL, Box 1963-B, Cleveland, O.** tfnx

EMBOSSD SIGNS SELL QUICKLY TO ALL
stores. Big profits. Repeats. Samples and slogan list 10c. **NU-GOLD CO., 101 S. Wells, Chicago.**

EXPERIENCED SUBSCRIPTION MEN WANTED
—Rural work exclusively. Attractive Club National Magazines. Liberal proposition. **PUBLISHER, 630 Shukert Bldg., Kansas City, Mo.** se3x

MANUFACTURE AND SELL YOUR OWN MOTOR
Overhaul Compound. Expanding mineral supplied. Clean up with fastest selling specialty. Make as easy as a cup of coffee. Formula and enough mineral to start business. \$1.00. **XROLITE, Kalispell, Mont.** se10x

NEW ITEM—SELLS ON SIGHT TO EVERYBODY.
\$15.00 daily easily earned. Free particulars. Sample 10c stamps. **MARQUEZ-BAA, Apartado 1176, Mexico City.** se24x

PERFUME BUDS — COST 1c EACH, SELL 5c.
Particulars free. Sample 10c. Agents, streetmen, demonstrators. **MISSION, 2328 W. Pico, Los Angeles, Calif.** se10x

SELL BY MAIL—FORMULAS, BOOKS, PICTURES,
Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO, 438 North Wells St., Chicago.** tfnx

SNAPPY IMPORTED ART PHOTOS, CARTOONS,
Books, Novelties. Catalogue 10c. **E. G. SPECIALTIES, Dept. B, 23 Glenn Ave., Carnegie, Pa.** x

WESTERN OVERLAP COWHIDE BELTS —
Beautifully decorated, \$1.50 seller; \$9.00 dozen delivered. No C. O. D. **WALTER DE MOSS, 458 E. Washington, Indianapolis, Ind.** se10x

WHERE TO BUY AT WHOLESALE 500.000
Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 925 Broadway, New York.** se3x

107 WAYS TO MAKE MONEY IN HOME OR
office. Business of your own. Full particulars free. **ELITE, 214 Grand St., New York.** se24x

AGENTS AND SALESMEN

read

DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

ANIMALS, BIRDS AND PETS

ANIMALS, BIRDS AND REPTILES—IMPORTED
by **MEEMS BROS. & WARD, Inc.,** Box B, Oceanside, N. Y. Rockville Center 5006. Write for price list.

FOR SALE—TWO PAIR YEARLING RHESUS
Monks cheap. Also, Genuine Toy Fox Terrier Pups. **J. ROBERTS, Zulu Village, Waukesha, Wis.**

LARGE SNAKES, BABOONS, MOTHER AND
Baby Rhesus, \$50.00; Sooty Mongoose Monkeys, \$25.00; Monitor Lizards, \$15.00 each; 25 Chimpanzees will be offered Sept. 20, this year. Send for list. **BUCK, 420 Garden Ave., Camden, N. J.**

LIVE ARMADILLOS—ALL SIZES. COMPLETE
Families, \$7.00; each, \$2.00; pair, \$3.50. Prompt delivery. Good feeders. **APELT ARMADILLO FARM, Comfort, Tex.** se24

MONKEYS, PARROTS, MACAWS, PARRAKEETS,
Lovebirds. Birds of all kinds. Write for Complete List. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE, Bell, Calif.** se17x

PAIR BLACK CUB BEARS, TAME, \$70.00;
Racing Turtles, \$4.00 dozen; Young Rhesus Monkeys, \$12.00. **FRANK LAMB, 5792 Iroquois, Detroit, Mich.**

PLENTY SNAKES—ARMADILLOS, IGUANAS,
Gilas, Dragons, Alligators, Horned Toads, Chameleons, Monkeys, Prairie Dogs, Coati-mundis, Peccaries, Guinea Pigs, Rats, Mice, Parakeets, Wild Cats, Guinea Baboons, Puma Cubs, Lion Cubs. Wire **OTTO MARTIN LOCKE, New Braunfels, Tex.** se3x

RINGTAIL MONKEYS, SPIDER MONKEYS,
Marmosettes, Colombian Parrots, BeeBee Parrots, Macaws. Complete list sent. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE, Bell, Calif.** se3

BUSINESS OPPORTUNITIES

GO INTO SHOW BUSINESS — PROMOTE
shows for lodges, churches, organizations. Write **SPECIAL EVENTS PUBLISHERS, 4 Everett Place, East Boston, Mass.** se3x

OVER 2,000 WAYS TO MAKE MONEY—FULL
or spare time. Illustrated Booklet, 10c. Write **MARVIN STUDIOS, 203 S. Dearborn, Chicago.**

PITCHMEN! SOLICITORS! — MAKE EXTRA
money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON, 303 W. Erie, Chicago.**

POP CORN MACHINES — NEW MODELS.
Geared Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. **IOWA LIGHT CO., 111 Locust, Des Moines, Ia.** se17x

\$225 BUYS RUG UPHOLSTERY CLEANING AND
Mothproofing Equipment 18 Ways to Develop Business. **ANTHONY, 44 Third, North Tonawanda, N. Y.**

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN—20 SLUG-PROOF MILLS RO-RE-
Mi Double Speaker Music Machines, perfect condition and ready to operate, special \$69.50 each. **NATIONAL VENDING CO., 109 Jefferson Ave., Elizabeth, N. J.**

AAA-1 BARGAINS — FAIRGROUNDS, \$55.00;
Fleetwoods, \$69.00; 1937 Skill Time (Red Head), \$110.00; 1938 Bally Skill Field, \$99.50; 1938 Kentucky Skill Clubs, \$149.50; Derby Day Consoles, \$39.50; Quinella (7-Coin Head), \$69.50; Classic, \$12.50; Carom, \$12.50; Bally Reserves, \$39.50; Mills Flasher, \$44.50. Many Novelty Tables. **MARKEPP COMPANY, Cleveland, O.**

ALL FOLLOWING GAMES, \$5.00 EACH —
Bumper, East and West, Buttons, Rugby, Fire Ball, Fire Cracker, Excel, Neck and Neck, Short Sox, Sequence, Banker. Following \$7.50 each: Ricochet, Live Wire, Boo-Hoo, Outboard, Batter Up, Mystic, Eloc Score Board, Bally Booster, Hot Springs, Skooky. Following \$12.50 each: Homestretch, Mercury, Skipper, Stormy, Replay. One-half deposit. **BOYLE AMUSEMENT CO., Oklahoma City, Okla.** x

AMAZINGLY LARGE PROFITS! OPERATE
our Bingo 1c Counter Skill Game Gum Vendor. Details free. **ROBBINS CO., 1141 B DeKalb Ave., Brooklyn, N. Y.** se3

ARCADE MACHINES — 200 PEANUT MA-
chines, Snacks, Diggers, Buckleys, Eries, Merchants, Mutoscopes, Iron Claws, Candy Bar, Cigarette. **NATIONAL, 4242 Market, Philadelphia, Pa.**

ATTENTION—WANT TO BUY ROTARY MER-
chandisers in quantities. Give serial numbers, lowest cash price. **BOYLE AMUSEMENT CO., Oklahoma City, Okla.** se10

BALLY RESERVES—(6) USED THREE WEEKS.
\$34.50 each. **STAR SALES COMPANY, 108 W. Hill Ave., Valdosta, Ga.**

BARGAINS—4 NICKEL, 3 DIME, 2 QUARTER
1937 Model Watling Rolatops, mystery payout, \$19.50 each. **STAR SALES COMPANY, 108 W. Hill Ave., Valdosta, Ga.** x

BARGAINS—EXCELLENT CONDITION. SKILL
Fields, like new, \$90.00; Redhead Track Time, \$100.00; Rays Track, 4000 serial, \$50.00; Ticket, \$55.00. Also bargains in Turf Champs, \$20.00; Pamco Races, \$20.00; Springtime, \$15.00; Photofinish, with tickets, \$17.50; High Cards, \$10.00; Derby Days, \$10.00; Carom, \$12.50; Mazuma, \$10.00; Royal Races, \$10.00; Hi-De-Ho, \$7.50. Write for prices. **CLEVELAND AUTOMATIC VENDING COMPANY, 2637 Superior, Cleveland, O.** x

BARGAINS — 2 10c BLUE FRONTS, OVER
370,000, light sides, \$30.00; 2 5c Blue Fronts, over 370,000, light sides, \$30.00; Jennings Chiefs, 5, 10 and 25c play, \$25.00; Watling Rot-A-Top, 5c play, \$20.00. Deposit. **WEST COAST AMUSEMENT CO., 820 S. Lisbon Ave., Tampa, Fla.**

COUNTER KINGS, \$16.50; DAILY RACES JR.,
\$16.50; Sparks, \$24.50; Guns, \$12.50; Reel Spots, Reel Dice, Reel Races, Reel 21, Sweepstakes, \$4.50 each; Penny-Nickel Masters, \$6.75; Turf Champs, \$25.00; 120 Pack Advance Cigarette Venders, \$19.50; Slots, \$10.00 up; Ginger, \$12.50; Paytables, Pin Games. Consoles, 9-Ft. Rola Scores, \$35.00; Treasures, \$29.50. **LEHIGH SPECIALTY CO., 2d and Green, Philadelphia, Pa.** x

FEY'S SKILL DRAWS, \$10.00; EXHIBIT'S SKILL
Draws, \$12.50; King Six Jr., \$10.00; Deuces Wild, \$12.00. Credit with H. C. Evans & Co., for \$154.00. Sell for 20% discount. **JAMES FALLON, 814 Third, New Orleans, La.**

FOR SALE—20 SIX-FOOT POKER TABLES,
like new, perfect condition. **NATHAN FABER, 137 Beach 84th Street, Rockaway Beach, N. Y., Belle Harbor 5-0379.** se17x

FOR SALE—4 EXHIBIT MODEL C IRON CLAW
Diggers, repainted and ready for location. **HOWARD SALES COMPANY, 322 S. 13th, Omaha, Neb.** x

FOR SALE — FAIRGROUNDS, AKSARBENS,
Jennings Derby Day Consoles, fifty dollars each. **AUTOMATIC VENDING COMPANY, 152 Houston St., Mobile, Ala.**

FOR SALE—EXCELLENT CONDITION. FOUR
5c Face Kitty Bells, \$60.00 each; used one week, serial over 48,000; two like new, \$70.00 each. 25% cash, balance C. O. D. **MANCHESTER VENDING, Box 767, Manchester, Conn.**

FOR SALE—MILLS BIG RACE WITH BALLY
Unit, \$62.50; Bluebird with pack, \$15.00; Belmont, \$15.00; Classic, \$15.00; Foto Finish, \$15.00; Rays Track, \$65.00; Rio, \$82.50; Springtime, \$12.50. Write for our list. We can save you money. **TWIN CITY NOVELTY CO., 4607 Nicollet Ave., Minneapolis, Minn.**

FOR SALE — 65 LARGE WATLING MIRROR
Scales. Massachusetts and Connecticut. 30 located. Sacrifice for only \$650. Wire your order quick to **L. E. H., 419 Mill Hill Ave., Bridgeport, Conn.** x

GOODBODY'S BARGAIN LIST IS WAITING
for You. We Buy, Sell or Exchange. **GOODBODY, 1824 East Main St., Rochester, N. Y.** ocl

GUM MACHINES — (24) STEWART MCGUIRE
1937 Hexagon Models, like new, \$11.00 each. Entire lot \$240.00. **STAR SALES COMPANY, 108 W. Hill, Valdosta, Ga.**

JENNINGS CHIEFS — 5c AND 10c, LATE
Serials, Jackpot on mechanism, \$33.50 each; Watling 5c Twin Jackpot Wonder Bells, ready for operation, \$19.50 each; 1937 Seeburg Symphonola, Model "J", real bargain at \$125.00. **FRANKEL SPECIALTY CO., Moline, Ill.**

MAKE US AN OFFER ON THE FOLLOWING —
Ray's Tracks, serial numbers over 2,000; Wurlitzer Models 616 and 716; Evans Bangtails; Tycoon; Turf Champs. Write your needs and make offer. **THE P. K. SALES CO., Cambridge, O.**

PACES RACES, TRACK TIMES—WE BUY AND
sell. We sell Paces Races Parts. **CHARLES PITTLER, New Bedford, Mass.** se24x

PENNY ARCADE — COMPLETE MODERN
Penny Arcade. All latest games. Now in operation at Midland Beach, Staten Island. Bargain. **MIKE MUNYVES, 145 Park Row, New York.** se10x

SACRIFICE—4 WURLITZER P 12s, HIGH
serial numbers, excellent condition, Cabinets good, \$59.50 each. 1/3 deposit, balance C. O. D. **MARION COMPANY, Wichita, Kan.** se3

SEND FOR BADGER'S BARGAIN LIST — OVER
500 reconditioned machines. Phonographs, Consoles, Payouts and legal machines at prices you hoped for. Write today and save money. **BADGER NOVELTY COMPANY, 2546 N. 30th St., Milwaukee, Wis.** se24

SILVER FLASHES, \$13.50; GENCO FOOTBALL,
\$7.50; Airways, \$17.00; Tops, \$13.50; Hare and Hound, late model, \$18.50; Ski-Hi, like new, \$18.50; Chico Derby, \$6.00; Mercury, \$8.50; Bally Reserve, latest model, \$35.00; Bally Reserve, early model, \$27.50; Buckley Diamond Mines, 5 Balls, \$6.00; Golden Wheels, \$10.00; Mills 1-2-3s, \$35.00; Stoner's Air Races, \$9.00; Galloping Dominoes, \$75.00; Paces Races, \$75.00 (20-1 and 30-1 odds); Rosemont, \$20.00; Evans Bangtails, \$75.00. One-third deposit and balance C. O. D. **H. & G. NOVELTY, 849 S. W. 2d St., Miami, Fla.** x

SPECIAL SACRIFICE—WURLITZER PHONO-
graphs, excellent condition, ready to operate. Eighteen 616s, \$135.00 each, four for \$500.00; ten 616-As, like new, \$150.00 each, four for \$560.00; ten 412s, \$65.00 each. Original shipping cases. **F. O. B. Wilmington.** Third deposit, balance C. O. D. **C. L. WHITEHEAD, 1205 Market St., Wilmington, N. C.** se3x

TOM MIX RADIO RIFLES, \$99.50; ROCK-O-
Ball Bowling Alleys, 14 ft., \$49.50. Will trade for Bang-a-Deer, Hi-Ball or Late Consoles. **STEWART'S RADIO, 135 North Pennsylvania, Indianapolis, Ind.** se17x

TOM MIX RIFLE — RECONDITIONED INSIDE
and out; fully guaranteed, \$85.00, F. O. B. New York. 1/3 deposit. **EAST COAST, 625 10th Ave., New York City.**

THIRTY 5-BALL NOVELTY GAMES—INCLUDING
Tops, Silver Flash, Bally Reserve, etc. Job lot price \$350.00. Further information write **BUD BOWERS, 3090 Granville Court, St. Petersburg, Fla.**

TICKETTE MACHINES, \$2.50 EACH. SEND
money with order. Have 25. **A. L. KROPP, Tuscaloosa, Ala.** se3

TOM MIX RADIO RIFLES—ALMOST NEW,
used as demonstrators, \$150.00 each. **ROCK-OLA MANUFACTURING CORP., 800 North Kedzie Ave., Chicago, Ill.** se3x

USED PHONOGRAPHS — 1935, '36 AND '37
Models, \$25.00 up. Write for price list. **KANSAS NOVELTY, 555 W. Douglas, Wichita, Kan.** se24x

WANT USED SNACKS — PENNY, NICKEL
Northwesterns. Give details and lowest cash price to **STUNTEBECK, 329 N. Calvert St., Baltimore, Md.**

WANTED TO BUY—100,000 USED RECORDS.
We buy Victrolas, Bumper Games, Scales, Peanut Machines, Arcade Equipment and others. Write, giving description, condition and price. **YALE AMUSEMENT CO., 952 Grand Ave., New Haven, Conn.** se3

WANTED—1000 COUNTER MACHINES OF ALL
types for cash. We buy, sell and trade. Send for our list of reconditioned Counter Machines. **COUNTER MACHINE EXCHANGE, 3307 Armitage Ave., Chicago, Ill.** x

WANTED—ROTARY MERCHANDISERS. WILL
pay cash or will trade Jumbo Streamline Diggers in new condition. State condition and best price in first. **BOX C-625, care The Billboard, Cincinnati, O.**

WANTED TO BUY — LARGE QUANTITY
Slightly Used Records. Not more than 3 months old. Colored artists preferred. **QUALITY MUSIC COMPANY, 1836 7 St., N. W., Washington, D. C.**

WANTED—MUTOSCOPES, FACTORY REBUILT
Red Tops preferred. State price, quantity and model. Also interested in Digger Merchandise. **P. O. BOX 188, Seattle, Wash.**

WANTED — 1,000 LATE MODEL SLOT MA-
chines, priced right, in exchange for high-grade used Phonographs. Describe fully. **COLEMAN NOVELTY, Rockford, Ill.**

WANTED—MILLS GOLF BALL VENDERS, 10c
and 25c Slots. State their true condition and prices. **HENEMAN'S AUTOMATIC SALES, P. O. Box 100, Schenectady, N. Y.**

WANTED — BAMBINO, CADET, GAY TIME,
Hi-Lo, Jungle Peppy, Robin Hood with Reserve, Swing, Fiesta, Wurlitzer Skee Ball Alleys. **ACCURATE COIN COUNTER, Patton, Pa.**

WILL BUY ROCK-OLA WORLD SERIES—STATE
best price in first letter. Have some Bally Reserves to sell at \$30.00. **JOY AUTOMATICS, Elmira, N. Y.**

WILL BUY OR SELL SECOND-HAND SHIPMAN
Stamp Machines, in good condition. Also have large supply of folders for sale at a reasonable price. Address **MR. HARRIS, 956 Waverly Way, N. E., Atlanta, Ga.**

WILL TRADE EVANS ROLLETO JR. FOR
Rock-Ola Rhythm Master or equal. What have you? **MANITOWOC NOVELTY CO., 905 S. 11th St., Manitowoc, Wis.**

3/4" BALL GUM, FACTORY FRESH, 11c BOX:
Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. se17x

2 STONERS SKILL DERBY — USED THREE
weeks, like new, \$100.00 each. **HOWARD SALES COMPANY**, 322 S. 13th St., Omaha, Neb.

10 LITTLE DUKES—1c PLAY, \$14.50 EACH.
Mills Slots, \$7.50 and up. Write for latest list. **MARION COMPANY**, Wichita, Kan. se10x

15 CAPEHART 1936 MODEL M 10-RECORD
Phonographs, \$48.50 each; 5 Mills Swing Kings, \$48.50 each. F. O. B. New York. 1/3 cash with order. Guaranteed perfect mechanically. Cabinets refinished. **EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.**, 625 10th Ave., New York.

20 GORETTA 6-COLUMN CIGARETTE MACHINES, 10 Stewart McGuire 4-Column Stug-Proof Cigarette Machines. Nice clean shape. Half deposit. **CLEVELAND COIN**, 2336-8 Prospect, Cleveland, O.

120 ATTRACTIVE GREEN CRACKLE FINISH
Neko, 3 lb. capacity Peanut Machines. Vends novelties. Nearly new. Cost \$7.00; sell \$4.00. **E. LEE**, St. Peter, Minn.

COSTUMES, UNIFORMS, WARDROBE

BARGAINS — RED BAND COATS, CAPS,
Orientals, Cellophane Hulas, White Mess Jackets, Tent Curtains, Minstrels. Free lists. **WALLACE**, 2416 N. Halsted, Chicago.

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Evening and Bridal Gowns only \$2.00 each in lots; Wraps, \$3.00. Values to \$35.00. **IRVING'S GOWNS**, 1658 Broadway, New York, N. Y.

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EXPERT ANALYSIS. RESEARCH. INDUSTRIAL
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FORMULAS — LATEST MONEY MAKERS.
Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORT**, 4042 N. Keeler, Chicago.

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FOR SALE—SECOND-HAND GOODS

CONDERMAN FERRIS WHEEL, COMPLETE—
Can take possession September 20. **H. L. WYSE**, Wayland, Ia.

CORN POPPERS — FEARLESS, BURCH, LONG-
Eakins, Champion, heavy 12-Quart Popping Kettles; Caramelcorn Equipment; Gasoline Burners, Tanks, Tubing, Repairs. **NORTHSIDE CO.**, 1528 19th, Des Moines, Ia. se10x

FOR SALE—ONE HUMAN CANNON BARREL,
complete not mounted. One 18x50 Cotton Woven Aerial Net. **ROMAN VERSCH**, Plymouth, Wis.

NEW "VELVO" FROZEN CUSTARD AND ICE-
cream Machines, complete freezing and storage unit, \$159.00. Write **FROZEN CUSTARD CO.**, Gastonia, N. C. se3

PORTABLE SKATING RINK—NEW, USED 2
months. Breaking partnership. Doing big business. Must sell. See operating. **ELLSWORTH RINK**, Uniontown, Pa.

STAR A CORN POPPER AND PEANUT
Warmer at a bargain. Excellent condition. Write for appointment. **H. A. REYMAN**, Nevada, Ia.

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A-1 CRIME SHOW—ANT CIRCUS, HUMAN
Fly Act, Unborn, Illusions, Tents, Acrobatic Pad, Illustrated Recitations. **UNIVERSAL** 3238 S. State, Chicago.

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32 Volts, D. C. Good condition, \$50.00. **THOS. L. FINN**, Hoosick Falls, N. Y.

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FOR SALE—1 KIDDIE AUTO RIDE, 10 CARS,
air tires, ballbearing wheels, new. Can be seen at address. Will send photo. Price \$500. **H. H. PICKLESIMER**, North Vernon, Ind.

MECHANICAL CITY—TOP, WALLS, BANNERS,
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HELP WANTED

ACTS FOR ALL OCCASIONS — MICHIGAN'S
first woman booking agent. **MABLE DUGGAN**, 505 Capitol Theater Bldg., Detroit, Mich.

WANTED—GIRL VIOLINIST, GIRL PIANIST.
Night club. Steady job, good pay. Wire or write **CLUB EMPIRE**, La Salle, Ill.

Show Family Album



MEMBERS of the Jack Allen Stock Co., season of 1911, while touring Illinois. Standing, from left to right, are Chick Harvey; George Roberson, now owner of Roberson Players; Claudia White, formerly Mrs. George Roberson, and Ethel May, mentalist. First, second, third and sixth from the right are Charles Arnolla, iron jaw performer; Jack Allen, owner; Everet White, pianist, now dead, and Leah Nelson, character woman. Second from the left, kneeling, is Nick Nigholi, boss canvasman, now dead.

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.

WANTED IMMEDIATELY—TRUMPET, STRING
Bass, Guitar doubling Feature Voice. Road band, steady work. **ORCHESTRA LEADER**, Sanford Hotel, Omaha, Neb.

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A CATALOGUE OF MINDREADING MENTAL
Magic, Spirit Effects, Horoscopes, Buddha and 1938-'39 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 143 illustrated page catalogue, 30c. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. se3

FREE!—OAKS MARVELOUS MEMORY, SPEC-
tacular mindreading cards, with 200-page professional magic catalog, ten cents. **OAKS MAGICAL**, Box 171B, Oshkosh, Wis. se3

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Telling, Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts. Catalogue 10c. **REILLY**, 57 E. Long, Columbus, O.

MAGICAL CARDS, TRICK DICE, INKS, DAUBS,
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VENTRILQUIAL FIGURES—24-PAGE ILLU-
strated Catalog, 10c. **FRANK MARSHALL**, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. se3

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MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC. — THEY
are different and distinctive. Write for our low interesting quotations. **APELT ARMADILLO FARM**, Comfort, Tex. se24x

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your name and address, postpaid for 25 cents coin. **JOE LANGDON**, Oil City, Pa.

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Full line Sound Equipment. Let us know your needs. All inquiries given prompt and careful attention. **ZENITH**, 308 W. 44th, New York.

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Sound Portables, complete limited quantities DeVry, Weber and Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$189.50 up. Special bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATER SUPPLY CORP.**, 1600-B Broadway, New York, N. Y. se17x

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COMPLETE ORCHESTRA EQUIPMENT — 18-
Passenger Roo Bus, \$400.00; 7-Passenger Pierce-Arrow Sedan, \$200.00; P.-A. System, Complete Library, \$200.00. Good condition, ready to go. **HOFFMAN KASEY**, care Kasey Klub, Henderson, Ky.

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ACT NOW — 4-FOR-A-DIME OPERATORS.
New Eastman made Super-Speed Direct Positive Paper. 2 1/2 times faster than regular direct positive paper. Wire order now. Send for free catalog of complete line of money-makers. **MARKS & FULLER, Inc.**, Dept. BC-11, Rochester, N. Y. se24x

ALL 4 FOR 10c OPERATORS—SURE WE
have the new superspeed paper. Write for reduced prices on Machines and Supplies. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. se3

LATEST BALL BEARING POSITIVE PAPER
Camera—New, \$60.00, or trade for Devry Silent Twins Model E. **W. TARKINGTON**, Fulton, Miss.

12 POSTCARDS, THREE 5x7 DOUBLE-WEIGHT
Enlargements from 35MM. negatives, \$1.00. Pay on delivery. **IMPE**, 157W Santa Barbara, Los Angeles, Calif.

SALESMEN WANTED

AUTOMOTIVE SAFETY NECESSITY — LOW
price. No competition. Sell gas stations, accessory stores, etc. Big earnings. Write **NATIONAL**, 1930 Sheffield Chicago. x

SELL BUSINESS CARDS, \$1.50 THOUSAND.
Business Stationery, Xmas Cards, Calendars, Book Matches, Advertising Tape, Paper Towels, Pencils, Salesbooks, Rubber Stamps, Tags, Menu Covers. Free sales portfolio. 35% commission daily. Money-making specials. **WIL-LENS**, 2130 Gladys, Dept. BH, Chicago.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI-
val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. se10

BEST CARNIVAL AND SIDE-SHOW BANNERS
on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. se3

BANNERS THAT SELL THE SHOW—BIG OR
little we paint 'em. Studio, **DON LUTTON**, 627 Prospect, Kansas City, Mo. se3x

TENTS—SECOND-HAND

SIDEWALL BARGAINS — 7.68 OZ. DRILL,
hand roped, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent bargains. **KERR COMPANY**, 1954 Grand Ave., Chicago. se10x

SIDEWALL BARGAIN—72 WIDTHS (160 FT.)
8 Oz. Khaki Sidewall, hand roped, good as new, lot \$45.00. Deposit, please. **KERR CO.**, 1954 Grand Ave., Chicago.

THEATRICAL PRINTING

A COMPLETE POSTER ENGRAVING AND ART
Department, furnishing Sketches and Bass-wood Block Engravings to the Showman and Printer. 30 years' experience. Write **THE WASHINGTON HAND PRESS**, 2721 Olive St., Kansas City, Mo. se17

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5,000, \$3.25; 6x9, 1,000, \$2.00; 5,000, \$5.00. 200 Letterheads, 200 Envelopes, \$1.50, prepaid. **STUMPPRINT**, South Whitley, Ind. se10x

WINDOW CARDS—14x22, ONE COLOR, 100,
\$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Wnton, Penna.

200 6-PLY 44x22 WINDOW CARDS, \$6.00;
1,000 Ticket Sellers' Reports, \$3.50; 250 Letterheads, Envelopes, \$3.75. **DOC ANGEL**, Ex-Trouper, Leavittsburg, O.

WANTED TO BUY

FOR RENT — CAVALIER THEATER, MAIN
Street, Norfolk, Va., seating capacity 850, seats included. **L. SNYDER** 151 Church St., Norfolk, Va.

SOUND ON FILM OUTFIT COMPLETE—FOR
use on pair of Acme S.V.E. Projectors. State full particulars. **BOX 102**, Care Billboard, St. Louis, Mo.

WANTED — LIGHTS AND REFLECTORS SUIT-
able for night playing in ball park. Must be reasonable. **BIGELOW FIELD, Inc.**, Grand Rapids, Mich. x

WANTED TO BUY—ANY NEW ONE-BALL
Ticket Machines. State lowest price and condition. Any amount for cash. Late models preferred. **ROYAL DISTRIBUTORS, Inc.**, 54 Elizabeth Ave., Newark, N. J. x

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50 WORD, CASH (First Line Large Black
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ADVANCE AGENT — 20 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor. Salary, reliable. **BOX 335**, Billboard, Chicago.

AT LIBERTY—Agent. Join on wire. Handle any kind Show, New Deal Fairs, Contractor, Biller, Press, Banners, Your limit. **TOM AITON**, Milner Hotel, Knoxville, Tenn.

AT LIBERTY

BANDS AND ORCHESTRAS

AT LIBERTY—FIRST-CLASS CONCERT OR-
chestra (6), specialize Viennese music; playing dance, too, if desired. Feature yodler zither player. Uniforms. Now playing first-class roadhouse. **BOX C-617**, Billboard, Cincinnati, O. se3

AT LIBERTY—ORGANIZED TEN-PIECE BAND.
Feature Girl Singer and Trio and Singles. Opportunity for some leader to obtain well organized, rehearsed band. Have stands, lights, library, uniforms. Finishing six-month engagement Sept. 1. For further details contact immediately **THE DEBONAIRS**, Knickerbocker Club, Flint, Mich.

AT LIBERTY — FAST TEN-PIECE DANCE Band. Non-union, well organized. Distance no object. State all first letter or wire. WALT POLLACK, 1033 W. 38th St., Los Angeles, Calif.

FINE SWING TRIO—RELIABLE CLUB MANAGERS, Bookers. Fast, reliable, personality, union. No dumps. Wire, write. BOB MILLER, 323 Ming Place, Helena, Mont.

JAY GROBEY AND HIS ORCHESTRA — NINE men, union. Featuring sweet, legato style dance music, vocals and novelties. Available for hotels, resorts, ballrooms, etc. Reliable managers and bookers write JAY GROBEY, 306 Looper St., Buffalo, N. Y. se10

AT LIBERTY—Four or Five-Piece Swing Band. Play corn, swing and sweet. Sober, reliable. Want location anywhere. VERYL GIFF, Las Cruces, N. M.

AVAILABLE AFTER AUGUST 31—Bob Tomlinson Union Swing Band Trio. Play eight different instruments; also put on own surprise floor show. Singing, dancing, ventriloquism, comedy juggling, roving. Many other professional specialties. Salary \$150.00 per week. Have car and sound equipment. Address HOB TOMLINSON, Walt's Restaurant, La Crosse, Wis.

FIVE-PIECE BAND—Unexcelled musical entertainment. Dependable, sober. Latest equipment. Will augment. State salary, length of engagement in first. OLLIE HOWARD, General Delivery, Denver, Colo. se10

FIVE-PIECE NOVELTY BAND—Available September 8 for what have you. Now finishing ten week run at the Green Room of Hotel Crystal. We play swing and sweet. Have good library. Comedian, singing trio and master of ceremonies in group. All musicians young, uniformed and union. Augment or cut to suit. Salary? You limit. For information contact LEADER, Box 124, Accord, N. Y.

MODERN NINE-PIECE Recognized Dance Band available Sept. 10. Both sweet and swing. Have racks, complete modern library, specials, vocals and entertainment. Union. Organized three years and can furnish best of references. Willing to cut to seven or eight or augment to ten or eleven men. Can furnish sell-out Girl Vocalist. Guarantee complete satisfaction and can cut any floor show. Will go anywhere for reliable work. Wire or write BOX C598, Billboard, Cincinnati, O. se10

NEIL WRIGHTMAN ATTRACTIONS—The ultimate in music for hotels, night clubs and cafes. Write or wire 56 W. Washington, Chicago, or 1560 Broadway (Rm. 510), New York City.

TEN-PIECE BAND wants one-nighters in Texas or Oklahoma. Band has everything. Excellent novelties, swing, sweet. Organized long time. Sell-out guaranteed. Full particulars will be sent. Answer before Sept. 10. P. A. system union. Good transportation. ORCHESTRA, Box C-621, The Billboard, Cincinnati, O. se10

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY FOR LONG SEASON—MERRY-GO-Round Foreman, 15 years' experience. Guarantee to keep organs in repair, in tune, etc. Scenic painter, general repairs. U. S. A. shows only. L. E. QUINLAN, General Delivery, Cornwall, Ont.

AT LIBERTY—Scottish Bagpiper and Drummer with original bagpipes and two working acts. Two people. R. W. GURLEY, General Delivery, Catskill, N. Y.

ELECTRICIAN—33 years old, white, single, 180 pounds and 5 ft. 10 in. tall, desires position with some well-organized outfit. Understand all phases of electricity, including transformers and portable power plants. Was former chief electrician of a large manufacturing concern for a number of years. Can master any mechanical or electrical emergency that may arise. Also taught electricity in Chicago school system. JOSEPH KOMM, 223 W. 115 St., Chicago, Ill. se10

GEO. BURKHART — Comedy Magician. King of Coins and Punch. A laughing riot. Experienced all-around showman and many years manager of circus side show. Have car. Can join circus. Own high-class equipment for picture theaters, night clubs, units, etc. Anything pays salary. 253 Summer Ave., Brooklyn, N. Y. se10

IRENE FERRILL—Double Sex Wonder, after September 30. At liberty for museum, store show or carnival staying out all winter. A real hermaphrodite with both sexes perfect. A real annex attraction. Don't compare this with a so-called half and half; nothing like it. Can let them in free, collect coming out, never a squawk. If interested will send photos and description of the body. Write, don't wire, full details. BILLIE WINTERS, St. Paul, Neb., week Sept. 5; Cozad, Neb., week Sept. 12.

AT LIBERTY COLORED PEOPLE

EXPERIENCED LADY PIANISTE—READ, FAKE, TRANSPOSE. Can sing. Prefer location. PIANISTE, 1209 Vine St., La Crosse, Wis.

AT LIBERTY—(Colored) Vaudeville Clubs. Gomanian. Sing, dance, up in bits, acts. Handle small revue. Book single or show. Also for fairs. SLIM WHITE, 1524 Bainbridge St., Philadelphia, Pa.

AT LIBERTY—Colored Drummer. Experience, nice outfit. Join single or furnish any size swing orchestra. Go north, east, west. State your first letter. DRUMMER, 2109 A. Walnut St., St. Louis, Mo.

AT LIBERTY DRAMATIC ARTISTS

TEAM AT LIBERTY—Man, Characters, Comedy. General Business. Age 49, height 5 ft. 6, weight 130. Woman, Characters, General Business, double Piano. Age 41, height 5 ft. 5, weight 120. Singing and talking single and double specialties. Sober, reliable. Good study and wardrobe. Have car. Address W. LEROY, General Delivery, Bushnell, Ill.

GENERAL BUSINESS Character Man—Scripts, direct. Advance. Car, trailer, wardrobe. Sober, reliable. Electrician. Go anywhere. Prefer South. Single. J. H. KOHLER, 850 N. Water, Decatur, Ill.

AT LIBERTY MAGICIANS

MAGICIAN — WITH WIDE VARIETY OF Scientific Sleight of Hand (Small Magic). American, reliable, sober. Apparatus, wardrobe. VERNE BARNES, R. 1, Box 33, Lost Creek, W. Va.

MYSTIC - CARD READER - CHALK CARTOONIST—European education. Cruises or Bermuda preferred. Write registered, stating full particulars. PRINCESS ETTA, Moultrie, Ga. se3

AT LIBERTY M. P. OPERATORS

AT LIBERTY AFTER LABOR DAY—MOTION Picture Projectionist and Theatre Manager, twenty-six years general experience, desires permanent location. Resorts with long season considered. BOX NY-85, care The Billboard, 1564 Broadway, New York. se3

AT LIBERTY MUSICIANS

A-1 MUSICAL DIRECTOR—Leader. 436 Crown St., Brooklyn, N. Y.

LADY ACCORDIONIST AT Liberty to join Union Orchestra. Taught Accordion at Wurlitzer's for two years. Soloed at leading hotels. Good voice, pleasing personality. RUTH BRINCK, West Point, Ia. se3

AT LIBERTY — DANCE TRUMPET. DOUBLE Voice, Tone, range, take-off. Address MUSICIAN, 1674 Pennsylvania, Denver, Colo.

AT LIBERTY — MODERN DRUMMER. UNION, sing, play floor shows. Have car. Go anywhere. Write or wire BUD CARPER, 26 West Ave., Elyria, O.

AT LIBERTY — SIX-STRING GUITAR MAN, doubling Violin and Trumpet. Name band experience. Go anywhere. MUSICIAN, Box 46, Wakonda, S. D.

BASS MAN—HORN AND FIDDLE. DOUBLE Piano. Read and fake. Just finished two years with stage unit. References, young, sober. ROY WARD, 509 1st Ave., Ottawa, Ill.

DOUBLE ON STRING BASS AND TUBA—CAN go anywhere. Young. V. BROWNE, Midlothian, Ill.

DOUBLE RECORDING BASS — APT READER, fake, good rhythm, smooth tone. Flashy horn. Experience in the better college and non-college dance and concert bands. Ability, character references. Sober. Stage experience. Go anywhere. Tell all first letter. Wire or write DON GRAVES, Ashdown, Ark.

DRUMMER—SEPT. 9. NAME BAND EXPERIENCE. Complete white pearl outfit, bells. Anything considered. CHAS. NOBLE, care of Orchestra, Brown Swan, Schroon Lake, N. Y. se10

ENTERTAINING TEAM FOR CLUBS — PIANO and Piano Accordion. Neat, dependable. Write, wire DICK ROSSINI, General Delivery, Twin Falls, Idaho.

EXPERIENCED DRUMMER — YOUNG, NO habits. Swing. Read, cut shows. On last job two years. Go anywhere. WM. RUSH, General Delivery, Detroit, Mich.

EXPERIENCED DRUMMER — TWELVE YEARS' work, union, neat, sober, reliable, single. Read or fake. Prefer dance band. Available September 10. HOOPIE MOORE, Canyon Lodge, Yellowstone Park, Wyo. se10

FAMILY ACT — INSTRUMENTAL, NOVELTY and Singing. Want to join unit. Play theatres, fairs, celebrations, etc. Father plays piano accordion; mother, string bass; daughter, 16, Spanish guitar, xylophone; son, 9, accordion and tenor guitar. Popular and old-time tunes, jokes. Hillbilly and Yodeling. PAN-COAST FAMILY, Delta, O. se3

FRENCH HORN AT LIBERTY AFTER AUGUST 23—Fairs, concert. Plenty experience, tone, union. MARK C. LEACH, Rushville, Ill. se3

TENOR SAX-CLARINET—READ, TONE, TAKE-off, sight transposition, some Trumpet. Age 23. W. CAIN, 32 Laurel Ave., Du Quoin, Ill. se3

TENOR SAX, CLARINET — MODERN STYLE. Read, sight transposition, tone, take-off. Been playing with all style bands. Union, 23, sober. Only interested in orchestras with steady location. No panics. Can join immediately. Wire all details. BERNIE BRYANT, Zane Hotel, Zanesville, O.

TRUMPET — READ, FAKE, EXPERIENCE. BILL ROBINSON, Milner Hotel, Asheville, N. C.

TRUMPET—READ, TONE, EXPERIENCE. WILLING to work, 22, union. MUSICIAN, 302 W. Sixth, Sterling, Ill.

TRUMPET—READ, FAKE, SWEET AND SWING. Prefer small band or 2d Trumpet in large band. Location preferred. CHET HANRAHAN, 413 E. Orchard, Decatur, Ill.

DRUMMER—Modern swing or sweet. Plenty stuff, cut shows. Fine appearance and personality. Sober and good worker. Excellent equipment. Write BOX C-622, Billboard, Cincinnati, O.

DRUMMER—Age 27, experienced, cut stage shows. Will troupe or locate. Consider anything. Join on wire. Need ticket. DICK DIXON, 316 E. Magnolia, Knoxville, Tenn.

DRUMMER—Experienced in Orpheum Vaudeville 12 years; also concert band. Play Tympanis and Bells at sight. Will accept fair job or carnival; circus included if there is such a thing left. FRANK VALLELY, 940 Lakeside Pl., Chicago, Ill.

EXPERT ARRANGER—On Vocal, Stock, Special Dance Orchestration, Concert and Symphony Scoring. Popular and Concert Songwriting. Desire connection with organization needing services of competent all-round arranger; if necessary in "ghosting" capacity. Confidence guaranteed. Also desire collaboration with professional lyric writer having connection with standard publishers. BOX C-612, Billboard, Cincinnati, O. se10

GIRL TROMBONIST—Union, experienced stage or dance band. Read, young, reliable and hard worker (21). MUSICIAN, care Mrs. Thiel, 1713 Humboldt Blvd., Chicago, Ill.

MODERN STRING BASS—Solid Rhythm, Age 29, read and all essentials. Fully experienced. Recently with fast Eastern recording band. Prefer band playing location or one with permanent headquarters, but will consider anything reliable. Now working, but desire change. Can leave at once. Write full details. HARRY ELLIS, General Delivery, Appleton, Wis. se3

ORGANIST — Swing, straight. Former theater soloist. Extensive library. Long experience Hammond electric. Restaurant, cocktail lounge, skating rink preferred. JESS ROSSBACH, 111 Hawthorne St., Roselle, N. J. se3

SIX-STRING GUITAR MAN—Doubling Violin and Trumpet. Union, sober and reliable. Go anywhere if job is good. Have new automobile. CLARENCE T. NELSON, Yankton, S. D. se17

SOUSAPHONE - STRING BASS—National high-school sousaphone solo champion in 1937. Age 20, neat. Would like position in small swing band. Can sing. Free to travel, but prefer location. Write or wire KENNETH BATES, 76 Cedar St., Akron, N. Y.

TENOR CLARINET—Read anything, take-off on both horns, transpose, arrange. Young, experienced, reliable, union. All essentials for good swing, jam or sweet band. Lead or second. Location anywhere. Write, wire F. OATHOT, Macomb, Ill.

TENOR SAX — Doubling Clarinet and Trumpet. Read, tone, ride, phrase. Also Girl Vocalist, modern interpretations. Well known in South. Both young and experienced. Address MUSICIAN, 308 Society Ave., Albany, Ga.

THREE CATANZARO BROS.—Piano, Tenor and Trumpet. Take-off latest styles. Cut anything. A good-paying job sincerely appreciated. CHARLEY CATANZARO, 402 W. 3d St., Pittsburg, Kan. se10

TROMBONE—Singer, Arranger. Range, swing or sweet. Only names write or wire. BOX C-624, care Billboard, Cincinnati, O. se10

TRUMPET—Modern, fine tone and phrasing, wide range, read, "go" and union. State all in first letter. Location preferred. MUSICIAN, 832 E. Glen Ave., Whitefish Bay, Milwaukee, Wis. se3

AT LIBERTY PARKS AND FAIRS

A BALLOON ASCENSION—By Daring Young Lady Aeronauts. Three units available. Equipment and personnel in Ohio. CONTINENTAL BALLOON CO., care Billboard, Cincinnati, O. se3

BALLOON ASCENSIONS—Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. CLAUDE L. SHAFER, 4704 W. Washington St., Indianapolis, Ind. se17

BALLOONISTS AND AIR-Plane Parachute Jumpers. Maine to California service. Cash bond if desired. Established 1903. THOMPSON BROS.' BALLOON & PARACHUTE CO., Aurora, Ill. se17

BALLOONIST—PROF. CHAS. SWARTZ. Committees write, wire. Address Humboldt, Tenn. se24

FEARLESS TOMMY—HIGH Aerial Act Without Net. Open time September, October. Labor Day open. Address "FEARLESS TOMMY," Streator, Ill.

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O. ocl

ATTENTION—SECRETARIES AND MANAGERS. A High Swaying Pole Act with several new features that are original. A spectacular, thrilling feature. BOX C-594, Billboard, Cincinnati, se17

CARMENE'S CIRCUS REVUE — FOUR COMPLETE and distinct Free Attractions. Price and literature on request. Address BOX 21, Williamston, Mich. se3

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. se24

NOTICE TO FAIR MANAGERS AND BOOKING Agencies—Available at once, Ken Heath, America's Motorcycle Ace and his Motorcycle Thrill Show, with spectacular stunts as Wall Crashing, Collision of Cars, Trick and Fancy Riding, Broadjumping Events. The only Dare-devils who don't use crashing helmets. Peak of free acts. We make people raise from their seats. For particulars write or wire at once. M. HEATH, 1318 Francis St., Jackson, Mich.

AT LIBERTY AFTER SEPT. 24—Three Acts. Tight Wire, Rolling Globe and Slack Wire. Write for prices and literature. THE CHRISTYS, Kenok, Ia. se24

AT LIBERTY—Four separate Acts. Wire walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn. se17

AT LIBERTY—Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn. se17

"BINGO" SUNSHINE, Grand-Stand Clown Cop. Also White-Face Clown, Walk-a-Round. Good Dates available now. Write now. JAKE J. DISCH, Packard Ave., Cudahy, Wis. se17

CHARLES LA CROIX — Original Outstanding Novelty Trapeze Act. A high-class Platform Free Attraction. Available for Street Fairs, Celebrations, Fairs, etc. Very attractive equipment. Special large modernistic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Platform required. Act priced reasonable. CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind.

CHAS. AUGUSTUS — High-Class Trapeze Artist. Committees wanting a real feature Novelty Act as a free attraction for your celebration and other outdoor events, get in touch with me. My act can be erected on your platform and featured. I have complete and flashy apparatus and do a real act. Literature and price on request. Have Labor Day open. Address CHAS. AUGUSTUS, care Dreier Drug Co., 602 Calhoun St., Fort Wayne, Ind.

CLOWN MOTORCYCLE COP—General Clowning, Wire and Juggling Acts. Clown Dog. Comedy Horse Act. Comedy Cow Act. Hollywood experience. Aerial Grandstand Act. ART ATTILA, Billboard, Chicago, Ill.

FAIRS AND OUTDOOR CELEBRATIONS—Quartette, String music and sing. Platform or grand stand, and for dances. Write WEBER'S TROUPE, Broadway and Chestnut, St. Louis, Mo. se10

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Bradner, Ohio. se17

FUNNY FORD ACT—Fast and furious, and more fireworks than any other Ford Act. Personnel includes famous clown, expert this type of act. ART FORD, Billboard, Chicago.

HIGH SWAYING POLE and Highest Aerial Contortion Act, with original contortion thrilling features. Two different acts. BOX C-530, Billboard, Cincinnati, O. se24

SENSATIONAL HIGH FIRE DIVE — Has some open time. Address CAPT. EARL McDONALD, care The Billboard, Cincinnati, O. se3

THEODOSHIA THE CLOWN — Clowning Grand Stands. When clown meets clown, I am on the bill with a feller that makes me laugh. When a clown makes a clown laugh, that's news. Too late in the season. Mollie. This week Clinton, Minn.; next week, Tripp, S. D.

TWO ACTS — Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Bond if desired. BOX C-463, care Billboard, Cincinnati, O. ocl

AT LIBERTY PIANO PLAYERS

AT LIBERTY AFTER SEPT. 24th—Pianist, Arranger, Composer, Organist and Musical Director. Repertoire 10,000 numbers. Classical, jazz. Remarkable memory. Solos a feature. Experienced sight reader. Transpose. WALTER C. SIMON, now playing 4th year Lane's Irish House, Coney Island, New York.

PIANIST — YOUNG, RELIABLE, PERSONABLE. Experienced all lines. Union. Details. FLOYD ZARN, Pipestone, Minn. se10

RHYTHM PIANIST—ALL ESSENTIALS. WRITE details to BOX C-623, Billboard, Cincinnati.

PIANIST-ARRANGER—Fast reader, solid rhythm. Experienced all lines. 32, sober, reliable, union. DEN BYLEN, 301 Randolph, Meadville, Pa. se10

PIANIST — Want location. Hotel, cafe, etc. Experienced Concert and Dance. Union. Reader. Go anywhere. Write, give particulars. LARRY SCHEBEN, 520 W. Sixth, Little Rock, Ark.

SOLID RHYTHM — Modern take-off. Young, union, experienced. Can bring Trumpet. MUSICIAN, 113 Catoma St., care Mrs. Berry, Montgomery, Ala.

AT LIBERTY SINGERS

BARITONE SINGING EMSEE—With wide range, personality, good looks. Stage, radio and night club experience. College graduate, age 24, tall, single, sober and reliable. Correspondence welcome but strictly business. Prefer to join name band or night club work, but all offers considered. J. HALLAHAN, Box C-604, Billboard, Cincinnati, O. se3

YOUNG GIRL BAND SINGER — Experienced, sweet swing style of my own. Tall blonde, slim, attractive, personality, hard worker. Desires position with band, preferably swing band. Free to travel any time, anywhere. BOX C-620, Billboard, Cincinnati, O.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—A-1 MEDICINE LECTURER AND Office, Straight in Acts. No advance if I know you. Have car, house trailer, office tent. What have you to offer? ORIENTAL FOYE, 637 N. Dearborn, Chicago.

AT LIBERTY—Team, Med. Rep. Lady, small parts, acts, bits, singles. Man, real vaude piano player, acts, bits, etc. Absolutely first-class. Have car. More information on request. BOX C-618, Billboard, Cincinnati, O. se10

BATAVIA WITH—

(Continued from page 35) about \$5,000, will be used to improve grounds. Live stock and produce premiums were \$11,000. Horse-race purses totaled \$3,900, plus \$2,500 entrance fees for open classes. Two autos were used as gate giveaways.

Grand-stand acts, booked by George A. Hamid, were Ed Healy's Three Stooges, WLS Barn Dance, Lucky Teter's Hell Drivers, Gae Foster's Roxettes, Woolford's Dachshunds, White Brothers, Veronica Kimri, Les Kimris and Joe Basile's Madison Square Garden Band. Teter's appearance packed the grand stand.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

K. C. Mdse. Show Best in 15 Years

KANSAS CITY, Mo., Aug. 27.—That the 1938 Kansas City Gift Show and Merchandise Exhibition was most successful of those held during the past 15 years was agreed here today by 40 or more exhibitors and patrons who took part.

An optimistic spirit prevailed thruout the five-day event held in Hotel Muehlebach. Orders for merchandise exceeded those of 1937, it was said, and many new items shown indicated manufacturers, jobbers and salesmen are looking forward to a banner season.

Most of the ware on display was well suited to needs of pitchmen, novelty salesmen, streetmen, demonstrators and others interested in obtaining the latest "hot thing" for late summer and early fall sales. Exhibits included novelties, prizes, premiums and specialties of virtually every description.



RIGHT ON THE THRESHOLD of a new indoor bingo season, it might be a good idea to review some merchandise numbers which may prove popular.

MOST OF THE OLD FAVORITES, it seems, are still going strong. Electric shavers, for instance, are being featured more and more at bingos in churches and organizations. Candid cameras are another in-demand item, and a number of operators predict that this fall and winter will see no letdown in the item's popularity.

VENT DUMMIES HAVE SLIPPED, we are sorry to report. Charlie McCarthy's meteoric rise seems to have reached its zenith and the public's rabid interest in vent dolls seems to be slightly on the wane. A number of operators, however, are still featuring them.

FUR COATS ARE IN for a nice run this coming season if the word of five successful Eastern operators is to be taken. Fur-coat prices are lower than they have ever been before and beautiful numbers can be purchased at reasonable cost. Many operators, realizing that many a femme bingo fan's dream is to own a fur coat, are intending to feature them as prizes.

LAMPS ALWAYS WERE GOOD bingo prizes and there is no reason to believe that they will not continue to be among the most popular items this fall. Some supply houses are offering interesting new numbers which should add to the basic appeal. An example is the Parachute Jumper lamp, with a base in the form of a filer holding his chute rigging and the shade in the form of the chute itself.

RADIOS WILL CLICK again, too, unless past indications are to be discounted. The midget sets, so small they can be held in the hand, have a great deal of appeal to housewives, who would like to have an extra set in the home.

OTHER FAVORITES, such as blankets, quilts, furniture, electrical appliances, dolls, dresser sets, cocktail sets, etc., should continue to draw and please fans.

BUT WHERE, OH, WHERE are the new items? Manufacturers, it seems, (See BINGO BUSINESS on page 56)

The Warning Light

(A Bingo Editorial)

The recent decree of Mayor Harry W. Baals of Fort Wayne, Ind., in okeing bingo games where merchandise awards are given as prizes and putting the damper on cash games is indicative of growing opposition thruout the country to what might be termed the "cash prize menace" in bingo operations. Unfortunately not all municipalities are as considerate as Fort Wayne, for in many cases the misdeeds of a few operators who persist in running cash games cause city fathers to ban all games irrespective of what type prizes are awarded.

Bingo rose to popularity in Fort Wayne as the result of merchandise award games. A survey showed that 20,000 of the city's 120,000 population played the game regularly. Under the plan of sticking close to merchandise awards the game flourished. Whole families became fans, since it offered then an evening of wholesome entertainment for a comparatively small sum of money.

Some operators, however, couldn't leave well enough alone and began featuring cash awards. Soon competition sent these awards soaring and it wasn't long before cries began assailing the ears of the city fathers that bingo in Fort Wayne was no longer an amusement but was fast becoming a racket. So city officials put the clamps on all bingo games. The ban was lifted only after representatives of church, fraternal and other organizations met with city officials and showed them that it was the cash-prize menace that was to blame, and that games featuring merchandise awards could still be conducted in the entertaining manner that people had enjoyed before the cash prize craze came into being.

Since the opening of fall and winter bingo seasons is just around the corner perhaps it would be well for all bingo operators who look upon the game as a means of making their livelihood to face facts now. Any operator who has kept in touch with factors affecting operation of bingo games thruout the country must realize that continued growth of the cash-prize menace during the coming season will greatly impair the growth of bingo—if not result in its untimely end.

In practically every part of the country there are State and city laws prohibiting commercialized gambling. Now most officials will agree that games featuring small merchandise awards do not come under the gambling classification. It is equally obvious, however, that these men cannot wink their eyes at large cash award games some non-thinking operators conduct. Local Carry Nations are bound to climb up on their soap boxes and denounce such games as a public menace. Both types of games operate under the one name—bingo, and officials seldom stop to distinguish between cash games and merchandise award games. As a result all bingo is banned.

Operators who have their ear to the ground and their eye on the future must realize that bingo is a growing industry in this country. But like all businesses it must abide by certain rules if it doesn't want to put itself out of business. It is not our purpose to suggest here a code of rules and regulations for operation of bingo games. Certainly, however, one of them should call for adherence to a policy of merchandise awards. Such a policy is not only wise—it is absolutely essential for continued growth and welfare of the game.



By BEN SMITH

Looking for something different? We saw an item at the New York Gift Show which may be it. It is called Aerolux Kayatt Glow Light—an electric bulb which has sealed within it embossed replicas of flowers, fairy-tale favorites, animals and comic characters. When electric current is applied these figures light with a soft iridescent glow.

Lights operate on a new principle of electronic ionization of rare air vapors. They do not depend upon the incandescence of a filament for emission of light as in the familiar light bulb and operate on any standard home current.

The item is available as is or can be had set in flower pots, vases, boat models, etc. It can be used as a decorative piece or wherever a subdued light is desired. It has plenty of flash and should go well on a card deal.

An operator from Pittsburgh writes: "I have read *The Billboard* for the past year. At present I am a salesboard operator in a small way. Now I am interested in becoming a salesboard operator by mail but don't know how to get started. I note that in the June 11 issue you answered this same question. You stated, 'Hook up with someone who has had experience.' I know of no person who has had this experience. Maybe you could advise me or recommend me to someone close by this city."

If you work near Pittsburgh and would like to contact this man, drop us a line.

Another operator from Texas writes: "In view of the fact that you are constantly in touch with different deals and methods of distribution used by operators, will you kindly advise me on this matter: I desire to operate a salesboard deal thru the mails to a list that I have. Is there a postal regulation forbidding the use of mails for this purpose? I notice that several operators do use the mails to send cards to prospects and some of them mail under second-class rates, subject to postal inspection. I have come to the conclusion that these cards are not barred from the mail. Postal employees here seem to be in the dark on the subject, so I am asking your advice."

As this business is controlled by local

Much Mdse. at N. Y. Gift Show

5,000 buyers attend — many new items adaptable for prize, premium use shown

NEW YORK, Aug. 27.—Over 5,000 buyers in a decided buying mood looked over four floors of gift displays at the New York Gift Show here in Hotel Pennsylvania this week. While exhibit space jumped 25 per cent over the amount used at the show held last year, still officials stated this increase was not half as surprising as the amount of orders written by exhibitors. Buyers from all parts of the country evidently expect a boom in fall and Christmas business in the gift-ware lines and are stocking up now so as not to be caught short when the expected rush begins.

While most merchandise exhibited was in the higher price class, still many items adaptable to prize and premium use were on hand. Especially noticeable was the increase in Mexican items and those along Swedish modern lines. According to many exhibitors, the public's opposition to Japanese goods is waning fast, altho the boycott of German products still remains. The war in the Far East has affected Nipponese exports of metal goods, but much chinaware made in Japan is still finding its way into American markets. Some exhibitors are anxiously watching the present crisis in Europe, for it war comes to Czecho-Slovakia some other source will have to be found for vast quantities of glassware that country is now shipping to the United States.

Among items attracting buyers with an eye toward promotion in salesboard and prize fields were 12-inch international dolls of Blossom Doll Co. Dolls are attractively dressed and bear flags of their respective countries. West Bend Aluminum Co. featured a new Sta-Fresh Server, consisting of full-size service tray with removable wooden inset and a large aluminum cover equipped with porous stone humidifier to keep sandwiches, baked goods, etc., from drying. Item has lots of flash and should be a natural for bingo ops. The Skookum Indian Doll of Arrow Novelty Co., done in Indian blanket, headdress, moccasins and beads, made a colorful appearance. Firm also featured a good-luck rabbit-foot charm, made by Indians and trimmed with beads in brilliant designs.

An item that attracted interest was the line of Aerolux Glow Lights. Sealed within electric bulbs that fit standard sockets are embossed replicas of flowers, animals, fairy-tale favorites, Popeye, Mickey Mouse and other comic characters. When lit the figures give off soft iridescent light. Flowers that light in green and pink were exhibited for the first time. Line also included attractive bases, such as flower pots, wall brackets, novelty boats and religious designs, with bulbs in corresponding motifs.

Stuffed animals, various lines of lamps, glassware, metalware, electrical appliances and other kindred lines were shown. Attention given to several lines of novelty jewelry speaks well for the popularity novelty rings, bracelets and kindred items seem destined to enjoy this fall.

conditions, it is rather difficult for us to answer this letter. However, so far as we know there is no federal statute which declares this method of merchandising illegal. Postal authorities in many cities are accepting mail with a sales-card inclosure and we can't see why the

(See DEALS on page 56)

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.

Zip-Over Dust Mop

An item said to be coining money for demonstrators and house-to-house canvassers is the new product of Zipp-Over Mfg. Co. that snaps on the ordinary broom to make a perfect dust mop. Easily demonstrated, the item's three-way flexible cleaning feature removes every trace of dirt in even the hard-to-reach places, it is said. Also claimed to be ideal for cleaning floors, walls and cars. It is protected by patent.

Stamp Combo Set

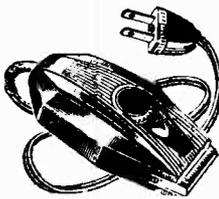
A new rubber-stamp combination that looks like a sure-fire seller for agents calling on business houses has been introduced by Speed-Dee Rubber Stamp Works. Set consists of one new-type chromium-mount rubber stamp, new-style shielded dater and long-life ink pad. The customer is given his choice of hundreds of handy stock stamps. Item's low cost has already brought good profits to workers, it is declared.

Wooden Drinking Cups

The age-old custom of drinking from wood is revived with a new line of 10-ounce beakers or drinking cups introduced to the premium and prize field by Harry A. Prock Cabinet Co., maker of wood novelties. Vessels are made from solid blocks of redwood, treated and baked, making them alcohol-proof, odorless, tasteless and impervious to liquids. Packed in nested cartons of a dozen, they are available imprinted with personal signatures, monograms or hand-painted figures.

Med Supplies

Devore Mfg. Co., manufacturer of medicine and other specialties for showmen, states that its sales reports indicate that Indian herb remedies are still favorites with many med workers. They state that in the past two years there has been a sharp upturn in demand for their specialty, New Discovery Herbs, also their compound herb tonics. The Devore company has a new catalog illustrating a complete Gold Seal line of medicine specialties.



FLEETWOOD ELECTRIC SHAVER
\$1.35 ea.
\$15.60 doz.

Get in on the quick easy profits with electric shavers. Here is the shaver that will open up a big new field. Beautiful molded case with latest design dual edge cutter. Guaranteed to give clean shave. For operation on 110 V. A. C. only. Each individually boxed. Order No. B361 now and be first with the latest.

B362—Packard Lektro Shavers. Nationally advertised at \$15.00. Now at new low price. Each \$5.00. Six or more, each \$4.50.

WRITE — WIRE TODAY.

25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 383, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
 Wholesalers and Importers Since 1911.
 217-225 W. Madison St., Chicago, Ill.

Extra Value! **\$2.25** Each



5 for \$10.50 **5 for \$10.50**

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 10 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.

ROHDE-SPENCER CO.
 223 W. Madison St. Chicago

FUR COATS
 LARGE SELECTION LATEST STYLES

Genuine fur Coats in every size. P'd, Sealine in swagger or semi-fitted models. Wonderful values. Good for bingo and salesboard operators. Immediate Delivery! Order Today!

\$9.00 each. 1/3 dep. Bal. C. O. D.

PHILIP CARPOL, 214 W. 29 St., New York

ELGIN & WALTHAM RENEWED



Wrist Watches \$2.75 Lots of 6

7 Jewels

Sample Watch 50c Extra. NEVER UNDERSOLD. Send for FREE Catalog.

LOU MALTZ, 139 SO. 8TH ST., PHILA., PA.

PORTABLE BATTERY RADIO



Operates very economically on 20c Dry Cell. Extremely compact. Last word for trailer, boat, cottage, farm or car. Hot concession premium. Deal direct with manufacturer.

SOLTER RADIO, 103 N. 7 St., Minneapolis, Minn.

Neckwear

With the approach of fall, neckwear manufacturers are exceptionally active with preparations and showing of fall styles and designs. Eureka Neckwear Co., manufacturing a line of hand-made and knitted ties, states that indications show that this staple line will again come to the front soon. Sam Goetz, of Eureka, has made a careful study of catering to agents and is long established in the field.

BIGGER AND BETTER VALUES FOR THE FAIRS



We Have a Full Line of Beacon Blankets and Shawls for Immediate Delivery

TRIXO Hand Monkey



Composition head shaped exactly like a monkey's. Cloth body. Each in lithographed display box.

B 38N11

Per Gross **\$16.50**
 Per Dozen **\$1.50**

N. SHURE CO.
 200 WEST ADAMS ST., CHICAGO

ENGRAVERS JEWELRY



IMMEDIATE DELIVERY

ALL HIGHLY POLISHED, GOLD PLATED, CARDED AND CELLOPHANED

BIGGEST ASSORTMENT IN THE COUNTRY. WILL NOT BE UNDER-SOLD. QUALITY AND FINISH GUARANTEED.

SAMPLE ASSORTMENTS, \$3.00, \$5.00 AND \$10.00.

SEND FOR FREE CATALOG

ALFAB MANUFACTURING CO.
 2D & FILBERT STS., PHILADELPHIA, PA.
 25% Deposit With Order—Balance C. O. D.

Carnival Novelties *New Stock—Just Arrived*



BB1 Men's Toy Wrist Watches, 1 in box	Gro. \$3.75	BB6 High Hat Fur Monks, 8 in.	Gro. \$6.75
BB2 Gillette Style Blue Blades	Per 1000 3.00	BB7 Piggy Wiggy, Compo., 8 1/4 in.	Doz. 1.25
BB3 Flying Birds, Outside Whistle	Gro. 1.85	BB8 Cell. Doll, 7 in., with Plume Dress	Gro. 8.50
BB4 Flying Birds, Inside Whistle	Gro. 2.35	BB9 Swagger Sticks, 36 in.	Gro. 5.50
BB5 High Hat Fur Monks, 6 1/2 in.	Gro. 3.50	BB10 China Head Swagger Sticks	Gro. 6.75
		BB11 Jap Cig. Cases	Gro. 4.50
		BB12 Reach Bouncer Balls	Doz. 1.15
		BB13 Carnival Print Balloons, No. 8	Gro. 2.35
		BB14 Spiral Balloons, 45 in.	Gro. 3.50

1938 CATALOG NOW READY. WRITE FOR YOUR COPY. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

LEVIN BROS. **TERRE HAUTE, IND.**

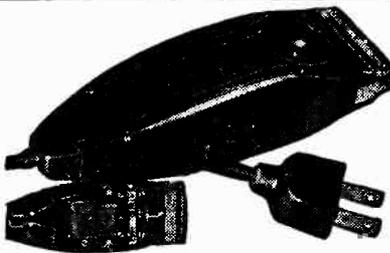
CARNIVAL MERCHANDISE ONE DAY SERVICE
OKLA. KANS. NEB. MO.
 CANES-CANDY-PLASTER-BINGO-SNO-CONE SUPPLIES

Spiral Balloons. Gross . . . \$2.90

SPECIAL—CARNIVAL BULLETIN JUST RELEASED. HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.

MIDWEST MERCHANDISE CO.
 10TH & BROADWAY. KANSAS CITY, MO.

A VALUE SENSATION!
The ELGIN DE LUXE Electric Dry Shaver



Reaches a new high in quality and performance—compares with any of the higher priced shavers on the market—yet is astoundingly low priced. Each Elgin DeLuxe is complete with a genuine leather carrying wallet.

OPERATORS—Write for Confidential Priced!

SEND FOR YOUR FREE COPY OF OUR NEW 1938 CATALOG

Hundreds of illustrated pages featuring thousands of clever, original novelty creations for Concessionaires, Pitchmen, Novelty Workers, Etc. Don't fail to send for your free copy of this big "Buyers Guide" today!

NOTE THESE FEATURES

- Precision Built Motor
- Self-Sharpening Cutter
- A. C. or D. C. Current

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

WHITE PEARL PEN & PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card. Selling Like Wild Fire. Write for Details.

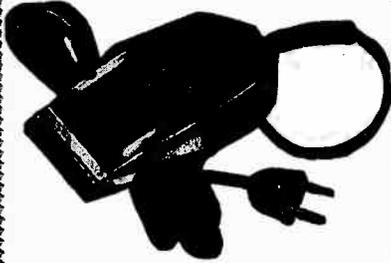
- NEW REFLECTOR STUDENT DESK LAMP—Exceptional Value. Each Only (Plus Postage) **95c**
- Premiums, Sales Boards, Electric Clocks, Perfumes, Notions, Lotions, Blades, Soap, Carded Goods, Sideline Merchandise.
- Wagonmen, Pitchmen, Home and Office Canvassers, Get Free Catalog Listing Money-Making Items.

CHAMPION SPECIALTY CO. 814-J CENTRAL ST., KANSAS CITY, MO.

Genuine **PIPES** Briar Asstd. Shapes and Stems. 12 to Display Card. **\$1.50** Per Card. 25% Deposit on C. O. D.s

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

We Scooped the Electric Shaver Market



The Fleetwood \$1.25 Each

No. B831349

Double-Edged Shaving Head. Self-Sharpening, Self-Cleaning. Just plug into 110-volt A. C. Current and it starts itself. Long-life motor. Guaranteed for 1 year. Streamlined black bakelite case.

Wire Your Orders Now!

N. SHURE CO.
200 W. Adams St.
CHICAGO

22 YEARS OF BARGAINS

and now... while we are preparing our elaborate

268 PAGE CATALOG

we ask our thousands of old customers and prospective ones that they refer to competitor's catalogs for prices and send us those orders. In every instance we will ship

AT OR LOWER PRICES

With our guarantee that "We are Never Undersold or we will sell for less"

Our line consists of popular fast-selling Novelties, Toiletries, Razor Blades, Notions, Gifts, Premiums, Salesboards and Deals.

Prices guaranteed always the lowest. UNIVERSAL WHOLESALERS Customers Note... Through special arrangement all orders for

UNIVERSAL WHOLESALERS shipped by us. Deposit of 25% with all O. O. D. orders. Send ALL ORDERS to NEW YORK ONLY

MILLS SALES CO.

Our Only Mailing Address... 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS



SPECIAL VALUES ELGIN or WALTHAM

O Size—7 Jewel. Engraved Case. With English Leather Strap. R. B. In lots of 3. Each \$3.00 Same—15 Jewel. In lots of 3. Each \$3.75 50c Extra for Samples. Send for Free Catalog. 25% Deposit. Balance C. O. D. 105 Canal St., New York, N. Y.

KANE WATCH CO.

UR COAT WORKERS

The season's latest fashionable designs in all sizes and styles. Your selection of Sealines, Beaverettes, Coneys in all shades, Dark, Mellow Squirrellette, Grey and Morocco. Also Minkollette and Marminks, Caracuts and all other Fur Garments. Write immediately for Price List and Full Particulars. No obligation.

ROEBLING FUR SHOP, 118-120 W. 27th St., N. Y. C.

Sensational VALUES and PRICES \$9.00 UP

Send your correspondence to advertisers by mentioning The Billboard.

NOTES from SUPPLY HOUSES

Because it has a number of special lighting plants left over from a government order, the Universal Motor Co. is offering these plants at a substantial saving. Anyone in need of such a plant doubtless would find it to his advantage to obtain particulars.

First branch of B. R. Co., St. Louis, opens offices and display room at 615 Commercial place, New Orleans, September 1. Walter Finke Jr. will be manager.

DEALS

(Continued from page 54) mails cannot be used for the same purpose in Texas.

We would like to hear from Texas operators who, from their own experiences, can throw some light on this subject.

The 12-hole salescard deal offered by Cannon Sales Co. should prove a fast producer.

Happy Landings.

BINGO BUSINESS

(Continued from page 54) have been laying down on the job. Good new items would stimulate interest in the game and make money for the manufacturer who produced them. Have all the merchandise suppliers lost their

initiative? Or have we missed some good new item operators are using? Drop us a line and let us know.

Musical Barrel

A novelty beverage dispenser is creating a sensation wherever displayed. A turn of the faucet brings forth not only liquid but soft and mellow music playing *How Dry I Am*. A practical item for home liquor cabinet. Contents, one gallon. Comes in natural oak finish, complete with stand and faucet. Should prove a natural for premium item on salesboards. The distributors are offering them to the trade at a special introductory price that should appeal to those interested in something new and different.

CONEY ISLAND

(Continued from page 34)

a gastronomic toothsome novelty is the Pizziola pie, made before one's eyes at Ludgi's eat factory, said to be the largest Pizziola plant in the world. Another new Coney wonder. Frank Russo, general manager, defined a Pizziola as a huge circular slab of dough embellished with cheese, tomatoes and olive oil; others with anchovies or mushrooms. Frank says on a busy day they sell 1,000 an hour, with as many as four bakers and a helper to knead and oven the product on the premises. Pies are cut in quarter wedges at a nickel a wedge and relayed red-hot over the counter and right into the hands of either the sidewalk purchaser or family in an auto at the curb. And that's the reason for the constant congestion on this particular Coney corner.

Special Nights Set Theme for this year's Mardi Gras will be *Coney Island, the Playground of the*

Agricultural Situation

Condensed Data From August Summary by U. S. Department of Agriculture, Washington, D. C.

THE Agricultural situation was somewhat improved during the past month. Downward drift of prices of farm products was checked, with a three-point upturn in mid-July farm price index. Prospects are that the 1938 farm output will be sold under improving demand conditions. Farm income will be less than in 1937 but by a smaller amount than was indicated earlier in the year. About the usual seasonal change is expected in the third quarter. This means a July-September income of about \$2,000,000,000 compared with 2.3 billions in these three months of 1937.

Cotton under cultivation was estimated at nearly 27,000,000 acres, a 22 per cent drop from last year. Record world carry-overs of American and foreign cotton were indicated for August 1. News of the month was announcement of the wheat loan program now under way. Co-operating growers are to be lent an average of 59 to 60 cents a bushel at the farm.

PICK-UP IS IN SIGHT

A recent rise in stock prices, advance in prices of raw materials, increased buying of some manufactured consumers' goods, slight pickup in total industrial activity and generally improved business sentiment seem to indicate that the turn in consumer incomes and the demand for farm products is actually at hand. During the marketing season the general trend probably will be upward, although improvement is not expected to be rapid or continuous. Recovery of consumer purchasing power and demand will be slower than the pick-up in industrial production.

These changes in the situation will affect different products in different ways. The prospects for improvement already have been reflected in market prices of some nonperishable commodities. Changes in the demand for some products tend to lag considerably behind changes in the general business situation. The demand for farm products as a whole, altho on the upgrade, will be slow in reaching a level comparable with that which prevailed before the recession began last year.

INCOME IS LOWER

Farm income has dropped off some this year. For the first half of 1938, farmers' cash income from marketings and government payments totaled 3.3 billion dollars. This is about 13 per cent less than the 3.8 billion received from Jan-

uary thru June in 1937, but \$47,000,000 more than for those months in 1936. January-June income from farm marketings was 12 per cent less than in those months last year. Income from dairy products was higher by \$18,000,000. But all other major groups of farm products have yielded less than in the first half of 1937. Fruits and vegetables showed the largest decrease. Despite much lower prices, income from grains has held up fairly well due to larger marketings.

Income from marketings in June was slightly above that of May, instead of declining as usual. But it dropped 15 per cent from the \$604,000,000 reported for June last year. Government payments were higher, however, so that the total cash income of \$559,000,000 was only 11 per cent below June last year. Income from all major groups of commodities, except grains, was lower this year.

Income from farm marketings is expected to make about the usual seasonal change in the third quarter of 1938. July-September cash farm income will, therefore, probably total about \$2,000,000,000, compared with 2.3 billion in these months last year. Government payments probably will be considerably greater than the very small total of \$20,000,000 in these months last year. Payments from the \$130,000,000 allotted for cotton price adjustment will soon be under way.

LETTER LIST

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- Dennis, Ella
- Droegge, Bonnie
- Ellison, Joey
- Fernham, G.
- Frances, Mickey
- Giaquinto, Mrs. Catherine
- Hall, Mrs. E.
- Hart, Mrs. O. J.
- Herbert, Lillian
- Joyce, Mrs. Mickey
- Kells, Mrs. Jack
- Lee, Deana or Jean
- Levine, Mrs. Ben
- Morse, Mrs. Alice
- Powers, Babe
- Ragan, Madeline E.
- Richardson, Doris
- Smith, Fannie A.
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- Teeters, Miss Jaque
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- Townsend, Lady
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- Zelma
- Adams, Ray Pete
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- Alvarado, Mr.
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- Belden, Harry
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- Boston, George L.
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- Brady, Lorraine
- Brandys, Edward
- Brent, Jack Larry
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- Chisholm, James
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- Cole, George L. J.
- Curtis, Rubie
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- Day, Doc
- Delmar, John A.
- Edwards, R. M.
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- (Jerry)
- Elders, U.
- Eldridge, William
- Evans, Chas. S.
- Feinstien, Benny
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- Heath, Ross
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- King, Clarence
- Kulcinski, Floyd
- Lewis, Malcolm
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- Lorette, Billy
- McAtee, Fred
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- Mahdik, John
- Mark, James
- Mason, Sherman
- Mascos, Nick
- (Loyd)
- Mazes, Richard
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- Miller, Chas.
- Mills, Jack
- Milo, Bob
- Morris, O. O.
- Munn, Bernard
- Nathansen, Ray
- O'Shea, Pat
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- Phillips, Eddie
- Phillips, Tip
- Read, Jimmy
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- Richardson, Vaughn
- Romick, Herman
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- Roscam, Chas. A.
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- Roy, Del
- Sales Jr., William
- Samuel, Billy
- Sanders, C. L.
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- Sterling, Jack N.
- Stevens, Neal
- Sylvester, Robert
- Taylor, Frank
- Taylor, Doc Wm.
- Teeter, Virgil
- Terry, J. C.
- (Jimmy)
- Three Trojans
- Tzigan, L.
- Vantine
- West, Luther
- Weston, Sam
- White, Hal
- Williams, Ward
- Flash
- Wright, Vernon

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58-Sheet Unit, now in operation at Hotel Nassau, Long Beach, L. I. Complete outfit, including 58 25-Hole Baskets; 56 75-Hole Baskets, Counters, Chairs, Amplifying System, Electric Fans, Showcases and Safe. Must sacrifice. No reasonable offer refused. Wire, phone or write offers immediately or see game at Nassau.

LIBERAL DISTRIBUTING COMPANY
856 Broadway, New York City.
Gramercy 7-1692.

World. Floats being constructed will harmonize with this subject. Valuable cups and other trophies are to be presented to winners in a baby parade on afternoon of September 17. Each night's pageant will feature one or two organizations, opening night to be Police Safety Night. Second night will be devoted to volunteer firemen, including companies from Brooklyn, Long Island, New Jersey and Connecticut. After a parade firemen will be guests of Coney Carnival Co. at a repast in Gravesend Exempt Volunteer Firemen's headquarters, West Eighth street. Friday night's parade will include members of posts of the American Legion, with women's auxiliaries and bands.

Mike Santarpia, who promotes bi-weekly bike races in Coney Velodrome, will operate Wednesday instead of Thursday nights thru September and possibly October. Sunday night date remains as is. Another championship is added, National Amateur Sprints, which makes the third titular series award based on point score to be made at the Velodrome this season. The other crowns are for pro-motor pace and sprint divisions.

Capt. John J. Martin, of the local police precinct, estimated that Coney had the largest patronage of the season over the week-ends of August 13 and 20, first devoid of rain since opening on Decoration Day.

Park Gleanings

CANTON, O.—After unsuccessful operation as a night club, beer garden and restaurant, the Hofbrau in Meyers Lake Park here, recently remodeled, is operating as a bingo emporium, said Manager Carl Sinclair, who has not as yet decided whether bingo will be continued after the park closes on Labor Day.

AKRON.—John Paul Flanagan, well-known park exploitation executive, several years identified with Summit Beach Park here and old Riverside Park, visited friends here for the first time since beating a heart attack in a Youngstown, O., hospital.

HOUSTON.—Hans Nagel, zoo keeper in Hermann Park, has been requested by the board not to invite newspaper photographers when pythons are being fed in future. The board took action when the Society for the Prevention of Cruelty to Animals objected to daily papers' pictures of the zoo's pythons eating live animals. SPCA says it is not necessary that pythons be fed live meat and has compiled after a survey by a special committee a diet in which raw liver, cod liver oil and bran are substituted. Park Superintendent Brock says he is certain pythons cannot live without live animals.

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 811 Degraw St., Brooklyn, N. Y.

TED McFARLAND . . . letters from State Branch Hospital, Crescon, Pa., that he has been confined there with a throat ailment since December, 1937, and that he would like to read letters from Bill Westfall and Wayne Garrison and the remainder of the tripe and keister boys.

magician, and now in his fifth season with the organization, is giving his new vent dummy act a good workout. We haven't seen any of the smaller shows in this section. Plan to work here until mid-November in halls and then head for California. Would like to read pipes from some of the oldtimers."

UNDERWOOD

PLUNGERS—Special \$18.00 PER GRO.
 PENS • PENCILS • COMBOS
GRODIN PEN CO.,
 398 Broadway, New York City.

NOW'S THE TIME for you boys and girls to figure on locations for the winter.

T. E. DEEDY . . . is working Norwich, Conn., to fair business, according to reports emanating from that neck of the woods.

ELGIN & WALTHAM WRIST WATCHES \$2.95

In New Cases,
 Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.
H. SPARBER & CO.
 106 North 7th Street, St. Louis, Mo.

SLIM NAPIER . . . MacNeil and Red the Indian are reported to be working Iowa and Minnesota fairs to fair business.

GOOD, EXPERIENCED pitchmen ask and need no one's sympathy. They are fully capable of taking care of themselves, perhaps far better than their all too many faultfinders.

SOUTHERN PEN CO.

Manufacturers Since 1913.
16 N. Union St., Dept. B, Petersburg, Va.
 Send \$1.00 for Samples. Prompt Shipments.

HARRY KINCHELOE . . . is working overtime supplying the boys with med, according to reports drifting in to the pipes desk.

CLARENCE (KID) SMITH . . . of run mender and aluminum solder fame, comes thru with the following info on Pittsburgh: "A few of the boys are still in the Smoky City, altho it's difficult to get money. I've been here for about five months and have made most of mine at the shops, which are good if you have something different. Butler (Pa.) Fair, according to reports, treated some of the boys well. Enjoyed pipes from Donald E. Crabb and E. Fyman in a recent issue and was glad to learn that they were willing to let a fellow know what's going on in their section. Plan to leave here in a few days for a short trip into New York. Things are picking up slowly here. Mills are operating with about 40 per cent of their employees. Would like to read pipes from Charles E. Smith and Owen Flippo."

"HERE I AM . . . just back from a tour of Missouri and Nebraska, where I worked celebrations to fair results," wigwags Doc Victor B. Lund from Omaha. Doubled up with L. Chapman, ace jam man, and must say he gets the green. We worked like clockwork and usually obtained our concession money after the first go. It was my first try at the smaller celebrations. A number of the boys have made Omaha to get well, and that they did. Where are you, Eddie St. Matthews and Herb Johnstone? Let's have pipes from Duke Doebber and Tim O'Day."

overcome your blunders. Don't make 'em, and everybody will be much happier.

MEDICINE MEN

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.

DOC VICTOR B. LUND . . . scribes from Omaha that there are rumors afloat out that way that Duke Doebber and four other men were killed in Indiana recently when the automobile in which they were riding was struck by a train. He adds that the report was supposed to have been broadcast over the radio and asks if any others in the profession have heard similar rumors.

AMONG THE PITCH . . . contingent reported to be working Pittsburgh are Tom Kennedy, Kentucky Lee, Frank Vail and the Millers.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
 Write us your needs.
ARGO PEN-PENCIL CO., Inc.
 220 Broadway, NEW YORK CITY.

IRVING GOLDSTEIN . . . "wiz of the whistle," was sighted handing out plenty of the gadgets last week at the Wisconsin State Fair, Milwaukee, despite the fact that he was spotted behind the cattle barns, where he had to compete with the bellowing of prize bulls. But Irv overcame the obstacle and had a snappy comeback for every bovine bellow.

MEMORIES: Remember when Doc Harry K. (Soapy) Williams was making the territory around Cotton Plant, Ark., a spot surrounded by many lakes? Early one morning an old Negro mammy who worked in the kitchen of the hotel at which Williams was stopping came on duty and found Soapy in the lobby arranging his fishing tackle. "Good mawnin', Doctah, what yo' all doin' up so early?" she greeted. "I'm going fishing," Soapy replied. "If'n yo' all want some good fishin', Doctah, go on down to Clear Lake. Dat's whar de bes'es fishin' in de world is," she said. "Yo' gotta fish deep, tho! Fish on de bottom, 'cause dat's whar de catfishes and grinnels is! Man, if yo'll don't fish deep enough dem ole bassess'll jes' bus' yo' line!"

THE ARVONNES . . . and Marinellas, horoscope workers, had prominent spots at the Wisconsin State Fair, Milwaukee, last week. Judging by the business done when seen by a representative of *The Billboard*, the clever workers enjoyed a profitable week. Myers Family, glassblowers, had an attractive exhibit that drew much attention at the fair.

A. L. RICHARDS . . . is reported to be corralling some long green with his newly perfected rug needles.

FRAMED FEATHER PICTURES! (All Hand Made)
 The last word in an artistic Bird Picture for wall mounting or placing on Desk, Table, etc. American tourists visiting Mexico buy them in enormous volume. Their striking beauty makes an irresistible buying appeal. Sell on sight everywhere! The cedar frame is HAND-CARVED. Size each. Cost you only \$3.00 Dozen or \$30 per Gross. Rush your starting order or send \$1.00 for two beautiful samples.
G. A. MARQUEZ & CO., Aparado BB-1178
 Mexico City, Mexico.
 Mexican Art Goods of All Kinds

WE HAVE BEEN receiving reports that some towns are being announced as closed when they are actually open, and that some fellows report they are going to leave a town when they really have decided to stay. Such reports are unfair to the remainder of the profession. It's better not to say anything about the town being either open or closed and let it go at that. This scribbler must rely upon the veracity of the boys and girls in the profession and it's certainly to no one's credit to make him the goat of misleading statements.

"ELEVEN DAYS IN . . . Canada was plenty for me," blasts Bob Posey from Battle Creek, Mich. "Will play a few fairs in Michigan before heading for the cotton country. Met Mack and Betty McIntyre, horoscopes; Leonard Rosen, blades and watches; Joe Morris, jam; Slim Rhodes and W. Bills, jam; Paul Dery, engraving, and Goldie Brown, jewelry, and they seem to be going just as strong as ever. There were a number of pitchfolk at the Ionia (Mich.) Free Fair, but I was too busy inside to get around and catch a pitch. Would like to read pipes from the boys working Mississippi, Arkansas and Texas, and Billy Mauterstock, Al Cover, Coy Hammock, Doc Tom Neeley, Gummy Jack Currant and W. C. Ott."

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 Lowest Prices in History. New Fall Models. Prompt Delivery. 3 Samples Postpaid 50c. Write for prices.
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AMONG THE FRATERNITY . . . sighted working the Wisconsin State Fair, Milwaukee, were Herb Johnston, Eddie St. Matthews, Johnnie Vought and wife, Jack Flowers and wife, Al Wallien and wife, Leonard Rosen, Ossie Routt, Ralph Kosterman, Tommy Burns Jr. and wife, George Hess and wife and George Jr., and Speed Hascal.

DON'T LEAVE IT up to the next fellow to "LOOK BEFORE YOU LEAP" south for the winter.

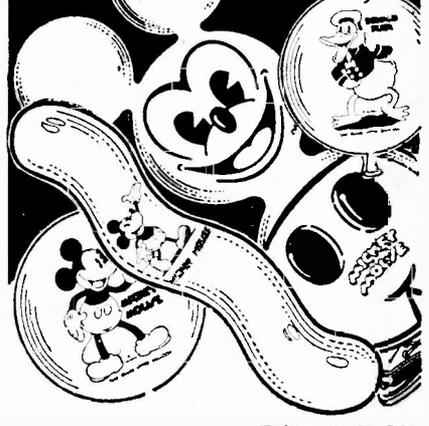
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 Selling Drivers' Mileage Log Books to all Bus, Truck and Transfer Companies. Required by new Interstate Commerce Commission law effective October 1. Quick money. Act fast. Write
SHORT WAY LINES, Inc.
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MADAME MAYFIELD . . . letters from Curtisville, Pa., that her Tonopa Med opery has been clicking in its old established territory in Pennsylvania. But let the Madam tell it: "Weather has been ideal and business way above expectations. Mel Mayfield, comedian, has been enjoying much swell fishing along the route. Darwin,

this territory since leaving Indianapolis and conditions here are not so hot," scribes Eddie (Shifty) Lewis from St. Louis. "Have been forced to stay here, tho, because my wife took sick and is unable to travel. She's on the road to recovery, however, and I've been managing to meet expenses, so I have no kick. We hope we'll be able to hit the road soon. I've been working across the river in East St. Louis, Ill., almost all of the time on a \$12.50-per-year reader. Granite

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 OAK'S Walt Disney character balloons are far ahead of all others for steady, consistent earning power. This line offers you a large variety of picture balloons, novelties, toss-ups and package items.
 Sold by the Leading Jobbers.

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 50.00 per 1000
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 Beautiful 24-Gauge ETCHED BRONZE PLATE. Sells on sight, 25c to \$1.00. Not to be confused with cheaper, light BRASS PLATE. Sample 10c. Write for particulars and pictures of everything. Mls. have 25% deposit with order. Immediate shipment. Same day service.
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Every \$1.00 Gets you \$5.00
 Yes, sir, real profit. Getrich Home Workers always have dough, and when you tell pros- pectus, Welcome Cards, etc., 2c to 5c. Send 1c for Sample.
VETERANS' SERVICE MAGAZINE,
 169 Duane St., New York City.

COMEX BLADES
 100 D. E. BLADES (20-5s) Dis- 30c
 play Cartons. Per Carton 10 Cartons, \$2.90.
 100 D. E. BLADES (20-5s) Dis- 36c
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 All Fully Guaranteed. 1/3 Dep. With Order.
JEDRO 132 West 32nd Street COMPANY New York City

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 sea- sonable features. Holiday Flashers, Patriotic Calendars, Welcome Cards, etc., 2c to 5c. Send 1c for Sample.
VETERANS' SERVICE MAGAZINE,
 169 Duane St., New York City.

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 Above Prices Are Per Card or Carton.

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City, Ill., can be worked on a \$3-per-day reader, but it's just fair. Centralia, Ill., is n. g., while Belleville, Ill., can be worked without a reader. It's a fair spot. Alton, Ill., is closed."

TED O'DAY . . . after a long silence, pipes from Stroudsburg, Pa.: "I'm working glass cutters and sharpeners in this section on the newly formed Penn Premier State Shows. We are making the Pocono Mountains and surrounding country and up to now we've enjoyed good business. Plan to work Kansas, Nebraska and Oklahoma this winter. Would like to read pipes from Dollar Bill Goforth, Joe Miller, Toby Johnston, Freddie Segal, Whittle Hansen, George Wright and Tisua Buhda."

IN MOST INSTANCES it isn't the layout you conduct, but the way you do your stuff that gets you to the top.

DOC ED WHITE . . . rifles from Earville, N. Y., that the Franklin Show is now in its 17th week and 10th under canvas. "We played," writes Doc, "five stands in Northern New York, all repeaters, to fair med sales and the pay nights were big in every stand. Conditions seem better and a little freer in this section. Weather has been ideal for tent work. Several small shows up north reported that they have been doing fairly well. Show's line-up is the same as it has been for several years and includes Billy Behan, the Three Boltons and the Eddie, Virginia and Eddie Jr. Trio. Visitors included Mr. and Mrs. Ken Walter, Earl Flansburg, Pa and Ma Sherman and Don and Myrtle Kimmel. We visited the Van Arnam show at Gouverneur, N. Y., and met Billy Henderson, who was with our show for two seasons. Nick Cocco and wife visited at Tully, N. Y. Will play three more weeks under canvas and then go into halls until December."

SAM BERMAN . . . after a few months' silence tells from Traverse City, Mich.: "Worked Muskegon, Mich., last week and met Bill Myers and C. Herbert and we enjoyed a good week's business. Will rest here for about a week before making a few Michigan fairs and heading back to Dayton, O. Pipe in, Art Engle."

HAVE YOU given the Letter List a gander lately? Better do it now. There may be a letter advertised for you.

H. A. DONOHUE . . . paperman, who operated a laundry last winter, is now back on the sheet, working a chicken publication exclusively. "Have a new one to spring after the fairs, tho," says Donohue. "We've had walkathons, danceathons and now I'm ready to offer a talkathon. I've tried it out in different hotel lobbies and believe there are possibilities in it. At any rate, I'd like to know what the fellows think of it. Would like to see pipes from Dude Rafferty and Eddie Case."

JOE MUMMA . . . better known as The Dutchman, is working to fair business in Lebanon, Pa., writing names on ribbon in gold. He recently concluded a successful tour of farm sales and fairs in Eastern and Central Pennsylvania. He adds that he is anxious to read pipes from Madeline Ragan, Curly Bartok, Charley Clark, Heavy Mitchell, Mary Ragan and Chet Wedge.

TOM WATERS . . . fogs thru the following from Shamokin, Pa.: "Tex Worth has his med layout playing Trevorton, a small mining town near here, to good business. He's now in his third week. Six-people unit in addition to Tex, his wife and daughter includes Bobby Snyder, Eddie Clever, Sammy Moss, Evelyn Houck and Miss Weaver."

Pitchdom Five Years Ago

Dusty Rhodes and John Brandt were working Kentucky territory to fair results. . . . Doc A. Anderson was still getting his share of the long green in Virginia. . . . Doc C. D. Mannack and Doc Steele were operating three med units in Denver and all were clicking. . . . Mary and Madeline Ragan, the pitch twins, were working Bughouse Square, Chicago, to lucrative business. . . . Red Gammage was soaping and soldering up the South to fair business. . . . John Cox, pitchman and black-face comedian, died at City Hospital, South Haven, Mich., following an operation for stomach ulcers. . . . "Things are beginning to pick up in the Golden West," was the word from Peter Lonn from Seattle. . . . Ricton, "Barnum of the sticks," was playing Calhoun, Ky., to good crowds. Organization was in its 16th week on the road. . . . Floyd Kerchner, ace gold-wire artist, visited *The Billboard's* Cincinnati offices preparatory to returning to the road after a lay-off of several months. . . . Happy Billy Layton and wife and their med opry were playing halls in the Ottawa Valley towns to satisfactory returns. . . . Apache Jack Roche's platform show played to its biggest business of the year in Maryland July 9. . . . Solderall O'Connell breezed into Richmond, Va., his home town, after a successful trip thru Pennsylvania, New York, Maryland and District of Columbia with horn nuts. . . . Blackie Kessler, Jack Carpenter and Jeff Farmer were still working doors and shops in Newark, N. J., to only fair takes. . . . Doc Murphy was getting plenty of folding money working Canton, O. . . . Business in Indianapolis was bad for Silk-Hat Harry Downing. . . . Jimmy (Spot) Marshall concluded his seventh consecutive week in Indianapolis working doorways and Saturday night spots out of town with rad. . . . Doc Harry Mellen and Albert Narse were working blades in doorways in Fort Wayne, Ind., to okeh results. . . . Dr. George M. Reed was finding conditions greatly improved in Canton, O. . . . That's all.

A NEAT APPEARANCE and a pleasing manner cover a multitude of sins.

THE MISSISSIPPI KID . . . better known as Willard Griffin, is clicking with his one-man circus in De Soto, Mo.

DR. AND MRS. LAUSHELL . . . shoot the following from Detroit: "Have been in the Motor City for the past week and, according to reports, shops here will be running full blast in September. Haven't seen any of the knights of the pitch fraternity here. Suppose they are all out making the pumpkins. Have just taken delivery on a new trailer and expect to get that bank roll at the high spots so we won't miss the fishing in Florida this winter."

HARRY BUNTING . . . scribes from Riverside, Calif., that he is having a good time but making little money. Harry is working the Lord's Prayer-on-a-penny and the guess-your-age layout.

L. F. WEST . . . of the med show bearing his name, tells from Dover, N. C.: "Considering the weather and scarcity of money in this section, we've just concluded 15 weeks of fair business. We, like the others, are waiting for the big days to come. I've met a number of med boys here and they all seem to be getting by. As elsewhere, almost all spots in and around North Carolina are still hot, and one doctor told me he was leaving them as

cool as a red-hot stove. That's the trouble around here. We have to build 'em up, and that takes time and profit from the last lot, but maybe we all need a rest anyway. We have what we think is a unique seven-people show, including Dr. Joe Steele, lecturer. Would like to read pipes from Docs Wheatly, Jack Roach, Old Dad Fairchild and Frank Clayton. I get a kick out of reading the Pipes column each week, so take a little time off, boys, and send some in."

PERIODICAL SALES, INC. . . . of Chicago, has brought suit against the village of West Dundee, Ill., for an injunction to prevent village officials from arresting, fining or otherwise molesting Mahlon Yaggl or representatives of the company, according to the August 18 issue of *The Elgin Courier-News*. Following filing of the suit in Circuit Court at Geneva, Ill., Judge William J. Fulton granted a temporary injunction preventing the village officials from bothering representatives of the magazine sales firm as they canvas West Dundee residences. Case is slated to be heard September 19. The petition points out that an ordinance passed by West Dundee officials in 1936 making it necessary to pay a fee and obtain a permit before

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Leather Baby Shoes, all colors, Gross 4.50

Hi Hat Colored Fur Monkey, Gross 3.50

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Best Silk Lash Whistle Whips, Gross 7.00

Spanish Hat, fine quality, Gross 18.00

Tyrolean Hat with long feather, Gross 8.00

Six-Shooter Diamond-Studded Pistol Gross 3.00

Rabbit's Feet with metal top and Ring, Gross 3.00

Silk Parasol, 24", Gross 9.00

Plaid Parasol, 30", Doz. 1.75

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Large Feather Dresses, Jap. Gross 3.00

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

soliciting in the village is contrary to the constitutions of Illinois and the United States. It also states that the ordinance gives police unreasonable and unlawful power. Suit grew out of the arrest of Yaggi last July 29 as he made a house-to-house canvas in West Dundee.

DOC J. A. SPEAGLE'S . . . med unit is reported to be clicking to good results in the North Carolina marts.

"JUST WORKED . . . embroidery needles here to the worst blank we've ever known," blast J. A. Reamer and wife from Neillsville, Wis. "There is no money nor pitchmen in this section. Plan to head south soon. Pipe in, boys."

Events for 2 Weeks

(Aug. 29-Sept. 3)

ALA.—Birmingham. Dog Show, 3.
CALIF.—Huntington Beach. Black Gold Days, 3-5.
Lakeside. Rodeo, 4.
San Diego. Dog Show, 4-5.
West Riverside. Harvest Festival, 2-5.
CONN.—Darien. Dog Show, 5.
ILL.—Bend. Homecoming, 3-5.
East Carondelet. VFW Celebration, 2-5.
Elmwood. Fall Festival, 1-3.
Harvey. VFW Celebration, 2-5.
Le Roy. Homecoming, 1-3.
Piper City. Legion Celebration, 2-3.
Strasburg. Homecoming & Barbecue, 1-3.
Watseka. Iroquois Co. Jamboree, 31.
IND.—Bowling Green. Old Settlers' Reunion, 2-3.
Francisville. Street Fair, 31-Sept. 3.
Indianapolis. Dog Show, 5-6.
Largo. Legion Celebration, 31-Sept. 3.
Liberty. Carnival & Fall Festival, 29-Sept. 3.
Madison. Catholic Church Fair, 1-3.
Montpelier. Street Fair, 30-Sept. 3.
Silver Lake. Free Street Fair, 30-Sept. 3.
IA.—Des Moines. Rodeo, 28-Sept. 1.
Drakesville. Old Settlers & Soldiers' Reunion, 1-3.
Sheldon. Air Show, 4-5.
KAN.—Osage City. Fall Festival, 1-3.
KY.—Princeton. Tobacco Festival, 1-6.
LA.—Shreveport. Rodeo, 3-5.
MICH.—Free Soil. Homecoming, 3-5.
Romeo. Peach Festival, 3-5.
MINN.—Osakis. Fall Festival, 1-3.
MO.—Ellington. Homecoming & Fair, 1-3.
Troy. Lincoln Co. Jubilee, 28-Sept. 3.
NEB.—Gordon. Rodeo, 31-Sept. 2.
NEV.—Winemucca. Rodeo, 3-5.
N. M.— Lordsburg. Goat & Sheep Show, 2-3.
Santa Fe. Fiesta, 3-5.
N. C.—Lartimore. Lions' Club Celebration, 31-Sept. 1.
O.—Beach City. Homecoming, 3-5.
Bowling Green. Tomato Festival, 29-Sept. 1.
Cincinnati. Food Show at Zoo, 23-Sept. 5.
Cleveland. Natl. Air Races, 3-5.

Attention! Ex-Service Men!

A pipe from Van C. Harris reveals that the pitch business is not dead in Wisconsin. Writing from Lone Rock, he sends the following pertinent facts concerning ex-service men in the Badger State. "Chapter 129 of the law there concerning ex-service men reads as follows: 'Except that any ex-soldier of the World War who has been a bona fide resident of this State for at least five years preceding the application and who has 25 per cent disability or more or who has tuberculosis or cardiac disability recognized by the U. S. Veterans' Bureau shall, upon presenting satisfactory proof to the Department of Agriculture and Markets, be granted a special license without payment of any fee: provided, that such ex-soldier shall at all times while engaged in such business or occupation carry on his person such special license and the proof required for the issuance of the same.'" Harris adds that he has been clicking for the past three weeks and that he carries just such a license as quoted above.

MINN.—Clements. Balloon Days, 10-11.
Waterville. Fall Festival, 9-11.
MO.—Alma. Fall Festival, 8-10.
Billings. Street Fair, 8-10.
Jackson. Homecoming, 7-10.
Jamesport. Fox Hunt, 6-10.
Rolla. Lions' Carnival, 7-10.
St. Charles. Pageant of Progress, 8-11.
Sarcoie. Homecoming, 9-10.
NEB.—Lincoln. Rodeo, 5-9.
N. J.—Atlantic City. Miss America Beauty Pageant, 6-10.
N. Y.—Rye. Dog Show, 11.
Tuxedo Park. Dog Show, 9-10.
N. C.—High Point. Celebration, 5-10.
O.—Andover. Street Fair, 9-10.
Antwerp. Homecoming, 8-11.
Cincinnati. Air Show at Sharonville Field, 11-11.
New Holland. Legion Fall Festival, 7-10.
Sandusky. 125th Anniv. Celebration Battle Lake Erie, 10-11.
Shelby. Community Street Fair, 7-10.
Waverly. Firemen's Celebration, 5-10.
OKLA.—Waynoka. Free Fair & Old Settlers' Picnic, 8-10.
Woodward. Rodeo, 9-11.
PA.—Clymer. Celebration, 5-10.
Pittsburgh. Legion Jubilee, 29-Sept. 10.
TEX.—Dallas. Gift Show, 4-9.
Port Arthur. Bridge Opening Celebration, 7-8.
WASH.—Colfax. Round-Up, 9-10.
W. VA.—Charleston. Dog Show, 1.
Clarksburg. Celebration, 3-1.
Huntington. Dog Show, 10-1.
Weston. Grand Glass Expo. 5-8.
WIS.—Mount Horeb. Fall Festival, 8-10.

SHORTS

(Continued from page 49)

EBENSBURG, PA., FAIR

Labor Day Week, September 5-12, Inclusive

Can place Motordrome, Fun House and one more good Show. Wanted—Girls for Musical Revue.

All Concessions open, including Wheels, Grind Stores, Cookhouses, Grab and Lunch Stand, Palmistry, Diggers, etc. No exclusives except Corn Game. Patty J. Finnerty in charge of concessions.

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and 20. Barker Shows were on the midway.

PAT (CRASH) REGAN reports a successful engagement with his girl show at the recent Veterans of Foreign Wars' Circus, Lima, O.

OFFICE wagon of Dixie Model Shows, booked for a seven-day celebration sponsored by American Legion Post United Mine Workers of America, Montas, Va., has been on the street as an exploitatory headliner. Smith.

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Santa Cruz Beach, Calif., h.
Wyse Jr., Ross (Earle) Phila, t.

Y
Youngman, Henny (Bath & Turf) Atlantic
City, nc.

Z
Zito (Claremont) NYC, ro.
Zorita (Wonder Bar) Cincinnati, nc.
Zugor, Mildred (Herrigs Village) Columbus,
O., nc.

FAIR GRAND-STAND ATTRACTIONS

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

Aces, Two: Sherbrooke, Can.; Dunkirk, N. Y.,
6-10.

Arontys, Aerial: Indiana, Pa.

Avery's, Gertrude, Diamond Revue: St. Peter,
Minn., 2-4; Algona, Ia., 6-9.

Avery's, Gertrude, Laugh Parade: Princeton,
Ind., 1-3.

Avery Trio with Eddie Keck: Harford, Pa.;
Hemlock, N. Y., 6-10.

Balabanow Ensemble: (St. Stephen Fair) New
Brunswick, Can.

Baldwin & Bristol: (Riverview Park) Penns-
ylvania, N. J.

Basile's, Joe, Band: Toronto, Ont., Can., 29-
Sept. 10.

Behrs, Flying: (Pontchartrain Beach) New
Orleans.

Beno, Ben: Washington, Ind.

Billetti Troupe: Princeton, Ind.; Indianapolis
4-10.

Blondin-Rellim Troupe: Detroit 29-Sept. 11.

Brownlee's Hickville Follies & Band: Russell,
Ont., Can., 5-6.

Carman, Frank & Ethel: Alpena, Mich.

Cooke & Cooke: Harford, Pa.; Myersdale 5-10.

Crovans, Peerless: Lewisburg, W. Va.; Roches-
ter, N. Y., 5-10.

D'Arcy Girls: Halifax, N. S., Can., 29-Sept. 5.

Dean, Skip, & Co.: Bridgeport, Ill.; Du Quoin
5-10.

Donahue & LaSalle: St. Stephen, N. S., Can.;
Chatham, N. Y., 5-10.

Fern, Pearl, & Co.: Penn Yan, N. Y.

Frazier, Jack: (Playland Park) Rye, N. Y.

George, Great, & Anita: Caledonia, Minn., 1-3;
Missouri Valley, Ia., 5-9.

Hamiter Unit: Leroy, Ill., 1-3.

Harvey & Dale: Fargo, N. D.

Helen & Marshall: Harford, Pa., 30-Sept. 2;
Hemlock, N. Y., 6-10.

Jaydee the Great: Ft. Dodge, Ia.

Kelly, Berniece, Circus Revue: Towanda, Pa.;
(Rocky Springs Park) Lancaster 4-5; New-
ville 6-9.

Kressells, Four: Salina, Kan., 1-2; Glasco 3-4.

LaZellas, Aerial: Hayward, Wis., 1-3; Turtle
Lake 6-10.

Lorenzos, Four Aerial: St. Peter, Minn., 1-4;
Algona, Ia., 5-10.

McConnel & Moore: Council Bluffs, Ia., 31-
Sept. 1; Olney, Ill., 7-9.

Monroe & Adams Sisters: Sidney, Mont.

Morris, Will, & Bobby: Syracuse, N. Y.;
Rutland, Vt., 5-10.

Nelson, Walter: (Playland Park) Rye, N. Y.

Reynolds, Helen, Skaters: Toronto, Ont.,
Can., 29-Sept. 10.

Shad's, Jos. R., Dare-Devils: Omaha, Neb.,
10-31; Sabula, Ia., 2-3; Genoa, Neb., 6-8;
Wellen 9-10.

Tris, Albert, Sea Lions: Oscaloosa, Ia., 5-
10.

Trio: Jackson, Mich., 30-Sept. 3.

Tros, Six: Bedford, Pa.; Myersdale

Long, Leon, Magician: Tompkinsville, Ky., 1-8.

Malloy Circus Unit: Stoneboro, Pa., 2-5.

Marquis, Magician: Brigham City, Utah, 31;
Lewiston Sept. 1; Logan 2-3; Preston, Ida.,
6; Pocatello 7-8; Burley 9; Rupert 10.

Magrum, C. Thomas, Magician: Hope Valley,
R. I., 1-2; Kingston 3-4; Madison, Conn.,
6; Portland 7; Haddam 8.

McCall Bros.' Show: Amity, Mo., 1.

McNally's Variety Show: Hobart, N. Y., 29-
Sept. 3.

Melzers, Flying: Williamsburg, Ky., 29-Sept. 3.

Müller, Al H., Show: Lenox, Ga., 29-Sept. 3.

Ricton's Show: Dawsonville, Ga., 31; Sweet-
water Sept. 1; Silver City 2.

Rippel's Community Show: Partlow, Va., 29-
Sept. 3.

Seacalum Park Rides & Shows, No. 1 unit:
(Fair) Wapakoneta, O., 29-Sept. 2; Wauson
4-9, No. 2 unit: (Fair) Pemberville, O., 1-3;
(Fair) Medina 6-9.

Valentinos, Flying: Greenville, Tex., 29-Sept.
3; Paris 4-10.

CARNIVAL

(Routes are for current week when no dates
are given. In some instances possibly
mailing points are listed.)

All-American Expo: Lansing, Ia., 29-Sept. 2.

American Expo: Jackson, Mich.

American United: Rupert, Ida., 30-Sept. 4.

Anderson-Strader: Stockton, Kan.; Beloit 5-10.

B. & H. Am. Co.: Elliott, S. C.

Bach, O. J.: Hudson, N. Y.

Bantly's All-American: South Williamsport,
Pa.

Barfield's Cosmopolitan: Williamsburg, Ky.;
(Fair) Oneida, Tenn., 5-10.

Barker: St. Elmo, Ill.

Barkoot Bros.: Marne, Mich., 29-Sept. 2.

Barnhart's Golden West: Adams, Minn., 30-31;

Mineral Point, Wis., Sept. 2-5; Waukon, Ia.,
6-9.

Bass & Lane Am. Co.: Artesia, Miss.; (Fair)
Lexington, Tenn., 5-10.

Bazinet: (Fair) Ladysmith, Wis., 29-Sept. 1;
(Fair) Phillips 2-5.

Baysinger: Carrier Mills, Ill.; Charleston, Mo.,
Sept. 5-10.

Beckmann & Gerety: (Fair) Des Moines, Ia.,
29-Sept. 2; (Fair) Lincoln, Neb., 4-9.

Bee, F. H.: (Fair) Hodgenville, Ky.; (Fair)
Russellville 5-10.

Bockus, Curtis L.: Loris, S. C.

Bortz: (Fair) California, Mo.; (Fair) Salem
5-10.

Bremer: Rice Lake, Wis., 31-Sept. 4; Wash-
burn 5-7; Amery 8-11.

Brown Novelty: Eastman, Ga.

Buck, O. C.: Rhinebeck, N. Y.; Fonda 5-10.

Buckeye State No. 1: Belzoni, Miss.; (Fair)
Itta Bena 5-10.

Buckeye State No. 2: Hollandale, Miss.

Bullock Am. Co.: West Jefferson, N. C.; (Fair)
Bland, Va., 5-10.

Burdick's All-Texas: San Marcos, Tex.

Burke, Harry: Opelousas, La., 29-Sept. 4; Ville
Platte 5-10.

Byers & Beach: (Fair) Monticello, Ill.; (Fair)
Jerseyville 5-10.

Byers Greater: (Fair) Humboldt, Ia.; (Fair)
Webster City 5-9.

C. J. S. Attrs.: Pine River, Minn., 1-3.

Campbell's United: Lumber City, Ga.

Casey, E. J.: Rainy River, Ont., Can., 29-31;

Fort Frances Sept. 1-5; Hudson 7-8; Dryden
9-10.

Central State: Oberlin, Kan.; McDonald 5-10.

Cetlin & Wilson: (Fair) Bedford, Pa.; (Fair)
Lebanon 5-10.

Clude's United: Carrolltown, Pa.; Coalport

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CONTINENTAL CATALOG



Plenty of
BEACON
BLANKETS

ROUTES

(Continued from page 24)

Setz, Val (Hippodrome) Baltimore, t.

Shandor (Buckingham) NYC, h.

Shatien, Anna (Roumanian Village) NYC, re.

Shaw, Helen (Meadowbrook) Saratoga, N. Y.,
nc.

Shore, Willie (Hi-Rat) Chi, nc.

Shutta, Ethel (Chez Paree) Chi, nc.

Sidell, Bob, Trio (Beverly Hills) Newport, Ky.,
cc.

Siegel, Al (Casa Manana) NYC, nc.

Simmons, Lee (Plantation) NYC, nc.

Singing Strings (Graylin Blueroom) Indian-
apolis, nc.

Six Bits of Rhythm (Creole Gardens) Clevel-
and, nc.

Smythe, Jerry (Arcola Inn) Arcola, N. J., nc.

Sonia & Margo (Cocoanut Grove) Boston, nc.

South & Lane (Babette's) Atlantic City, nc.

South Carolina Big Apple Dancers (State-
Lake) Chi, t.

Southern & Cotez (Rainbow) Miami, nc.

Spec & Spot (Colosimo's) Chi, nc.

Sperry, Frank (Roosevelt) NYC, h.

Spitalny, Phil, & Band (Paramount) NYC, t.

Stardust Revue (Maj.) Evansville, Ind., t.

Stenhenson, Gail (Herrigs Village) Columbus,
O., nc.

Sterling, Wynne (Roumanian Village) NYC,
re.

Stone & Barton (Riverside) Milwaukee, t.

Suzanne & Christine (Jimmy Kelly's) NYC,
nc.

Tammann, Russell (Piping Rock) Saratoga, N. Y.,
re.

Tal (Riviera) Fort Lee, N. J., nc.

Tance (Capitol) Washington, t.

Tana-Madrid) NYC, nc.

(more) NYC, h.

re.

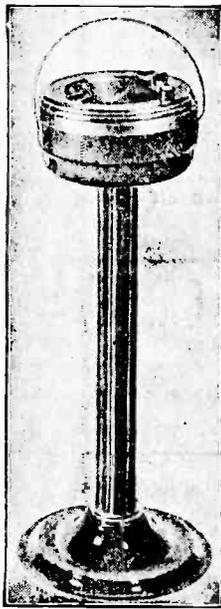
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ELLINGTON, MO., FAIR

This Week: Morehouse, Mo., Home Coming and Labor Day Celebration, week Sept. 5. **BARLOW'S SHOWS.** WANT Legitimate Concessions only. CAN PLAY: Corn Game, Custard, Diggers. Outfits open for Shows. WANT Show Carpenter who can handle lot. Also want Ride Help, useful Carnival People. Out until Xmas.

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Heller's Acme: Keller, Va.; (Fair) Timonium, Md. 4-15.
Henke Bros.: (Fair) Norway, Mich., 29-Sept. 5; (Fair) Crandon, Wis., 7-11.
Hennies Bros.: (State Fair) Detroit, Mich.
Heth, L. J.: Mayfield, Ky.
Hilderbrand: (Fair) Walla Walla, Wash.
Hippodrome: (Fair) Plymouth, Wis., 29-Sept. 5.
Hodge, Al G.: Hastings, Minn.
Hoffner, Wm., Am. Co.: Elizabeth, Ill., 31-Sept. 1; Oregon 3-5.
Hughes Bros.: La Harpe, Ill.
Hyde, Eric B.: Wise, Va.; Marion 5-10.
Ideal Expo.: Altoona, Pa.; (Fair) Ebsenburg 5-10.
Imperial: Le Roy, Ill.; Rock Falls 5-10.
Jolly Jaillot: Jamestown, N. Y.; Wesleyville, Pa., 5-10.
Jones, Johnny J., Expo.: (State Fair) Indianapolis, Ind., 29-Sept. 10.
Joyland: Redding, Calif.
Kaus Expo.: Charleston, W. Va.
Kaus, W. C.: Huntingdon, Pa.
Keystone: (Fair) Indiana, Pa.; Oakland, Md., 5-7.
Kline's Greater: Washington, Ind.
Krekos West Coast Am. Co.: (Rodeo) Lakeview, Ore., 2-5; Klamath Falls 6-10.
Landes, J. L.: (Fair) Belleville, Kan.; (Fair) Norton 5-10.
Lang's, Dee. Famous: (Fair) Cresco, Ia., 29-Sept. 1; Flat River, Mo., 4-6.
Large, H. P.: Cruger, Miss.; Morgan City Sept. 5-10.
Latlip's Home State: Parsons, W. Va.
Lawrence, Sam: Wind Gap, Pa.; Hatfield, Pa., Sept. 5-10.
Lewis, Art.: (Exhn.) Sherbrooke, Que., Can., 27-Sept. 3; (Exhn.) Quebec City 4-10.
Liberty National: (Fair) Whiteville, Tenn.
McGregor, Donald: McCallsburg, Ia., 29-Sept. 2; Madrid 3-5.
McKee: Blanchard, Okla.; Hydro 5-10.
Magic Empire: Oswego, Kan.; West Mineral 3-10.
Marks: (Fair) Ronceverte, W. Va.; (Fair) Roanoke, Va., 5-10.
Midwest: Ft. Pierre, S. D., Sept. 2-4.
Miller Amusements: Jonesboro, La.
Miller Bros.: Boone, Ia.; Ft. Dodge 5-10.
Minor Model: (Fair) Gilbert, Pa.
Minor Ride Unit: Phillipsburg, N. J.
Model: London, Ky.
Naill, C. W.: Haynesville, La.; Homer 5-10.
New England: Forest City, Pa.
Northern Expo.: Grenora, N. D., 31-Sept. 1; Wildrose 2-3; Stanley 5.
Northwestern: Wayland, Mich.; (Fair) Hart 6-9.
Oklahoma Ranch Motorized: (Fair) Freedom, Okla.; Woodward, Okla., 5-10.
Oliver Am. Co.: Ozark, Mo.
Orange State: Danville, Va.
Ozark: Platte City, Mo.
Page, J. J., Expo.: (Fair) Bowling Green, Ky.; (Fair) Trenton, Tenn., 5-10.
Par-American: (Fair) Peotone, Ill., 30-Sept. 1; Mazon 2-5.
Parade of Shows (Lane's): Itasca, Tex.; Taylor 4.
Patrick: Oroville, Wash., 29-Sept. 5.
Peerless: Cecil, Pa.
Penn State: New Berlin, Pa.
Pryor's Am. Co.: West Union, O.
Reading's: Hartsville, Tenn.
Regal United: Manchester, Ia., 29-Sept. 2; Elkader 3-5; Grundy Center 6-10.
Reynolds & Wells United: (Fair) Waseca, Minn., 28-31; (Fair) Algona, Ia., 5-10.
Rogers & Powell Am. Co.: Corning, Ark.
Royal American: (State Fair) St. Paul, Minn., 3-10.
Royal United: Peoria, Ill.
Royal Midway: (Fair) North Little Rock, Ark.
Rubin & Cherry Expo.: (Fair) Syracuse, N. Y., 30-Sept. 10.
Santa Fe: Osage City, Kan.
Savidge, Walter, Rides: Menville, Ia., 31-Sept. 2; Sutherland 5; Pomeroy 8-9.
Scott Bros.: Waverly, Tenn.; Parsons 5-10.
Sheesley Midway: (Fair) Salina, Kan.; (Fair) Coffeyville 5-10.
Shugart, Doc: (Fair) Tryon, Okla., 1-3; (Fair) Carney 8-10.
Silver State: (Fair) Gordon, Neb., 31-Sept. 3; (Fair) Torrington, Wyo., 5-10.
Sims Greater: Tilsonburg, Ont., Can.
Skerbeck Am. Co.: Medford, Wis.
Smith Bros.: (Fair) Carter, Okla.
Smith, J. Lacy, Attrs.: Waverly, Va.
Smith's Greater Atlantic: Elkton, Va.
Snapp Greater: Baraboo, Wis.; Olney, Ill., Sept. 5-10.
Sol's Liberty: (Fair) Oshkosh, Wis., 27-Sept. 2; (Fair) Marshfield 4-8.
Sparks, J. P.: Nicholasville, Ky.; Lexington 5.
Speroni, P. J.: Industry, Ill., 30-Sept. 3; Canton 5-6; Smithfield 7-8.
State Fair: Ottawa, Kan.
Stumbo, Fred R.: Miller, Mo.
Sunset Am. Co.: Canton, Mo.
Swisher, H. C.: Burden, Kan., 31-Sept. 2; Garnett 7-9.
Terrill & Marohl: Wallins Creek, Ky.
Texas Kid: Paducah, Tex.; Turkey 5-10.
Texas Longhorn: Amarillo, Tex.; (Fair) Borger 5-10.
Thomas, Art B., No. 1: Fargo, N. D.; Lidgerwood 5-6; Oaks 7-8; Webster, S. D., 9-10.
Thomas, Art B., No. 2: Fargo, N. D.; Vermilion, S. D., 8-10.
Tidwell, T. J.: (Fair) Vinita, Okla.; (Fair) Miami 5-10.
Tilley, No. 1: (Fair) Princeton, Ill., 30-Sept. 2.
Tilley, No. 2: Warrensburg, Ill., 31-Sept. 5.



THE FAIR SEASON IS ON
Which Means You Need Quick Service. WE FEATURE OUR INSTANTANEOUS SERVICE. All Orders Shipped Same Day Received.
CONCESSION MERCHANDISE
Of Every Description at Prices That Are Right. YOU WILL WANT OUR NEW CATALOG. Write Today for Our 150-Page Book. Please state your business.
ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

AL BAYSINGER SHOWS WANT
Hawaiian Show, Geek Show. Have good outfits for same. Pit Show and Mechanical Shows with own outfits. Carriers Mills, Ill., Celebration, this week; Charleston, Mo., Watermelon Festival, next; Dexter, Mo., Fair, following. Write or wire
A. S. BAYSINGER.

CIRCUS SIDE SHOW AT LIBERTY
With something in it . . . Have Exceptional Outstanding feature . . . This Big Show available after Labor Day.
Can Use Freaks and Talkers at All Times. WRITE OR WIRE
PHONE: CONEY ISLAND SIDE SHOW (FRED SINDELL)
Eplanade 2-0338. 1116 Surf Avenue, Coney Island, N. Y.

AKRON, OHIO REAL LABOR DAY CELEBRATION
SEPTEMBER 2-3-4-5. (Run All Day Sunday)
OLIVE AND BUTLER STREETS.
WANTED—Shows, Legitimate Concessions of all kinds. Bingo, Photo Gallery open. Ex. Lunch, Drinks, Diggers sold. Rides booked. Address or come on 90 Brookside Ave., Akron, O. P. S.—Spot to follow September 7-8-9-10.

Orange State Shows WANTS
For 8 Southern fairs and Florida Park all winter—Rides, Tilt-a-Whirl, Octopus, Eddie Ride, Shows of all kinds. Concessions—Cookhouse, Corn Game, Custard, Diggers, Long-Range Gallery or any Legitimate Concessions. Like to hear from Sound Truck, Red Watson wants Agents. Write or wire LEO M. BIRTANY, Danville, Va.

WANT FOR ANNUAL STREET FAIR AND HORSE SHOW.
Chenoa, Ill., September 8-9-10.
Concessions working for Stock and 10c. Pay own wire.
WM. HOFFNER AMUSEMENT CO.
Route: Elizabeth, Ill., August 31 to Sept. 1; Oregon, Fair, Sept. 3-4-5.

FALLS CITY SHOWS
Want for Jeffersonville, Ind., week September 5, Benefit Clarksville Playgrounds—Clean Shows of all kinds. Want Sit-Down Cookhouse. Privilege \$35. Legitimate Concessions, no racket. Want Chair-plane to join at once. Address Brandels and Brock Sts., Louisville, Ky., this week.

HUNTSVILLE, ALA.
Interested hearing from small Revue or other Grand-stand Attractions open. Our dates September 20 thru 24, and playing in this territory.
MADISON COUNTY FAIR ASSOCIATION, Huntsville, Ala.

WANTED
To join Waverly, O., Firemen's Street Fair week September 5, with 10 weeks of bona fide fairs and celebrations to follow. Shows with own outfits (no Geeks), Loop-o-Plane, Tilt-a-Whirl and Concessions, also Sound Truck. **NYE AMUSEMENT CO.,** Waverly, Ohio.

ELEVEN SOUTHERN FAIRS
With Brown Novelty Shows. Want capable Man to handle inside Monkey Motorhome, capable Grind Store Agents for Stock Concessions. Can place married couple if wife can work Ball or String Game. Also Dark Room Man for Mug Joint and Cookhouse Waiter. Can use working Acts for Ten-in-One. Wire or write
FRANK CASEY
Care Brown Novelty Shows, Eastman, Ga., week August 29.

HUGHEY BROS. SHOWS WANT
Bingo to join Monday at Chandlerville, Ill. First deposit secures booking. Bill Lambert wants Man and Wife Agents for Hoopla. Address La Harpe, Ill. this week.

Watch That Postage!

For many years letters bearing insufficient postage were dispatched and the postage due collected on delivery. Many disadvantages were disclosed as a result of that experience.
The present law permits a letter which is prepaid at least three cents to be dispatched and any postage due to be collected on delivery, but if one full rate is not prepaid, effort is made to collect the amount from the sender if known. It is only when this cannot be done that the addressee is notified.
Frequently *The Billboard* receives letters bearing a two-cent stamp from subscribers and show agents. In such cases the post office sends a notice and it is necessary for us to forward the postage short.

GRUBERG'S WORLD'S EXPOSITION SHOWS CAN PLACE

For Durham, N. C., Fair and Tobacco Festival, Labor Day Week, September 5 to 10, with 14 more North Carolina Fairs to follow: Octopus Ride to join immediately; good proposition. Can place Fun House. Wanted—Concessions of all kinds; no exclusive.

Wire MAX GRUBERG, Richmond, Va., this week; Durham, N. C., Fair next week; Leaksville, N. C., Fair, September 12 to 17.

SCOTT BROS. SHOWS WANT

For Following Fairs—Parsons, Tenn., week September 5; Dresden, Tenn., week September 12; Red Bay, Ala., week September 19; Moulton, Ala., September 26; Russellville, Ala., week October 3; Guntersville, Ala., week October 10; Albertsville, Ala., week October 17; Cullman, Ala., week October 24. Two more Fairs pending. All winter around Mobile. Never close.

WANT Piano Player and Musicians for Colored Minstrel. Want Shows, Captain John Side Show, Gimmell Midgets, Joe Teska, answer. Want Octopus and Pony Ride; 10-Cent Stock Concessions. No joints. If you play these fairs you will wind up with money. Waverly, Tenn., this week.

LEBANON COUNTY FAIR

Week September 5, and Reading Fair To Follow.

Can place Eight-Car Whip and Boomerang, Grind Shows with own outfits, experienced Talkers and Grinders. Want sober and reliable Ferris Wheel Foreman and experienced Ride Help. Dick Keller wants to hear from Jack Fairclaws and other Drome Riders. Have ten consecutive fairs to follow. All address, this week, Bedford, Pa., Fair.

CETLIN & WILSON SHOWS

PAN-AMERICAN SHOWS WANT

SHOWS—Will book Shows with or without own outfits. Want Side-Show or any Shows not conflicting. Can place Musicians and Dancers for Hula Show. Want Grinder for Fun House. Concessions—Can place Stock Concessions of all kinds. Harry LaMon wants Agents for Coupon Stores. Also Girls for Ball Games. This show out till December with long season South. Address Peotone, Ill., Fair, August 29-September 1; Mazon, Ill., Fair, September 2-5, followed by two Street Celebrations; then South.

FITZIE BROWN WANTS

Capable Cook for balance of long fair season, must be sober and reliable; also Coupon Agents. Mary Benton can place capable Readers for best-framed Camp. All address FITZIE Brown, care West's World's Wonder Shows, this week, Staunton; following week, Covington. Both Virginia.

ERIC B. HYDE SHOWS WANT

FOR LONG STRING BONA-FIDE SOUTHERN FAIRS Major Rides not conflicting with Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Tilt-a-Whirl. WANT Kiddie Rides not conflicting with Miniature Railway and Kiddie Chair-o-Plane. WANT Shows with or without outfits. Now have Minstrel, Ten-in-One, Nudist, Mickey Mouse, Girl Review, Midget Show. WANT Legitimate Concessions of all kinds. No exclusive except Corn Game. Write, wire or come on. Wire ERIC B. HYDE, Wise, Va., Fair, week August 29; Marlon, Va., Legion Celebration, week September 5; Rockymount, Va., Franklin County Fair, week September 12; Zebulon, N. C., Five-County Fair, week September 19; Reidsville, N. C., Fair, week September 26. Solid booking of Fairs until Armistice Week.

CUNNINGHAM'S EXPO. SHOWS WANT

For Waynesburg, Pa., one of Pennsylvania's largest Fairs and Race Meetings, September 7, 8, 9; West Alexander, Pa., September 15, 16, 17. WANT Merry-Go-Round for Waynesburg Fair. Concessions and Shows of all kinds. Write at once J. F. CUNNINGHAM, Mason City, W. Va., next week.

LAST CALL! -- SOMERSET COUNTY FAIR

SEPTEMBER 6-7-8-9-10.

Drawing Population 80,000. Bigger and Better Than Ever.

WANT Independent Concessions, Shows, Kiddie Ride and Loop-o-Plane. No exclusive on Midway. Will sell Grand Stand Exclusives not already sold. CAN PLACE a few more Wheels and legitimate Stands. Dolly Young and Mickey Thimer wire or come on.

W. A. ALLSHOUSE, Secretary, Somerset County Fair, Meyersdale, Pa.

WORLD OF FUN SHOWS

WANT FOR GLADE SPRING COMMUNITY FAIR AND GREENE COUNTY FAIR, AND MORE FAIRS TO FOLLOW.

RIDES—Octopus and Kiddie Rides. SHOWS—Have complete Minstrel Show. ALSO WANT Girls for Girl Revue. Any kind of Grind Shows, Snake, Illusion, Walk-Thru. CONCESSIONS—Small Cook House, Picture Machine, or any other legitimate Concessions that can work for 10 cents and throw out stock. Fair Secretaries who want a good, clean Show, get in touch with us. We have a few open weeks. Address all mail and wires to J. J. STEBLAR, Damacus, Va., this week; Glade Spring, Va., Fair, next week.

McElroy Calls 1938 Fair Ottawa's Best

CINCINNATI, Aug. 29.—When H. H. McElroy, manager and secretary of Central Canada Exhibition, Ottawa, August 22-27, wrote to *The Billboard* on August 25 he said he was "in the midst of the best exhibition we have ever had." Attendance had exceeded expectations, he said, it being on Wednesday more than 50 per cent over that of the same day last year.

He said the grand stand had an all-time record Wednesday night for George A. Hamid's *Revue of Tomorrow* and that it had been necessary to stop selling tickets, several thousand overflow being taken care of in the infield, which had been cleared by eliminating parking on grounds.

Business for Max Linderman's World of Mirth Shows was reported over 10 per cent above his gross last year, Manager McElroy declaring the organization the best ever seen at the fair and predicting an all-time high for midway business.

Hyde-Penny Merge for Fairs

ABINGDON, Va., Aug. 27.—Eric B. Hyde Shows and R. D. (Bob) Penny's Amusements, playing Southwest Virginia Fair here this week, pooled their interests and will play fair dates, beginning with their engagement here, according to Eddie Mack, general agent of the Penny organization. Penny and Hyde have been ride and carnival operators many years. Both shows have been playing the Carolinas.

Claims Contract Breach On Iowa State Exposition

CHICAGO, Aug. 27.—K. Sato, manager of the Toyama Troupe, a seven-people

Oriental act, turned over his \$400 contract for the Iowa State Centennial Exposition to the office of the American Federation of Actors here this week for collection.

Act was signed for a week, scheduled to open August 22, but, reportedly, Rink Wright, booker of the exposition, wired Sato at the last minute that it has been canceled due to poor business. Celebration is a three-week affair now on in Council Bluffs, Ia.

WANTED CARNIVAL

—for— OKFUSKEE COUNTY FREE FAIR

September 15, 16, 17, at Okemah, Okla. Should have 4 Rides, 25 Concessions. For details write C. R. HUMPHREY, Secretary.

WANTED

LEGITIMATE CONCESSIONS FOR OHIO COUNTY FAIR, HARTFORD, KY., SEPTEMBER 7-8-9-10.

Privileges reasonable. No X, but won't overload. Other Fairs to follow Hartford. Address

LOUIS T. RILEY, DIXIE BELLE SHOWS Tell City, Ind., this week and over Labor Day.

BRIGHT LIGHTS EXPO. SHOWS

Opens September 7. Washington, Va., 4 days and lights on streets. Week September 12. Highland County Fair, Monterey, Va., and 13 more weeks of fairs and celebrations to follow. Want Flat Rides, Shows and Concessions of all kinds. Write or wire, JOHN GECOMA, Hotel Walton, Harrisonburg, Va.

SIDE SHOWS--PLANT--PIT SHOWS

Percentage. TIMONIUM, MD., STATE FAIR SEPTEMBER 4 TO 15. JOHN T. McCASLIN, 125 E. Baltimore Street, Baltimore, Md.

RUSSELLVILLE, KY., FAIR

WEEK SEPTEMBER 6.

Followed by Jasper, Tenn. (Malden Fair), Week September 12. Have Dickson, Tenn., Fair, also Four Alabama Fairs. Eight More Straight Fairs. WANT Stock Concessions that can work for 10c or less. Have exclusive on Frozen Custard open, \$30.00 per week. Concessions that are capable. Here are the best spots that money will buy in the South. Come on or address

F. H. BEE SHOWS, INC.

Hodgenville, Ky., Fair, this week, or as per Route.

HELLER'S ACME SHOWS, Inc.

WANT Shows, Fun House, Loop-o-Plane, Kiddie Auto Ride, Chair Ride, Baby Octopus. CONCESSIONS—Cook House, Diggers, Bingo, Grind Shows. Some choice Wheels open for Maryland State Fair, Timonium, Md., September 4-7, two Sundays, 12 days and nights; then Northern Neck Fair, Warsaw, Va., September 20-24, 5 Days and Nights. This week, Eastern Shore Fair, 6 Days and Nights, Keller, Va. All address as per route. HARRY HELLER, General Manager.

CLYDE'S UNITED SHOWS WANT

FOR THE FOLLOWING CELEBRATIONS AND FAIRS: LABOR DAY CELEBRATION, COALPORT, PA., week September 5; COOKPORT, PA., FAIR, week September 12; EAST FREEDOM, PA., CENTENNIAL CELEBRATION, week September 19, and Southern Fairs to follow. WANT CONCESSIONS: Photos, Cigarette Shooting Gallery, Palmist, String Game, Scales, Roll-Down and Stock Wheels. Also will place Snake Show, Illusion Show, Girl and Hawaiian, or any Show of merit. WILL BOOK Kiddie Ride and Loop-o-Plane. Address all mail or wires to GEO. C. SMITH, Manager, Carrolltown, Pa., this week.

ROLAND SHOWS WANT

FOR THE FOLLOWING FAIRS: MATHEWS COUNTY FAIR, MATHEWS, VA.; HERTFORD COUNTY FAIR, AHOSKIE; BERTIE COUNTY FAIR, WINDSOR; ROBBERSONVILLE, SCOTLAND NECK, LENOIR, RECREATIONAL FAIR, KINSTON; PAMLICO FAIR, AND THREE SOUTH CAROLINA FAIRS. SHOW BOOKED TO DECEMBER. WANT Chairplane and one more Flat Ride, also Kiddie Ride, Shows of all kind. WANT Concessions of all kind except Cook House and Bingo. Opening for few Stock Wheels. Tobacco prices best in history and all markets open. Address N. P. ROLAND, Lawrenceville, Va., this week.

WANT WANT WANT FOR BARNEY TASSELL CARNIVAL UNIT

ROCKINGHAM COUNTY AGRICULTURAL FAIR, HARRISONBURG, VA., WEEK SEPTEMBER 19, IN HEART OF TOWN. Rides, Grind Shows and Concessions. Positively no grift. Address this week, Madison, Va.; week September 5, Middleburg, Va.; week September 12, Leesburg, Va. NOTE—Fair Secretaries—Have few weeks open. on way to Florida.

CELEBRATION SHOWS

NOW HEADING SOUTH. GUARANTEED OUT ALL WINTER. We Own Six Rides.

WANT for COLUMBUS GROVE, O., on Main Streets, MAMMOTH LABOR DAY CELEBRATION, September 5-6-7; ANTIWIND, O., ANNUAL HOMECOMING, September 8-9-10-11; WABASH, IND., FAIR, September 12-17; VEEDERSBURG, IND., FREE STREET FAIR, September 19-24. Will sell exclusive on good Cook House and Mitt Camp. WANT good, flashy Shows and Concessions. Guy and Lillian White wire. Jack Orr wire. Esther Lester wire. Willis Bros. Free Act write or wire. C. D. (JACK) CLARK, all this week, Kalida, O.

CRESCENT AMUSEMENT CO. WANTS

Concessions that work for stock only and not over 10 cents. Sell X on Photos, Popcorn, Candy Apples, Novelties, Grab or small Cook House. Our Fairs start September 19, Troutmans, N. C., closing Armistice Day. Jimmie Marcum come on.
FOR SALE—Beautiful Marquee, 24x30, also two 20x30, one 20x40 Tents, complete; 10x20 Grab Top, used two weeks.
L. C. McHENRY, Manager,
Mullins, S. C., this week; Dillon, S. C., September 5.

CNE and Music Rights Body Dispute Over Copyright Act

TORONTO, Ont., Aug. 29.—Outcome of a dispute between the Canadian National Exhibition here and the Canadian Performing Rights Society as to whether Benny Goodman's Orchestra and other orchestras and bands may perform music controlled by the society depends upon interpretation of a recent amendment to the copyright act.

R. A. Hutchon, assistant secretary of the society, sent Goodman a letter which stated: "You may not perform any performances of our music without our permission."

Elwood A. Hughes, CNE general manager, replied: "The Canadian National Exhibition does not have to take out a license to use any music. We are exempt from any such compulsion. Our exemption was given by federal act of parliament within the last few months and Goodman can play any music he likes."

The position taken by the Canadian Performing Rights Society hinges upon the expression "Without motive of gain." The society contends that there is a motive of gain.

Newspaper Man Praises Cetlin & Wilson Shows

UNIONTOWN, Pa., Aug. 27.—William (Billy) Field, of *The Uniontown Herald-Genius*, speaks in high praise of the Cetlin & Wilson Shows, which played Uniontown during the Western Pennsylvania Firemen's Convention.

"Booking of the show was strongly opposed by both merchants and theater owners and all sorts of rumors knocking the show were spread," says Field.

"On Monday night when the show opened to only a fair crowd the managers were determined to show business men that they were on the level. They cooperated with city officials 100 per cent and even agreed to keep their sound truck off the streets when a protest was lodged claiming that the truck was disturbing the peace and quiet of the neighborhood.

"Newspapers found Press Agent L. C. (Ted) Miller only too willing to do all in his power to prove the show was not harmful but helpful. And they, in turn, devoted much space to the show. Managing Editor J. S. (Dad) Albright of *The Evening Genius* was much pleased over receiving letter of appreciation for his co-operation from the show's publicity staff, per Miller.

"I sincerely believe that if more carnival owners would attempt to 'prove themselves' there would be more compliments and fewer knocks. Cetlin & Wilson 'proved themselves' to Uniontown and in the future will find a warmer welcome."

Springfield, Ill., Business 5% Under 1937 for B. & G.

ST. LOUIS, Aug. 27.—Business of the Beckmann & Gerety Shows at Illinois State Fair, Springfield, on August 13-21 was off about 5 per cent from last year, said General Agent J. C. McCaffery, who visited here this week.

The shows set an all-time high midway gross record last year. Last Saturday night was lost entirely because of rain.

Show officials were of the opinion that had not this night's receipts been lost the midway gross would have equaled that of 1937. They expressed themselves as well satisfied with business during the engagement.

Record Bow for Ohio Fair

COLUMBUS, O., Aug. 29.—Opening day of Ohio State Fair here, August 27-September 2, had attendance of 45,000, said to be the best on record for any initial day. Flash Williams and His Thrill Drivers were featured and Renfro Valley Barn Dance did turnaway grandstand business at night.

Jake Porel Is Stricken

LOUISVILLE, Ky., Aug. 27.—Jake Porel, well-known concessioner with the Falls City Shows appearing here, was stricken suddenly ill August 17 and rushed to the Jewish Hospital, where he is being treated by Drs. S. Noble and A. W. Krupp. He received many letters, visits and flowers from friends and expects to return to the midway here next week.

POSITIVE MONEY SPOT WAUKEGAN, ILLINOIS 200,000 DRAWING POPULATION MILLION A MONTH PAYROLLS

WANT SHOWS AND RIDES. WILL CONSIDER CARNIVAL.

LEGITIMATE CONCESSIONS \$2.50 FRONT FOOT.

BILLPOSTER who can square locations, litho. tack and daub.

OCT. 1st to 7th

Get your Winter Bank Roll in this "Smoke Stack" Industrial and Farm Community. Address **INDUSTRIAL AGRICULTURAL EXPO. Waukegan, Ill.**

LAKE COUNTY FALL FESTIVAL AGRICULTURAL AND INDUSTRIAL EXPOSITION LIVE STOCK AND HORSE SHOW

The only Fair and Expo. in America located in the heart of a metropolitan business district. In the only city that has a park system extending into its downtown area. **CHAMBER OF COMMERCE SPONSORED.**

SOUTHERN STATES SHOWS WANT

For the Best Circuit of County Fairs and Live Stock Shows in the South, Commencing at Thomasville, Ga., September 19.

One or two more good Shows with own transportation. **WILL BOOK, BUY OR LEASE Merry-Go-Round.** Also want Minstrel with own outfit and transportation. Will sell exclusive on Cook House to right party. Also exclusive on Custard. **CAN USE useful People at all times.** Those with me last year communicate. Need a few experienced, sober, reliable Rule Men. These Fairs are in the heart of the Tobacco, Peanut and Sugar Cane Belt, where they do not depend on Cotton. If interested in a good season's work, get with it. All communications to **JOHN B. DAVIS, Fitzgerald, Ga.**

FIREMEN'S FROLIC

Sept. 7-8-9-10

Mogadore, Ohio

(Suburb of Akron)

WANTED Rides, Shows, Legitimate Concessions of all kinds. Will sell X on Corn Game, Photos, Karamel Corn. Lunch and Drinks sold. Address

90 Brookside Avenue, Akron, O.

D. V. A. FALL FESTIVAL

JACKSON, O., SEPT. 1 TO 3.

WANT Concessions of all kinds. Rides booked. Address **J. A. BERRY, Chairman, Jackson, Ohio.**

LABOR DAY and WEEK CELEBRATION

CANISTEO, N. Y., ON MAIN STREET.

Parades and Many Events. Legitimate Concessions of all kinds. Under Strong Auspices. Reasonable privilege **WANT Rides for Week September 12-17, also Street Doings. Write or wire**

MICKEY PERCELL,

Hotel Hornell, Hornell, N. Y.

Dyer's Greater Shows

WANT Kiddie Rides and Ponies, clean Concessions for Ridge and Eleva, Wis., September 3-5. **WANT Rides and neat Shows for our Mississippi Fall Fairs, starting Booneville, September 19. Have 8 Fairs, only one with 10c gate. Address as per route.**

LAST CALL LAST CALL ANNUAL HOME COMING

MERRILL, MICH., SEPT. 7 TO 10, INC. CAN PLACE Legitimate Concessions of all kinds except Corn Game. Merrill has always been good. Rides booked. Address **MANAGER HOME COMING, Merrill, Mich. P. S.—Can place Free Act. Must be reasonable.**

H. P. LARGE'S SHOWS WANT

Kiddie Auto Ride with own transportation, or Kiddie Merry-Go-Round or Ferris Wheel. Legitimate Concessions of all kinds. Mug Joint, Snow, Erie Diggers, Corn Game, all open. Out all winter in Mississippi. Cruger, Miss., August 29-September 3; Morgan City, September 8-10.

CARNIVAL WANTED

SOUTHERN OKLA. FAIR AND EXPOSITION. Week September 12. Also Free Attractions. Write or wire **HUGH MCGILL, Pres., Ardmore, Okla.**

FOREST, OHIO, STREET FAIR

SEPTEMBER 8-10. WANT Legitimate Concessions, Stock Wheels, Diggers, Galleries, Carousel, Arcade, Pin Games, Athletic, Pitt, Minstrel Shows, Ringo, Eats, Rides booked. Write **C. BAKER, Committee.**

HUGHEY BROS.' SHOWS

WANT Shows with or without outfit. Long season South. **WANT competent Ferris Wheel Operator and Ride Help. CONCESSIONS—Cook House, Photos, Bumper, String Game, Hit-or-miss Ball Game and Cigarette Gallery. La Harpe, Ill., this week; American Legion Fall Festival, on the Streets, Chandlerville, Ill., September 8-10.**

BULLOCK AMUSEMENT CO. WANTS

Small Cook House to join at once. One that will serve meals and cater to show people. Privilege \$25 per week. Also few more legitimate Concessions. Will sell Novelties exclusive at Bland and Fincastle, Va., Fairs, Boone, N. C., Free Fair. **West Jefferson, N. C., this week; Bland, Va., Fair, week September 5.**

SNAPP GREATER SHOWS

Can place for six Southern Fairs, starting Olney, Ill., week September 5, Side Show, Illusion or any good Show that don't conflict. Must have own transportation. Can place Stock Concessions that operate for 10 cents. Wire or write **SNAPP GREATER SHOWS, Baraboo, Wis., this week; then Olney, Ill., Fair, week September 5.**

WANTED FOR HATFIELD, PA., FAIR

LABOR DAY WEEK, 6 DAYS AND NITES, 6, AND 10 SOUTHERN FAIRS TO FOLLOW. Side Show, Monkey Show, Midget Show, Fun House, Life Show. **RIDES—Octopus, Tilt-a-Whirl, Whip, all Kiddie Rides. CONCESSIONS—Cook House.** Will sell exclusive on same. All Concessions open except Bingo. Playing all bona-fide Fairs. Experienced Help for Pop Corn Stand and Grind Store Agents. One more sensational Free Act.

SAM LAWRENCE SHOWS

Windgap, Pa., this week; Hatfield, Pa., Follows.

WANT SHOWS AND CONCESSIONS

FOR HOPE, ARK., BIG LABOR DAY CELEBRATION, On Uptown Railroad Location—6 Big Days and Nights, Starting September 5 to 10, with 7 Louisiana Fairs To Follow.

GOOD OPENING FOR COOK HOUSES, FROZEN CUSTARD, PHOTOS, LEAD GALLERY AND STOCK WHEELS. We Furnish All Attractions.

MILLER AMUSEMENTS

Jonesboro, La., this week.

W. C. KAUS SHOWS, Inc.

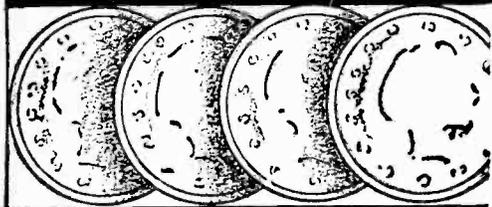
WANT Legitimate Concessions of all kinds. Good prices. Helen Owens wants Bingo Help. **RIDES—Ride-O, or Single or Double Loop-o-Plane.** Shows with or without own outfits. Acts for Side-Show, Complete organized Minstrel Show, Hawaiian or Musical Comedy, or Acts for same. Penny Arcade or Fun House. **FAIRS—We have Keyser, W. Va.; Woodstock, Va.; Blackstone, Va.; Bedford, Va.; Smithfield, N. C.; Winston-Salem (Colored), N. C.; Union, S. C.; Columbia, S. C. (State Colored); Bishopville, S. C., and Charleston, S. C. (Colored).** Address all communications to **W. C. KAUS, Manager, at Huntingdon, Pa.**

OUTDOOR SHOWMEN

On account of Labor Day no telegraphed or telephoned **SHOW ADS** will be accepted for September 10 issue after 9 a.m. (Eastern Standard Time) Monday, September 5. **WIRE IMPORTANT LATE SHOW ADS SUNDAY NIGHT.**

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, SEPTEMBER 3.

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



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

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

THE WEST

Beyond the Great Divide lies a great empire in many ways. I saw more coin-operated machines on location in cities along the Pacific Coast than I had imagined were in operation over the entire country, in view of the gloomy reports that have come in during the summer.

And yet it does not seem to the casual visitor that the business is generally overcrowded. Both in the attitude of the public and of the trade there seems to have developed a

level of activity which may be considered favorable. So many locations have three or four types of machines—a table game, a phonograph, a vending machine and in many cases a digger or crane—that standard equipment for locations nowadays may be said to consist of one or two games, a phonograph and one or more vending machines. I think the public has become accustomed to seeing these machines in



WALTER W. HURD

many locations and that the public would miss them if they were not there.

It is a good sign when the public comes to accept so many machines as standard equipment in a location and really expects to see them there. Such a public attitude will do much to stabilize the industry in any area.

Operators in the Western empire seem to have become somewhat contented in their attitude toward conditions as they are. An occasional note of apprehensiveness about what politics may do is heard, but even in politics the trade seems to feel that the "next elections will go in our favor."

The independent or small operator seems to still be the dominant factor in the Far Western States. He has become closely connected with his favorite distributor or is an active member of an operators' association. These operators seem to have decided that the "big money days" are over and that the future of operating depends upon hard work. It is a good sign when operators feel that way. It may not mean as big a market for new machines as in former days but at least the future of the business is assured when the rank and file of the trade settle down to make a living. The fair play among operators will slowly improve also. Even the distributors manifest the attitude of having recognized the fact that the "big money days" are gone. Some of the ranking slot machine operators of the land have also recognized that trend.

If the South made the games industry possible by developing the miniature pool table and showing that it would make money in stores, then the West set the games industry forward by giving the senior table to the world. Some said it was because the West had good lumber and others said it was because there were larger locations in the Western cities. Anyway, an important step in the progress of the games industry was when the senior tables (and also some giant tables) came out of the West and gave to the industry a better standard of quality. There was a time when we spoke of junior tables and senior tables in the games field but now it has simmered down to the standard senior size and the very small counter game.

Altho the West may seem somewhat isolated from the rest of the country by mountain rim and desert, still some important ideas for machines of various types have been contributed by the West. Also some good manufacturing talent has been contributed. In fact, if only the three Pacific States are considered, no other section of the country has contributed so many ideas and so much talent in proportion to area (unless Chicago, of course, should wish to claim the most credit).

The most complete coverage of any type of coin-operated machine I have observed in all my years was in the use of cigaret machines in one large Western city. Whether the credit belongs to a live operating organization, the fact that the West did some pioneering in cigaret machines or in the public acceptance of cigaret machines I could not tell. Maybe the broadmindedness of retail merchants had something to do with it. Anyhow cigaret machines are to be seen in every feasible location, and yet to the casual observer there is no sign of overcrowding. Some interesting research could be made on the results of selling cigarets by machine.

Pacific Coast cities provide a very definite contrast in the use of old games and new games on a broad scale. In one large city the visitor will see largely 1937 games on location, with very few of the newer games. In another city the visitor will see practically all 1938 games. The casual visitor will quickly notice the much better appearance of the newer games on location, but whether the newer games mean any more profit for the operator in the long run is a question for investigation. Here the West Coast is trying out the two systems on a large scale, but who is going to be the judge as to which is better? It is stated that the operators' associations in some cities have set up standards by which members buy new games. With both ideas being tried out on such a broad scale, some impartial agency ought to be found to go into the subject to see which is better for the operator in the long run.

Some strong, aggressive operators' associations have developed in the West and have maintained their active work over a period of years. It has been shown that organizations can be maintained. Union labels appear on most phonographs, and in this region it seems that music operators accept the union label as a matter of course. There is not the agitation that now appears in Chicago and in other cities.

The Pacific Coast cities stick strictly to novelty games. Apparently the operators have come to accept this as the best plan to avoid conflicts and there appears to be no attempt to bring in other types of amusement devices in the cities. Altho politicians may still get front-page space by attacks on games, it is beginning to appear that the settled public attitude toward coin-operated machines in locations will make it less and less profitable for political or newspaper crusades against them.

On the whole the West provides a wholesome and encouraging view of the coin-operated machine industry. It is a picture of the public and of locations having come to accept at least three types of machines as standard equipment for cafes, stores, etc. That is progress. Perhaps the progressiveness of Western operators and distributors has had something to do with it.

Operating and Maintaining

By FRED BESSERN

A department on the repair and upkeep of coin-operated machines. A year's subscription to *The Billboard* is offered for the best letter received from an operator each month on any phase of the subject.

"Dear Sir: No matter what I seem to do I cannot get the dash pot pumps working properly. If I tighten up the air jet in an attempt to increase the time delay of the pump it seems to lock the piston tightly, whereas if I open up the air jet only slightly the pump will not hold at all. Can you tell me how to adjust or clean these dash pot pumps?—P. V. PUSHTON, New York."

Answer: Dash pot pumps work on the principle of a valve and piston, so arranged that no resistance is offered to the piston on its inward stroke, but on the outward stroke the action is retarded. For smooth action the leather washer must be pliable. It should not be allowed to become dry and brittle, otherwise the serviceability of it will be gone. There should not be an excess amount of oil in the piston chamber, just a few drops to keep the leather pliable. The air jet should be kept clean. Its main function is to control the outlet of air from the decreasing part of the cylinder when the piston is being pushed in. However, air is also sucked in thru this air jet. As the air is sucked in thru this small opening, a certain amount of dirt is bound to be drawn into the air jet, and any slight obstruction will cause it to jam up the opening.

Once the leather is cracked there is not much of a possibility of salvaging the dash pot, but if the leather is still in fair condition a slight amount of oil on it should restore its usefulness. The air jet screw should also be unscrewed and the opening cleaned thoroughly.

"Dear Sir: I find that after I have installed new tapes on my slots they sometimes slip out of line. To overcome this I have drilled a hole in one jaw of a pair of pliers and inserted a machine screw held there with nuts. I also grind the end of the screw to a small diameter. In fact, it looks like a hand pincher to perforate holes in leather.

"After my tapes are in place I clamp down on the edge of the reel with my pliers at various spots around the circumference. This prevents the tapes from slipping and is handy in that it performs the operation quickly.—FRED BROSSUS, Dakota."

"Dear Sir: I have a game that uses bumpers on the playfield and employs a projector unit in the back rack to totalize the score. For some reason or other the projector unit score is skipping, sometimes indicating two step-ups instead of one as it should. I can discover no loose wiring or faulty connections, and I am at a loss as to the cause of this trouble. Thank you in advance for any suggestions you might have.—S. L. WOLFFS, New York."

Answer: It would appear that your trouble might be directly in the projector unit itself. On most projectors there is an adjustable bracket that limits the forward stroke of the step-up arm itself. This step-up arm is operated by a step-up coil, of course. This step-up arm drives a ratchet forward, which controls the projector dial. The step-up arm, as was mentioned above, must stop against an adjustable bracket. This stopping motion is in the form of a wedging action, with the step-up arm wedged between the adjustable stop bracket and the tooth of the ratchet. The adjustable bracket should be set to allow the step-up arm to move forward far enough to allow the reset pawl to fall into the next tooth so that the projector dial will have advanced one tooth, and one tooth only, for each stroke of the step-up arm.

If this is not the cause of the trouble it might be a faulty adjustment of the step-up relay. The step-up relay is wired in the circuit in such a way that each time a bumper is hit it energizes the step-up relay. When the step-up relay is energized it closes a switch which feeds current to the step-up coil on the projector unit. If the contact points of the switch on the step-up relay are adjusted too close together they might be making contact before the step-up relay plunger has completed one-half of its stroke. If you will investigate the action of the step-up relay you will see that as the bumpers are swinging back and forth after they have been hit the step-up relay plunger starts to go up (or energize), but if the contact is too short it will not. Consequently, if the switch on the step-up relay is adjusted to close immediately after the plunger starts upward, any vibration of the bumpers will step-up the projector. The main purpose of the step-up relay is to prevent the projector unit from stepping up for every slight vibration, as this would run up a tremendous score. The step-up relay should only energize on a firm, solid contact.

"Dear Sir: My trouble is this: I have a game with seven horses and changing odds on the various sections of the board. Lately the game seems to lack power. Both the horse and odd selectors are sluggish and, in fact, sometimes they do not operate, but only buzz and attempt to start. My payout unit is also sluggish, as it takes a long time for the payout unit to pay out an award. The game will not do this all the time, but as soon as it has been played for a few times it fails to operate. I am also having trouble with the selectors not lining up the wipers properly on the buttons. What do you suggest?—A. B. MARKHAM, Wyoming."

Answer: Your trouble would appear to be in your power pack, as the troubles that you describe are the ailments of a game that has had a good deal of play and use. When a rectifier unit has had a fairly steady current drain, and sometimes overloaded, such as could occur when the power pack was momentarily shorted, it must show some ill effects. No unit can stand up forever and if you were to replace your power pack you will discover a marked improvement in the operation of your selector and payout units.

It would be well to clean your selector units. They appear to be dirty and with a few minutes' work they will well repay the time and effort spent on them. First mark the location of the solenoid coils on the frame by outlining their position with pencil marks all the way around. Then loosen the holding screws and unsolder the coil. Moisten a cloth with some carbon tetrachloride and insert the dampened cloth into the brass tubing of the solenoid. This will loosen the dirt and gummy oil that might be on it. Also clean the plunger thoroughly, both with the carbon tetrachloride and with sandpaper. If it is at all possible the shafts holding the wipers should be removed, or if this is impractical, then the cutting solution used above should be applied and allowed to soak in and clean the shafts. If any solution remains remove it with a rag and then lubricate these moving parts with a good grade of lubricating oil.

The contact fingers should be smoothed on their wiping edge with fine emery paper. If the wipers have not been removed they may be smoothed by the method described a few weeks ago in the column, which see. Fine emery paper creased to form a V-shape may be inserted into the commutator and used for cleaning. Be careful in replacing the solenoids that they be located as closely as possible to their original position. That was the purpose of the pencil marks before the solenoids were removed. When they are located, operate the plunger by hand, being sure that the wipers step around as they should and that they index properly. It will also depend on what type of selector you have, whether the plunger should strike against the core plug at the back of the unit or not. In any case be sure that the wipers are advancing on each stroke of the plunger and also that the self-cycling switch is operating properly. When the plunger is out, the switch should be closed, and when the plunger has almost completed the length of stroke that is needed to advance the wipers, then the switch should open. This adjustment might require some close adjusting, but your patience will be rewarded by obtaining units that function smoothly. If the switch contacts are arcing the condenser might be shot or not be connected at all. To check the condition of the

Greater earnings from fewer locations

TRIPLE ENTRY—9 coin, 3 dial, console game
1938 TRACK TIME—7 coin, 3 dial, console game
WINNING TICKET—6 play, 1-ball, payout table
MULTI-FREE RACES—5-ball, "free game", pin table

J. H. KEENEY & COMPANY, NOT INC.
"The House that Jack Built" CHICAGO

condenser the contact points should arc more with the condenser disconnected than when it is connected.

Lastly, do not oil the plunger on the solenoids. These plungers become fairly warm in operation and the oil will gradually be broken down until there will be a gummy deposit on the plunger. If you feel that you would like to lubricate the plunger, place some fine powdered graphite on the plunger and let it work itself onto the plunger and the brass tube of the solenoid. The other moving parts of the units should be lubricated, but not to excess, as the whole frame becomes warm and eventually becomes gummy as would the plunger. The contact disc might be covered with a light coat of vaseline, applied with a brush.

Two Coinmen Like Africa

Officials avoid sudden raids on games which terrify U. S. operators

CHICAGO, Aug. 27.—The Chicago trade had the privilege of entertaining two more coinmen from South Africa during the last few days. They were William W. Lague and Louis Galaun (Anglo-American Automatic Co., Capetown, South Africa), who were being chaperoned about the city by Harold Howell, of the National Carloading Co.

They have been operators of games in South Africa for the past eight years, they said, until the government recently closed down on all types of games except those that had marked indications of skill. Since they had seen conditions in this country they spoke in high praise of governmental officials in their homeland. Their government gave them six months in which to liquidate all their games, etc., they said, while in the United States operators in many cities seemed to be under the constant dread of police raids without warning, even tho the games might be licensed by the city or State. Such unfairness would never occur in their country, they said. In consideration of the fairness of government officials, operators in South Africa seem to be more careful to comply with the law, they said. They said that it seems to be a policy which works both ways: if officials are fair toward operators, then operators show a strong tendency to comply with laws.

Lague is an aviation enthusiast and while here he made several flights from the Lake Zurich and Aurora airports. Galaun for recreation leans toward dancing, and Lague is no novice. Together they were quite successful in introducing the Capetown swing at several stops on their tour of the United States.

They enjoyed the novel experience of being passengers on the Queen Mary when it broke speed records for crossing the Atlantic. They left for New York August 26, where they will spend a week before returning to South Africa. The reason for their hurried return, they explained, is the coming marriage of Galaun's younger brother, Harry, who is awaiting their arrival at Port Elizabeth, South Africa. Harry formerly operated machines extensively in the latter city and surrounding territory. Lague and Galaun considered possibilities for

making distributing connections for other lines of American goods while here.

Grip Scales Prove Success -- Gottlieb

CHICAGO, Aug. 27.—D. Gottlieb & Co. are pointing with pride, they report, to the unprecedented records set by the 'penny harvester' Grip Scales." They continue: "Despite times and recession, the sensible logic that 'a penny earned is better than a nickel unspent' has carried these devices to an undreamed-of position in the industry.

"Introduced at the coin machine convention last January, the Gottlieb Grip Scales to date have enjoyed seven solid months of production, growing from a 'recession remedy' to a factor in the coin machine business. For 31 consecutive weeks we have occupied our familiar place in *The Billboard's* advertising pages without a single interruption.

"That's a record we're indeed proud of," says Dave Gottlieb, president of D. Gottlieb & Co. "Our Grip Scales have invaded every type of location from the brightest spots to the lowliest starc and in every country in the world. Their popularity instead of being dimmed by time and ubiquity is still growing by leaps and bounds. Production after seven months is greater today than ever before, and there's a reason. When we introduced these machines we did so because operators' business was at low ebb and players were hesitant to part with their nickels. We reasoned rightly that five pennies actually collected are far better for the operator than a dozen nickels that got away. Experience proved how correct this was. Grip machines won instant acceptance, not only in the trade but with the public at large. They drew play when many larger coin devices were relatively inactive. Then with improved times operators found that Grip Scales collections increase right in line with other collections, and these machines won a permanent place for themselves.

"Of course, quality in their construction is a most important ingredient for their success. We have taken great pains to produce only machines of top quality and have never permitted anything but the best in their construction. And, too, we know how to build them, for we've done it for years."

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

New Jersey Disc Picks

LONG BRANCH, N. J., Aug. 27.—Ruben Lewis, Jersey Shore disc distributor, reports the following numbers outstanding in his territory: *A-Tisket A-Tasket*; *Music, Maestro, Please*; *Says My Heart*, *I'm Gonna Lock My Heart* and *Where in the World?*

Rock-Ola Speaker Demand Reported

CHICAGO, Aug. 27.—Rock-Ola Mfg. Co. reports that sales on one of its most recent developments, the Playboy coin-operated speaker, introduced at the last coin machine show, are exceedingly high, there being a tremendous demand, it is said, for this specialized coin-operated speaker.

Said one Rock-Ola official, "Before this speaker was introduced an operator in order to satisfy a location owner who desired music in more than one room had to string up auxiliary speakers, expensive and non-producers of revenue, to other rooms.

"The new trend is to have a coin-operated auxiliary speaker that brings in a few dollars a week. The Playboy is an attractive play-puller itself. It is equipped with the latest slug-proof coin chutes developed for Rock-Ola phonographs. It is equipped with cash box and volume controls.

"In designing Playboy Rock-Ola engineers gave it the same handling as they did our latest phonos with the 'borealis' lighting effect, slanting top, the fine matched woods and the same general appearance. In fact, in greatly resembles the phono, only, of course, in miniature.

"One of our distributors, A. J. (Gus) Fox, of San Diego, Calif., tells me that on two of his locations Playboys are taking in about \$15 a week each. Of course, these are unusual locations—but the general feeling among ops is that Playboys are worth the installation because it increases that extra-room business and the collections are just that much extra profit," he concluded.

Film Tape Plan Now in Operation

NEW YORK, Aug. 27.—The first definite plan for the use of recording on film or tape was introduced here recently with the opening of the headquarters for the Miller Broadcasting System. The system was developed by James A. Miller, sound engineer, with the assistance of N. V. Phillips Co., electrical manufacturer of Eindhoven, Holland.

The plan is to use the tape recordings for radio programs, about 1,000 feet of tape being required for each quarter-hour program. The idea has already been widely used for commercial programs in Europe. The backers of the plan claim many advantages for the film recordings, such as less surface noise, ease of making copies, etc.

Sheet-Music Leaders

(For Week Ending August 27)

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

Position	Last Wk. This Wk.
1	1. Music, Maestro, Please
2	2. A-Tisket, A-Tasket
3	3. When Mother Nature Sings Her Lullaby
4	4. Now It Can Be Told
5	5. I'm Gonna Lock My Heart
6	6. I Let a Song Go Out of My Heart
7	7. Alexander's Ragtime Band
8	8. I've Got a Pocketful of Dreams
9	9. Says My Heart
10	10. Cathedral in the Pines
11	11. You Go to My Head
12	12. When They Played the Polka
13	13. I Hadn't Anyone Till You
14	14. There's a Faraway Look in Your Eyes
15	15. Will You Remember Tonight



"A-Tisket" Leads Radio Heap For Fourth Consecutive Week

By DANIEL RICHMAN

NEW YORK, Aug. 27.—*A-Tisket A-Tasket* leads the most plugged air tunes again this week, the fourth time in a row. This number has probably been the best bet for the machines of any released during the past year, combining as it does every element that makes for phono popularity. You'll need this under the needles for many weeks to come. *Stop Beatin' 'Round the Mulberry Bush* also is plenty potent along the same lines and its jump to fifth place on the radio list this week means it's becoming solidly entrenched as a hit. Another great machine number, so keep on playing it.

The most likely looking ballad of the moment is *So Help Me*. It hasn't hit its stride as a seller as yet, but it's been climbing steadily in air popularity, and the Tin Pan Alley sentiment is that it's destined to be a No. 1 leader before long. Get it now. Another push num-

ber with possibilities is *Will You Remember Tonight Tomorrow?* This ought to be getting its share of the nickels.

Tu-Li Tulip Time was written as a follow-up to *Ti-Pi-Tin* by the same composer, but whether it will achieve the success of that hit is problematical. However, one recording of it has been made by the Andrews Sisters, and that should be in the machines for two reasons—first, because any record the girls make is an attraction, and, second, because this particular disc is almost as good as their classic *Bei Mir*.

A fast-moving swiny tune is *Don't Cross Your Fingers, Cross Your Heart*, advancing steadily up the most played list. Of the *Cry, Baby, Cry* school it seems to have a nice chance to really go places. It would be a good idea for operators to have it on hand.

Plenty of potential hits are coming up from the scores of forthcoming

Operators Exist To Serve

By C. RANKIN HOSKINS, Baltimore

Editor's Note: We count it a privilege to be able to publish this article by the son of an operator. The son is also a partner and his ideas show what the younger members of the trade are thinking.

I, as an automatic music operator, would like to convey my ideas of the purpose of the music operator in the amusement field.

We operators are always expressing the opinion that operators should organize in order to protect ourselves against impossible demands from location owners and unfair competition from other operators.

We must eliminate unfair practices within the business and establish a basis of dealing with the locations that will allow us a reasonable profit on our investment. But we must realize that the demands from the location owners are only an outgrowth of our own unfair practices and only by correcting our mistakes can we achieve our purposes.

We think that we have to fight everyone connected with the business. We do not. The manufacturers are now giving us the most trouble-free and attractive phonographs in the history of the business. The record manufacturers are giving us the type of records that our patrons want. The location owner, coincident with his desire to please his patrons, is putting our machines before the public in the best possible manner. And the music patron has always shown his desire for the music we offer.

Where, then, is our trouble? It all lies in the civil strife in our own ranks. Several years ago, when there were more locations than the operators could supply, the location owner was satisfied with anything that was offered him. His customers demanded music and the operator not only satisfied this demand but was willing to pay for the privilege. Now, what caused the location owner to start demanding more and more of the receipts of the machine? Other operators, desirous of the location, came in and by their offers of higher commissions or newer machines made him realize the fact that he had something that the operators wanted and he would have been foolish if he had not capitalized on the fact. And from the fact that he knew that the operators were making money from his location it was only a natural step for him to realize that he could have all the receipts of the machine if he owned it himself. And the operator further encouraged this idea by offering to sell his machine when he could not hold the location. He never tried to show the location owner the real reason for his existence.

The business of giving automatic music to music patrons has five vital links. There are the phonograph manufacturers, the record manufacturers, the operators, the location owners and the music patrons. I say five vital links, but on the face of the matter and without real thought it appears that one link can be eliminated. That link is the operator. The phonograph manufacturer, the record manufacturer, the location owner and the music patron cannot be eliminated. But the operator can be and in some instances has been eliminated, and music could still be supplied to those who want it. What reason then is there for his existence? Every operator knows the answer to this but he does not use it as an argument for his continued existence.

The operator alone can give to music patrons modern machines, well kept and perfectly operating with the latest records and still make a profit. He, alone, thru his specialization in this type of machine, can render immediate service at any time. He alone can afford to buy the necessary amount of new records demanded by the patrons of the machines. And he alone is able to change machines around in order to present to the patrons of any particular location a different machine at reasonable intervals of time.

These are the reasons for our existence and if we are to exist we must make the most of these arguments and impress upon the location owner that only thru the operator can he realize the greatest net profit from automatic music. No amount of force applied against the operator can make him do this; he must realize that only by showing his necessity in the scheme of things and by conducting his business so as to be fair to the locations and other operators as well as himself can he continue to operate a profitable and respectable business.

Record-Buying Guide

Going Strong—Keep 'Em Around

A-Tisket A-Tasket
Music, Maestro, Please
When Mother Nature Sings Her Lullaby
Now It Can Be Told
I'm Gonna Lock My Heart
You Go to My Head

On Way Up—Better Stock Them

Will You Remember Tonight Tomorrow?
What Goes On Here?
Tu-Li Tulip Time
The Yam

On Way Down—Not Worth Pushing

Says My Heart
You Leave Me Breathless
Lovelight in the Starlight
Little Lady Make Believe
Cathedral in the Pines
Oh, Ma, Ma

movies. Best prospect is the Irving Berlin music from the Astaire-Rogers film, *Carefree*, with *The Yam* unquestionably due to be a sensation. *The Night Is Filled With Music* and *Change Partners* also look good as near-future front-runners. Bing Crosby's *I've Got a Pocketful of Dreams* is already an established hit, and its two companions from *Sing, You Sinners*; *Small Fry* and *Don't Let That Moon Get Away*, the latter especially, won't be far behind it. *Garden of the Moon* from the Warner picture of the same name is also advancing nicely and seems like a good bet for the phonos.

You can make room for all these new ones by letting go of fading songs like *Says My Heart*, *You Leave Me Breathless*, *Lovelight in the Starlight*, *Little Lady Make Believe*, *Cathedral in the Pines* and *Oh, Ma Ma. I Let a Song Go Out of My Heart* hasn't too much time left as an important number, and even *Music, Maestro, Please* is beginning to slip on the air, altho it still holds its first place on the sheet-selling list.

Oertle Opens Southern Music

NEW ORLEANS, Aug. 27.—Formal opening this week of the Southern Music Sales Co., newly organized with E. M. Oertle as president and general manager, to distribute the full record lines of the Brunswick Record Corp. and the Columbia master waxes, brought a steady stream of congratulatory wires to the big and beautiful offices at 325-27 Baronne street.

After covering wide areas of the South for many years, Brunswick has found it necessary to open a regular distributing office in the New Orleans area. The Southern Sales Co. is the result of an incorporation comprising, in addition to Oertle, Watts K. Leverich as vice-president and Durel Black, secretary-treasurer. Martha Foster is assistant secretary and Raymond Wilson, formerly of Brunswick's Atlanta branch, is assistant manager. Louis Sahuc is on the road for the firm, which will distribute to Louisiana, Mississippi and parts of Texas, Alabama and Florida.

Don Law, Southwest district manager for Brunswick, who helped Oertle get started, left recently for Dallas and expressed complete satisfaction with the new set-up in New Orleans. Oertle has been connected with the company about 15 years.

Minneapolis Likes "Tisket"—Kirschbaum

MINNEAPOLIS, Aug. 27.—As per his usual weekly report, Murray Kirschbaum, phonograph record distributor in the Minneapolis territory, reports that *A-Tisket, A-Tasket* continues to be the top choice of disc-users in his area. The picks for the week follow:

Going good: 1. *A-Tisket, A-Tasket*; 2. *Tuli Tulip Time*; 3. *I'm Gonna Lock My Heart* and *Throw Away the Key*; 4. *I've Got a Pocketful of Dreams*; 5. *Don't Cross Your Fingers Over Your Heart*.

Coming up: 1. *Alexander's Ragtime Band*; 2. *Stop Beating 'Round the Mulberry Bush*; 3. *On the Bumpy Road to Love*; 4. *I Need Lovin'*; 5. *My Bonny Lies Over the Ocean* (Ella Logan).

OFF THE RECORDS

(Continued from page 13)

Of the singing sides, MORTON DOWNEY makes the most with *Love's Old Sweet Song*, and *Home, Sweet, Home*. Strictly fireside stuff, with organ, fiddle and harp adding the a. k. touch. BOB-BY BREEN debuts on the label with four sides from his *Breaking the Ice* flicker, *Put Your Heart in a Song*, *Telling My Troubles to a Mule*, *Happy as a Lark* and *The Sunny Side of Things*. Victor Young's sterling accomps help no end for the waxings emphasis the forced and nasal twang to his top-pitched tonsiling. DICK ROBERTSON, with a small house band playing stock choruses, revives the oldie waltzers, *Oh, How I Miss You Tonight*, and *That's How I Need You*. For firesiders not so fickle.

The Berlin Ballads

FROM the *Carefree* celluloider, Irving Berlin's *Change Partners* promises to play a prominent part in the song hit parades. The best biscuit to date for this sentimental song story is cut on Victor by LARRY CLINTON, who gets a maximum of color variation in his orchestration without violating the melody. Is coupled with the flicker's *The Yam*, a rhythmic session to shake the depression. HAL KEMP couples the other two ditties from the same pic, *I Used To Be Color Blind* and *The Night Is Filled With Music* for Victor. Sides are attractive but because of Kemp's characteristic interpretations.

On *Bluebird*, OZZIE NELSON offers forthright dancipation for *Change Partners* and *The Night Is Filled With Music*, while the BLUE BARRON way is only fairish for *The Yam* and *I Used To Be Color Blind*. The "Champagne Music" of LAWRENCE WELK is not exactly sparkling, but it's plenty slick and distinctive and offers a restful note with organ, accordion and xylophone for the solo passages. Welk is a newcomer to the Vocalion label and a welcome one for his

I Used To Be Color Blind and *Change Partners*. Same label gives *The Yam* and *The Night Is Filled With Music* to TOMMY TUCKER, who has the tick-tock effect for intros and endings. Bills as Tommy Tucker Time. It's danceable music but hardly toe-tickling.

Also from screen scores, KAY KYSER cuts a keen Brunswick couplet with *Love Is Where You Find It* from *Garden of the Moon* and better rhythm ditty in the pop *Don't Cross Your Fingers*, *Cross Your Heart*. DICK BARRIE syncos for the same songs on Vocalion are strictly for dancing. RED NORVO gives the needle a nice rhythmic lift for *How Can I Thank You?*, from *Little Miss Broadway*, and Henry Nemo's *Wigwammin'* on Brunswick. Tunes are trite, especially the Indian musical miscarriage, and Norvo, with Mildred Bailey for the bull-ish vocals, gives 'em better treatment than they deserve. Screen-singer TONY MARTIN, with Jerry Joyce conducting the soothing string and woodwind backup, is in good voice and soulful for a dandy Vocalion double with *This May Be the Night* and the waltzer *By a Wishing Well*. Both *My Lucky Star* ballads.

Swing Stuff

LIONEL HAMPTON is again on his own on Victor, this time his barcelhousers, including alto star Benny Carter, who recently returned from Europe, and Dave Matthews; tenor sax Babe Rusin and Herschel Evans; a bright trumpeter in Jimmy Brack; John Kirby, bass; Joe Jones, drums, and the potent piano pounding of Billy Kyle. In a medium slow tempo, they couple Jelly-Roll Morton's oldie *Shoe Shiners Drag* with Carter's *I'm in the Mood for Swing*. Plenty punch but not as sprightly as the former Hampton releases that highlighted Johnny Hodges, whose sax phrasings are far superior to Carter. However, it all makes for heated hoofing and more so because Hampton wasn't forced to sing, which he can't.

TOMMY DORSEY continues to command highest attention on Victor with

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

STRAIGHT MUSIC

SAMMY KAYE Victor 26013 *Tu-Li-Tulip-Time* (promises to be as strong as *Ti-Pi-Tin*. Kaye's treatment is the tops. Coupled with *Don't Cross Your Fingers*, *Cross Your Heart*, a contagious ditty that can't miss).

LARRY CLINTON Victor 26010 *Change Partners* (the best treatment given yet for this swell ballad from the new Astaire-Rogers pic, *Carefree*. Coupled with *The Yam*, a rhythmic ditty from the same movie. Both sides promise to be in the hit parade of tunes).

SWING MUSIC

TOMMY DORSEY Victor 26012 *I'll See You in My Dreams* (Dorsey gives it the same treatment as his best-seller, *Marie*, and it's just as dandy as its plattermate, *Stop Beating 'Round the Mulberry Bush*, which should carry one where *A-Ticket, A-Tasket* falls off).

LIONEL HAMPTON Victor 26011 *Shoe Shiners Drag* and *I'm in the Mood for Swing* (Benny Goodman's vibraphone ace has rounded up another gang of swingouts and they give).

JAN SAVITT Bluebird 7733 *Futuristic Shuffle* and *That's a Plenty* (the shuffle beat is too tickling and these sides are plenty, plenty).

INSTRUMENTAL AND NOVELTY

BOB HOWARD Decca 1958 *Southern Casey Jones* (Howard sings it heated to his own piano beats, aided by a heavy rhythm section and hot guitar strings. Song is a Casey Jones that hails from Harlem and is plenty swingy. Disk-doubler is *Dapper Dan*, A Harlem dandy and dandy for Harlem trade).

JAN SAVITT Bluebird 7737 *La De Doody Doo* (apart from the fact that this phrase is the basis for Barney Google comic strips these days, the Hebe twist to the wordage on this side makes it all quite hilarious. Plattermate, *What Are You Doin' Tonight?*, is strictly a dance side).

VOCAL

TONY MARTIN Vocalion 4255 *This May Be the Night* and *By a Wishing Well* (now that this screen singer is touring cross-country with a band, Martin should mean money in territories he has appeared. Sings 'em soulfully and makes you give a listen. Songs are from *My Lucky Star*, movie-made).

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As Reported by Eastern Operators With

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Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS." People still like to sit down and people still have a few minutes to spend while waiting to be served. Open your eyes. See that change laying on that bar or table. How easy for a person to reach up and put it in a beautiful, attractive box. Will operate every known phonograph.

Open new locations where space forces the machine to be placed on the back bar or even in the basement. Secure added revenue from private rooms and establishments having two or three sections with STREAMLINE BOXES AND EXTRA SPEAKERS.

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WURLITZER 412	79.50
WURLITZER 616	150.00
WURLITZER 24	235.00
MILLS SWING KING	69.50

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DAVIS SALES CO., 1001 E. Fayette St., Syracuse, N. Y.

a dandy double of *I'll See You in My Dreams*, patterned in the *Marie* manner, and *Stop Beating 'Round the Mulberry Bush*, which Edythe Wright makes as exciting as Ella Fitzgerald's plaint over the lost yellow basket. These sides are the Dorsey dandies at their dandiest.

JAN SAVITT is quite a credit to Bluebird with his shuffle rhythmpatrons for Lew Pollock's sock stomp, *That's a Plenty*, and Savitt's own collabing with John Watson for *Futuristic Shuffle*. Also doubles a slow side, *What Are You Doing Tonight?* with *La De Doody Doo*. Makes this number a must because of the *Doody* doings which has his tenor saxer, Harry Roberts, give a heavy Hebe flavoring to the wordage. Inflection is strictly on the hilarious side and Roberts' flair for comedy bears cultivation.

WILL HUDSON has his SEVEN SWINGSTERS turn out a quicke for Brunswick, *The Corrigan Hop*. It's a shopworn phrase and its overplaying adds nothing to its appeal, which it never had in the first instance. Bus Etri's guitar take is interesting, but the rest is endless and meaningless. Coupled with Hudson's *Miracle at Midnight*, a sensuous ballad that has commercial appeal.

Addenda

HORACE HEIDT turns on all his instrumental and vocal forces on Brunswick for *Tu-Li-Tulip Time* and *Juliana*, both in the novelty register and in the Heidt tradition. The *Tulip* ditty gets daintier treatment by SAMMY KAYE on Victor, coupled with the contagious *Don't Cross Your Fingers*, *Cross Your Heart*. WILLIE FARMER on Bluebird shows nothing on the musical band with sub-standard readings for *Killy-Ka-Lee* and *Curfew Time in Harlem*, while AL DONAHUE fails to add any distinctive note to his Rainbow Room rhythmpatrons for *A-Ticket A-Tasket* and his own Irish novelty, *A Pretty Girl Milking Her Cow*. Strictly Erin, but not good Erin, is the Vocalion quicke of *Gone Again Corrigan* and *Along the Rocky*

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LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Road to Dublin by BILL McCUNE with Gerald Griffin, New York columnist, struggling the song stories.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. Re 20,819.
Pertaining to Automatic Gramophone.
Original application February 18, 1936.
Application for reissue August 30, 1937.
Reissued August 9, 1938.
Number of Claims, 10.
Inventor's Name—Svante Philip Arvidius, Motala, Sweden.

Claim No. 5—An attachment for gramophones having a rotatable turntable, in combination, an elongated base plate to be mounted underneath the turntable on the gramophone and to extend at both ends beyond the turntable, means mounted on said base plate for supporting a pile of records above the turntable and operable for dropping said records one at a time upon the turntable, a framing mounted on one projecting end of said base plate, a vertical shaft rotatably mounted in said framing, an outwardly extending arm carried by said shaft, an arm adapted to carry a reproducing needle and pivotally connected to said outwardly extending arm, means including a cam member rotatably mounted in said framing and members operable by said cam member at each revolution thereof for moving, after playing of a record on the turntable, the needle carrying arm clear of said record, for operating said operable record supporting means for dropping a fresh record upon the turntable, and for moving the needle carrying arm in engagement with the beginning of the sound groove on the fresh record, driving means for said rotatable cam member, including a swingable arm mounted in said framing and a friction roller carried by said arm and adapted to coact with turntable, means mounted in the said framing and controlled by the movement of the needle-carrying arm for positively moving said last-mentioned arm with the friction roller in driving frictional contact with the turntable, whereby to start rotation of said cam member, and means for positively holding the said friction roller in driving contact with the turntable after starting rotation of said cam member and until return of the latter in its starting position.

Patent No. 2,126,082.
Pertaining to Amusement Device.
Application September 24, 1935.
Issued August 9, 1938.
Number of Claims, 15.
Inventor's Name—John E. Bailey, Los Angeles, Calif.

Claim No. 1—In a device of the character described, a perforated playing board, a rod mounted below said board, concentric with said perforation, and a second rod supported by said first rod and adapted to be moved laterally therefrom.

Patent No. 2,126,245.
Pertaining to Disk Scaling Game.
Application July 29, 1937.
Issued August 9, 1938.
Number of Claims, 2.

Inventor's Name—Walter A. Darby, Great Neck, N. Y.

Claim No. 1—A disk device for use in playing a disk scaling game comprising a conclave shaped disk formed with a flat top surface, said top surface being joined to a plurality of circumferentially stepped portions with the lower stepped portion terminating a circumferentially disposed flat surface having a rolled over edge portion.

Patent No. 2,126,570.
Pertaining to Apparatus for Playing a Ball Game.
Application July 22, 1935.
Issued August 9, 1938.
Number of Claims, 15.
Inventor's Name—Frank Allen Mitchell, London, and Louis John Simon, Barking, Essex, England.
Assigned to Electric & Musical Industries, Ltd., Middlesex, England.

Claim No. 1—An apparatus for playing a ball game comprising a ball, means to limit the flight of the ball when struck, a chart bearing a representation of a golf course and including hazards, an indicator movable with regard to said chart to indicate progress of the game over the course, means to move said indicator in accordance with the force and vertical loft imparted to the ball, means on the chart adapted to co-operate with the moving indicator to make a contact in an electric circuit when the indicator reaches a given position with respect to a representation of a hazard on the chart and means controlled by said circuit to prevent further progressive movement of the indicator until sufficient loft is imparted to the ball to extricate it from the hazard.

Patent No. 2,126,572.
Pertaining to Game Apparatus.
Application April 18, 1938.
Issued August 9, 1938.
Number of Claims, 12.

Inventor's Name—Myron C. Morrill, South Plainfield, N. J.

Claim No. 1—Game apparatus, comprising a box-like structure open at the front with bottom inclined upwardly therefrom to the rear of the box and terminating in a transverse opening for spent balls rolled over the said bottom, a plurality of rows of horizontally disposed rods supported between the sides of the structure, pins swingably mounted thereon having laterally projecting engaging means, bars located behind the respective rods parallel thereto and supported in the sides of the structure, together with means to rock the same, and resilient hook means mounted on the respective bars in alignment with the engaging means of corresponding pins to permit said means to engage the hooks and be retained thereby in elevated position when a pin is struck by a ball.

Patent No. 2,125,706.
Pertaining to Phonograph.
Application October 25, 1935.
Issued August 2, 1938.
Number of Claims, 20.
Inventor's names—Benjamin F. Wupper, Park Ridge, and James A. Davis, Highland Park, Ill.

Assigned to Rock-Ola Manufacturing Corp., Chicago, Ill.

Claim No. 18—In combination in a phonograph for playing records one at a time, a stack of independently operable record carriers for carrying records to and from the stack in the changing from a played record to a record to be played, selector means adjustable along the stack of record carriers to a predetermined position with respect to each said record carrier, bodily swingable record carrier operating means including a plurality of movable members arranged in position respectively corresponding to the positions of said selector means, each said movable member being engageable by said selector means in its position corresponding to the position of the said movable member for moving said movable member to driving engagement with the corresponding record carrier by the bodily swinging of the record carrier operating means, means for successively adjusted said selector means to a plurality of said predetermined positions, and means for bodily swinging said record carrier operating means while said selector means is in each said position.

Patent No. 2,125,604.
Pertaining to Towel Dispensing Cabinet.
Application March 23, 1936.
Issued August 2, 1938.
Number of Claims, 4.
Inventor's name—Joseph Darman, Utica, N. Y.

Patent No. 2,125,605.
Pertaining to Towel Dispensing Cabinet.
Application March 23, 1936.
Issued August 2, 1938.
Number of Claims, 3.
Inventor's name—Joseph Darman, Utica, N. Y.

Claim No. 1—In a towel dispensing cabinet, a towel supply, a rock shelf for supporting said towel, a roller for accumulating said towel thereon, open bearings for supporting said accumulating roller, other rollers mounted in said cabinet for rotating said accumulating roller, a shaft for supporting one of said actuating rollers, a pin mounted in said shaft, a lever for engaging said pin, where-

by to arrest rotation of said actuating rollers, a piston rod connected with said lever, a piston connected with said piston rod, a dash pot in which said piston moves, whereby to control the movement of said lever and a cam member mounted on said shaft, whereby to rock said lever to locking position.

Patent No. 2,125,689.
Pertaining to Coin-Controlled Device.
Application December 13, 1935.
Issued August 2, 1938.
Number of Claims, 7.
Inventor's names — Bruno Radke and Claude R. Kirk, Chicago, Ill.
Assigned to Exhibit Supply Co., Chicago, Ill.

Claim No. 1—Coin-controlled apparatus having a coin slide provided with detent means released to permit full stroke movement of the slide upon deposit of a coin therein, said slide having a normal limited idle stroke movement, a controlled instrumentality, link means connecting said instrumentality with said coin slide for operation of the former by the slide in full stroke movement of the latter, together with repeat operating mechanism operably connected with said link means and including an actuating member movable by operation of said link means, responsive to a movement of the latter by a slide in a full stroke movement of the slide, into a position for operative engagement with said link means for movement by the latter to operate said instrumentality when said slide is subsequently moved in idle stroke movement, and means co-operable with said repeat operating mechanism for automatically moving said actuating member out of position for further operative engagement with said link means until said slide is again moved in full stroke operation as aforesaid.

Patent No. 2,126,628.
Pertaining to Game Device.
Application November 26, 1937.
Issued August 9, 1938.
Number of Claims, 2.
Inventor's name—Jean A. Flondella, East Haven, Conn.
Assigned to Milton Bradley Co., Springfield, Mass.

Claim 1—A game device of the class described comprising in combination an elongated tubular receptacle having downwardly tapering walls and an open end and lower end wall, the said receptacle adapted to receive a ball in its opened end, means extending from the said end wall for manually grasping the said receptacle, a resilient pad on said end wall to receive the impact of a ball, a pad member on one side of the wall of the said receptacle having yielding means for engaging and urging the ball against the opposite side of the wall co-operating therewith to frictionally and releasably hold the same.

Automatic Sales Announces Sale

NASHVILLE, Aug. 27.—Joe Frank, head of Automatic Sales Co., of Nashville, has announced the inception of what he terms "the greatest coin machine sales event in the history of our organization."

Says Frank: "Hundreds of games are to be offered to our many clients and prospective clients within the next week. Every machine is in top-notch shape, and many of them are recent models. As an indication of the fine operating condition of the machines we are going to dispose of, I have arranged that the games will be shipped subject to inspection. I believe that this feature of our sale is an innovation in jobbing and distributing tactics and shows that we are 100 per cent behind the equipment we sell."

Said one commentator who praised Frank and his company: "Automatic Sales has enjoyed a fine reputation throughout the entire country because of their square-dealing tactics such as their 'subject to inspection' provision in this sale."

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and ARLINGTON TABLES. Must be in good condition. Will trade even Watling Rotatops, 10c and 25c; Pace 10c and 25c, and Extra Ordinary 10c and 25c, in good condition.

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Rock-Ola 2-in-1 Game Rates High

CHICAGO, Aug. 27.—"In the past there haven't been many one-shot payout tables that have enjoyed the continued popularity that Rock-Ola's two-games-in-one combination, 3-Up and Across the Board, has known," said a Rock-Ola official recently. "This one-shot payout table has continued in constant production for more than eight months, and repeat business, according to Rock-Ola sales records, indicates the superiority of this game and proves conclusively that long-life games are what the operator needs.

"Operators throughout the country have often expressed the opinion that new games are brought out before the current ones have had a chance to pay for themselves and net the operator a satisfactory profit. Rock-Ola's two-games-for-one-price combination has solved the problem to a T," commented Jack Nelson, vice-president and general sales manager.

Don't Shoot the Chutes

By GEORGE B. ANDERSON

"The reason he made such a big hit with everybody all over the United States is that he's so darned real," a merchandising expert idly said at lunch the other day.

"Who?" I asked.

"Dopey of Snow White and the Seven Dwarfs," my friend replied. "I'd give you long odds that he has at least a hundred doubles right in my town."

"Men who actually look like Dopey?" I asked incredulously.

"No," he shook his head. "Business men who act dopey. Business men who buy good merchandise and then hide it on their shelves, merchants who spend thousands of dollars on newspaper advertising and then permit incompetent clerks to scare business away after advertising has done its work and has brought customers in to buy, business men who buy fine store fixtures and then have such poor store lighting that nobody can see either the fixtures or the merchandise, men who pay almost exorbitant rents for topnotch locations and then dress their show windows so poorly that the location advantage is completely lost. But I could go on for hours. The business district in our town is full of Dopeys."

"What are you doing about them?" I asked.

"Nothing," he grinned. "The sad part of it is that you can't do anything about them. If they'd let you they wouldn't be Dopeys. The one consolation is that they eventually eliminate themselves."

His words brought back the immortal speech of the insane asylum inmate whose roommate had just said she would like to be the wife of Robert Taylor. "You're not going to be here much longer," the first unfortunate said with a touch of sadness in her voice. "You're talking sense."

The Dopey Operator

Are there any Dopeys in the coin machine industry? Unless you happen to be one of them (and I'm sure you're not) you'll agree that there are still more than the industry can comfortably support in the manner in which they would like to become accustomed. Having watched coin machine history in the making, you'll agree with my friend, the merchandising expert, that you don't have to do much about their elimination. Until they've destroyed themselves, however, they can make things most unpleasant for the majority of sane business men who know that any business must make a fair profit if it is to continue.

A dopey operator who harms not only himself but his fellow game owners is the fellow who practices economy to the extent of keeping his games in operation until they fall apart, long after their merchandising appeal has been dead and buried. He reasons that it isn't costing him anything to keep dead games on location.

You and I know, of course, that he's

dead wrong. It's costing him the profits that are rightfully his if he'll just go after them. KEEPING A "DEAD" GAME ON LOCATION COSTS THE OPERATOR AS MUCH MONEY AS THE BEST GAME HE COULD BUY WOULD MAKE IN THAT SAME LOCATION.

Dead games cost him the loyalty of his location owners. Not only that—they cost him the coin machine enthusiasm of the customers who frequent the location owner's place of business. Let the public get out of the habit of patronizing coin machines and then try to renew their enthusiasm. Every operator who has been faced with that problem agrees that the revival of coin machine appeal, once dead, is much harder than was the original building-up process.

The Long Price

Then there's the dopey operator who buys his games and bells, his merchandising machines and automatic phonographs solely on the basis of trade-in allowance for his worn-out equipment. He's the dopest kind of a dope. It may possibly be that the distributor who offers him the "long" price is giving him the best value on the market—but long trade-in price certainly doesn't prove any such conclusion. Neither does a generous trade-in allowance have anything to do with the manner in which the newly purchased machine will fill the operator's particular needs. I know an automobile dealer who'll give you an awfully long trade-in price on your present car if you want to buy a 1924 Velle sedan, but I don't think you'd want the automobile.

Put it down in your little book that the distributor who isn't smart enough to make a profit on his business transactions isn't smart enough to stay in business and give you the continued service to which you're entitled. If he gives you a long trade-in price on a game or vending machine you want and think will do business for you, by all means take him up on the deal—but don't be the kind of Dopey who buys button shoes because he can get a good price on them.

We mustn't forget to mention the Dopey who refuses to have anything to do with vending machines, automatic phonographs, scales, automatic pop-corn machines and other devices that are good for "long pull" profits. He invests all of his money in "quick take" machines and sneers at those who let a certain portion of their capital make a little slower return. An epidemic of heat develops and this Dopey finds himself without visible means of support.

Even if the above-mentioned heat wave never happens, this Dopey is depriving his location owners of income they want and should have. Eventually, his location owners are apt to do business with operators who can give them what they want.

Let's not overlook the Dopey who forgets or doesn't know that coin machines wear out and sometimes have even been known to lose their popularity before that happens. He's the dopey who regards the income of his route as net profit and doesn't charge off a substantial amount to depreciation. When business lags he finds himself hard pressed to do anything to remedy the situation because he hasn't made allowance for the purchases that will revive play in his locations.

One of the worst Dopeys is the one who'll get the corner on all the locations he wants if he has to give location owners 90 per cent to do it. Of course, he's no dopey than the location owner who accepts such a deal, for the location owner who accepts more than his fair share of coin machine profits should know that he can't get adequate service or "live" machines when he wants them. No business man who fails to even try to make a fair profit is a good business man—and who wants to do business with dopes?

Then I give you the Dopey who buys the finest automatic phonographs on the market and loads them with recordings pulled from a grab bag. Maybe once every four or five months he gets around to changing the records, not realizing that nothing is any deader than yesterday's popular music. I give him to you and hope you keep him.

Good Service Staff

Still in the field of operators, I present with bowed head the Dopey who doesn't have an adequate service staff—and nothing I could say about him would be half as strong as what his location owners have already said. The poor fellow doesn't realize that cutting his overhead in this respect does terrific things to his profits and alienates his location owners. A business man who has coin machines in his store naturally wants those machines to be doing business all day long, and an Out of Order sign makes his disposition very, very bad.

No, I'm not forgetting the Smart Guy Dopey. He's one of the worst curses of the industry. He's the operator who brags to anyone who'll listen about the amount of money he's making (and he would have plenty of reason to brag if he were actually showing the profits he says are his). He's an "Inside Stuff" boy who gives his customers vague and ephemeral stories about mysterious "deals" he claims to have engineered. He refers to customers as "suckers" and brags about the "tight" payouts on his equipment. He's Mouthy Max, the fellow who created the impression that coin machine operators make \$5,000 a week. Of course, there are more Dopeys outside the coin machine industry than in it—the credulous people who listen to his stories of huge and legendary profits failing to see his frayed collar and greasy necktie.

And we must include the Dopey who thinks you don't have to give a customer anything for his money. He's the chap who doesn't give the manufacturers credit for knowing their business. The pegs are always changed around a bit on his table games, his bell vendors could enter a claiming race as the ultimate in "plugs," his diggers are loaded with shoddy slum. He can't understand how his competitor is getting by, as he knows for a fact that his competitor is so dumb he's putting out four times as much return to customers as is our Smart Boy. Yet his competitor is making a living and this particular Dopey is having a hard time to get by.

Location owners aren't without Dopeys among their numbers either. There's the fellow who insists upon putting his coin machines in a dimly lit part of the store where they're hard to reach and harder to find. He figures he's shrewd, saving his choicer spots for other merchandise. Well, maybe he is—but you can't sell something that's back in the storeroom. You have to display it to get results. Coin machines have made money for every location owner who ever gave them a fair chance, but they can't achieve the impossible.

Gets Store Traffic

Contrast this Dopey with the smoke shop proprietor who was talking to me yesterday. "I'm lucky in my line of business," he said. "Most merchants have to feature 'leaders' to get customers into their stores—items that they sell for less than cost price. I don't have to do that. I get plenty of store traffic by having an attractive layout of coin machines right up in the front of my store. They not only create store traffic for me—and better than I could possibly hope to do the job with 'bait' sale specials—but they make me a mighty nice profit. They're the difference between getting by and making a comfortable living. They pay my store rent every month, and my rent is my largest item of overhead."

Among the dopey Dopeys you've undoubtedly seen the location owner who acts like a choice slice had just been cut out of his heart every time a coin machine customer gets a free game or wins a skill award. Maybe he works on the theory that people will patronize his coin machines just to annoy him. In our book he rates right at the bottom of the page.

On the other hand, there's the location owner Dopey who will let his customers conduct wrestling matches with ruggedly built but mechanically sensitive game tables. You've seen his pinball customers bump the games like a Notre Dame halfback hitting the Army line while he stood idly by. It wasn't his property, he reasoned, and the operator would have to look out for himself.

Thank goodness, the location owner Dopey who would let a year-old baby play his coin game if the kid had a nickel and could reach the coin chute

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Chicago Coin's SPOKES and EXPOSITION

Daval's ROBIN HOOD

Reserve or Plain Model Coming . . . ODD BALL

Keeney's MULTI-FREE RACES TRACK TIME & TRIPLE ENTRY

Exhibit's REVIEW

EXTRA SPECIAL

Keeney's 1937 Red Head Track Times . . . \$127.50

EXTRA SPECIAL

Genco's Magic Rolls, 8' 4" Roll Down Game . . . \$59.50

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.

1435 Bedford Ave., BROOKLYN, N. Y.

900 North Franklin, PHILADELPHIA, PA.

is practically extinct. Not very many men are that dopey. The small number who were have done enough damage to far more than offset their lack of numbers.

Those Big Earnings

No manufacturer who has managed to stay in the business this long is going to qualify as being very dopey—but every time I read one of those ads that say "Make three million dollars in two weeks with the most sensational, super-colossal, extra special, de luxe and hitherto undreamed-of coin machine on the market," I think that somebody, if not dopey, has at least been overcharged with dope.

Almost every line of business has learned that constant use of superlatives deadens all the punch in advertising. Even the movie moguls, notorious offenders in this respect, have toned down their advertising copy to a marked extent, so maybe there's hope for the coin machine manufacturers who still insist on trying to make intelligent prospective customers believe that a new age of miracles has arrived.

There are Dopeys in every line of business who buy advertising as if it were a bag of peanuts at a dime a throw, and the coin machine industry is no exception. There are coin machine manufacturers who are doing their level best—and a good best it is—to market the finest product that can possibly be built. They know the technical end of their industry from start to finish. They have learned from hard experience what will and what will not appeal to the customer. They can spot a "bug" in a machine a city block away. They have something that should sell.

Poor Selling

And they do everything except sell it. Ask them the circulation of the advertising media they are using and they couldn't to save their lives tell you. Some of them couldn't even tell you the difference between circulation and distribution. Few of them could give you a definition of milline rate, the cost of circulating an agate line of advertising to 1,000 readers.

They may be putting out the best equipment, worthy of the utmost consideration—but if they're not going after the sales promotion that the proper kind of advertising could give they still rate as Dopeys so far as I'm concerned. People don't have to go into the woods to buy mousetraps any more. (See DON'T SHOOT on page 78)



A MAN experienced in merchandising ideas and formerly connected with a coin machine manufacturing firm turns the merchandising angle toward the coin machine industry. It is a viewpoint worth considering—because this is the age of properly merchandising your wares—in whatever trade a person may be.



JACK QUICK THINKER: MY POPMATIC ROUTE PAYS ME REAL CASH DIVIDENDS. I ACTUALLY HAVE RED HOT LOCATIONS BEGGING ME TO INSTALL A POPMATIC UNIT. YOU SHOULD PUT POPMATICS IN YOUR TERRITORY, GEORGE, WHILE THE BEST LOCATIONS ARE STILL AVAILABLE.



GEORGE DOUBTFUL: YES, I'M FINALLY CONVINCED. I HAVE HEARD THAT MANY OTHER POPMATIC OPERATORS HAVE HAD THE SAME RESULTS AS YOU. I'M GOING TO PLACE MY ORDER TODAY.

You, Too, Can Be a Successful POPMATIC Operator!
DON'T DELAY ANOTHER MINUTE!
PHONE - WIRE - WRITE
for complete details and prices

Many letters from progressive POPMATIC operators are in our files and available for your inspection.

POPMATIC MFG. CO., Inc.
5147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

MERCHANDISE MACHINES

Miss. Boosts Cigaret Tax

Cigars and cigarets affected—tax to satisfy deficit from realty tax exemptions

JACKSON, Miss., Aug. 27.—Into effect last week went an increase of 1 cent on retail price of cigarets and cigars in Mississippi. This brings the cigaret tax to 4 cents a package and takes the cigar from the exemption list to a new price of 6 cents for the nickel stogie.

The extra money collected by the tax is expected to meet the loss the State will incur when reports are made on the realty taxes. The \$5,000 assessment exemption on realty taxes is expected to create a deficit which the tobacco tax will satisfy.

Farmers of Mississippi are to get exemption of realty taxes on holdings up to and including 160 acres.

Rowe Sponsors Cig Machine Contest

NEW YORK, Aug. 27.—Rowe Mfg Co., Inc., manufacturer of cigaret merchandising machines, has announced an essay contest on the subject, "The Technique of Getting Locations." The contest is open to employees of wholesale tobacco houses with vending machine departments and, of course, to employees of all other firms operating and servicing cigaret merchandising machines, excepting the Rowe Cigaret Service Co. An award of \$25 will be paid for the best entry on the subject.

"Believing that the men in the field can advance proven sales methods and concrete ideas for obtaining locations," says the company's announcement, "we wish to give recognition to these men and to publicize their procedure so that all in the business may benefit from the knowledge of their ideas. Literary ability will have no bearing on the judges' decision. The purpose of the contest is to bring forth salable ideas, and regardless of how they are expressed, ideas submitted will be judged on their feasibility only."

The contest will close on September 15.

NCA Continues Candy Campaign

CHICAGO, Aug. 27.—The aggressive campaign being waged by the National Confectioners' Association in connection with its slogan, "Candy Is Delicious Food—Enjoy Some Every Day," continues as strongly as ever, according to releases from the NCA Chicago office.

According to the last report, many railroads from Coast to Coast have no-

tified the association that they will affix the slogan to all their menus, buffet cards, beverage cards and sandwich cartons used by them in dining and buffet cars and coaches.

Also, the slogan is now being broadcast via 50,000-watt Station WMAQ, of Chicago, by the Williamson Candy Co. They report that 25,000 youngsters will be the recipient of Christmas toy trucks bearing the slogan from dotting parents who will buy the Buddy-L Co.'s toy trucks. According to the dispatch 25,000 sets of slogan insignias will be used on these trucks and will serve as a permanent display of the slogan in each home where a youngster is fortunate to receive one of these playthings.

Poster and magazine advertising programs are also commented upon in the report.

Increased candy sales should benefit all merchandisers of candy products thru candy vending machines.

Cig Impost Looms In Kansas City

KANSAS CITY, Mo., Aug. 27.—That Kansas City soon will have a cigaret tax of 2 cents a package appeared a certainty following a meeting of city councilmen, Mayor Bryce B. Smith and H. F. McElroy, city manager.

The plan to inaugurate the tax was introduced by McElroy last week. He declares that it is "the only conceivable solution" to the problem in order to pay city employees their regular salaries.

Merchants, however, banded together to fight the tax. They declared suburban merchants would absorb approximately 25 per cent of all cigaret sales and that all other goods they carry would also suffer because tobacco purchasers would not enter their stores as often. Operators of coin-operated vending machines pointed out it would curtail their business. The plan calls for a stamp to be affixed to each package.

Despite the opposition to the proposed measure, McElroy said the rule would go into effect by September 15. The same plan was tried in 1927 and was a complete failure, later being abandoned. Sedalia, Mo., near Kansas City, attempted the same tax in 1933 and it failed.

There is no city or State tax on cigarets at present, but all merchants pay an occupation tax. McElroy describes the measure as an occupation tax. All city residents are "worked up" over the subject.

New Mickey Mouse Vender Marketed

KANSAS CITY, Mo., Aug. 27.—Following a short delay in which several changes were made in its distinctive new-type Walt Disney Mickey Mouse vending machines, the Hamilton Enterprises, Inc., has swung into full production once again. In addition to the vending machines the company manufactures Disney-designed plastic wood charms of the famous characters of Disney's motion picture productions.

The delay in vender production was occasioned when the company decided to eliminate the slug ejector in order to reduce the price of the vender. Mr. Hamilton has stated that an enthusiastic reception has greeted the machine since it has been offered at a price of approximately \$2 less than would have been possible with the slug ejector.

It was six months ago that Hamilton Enterprises, Inc., secured the rights to manufacture and sell Disney character charms, Hamilton said. They are lifelike charms designed from drawings by Disney artists. In the "family" are Mickey Mouse, Minnie, Donald, Pluto, Three Little Pigs and other well-known characters. It is reported that Disney was so pleased with the reproductions that he granted an extended franchise to the Hamilton company giving them rights in the vending machine field. It is planned to introduce Snow White and

the Seven Dwarfs and Ferdinand the Bull shortly.

Hamilton has announced that as soon as the present orders are filled he will place a large sales force in the field to serve the national demand.

Robbins Sets New Price on Vender

BROOKLYN, Aug. 27.—From the desk of Dave Robbins, president of D. Robbins & Co., manufacturers of the 2-in-1 vender, comes the following announcement:

"Having sold our first 5,000 2-in-1 venders at a price which enabled us to get back our investment in dies, patterns, etc., we are now eliminating the figuring of such items in our production costs. We, therefore, are passing this saving on to our operators, and effective immediately the operators' price will be reduced considerably.

"We honestly believe that at our new low price the 2-in-1 vender is the greatest value in the vending machine field. Most of our business on the venders has been repeat orders received from satisfied operators, who tell us the vender is the most practical bulk merchandiser ever built. We have had over 20 years of experience with vending machines and when we built the 2-in-1 vender we incorporated in it all the practical features we found necessary as a result of our experience."

Cig Output Up 0.2% For All-Time High

WASHINGTON, Aug. 27.—Domestic production of cigarets in the first seven months of this year rose 0.2 per cent over the corresponding 1937 period to an all-time high, according to figures issued recently by the Bureau of Internal Revenue.

Total output for the period was reported at 93,629,954,142 units, as against 93,384,884,354 in the first seven months of 1937.

July production, however, fell to 13,784,357,840 from 15,290,072,227 in the same month a year ago, or a decrease of 0.8 per cent.

Cigar output in July was reported at 420,510,372 units, a decline of 11.7 per cent from the 476,489,266 produced in the 1937 month.

Production of manufactured tobacco totaled 24,812,074 pounds, as compared with 26,722,350 pounds in July, 1937, or a decline of 7 per cent.

A REAL BARGAIN!
EVER-READY 4-COLUMN
1c NUT AND CANDY VENDORS
Reconditioned Like New



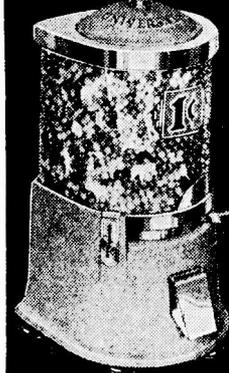
\$8.00
Each 5 or More.
Sample \$8.50
Remit Full Amount With Order

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

PEANUT & GUM VENDING MACHINES
New, Direct From Factory
Only **\$2.40** and up
Over 60,000 Sold
Write for Full Information Today.
5/8 Ball Gum at New Low Price.
(2047-A So. 68th Street)

ROY TORR 2047-A SO. 68TH STREET PHILADELPHIA, PENN.
FACTORY DISTRIBUTOR

TOPPER & UNIVERSAL Operate These Better Venders!
Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Both venders vend everything — candies, peanuts, pistachios, charms, etc. Capacity 5 lbs. TOPPER also vends BALL GUM. When ordering please specify. Capacity 900 balls.
TOPPER (single unit) \$ 6.75
TOPPER (double unit) 13.50
UNIVERSAL (single unit) 6.95
UNIVERSAL (doubleunit) 13.90
1/3 Cash With Order, Balance C. O. D. For further details contact your nearest Jobber or write.

VICTOR VENDING CORP., 4203 Fullerton Ave., Chicago

MODEL "E" SEL-MOR
\$6.25 SAMPLE
(CHEAPER IN QUANTITIES)
GUARANTEED FOR 5 YEARS!

The Automatic Toy, BALL GUM and Candy Shop that brings BIGGER PROFIT. (Specify whether BALL GUM or Candy Machine.)



GREAT STATES MFG. CO.
DEPT. E - 1601-09 E. 39TH ST. - KANSAS CITY, MO.

SAVE MONEY ON VENDING MACHINES AND SUPPLIES
COMPLETE STOCK ON HAND!
New and Used Venders! Ball Gum, Candy, Toys, etc. We Buy and Sell! Write, Phone or Call Today!

SUNFLOWER
VENDING MACHINE CORP.
658 W. 183rd ST., NEW YORK

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

Chicago Candy Show Sets An Example for Publicity

Many ideas are offered to make public candy-conscious—variety of candy bars show increase—vending machine operators may see regional shows in other cities

CHICAGO, Aug. 27.—The Chicago Candy Show opened at the Sherman Hotel here August 24, with attractive displays of candy filling the big exhibit hall of the hotel. The show was hailed as a success in its first exhibit with a complete sell-out of booths as planned by the management. The show was sponsored and managed by the Chicago Candy Club. This organization boasts that about 50 per cent of the candy manufacturing industry is in the Chicago area and that about 5,000 wholesalers and jobbers are in this area also. Besides the attendance of Chicago wholesalers, buyers and retailers, the attendance was boosted by buyers from several adjoining States.

A few representatives of vending machine firms were present to check over the immense variety of candy bars and penny goods on display. Arthur L. Waldner, who managed the show for the club, said that manufacturers were giving increasing attention to vending machine needs and many were even designing bar goods with vending machines in mind.

Publicity

The candy show obtained good publicity in local newspapers by staging a beauty contest in which girls employed by candy firms in the Chicago area competed for the title of "Candy Queen." About 5,000 contestants were said to have entered and an immense crowd was present for the final judging.

Everywhere in evidence also was the recent slogan developed by the National Confectioners' Association for the candy trade, "Candy Is Delicious Food—Enjoy Some Every Day." In every possible form of publicity the candy trade, from manufacturer to retailer, seems to have taken to this slogan and to be using it. The candy trade seems to have achieved a record in industry by putting such widespread co-operation behind a slogan. One recalls that the "hand-and-coin" symbol developed for the coin-operated machine industry was launched in the midst of a serious division in the manufacturing industry and has not had the support it deserves.

Vending machine firms have shown considerable enthusiasm in helping to put the candy trade slogan over to the public.

The management of the Chicago candy show also developed some excellent ideas for advertising candy to the public while at the same time holding a manufacturers' display of candy for jobbers and buyers to see. Convention experience shows that it is very difficult to appeal to the public in a conservative way while at the same time catering to strictly trade members. That the candy show management seems to have attained success to enviable degree.

It was stated that the Chicago candy show is a regional show, and that similar shows will be held in other trade centers, such as Detroit and other large cities. At each of these regional shows a feature will be to advertise the candy industry to the public as well as hold an exhibit for candy buyers to see the manufacturers' goods. Ideas and publicity stunts are being carefully considered to appeal to the public during each regional show. The national convention will, of course, be held each year, as it has been for many years.

Vending Prospects

The immense displays of candy were an education to the operators of candy vending machines. With the plan of holding regional candy shows it will be possible for candy machine operators to attend the shows to see the wide possibilities for merchandise. It is safe to say that about two-thirds of all the exhibits have one or more nickel candy bars, and impressive also is the growing line of penny candy items. Operators of candy machines usually follow the principle that well-advertised candy bars sell best in machines, but with the increasing variety of candy bars the vending machine is certain to find an increasing usefulness for introducing new items to the public.

Vending machines have not yet been developed to keep pace with the rich variety of penny candy items now appearing on the market. The sale of these loose penny items at the cash register in restaurants indicates there is a good market for the sale of penny goods to adults as well as children, and machines

to handle these pieces are in the offing. Pan Confection Factory of Chicago had an attractive display of its line of bulk candies, being the only firm that featured goods which would appeal to the bulk machine operator. Pan was the only candy firm exhibiting which also exhibits at the annual coin machine shows.

The interest of the candy show to vending machine operators lay in the immense variety of candy bar goods and in the trend in new penny items.

Summing up the Chicago candy show, *The Northwestern Confectioner* (Milwaukee), one of the candy trade papers, said: "Besides bringing together under one roof the candy manufacturer and the candy buyer, the Chicago Candy Show is serving to focus the attention of the consumer on the candy industry and its products. Much publicity has been accorded the candy show and its novel features, and as a result thousands and thousands of people are talking and thinking CANDY."

Pan Confection at Many Candy Shows

CHICAGO, Aug. 27.—Pan Confection Factory demonstrated its progressiveness in the candy industry by having an attractive display of its bulk candies at the Chicago Candy Show, which was held at the Sherman Hotel here August 24, 25 and 26. The display booth was attended by C. A. Gerlach, Mr. Phillips and other members of the staff. The firm has been exhibiting at other regional candy shows held recently and will also display at Detroit and other regional shows.

Willard Seefeldt, in charge of the vending machine department of the firm and also advertising manager, did not attend the Chicago show, as he had just returned from a vacation at the beginning of the week. He spent most of his vacation in Cleveland and vicinity, he said.

Seefeldt also reported that he took time out during his vacation period to see how business prospects appear for vending machine operators for fall and winter.

"Most of the reports coming to my attention," he said, "paint a very optimistic picture for the vending machine business and also all lines of business. We have concrete evidence of this rising tide in the orders coming in daily and still gaining momentum."

Rock-Ola Scales Enjoy Repeat Biz

CHICAGO, Aug. 27.—"There is an old saying in the coin machine business that a coin-operated device is only as good as its repeat sales, and this certainly holds good for Lo-Boy scales," said a Rock-Ola official. "From Rock-Ola's statistical department come figures showing that 97½ per cent of the people who bought Lo-Boy scales have re-ordered. Some have totaled as high as 3,000 scales, and many operators who started with just one or two scales now are well over the 100 mark."

"Operators claim that a route of Lo-Boy scales is so easy to operate that it is a genuine pleasure, requiring very little attention, and after the equipment has paid for itself a route of Lo-Boy scales is like having so many banks on location in the territory. It merely consists of collecting once every 60 or 90 days and everybody is happy, including the location owner."

"The easiest and most pleasant op-



SELECTERIAS
AMERICA'S BIGGEST-SELLING "NICKEL" CANDY BAR MACHINES.
Capacity 39 Bars.

PRICE \$44.50

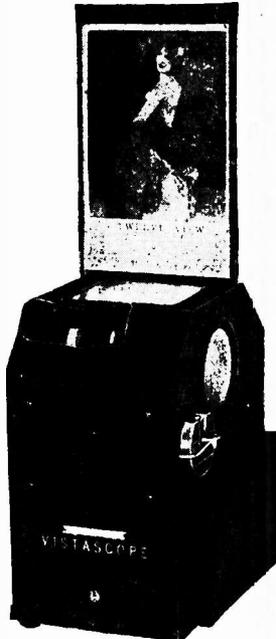
FOLLOW THE TREND
OPERATE MACHINES 100% LEGAL AND MAKE MORE MONEY. THIS "ELECTRIC SHOCK" MACHINE USES ONLY 1 DRY-CELL BATTERY. Good for 2,000 to 3,000 Plays.

PRICE \$10.50



TERMS: 1/3 Dep. With Order, Balance C. O. D.

STANDARD SALES MFG. CO.,
133 W. Central Parkway,
CINCINNATI, O.



Be First With This "VISTA-SCOPE PICTURE MACHINE"
Automatically Winds Itself When Penny Is Deposited.

PRICE \$34.50

erating business is a route of Lo-Boy scales," said one successful operator of scales. It's a steady, dependable business. The scales are guaranteed for five years, so service calls are pleasant collection calls."

Horoscope Vender Okeh--Williams

CHICAGO, Aug. 27.—"The new Astro-Scope, horoscope vending machine with the flashing light display front, is creating tremendous interest among coinmen," says Al Williams, of the Operators' Supply Co., Inc., exclusive sales agent for the machines.

"Negotiations," says Williams, "are now under way with one of the biggest operating companies in Chicago to place 100 Astro-Scopes on location immediately. In view of this and other out-of-town commitments, the production schedule has been speeded up to meet the demand. With actual figures showing the earnings of previous models before me, I have no hesitation in saying: 'No operator can go wrong in testing one of these machines in his own territory.' We don't want anybody to buy these machines until they have given them the acid test by placing them on their locations."

"As a result of over six years of experience in making these machines, Earl L. Crabb, originator of the horoscope vending idea, has developed Astro-Scope," continued Williams, "to a point where it is simple in construction, attractive in appearance and where it has a mysterious effect that draws the people to it. Flashing lights depicting the heavens and the solar system in varicolored lights is a sure-fire draw."

"The fact that many of these machines have actually been tested in all types of locations for long periods of time proves its ability to operate perfectly and earn money."

"The scientific astrological readings which the machine vends for a dime are very interesting and never fail to satisfy the customer. When one person gets these readings others are intrigued, and that means more business for the machine."

"Astrology is becoming more popular every day, and during the past three years over a dozen monthly publications on the subject have appeared on news stands. Daily papers in most cities run horoscope columns. This all tends to sharpen the public's curiosity and they become potential customers for Astro-Scope readings."

London

LONDON, Aug. 27.—Death of Ted Stoner greatly upset those who knew him here. Percy Goddard and Buck Taylor being particularly grieved. On day of Ted's burial all working at Goddard

DOUBLE YOUR PROFITS with the 1939 "SILVER KING"

- A Quality Vender at low cost. Read these outstanding features:
- ★ Simple, Sturdy Mechanism with fewer parts
 - ★ Distinctive design, unexcelled in beauty and richly finished.
 - ★ Provides faithful, uninterrupted performance
 - ★ Virtually "pick and tamper" proof
 - ★ Ideal for better class locations
- "SILVER KING" leads the profit parade. ORDER NOW.
(2047-A So. 68th Street)

ROY TORR

FACTORY DISTRIBUTOR



Novelty Co. observed two-minute period of silence as tribute to memory of deceased.

Coin Amusement Machine Supply, Ltd., agents for Genco, Mills and Chicago Coin, are settling down in new premises. With 15,000 square feet of floor space these are largest premises of any distributing concern in Britain. First visitors to new quarters from United States were Mr. and Mrs. Sam Gensburg, of Chicago Coin.

When Exhibit's Hi-Ball arrived in Britain distributors were quickly faced with opposition from British-made replicas. Same thing has happened with Genco Hoops, a British copy being placed on market.

London's best known permanent amusement center, Haymarket Sports Garden, where many coin-operated machines were operated, has come to an end. Originally known as Haymarket Stores, these premises in Piccadilly Circus—heart of London—have been occupied by amusements for about seven

CHANGEMASTER

AN AMAZING NEW PRACTICAL — PROFITABLE COUNTER UNIT!

Built as a change fixture—performs double duty on location! Flashing "Thank You" and symbols in bright color attract play while player has his money in his hands! Player wins when 2, 3 or 5 stars show!

PLAYS

1c--5c--10c--25c

Compact, Sturdy, Mechanically O. K! Perfect for counter or bar. Only 11½" long, 11" wide, 8½" high. Operates on AC current. Has last-coin-visible window, last-coin-played release, on-off switch.

Order Samples Today.

\$29⁷⁵ F. O. B. CHICAGO

1-3 Dep., Bal. C. O. D.

Jobbers — Distributors!
Write for Quantity Prices
and Exclusive Territorial
Arrangement.

MONARCH COIN MACHINE COMPANY

Exclusive World-Wide Distributors

1731 BELMONT AVE., CHICAGO



cigarette merchandisers' association

Address Communications to Maynard Reuter, 1564 Broadway, New York City.

A RECENT survey conducted by a British research group of smoking habits of men in London, England, revealed that less than 5 per cent of men are non-smokers and that the average man smokes three times as many cigarettes a day as the average woman smoker. Other conclusions arrived at were that both men and women are influenced by flavor in choosing their cigarettes. Women also take other matters into consideration, such as a liking for cork-tipped brands, since the tipped type of cig does less damage to their lipstick. Immediately after breakfast was found to be the peak time for cigarette consumption, with 17 out of 20 smokers indulging at that time. Three per cent of the smokers questioned light up before breakfast. It was also ascertained that the peak time for cigarette sales was between 6 and 8 p.m. on Saturday night and from 7:30 to 8 p.m. on week days.

What are the chief points to consider when soliciting new locations? Undoubtedly the answers to this query are among the most discussed in cigarette merchandising circles. As the head of one large operation put it, "In sizing up a new location there are four points which every operator should check: 1. Find out how much the location is charging for cigarettes. 2. If possible, check cigarette bills. 3. Find out if the location is open all night. 4. See how many other cigar stores there are in the neighborhood and how approximate the closest is to the location. As for the actual solicitation, most operators agree that the proprietor should not be approached when busy, and that when the operator does get a hearing he should greet the owner with a real smile."

Judging by the response that the representative of the insurance company which drafted the plan for insuring cigarette merchandising machines described in the July 16 issue is meeting on his calls on members of the New York CMA, it looks like it is only a matter of weeks before enough machines are enlisted to put this protection plan into operation.

While most operators realize the importance of insurance on their equipment, still up till now the rates an operator has had to pay to protect his investment have been high and the results not altogether satisfactory. In many cases the policy was canceled as soon as the operator reported his first loss.

The advantages of the plan described a few weeks ago in this column are obvious. All insurance is based on the law of averages. When an operator takes out insurance on his own the rate is naturally high since one or two losses may amount to more than the cost of his premium. By a group of operators banding together and taking out one blanket policy, however, the insurance company has a greater fund with which to cover losses and can guarantee better coverage at lower prices.

The plan now being considered here will give complete coverage to a stipulated number of machines at the low rate of 1 per cent of the insured value of each machine. If the operator values a machine and its contents at \$60, the rate will be 60 cents for that machine for a year. The policy contains a \$3 deductible clause, which means the operator must stand the expense of any pilferage or damage amounting to less than that amount as well as any slug loss. Under the terms of this policy the operator is protected against any loss sustained by fire, theft, robbery or damage of both the machine and its contents while on location and in transit to and from the operator's headquarters. Machine is covered from the moment it leaves the op's place of business until it returns.

Under the terms of this plan, there is one broker, one policy and one group risk. All the operator has to do is file a list of the machines he has on location and their serial numbers together with his estimate of their total worth (including both machine and stock). He then pays at the rate of 1 per cent a year of the insured value of each machine. New machines or old machines taken off locations are reported once a month. Participants in this plan are issued certificates covering the machines and claims of loss are paid as soon as loss is verified.

While some of the men seem to be under the impression that this plan is open only to members of the New York group, it is possible for all operators of cigarette merchandising machines to come in under this plan. In fact, there is a good possibility that it will develop into an interstate CMA proposition. The more machines participating in this plan the more it will be possible to reduce the rate. Any operators who wish further details on this plan may obtain them by dropping a card to the author of this column in care of *The Billboard*, 1564 Broadway, New York City.

June sales of Philip Morris cigarettes set a new high at something over 800,000,000, it is reported. July sales were a bit under June figures due to fewer shipping days during the month. It is estimated that sales of Philip Morris for the first six months of 1938 are up about 33 per cent in comparison with a 2.2 per cent rise for the entire cigarette industry. . . . The manner in which Lorillard's Sensation brand is taking hold is seen as an indication of the gains being made by 10-cent brands during the past year. In some headquarters it is estimated that the 10-centers may account for between 20 and 25 billion cigarettes this year. For the fiscal year that closed June 30 total cigarette production was 164,000,000,000, so that 10-cent brands may account for about 13 to 14 per cent of the output this year. More promotion is going behind 10-centers all the time. Brown-Williamson has contracted for more radio time to push its Avalon brand, and just recently Sensation Don't You Believe It program took on more outlets. Another new 10-cent brand that just recently made its debut is Topper.

Rowe Mfg. Co. is conducting an essay contest that is open to all employees of cigarette merchandising firms on the subject of "The Technique of Getting Locations." Prize of \$25 has been posted for the winner. Purpose of the contest is to give men out on the firing line the opportunity to tell just how they obtain new spots so that all ops may benefit by the interchange of ideas. . . . Cigarette ops were exempted from a \$75 license fee in Lakewood, N. J., under the terms of a vending license ordinance amendment adopted on final reading by the township committee. . . . Were Chesterfield just lucky or psychic in timing their present outdoor advertising posters that feature Gabby Hartnett, new manager of the Chicago Cubs? . . . Something new in hobbies is the one of Dr. Robert E. Kaufman, of New York City, who has been collecting different cigarette brands for the past 15 years. He now has 850 brands in his collection all cataloged according to manufacturer and country.

One of the most important cogs in the successful operation of cigarette merchandisers is the service man. Because he is in constant touch with the location owner he plays a mighty important role in holding the location. In fact, in many cases he is the only representative of the company the location owner gets to know. It has been proved time and again that where a service man is well liked by a customer competitors have a tough job on their hands trying to wrest the location away no matter how attractive an offer they make. The wide-awake service man makes it his business to get acquainted with the location owner on his first call and on subsequent calls tries to bind the ties of friendship closer. Not by talk alone is this done, but by observing and attending to those small matters as supplying change and answering promptly any calls for service, repairs, etc.



B-I-N-G-O

OUR NEW 1c LEGAL COUNTER SKILL GAME IS A SENSATIONAL MONEY MAKER! OPERATOR'S PRICE, \$17.50.

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



1c-15c-20c Cigarette Venders.

2 In 1 Vendor for Nuts, Candies, Ball Gum, Etc.

years. Tenancy was always subject to place being sold and this has now come about. Old building is to come down and block of offices and shops erected in its place. Haymarket Sports Garden was favorite place for trying out new machines.

Last two weeks of July were particularly trying time for majority of British distributors and jobbers, sales being distinctly on quiet side. Period of year is usually slow, but this time has been worst for many years. Scott, Adickes & Co., Ltd., expect to liven things up with Exhibit's Lightning.

August Bank Holiday week, peak vacation period in Britain, proved disappointing to many seaside operators, weather being too fine. Punters preferred basking in sun on beach to patronizing sportlands. Equipment operated at seaside resorts depends largely on opinion of local authority. At Blackpool, greatest of all holiday resorts, on northwest coast, pin and bumper games may not be operated for prizes. Cranes are barred, altho rotary type merchandisers are permitted with limit as to value of awards. By way of contrast, at Great Yarmouth, popular east coast resort, prizes such as small packet of cigarets, value three-pence, may be given on tables, with special prizes for highest scores of day and week. In this town, like many others, police insist on display of notices barring entry of children under 16 unaccompanied by adults.

At Blackpool police department barred giving of prizes for Hi-Ball, ruling machine to be upright pin game. Nevertheless, at Morecambe, resort only few miles away, giving of prizes on this machine was permitted.

Grenner Again Ups Production

NEW YORK, Aug. 27.—Bob Grenner, of Mechanical Sales Corp., manufacturer of the Perfume Bar, reports that the firm has again stepped up its production schedules. This makes the second time in as many months that the firm has found it necessary to speed up production due to

the demand which it now has for its machine.

Grenner reports: "With the approach of the fall months there is a rush by operators of our machine to get into the better spots. Naturally the demand has therefore increased to a point where we have again stepped up production. Many night clubs, restaurant lounges, theaters, etc., will feature the Perfume Bar this coming season.

"These spots have proved to be among the best money getters for our merchandiser," he continued. "Their business naturally begins in the fall and continues thruout the winter into spring. A long run of this kind proves unusually profitable in every case as actual tests have shown. Those operators who get into these locations first and are ready for the return of the vacationers will be among the first to enjoy real profits for this coming season. Furthermore, these men know that the Perfume Bar is one merchandiser that is an all-year-round machine. Summer or winter it gets the purchasers, for it features one of the products on which American women are known to spend millions of dollars annually."

Hercules To Give Ops New Sales Plan

NEWARK, N. J., Aug. 27.—Irv Orenstein, of Hercules Machine Exchange, Inc., reports his firm is working out details of a new sales plan which it believes will greatly stimulate purchases of equipment. "Quite a few of the operators are going to require some sort of purchase plan which will enable them to buy the machines that are due to be released this fall. Failure to put new machines on some spots might mean the operator will lose them to a competitor, so our aim is to help the ops out with a plan that will enable them to purchase new machines and still keep their finances liquid.

"We intend announcing this plan as soon as the fall equipment begins to appear on the market," Orenstein concluded, "and we feel sure ops will appreciate the efforts we are making to insure them a profitable season."

Capehart Plays Host to Republican Party Rally

Develops cornfield conference idea—music and tents in open field give new spirit to political campaign—may shape policies for 1940 national campaign

WASHINGTON, Ind., Aug. 27.—Politically, the eyes of the nation were turned upon this town and the near-by farm of Homer E. Capehart, known to the coin machine industry as vice-president of the Rudolph Wurlitzer Co., North Tonawanda, N. Y. Midwest dailies headlined the news for two days and some of them wrote their date lines—"Capehart Farm, Washington, Ind." Primarily, the big events centering here and in Indianapolis were to launch the Republican candidates for Congressional seats with a good send-off, but in the background was a strong tendency to shape policies for the national Republican campaign in 1940. This was seen in the number of well-known Republican leaders in the nation who were on program or attended the sessions.

Capehart Host

Looming large in the big events was Capehart as the perfect host for such an event. The coin machine industry is acquainted with his organizing ability and his record as a host to music operators thru the big Wurlitzer entertainment programs he carried out in 1937 and 1938. Evidently Capehart has drawn upon these experiences as he planned to entertain Republican precinct leaders from all parts of Indiana and also other political leaders.

The setting for the rally here gave it the name of "cornfield conference" and Capehart himself suggested that it will be the background for the development of a new Republican philosophy. Observers see in it also a hint of what may be the nature of the Republican campaign in 1940.

The layout on Capehart's farm included a big 500-foot tent for the meetings, where speakers of national prominence appeared. Some of the sessions were broadcast. In addition to the big tent there were also 40 other colored tents which were "mess tents" to feed more than 8,000 workers whom Capehart had invited as his guests. An army of about 500 people were employed to prepare the food to feed these guests. More than 90 per cent of the precinct workers in Indiana had accepted Capehart's invitation to a chicken and baked clam dinner.

The gigantic plan of the rally may be seen from the big motor cavalcade that toured Indiana on Friday. Music operators thruout the State were invited to join this parade. Special trains were also run into Washington, and the facilities of all agencies were taxed to provide parking space for the cars that came from everywhere. Metropolitan newspapers had their crack political reporters on the scene.

Estimates of attendance varied so much that a total of 50,000 for the Saturday sessions may serve to give an idea of the bigness of the event.

Capehart Introduced

The big rally has served to bring Homer Capehart suddenly into the political limelight. In introducing him to the public *The Chicago Tribune* said: "Capehart is not a politician. He never has been a candidate for public office. He does not intend to become one. He is an executive of the Wurlitzer company in Buffalo, N. Y. He was born on a farm near Washington and owns about 1,400 acres near his birthplace. He spends a lot of time on the farm.

"Capehart is 41 years old. He is a thick-set man with red hair, grayish blue eyes, a freckled face and a heavy jaw."

Announces Purpose

Capehart also was widely quoted in the newspapers as to the political purposes and plans in his playing host to party leaders and workers:

Chicago Tribune: "I don't like the way things are going down in Washington," he snapped. "And I'm sick and tired of hearing business men talk about it but do nothing about it.

"I've made a little money, so I thought I'd give a party. If the people don't want to do anything after the party, then let them quit talking. I don't have any plans myself. I feel I'll have done my share. What I want to do is arouse people, get them talking and make them feel that the Republican party can win."

Indianapolis Star: "Capehart welcomed the Republicans to the meeting, declaring it was the greatest thrill of his life to see so many of the friends of his

youth assembled to battle for the cause of the party. 'It is an inspiration,' he said, 'to stand before 20,000 people. History is going to be made in good old Daviess County in this cornfield.'

Indianapolis News (quoting Capehart in his speech of welcome on Saturday): "We hope to arouse the people of Indiana and the nation to an entirely new and more sympathetic attack on the pressing problems of the day. We must guarantee to the poor people that we will take care of them and put them back into private employment. It is my humble opinion that a new philosophy will come out of this meeting, one which if used nationally by the Republican party will bring about a rejuvenation and make it the major party it so well deserves to be."

Schwartz Host to Pair From Africa

CHICAGO, Aug. 27.—As guests of Joe Schwartz, of the National Coin Machine Exchange, Louis Galaun, of Johannesburg, South Africa, and William Lague, of Capetown, South Africa, recently toured Chicago seeing the sights, such as ball games, prize fights and other points of interest.

One high point of interest to them, they said, was the new machines on display in the showrooms of National Coin. Both were very enthusiastic over export trade for coin machines in the Southern Hemisphere and especially South Africa.

The two travelers left Chicago for a week's stay in New York, after which they will set sail for South Africa. Before leaving this city they expressed themselves as being very satisfied with business coming out of South Africa, Australia and New Zealand. Schwartz, of National, concurred with that opinion and stated that he hoped for even greater sales in the very near future.

Machines Wanted For Puerto Rico

"To the Editor: I would like to get in touch with some operator or distributor who wishes to operate in Puerto Rico. I am in a position to handle his equipment down here. Allowable in Puerto Rico are phonos, mutoscope machines, scales, picture machines, grip scales, etc. Slots and pin games are not at present allowed. Any figures I quote as to business conditions, climate, etc., are backed by the government of Puerto Rico. The population is 1,700,000; area, 3,600 square miles, and it is a four-day trip from New York by boat.—P. A. I., August 25."

Anyone interested in contacting the gentleman from Puerto Rico may do so by addressing inquiries to Coin Machine Department, *The Billboard*, 54 W. Randolph street, Chicago.

Changemaster Okeh, Says Roy Bazelon

CHICAGO, Aug. 27.—Said Roy Bazelon, head of the Monarch Coin Machine Co., in commenting on its new game, Changemaster: "Not only have operators been quick to appreciate the features of Changemaster but they have repeatedly asserted that Changemaster is a natural for territories and locations that, for certain reasons, have been antagonistic to the usual run of counter games.

"Serving as it does a double purpose as a change holder and counter game,

Changemaster has the happy faculty of captivating the imagination of the location owner for subsequent immediate installation.

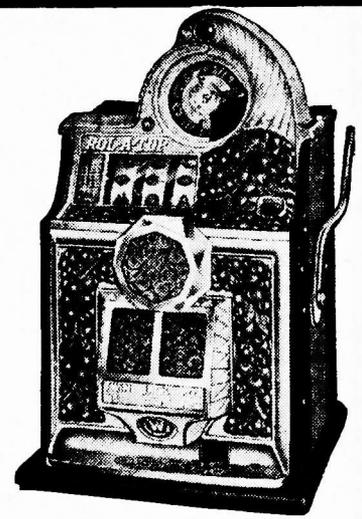
"It is animated by the flashing 'Your Change, Thank You' and calls greater attention to the counter on which it is placed. The dealer appreciates this because he carries short profit items that demand a quick turnover on his counter. When the patron reaches into the trough for his change he has his hand right on the game—in fact, he is pointing out the play to himself!

"The amazing percentage of patrons who are influenced to drop anything from a penny to a quarter into the machine reflect in the big profits already being reported by hundreds of operators."

Bingo for Small Locations--Robbins

BROOKLYN, Aug. 27.—"Many pin game operators have locations where a 5-cent pin game would not be profitable because the returns would not justify the investment in the game. However, such a location would, no doubt, prove profitable for one of the new Bingo counter skill games," commented Dave Robbins, whose organization, D. Robbins Co., manufactures the game.

"This new penny game with ball-gum vender has opened up many new locations to operators," he continued. "It is easy to secure as many as 10 locations a day for Bingo because it is a genuine skill game and the players receive full value for their pennies. Bingo requires a counter space only 10 inches square. We have received large orders from pin game operators who want Bingo games for their present pin game locations. Due to the ball gum, plus the skill-game feature, Bingo should be a long-time money maker for operators."



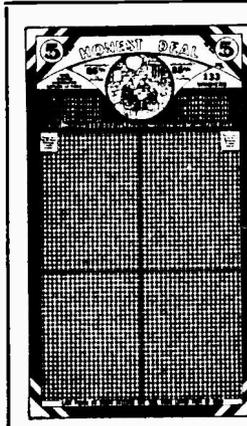
DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1888—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.



GIVE YOUR LOCATION AN "HONEST DEAL!"

Another of Superior's sensational Mechanically Operated Boards, packed with Player Appeal, Profits and Action!

All the features of the nation's most popular game, "Poker," are contained in HONEST DEAL! Players even draw for fifth card—the fifth card popping up to be played with the four cards shown on the face of the board. \$40.71 profit on 2280-hole deal, \$12.00 more profit on 2520-hole deal. Players win up to \$25.00 on ROYAL FLUSH! Write for details.

SUPERIOR PRODUCTS, Inc.
14 NORTH PEORIA ST.
CHICAGO, ILLINOIS



BUY FROM THE LEADER

AUTO DERBY	\$ 9.50	EASY STEPS	\$23.50	ROLL OVER	\$ 5.00
AURORAN	9.50	ELECTRO	19.50	RUNNING WILD	7.50
BUMPER	7.50	HOMESTRETCH	9.50	RICOCHET	5.00
BALLY BOOSTER	7.50	HOME RUN	7.50	REPLAY	7.50
BEAM LITE	18.50	HIT	27.50	STONER'S RACES	9.50
BULL'S EYE	24.50	WAR ADMIRAL	14.50	SWING	32.50
CARGO	27.50	JUNGLE	33.50	NAPY	32.50
CROSS LINE	7.50	LONG BEACH	9.50	SILVER FLASH	15.00
CARNIVAL	11.50	OUTBOARD	7.50	SENSATION OF 1937	9.50
CHICO DERBY	9.50	PLAY BALL	49.50	SPEED	10.50
CHICO BASEBALL	19.50	POWER PLAY	9.50	SLUGGER	14.50
DAYTONA	7.50	BALLY RESERVE	33.50	TURF KINGS	10.50
DUX	9.50	ROSE BOWL	14.50	VOGUE	13.50
				ZEPHYR	24.50

One-Third Deposit Is Required With All Orders, Balance To Be Shipped C. O. D.
ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

DEAL WITH CARL—ALWAYS A SQUARE DEAL

FEATUREING GRAND STAND, SPORT PAGE, PALM SPRINGS, FLEET, FOUR HORSEMEN AND LEXINGTON—Write for Prices.		
AUTOMATIC PAYOUTS.	Fairgrounds	\$ 60.00
Late Mills One-Two-Three	Derby Champs	100.00
Flashers, Horse or Fruit Symbols	Double Header	12.50
Big Race	Entry	52.50
Arlington	Fleetwood	59.50
Preakness		
	CONSOLES.	
	Galloping Dominos	\$110.00
	Jockey Club	42.50
	MILLS SILENTS, SINGLE JACKPOT	\$30.00
	MILLS SILENTS, DOUBLE JACKPOT	37.50
	IF IT IS COIN OPERATED, WE HAVE IT—GET OUR PRICES BEFORE YOU BUY. One-Third Deposit Required.	

UNITED AMUSEMENT COMPANY, 3410 Main St., Kansas City, Mo.

WANTED TO BUY	Rosemonts	\$ 25.00	PAYOUT TABLES.	Preview	\$ 12.50
PENNY PACKS	Red Head Track		Flashers	Center Smash	12.50
RESERVES	Times	115.00	Preakness	Winner	12.50
1938 SKILL OR TRACK TIMES	Liberty Bells	50.00	Fairgrounds	Mills 1-2-3	47.50
LONGCHAMPS	Bally Favorite	37.50	Golden Wheel	NOVELTY TABLES.	
FAIRGROUNDS	Club House	42.50	Caroms	Bally Reserves	\$ 45.00
PREAKNES	Saddle Club	59.50	Classico	Bobs	22.50
SPORT PAGE	Jockey Club	37.50	Flicker	Auto Derby	12.50
FOR SALE.	Gottlieb Derby		Derby Days	Rock-Ola World	
Consoles for Sale:	Day-9 Coin		High Cards	Series	110.00
1938 Skill-fields	Head	69.50	Pamco Palooka	COUNTER GAMES.	
Kentucky Clubs 160.00	Dark Horse	49.50	Stoner Champs	Big Game	
Derby Days	Ray's Tracks	47.50	Arlington	Hunter	\$ 8.50
	Paces Races	69.50	Turf Champs	Reel Spots	8.50
	Dominole	25.00	Tap-Em	Zephyrs, New	15.50

CLEVELAND-CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.

A ROYAL FLUSH Canadian Ops Prepare a Test Case on Games Law

You can't beat a royal flush—and you can't beat Daval counter games for profits!

PENNY PACK

The greatest money maker of all time in a new and more attractive model! 3-reel penny cigarette play! Equipped with turntable base!

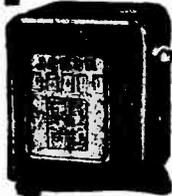
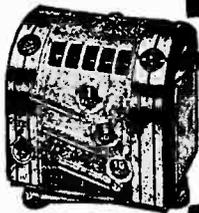


SMOKE REELS

New 5-reel penny cigarette game! Super-thrilling play! Average take is 6000 pennies! Walnut radio-type cabinet! Turntable base!

SMOKE REELS GUM VENDOR

Sanitary gum vendor model 5-reel penny cigarette game in splendid aluminum cabinet! Sensational money maker! Turntable base!



JOKER WILD

Real poker. The joker is wild! Easy to play and understand! Multiple coin or single coin play as desired! Walnut radio-type cabinet! Turntable base!

JOKER WILD GUM VENDOR

Joker Wild poker in a sanitary gum vendor model! Aluminum cabinet of lasting beauty! Multiple coin or single coin play as desired! Turntable base!



Get Busy! Order Now!

DAVAL 315 N. HOYNE CHICAGO

Mills Melon Bells

WITH MILCO HEAD

Serial numbers over 430,000; cannot be detected from new.

5% discount in lots of 10. **\$62.50** Wire deposit at once.

We carry a complete line of slots, one-ball automatics, phonographs—Everything That Operates With a Coin.

SAM MAY "HAS IT"

Price list will prove you can save money. You owe it to yourself to have the information on our prices.

SAM MAY & COMPANY,

2011-13 Maryland Ave. Balto., Md.

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

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

Base plea on fact that pinball games are not automatic, that skill play is instigated by players—law becomes effective September 1

REGINA, Sask., Aug. 27.—Possibility of a test case to determine whether amendments to the Criminal Code of Canada apply to pinball machines when the new laws banning slot machines come into effect on September 1 is being discussed. The new section defines slot machines as equipment which will brand a store as a common gaming house. Operators hold hope for the retention of pinball games as amusement games of skill thru an interpretation of the new clause which states in its opening words, "In any prosecution under Section 229, any automatic or slot machine used..." It is argued that the word "automatic" might exclude pinball machines because of the absence of the automatic element.

"The machines are started by insertion of a coin and each ball is played at the instigation of the player. Skill employed determines the score obtained," said one operator in defense of pinballs. Authorities who had interpreted the amendments as including pinball machines are now looking to the test case to decide whether or not the games are legal. That the city of Regina has considerable interest in the new measure is indicated by an estimate that it derives about \$4,000 a year from licenses on pinballs.

It was reported that most pinball operators upon reading newspaper interpretations of the new law prepared to "close up shop." Now, however, they are preparing to fight for recognition of pinballs as amusement devices.

Oriole Employees Make Fishing Trip

WASHINGTON, Aug. 27.—Led by Hirsh de La Viez, manager, the employees of the Washington office of the Oriole Coin Machine Corp. enjoyed a fishing trip to Chesapeake Beach, Maryland. The employees, together with their wives and sweethearts and several out-of-town guests, traveled on two chartered buses to Chesapeake Beach, where they boarded the Mary Anne, which was chartered especially for the Oriole party. Food and drink aplenty were provided for all.

Ben Wolowitz snatched the prize for the first catch by hooking one soon after the boat got under way. The trophy for the largest catch went to Mrs. Charles B. Fling. By popular vote it was decided that the party was to last until at least 50 fish had been caught—which took until the wee hour of 4 a.m.

Every member of the party enjoyed himself and the Oriole employees are already looking forward to a swell time on their next get-together scheduled to be held soon at a Washington night club.

Out-of-town guests attending the fishing party included A. W. Ross, of the Pittsburgh office; Ray Poor, Bridgeport, Conn.; Frances McQuire, Pensacola, Fla., and Mr. and Mrs. R. Fahrney, of Waynesboro, Pa.

Ex-Senator Plans Games Legislation

SEATTLE, Wash., Aug. 27.—Now comes former State Senator Paul Houser to introduce a popular plan for raising money to restore mothers' pensions in the State of Washington thru licensing of pinball games. The project has all the earmarks of being acceptable to the legislators and voters of the State anxious to do something for aged motherhood—always a popular theme with the voters.

Former Senator Houser of Renton, just south of Seattle, recently announced that he would seek to legalize pinball machines thruout the State by means of the new measure that would raise revenues for the State and secure the pension money for the needy mothers and dependent women.

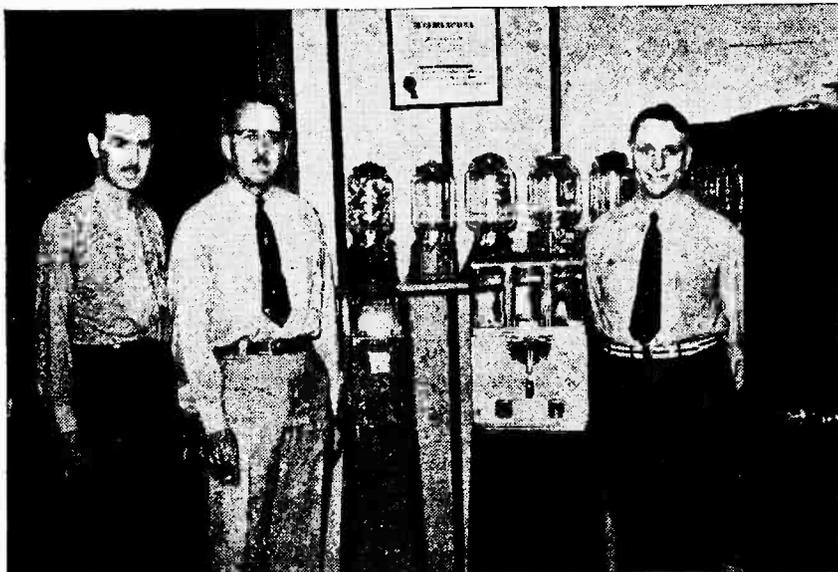
Houser expects to have the plan put thru the forthcoming session of the State Legislature at Olympia, whether he is elected or not. It would increase the present State taxation on the machines. He expects to augment such tax, collecting a fund that could only be used for payment of mothers' pensions.

He expects furthermore that the number of automatic pay-off machines will be expanded in new operations thruout the State.

Jack Kay Says Ops Need Breaks

NEWARK, N. J., Aug. 27.—"Operators need all the breaks they can get," maintains Jack Kay, of Ace Distributors. "That's why we are continuing with the policy of presenting the best reconditioned machines at the lowest prices.

"Every operator needs new games, and when the larger ones release much of their good equipment to us to make room for new games we are able to meet the demand of other ops for good thoro reconditioned machines. We do everything possible here to put these machines in first-class condition. Proof of how well operators like this policy is evidenced by the many repeat orders we receive," he concluded.



VISITING AT THE E. T. BARRON & CO. SALESROOMS, W. E. Bolen, Northwestern Corp. prez, looks over the display of Northwestern products. Left to right are D. T. McChane, W. E. Bolen and E. T. Barron.

-\$1.25 Per DEAL-

GET A HIT 1280 Tickets @ 5c. \$63.00 Av. Pay. \$40.50 Av. Pft. \$22.50	PECK'N 1280 Tickets @ 5c. \$63.00 Av. Pay. \$42.00 Av. Pft. \$21.00	5-STAR FINAL 1280 Tickets @ 5c. \$63.00 Av. Pay. \$39.85 Av. Pft. \$23.15
2280 Tickets @ 5c. \$114.00 Av. Pay. 70.00 Av. Pft. \$44.00	2280 Tickets @ 5c. \$114.00 Av. Pay. 73.15 Av. Pft. \$40.85	2280 Tickets @ 5c. \$114.00 Av. Pay. 68.80 Av. Pft. \$45.20

1280 Ticket Deals—\$1.25 per deal in dozen lots for refills. Refills include Tickets, Jackpot Card & Jar Label. Jars 25c each. Holders 25c each. Complete deals \$1.75 per deal in dozen lots. Sample deals \$2.25 each complete or \$6.00 for all three complete.

2280 Ticket Deals—\$1.75 per deal in dozen lots for refills. Jars 25c each. Holders 25c each. Complete deals \$2.25 each in dozen lots. Sample deals \$2.75 each complete or \$7.50 for all three complete. If 2520 tickets are desired add 25c per deal. 1/3 deposit with order, balance on delivery.

Tickets Only: 1280's \$9.00 Doz. 2280's \$15.00 Doz. 2520's \$18.00 Doz.

Send for Catalog of Other Winners.

WINNER SALES CO.
"PICK A WINNER WITH WINNER."
3307 ARMITAGE AVE., CHICAGO, ILL.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Ponser Planning New Games Display

NEW YORK, Aug. 27.—In order to bring home to ops the importance of new games and the relative value of used machines, George Ponsler, head of the Ponsler Organization, reports he is planning to display the games on his floor in a definite order. "All the new games will be grouped in the most advantageous spot," he stated, "with others grouped together according to their age and the price they command.

"The advantages of grouping games in this manner is obvious," he went on. "It enables the operator to save a lot of valuable time, for he can see at a glance what's new. If he has a definite sum to spend for equipment he can see all at once just what games are within his budget.

"As games grow older," Ponsler concluded, "they will pass from one group to another. In this way we expect to keep our display of games in tip-top shape, for they will be arranged in such a manner as to be a decided help to the operator in choosing his equipment."

Multiple Sales Up, Says Jim Buckley

CHICAGO, Aug. 27.—Fall and winter operations will include many multiple payout pin games, according to Jim Buckley, general sales manager of Bally Mfg. Co., who bases his prediction on recent multiple sales. "All thru the summer season," Buckley stated, "Bally has enjoyed an excellent volume in multiple payouts, and since the middle of August this volume has climbed even higher. Grandstand is proving a particularly strong money maker, which is to be expected, inasmuch as this machine has all the features of our famous Sport Page and Fairgrounds multiples, plus the famous Bally Reserve or 'winner-take-all' idea. A close second to Grandstand is our Klondike one-shot, which can be operated either as a multiple or single-coin game. Many operators are placing Klondike and Grandstand side by side in the same spot and are getting heavy collections from both machines."

THEY'VE GOT TO GO!

200 GAMES OF ALL TYPES, IN FIRST-CLASS CONDITION, MUST BE SOLD TO MAKE ROOM FOR NEW EQUIPMENT. PREPARE FOR FALL AND WINTER OPERATION WITH THESE UNEQUALED VALUES.

• NOVELTY GAMES •		
Hurdy Gurdy . . . \$79.50	Mills Baseball . . . \$32.50	Silver Flash . . . \$14.50
Ascor Derby . . . 59.50	Airway . . . 22.50	Crossline . . . 9.50
Handicap . . . 44.50	Bally Rocket . . . 22.50	Tournament . . . 9.50
Swing . . . 34.50	Rose Bowl . . . 14.50	Mercury . . . 9.50
Bally Zephyr . . . 32.50	Dux . . . 14.50	Boohoo . . . 9.50
Jungle . . . 32.50	Sensation . . . 14.50	Stoner Races . . . 9.50
Snappy . . . 32.50	Mars . . . 14.50	Bally Palm Springs, Write.
Gaytime . . . 32.50	Register . . . 14.50	
• AUTOMATICS •		
Gottlieb Multiple Races . . . \$69.50	Turf Champs . . . \$22.50	Post Time . . . \$17.50
Arlingtons . . . 32.50	Gottlieb Touch-downs . . . 22.50	Golden Wheel . . . 17.50
	Mills Railroads . . . 17.50	Preakness . . . 29.50
• COUNTER GAMES •		
Groetchen Column-bias . . . \$27.50	Centapacks, Like New . . . \$ 8.50	Sparks . . . \$17.50

90 1937 Model Pace Mystery Payouts without Gold Awards, 1c, 5c, 10c and 25c Play—Refinished—Perfect Condition. Mills One-Two-Threes with latest improvements.

18 Mills Cherry Bells, 5c, 10c and 25c Play, \$3,000 Worth of Mills and Pace Slightly Used Parts, Slot Machine Cabinets and Stands.

All at Rock Bottom Prices.

36 Used Peanut Machines (Globe Mfg. Co.), Used Only 2 Weeks. . . . \$2.50 Each. 1/3 Deposit With Orders. SHIPPED SUBJECT TO INSPECTION! Write for Special Low Prices on Slots. Get Our Prices on Late Model Games.

AUTOMATIC SALES COMPANY

227 Second Ave., N., NASHVILLE, TENN.

Keeney Builds a Home (Maybe?)

(Editor's Note: With all due respect to Jack Keeney and "The House that Jack Built," and realizing that Keeney has built himself quite a "house," Billboard hereby officially voices its skepticism that the aforesaid J. H. Keeney, Esq., did erect, as set forth by the following publicity release, one frame dwelling, a pic of which is shown in an adjoining column. To be frank, we are wondering if some publicity man had a pipe dream—perhaps the publicity man meant to say that Keeney built the wooden "horse" back of which he is standing so proudly in the picture labeled 5 p.m. Anyhow, what they claim follows.)

CHICAGO, Aug. 27.—Rome wasn't built in a day, but, believe it or not, the home of Budge Wright, Portland, Ore., manager of Western Distributors, Inc., was built in that time. J. H. Keeney, who superintended the building of "The House That Jack Built," submits the picture shown elsewhere in this issue in proof of his personally accomplishing the project between the hours of 9 a.m. to 5 p.m. on Sunday, August 14.

One picture shows Keeney on the site with coat off ready to commence work. The companion picture shows him as he stands before the completed Wright home. A close scrutiny of the photos shows that absolutely no workers were on hand to assist Keeney, not even Budge Wright.

All Budge did according to the head of the Keeney Konstruktion Kompany, was to put up the money. That the home was conceived and delivered in eight hours is further substantiated by Jack Keeney, who is wearing the same Sunday suit and necktie in pic number two as he is in pic number one. How about it, Budge

Detroit

DETROIT, Aug. 27.—"Business is getting better every day now," is the optimistic report from Fred Gersabeck, manager of the City Music Co., one of the larger supply companies to the music machine field.

Charles Crombez, who manufactured a coin-controlled pool table, is now concentrating his activities upon operating these tables.

T. Russell Trilck, coin machine operator, opened a new store this week on the west side, at 7403 West Warren avenue. Trilck's business is being managed for him by William Rheaume.

Trilck reports the music machine business definitely on the upgrade, partly evidenced by his confidence in opening in a new location at this time.

W. H. Cornell, manager of Snax Automatic Stores, is negotiating with several industrial plants in the Detroit zone for machines to be placed on location, contingent upon business conditions.

B. J. Marshall, Inc., has a number of orders booked for September delivery, according to Mr. Marshall. He states he

expects to see a general pick-up in business.

Louis Berman, head of Champion Automatic Music Co., is planning to expand his business. An announcement is expected shortly of a new-type vending machine which he will handle.

Sidney N. Goldberg, manager of Decca Distributing Co., is in Cleveland at the offices of the company there.

A new type of amusement table which may fill the long-felt need for some new ideas in this field to stimulate the entire industry by its novelty was forecast in the formation here recently of the Michigan Automatic Snooker Table Co. Details have not been released to date. Headquarters are to be in the Dime Bank Building. The organizer is David Setner, of Chicago.

Neil C. McAlister, who operates in the suburb of Highland Park, was a buyer of more Wurlitzers this week.

Candy venders are being installed widely in theaters in this territory by the Confection Cabinet Corp. Frank Michaels is Detroit manager of the company.

The company is using a large cabinet-type vender, attractively styled to fit a modern theater lobby, and has some counter displays as well.

A number of theatrical installations are anticipated as soon as local conditions improve. Newspaper reports show thousands of men going back to work in the automobile factories here.

Mrs. Mary Long, manager of the Mar-long Music Co., one of the city's progressive women operators, was busy expanding her route this week with more Seeburgs. Another who had the same idea

was William E. Bolton, who operates out of the town for Romulus.

Donald C. Kline, manager of the Kline Coin Machine Sales Co., is returning to the music machine field which he left about five years ago. In recent years he has been operating chiefly scales, but is going back to his early field once more. Kline has just returned from a trip with his family to West Virginia.

He is turning over the scale department of his business to his father, Jesse Kline, while the music department will be managed by Oscar Puckett.

Fort Worth

FT. WORTH, Tex., Aug. 27.—C. L. Denard and son, East Texas music merchants, were in Ft. Worth a few days ago. They were returning from an extensive vacation to the Northwest and Yellowstone National Park.

Bob Hunter, Dallas, was seen shuffling along coin machine row last week. Bob is operating amusement games in Dallas.

Louis Damsker, Church Hays, Victor Cornalius and Jimmy Troutt were out-of-town visitors the past few days. The boys are all operators.

Ft. Worth music merchants are glad to hear that Herb Wedewen, Wurlitzer credit man, is setting up offices in Dallas. Herb is well known by all the Ft. Worth music operators.

Operators are enjoying a nice summer business and little complaint is in evidence. Music, venders and amusement games predominate. Amusement games are running both in the city of Ft. Worth and the county and receipts are pleasing.

Bob Cowan, former music merchant of Ft. Worth, is now connected with the Panther Novelty Co. of this city. Bob works in the phonograph division.

Cotton picking is just around the corner, in fact several bales have already been ginned. Cotton picking in this section means happy days for operators. It is still the "money" crop of Texas and particularly in and around Ft. Worth. The crop is good and production is expected to go almost a bale to the acre, which is a splendid production. Cotton creates a spending spree that usually lasts until after Christmas and operators never fail to receive their share of the money "king cotton" puts into circulation.

The Frankrich Distributing Co. is adding a number of the new 500 and 600 model Wurlitzers to its string of phonographs.

The North Side, with its western atmosphere, is the home of several Ft. Worth operators. Ben McDonald, Ernest Walker, Wright Brothers and several others reside in the north side section. It is good operating territory.

Ft. Worth coinmen were shocked when they heard the news of the death of

WATCH GENCO

FOR THE GAME THAT THOUSANDS OF OPERATORS HAVE DEMANDED!

OUT NEXT WEEK!

GIGANTIC SELLOUT

MILLS DANCEMASTERS \$29.50
MILLS TROUBADOURS \$20.00

Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.

3800 N. GRAND BLVD., ST. LOUIS, MO.

Harvey Mize, who passed away in Oklahoma City Wednesday night, August 24. Harvey had been a resident of Ft. Worth for several years while he managed the Ft. Worth offices of the Electro Ball Co. He was an authority on operating and was well loved by all local ops. He was still a young man when death took him away, being only 31 years of age.

Harvey passed away after an emergency appendectomy in the Oklahoma City Hospital. Just recently he moved to Oklahoma City to become district manager for the Electro Ball Co. He moved to Ft. Worth from Dallas in 1930., having been in the coin machine business there also.

He is survived by his widow; a daughter, Nancy Mize; two sisters, Mrs. E. N. Jolliff, Ft. Worth, and Mrs. F. N. Talbott, Dallas; and his parents, Mr. and Mrs. J. H. Mize, Dallas. The funeral was held in Dallas.

Ponser Orders Carload of Spokes

CHICAGO, Aug. 27.—According to reports, officials of the Chicago Coin Machine Mfg. Co. are proudly displaying an order for a carload of Spokes, newest Chi Coin novelty game, from George Ponser, Eastern distributor.

"While orders for a carload from Ponser are not uncommon," reported Chi Coin execs, "the fact that after the carload is shipped he wants 50 a day until further notice is an indication of Ponser's and Eastern ops' liking for the game."



JACK KEENEY, who erected the "House That Jack Built," builds a home for Budge Wright, Portland, Ore., manager of Western Distributors, Inc., in eight hours. (See adjoining columns for story.)

EXHIBIT'S
"REVIEW"

TWO GAMES IN ONE

A PERFECT NOVELTY TABLE

for

STRICTLY NOVELTY TERRITORIES

as well as a

BANK NITE FEATURE GAME

with BIG and INTERMEDIATE AWARDS

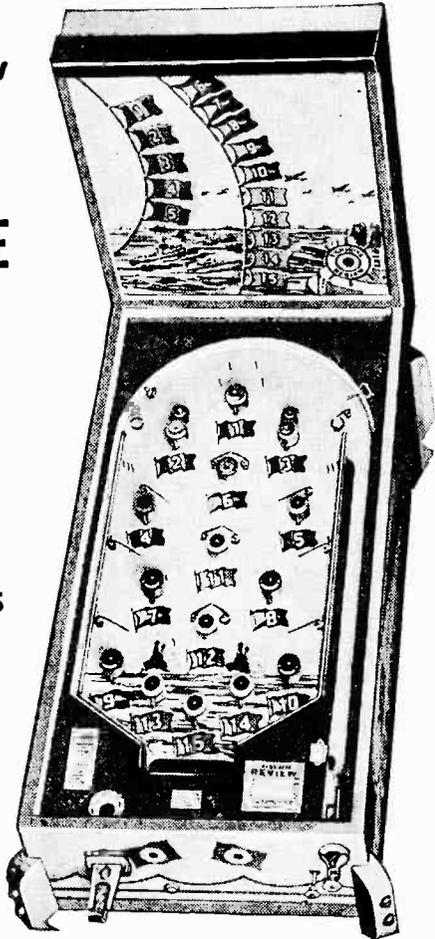
A slight adjustment makes the change instantly

SPEEDY 5 BALL PLAY 15 BUMPERS

21x21-INCH LITE-UP BACK PANEL. INDIVIDUAL AWARD METERS. ARMoured CABINET

TODAY'S GREATEST DEMAND

ORDER YOURS NOW!



—also—

EXHIBIT'S PROVEN WINNER "LIGHTNING"

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

New Orleans

NEW ORLEANS, Aug. 27.—New Orleans' hottest late August in years has begun to have a bad effect on coin machine operations with the exception of outdoor locations and air-cooled sportlands. Distribution of better-known lines has also been hampered a bit by the excessively higher temperatures. The heat is keeping rural operators away and they are satisfied at the moment with stock on hand.

The South's record-breaking cotton crop is a big problem of Dixie these days. Just how the government can bring about a fair price return to the planter with a 25,000,000 bale supply while the world consumption of American cotton last season totaled only 11,000,000 bales remains the big question of the moment. Slow in determining the new rate loan for the 1938-39 crop, all interested in the white staple's welfare are standing by, awaiting Secretary Wallace's price control plans. In the meantime credit slows up in wide areas of the deep south because its "money crop" stalemates. Such a condition is without doubt temporary and it would be folly to paint anything but a rosy picture for Louisiana's future outlook, thanks to "black gold." With 26 new oil fields comprising hundreds of wells brought in since the beginning of the calendar year, the State has fine prospects. This can easily be proved by the fact that those centers in the midst of the oil developments are enjoying an era of prosperity.

George Phillips is a new addition to the staff of the New Orleans Novelty Co. The firm also has Jane Woods (Mrs. Bob Bosworth) back as its secretary and can again boast of having the best stenog on coin row.

Among firms reporting a sharp increase in play for Bally Reserves is Pipitone and Pace, one of the city's pioneer coin machine ops. "Uncle Joe" Pipitone has brought in his niece as secretary of the firm since moving to new headquarters at 517 Canal street.

The New Orleans operators are extending their sympathies to Anthony Virgilio of the Dixie Coin Machine Co. staff following the death of his father, Gaspar Virgilio. The elder Virgilio was recognized as one of the finest drink mixers in the country, serving behind the Sazarrac bar for many years, during which time he mixed for such persons as Presidents Harding and Taft. Three other sons survive.

Study of installing parking meters in downtown Galveston is being completed by the Chamber of Commerce of that city in co-operation with the Galveston Merchants' Association. Remarks passed thus far indicate that the meters will be at least given a 90-day trial.

Jack Sheehan (Mark Boasberg) has left the haunts of the Sports Center, big downtown playland which he manages, to spend a couple of weeks on Grand Isle in the Gulf. Sheehan is going to spend most of his time fishing and rocking in his favorite chair.

Speaking about fishing, coin machine row's most ardent Izaak Walton is Frank Alessi. He along with Melvin Mallory of the Louisiana Amusement Co. (Rock-ola) and Ed Kramer, op, have spent many hours together trapping denizens of the deep.

The personnel of the Great Southern Novelty and Music Co. enjoyed an outing at Spanish Fort recently with F. P. (Buster) Clesi, head of the firm, directing affairs. Included in the party were Mr. and Mrs. Clesi, Ernie and (Dee Dee) Petrowsky, Jack Senao, the Johnny Brocks, Vera Muller and Carlos Miguez. Sylvia Saltz, head of record sales for the firm, was away on her vacation and missed all the fun.

R. N. McCormick, district manager for Decca Distributing Corp., announces the leasing for two years of spacious quarters in Houston for a territory branch of Decca. H. M. Crow is in charge of the branch, which is located at 1313 Dallas street.

Sales of Wurlitzers continue to run good despite the hot weather. Among out-of-town buyers at the Peres Novelty Co., area distributing firm, were Carl Falzon, of Franklin, La., and Whitney

LOOK

The machines listed below are slightly used and like new and are offered subject to prior sale.

CONSOLES	
2 Ray's Track, ch. sep. No. 4795, No. 4571	\$75.00
1 Evans By-a-Blado with 1,000 blades	90.00
1 Jennings Derby Day, flat top	50.00
1 Bally Skillfield F. S. No. 2143	55.00
1 Jennings Super Charger	80.00
1 Fleetwood	57.50
1 Galloping Dominos, cash models, original model coin head	75.00
1 Paces Races, cash pay. No. 3836	90.00
1 Gottlieb Racer, 9 slot F. S.	95.00

PHONOGRAPHS	
1 Rock-Ola Rhythm Master, 16 rec., brand new with electric grille	\$175.00
1 Mills Dance Master, maple finish, perfect. No. 12595	50.00
2 Mills De Luxe Dance Masters, No. 19125-19082	55.00
2 Mills Troubadours, No. 12196-12198	22.50
2 Wurlitzer 616, No. A23442A-A22936A	135.00
2 Gabel Charme, No. JX4031-JX4024	70.00
1 Rock-Ola, 16 rec. No. 27403	110.00
2 Gabel Jr., No. JS2845-J1618	25.00

5-BALL NOVELTY GAMES	
1 Exhibit Handicap	\$35.00
1 Genco Baseball	35.00
3 Equalites	8.00
1 Double Track	30.00
1 Boo Hoo	15.00
1 Twin Machine	15.00
1 Stoner's Around the World	10.00
1 Gross Line	7.50
4 Bally Booster	8.00
1 Skipper	7.50
1 Stoner's Rose Bowl	10.00
3 Skooky	12.50
1 Silver Flash	12.00
1 Stormy	12.50
1 Genco Football	30.00
1 Red & Blue	7.50
1 Auto Derby	15.00
1 Running Wild	10.00
1 Dux	20.00
1 Stoner's Ricochet	10.00
1 Stoner's Tracks	10.00
2 Stoner's Races	10.00
1 Stoner's Daytona	10.00
1 Pakolito	8.00
1 Stoner's Aurora	10.00
1 Fire Ball	8.00
1 Lights Out	10.00
1 Happy Days	10.00

1-BALL PAYOUT	
2 Air Races	\$10.00
1 Turf Champ	20.00
1 Pamco Saratoga	12.50
2 Bally Racing Forms	17.50
1 Pamco Chase	8.00
1 Arlington	30.00
1 Mills 1-2-3	59.50

15 Gottlieb De Luxe Grip Testers	\$11.00
2 Seeburg Ray-o-Lites, Serial over 2100	125.00

Derby Races game (20) table and register with (20) revolving stops. Cost \$3,000.00, used 30 days. Guaranteed to be in perfect condition. Will sacrifice for \$1,000.00 on account of beach closing. Write for descriptive circular.

All Orders Must Be Accompanied by 1/3 Deposit in the Form of P. O., Express or Telegraph Money Order. Write and Ask Us to Put You on Our Mailing List. The Above Prices Are Effective September 3, 1938.

MOSELEY VEND. MACH. EX. Inc.
00 Broadway St., Richmond, Va.
Day Phone 3-4511. Night Phone 5-5328.

Lefune, of New Roads, La. Both took several of the console models for quick deliveries.

Tampa \$1,000,000 Driveway Opened

(Location Story)

TAMPA, Aug. 27.—With the opening of Tampa's \$1,000,000 bay-front drive the people and business men of Tampa are looking forward to increased tourist trade and its resulting product—increased business. Coin machine men also expect an increase in the contents of their coin boxes. The drive, built with WPA funds, extends for nearly five miles along the water front for which Tampa is famous. In addition to the drive, which is of white concrete, there is also a glistening new sea wall. The opening celebration of the drive brought thousands who desired to be "first" in driving over the new stretch.

Tampa business men continue to be optimistic about the fall season. They expect that a gradual healthy progress toward better times will be charted as the fall tourist season opens. That is, while every fall brings its influx of Northern visitors, the business men expect that this year's receipts will surpass those of 1937.

It is reported that Tampa is experiencing unusually fine weather with comparatively little rain. Pleasant nights bring out the crowds, and cafes, night clubs and other amusement places are enjoying a top seasonal trade.

BASEBALL IS HERE

TAKE YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole—Form 3490 Takes in \$50.00 Pays average \$26.00 Price \$1.32
The BIG HIT-400 Hole—Form 3625 Takes in \$20.00 Pays average \$9.16 Price \$0.76 1/2

CHAS. A. BREWER & SONS
"The Largest Board and Card House in the World"
6320-32 Harvard Ave. CHICAGO, U.S.A.

GET A HOME RUN WIN \$\$\$

AMERICAN LEAGUE PAYS \$1000 PAYS \$500 NATIONAL LEAGUE PAYS \$1000 PAYS \$500

HIT BY PITCHER 50¢ SACRIFICE HIT 40¢ LEFT FIELD FLY 20¢

STOLEN BASE 20¢ LINE DRIVE 25¢ RIGHT FIELD FLY 10¢

WIN \$10.00 WIN \$10.00

LAST PLAY IN EACH SECTION RECEIVES ONE PRIZE IN HOME RUN BASEBALL

San Antonio

SAN ANTONIO, Aug. 27.—Coin machine activities in the Alamo city are running along nicely and operators are doing a fair business. Some tables are going and counter machines are being placed. Phonos continue to lead the parade with needles growing dull playing *Old Man Mose Is Dead*.

The tourist trade was not "up to snuff," as of former years, during the summer months. However, operators enjoyed a nice hot weather run of business and are looking forward to a step-up shortly.

Joe E. Brown, former manager of the Brown Derby at Seguin, Tex., is now a resident of this city. He will operate in and around San Antonio.

W. B. Callaway, for several years manager of the San Antonio office of the Electro Ball Co., has moved to Houston. He will be missed from the ranks of San Antonio ops, but they wish him well at his new spot.

A lot of speculation is in evidence as to what will happen when Texas' new Governor takes his seat in January. Most of the ops are optimistic.



A BRAND NEW IDEA IN TICKET GAMES!

A SMALL JAR STYLE GAME . . . COMPLETE ON ONE CARD! NEVER BEFORE OFFERED! So sensationally DIFFERENT . . . so much BETTER . . . that it's AN INSTANT HIT wherever shown. Its unusually strong Novelty APPEAL and BIG, QUICK PROFITS make it the EASIEST-TO-SELL deal on the market. Don't pass this! Write for complete details and low prices NOW!

EVANS NOVELTY CO.
946 Diversey, Chicago, Ill.

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

THE NEW "ASTRO-SCOPE"

The Horoscope Vending Machine With Mysterious Flashing Display Front

LOOK!

Here Are Actual Earnings of Previous Models.

Over \$11,000.00

From ONE MACHINE in the PALACE THEATRE, Chicago.

Over \$10,000.00

From ONE MACHINE in the CHICAGO THEATRE, Chicago.

Over \$7,000.00

From ONE MACHINE in the NU-JOY RESTAURANT, BUS STOP Kentland, Indiana.

Over \$5,000.00

From ONE MACHINE in the IVANHOE CLUB RESTAURANT Chicago

Over \$8,000.00

From ONE MACHINE in the CROWLEY-MILNER DEPT. STORE Detroit

Over \$1,600.00

From ONE MACHINE in Only 12 Weeks in the BOSTON STORE, Chicago.

WIDE-AWAKE OPERATORS
—Can build up a BIG PAYING, PERMANENT BUSINESS with "ASTRO - SCOPE" Machines without fear of being STOPPED ANY DAY by the Authorities.

Here is a BUSINESS MAN'S Proposition with a REAL OPPORTUNITY to MAKE MONEY.

ORDER ONE MACHINE, Examine It, Put It on Location and

"WATCH THE DIMES ROLL IN!"

LEGAL EVERYWHERE

CONSISTENT EARNINGS

OVER LONG PERIODS OF TIME

ACT QUICK, as all orders will be filled in ROTATION as received.

BE FIRST - ORDER TODAY

1 "ASTRO - SCOPE" \$ 99.50

1 CARTON (1200) READINGS..... 24.00

TOTAL \$123.50

Terms—F. O. B. Chicago; 1/3 Deposit, Balance C. O. D. EXCLUSIVE SALES AGENTS

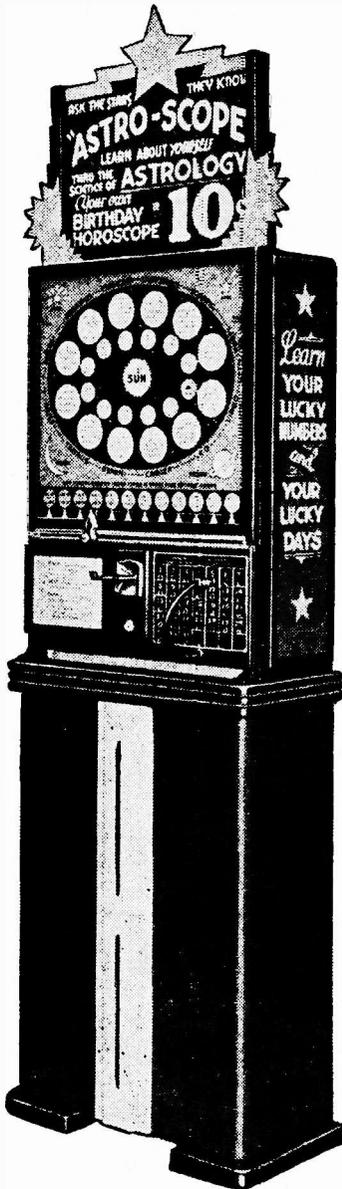
OPERATORS SUPPLY CO., INC.

4311 N. LINCOLN AVE., CHICAGO

A Product of the CRABB MFG. CO., Chicago

ONLY
\$99.50
"ASTRO-SCOPE"
READINGS
CARTON OF 1200
\$24.00

BIGGEST VALUE IN THE ENTIRE INDUSTRY



Op Proposes Higher Tax

Would reduce competition and thus save Maryland's game license law

BALTIMORE, Aug. 27.—Harry Plissner, operator of coin machines here, broke into *The Baltimore Sun* August 25 when he came forward with a proposal for a higher license on table games and the other devices now operating under the pinball State license law.

Plissner's chief argument for the higher tax seemed to be that it would eliminate many of the operators now in the State and thus automatically reduce competition. Many operators in Maryland have held the fear for some months that cutthroat competition would eventually lead to so many abuses of the law that trouble would be most certain to arise. Within recent weeks court cases have already come up to test certain phases of the law.

But the request for a higher tax will have many reverberations pro and con thruout the amusement games industry. Leaders say that in many States the operators have always opposed a tax "because when once the games are taxed, then the tax will go higher and higher."

It is being pointed out that the Maryland situation is not a fair test of a policy for taxing pinball games. The present Maryland law was passed to raise emergency relief funds and went into effect in April, 1937. It was generally regarded as one of the most practical bills for the licensing of games of skill that had yet appeared in any State. But immediately an inrush of operators began from all sections and soon many types of machines not anticipated in the original law were being operated due to the overcrowded conditions. The State needed the funds for relief and hence the leniency.

For that reason, some say, Plissner's plan for a higher tax may be the most practical way out of the present overcrowded conditions.

But those who have advocated a national policy of licensing pinball games fear that critics of the games will get the wrong idea of strictly pinball amusement. They point out that several large cities have been licensing games of skill for a number of years, that there has been no tendency to increase the tax and that operators have generally cooperated with officials in enforcing the law. In Maryland, they point out, even the well-known slot machines have been equipped with a ball attachment and operated as "pinball" machines.

The Sun Reports

The Baltimore Sun (August 25, 1938) made the following news report of Plissner's proposal (in studying this news report it must be kept in mind that at present the term "pinball" in Maryland includes many types of machines, slots, payout games, etc.—types of machines which can bear a much higher license fee than the standard pinball games licensed in many other cities at a reasonable fee—Editor):

"A proposal for a higher license on pinball machines, which would net the State 'more than \$1,000,000' in revenue for relief, was advanced yesterday by Harry Plissner, an operator of slot and pinball machines.

"Mr. Plissner suggested that instead of licensing individual machines at the present fee of \$35 the State should license premises for the operation of pinball devices at a fee of \$750.

Stabilize Business

"Such an arrangement, he said, would yield the State an annual revenue of \$1,000,000 to \$1,500,000 instead of the approximately \$300,000 now being collected, and at the same time, he said, would stabilize the pinball business in such a way as to eliminate the 'losses' of the operators.

"Mr. Plissner asserted that under his plan the devices would be concentrated in about 1,500 hotels, stores and restaurants thruout the State instead of distributed among about 10,000 as at present.

"The \$750 fee, the operator added, 'would immediately eliminate the games from those premises where adolescents and the poorer elements of the city are

prone to congregate' and would concentrate them in the business and theatrical districts.

"He asserted competition among operators under the present system had knocked the profit out of the pinball business in Maryland and that he and other large operators were losing money instead of making large profits.

Cause of Losses

"The overconcentration of the devices in the smaller and less profitable locations, he said, and the rapid obsolescence rate on expensive machines which soon lose their novelty and appeal were responsible for the operators' losses.

"But if premises instead of individual machines were licensed, he said, the operators could enter into permanent contracts with merchants and each place would be under the exclusive control of one operator who would not have to be changing machines constantly to meet the competition of other operators.

Sales Would Be Quick

"There is absolutely no doubt,' he contended, 'that 1,500 licenses at \$750 each would be sold quickly, as the 200 pinball machine operators, large and small, would leap to get them.'

"Mr. Plissner asserted the average slot machine yielded about \$15 a week, of which the merchants got half, but that about 20 per cent of the locations were good enough for machines to take in about \$40 a week.

"Figuring \$15 a week as overhead to liquidate the license fee, he argued, the machines, concentrated in the best locations, would yield an additional \$15 a week each to be divided between operator and merchant, 'which would be a fair return for services and investment.'

Atlas Execs On Vacation

CHICAGO, Aug. 27.—The Atlas Coin Machine Co. reporter is on the job this week and has sent us the following notes about Atlas Coin employees. They follow: "Eve Ginsburg, sister of Morrie and Eddie Ginsburg, is back on the job with that 'cheerful earful' you get from the Atlas switchboard. Eve spent a vacation at Mackinac Island and came back to her office-manager job ready to cope with what is expected to be a really big season in the Atlas offices. . . . Al Stern also back at his desk after a several weeks' tour among Atlas customers. . . . Eddie Ginsburg full of his old-time ginger greeting visitors. He also vacationed at Mackinac. . . . Right-hand man Irv Ovitz doing some riding, fishing and swimming right now, and we suspect he's contacting a few customers if we know Ovitz."

Bally Features Improved Payout

CHICAGO, Aug. 27.—Newest mechanical refinement on multiple payout games manufactured by Bally Mfg. Co. is a roller-bearing payout slide. Bally engineers state that the new device eliminates all strain on the payout slide, insures long life and trouble-free performance.

DON'T SHOOT

(Continued from page 65)

The coin machine industry has had its boom and its "recession." It is just beginning to reach a normal level of healthy activity. Talk of business lethargy shouldn't scare anyone connected with the business, for the industry came into its full growth during the unlamented major depression of a few years back.

Those members of the industry who use rational, sound methods of conducting business will continue to prosper. But the era of successful Dopeys is past. Those little coin chutes are going to hit new highs this fall. They can do it and will if they're given half a chance. Give them every opportunity to act as repositories for pennies, nickels and dimes. In other words, don't shoot those chutes.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

SATISFACTION GUARANTEED

SPECIAL

GENCO MAGIC ROLL,
reg. \$149.50 fl. sample. \$59.50
SHYVERS STRIKETTE,
reg. \$149.50 fl. sample. 74.50

ONE BALLS

CLASSIC\$12.95
RACING FORM 19.95
SPORTSMAN DeLUXE 19.95
TURF CHAMP 19.95

SLOTS

65 5c BLUE FRONTS, D. J.\$34.50
LION HEAD 24.50
WAR EAGLE, 10c 29.50
F. O. K. SILENT 19.50

PHONOGRAPHS

WURLITZER P-12\$69.50
WURLITZER 312 89.50
ROCK-OLA No. 2 69.50

SEEBURG RAYOLITE\$139.50
STEWART-McGUIRE 7-Col. Cig. Machines 54.50

GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO, ILL.

Merchants Hit Food-Drug Act

(Location Story)

YORK, Aug. 27.—Manufacturers in York City are preparing to resist any attempt of the city to enact a local food, drug and cosmetic law. A proposal which the municipal body is to consider when it next reconvenes.

Altho there had previously been a threat of such action, industry in general had felt that it would be sidetracked in view of the passage of the new federal food and drug law at the last session of Congress.

The proposed municipal statute would require registration with the board of health of all food, drug and cosmetic products sold in the city. The original registration fee would be \$25, and the annual renewal fee \$10. No licenses would be issued unless the board were thoroughly satisfied as to the purity of the product and unless the applicant filed a complete and acceptable list of all the advertising claims which he intended to use.

It would also establish "numerical grades or standards of quality for food"; compel formula disclosure on the label, or the filing of secret formulae with the commissioner; set up a consumer's bureau specifically charged with the dissemination of all information "necessary to prevent injury to or deception of the ultimate consumer" and provide for liberal construction of the act "to increase the protection of the ultimate consumer." Heavy penalties for violation are also included.

Baby Production and Biz

CHICAGO, Aug. 27.—"Calling all ops! Calling all ops!" How's your business? Down a little, eh. Well, if you want to get in on something that is stable and reliable, take a squint at A. G. Feldman's biz.

Feldman, president of Storkline Furniture Corp., said that the pick-up of sales in July and August has made it likely that the firm's 1938 fiscal volume will equal 1937. The volume in the year ending November 30, 1937, was \$1,704,735. Ratio of current assets to current liabilities was approximately 7 to 1 at the end of July, it was reported.

It seems that there is no let-up in baby production—and that, says Feldman, is why his business is good. Did I hear a moan? That's what it is—all the ops are moaning that they're the ones who are holding Feldman up! The visits of the stork have been noticed before ops' doors very often in the recent past. No wonder that they're moaning!

Need Funds for Ohio Pensions

COLUMBUS, O., Aug. 27.—The State of Ohio, like many other States, is seen to be in increasing need of funds to maintain its old-age pension plan. Recently it appeared that the State would not be able to meet payments of the pensions but a loan from the State's general revenue fund made it possible to send out the checks. It has been reported, however, that the crisis may make necessary a reduction in the pension allowances before the end of the year.

The Division of Aid for the Aged is in charge of the old-age fund in the State and about 86,000 checks had been written for the month of August. Federal aid has been obtained in the past to pay half of the pension, but some disagreements have arisen about complying with federal requirements. The State tax on liquor has been the source of funds to meet the State's part of the fund, but liquor revenues were reported to be about 10 per cent below the anticipated revenue. The total number of names on the pension list in July reached a high of 111,141 persons.

Chicago Coin Introduces Spokes

(New Game)

CHICAGO, Aug. 27.—"Based on the theory that the unusual attracts," Sam Wolberg, of the Chicago Coin firm, reports, "Spokes should be a real drawing card on novelty game locations. However, just to have an attractive game is not enough. And that is where the clever play of Spokes comes in.

"When a player steps up to play Spokes he is confronted with a game with a great big oversized backrack. This rack shows bicycle racers going around the oval. Each hit of the ball against a bumper advances the bicycle racer around the track. If after going around two laps or more the racer stops opposite one of the lighted numbers he wins the award indicated at the center of the backrack. Points or selections may be changed by having the ball pass over the respective skill switches at the bottom of the board. Three sprint skill lanes advance the racer an undetermined number of lengths. If one of the balls contacts the double bumper the player's winning award is doubled.

"Spokes is larger sized than the usual novelty game. The cabinet and playing field are appropriately decorated," he concluded.

Houston

HOUSTON, Aug. 27.—C. R. Brewer, service representative of J. P. Seeburg Co., made Houston his headquarters for several weeks while visiting operators in the South Texas territory.

Operator T. E. Welker, formerly of Cuero, Tex., recently moved to Houston.

Ed Koutnik, of Houston, is now connected with Hans von Reydt's firm, traveling over South Texas in the interest of Wurlitzer phonograph sales. Koutnik reported general business conditions as excellent in his territory.

Out-of-towners who attended the Electro Ball banquet were M. Clemm and Guy Nece, of Beaumont; Frank Maceo, of Galveston; M. J. Blum, of Bay City; Edwin Shuitze, Sam Pierce, of Taylor, and others.

Tsk! Tsk! Hired 3, Not 12, Says Atlas

CHICAGO, Aug. 27.—From the offices of the Atlas Novelty Co. in Chicago comes the following statement in correction of an item published in *The Billboard* of August 20:

"We wish to correct the story published in your magazine to the effect that we recently added 12 new employees to our staffs in our offices in Chicago, Pittsburgh, Miami and Detroit. The correct number is three, much as we regret not being able to truthfully say that we have twice 12 employees. With business as it is in all our offices, it will not be long before we make another announcement to our personnel

EVANS' BANG TAILS FIRST RACING CONSOLE-NEW LEGALIZING SKILL ATTACHMENT AVAILABLE!

YOU GET MORE THAN A GAME from EVANS!

You get right treatment! Every sale is backed to the limit with Evans' dependable factory service and full co-operation to help you make money! You get the highest quality merchandise that money can buy—and besides, you get the support of this sound, reliable 46-year-old organization interested in your success!



IMITATED BUT NEVER EQUALLED!

★ TRUTH IN ADVERTISING
To prevent wrong impressions, we make only conservative statements of facts in our advertising

BANG TAILS is "tops" in class, performance and earnings! New Legalizing Skill Feature with Gold Award meets skill game requirements. Evans' NEW 7-coin head stops gyp artists!—no coin jamming—last 3 coins visible. New Steel inner wall prevents tampering with operating mechanism. Silent action precision mechanism, non-drop powerpak, and dozens of other NEW features make it the standout racing game of 1938!

At Your Jobber, or Write, Wire or Phone Haymarket 7630.

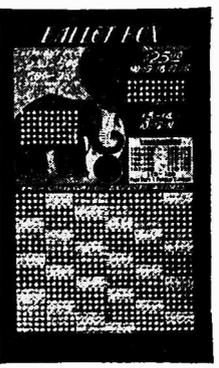
OTHER EVANS' WINNERS
Galloping Dominos, Rolletto Jr. Write for Details.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



ANOTHER TWO HITS

SNOW WHITE 2100 Holes Tip Tickets 127 Winners Takes in - \$105.00 Average Payout - 54.35	BALLOT BOX 720 Holes Tip Tickets Takes in - \$36.00 Average Payout - 19.44
PROFIT - \$50.65 PRICE - \$ 4.60	PROFIT - \$16.56 PRICE - \$ 2.20



GLOBE PRINTING CO.
1023 Race St., PHILADELPHIA, PA.

WURLITZER \$144.50 ea.
— 616 — (Lots of 10)
SINGLE MACHINE—\$164.50. 616A—\$189.50. P12—\$79.50. 716—\$159.50.
ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.
ROWE ARISTOCRAT (6 Columns)\$22.50
STEWART & McGUIRE (6 Columns)\$27.50
NATIONAL 1937-9-30\$74.50

KEENEY'S BOWLETTE \$29.50
(PRACTICALLY NEW)

BABE KAUFMAN MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

has again been augmented." Right-hand man Irving Ovitz advises: "The Atlas organization in all branches is inaugurating an intensive fall campaign, offering the greatest variety of equipment ever handled by the company. In keeping with the policy that has been so much a part of our present success, we are offering new and reconditioned equipment of the finest types in all classes. We are happy to report that many new customers have come into the Atlas family as a result of the field trips made by Al Stern, Harold Pincus, Eddie Ginsburg, Phil Greenburg, Art O'Melia, and Julian Kratze."

Kansas City

KANSAS CITY, Mo., Aug. 27.—"We have never been busier," says A. E.

Sandhaus, president of the Great States Mfg. Co., one of the largest manufacturers of vending machines in the Middle West. "Sales of the new nickel Sel-Mor unit are exceeding our expectations, and letters from jobbers throughout the nation indicate the machine is meeting with unqualified success on the part of players and operators alike. The old stand-by, the efficient and attractive little penny Sel-Mor, also is in heavy demand. A great season is ahead."

Tim Crummett, one of the officials of the Central Distributing Co., was scheduled to arrive at Homer Capehart's farm at Washington, Ind., today for a vacation visit as Capehart's guest. Crummett and his partner, Rue F. Mason, who just returned from a vacation up north, are distributors of Wurlitzer phonographs for this area. Mason today said the units are selling faster than ever before.

KLONDIKE

BALLY'S NEWEST ONE-SHOT

- NEW ODDS BOOSTER LIGHTS
- NEW ELECTRIC BALLY HOLE



INTERCHANGEABLE FOR
MULTIPLE
OR SINGLE COIN PLAY

WRITE OR WIRE
FOR PRICES



PALM SPRINGS

BALLY'S NEWEST RESERVE TYPE GAME

WITH
INTERMEDIATE AWARDS

ALL AWARDS
METERED

ADJUSTABLE
SCORE INSERTS

5-BALL PLAY
WRITE FOR PRICE.

A REAL SUMMER SPECIAL!

Write for circulars on BALLY RESERVE, BALLY ARCADE, SPORT PAGE, FLEET, LITE-A-PAX, BALLY'S PONIES, MILLWHEEL, LINCOLN, FIELDS.

BALLY MFG. COMPANY

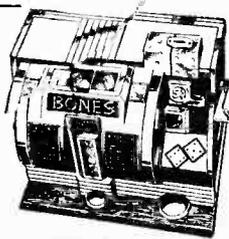
2640 BELMONT AVE. CHICAGO, ILLINOIS

BONES

THE AUTOMATIC CRAP GAME THAT WORKS.

Price \$50.00

A RARE CHANCE to get a Battery of these sensational Money-Makers on location at HALF PRICE!
BUCKLEY MFG. COMPANY, 2158 W. Washington Blvd., CHICAGO, ILL.



Be Ahead of the Crowd

SUBSCRIBE TO THE BILLBOARD

Penny Ops Meet Oct. 19

Association plans to counteract unfavorable influence—meeting at Phila

PHILADELPHIA, Aug. 27.—Amusement Machine Operators' Association of Pennsylvania is planning a meeting for all amusement operators of the State of Pennsylvania for the purpose of securing a strong organization to protect amusement games interests in this State.

Said Harry H. Wexelblatt, of the association: "The purpose of this meeting is to definitely organize our future, as we find that certain organizations and individuals have been attempting to embarrass the continuation of our business, and in order to counteract these subversive influences it is necessary to organize a strong and united front for the purpose of securing adequate and sufficient legislation to protect our future."

The association has been meeting monthly for some time at the Penn-Harris Hotel, Harrisburg. Questions pertinent to the coin machine trade are thoroughly discussed and active plans formulated to bring about better conditions for operators.

Officers of the association have sounded a strong warning that unless the operators are willing to band together to bring about favorable laws and public opinion they will not be able to enjoy a profitable business.

The meeting will be held at the Majestic Hotel, Broad street and Girard avenue, Philadelphia, Wednesday, October 19, at 8 p.m. The association has urged that all who are interested in protecting their business should make plans now to attend the meeting.

Officers of the group are Martin Mitnick, president; M. Rosenthal, vice-president; Irvine I. Freedman, secretary; Ben Sterling Jr., treasurer, and Harry H. Wexelblatt, corresponding secretary. Wexelblatt asks that all communications be addressed to him at 913 Franklin Trust Building, Philadelphia, Pa.

Lobbying Record At Convention

NEW YORK, Aug. 27.—The new New York State Constitution recently turned out by the convention at Albany was produced by a convention "more completely under the domination of lobbyists than any session of the New York State Legislature in recent years," said a staff writer in *The New York Times* August 21.

This was the convention that considered the Hirschberg amendment to remove the gambling ban from the State document and defeated that amendment in two successive votes.

The Times sums up the many political angles to the convention and the remodeled constitution by saying that the "constitution itself is a curious admixture of liberalism and conservatism, adopted as it was by a group which was overwhelmingly conservative. Of the 168 delegates to the convention there were possibly 30 who might be called a bit to the left of the middle of the road in their economic beliefs."

The description of lobbying at the convention is a severe indictment of the lobbying system in our governmental affairs. So-called reputable industries and even churches were involved in the lobbying practices. One lobbyist for a civic organization was chased from the floor during the convention.

Trade Groups To Be Investigated

WASHINGTON, Aug. 27.—While trade associations, State and local as well as national, did not attain the prominence in the coin machine industry that was indicated a few years ago, it is worthy of note that a complete investigation and study of the trade associations will be a part of the investigation now under way by the government.

The Department of Commerce is

A Declaration!

★ To obtain only the best products ★ to price them reasonably ★ to give the finest service and cooperation ★ and to in every fashion serve our customers to the best of our ability ★

NEXT TIME TRY....

ORIOLE

COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

— ALSO AT —
Pittsburgh • Washington • Buffalo

ing the foundations for this study, the most complete ever made, by making a preliminary report of its information on trade associations. The department has for years encouraged trade association and co-operated with them in many of their plans and programs. The department, however, has also gained first hand information of the many unfair play and fair competition the associations have fostered in business.

The chief question, it is expected, will be involved in the investigation of trade associations which prices are being association practices.

But it is expected that other investigation will be conducted, such as questions will be asked, such as lobbying, the influence of larger members of associations upon trade policies, etc. Benefits that association members get will also be studied.

Nat'l Nov. Offers Used Game Facials

NEW YORK, Aug. 27.—By actually giving a "beauty treatment" to their used games, National Novelty Co. has built up one of the most enviable businesses in the country, it is reported. "Operators," says Earle Backe, president of the firm, "are actually amazed at the sparkling condition of the used games shipped from National's large Long Island quarters. The games look and work like new and are as carefully packed when shipped as tho they were crates of eggs."

By putting some real work into the reconditioning of used games and putting them into finer condition than most operators have become accustomed to expect, National reports that it is building good will on a good honest principle: that a customer who is treated right will gladly come back for more.

Trippe Reports Business Uptrend

ST. LOUIS, Aug. 27.—Carl F. Trippe returned recently from a trip of a week's duration. While away he spent some time in each of his branch offices. Upon his return he reported that with the passing of the hot summer months business is now on the upgrade in his home office as well as at the branch offices.

Trippe will inaugurate a special sale of used equipment on August 25, he announces. He plans to dispose of all of the used equipment on hand. "The reason for this," Trippe says, "is because I have high hopes for the fall and that will mean an increase in business. This clearing-out sale is to make room for the new equipment which I am sure I shall need shortly."

SUPER VALUE!
If you can use ten or more Melon Bells or Vendors, 5c Play, we've got a marvelous buy for you. Phone, write or wire for eye-opening prices!

JOE CALCUTT'S Sale of Sales

SATURDAYS, TOO!
To the many customers who have asked whether we're open on Saturdays, Joe Calcutt says: "We certainly are—and we ship on Saturdays until 6 p.m.!"

MILLS MACHINES MAKE MORE MONEY



MELON BELL CHERRY BELL BONUS BELL MYSTERY BELL MELON VENDER CHERRY VENDER BONUS VENDER Q. T. VENDER

A COMPLETE LINE OF MILLS SILENT BELLS AND VENDERS CARRIED IN STOCK AT ALL TIMES, THUS INSURING PROMPT DELIVERY OF ALL ORDERS



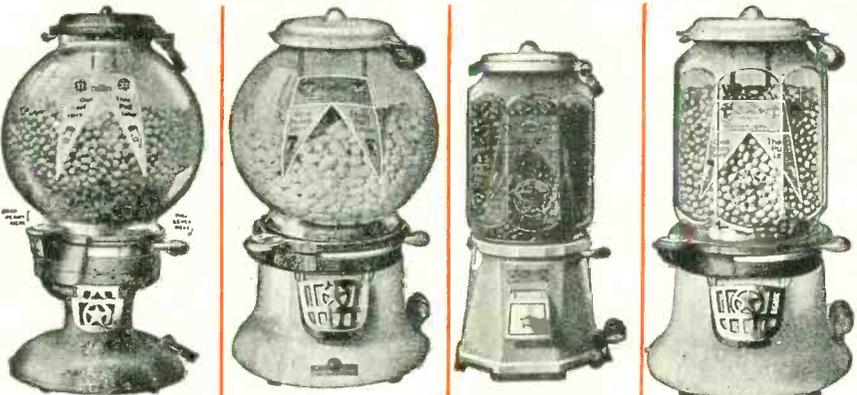
CLUB BELL MILLS FLASHER

REALIZE LARGE DIVIDENDS FROM A SMALL INVESTMENT. PURCHASE COUNTER GAMES, MERCHANDISERS AND SCALES



CENT-A-PACK ONLY \$16.50 JOKER VENDER ONLY \$22.50 ADVANCE SHOCK MACHINE, \$12.00 PENNY PACK ONLY \$18.75 KOUNTER KING ONLY \$25.00

COLUMBUS VENDERS, THE LEADING LINE OF MERCHANDISERS



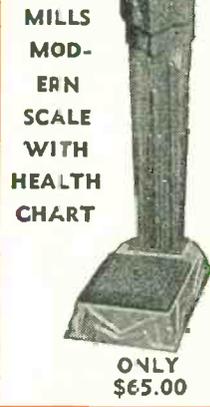
MODEL "A" ONLY \$6.85 MODEL "ZM" ONLY \$7.50 MODEL "21" ONLY \$7.25 MODEL "M" ONLY \$7.00

Quantity Buyers Write for Quantity Prices on New Machines



MILLS 1-2-3 PAY TABLE GOLF BALL VENDER

EXTRA SPECIAL
NEW WURLTZER AND SEEBURG PHONOGRAPHS CARRIED IN STOCK — PRICES AND TERMS SAME AS FACTORIES. ALSO WE MAKE LIBERAL TRADE ALLOWANCES FOR OLD PHONOGRAPHS. WRITE FOR DESCRIPTIVE CIRCULARS, PRICES AND COMPLETE INFORMATION.



MILLS MODERN SCALE WITH HEALTH CHART

ONLY \$65.00

POOL TABLES
LEGAL EVERYWHERE, ECONOMICAL TO OPERATE AND CONSISTENT MONEY MAKERS. PURCHASE A SAMPLE AND A MILLION TO ONE YOU WILL ORDER MORE.

BRAND NEW 1938 MODEL CALCUTT DE LUXE POOL TABLES, Size 4 1/2 x 9' — \$282.50
Size 4x8' — 237.50
SLIGHTLY USED CALCUTT DE LUXE POOL TABLES, size 4 1/2 x 9' — 187.50
Size 4x8' — 162.50
(In ordering specify whether you want green or purple covering, and whether 50 or 100 coin slot.)

GUARANTEED BARGAINS IN REBUILT MACHINES AND GAMES

- GUARANTEED SLOTS**
- MILLS 5c BLUE FRONT MYSTERY BELLS OR VENDERS, With Without Gold Award — \$59.50
 - MILLS 5c CHERRY BELLS OR VENDERS — 74.50
 - MILLS 5c BAY FRONT MYSTERY BELL OR VENDERS — 49.50
 - MILLS 5c BONUS BELL OR VENDER — 87.50
 - MILLS 5c SKYSCRAPER DOUBLE JACKPOT BELLS — 34.50
 - MILLS 5c LIONHEAD DOUBLE JACKPOT BELLS — 34.50
 - MILLS 5c SCALATOR SILENT JACKPOT FRONT VENDERS — 29.50
 - MILLS 5c CROSS DIAMOND SCALATOR MYSTERY SILENT JACKPOT FRONT VENDERS — 42.50
 - MILLS 5c SINGLE JACKPOT OK VENDER — 15.00
 - MILLS 5c TWIN JACKPOT SIDE VENDER — 22.50
 - MILLS 10c BLUE FRONT MYSTERY BELLS OR VENDERS, With Without Gold Award — 62.50
 - MILLS 25c BLUE FRONT MYSTERY BELLS OR VENDERS, With Without Gold Award — 65.50
 - MILLS 1c BLUE FRONT MYSTERY GOLDEN VENDERS — 49.50
 - JENNINGS 5c CHIEF MYSTERY SIDE VENDERS — 39.50
 - JENNINGS 5c VICTORIA JACKPOT FOX VENDER — 22.50
 - WATLING 25c SINGLE JACKPOT BELL — 22.50

- COUNTER GAMES**
- 11 A. B. T. MODEL "F" TARGETS (Brand New) — \$27.50
 - 1 DAVAL TRACK REELS — 15.50
 - 2 EXHIBIT TURF TIME — 17.50
 - 2 MILLS KOUNTER KINGS — 17.50
 - 1 MAGIC CLOCK — 4.00
 - 4 BUCKLEY CENT-A-PACKS — 12.75
 - 3 BALLY BABY CIGARETTE MACHINES — 11.75
 - 1 WESTERN HORSES — 9.00
- NOVELTY PIN GAMES**
- 1 BALLY RACER — \$79.50
 - 32 BALLY RESERVES — 59.50
 - 1 BALLY ROLL SKEE GAME — 49.50
 - 2 CHICAGO COIN DUX — 29.50
 - 1 CHICAGO COIN TURF QUEEN — 29.50
 - 2 DAVAL SPEED — 27.50
 - 2 EXHIBIT BASKET BALL — 32.50
 - 1 EXHIBIT EL TORO — 34.50
 - 1 A. B. T. MARBL-JAX — 9.00
 - 1 MILLS FORWARD MARCH — 15.00
 - 1 MILLS NEIGHBORS — 5.00
 - 1 STONER DAYTONA — 19.50
 - 8 STONER STADIUMS — 17.50
 - 3 STONER AURORAN — 22.50
 - 1 STONER ELECTRO — 49.50
- PERFECT CONSOLES**
- 3 BALLY LINCOLN FIELDS — \$ 99.50
 - 8 BALLY SKILL FIELDS — 99.50
 - 3 BALLY CLUB HOUSE — 85.00

- 3 JENNINGS FLASHING THRU CONSOLES — \$ 30.00
 - 4 PACE MARATHONS — 215.00
 - 4 BROWN CABINET PACES RACES, 5c Play, Cash Model, 30 Payout — 195.00
 - 3 BROWN CABINET PACES RACES, 5c Play, Check Model — 215.00
 - 3 BLACK CABINET CASH MODEL PACES RACES — 125.00
 - 2 BLACK CABINET CHECK MODEL PACES RACES — 140.00
- SCALES**
- 2 ROCK-OLA LO-BOY SCALES — \$39.50
 - 1 WATLING GUESSING TOM THUMB SCALE — 49.50
 - 1 WATLING JUNIOR TOM THUMB SCALE — 49.50
 - 2 MILLS DIAL SCALES — 27.50
 - 5 JENNINGS PREMIER DIAL SCALES — 27.50
 - 5 JENNINGS VENDER SCALES — 22.50
- PHONOGRAPHS**
- 11 MILLS DO-RE-MI'S — \$ 99.50
 - 12 MILLS DE LUXE DANCE MASTERS — 84.50
 - 3 MILLS REGULAR MODEL DANCE MASTERS — 59.50
 - 1 MILLS STUDIO — 285.00
 - 15 MODEL "K" SEEBURGS — 175.00
 - 7 MODEL 616 WURLITZER PHONOGRAPHS — 165.00

- 11 MODEL 416 WURLITZER PHONOGRAPHS — \$155.00
 - 9 MODEL 318 WURLITZER PHONOGRAPHS — 150.00
 - 3 GABEL ENTERTAINERS — 39.50
 - 1 SEEBURG SELECTOPHONE, 10 Records — 49.50
- I-BALL AUTOMATICS**
- 3 BALLY ENTRY — \$ 49.50
 - 5 BALLY FAIRGROUNDS — 72.50
 - 7 BALLY FLEETWOODS — 72.50
 - 2 BALLY GOLDEN WHEELS — 24.50
 - 3 BALLY RACING FORMS — 27.50
 - 4 BALLY STABLES — 56.50
 - 7 BALLY PRAEKNESS, De Luxe Model — 69.50
 - 2 BALLY ARLINGTONS — 34.50
 - 2 BALLY SPORT PAGES — 109.50
 - 1 BALLY MULTIPLE — 18.00
 - 3 GOTTIEB FOTO FINISH — 27.50
 - 2 GOTTIEB MULTIPLE RACES — 27.50
 - 1 KEENEY NAVY — 19.50
 - 6 MILLS CLOCKERS — 24.50
 - 1 MILLS POST TIME — 22.50
 - 12 MILLS 1-2-3 TABLES — 59.50
 - 7 MILLS BIG RACES — 65.00
 - 1 PAMCO BELLS — 12.50
 - 1 PAMCO ROYAL RACES — 15.00
- TERMS: To Speed Delivery 1/3 Certified Deposit Must Accompany All Orders. We Ship Balance C. O. D., F. O. B. Fayetteville, N. C. REFERENCES: Dun & Bradstreet; Any Bank in Fayetteville, N. C., or Your Own Bank.

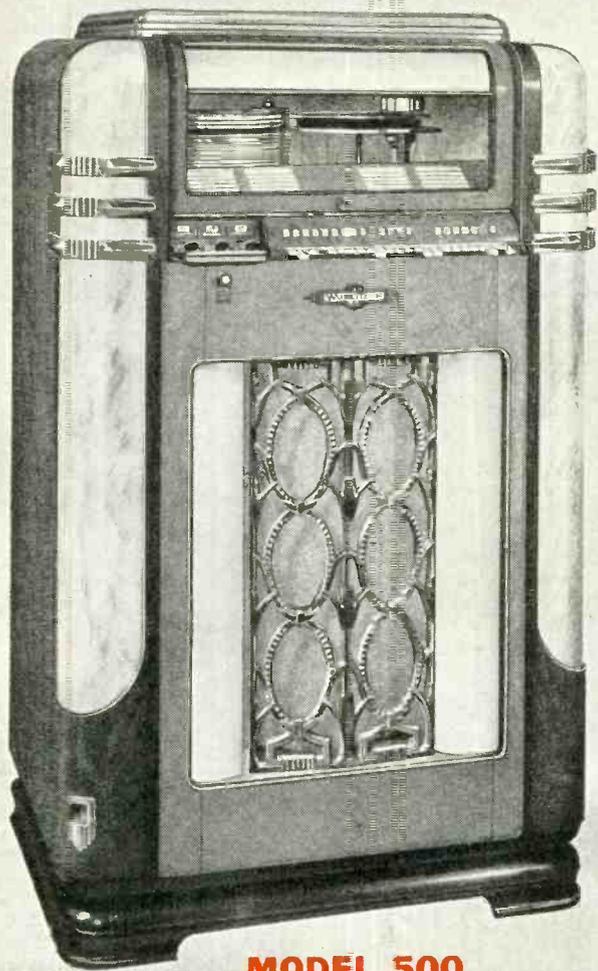
Baltimore Office: 1122 NORTH CHARLES STREET, BALTIMORE, MD.

THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET - FAYETTEVILLE, N.C. "Cable Address: COINSLOTS"

THESE BIG FEATURES

MAKE IT EASY FOR MUSIC MERCHANTS TO GET BEST LOCATIONS WITH WURLITZER MODELS 500 AND 600



MODEL 500

OPTIONAL COLOR EFFECTS ON THE MODEL 500

Moving varicolored illumination in white onyx plastic corner panels with red mottled plastic grille panels or vice versa, as desired.

OPTIONAL COLOR EFFECTS ON THE MODEL 600

Plastic grille rods and record changer compartment background in any one of three matching colors — red, amber and green, as desired.

Also available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost, as Models 600-A and 500-A.

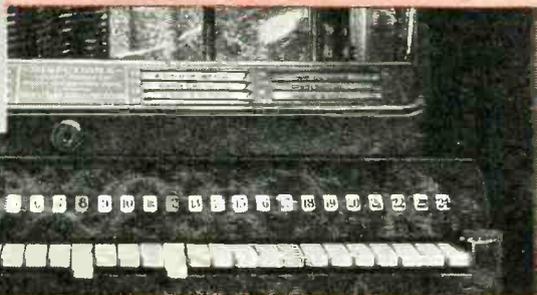
SOLD ONLY TO MUSIC MERCHANTS



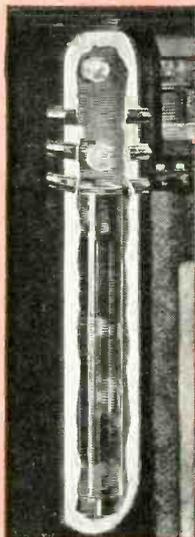
Brilliantly lighted coin slide numerals on both models are protected by tamper-proof metal guard.



Both models feature illuminated Wurlitzer name plates to enable you to cash in on wide-spread public acceptance for Wurlitzer music.

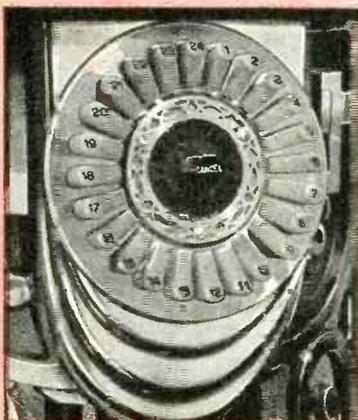


Model 500 Piano Keyboard "Multi-Selector" has irresistible play appeal. Numerals light up when keys are pressed to signal record selected. Key width assures accurate selection.



Plastic grille panels on both models easily removed for changing bulbs. All mechanism readily accessible for quick servicing.

Model 600 features new style, brilliantly illuminated, translucent plastic "Multi-Selector" dial. Large beveled selector buttons make it easy to read record numbers.

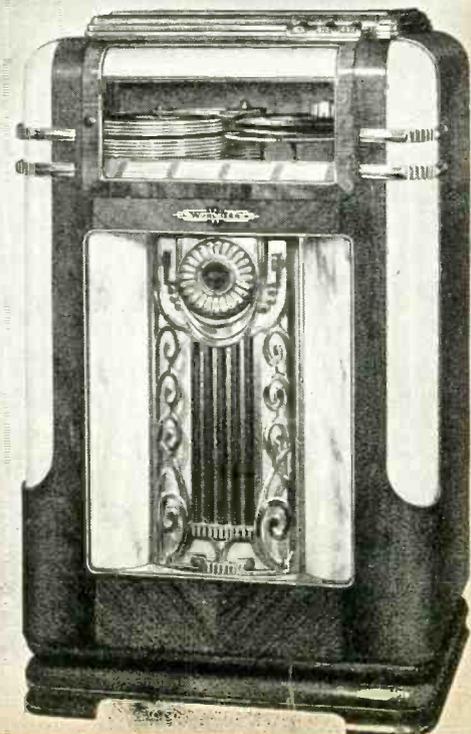


Experienced music merchants know that for big earning power today, an automatic phonograph must offer 24 records with colorful cabinet illumination and perfect tone in any range.

Wurlitzer built the "Five Hundred" and the "Six Hundred" to these specifications. They are the only automatic phonographs to combine all these money making features! Study them point by point! Then decide today to modernize your operation — turn in your old instruments on Wurlitzer Automatic Phonographs under Wurlitzer's liberal Factory Trade-In Allowance Plan. Write or wire for particulars at once.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Canadian Factory:
RCA-Victor Co., Ltd., Montreal, Quebec, Canada
WBS-112

BOTH MODELS PLAY 24 RECORDS



TURN IN YOUR OLD INSTRUMENTS ON

WURLITZER

AUTOMATIC PHONOGRAPHS

UNDER WURLITZER'S LIBERAL FACTORY TRADE-IN ALLOWANCE PLAN

The name "Multi-Selector" as used in this advertisement is registered in the U. S. Patent Office.