

# The Billboard

The World's Foremost Amusement Weekly

September 2, 1939

15 Cents

Vol. 51. No. 35



CARROLL  
LEVIS  
Britain's No. 1  
Radio Personality



**JACK MILLS**

*says*

### Platters Produce Hits

The increasing popularity of recorded music, resulting from increased usage of automatic coin machines and increased sales of phonographs, has opened a new field for exploitation for music publishers. It may appear inconceivable that coin phonograph machines could compete with radio in weighing plug values, but they have proved to possess certain definite advantages.

The difference between a radio plug and a coin machine performance is important, too. The radio plug is often surrounded with talent, comedy, advertising and other factors that may detract from the appeal of the song or its "selling point." In the small tavern, cafe or restaurant the rendition is given to a concentrated audience whose attention is focused on the tune either for dancing or listening purposes. Also, the person who spends 5 cents to hear one rendition of a song has greater potentialities as a music buyer than the radio listener, for the latter may be hearing a program casually or paying closer attention to a favorite comedian or guest star, giving music less attention.

It is common knowledge in Tin Pan Alley that at least 12 of the big sellers the past year were started on phonograph recordings in coin machines and sales were later stimulated thru radio plugs. Several top songs were selling big even before radio began its mass plugging.

Reprinted from an article by Jack Mills in The Billboard.

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## B'WAY VAUDE STILL DRAWS

### War Crisis Halts Overseas Bookings, Hits B. O. Here

NEW YORK, Aug. 26.—Because of the acute war crisis in Europe, bookings of American acts into foreign countries have come to a standstill. Despite the tenseness of the situation, however, two local agencies with fingers in the foreign field report that there have been no cancellations of acts booked into European houses—as yet.

This is the time of the year when local agents line up acts for Europe for the fall and winter, but very few dates have been set at this time. The Charlie Allen office has for the time being ceased booking acts for the Continent, altho it has commitments in Australia, England and France. The Clifford Fischer Agency also has several acts booked. Altho it has received no cancellations, it is not making any further commitments until the crisis has been passed.

Officials of the William Morris office were not available for comment on what precautions they have advised their acts to take. Morris office has several hundred performers working all over Europe, and at present Dick Henry, foreign booker for the agency, is in Europe lining up houses for future dates. He left before the war situation came to a head.

As yet there has been no general exodus of performers from Europe, altho the crisis of last September sent many

American artists scurrying back to the United States. Agencies aren't handing out any advice as to what to do, preferring to leave the matter to the U. S. consulates in the affected European territory. It is felt that Americans will work out their dates and return home only in case of the pop-off. Many of those who returned home last September made their way back in January when it appeared that conditions would be peaceful.

The crisis has also affected American  
(See WAR CRISIS on page 21)

### Toronto Exhibition Topping '38; 6,000 More for First Two Days

TORONTO, Ont., Aug. 26.—Clear skies ushered in the 61st annual Canadian National Exhibition with a 6,000 increase over 1938 for the first two days: Friday of 1939, 53,000; Friday of 1938, 51,000; Saturday of 1939, 207,000; Saturday of 1938, 203,000. Warriors' Day, Saturday, figures were swelled by 20,000 veterans exclusive of the above-mentioned figures.

Late Saturday night J. W. (Patty) Conklin told *The Billboard* that he was more than satisfied with the date so far. Frolxland's gross was 15 per cent above last year's corresponding period. Whitey Woods' girl show took top honors, followed by Minsky's Oriental Follies; Conklin's side show, Darkest Africa.

Attractions this year are the strongest ever presented, with four powerful girl shows in the line-up, all battling for top honors. In the ride section Harry Illions' Over the Rapids and Bozo were in the money. Kiddyland, according to Mr. Conklin, showed the largest gross for any opening in the past three years. Concession row started off poorly but Saturday night receipts showed 18 per

### 4 Houses Grossed 7 Million Last Season; Roxy, Para, 1-2

Strand third; State last—Music Hall not included—  
Roxy non-name flesh, good films drew 2 million—  
Strand success a surprise—Para steady—State slips

NEW YORK, Aug. 26.—Four Broadway vaudefilm houses, the Roxy, Paramount, Strand and Loew's State, grossed \$6,823,310 during the past year, according to an analysis of theater grosses made by *The Billboard*. This sum, and all statistics presented herewith, are based on a check-up of house receipts in each of these theaters for the past 50 weeks, beginning with the week ending August 30, 1938, and ending with the week ending August 15, 1939. Of the four houses figuring in the \$7,000,000 total, Roxy takes first place with \$2,028,310; Paramount is second with \$1,900,000; Strand is third with \$1,758,000, and Loew's State fourth with \$1,139,000.

The Roxy, which scored the highest in the yearly gross total among the four Broadway theaters, seats 5,838. It plays up the film and stage show combo, achieving a fairly level run of grosses week after week. The stage show, based on the house band and house girl line with four or five acts added each week, complements the film. Names are rarely used at the Roxy. Jesse Kaye, P. & M. booker, has a modest budget of about \$2,000 for the specialty acts, the rest of the show's cost going to the permanent house production cast and personnel. The Roxy has the same set-up, but on a smaller scale, as the Radio City Music Hall. The Music Hall's grosses are not analyzed in this story because films are the real attraction and stage shows do no use name acts.

The Paramount seats 3,684 and booker  
(See B'WAY VAUDE on page 16)

### Many Associates, Friends Pay Last Respects to Harry Baker

NEW YORK, Aug. 26.—Men and women representing every phase of the amusement park industry paid final homage yesterday to their fallen leader, Harry C. Baker, president of the National Association of Amusement Parks, Pools and Beaches, who died in his Larchmont home Wednesday. An impressive funeral service was held in Davis Memorial Home, New Rochelle, Rev. Francis Joseph Coffin, of Larchmont Episcopal Church, officiating. Neither a driving rain nor pressure of business at the peak of the season could keep Baker's far-flung empire of friends and business associates from paying their last respects, many of them having arranged to come from distant points at a moment's notice.

An entire wall of the chapel was framed with floral offerings which testified eloquently to the esteem in which the park owner, ride operator and multiple world's fair participant was held by his colleagues in the business, a business to which the 52-year-old Coaster and Fun-house specialist had devoted 30 years of his life. Floral tributes came from George H. Cramer, Spillman Engineering Corp.; Mr. and Mrs. Leonard B. Schloss, John Logan Campbell, Mr. and Mrs. R. M. Anderson, Mr. and Mrs. William F. Rabkin, Mildred Schweitzer, John Ralston; Midsouth Fair, Memphis; Mr. and Mrs. F. L. Mohr, Ralph Hitz, John Corbett and sons, Mr. and Mrs. E. J. Marony, Robert

and William Coleman, Mildred Leland, Mr. and Mrs. George A. Hamid, Mr. and Mrs. Mack Goldberg (Dorothy Packman), Mr. and Mrs. Lerner, Mr. and Mrs. S. G. Meek, "Lillie and Max," Ida Tygert; officers and employees of Riverside Park,  
(See MANY ASSOCIATES on page 54)

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### New Kind of Doubling

NEW YORK, Aug. 26.—Stuart Morgan, of the Stuart Morgan dancers, had to mix patriotism with his theatrical engagements during his last European date.

When the act played the Palladium just a short time ago, Morgan, a reserve officer in the British Royal Flying Corps, had to take time off from the Palladium to participate in defense maneuvers.

## AEA Threatens Suspension As Means of Weakening AFA

NEW YORK, Aug. 26.—Following the suspension of Sophie Tucker from Actors' Equity Thursday for accepting a charter from the IATSE for the American Federation of Actors after her union had been expelled from the AAAA for alleged mismanagement, it is expected that a general suspension action will be invoked against all performers who do not resign from the AFA if they attempt to work in the Four A's jurisdiction.

This action is interpreted as a means of weakening the AFA despite the strength of its stagehands' union backing. Performers attempting to work in legit, radio or movies will be first asked to repudiate the AFA. Otherwise suspension moves will follow. There hasn't been any definite policy as to how this measure will be policed, but it is felt that an announcement will be forthcoming from the Four A's soon.

Meanwhile the week's activities were full of developments and future plans, but little action. Tenseness of the situation dropped somewhat after Vinton Freedley requested and received permission from Equity to reopen *Leave It to Me* October 9 with a substitute for Sophie Tucker. This in no way settles the problem. It merely delays it, for the IA announced that it will pull out

the stagehands if Miss Tucker does not appear in the show.

Freedley, caught in the middle, wanted to scrap plans of reopening but was notified by Paul Dullzell, executive secretary of Equity, that he couldn't unless there was a strike, or else he would have to pay two weeks' salary to the entire cast. League of New York Theaters, thru James Reilly and its attorney, Milton Weinberger, intervened on behalf of Freedley, but this was the best decision that could be reached.

At last Tuesday's Equity council meeting, when the Tucker expulsion action was to have taken place, Harry Richman, himself under fire for the same charge, flew in from Florida and asked for a postponement. He was quoted in the press as saying he would deliver Miss Tucker to a subsequent council session and that a compromise would be negotiated on the Green-Woll plan, which would have excluded Whitehead from being an officer of the AFA. Sophie Tucker refused to attend the hearing because, she stated, her attorney would not be permitted to attend with her.

Richman later repudiated newspaper stories with a statement that he was "behind Tucker and Whitehead 100 per  
(See AEA THREATENS on page 19)

### World's Fair Grosses

A breakdown chart of gross business realized by amusement attractions at the New York World's Fair appears on page 28 of this issue. Figures used are official.

# SOUTH'S CHANGING RADIO

## Light Classics Take Upbeat; Big Names, Talk Shows, Fade; New Slant on Farm Audiences

NEW YORK, Aug. 26.—Network programming has not yet taken cognizance of changes in program preferences thru-out the major portion of the southeastern section of the country. Furthermore, simple steps which could be effected by the chains in production methods would be of invaluable aid in the sale of additional time by smaller network affiliates. These comments on network-affiliate relationships were made last week by a Southern radio executive, speaking both on his own experiences and on conversations held with other station men throughout the South, including broadcasts in Florida, both Carolinas, Mississippi, Alabama and other States in that section of the country.

Light classical music—Victor Herbert and Gilbert and Sullivan compositions and their prototypes—are on the upbeat, ranking about second in popularity to hillbilly stuff. The hillbilly is still radio king down south, it was stated. When, for instance, Montana Slim gets on the air, all signals must be cleared. Likewise, few if any shows outrank *Grand Ole Opry House*, a hillbilly fixture. But it was indicated that there are hillbillies and hillbillies, and that a nasologist who is merely that is not what's ordered. A hillbilly must have good style, personality and a slickness of delivery in order to attain popularity.

The South is tired of programs laden

### CARROLL LEVIS

(This Week's Cover Subject)

CARROLL LEVIS, the highest salaried and most popular personality in British radio today, was born March 15, 1910, in Toronto, Ont. He is the son of an Irish father and an English mother, whose ancestors migrated from England on the Mayflower. His father, Detective Richard Levis, who was on the Toronto police force, was killed while arresting a criminal. The family then moved to Vancouver, B. C., where Carroll left school at the age of 15 and two years later became an assistant manager of a film theater. He then formed a small dance band which operated in a small town in the Yukon called Whitehorse. The band broke up and after various jobs as painter, seaman and lumberjack, Carroll Levis at last struck an assignment as master of ceremonies in a small vaude theater. Shortly thereafter he had his first chance to broadcast, and as a cub announcer over the Canadian network had the opportunity to write, arrange and present his own programs. Leaving Canada, he had a brief but successful sojourn in the United States and then went to England, arriving in London in 1935.

After his initial broadcast in the British Isles, Carroll Levis had a meteoric rise and within six months was Britain's outstanding figure on the air. He has two vaude shows—the major one piloted by himself, the other presented by his brother, Cyril Levis. The shows have broken records at over 30 British vaude theaters and they bring Levis a weekly income of \$5,000. Added to this Carroll-Levis has frequent sessions over the British Broadcasting Corp.'s non-commercial stations plus commercial programs from Radio-Normandie, Radio-Paris and Luxembourg. He recently topped an all-British popularity poll. In three and one-half years Carroll Levis has auditioned 116,000 people, of whom more than 1,000 have been accepted for radio and vaudeville appearances. In addition Carroll Levis with his two major units, has given employment to hundreds of British, American and Continental vaudeville acts.

with talk; tired of programs presenting big stars but little real entertainment; tired of programs featuring "smart and flip chatter," and tired of variety programs of routine nature. Likewise, radio listeners in the South take exception to

(See LIGHT CLASSICS on page 6)

## Broadway Beat

By GEORGE SPELVIN

THE ILGWU isn't the only non-theatrical group that can boast of talent in its ranks; Dave Apollon held an audition for young talent at the Nola Studios the other afternoon, and half of the hopefuls who turned up were department store clerks who'd taken time out from their lunch hours to demonstrate their skill. . . . Incidentally, Dave reports that he can't dig up new "dumb" acts or original novelty routines; 80 per cent of the new-facers do tap-dancing, and the other 20 per cent sing *Iddy Fishes* in swingtime. . . . Jack and Joan Brandon recently gave a friend probably the most impermanent gift in the world today—a cigarette case with the map of Europe engraved on it. . . . Benito Collada, owner of El Chico, plans to show 16mm. reels of bullfighting films now that the world's fair, with an assist from Sidney Franklin, has stimulated new interest in the sport. . . . It's rumored that Dolores, the nude who scored so handily in the Cuban Village at the fair in the BC (Before Censorship) era, has been signed for the musical version of *Sailor, Beware*—which would make her the first of the talent developed by the fair to sign up for legit. . . . Barney Ross, the ex-light-weight champ, bought in on a printing firm last week and is now out as a salesman and contact man; and he's plenty emphatic in saying that he's one fighter who'll never go into the restaurant business. . . . The only Chinese softball team in the world (well, the only one on Broadway, anyhow) is the Ruby Foo nine, composed of waiters and cooks from Ruby Foo's Den; and they're good, too—they claim to have beaten every night club team so far scrapped up, and have challenged the *Hellzapoppin'* outfit, the champions in legit. . . . Captain Walker, who has the "Milk for Bears" concession in the Children's World at the fair, sails for Australia September 12 on commission to train a herd of nine elephants who have been acting up; Teddy, one of the baby bears from the concession, will sail with him.

Learn-the-Facts-of-Life Dept.: A press agent recently sent Mr. Spelvin an item accompanied by a note that ended, "So-and-so has told me you're a person one enjoys knowing—hope I have that good fortune some day." . . . So-and-so (name deleted) must be a Merry Wag. . . . Pickets outside the Brass Rail are now doing a new spiel—"Only yokels will cross a picket line," they inform passers-by. . . . If Shirley Wayne of *Hellzapoppin'* hadn't been an autograph hound she might never have reached the stage; some seasons ago, when Olsen and Johnson were appearing at the Palace in Ft. Wayne, Ind., her home town. Shirley sought the signatures of the comics with her favorite violin tucked under her arm; before she left she'd joined the act. . . . Adra Cooper, the snake dancer, was bitten five times by a new snake she was breaking in at the Continental Theater last week; she treated the wounds, and the show went on. . . . Hazel Forbes, Harry Richman's wife, is be-

## Possibilities

GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

### For LEGIT MUSICAL

ESTA ELLMAN—young and attractive contralto caught recently at Moon Hill Lodge, Pottersville, N. Y. Socks blues numbers across, and can also do an excellent job on ballads. Tall, willowy and olive-skinned, she makes a standout appearance; and her voice, with a sobby catch in it, is highly appealing. In addition, she's a competent dramatic actress. Highly recommended for book shows—on the basis of both voice and line-reading ability—and also for straight dramatic roles.

GINGER DULO—cute hoydenish and vivacious song-and-dance comedian caught recently at Scaroon Manor, Schroon Lake, N. Y. Short, blond and very pretty, she sells her song numbers powerfully, and is also an excellent dancer and a grand comedienne. An all-round performer of the Zelma O'Neill type. Would be a powerful asset to either a book show or a revue.

### For RADIO

RUTH MANNERS—contralto with a very deep voice that comes over the mike beautifully. Sings in several languages, specializing in socking over blues numbers. Is also an excellent pianist, and reads lines well. Caught recently at Scaroon Manor, Schroon Lake, N. Y.

ginning to wonder whether she married a songster or a case history, what with the cigaret cases Harry is peddling and the union jurisdictional cases in which he's involved. . . . Ben Roche is spending the summer at Scarsdale. . . . Al Kavelin, whose wife had twin girls last week, is now the proud pappy of three lasses and claims that he's going out after Eddie Cantor's record. . . . Tommy Dorsey and Mark Warnow were among the band leaders at the Ambers-Armstrong fight; Herb Rosenthal, Sam Lyons, Bill Stuhler and Don Stauffer were among the radio contingent. . . . Warnow sat so close he almost walked out with a tin ear.

## Film Rights Paid in Installments for Pix-Dramatist Pact

NEW YORK, Aug. 26.—While the Dramatists' Guild continues an official silence in matter of basic agreement for film-financed legit, it is indicated that the author group is lending a sympathetic ear to the film producers' bawks, even that which complains about the \$15,000 down payment for picture rights. Guild's attorney was instructed to proceed with putting into legal form the several requests for changes. Next week these will be submitted to the producers again, and will then go back to Guild's council.

In playwright circles it is felt that there are enough safeguards in the plan to enable the Guild to yield to the producer suggestion that advance price for film rights be run on installment plan. Down payment would be \$5,000. At end of second week's run there would be

(See FILM RIGHTS on page 16)

## Thru Sugar's Domino

A TRADE association of the important band-booking agencies sounds like a good idea simply because any trade association is a good idea—if it can be worked out. While we would be among the first to lend our moral support to such a trade association we cannot see how success can crown the efforts of those trying to get the leading agencies joined up in a trade group under the leadership of a "czar" unless they manage to make membership embrace every agency that is eligible. One of the leading agencies is as yet far out of the trade association picture. From the way things look to this observer it is hardly possible that this agency will join thru economic pressure or any other kind of pressure. If the agency joins it will do so out of the goodness of its heart and we found out long ago that there isn't any such thing as a heart in the band-booking business. In other words, having already won a point by staying out of the preliminary negotiations we doubt whether the lone-wolf agency will join up. Simply because it will be in an advantageous position if it remains out. And this more than any other factor might bring about the early demise of the association that has not yet started functioning.

As we have already stated, a trade association of band bookers is a good idea but like some hundreds of other good and desirable ideas in human relations that we can list it does not seem to be a possibility because of the very nature of the business in which dog has always feasted on dog and in which a man's word is as good or desirable as a cigar butt that has been lying in the gutter for a week. The band-booking business is different in many ways from any other branch of the business. The success of its leaders has been brought about in most instances by the expression of individuality, sharp dealing, shrewd bargaining and the avoidance of regimentation in tactics.

Band bookers do not need a trade association to present their case or defend their rights before the outside world. They are not in their essence an exploited group; their function, to the contrary, is to create and exploit properties. The only real function of a trade association would be to keep peace and promote honor in its practical aspects among gentry who delight in calling the competing fellow such delightful things as robber, chiseler, liar and phoney. Maybe the spirit behind the organizing machine of the trade association is such as to change men overnight; to make sweetness and light out of imprecations, curses and knife thrusts in the dark. We are not that cynical or pessimistic that we do not join in the hope that such might be the case. But our practical self tells us nay and we prefer in matters of this kind to be guided by the practical rather than the idealistic.

A trade association in order to be feasible will have to be predicated on a complete upheaval of the band-booking business; a complete realignment of personalities, rules and regulations of the American Federation of Musicians and State business laws that are enforceable. Without at least these requirements as a base a trade association will have an uphill climb, to say the least, and we doubt seriously whether the character and strength of the men involved in the effort are potent enough to negotiate the climb. The band business is booming like no branch of our business has done in recent years. There is too much to be done day by day and week by week and there is too much at stake in simoleons to permit these practical business men to turn aside from the busy mart to take inventory and smoke the drugged pipe of peace. Many of those involved in the effort might be terribly sincere when they talk about the ideal in the dead of night when the pressure of their occupation is slightly lessened but in the glaring light of day they most likely see it all as a dream that is poison to business

(See SUGAR'S DOMINO on page 21)

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# 802 WAXES WRATH ON WAX

## Anti-ASCAP Group Claims Pop Music Down in Program Appeal

NEW YORK, Aug. 26.—Opposition to the American Society of Composers, Authors and Publishers this week revealed that tax-free music organizations were hypoing production schedules tremendously in preparation for the NAB-ASCAP deadlock. Coincident with this, NAB adherents are looking into the possibilities of buying up masses of old standard tunes from such publishers as Schirmer and Ditson, as well as musical comedy scores from old Dillingham and Shubert productions. Anti-ASCAP factions this week were also mulling a survey completed by the Association of National Advertisers, which showed, according to the anti-ASCAP men, that popular dance music—in which ASCAP is particularly strong—ranks "low" in listener preferences of program types.

Survey conducted was made among 800,000 radio listeners from Coast to Coast. It included every nighttime commercial program over NBC, CBS and Mutual. Survey shows popularity of each program type, as well as network time allotted each program type. According to digest of survey made by ASCAP opponents, results were as shown in the table at the end of this story.

Claimed by the anti-ASCAP faction that this ANA result is very significant in that it shows pop music, while very high in allotted air time on the networks, nevertheless ranks only eighth in

listener preference as to program types. This is construed by some as conclusively showing that pop music alone does not make a program. It is also claimed that for the past two years pop music as a sales hypo has been degenerating.

Regarding NAB's efforts to create a music reservoir, it is felt in some quarters that standard tunes will be more important than pops. Certain factions in the anti-ASCAP front claim that securing good pops will be comparatively easy, and that this can be done now from some 800 non-ASCAP composers who are nevertheless professionals. Many of these composers, it is alleged, have ASCAP applications on file. Same sources also claim that 100 good pops per month can be produced by non-ASCAP men and that these 100, which would be culled from about 500, would be more than the industry would need. Problem of standards, tho, is regarded as tougher owing to length of time necessary to establish these tunes.

Regarding hypoed production of tax-free music on wax, Langlois and Wentworth, for instance, are turning out 100 hours per month to supplement the NAB-Langlois library. This schedule will be continued 14 months. Firm is also accumulating additional music and says it now has enough for 1,000 additional sides as a backlog to meet emergencies.

## Musicians' Union Investigating Transcription, Record Fields

NEW YORK, Aug. 26.—A committee to investigate the "evils" of the electrical transcription and phonograph record fields was appointed this week by Local 802, American Federation of Musicians. Quite significantly, the committee included several major executives of the New York musicians' union. Purpose of the check-up is to report ultimately to the Federation itself, so that when contracts with radio stations, transcription and phonograph companies are up for renewal the musicians will be able to give themselves additional protection they feel needed. Committee members are Jacob Rosenberg, Local 802 president; Harry Suber, treasurer; Max Arons, chairman of Local 802 trial board; Richard McCann, vice-president, and Joseph Brodsky, counsel. Brodsky will prepare the brief to be submitted to the AFM execs.

Principal factor promoting the investigation—which comes at a time when radio is plagued with a music headache because of the situations involving the American Society of Composers, Authors and Publishers, National Association of Broadcasters, National Association of Performing Artists and phonograph recording companies—is the frequently heard report that transcription companies were reducing the size of their orchestras because of the recently effected regulations on waxeries by the AFM. It is charged that the disking plants are using small combinations, thus cutting employment.

Another charge to be investigated is one claiming transcriptions have been made directly from recordings. Another

is that the spirit of contracts has been evaded by making one half-hour show out of two quarter-hour periods, meaning less musicians' salaries.

Local 802 appears to be checking closely on radio, having called in radio contractors to warn them not to allow evasion of the six-day week.

### Program Popularity by Type, With Percentages Showing Listener Preference

Variety	14.7%
Audience Participation	9.7%
Drama (Completed Episodes)	9.6%
Serials	9.5%
Comedy	8.5%
Classical Music	8.3%
Semi-Classical Music	7.2%
Popular Dance Music	6.5%
Commentary-Talks	4.8%
Pop Singers	1.9%

### Air Time Allotted Each Program Type, With Percentages Showing Proportion

Variety	26.6%
Popular Dance Music	16.4%
Commentary-Talks	12.1%
Drama (Complete)	12.0%
Comedy	8.7%
Audience Participation	8.5%
Serials	6.3%
Semi-Classical Music	5.3%
Classical Music	2.7%
Pop Singers	1.4%

## Million-Dollar Road Sched'le Seen for LTCA in 1940-'41

32 contracts set with 13 theater circuits following Oberfelder selling job—other sponsors include 14 colleges and 12 Jr. League branches—casting starts in 10 days

NEW YORK, Aug. 26.—Another decade-old bugbear which has been as devastating an anti-road factor as the motion picture circuit squeeze has been broken with report that a little theater group has contracted with the Legitimate Theater Corp. of America to sponsor its four productions. LTCA has brought total number of theater circuits which are signatories to these legit buys to 13. Other major groups of sponsors are classified as 14 colleges and a dozen branches of the Junior League. With most of the principals contracted for, LTCA announced that, barring trouble from the current actor-stagehand jurisdictional war, casting for all other roles will get under way within 10 days and will be conducted by the original producers of the Broadway runs. Actors who were in the New York or road companies of the shows will be given preference. Arthur M. Oberfelder, Denver impresario who initiated the venture and who is now associated with Fortune Gallo, returned to town for three weeks, after an eight-month selling job on the road, predicting a million-dollar road schedule for a second year.

The little theater group which has broken the ice to raise hopes of producers that the movement can yet be turned into a legit aid is the Players' Guild, Canton, O. Because its "interests lie in the direction of truly sponsoring the

theater rather than merely that of concerning itself with the ambitions of local talented persons," the Guild decided to limit its own productions to four and bring in the LTCA's four on a seasonal subscription plan. In a short-term sales campaign which offered a 25 per cent reduction for purchases made during that period Guild brought advance sales to a gross of \$9,600 for 1,270 seats. The theater rented for the shows has a capacity of 1,877. Even before the campaign got under way officially, 500 seats were sold. Advance receipts are already enough to cover the LTCA's guarantee and the costs of the Guild's own productions.

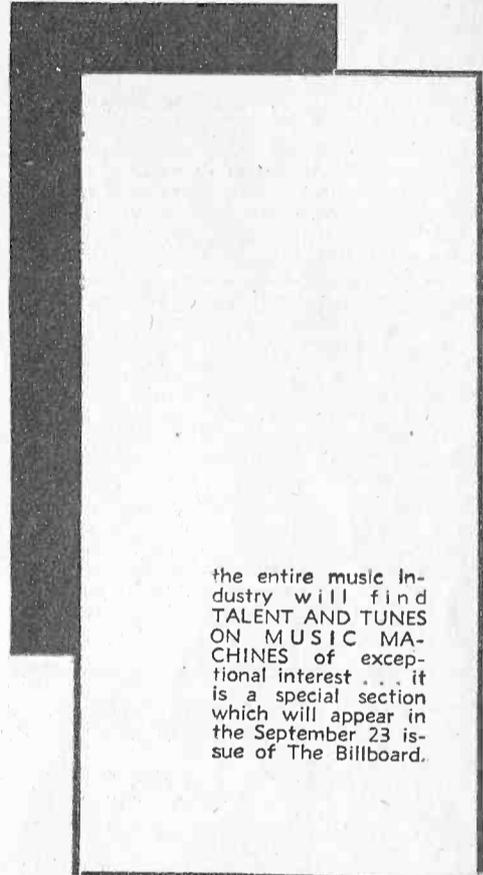
While the Oberfelder-Gallo office is gratified with sponsorships by private and social groups, its 32 contracts with 13 theater circuits is the healthiest trade aspect, indicating that the theater moguls can be won over to flesh attractions. Circuits thus far enrolled are: Shea-Colonial, Akron, O.; Park, Youngstown, O.

(See LTC SKED on page 14)

## Smaller Ticket Brokers Banded

NEW YORK, Aug. 26.—Almost simultaneously with announcement that Actors' Equity Association requested of the League of New York Theaters that the present ticket code be extended to November 1 (draft expires August 31) before revisions are instituted, the Associated Theater Ticket Agencies reported plans for a co-operative among the smaller agencies.

As generally reported, the co-operative would enable the association to buy all the tickets its members would distribute, on the basis of recommendations from reviewing committees checking up on out-of-town openings. James F. Reilly, executive secretary of the League of New York Theaters, explained, however, that the code wouldn't permit a "buy," but that the brokers could well receive consignments in a pool and thus enable them to swap tickets among themselves (See SMALLER TICKET on page 14)



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

**WINDOW CARDS**

250 Bumper Strips, 5x28, \$3.75.  
200 3-color Cardboard Posters, 22x28, \$11.00, or on Bond Paper, \$8.00. 100 Cardboard Posters, 14x22, \$4.00, including Imprinting. Write for Catalogue.

**BOWER SHOW PRINT 1246 B STREET FOWLER, IND.**

**ROOFLESS PLATES WITH THE 3 POINT SUCTION FEATURE!**

Mouth Clear NO ROOF

Featherweight—no gagging—Natural Taste—Holds Better. Singers, Speakers like the extra tongue room, clearer mouth. All forms false teeth—by mail—lowest prices. 60-day trial. Write for FREE Catalog and impression material. We trust you. Monthly Payments. 24 Hour Service. HOD. LAB., 2361 Hod Williams Bldg., Tampa, Fla.

**WESTERN UNION**

HALF THE SATISFACTION OF GIVING IS GIVING WHAT PEOPLE WANT. WESTERN UNION TELEGRAPHIC GIFT ORDERS CAN BE EXCHANGED ANYWHERE FOR WHATEVER THE RECIPIENTS DESIRE AND INCLUDE A SUITABLE MESSAGE AT NO EXTRA COST. GIFT ORDERS ARE THE PERFECT GIFT.

**WINDOW CARDS**  
100 14x22" — heavy white — 2-colors ink, \$2.50  
AUTO BUMPER SIGNS—50 6x20", \$1.50; 100 \$2.25; 250, \$3.75  
All Kinds and Sizes for Fairs, Rinks, Orchestras, Shows, etc.  
Neargraveure Emboss-o Processed Stationery  
Free Samples—Prices—Suggestive Layouts  
**SOLLIDAYS QUICK POSTER PRINT, KNOX, INDIANA**

**STOCK TICKETS**  
ONE ROLL . . . \$ .50  
FIVE ROLLS . . . 2.00  
TEN ROLLS . . . 3.50  
FIFTY ROLLS . . . 15.00  
100 ROLLS . . . 29.00  
ROLLS 2,000 EACH  
Double Coupons,  
Double Price.  
No C. O. D. Orders  
Size: Single Tick., 1x2"

**WE GET RESERVED SEAT TICKETS**  
To You In a Hurry and They Cost You No More. Send Us Your Requirements and Ask for Our Prices.  
**THE TOLEDO TICKET CO., Toledo, O., U. S. A.**

**SPECIAL PRINTED**  
Roll or Machine  
10,000 . . . \$ 6.95  
30,000 . . . 9.85  
50,000 . . . 12.75  
100,000 . . . 20.00  
1,000,000 . . . 150.50  
Double Coupons,  
Double Price.

## Mutual About Set on Outlets For Series; Both NBC and CBS Stations To Carry Broadcast

NEW YORK, Aug. 26.—Possibility that Mutual might be given a squeeze by Columbia and NBC on getting stations to carry the World Series appears to have been well dissipated. Stations from both networks are practically set to get the games. WGR-WKWB, Buffalo; WRVA, Richmond, and WIBX, Utica, all CBS stations, have already signified they will carry the series, as have a number of NBC affiliates. Stations of the West Virginia network, CBS affiliates, will also take the games. Full list of stations had not been set at press time, pending final selections by Gillette razor blades, the sponsor, and Maxon, the agency.

Mutual is emphatically explaining that stations will get more for the series time than they do from other network commercials. Deal being made by Gillette with the stations represents a gamble for both the advertiser and the broadcasters. It is based on the average length of time used in past World Series, the stations getting full card rate for that average. If the games run below the average, Gillette loses on the gamble; if they run over the average, the stations lose. Mutual points out that heretofore the stations only got their network percentages of rates. Web also says this deal is better than ones made covering other sports events, such as prize fights.

There is an ironic twist to the placement of the games by Mutual on NBC Blue stations, since the Blue affiliates are now to get a feature which, had NBC had the Series exclusively, they might not have been given. This follows as a result of the strong likelihood that NBC's Red network would have gotten the series. By the same token, with NBC and CBS stations getting the games from Mutual, the argument of network

monopoly is lessened. Mutual was one of the stronger advocates of the monopoly charge. However, Mutual, doing as expected, is taking advantage of the value of the series to boost deals with NBC Blue stations. This assumes additional importance because numerous NBC Blue contracts expire within a year or so. Mutual is additionally strengthened because of its option on next year's series. Option, which expires July 1, is said to call for payment of \$100,000 for commercial sponsorship. Same price has been in effect some years.

There is a possibility that the games may go on WKRC, Cincinnati, and not on either of the stations owned by Powel Crosley, who owns the Cincinnati Reds, National League contenders expected to meet the Yankees in the series. Mutual will not permit the games to go on WSAI, insisting that if any Crosley station gets them it must be WLW, stronger of the two Crosley outlets. Crosley has been away for a month and is expected back shortly.

## Light Classics Take Upbeat; Big Names, Talk Shows, Fade

(Continued from page 4)

the straight diet of dance bands that starts in New York at 11 p.m., but earlier because of time differences below the Mason-Dixon line. Many network affiliates cut off chain programs and substitute their own, even tho they may be transcriptions. Last named are not so popular in the South, except in the cases of sketches and serials.

One of the most popular commercial shows with Southerners is the Pet milk show (not heard in New York), which is a light classic offering. But not only are adults strong on light "good" music. Kids, thinking it shows that they're educated and sophisticated, have taken to listening to the better-class stuff, if for no other reason than the impression it makes. The sprouts, tho, are still strong on jump 'n' jive, and all-request phonograph record programs concentrating on sweet are teen age favorites.

### Missing on Farmers

In connection with the popularity of light classics, interrogation among farmers disclosed that radio's approach to the farm audience may be missing on one point. The bulk of farm programs are now daytime offerings, with most of the program material consisting of farm produce prices, answers to farm maintenance problems and so on. While much of this is valuable to farmers, it is now claimed that this kind of program overlooks others living or working on the farm who buy radio advertised goods. This audience includes not only the farmers' families, but the help working on the farms, especially larger plantations. In many cases most of the hired hands are Negroes, but the broadcaster

### Got a Match, Bud?

NEW YORK, Aug. 26.—On a recent Camel cigaret show, Benny Goodman played a number as several other leaders would play it. Included were Tommy Dorsey, Fred Waring and Kay Kyser.

Goodman is on for Camel cigarets. Dorsey is on for Raleigh-Kool cigarets.

Waring is on for Chesterfields. Kyser is on for Lucky Strikes.

## Munroe Heads Radio Dept. for Buchanan

NEW YORK, Aug. 26.—Paul Munroe has become radio director for the Buchanan Co. advertising agency. Firm was formerly Hanff-Metzger.

Munroe succeeds Louis Whitten, radio veteran who was with Hanff-Metzger and Buchanan for many years. Whitten also announced the agency's shows, such as Ed Wynn's Texaco series.

Before joining Buchanan Munroe was with Lambert & Feasley, handling Listerine's *Grand Central Station*. He left Transamerican to go with Lambert & Feasley. No successor has been named yet.

## NBC Again Eases Barrier on Disks

NEW YORK, Aug. 26.—NBC let the barriers down again this week on the use of transcriptions, writing advertisers and agencies that effective immediately transcriptions may be used any time on WEAJ and WJZ. This is part of NBC's general drive to boost local business on its two New York stations.

NBC first eased its wax ban by permitting use of phonograph records and transcriptions on early morning WEAJ and WJZ programs. This was done a year or so ago, when the web began to get after morning business, which WOR had pretty well sewed up. Much more recently, NBC relaxed on allowing transcriptions to be used on West Coast network shows.

Announcement was made by Maurice M. Boyd, NBC spot sales manager.

## Pepsodent Renews "D. A." For Sunday Eve. Fall Spot

NEW YORK, Aug. 26.—Pepsodent has picked up its option of *Mr. District Attorney* and will move the program to a Sunday evening spot at 7:30 p.m., Eastern Time, starting in October. NBC Blue gets the show. Lord & Thomas are the account's agency.

*Mr. D. A.* was supposed to be a summer fill-in for Bob Hope, who returns to his Tuesday night NBC Red spot the last week in September. However, the show has clicked after a wobbly start on sustaining and is now well rated. Ed Byron directs the show, with Raymond Edward Johnson handling the lead role.

## Parker Scrams B-S-H

CHICAGO, Aug. 26.—P. G. Parker, general manager of the Blackett-Sample-Hummert agency here, resigned from that post this week with no announcement of any immediate future plans. Altho B-S-H says it will not officially name anyone as a successor to Parker, since most of his duties will be divided among other heads, it is reported that Maurice H. Bent, who recently joined the agency, will eventually take over in that capacity. Bent left a large investment house in Chi to become a v.-p. at B-S-H. Parker had been with B-S-H for about two years, coming there from the local NBC offices.

## WFIL Hikes Dodge

PHILADELPHIA, Aug. 26.—Fred Dodge, who joined the WFIL staff as production manager, has been promoted to the post of program director. The production job left vacant by Dodge's promotion will go to Alston Stevens, news commentator and chief announcer of the station. Dodge came to WFIL only two months ago from an ad agency in Binghamton, N. Y., when Margaret Schaeffer, former program and production director, resigned. The post of production manager was left vacant until the elevation of Dodge.

## WOR May Not Get MBS Show as Smokes Expand

NEW YORK, Aug. 26.—WOR, with a pretty full schedule, may not be able to handle a Mutual commercial when Twenty Grand cigarets expands its Mutual network. Smokes are now on out of Chicago, with Captain Herne doing a news commentary. Advertiser wants to spread into the East. Commentator is on at 6:30 p.m. Chicago time, with WOR sold during that same period.

If WOR can't find a spot another New York outlet will get the business. McCann-Erickson placing the time.

## Radio Show Spurs Soft Drink Entry

NEW YORK, Aug. 28.—Success of a radio program on WOR has led American Beverage Co. to introduce a new soft drink some time before it had been originally planned. Announcement will be made on the bubble water company's show tonight that it is entering the now highly competitive "Cola" field with a drink called Dry-Cola. It will be a nickel bottle drink.

American Beverage has Benay Venuta on WOR each Monday to plug Cel-Ray, formerly Dr. Brown's celery tonic drink. Show goes on weekly from the Paramount Theater, Brooklyn, and is used by the house as an extra attraction. Business has been boosted considerable on Monday nights. Sponsor gets several hundred tickets good for the mezzanine each show.

Lawrence Gumbinner agency handles the account.

## WCAU Loses in Suit On Nag News Ban

HARRISBURG, Pa., Aug. 26.—A suit instituted by WCAU, Philadelphia, seeking to restrain enforcement of a law forbidding the use of private wires for the dissemination of race-track information used in gambling has been dismissed in the Dauphin County Court. Suit was dismissed August 21 by President Judge Hargest.

Law was passed by the 1939 Legislature. It gave enforcement of the law to the Public Utility Commission. WCAU sought to stop the commission from enforcing the regulation.

### Pinch Hit Preacher

JEFFERSON CITY, Mo., Aug. 26.—When the scheduled speaker failed to show up for the regular Saturday morning devotional program at KWOS here last week, the studio was faced with the problem of putting the religious program on without a minister.

Into the breach stepped Hollis (Doc) Hull, studio announcer, who ad libbed a 10-minute sermonette that had the station staff sitting popeyed.

## Tenors Torn Limb From Limb as Radio Agents Get Benny-Happy

NEW YORK, Aug. 26.—If you're a tenor, stay away from radio agents. Your life won't be safe and before you know it you'll be in front of a mike, auditioning for the "biggest tenor job in radio." There isn't a tenor in a haystack who hasn't been buttonholed by an agent and/or agents, who have gone submission-crazy for the tenor spot on the Jack Benny-Jello program. Kenny Baker is being replaced on the show.

One tenor pulled into New York a week or so ago after completing an out-of-town commercial series. As he describes it, "I am walking along minding my own business when an agent swoops down on me and says, 'I want to talk to you. The best spot in radio is open. I got a terrific in with the agency. Do you want to audition for the job?'"

So the tenor auditioned for the job. He didn't get it, but found out that it

was the Benny show, for which every tenor west of Suez has been submitted. To continue the tenor's own story, "I am still walking around minding the same business, when another agent, this time accompanied by his wife, makes the same proposition. They seem rather surprised when I explain to them I really don't want the Benny show, which I know I can't get. The agent insists he has a terrific in with the agency, but I am now simply looking for a nice quiet sustainer on a part-time Brooklyn station."

Benny show is coveted by agents because of its great value in establishing a valuable piece of talent property. Baker went into the top-money brackets as a result of his series on the spot.

Understood that a deal is nearly set for a new singing name to get the job.

### Smart Move

NEW YORK, Aug. 26.—NBC is credited with both an astute piece of showmanship and a smart move toward strengthening its good-will newspaper relations by buying space in the current *Editor & Publisher*. NBC ad in the newspaper trade publication was a letter signed by President Lenox R. Lohr in which NBC thanked and commended newspapers and newspaper men for coverage (shared by NBC) of the European situation.

# Talking Shop Program Reviews

By JERRY FRANKEN

EDST Unless Otherwise Indicated

## Agents and Foliage

I had what I thought was a beaut of a column all finished about NBC's "comprehensive plan for bringing new blood into the artists-management field" when I decided, oh, what's the use. I had some stuff in the column about the silliness of it all when my attention was called away by a rather interesting use of the U. S. mails. This morning there were, among many others, three envelopes on my desk. Each of them contained a blank piece of paper—always a welcome relief—but in addition they contained some half-dried shrubbery. Just what it is, I don't know. The paper was blank, as I said, and the envelopes had no return address. So instead of writing about the waste of time training young sprouts in the intricacies of taking 10 per cent, I think I'll write about the aforementioned foliage. After all, I am a nature lover, but I still can't see why NBC has to train fellows to do what a lot of capable men around town now can do and do well, but can't get a chance because vaudeville folded up right smack under them.

As the sudden influx of botanical mail: One envelope was addressed to Jerry Franken, another to Mr. Jerry Franken. I forget how the other one was addressed. But the use of Mister is a fine distinction, no doubt with an eye to appealing to my better nature, especially when I get a follow-up piece of mail saying, perhaps, "We recently sent you some leaves from the garden of Prince Brannis, who will appear this week on *Hobby Lobby*. Please listen in and give us a review. Signed, Young & Rubicam." Or perhaps the mail will read, "Listen in to Ripley's *Believe It or Not* and find out why we sent you some leaves from a tree that grew thru a bottle of Royal Cola and was awarded first prize by the Rajah of Burpistan."

But talking about vegetables, it may be quite true that NBC's artists' bureau needs a little new blood. The transfusion, however, isn't going to come by training young lads carefully selected by brass hats. I wonder who the dickens sent me the three pieces of verdure? Of course, NBC's saplings no doubt look forward to learning how to manage a piece of talent in a few easy lessons, but if NBC wants some new talent salesmen, and I rather imagine NBC does, there are a lot of fellows around now who used to sell it when vaudeville could buy.

Might as well be philosophical about it. The press agent who sent me the flora will soon let me know. Meantime, why should NBC train guys to stand in front of the Palace?

Light has just been shed on the vegetation noted above. The stuff is alfalfa, or a reasonable facsimile. It is an expression of something or other sent to newspaper men by Orth Bell, Columbia's recently acquired comic who very wisely works under the name of Uncle Jonathan.

Alfalfa to you, Uncle Jonathan.

## Discharged WCAU Exec Gives ACA a Test Case

PHILADELPHIA, Aug. 26.—The case of Mort Lawrence, assistant program director of WCAU, will give the American Communications Association, the panel union, a test case. ACA will attempt to restore Lawrence to his former position.

According to Richard Shipp, ACA prez, Lawrence, who had been recently promoted as assistant to Horace Pheyl, program director, volunteered to take over an early morning recorded program in the hope of building it up to the extent that it would attract a sponsor. After working for several weeks on the spot, coming to the station earlier and devoting his day off to the stint, he was given the pink slip by the station with the notation that the program was not of professional caliber. His job as assistant program director also went the way of the program.

Studio officials commented that there was no other reason for the move except that a well-known name will be sought for the program.

## Hayes With Welles

NEW YORK, Aug. 26.—Helen Hayes will be Orson Welles' first guest star when Welles resumes his series for Campbell Soups. Show starts next month on CBS, opposite Charlie McCarthy on NBC.

## "Euclid Ballot Box"

Reviewed Monday, 7:15-7:30 p.m. Style—Commentary. Sponsor—Euclid Candy Co. Agency—Sidney Garfinkel. Station—KNX (CBS Pacific Net).

Sam Hayes, who bobs up at all hours of the day and night with his quarter-hour shows, has snagged what looks like a winner in his *Euclid Ballot Box*. Altho the general idea of the show is not original, it packs plenty of punch due to the scripts and the rapid-fire delivery which has become Hayes' stock in trade.

Each week Hayes takes what he considers the most important subject to be discussed, either from a national or an international viewpoint. Show caught dealt with whether paroles should be abolished, and if so, why. For the best letter received each week Hayes sends a box of candy bars to the writer.

Hayes manages to put his stuff across to the ether audience in his punchy style, but another man in the same spot might fall short of expectations. So far Hayes has managed to get a fair grade of correspondence in reply to his appeals for letters from the dial-twisters. *Ballot Box* is good early evening entertainment.

Owen.

## "Tune Up Time"

Reviewed Monday, 8-8:30 p.m. Style—Musical. Sponsor—Ethyl Gas. Agency—BBDO. Station—Columbia Broadcasting System.

*Tune Up Time's* opening show revealed distinct flaws in program building. Show has some good musical talent, some indifferent musical talent and nothing else. What is urgently needed is a good comic, or at least some lines that will enable

the announcer, Dan Seymour, and emcee Tony Martin to get laughs. Program as presented opening day was a clean-cut bromide, despite fact that it has the Andre Kostelanetz Orchestra and some fair tonsil artists.

Apparently agency could not figure sponsor's budget so as to include good variety material—particularly in view of the cost of the 45-piece orchestra.

Kostelanetz Band, of course, is a classy aggregation and does very well for itself. On this particular show best rendition was Ravel's *Bolero*.

Kay Thompson's Rhythm Singers can deliver good vocals and have nice arrangements, but choice of tunes on the opener seemed flat.

Best canary on the bill was David Laughlin, operatic tenor making his first appearance on a net. Laughlin has a well-trained voice. Did a lilting aria from *Rigoletto* and no more, unfortunately.

Tony Martin, pic name, does a straightforward emcee. His singing is not so forte.

Commercials good. Ackerman.

## "Rhythm at Random"

Reviewed Wednesday, 10:30-10:45 a.m., CST. Style—Piano novelties. Sustaining over KWOS (Jefferson City, Mo.).

Featuring 15-year-old Terry Perry at the keyboard, *Rhythm at Random* offers a quarter hour of clever pianistics. Perry announces his own numbers and plays them with real interpretation. When caught he ranged thru popular, semi-classical and classical, with a clever swing rendition of the last-named types.

Jackson.

# Radio Talent

## New York

By JERRY LESSER

ED BYRON, who directs the Mr. District Attorney show, will pay \$75 for a two-page plot on rackets. If he asks you to elaborate on it it may get you some more. He may be reached at the Vanderbilt Hotel. Incidentally, the series has been renewed. . . . TOM LANGAN, NBC scripter, left for the Coast to help write the new Texaco show. . . . KATE BRINKER, heard over WOR on Sunday afternoon, is refreshingly original in her character studies. . . . BETTY GARDE, KINGSLEY COLTON, ALLEN DRAKE, EFFIE PALMER and JOHN PICARD will be heard on the new *My Son and I* series which starts October 9. . . . JANET LANE, who recently returned from Chi, is already doing so much work here that she has almost decided not to leave this city. . . . PHYLLIS CREORE, who was Miss Television at the World's Fair, is now back on radio.

Estelle Levy, who is now 16, celebrated her 12th year as a radio actress this week, and Nila Mack celebrated her 10th year as producer and writer of the CBS "Let's Pretend" series. Mary Lou Foster has just returned from her first vacation in 10 years. She would have won the badminton championship at her resort but had to leave because of the "Gene and Glenn" show. Dick Janaver, who was seen recently in "Hamlet" with Maurice Evans, is said to be my double in voice. So what? They say that Fin Olsen, who recently landed on our shores, was a sensation on the Continent. Has a swell voice and crazy feet. Manuel Ovando and his Cuban orchestra would do well for radio and

records. Appearing now at Dempsey's. Ray Baduc and Bobby Haggart, who play drum and sax with Bob Crosby's Band, have written two numbers, "Smokey Mary" and "What's New," which will be featured on Crosby's show this week.

HELENE DUMAS and BETTY GARDE leave by plane for the AFRA convention in Chi. First time either has been up in the air (in a plane). . . . JACKSON BECK, stuck for time and having nothing less than a five spot, grabbed a cab to make the Sensation show. En route the cabbie discovered he lacked change and an impasse was reached. Finding out that JACK was on the same show as the FRAZEE SISTERS, the hackie observed, "Well, one of them owes me a buck and if she can you can." P.S.: He got his dough. . . . BOBBY STRAUSS is the new Lem Stacy on *Your Family and Mine* this week, replacing PARKER FENNELLY, whose many radio commitments forced him to give up the job. . . . "WANTED—ONE COMPLETE SUIT OF ARMOR." This ad will shortly appear in the Hollywood papers, according to GEORGE BURNS, unless GRACIE ALLEN decides to give up her new hobby of archery. "No casualties so far," says GEORGE, "just two broken windows, but we're expecting the postman any day to turn up with an arrow sticking out of his anatomy. That is, unless I get it first." How much does a suit of armor cost? . . . Lipton's Tea is looking over the network field. . . . To BOB TROUT goes the credit for the friendly good-will advice of the week: "You can't use your friends—and have them too."

# Chicago

By HAROLD HUMPHREY

AFRA held the news spotlight in radio this week, the lobby of the Sherman Hotel looking like the result of a first audition call. Attraction was the tee-off session Thursday, which was open to the general membership and addressed by LAWRENCE TIBBETT. . . . DICK MCKNIGHT, New York radio writer, who has been on RANSOM SHERMAN'S

pay roll this summer, continues on to the Coast this month to join the scribbling staff of BOB HOPE. . . . PATSY MONTANA, the WLS mountain yodeler, had a narrow squeak last week while trying to get to a fair date in Antigo, Wis. Her train was delayed five hours on account of a wrecked freight train, and Patsy had to charter a plane which

landed her at the fairgrounds about five minutes before her cue. . . . Actress and authoress BESS FLYNN has a new scripter being auditioned this week in New York for a tentative fall preem. . . . MARGE and CHARLIE CALVERT, radio thespians, are back from their South American jaunt.

Lulu Belle and Skyland Scotty, National Barn Dance duo, have been signed to do another pic for Republic and will leave early in October. . . . Hal Tate, WJJD's movie gossip, signed a second 13-weeker with his sponsor. . . . Cy Harrice, WLS announcer, is back from a Canadian fishing trek with his wing in a sling and a bandage on his face, as a result of his canoe upsetting while trying to shoot the rapids. . . . Shirley Sadler, WBBM canary, snagged her first royalty check from her first published ditty—a total of \$8. . . . Leading man Ken Griffin and producer Blair Walliser copped off fifth place with their sloop "Revenge" in the Waukegan boat race Saturday. . . . Alec Templeton, the noted pianist, will apply soon for his American citizenship papers. A native of England, Templeton has spent most of the past four years in the U. S.

## Vince Callahan's Move Surprises Industry

NEW ORLEANS, Aug. 26.—In a surprise move which left radio circles of this area minus one of its most colorful officials Vincent Callahan, for two years manager of WWL, Loyola University's 50-kw. CBS link, left Thursday to take over a managerial position for NBC at Boston. The change from Callahan to A. J. Cummings as temporary general manager of the station was reported decided upon less than six hours before Callahan left for the Bean City. Cummings has been auditor for the station for about 5½ years. A permanent successor is to be named by the newly named president of Loyola, the Rev. P. A. Roy, S. J., within a week.

Coming to New Orleans in May, 1937, from Washington, where he was with NBC, Callahan took over management of WWL when that station shared time with WKH, Shreveport, on the 850 band and was operating with one-fifth its present power.

## Pedlar & Ryan Now Buying on "Men Only"

NEW YORK, Aug. 26.—Pedlar & Ryan are now buying guest-star talent director for the Vitalis (Bristol-Myers Co.) NBC show, *For Men Only*, on which Georgie Jessel is emcee.

Heretofore guests had been thru Mark Hanna.

## Dolph Leaves CBS

HOLLYWOOD, Aug. 26.—John M. Dolph, assistant general manager of CBS Pacific net, has resigned to return to advertising agency business. Dolph has been connected with radio for seven years.

MUSIC  MUSIC

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**WANT**

Golden Harp Player, Accordionist, Violinist, Concertina Player, and Other Musicians and Singers. Permanent Fall-Winter Radio Work. Personal Appearances. Must play Hillbilly and Oldtime Popular Music. Can use Singer-Comedian. Make salary right.

"UNCLE NAT,"  
Care Station WMMN, Fairmont, W. Va.

# DEMOCRATIC RULE FOR AFRA

## New Set-Up Adds To Locals' Power

CHICAGO, Aug. 26.—Move for a more democratic rule within its own union and a resolution in the form of an ultimatum to the AFL that it would withdraw from the org if the American Federation of Actors were not allowed to vote on the Ralph Whitehead issue, became the two main issues at the second annual convention of the American Federation of Radio Artists, which opened here Thursday. Democratic rule issue still had to be passed upon by the delegation Saturday, but many of the delegates were confident it would go thru. This will mean that AFRA will throw out the mechanism of a national nominating committee heretofore used in selecting members for the national board and a new set-up, giving each local a voice in the matter, will take its place.

Sessions were opened by a short spiel from Lawrence Tibbett, AFRA v.-p., who expressed disgust at the utter lack of democracy at the AFL executive council meet recently in Atlantic City, which he attended. He warned AFRA that it must, in the face of this, do everything to perpetuate democracy within its own ranks and that each delegate present could begin by first thinking of those back home whom he represented.

Next on the agenda was the report from the exec secretary, Emily Holt, reviewing the past year and the remarkable gains made since AFRA's initial convention. Mrs. Holt then expressed a desire that a resolution would be passed at this time for a closer amalgamation of the Four A's member unions into one big union for all performers. At press time this resolution had not hit the floor, but it was reported that some difficulty and opposition would be met with on this score from many of the delegates unless they could be convinced that one big union could include enough democratic procedure to protect all members.

Mrs. Holt also said that she believed another year should elapse before an amendment was made to AFRA's constitution giving each local more auton-

my, altho she did state that such a move would eventually be necessary. Whether or not she would oppose the delegation's move to strike out the national nominating committee set-up could not be learned before press time. Mention was also made by Mrs. Holt on AFRA's loss of the arbitration decision over NBC's 10 per cent commission thru its artists' bureau, but she chalked it up to experience, saying it taught them a point to carry into their next negotiations.

Other resolutions passed in the sessions Friday included support of the Federal Theater, setting up of one charity for the Four A's and opposing any legislation intended to change the National Labor Relations Act and Wages and Hours Act. Friday afternoon was devoted to meeting of the transcription caucuses. Immediate action was approved for action in this field and some displeasure was expressed over the fact that seemingly no one had been made responsible for ET negotiations sooner. Delegates handed in reports on the ET set-up in their local and were referred to the committee delegated to act upon negotiations with the transcription companies.

Resolution for one big Four A's charity fund brought Alan Correll, head of Theater Authority, to Chi and the AFRA meet. He spoke opening day in an effort to dissuade any such move, claiming that the TA was working out a plan to include all member unions of the Four A's into the regular actors' fund. AFRA's resolution on this will go to the Four A's international board for consideration from the parent org.

Hollywood delegation brought up on the floor the question of AFRA's jurisdiction over the writers belonging to the union on the Coast. Problem whether to keep them was discussed but no final dispensation made.

Some rather heated arguments were looked for later on when the more controversial topics mentioned before hit the floor, especially when the one big union angle and the "more local autonomy" issues came up. These were deferred until later in the convention when all the delegates arrived, some being unable to attend until late Saturday.

Remainder of the convention, which was due to last thru Sunday, was to be taken up with election of officers and national board members and hearing of the reports from various committees on resolutions and the constitution.

## Comment

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

The Kraft Music Hall show (WEAF, Thursday 10-11 p.m.), usually one of the bang-up programs of the summer air shows, was last week a combination of both good and bad. With BOB BURNS in the stellar role, line-up included BERT LAHR, GEORGE E. STONE, PAT FRIDAY, MISCHA and SANDRA LEVITSKY and JOHN SCOTT TROTTER'S Band.

After hearing Lahr one is convinced that he is still an excellent sight comic. His excursion into profound erudition, which produced some really funny cracks, provided the studio audience with a howling good time. Too bad he couldn't do as much for the listening audience, which outnumbers the studio attendees by at least one or two persons. Since Lahr is such a funny frightpuss, his presence evoked more laughter than his material. In addition to sparring around with Burns (the better part of his stint), he did a selection from the *Wizard of Oz* which sounded like a World's Fair concessioner grumbling about Grover Whalen. What might be funny in pictures doesn't necessarily go over equally well on the air. Lahr is still a funny guy; it just happens that his material wasn't.

Burns, however, with his bazooka and his hay mown style of humor, is still a grand showman. As long as he continues to go along with his Pumpkins Corners brand of presentation, he'll still be a favorite with the audiences. Another guest "star" was GEORGE E. STONE, of the movies, who contributed but little in

the way of entertainment or enlightenment.

On the musical side were canary PAT FRIDAY, whose diction could stand some improvement but who takes a high note with ease and has a lively air about her singing. MISCHA and SANDRA LEVITSKY, debuting on the airwaves as a team, gave a novel and enjoyable classical touch to the program.

KEN CARPENTER does a swell job of announcing and straightening, and JOHN SCOTT TROTTER is equally efficient at the baton. S. Z.

One of the better quiz shows on the air these days is WOR's (8:00-8:30 p.m.) *Name Three*, which gets half-hour shot every Wednesday night for Dunhill's "vacuum cleaned, sterilized" cigars. Like all quiz shows, participants can make the program and keep it going so as to bar boredom. Particular shot caught had a bunch of live wires, which found BOB HAWK, the answer prodger, in great shape and handing out a neat line of repartee.

Answers to the questions weren't found too difficult by the participants, and most of them walked away from the mike with \$6 more than they had when they stepped forward. Angle is to give three straight answers, synonymous with the object in question, with the ante set at \$2 a correct answer and a carton of ciggies, win, lose or draw. A suspenseful feature is the "jackpot question," which grows larger every time someone gives a wrong answer. Whenever participants fail \$2 is dropped into the

## Advertisers and Agencies

By PAUL ACKERMAN

DRAMATIC show, Hilda Hope, which goes commercial for Wheatena October 7, will first do a six-week stint as a sustainer on 17 stations of the NBC-Red net, starting Saturday, 11:30-12 noon. Two angles involved. First, NBC is hoping to build Saturday morning on the Red, and second, sponsor will build an audience for the show before the product takes over. Compton agency, which handles the account, has lined two crack legit artists, Selena Royle and Richard Gordon, for the leads. Julian Funt and Hyman Brown will script. Episodes will be complete, with remainder of cast changing weekly. . . . Arch Oboler and frau spent last week-end at Rudy Vallee's home in Maine. . . . Joey Nash back from Philly after 16 weeks of five times a week for Household Finance on WCAU.

Young & Rubicam publicity department is depressed, having received a very dirty deal from Herr Hitler. Y. & R. men had landed the front cover of "Time" mag for Jack Benny. War situation, tho, loused up everything and cover goes to Winston Churchill. . . . Dick Halvorsen, formerly with Tom Fisdale office on the Coast, a new scripter on "We, the People." . . . Joe Hill arrives on the Coast this week-end to work on Screen Guild show. He took his wife, son and two Great Danes. . . . Esther Sandson, for three years Martin Block's secretary, will go to Cleveland to join her husband. Shirley Blanchard replaces. . . . Maurice Hart, formerly of WMAT, is going to WMCA to handle "World's Fairest

Music." . . . Headley-Reed, station representatives, are adding to their staff. In Chicago, John H. Wrath has already started, and in New York William B. Faber starts Monday. . . . George Duram, formerly of Morse-International, has joined Chicago office of H. W. Kastor agency. . . . Merry Macs make a personal appearance at Saks-34th Street store September 7. . . . Congress Cigar Co. will use a network of 22 Mutual systems for Saturday afternoon broadcasts of football games by Ed Thorgersen. They will run from September 30 to December 2. Marschalk & Pratt is the agency.

### CHICAGO:

WRIGLEY starts a special evening rebroadcast Tuesday on its Scattergood Baines show over WIND, besides the regular daytime shot on CBS-WBBM. . . . WBBM pulled a scoop on its competition Sunday on the foreign suituash. Judge John Gutknecht, who just returned from the hotbeds of Europe, was interviewed with Clifton M. Utley, director of the Chicago Council on Foreign Relations. . . . Maynard Marquardt, WCFL station manager, is on the rebound from a tonsil yanking. . . . The Niesser-Meyerhof agency may have to pull Dick Post off of the Scattergood Baines show, since AFRA claims he is not a paid-up member and it is therefore a violation of the union's code with CBS. . . . Platt-Forbes agency is buying in on WGN's Your Morning News shot for the Peter Paul Co. to plug the Mounds candy bar. H. H.

## Hollywood and Los Angeles

By DEAN OWEN

KEN BAKER and ork are set to cut recording session for Davis & Schwelger before band treks north. . . . Roger Pryor has decided to get away from Hollywood before taking over emcee spot on the Screen Guild show. Maestro is planning to "pack in" up in the high Sierras. . . . Walt Farrar, MCA praiser, has taken two weeks to get a little Catalina Island sun. . . . Lud Gluskin, CBS musical director, finished scoring Sol Lesser's new flicker, *Everything's on Ice*. . . . Art Kemp, CBS sales manager for the Coast, in town from Frisco. . . . Bob Thompson, who scripted *Fu Manchu* for the air, has been signed by Republic Pictures for their new film, *The Return of Fu Manchu*.

Richard Hall, of KNX music clear-

ance department, is dickerer with flicker plants for purchase of his new tune, *Once Upon a Moment*. . . . Charlie Hamp's candid camera shots are being displayed in lobby at Columbia Square. . . . Johnny Cascales gets first Coast to Coast wire out of Topsy's in several weeks. . . . Paula Winslow, who plays Jill on the Joe Brown show, will marry John Sutherland, who handles production for Walt Disney. . . . Bill Gay, Edward Larkin and Leonard Finch, of KNX, taking it easy at Lake Tahoe for a couple of weeks. . . . Van Newkirk, program director for KHJ, helping the celebration at the Gus Edwards anniversary dinner at the Ambassador. Charles Vanda, of CBS, also on hand to see that the Coast to Coast broadcast went off all right.

## From All Around

NEIL WALLACE, news reporter over WEEI, Boston, left for a vacation in Hollywood and Los Angeles. . . . Robert E. Dunville, sales manager at WLW, Cincinnati, is vacationing on the Mississippi on his own river boat. WLW's Jerry Branch vacationing in parts unknown. . . . Jack Fields, sales manager of WPTF, Raleigh, N. C., comes to New

kitty for the piece de resistance question of the evening. If all contestants fail to answer the stickler the full amount is turned over to the following week's program, ad infinitum. Just a bank night without double features.

Listeners are invited to send in questions, with \$6 a set paid out if accepted and \$12 paid out if the questions are sent in with the sponsor's ciggie wrapper. Ironically enough, out of six sets of questions announced only two sent in wrappers.

It's a good half hour's entertainment, set in a good spot. Hawk keeps the program moving with life and a deft knowledge of how to handle the stage-frightened contestants. Audience spirit was at an unusually high pitch and an air of levity was maintained thruout the show. S. Z.

York following his trek to Flint, Mich., with North Carolina Buick dealers. They will all see NBC studios, take in a television demonstration and the fair. . . . WPTF's Wesley Wallace and Alton Tripp, assistant program director and engineer, are vacationing.

Al Teachman, WEEI engineer, recently operated on for appendicitis. . . . WEEI's Harold Fellows and CBS's Mefford R. Runyon off for a few days' fishing jaunt in Northern Maine. . . . WING, Dayton, O., on September 12, becomes an affiliate of the National Broadcasting System and will take programs from both Red and Blue nets. . . . Due to the extended illness of sportscaster Harry Johnson, his nightly KOIL 15-minuter (Omaha) is being fed from the Central States Broadcasting Co. studios in Lincoln, with John Bentley, Journal sports editor, handling. Bentley will be on until Johnson is able to return. . . . Jack Hanssen, KFOR program director, is back at his desk after a week's vacation. So are KFAB-KFOR staffers Jane Tucker and Henrietta Dirks. Jiggs Miller, KFAB's boss, comes in today (28).

# CRC, U. S. RECORD PLANS

## Big Three's Top Royalty Payoff

NEW YORK, Aug. 26.—The Big Three music firms—Robbins, Feist and Miller—hit a 10-year high mark in royalty payment on tunes published between January 1 and June 30 of this year. The three firms paid off composers and lyricists to the tune of \$97,000 in the six-month period, highest royalty distribution for a corresponding length of time in the past decade. Total is broken up into \$48,000 for Robbins scribblers, \$34,000 for Feist and \$15,000 for Miller. Aggregate sum is believed to be the top writer payment in the business so far this year.

Biggest copy seller among the firms' output for 1939's first half was the Peter de Rose-Mitchell Parish *Deep Purple*, which went to 450,000 copies. Figure takes in only sheet music sold, exclusive of orchestrations or special arrangements for particular instruments. Significant of the strong hold swing has taken on the country, other than the more apparent shagging and jitterbugging, is the increase in sales of Robbins instrumental instruction books, hot instrumental solos, etc. Gene Krupa drum instruction tome leads the field, selling 9,000 copies over a 10-month period. A 1,045 copy sale of Lionel Hampton's vibraphone folio in six months is also significant, considering the lack of universal appeal in an instrument of this type.

## Table Cards New Song Plug Medium

NEW YORK, Aug. 26.—If two examples constitute a trend, song plugging is taking on a new form, the basis of which is a direct campaign to the cash customers who buy sheet music and records. When Woody Herman opened this week at Glen Island Casino, smart Westchester, N. Y., spot, patrons discovered on each table a card, attractively gotten up to resemble a piece of wood, on which the bells were rung for Herman's original tune, *Woodchoppers' Ball*. Card was put out by the number's publisher, Leeds Music Co., who also used the reverse side to plug a few more Leeds tunes. Five thousand were printed for Woody's engagement at Glen Island.

Moe Gale has a more or less similar stunt in connection with Ella Fitzgerald's recording of the new novelty tune, *I Want the Water With the Water*. Plug in this instance takes the form of beer coasters, 250,000 of which will be ready within 10 days. Title of the song, number of Miss Fitzgerald's Decca disc of it and a picture of the sepia songstress are contained on the coasters, which are headed for beer and ice cream parlors all over the country. Gale office may use the idea as a regular thing on new platters made by its attractions.

## New Type "Melody Drum"

NEW YORK, Aug. 26.—Billy Gussak, drummer with Lynn Murray's Ork on the Phil Baker CBS radio show, has perfected a new type of drum capable of playing a complete tune. Instrument is the same size as a conga drum and is played by holding between the knees or under one arm. Pressure on the framework changes the tonal quality, making it possible to beat out a complete melody.

TEDDY WILSON and Leighton Noble are set for a battle of music at the Worcester (Mass.) Auditorium Labor Day eve (3). Frank Duffy is promoting the affair.

## Eureka!!!

NEW YORK, Aug. 26.—The millennium must have arrived. Skeets Herfurt, featured sax-singer with Tommy Dorsey, is bowing out of the band—and is not going to start a band of his own. Skeets is heading for the West Coast for radio and possibly pic work.

## Paging Einstein!

NEW YORK, Aug. 26.—Song pluggers can at last feel they have found their place in the sun, for whether they know it or not their noble art is presently the subject of intensive and extensive scientific research.

The boys have the Princeton Radio Research Project, sponsored by Princeton University and manned by college grads with fellowships for carrying on such research work, to thank for elevating them to such a position of dignity. The project's current investigation takes in not only the "effects of the mechanics of song plugging" and its value or lack of it to the music industry but also the "likes and dislikes of the radio audience in regard to the melodic pattern and lyric content of popular songs and the reason for their success or failure." PRRP is quizzing authorities and the man in the street alike for the answers if any.

## BG, Krupa, Chester Draw Expo Dates

NEW YORK, Aug. 26.—Latest band bookings for fairs and expositions, which this year are finding name ork attractions potent box-office draws, include Benny Goodman for the four days starting September 1 at the Michigan State Fair, Detroit, and Bob Chester at the Canadian National Exposition, Toronto, September 1 and 2.

Goodman is also set for September 7 to 13 at the World's Fair here, with Gene Krupa following on the 15th for six days.

## Weeks Strong With \$667

LINCOLN, Neb., Aug. 26.—Anson Weeks, here Saturday (19) without the college crowd, did very well in getting \$667 on his first one-nighter in this area in nearly seven months. Played R. H. Pauley's Turnpike, with the tariff 75 cents advance, \$1 at the door.

Don Bestor set for this spot September 2. Place goes on a steady three-day week-end basis starting mid-September.

## New AFM Rules Protect Local Orks From Traveling Cut-Ins

NEW YORK, Aug. 26.—Important changes in the by-laws of the American Federation of Musicians, affecting band members, leaders and contractors, bookers and employers, go into effect September 15 as adopted at the convention in June. Many of these changes are designed to keep a closer check on activities of traveling bands in order to prevent cutting in on the jobs of local orchestras. Other rulings put a clamp on tendency of some employers to tie up a piece of band's future earnings.

Traveling band laws include: (1) Band may not remain in a local's jurisdiction, after completing an engagement, for the purpose of soliciting another permanent engagement. (2) Bands entering a jurisdiction to play a commercial radio engagement on a radio network must pay a 50 per cent stand-by tax based on the local price. Whether band doubles into hotel or other spot makes no difference. (3) Any engagement of five, six or seven days is considered a week engagement for traveling orks, and members playing same must have traveling cards, deposit transfers with the local, beginning the second week, and must pay a 10 per cent tax. (4) Traveling bands playing in a local's jurisdiction must remain 12 months before becoming members of the local. (5) Contracts between leaders and members of traveling bands can be canceled by either party on two weeks' notice in the event contract does not state a specific number of weeks for the engagement. (6) Engagements in neutral territory, for which the AFM does not maintain a price, may be

## 50-Cent Columbia Disks Set For Early September Release

Brunswick band line-up shifting to new label—only one Vocalion change—Oberstein signs Van Alexander and Will Osborne—seeks Glenn Miller

NEW YORK, Aug. 26.—Confab between sales and recording executives of the Columbia Recording Corp. at the waxwork's home plant in Bridgeport, Conn., this week resulted in the formulation of definite plans for the company's new Columbia label disk and the continuance of the Brunswick label along different lines. New label will make its first appearance early in September and, as expected, will sell for 50 cents. It will offer the entire line-up of talent now available on the Brunswick 75-cent platters, with all dance bands at present recording under the Brunswick

label, which list includes Kay Kyser, Horace Heidt, Eddy Duchin, Harry James and Jack Teagarden, dropping down to the new Columbia 50-centers. Benny Goodman is likewise set to sell on the half-dollar label. Vocalion platters remain as is, with only one change definite at the moment. Orrin Tucker comes up from the 35-cent discs to retail for 50 cents on Columbia.

Brunswick 75-cent platters will be turned over to concert and salon music exclusively, as well as better-class stuff from the Nelson Eddy type of artist. In line with this policy Moses Smith, former music critic of *The Boston Transcript*, becomes director of the classical division of the artists and repertoire department of CRC. Post gives him complete supervision of classical disks, including acquisition of artists, selection of repertory and actual recording. Another CRC appointment this week is that of James H. Hunter to the post of vice-president in charge of production, giving him supervision of all manufacturing operations involved in the production of the three labels.

On another record front Eli Oberstein announced this week that he had signed Van Alexander and Will Osborne for his new United States Record Corp. Alexander received his release from RCA Victor, for which he had been recording under the Bluebird label, and the expiration of Osborne's Decca contract made his signing by Oberstein possible. Oberstein's plans for the latter maestro include building up the angle of "Slide Music" rather than Osborne himself, with the band credit line on the labels reading "Conducted by Will Osborne."

United States Record firm plans the usual 75 and 35-cent platters, titled Royale and Varsity, respectively. Royale label is set for musical comedy numbers and class product generally, with the regular pop stuff, both in band and tune selection, going on Varsity.

Oberstein claims that he intends to press his contractual ties with three leaders currently recording for RCA-Victor. Maestri are Glenn Miller, Eddie DeLange and Richard Himber, first two disking for Bluebird and Himber waxing them on the Victor Black label. United States Record chief is determined that the trio will record for him and claims that he has contracts with each made prior to their present RCA pacts that will achieve that end.

## Club Fights Officials

NEW ORLEANS, Aug. 26.—Mayor Maestri and Police Chief Reyer have been ordered to show cause in Civil District Court why they should not be enjoined from interfering with the playing of music after midnight at the Court of Two Sisters, top night spot of the Vieux Carre district.

## Blow Hot, Go Cold

PHILADELPHIA, Aug. 26.—Hitherto most contracts have been canceled because of fire, flood, acts of God or war clauses. A new wrinkle has been introduced in the contract of Leo Zollo, now at the Covered Wagon Inn, suburban outdoor spot near here.

Zollo's term will end as soon as the temperature drops to 55 degrees. He's been reported praying for a light winter.

## Union City's Top Hat Ogles Top Orks

UNION CITY, N. J., Aug. 26.—New policy involving the increased use of name band attractions goes into effect at the Top Hat, elaborate nitery here, September 27, when George Hall takes over the band stand as the new season opener. Tentatively penciled in for the follow is Van Alexander, with a strong possibility of some top names during the winter.

Spot last season concentrated on its girl show, boasting a line of 60 dancers. Henry Stack manages the place.

## Stevens House Back On CRA's Chi Books

CHICAGO, Aug. 26.—Consolidated Radio Artists returned a local account to its books by landing the Biltmore Boys into Stevens Hotel, opening an indef run September 16.

The boys played La Salle Hotel last year for several months, another CRA spot now using Milt Herth. Russ Lyons, manager for CRA here, made the Stevens sale.

governed by locals whose members play that territory. On single engagements price for traveling men must be no less than \$5 per man and \$6.50 for leader. (7) Members of traveling bands establishing quarters within a jurisdiction for purpose of booking outside jobs must register their names, addresses and show AFM cards at the local. (8) Traveling bands doing a permanent engagement cannot accept a miscellaneous engagement within five days before or five days after completion of said engagement.

Other by-law changes specify that in all contracts contractor or leader must state minimum to be paid each man, and local which has jurisdiction must be informed as to amount of transportation collected and amount of compensation given to booking agent. Booker must file similar information.

Other rules specify that AFM members cannot enter into agreement with an employer whereby employer would participate in band's future earnings. Members also cannot offer employers gifts, rebates, etc. Under a new law all permanent engagements of from two to four days a week are termed location jobs, and bands playing same must deposit dues and transfers to local having jurisdiction. Bands must not make contracts assuming liability for payment of taxes under federal or State social security laws. All remote broadcasts must include announcement that same is made thru consent of AFM. And AFM members are prohibited from making phonograph records with commercial announcements.

# Orchestra Notes

By DANIEL RICHMAN

## Gotham Gleanings

**BENNY GOODMAN** is debating the idea of using a colored gal on the vocals, with the pendulum likely to swing either way on the final decision . . . At any rate, he has had a sepia songstress signed up for a couple of months now . . . Louise Tobin is still very much in the picture as the Goodman warbler, but rumor persists . . . With **CHARLIE CHRISTIANS**, young colored guitarist find of John Hammond, joining BG, plans are afoot now to expand the quartet into a Sextet, using Christians on guitar and Artie Bernstein on bass . . . Added emphasis and build-up will be given to the new feature thru a series of Sextet disks for the new Columbia label . . . of the 12 sides cut by the Goodmanites as the start of their new recording contract, the grapevine is already laden with raves about Fletcher Henderson's arrangements of Ravel's *Bolero* and Mendelssohn's *Spring Song* . . . **GLENN MILLER** is adding a fourth trumpet and a fourth trombone coincident with his starting out on a theater tour . . . **LEE KNOWLES**, trumpet, is being replaced by **JOHNNY BEST**, formerly with Artie Shaw, and **JIMMY CAPBELL**, ex-Jan Savitt tootler, makes it No. 4 in the trumpet section . . . **NANO RODRIGO** gets a present of a five-year pact from General Amusement Corp. . . . That long-delayed band of **SAXIE DOWELL'S** suffers another postponement as the would-be maestro recuperates from a broken arm sustained in a game of medicine ball down in Virginia Beach, Va., last week . . . **KAY KYSER** gets back to town October 16 with the firm intention of playing no hotel engagement whatsoever, preferring to woo the golden lucre further thru theater dates and one-nighters in the East . . . the old professor's record-breaking stand less than a month ago at Coconut Grove Ballroom, Stockton, Calif., where he grossed better than \$5,000 and drew almost that many people, calls to mind, incidentally, the fact that Kay played for the Kyser Brothers there in 1933 on a \$150 guarantee and grossed less than \$250 at the time . . . **HAL SKENKER** is no longer the praise agent for **LARRY CLINTON**, having been replaced by **IRVING KAHN**, formerly in the publicity department of 20th Century-Fox on the Coast . . . **GRAY GORDON** has himself a new fem vocalist in **VICCI DOVA**, Spanish gal, now chirping the wordage for the Tic-Tocers on records and air shots . . . She'll join the band regularly when it leaves its current stand, the swanky Westchester Country Club, Rye, N. Y., which bans distaff decor on the rostrum.

## Eastern Earfuls

**HUGHIE PRINCE**, radio comedy singer, joins **TOMMY DORSEY** as a replacement for the departing Skeets Herfurt . . . Prince will share featured billing with Jack Leonard and Edythe Wright, with his work in the band confined entirely to lyricizing . . . **JOHNNY BROWN** gets the nod from Leon Shore for his Roadside Rest, Ocean Side, L. I., band stand when Jack Jenney winds up his stay there . . . Brown tees off Septem-

ber 11 on what looks like an all-winter job . . . **BEN MARDEN** brings in a third band for his sumptuous Riviera, atop the cliffs at Fort Lee, N. J., despite the lateness of the season . . . **CARMEN CAVALLERO**, piano-playing maestro, is the addition to the line-up that already includes Ted Fio-Rito and Howard Lally . . . **WILLIAM ADLER'S** string ork gets a renewal at the Hotel Ambassador, New York, until October 10 . . . It's a pair of fem chirpers for **JACK TEAGARDEN** in his current stand at the Meadowbrook Country Club, Cedar Grove, N. J., **KITTY KALLEN** taking care of the ballads and **DOLORES O'NEAL** attending to the rhythm rondelays . . . **MAXIMILLIAN BERGERE** starts his fourth consecutive season at the Versailles, smart East Side New York nitery, the latter part of this month . . . **BOBBY DAY**, presently at the Show Bar and Bermuda Room, Forest Hills, L. I., signed **EVELYN JOYCE**, former vocalist with Jimmy Dorsey on the Coast . . . Angela Velez moves her accordion over from New York's St. Moritz Hotel to the Show Bar for the relief assignment . . . **MAC KAUFMAN** is conducting the band at the Mayfair Manor House, High Gate Falls, Vt., from his seat at the Steinway and writes in to say that he's building a nice success at this spot near the Canadian border . . . With the Hotel St. Regis, New York, switching its erstwhile Maisonette Russe to the Hawaiian Maisonette, **ELMER LEE**, native six-piece ork picked up by Gaston Laurysen, St. Regis executive director, gets the call for the music-making . . . **LEO WARNEY** and his "Haitian Voodoo Rhythm," now entering the sixth week at the Monte Carlo French Cabaret, New York, set to remain at the spot for the rest of the 1939 season.

## Midwestern Murmurs

**BERT FARBER** moves into the Restaurant Continentale of the Netherland Plaza Hotel, Cincinnati, September 9, when **MORTON FRANKLIN** takes his Notes of Grace over to Louisville's Brown Hotel for an indef stand . . . Franklin's girl combo is now in its 22d week at the Cincinnati hostelry . . . **GEORGE KING**, after a pair of weeks at Barney Rapp's Club, Cincinnati, signed a long-term binder with MCA . . . the office intends to bring the band, which is managed by **AL STEVENS**, east . . . **ROGER BRUCE** starts making the music at Club Gloria, Columbus, O., September 4, set for a monther . . . winding up the season at Reid's Casino, Niles, Mich., **DON PABLO** takes on **MONNIE DRAKE** for the song selling . . . warbler was the front cover subject on the July issue of *True Story* mag. . . **WALLY MACHLAN** organized the Dictators of Rhythm, now filling their first stand at Del-Shore, Chicago . . . with Wally on bass, strollers include **PINKY MEYERS**, trumpet; **STAN WALDON**, accordion, and **TED BROWN**, guitar . . . **EDDIE CAMDEN** gets a hold-over till September 10 at Mentone-on-the-Lake, O. . . **SID NIEMAN**, formerly the keyboard tickler for the King's Jesters Ork, joined up with the **MILT HERTH TRIO** at Chicago's Hotel La Salle . . . he replaces **BERNIE LEIGHTON**, now moving the ivories for Enric Madriguera . . . **DALE RHODES** is doubling in brass at the Nicollet Hotel, Minneapolis, waving the baton and also working in the show . . . **EDDIE SOUTH** brings his sepia contingent to the Blatz Hotel, Milwaukee, for a six-week stint . . . ork opened yesterday (1) . . . **ED FOX** flew in from Chicago for the Armstrong-Ambers imbroglio at New York's Yankee Stadium August 22 and completed arrangements at the same time for the opening of **ELLA FITZGERALD** at his Grand Terrace in the Windy City . . . Ella goes in for six weeks, starting September 20 . . . **JACK KURTZE** and his Rollickers open the fall season September 1 at the exclusive Elms Hotel, Excelsior Springs, Mo., not far from Kansas City . . . **FRANK LOCKAGE** winds up an engagement at the Fruitport (Mich.) Pavilion September 3, with **GRIFF WILLIAMS** leaving Chicago's Trianon Ballroom for the follow Labor Day . . . **KING'S JESTERS** go back to their original number of seven men following their stand at the Boardmoor Country Club, Denver, with the original three Jesters taking care of the solo and feature stuff.

## Sheet-Music Leaders

(Week ending August 26)

Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Last Wk.	This Wk.
1	1	Bear Barrel Polka
2	2	Moon Love
3	3	Over the Rainbow
4	4	I Poured My Heart Into a Song
5	5	Stairway to the Stars
6	6	White Sails
7	7	Wishing
8	8	The Lamp Is Low
9	9	Cinderella, Stay in My Arms
10	10	Comes Love
11	11	To You
12	12	Oh, You Crazy Moon
13	13	In an 18th Century Drawing Room
14	14	The Man With the Mandolin

**5**  
**LOCATIONS**  
and  
**HELD OVER**  
On Each One  
**A NEW BAND**  
**RECORD BY**  
**A NEW BAND**



*Jimmie*  
**WHITLEY**

AND HIS ORCHESTRA  
Featuring Vocals by  
**JEAN JANIS**  
and  
**JOE MOREHEAD**

**SAGAMORE HOTEL**

Rochester, N. Y., March 21  
HELD OVER to May 1

**CHEZ AMI**

Buffalo, N. Y., May 2  
HELD OVER to June 8

**DANCELAND**

Sylvan Beach, N. Y., June 12  
HELD OVER to July 10

**bal-a-l'air**

Boston, Mass., July 11  
HELD OVER to Aug. 15

**NEW ENGLAND**  
**BALLROOMS**

Aug. 16-22

Currently

**READES CASINO**

Asbury Park, N. J.

Direction: **Billy Austin**  
**Paul Wimbish**

21 W. 58th New York

## Typing To Chirping

NEW YORK, Aug. 26.—Jan Savitt, current on the band stand at the Hotel Lincoln here, never had any doubts about the efficiency of his secretary, Barbara Stillwell, but he didn't know that her capabilities included substituting for ailing vocalists.

Jan discovered that this week when Carlotta Dale, regular warbler with the Savitt Ork, took sick and Miss Stillwell asked to pinch hit. An audition proved she really had a voice, and Savitt let her work with the band that night. She did so well that he may retain her as co-featured fem canary, in addition to her secretarial duties, when Miss Dale returns.

## 802 Eyes 'Gyp' Club Bookers Who 'Recommend' Bands

NEW YORK, Aug. 26.—Local 802, American Federation of Musicians, will shortly sharpen the ax for chiseling agents who book acts for club dates and "recommend a band." It has come to the local's attention that thru this subterfuge some agents are trying to evade responsibility for booking bands under scale.

All agents whose licenses were revoked in the local's last drive, and whose licenses were subsequently returned, will be called before the union before opening of fall season to be warned once more. Infractions will be dealt with severely, and union members who are guilty will be penalized.

## RAY HERBECK

and his  
**MUSIC with ROMANCE**  
ELITCH'S GARDENS, DENVER  
KOA, NBC.  
BRUNSWICK-VOCALION Records.  
Exclusive Management.  
**FREDERICK BROS. MUSIC CORP.**  
New York — Cleveland — Chicago.

## HERBIE HOLMES and his ORCHESTRA

BILTMORE HOTEL,  
DAYTON, OHIO  
Exclusive Management  
**FREDERICK BROS. MUSIC CORP.**  
New York — Cleveland — Chicago.

## EDDIE De LANGE

AND HIS ORCHESTRA  
"on dance tour"  
VICTOR BLUEBIRD RECORDS  
WARNER SHORTS  
Exclusive Management  
**WILLIAM MORRIS AGENCY, INC.**

The Only Orchestra of Its Kind  
★Playing the Show!  
★Playing Dance Music!  
★Doing a Muscomedy show of their own!  
**Walter POWELL**  
and his ORCHESTRA  
Held over indefinitely **KNICKERBOCKER INN.**  
George Jessel's Old New York  
Personal Direction: **ALMON SHAFFER**

Songs With Most Radio Plugs

# 'To You' Hurdles Contenders To Lead; 'Rainbow' Up Again

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, August 25. Independent plugs are those received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk. This Wk.	Title	Publisher	Plugs	
			Net	Indie
9	1. To You	Famous	34	9
3	2. Over the Rainbow (F)	Feist	31	21
2	3. Lamp Is Low	Robbins	28	23
7	4. Comes Love (M)	Chappell	26	14
13	5. Oh, You Crazy Moon	Witmark	23	17
4	5. Moon Love	Famous	23	23
5	6. Stairway to the Stars	Robbins	22	13
3	7. I Poured My Heart Into a Song (F)	Berlin	21	11
17	7. Cinderella, Stay in My Arms	Shapiro-Bernstein	21	5
1	8. Running Thru My Mind	ABC	20	9
—	8. Day In, Day Out	Bregman, V. & C.	20	3
12	9. Moonlight Serenade	Robbins	18	4
14	10. Especially for You	Shapiro-Bernstein	17	7
11	11. Back to Back (F)	Berlin	16	11
10	12. Man and His Dream (F)	Santly, J. & S.	15	21
11	12. Go Fly a Kite (F)	Famous	15	9
15	12. Sunrise Serenade	Jewel	15	6
9	12. My Heart Has Wings	Red Star	15	2
6	13. Beer Barrel Polka	Shapiro-Bernstein	14	10
13	13. White Sails	Feist	14	8
17	13. You Taught Me To Love Again	Spier	14	1
12	14. Well, All Right	Leeds	13	11
15	14. For Tonight	Remick	13	6
10	14. Man With the Mandolin	Santly, J. & S.	13	4
12	15. An Apple for the Teacher (F)	Santly, J. & S.	12	17
—	16. Let's Make Memories (M)	Chappell	10	12
16	16. South American Way (M)	Harms	10	10
—	16. Rendezvous in Patee (M)	Harms	10	8
—	16. Begin the Beguine	Harms	10	7
—	16. It's Funny to Everyone But Me	Witmark	10	0

## Music Items

### Songs and Such

FRANKIE CARLE takes a definite departure from the *Sunrise Serenade* type of melody that established him as a composer in his follow-up to that hit. *Dunk a Doughnut* is the new one, lyrics by Raymond Leveen, publication by Jewel Music.

*Why Don't You Try Your Love on Me?* is the latest Gray Gordon-Bobby Blair collaboration to find its way to a publisher. Mills has it. Lanny Grey and Peter Tinturin placed *Till My Last Kiss* with Bregman, Vocco and Conn.

Jimmy Franklin's quaintly titled *Two-Ton Tony* goes to Mills Music. First accepted song from the new team of Morrey Davidson, former star salesman in CRA's Cleveland office, and J. Fred Coots is *I'm Gonna Salt Away Some Sugar (For My Sugar and Me)*, set for one of the Warner music houses.

Harold Dellon Music Corp., Cleveland pub, has a tune written by 12-year-old Dorothy Guggenheim, of Cambridge, O., titled *No Doubt About That*. Eddie Camden, ork leader, picked up the number and brought it to the pub's attention.

Romance reigns supreme as a theme not only for professional Tin Pan Alley

scribblers but for their amateur colleagues as well, according to some calculations gotten up by the Song Hit Guild, organization devoted to unearthing new and worth-while song-writing talent. Classification of compos received by the Guild reveals 73 per cent of the manuscripts dealing with *l'amour*, unrequited or otherwise, with not more than 18 per cent following the pattern of the "Hold Tight" and "Three Little Fishies" ditty currently so popular. The remaining 9 per cent has to do with songs about mother, home, home town, seasons of the year and an occasional patriotic outburst.

### Publishers and People

ED McCAULEY, Robbins sales manager, leaves September 7 for a 22,000-mile business junket that he hopes to accomplish in the comparatively short space of seven weeks. He'll concentrate on band and school music during the trip.

Bernie Pollack goes to the Coast to represent Mills Music, with Billy Chandler succeeding him as professional manager in New York. Paramount Music signed Benny Carter, swing star now heading his own ork, as a writer.

Nicky Campbell placed at the helm of the renewed activities of Skidmore Music Co., Shapiro-Bernstein subsid which has been dormant for three years. *My Prayer*, picked up by Louis Bernstein from Peter

# AFM Not Fearful of Bookers Assn. But Bookers Worried Over Anti-Agency Sentiment

NEW YORK, Aug. 26.—Despite fact that the American Federation of Musicians refuses to be alarmed over the formation of a trade association of leading band agencies, move to organize such a group is regarded in many quarters as a subtle attempt to minimize the AFM's control over the booking end of the business.

Queried as to whether a trade association might lobby for legislation which would take the teeth out of the AFM's licensing agreement and otherwise minimize the Federation's regulatory power over contracts between bookers and band leaders, one AFM official said, "Those boys have too much sense to try such evasion." Reference was to Tommy Rockwell, president of General Amusement Corp.; Jules Stein, president of Music Corp. of America, and other leaders of the movement.

Notwithstanding this seemingly benign attitude, certain factors relative to the situation stand out clearly: (1) Most of the legislation introduced at the last AFM convention in Kansas City—even if not passed—was aimed at band bookers and traveling bands, and latter are the lifeblood of the bookers. (2) In recent years, AFM locals throught the country have been taking consistent pot shots at leading booking offices, registering squawks regarding alleged monopoly of network wires, inequitable contracts which tie a band up, excessive commis-

sions and deferred commissions. (Last-mentioned has already been kayoed.)

In fact, tho the large agencies right now apparently have the high regard of the AFM's international office, the feeling toward the agencies in cities other than New York is decidedly hostile. In the event of a change in the AFM administration, the larger agencies feel they would not only experience difficulty in setting up a trade association but would also be subject to even more severe union control.

Formation of a trade group now is regarded as a bulwark against any future inroads the AFM might make upon the freedom of the agencies. The large agencies feel that if the present opportunity to set up such an association is muffed, the agencies may never have another.

Maurice in London on the former's recent trip abroad, is the initial Skidmore plug tune. Bernstein also brought back *South of the Border* for the S.-B. catalog.

Robbins signed Maxine Sullivan to adapt and arrange madrigals and other early forms of music in the style that brought the songstress fame with *Loch Lomond*. Domenico Savino, noted composer and arranger, gets back from his current Italian tour in the fall.

A folio of 29 different arrangements of the perennial "Swanee River" is due from Robbins about September 15. The arrangements will all be for piano, and will be done in the particular styles of the 29 composer and band leader contributors. Bert Shefter, who wrote on of the arrangements, was largely responsible for getting the volume together and bringing into it the arrangements of Ferde Grofe, Vernon Duke, Peter de Rose, Bob Zurke, Teddy Wilson and Harry Warren, among others.

### Hollywood Highlights

FRANK LOESSER doing tunes for five forthcoming Paramount films, *Follow the Sun*, *Buck Benny Rides Again*, *Life of Victor Herbert*, *Seventeen* and *The Farmer's Daughter*. . . . Johnny Burke and Jimmy Monaco get the call once more for a Bing Crosby score, this time for his new Paramount starrer, *The Road to Singapore*. . . . Moe Jerome and Jack Scholl turned out *You, You Darling* for Dennis Morgan's use in Warner's *State Cop*. . . . On a bet with Sidney Clare, 20th Century-Fox tunesmith, Frank Tresset, studio's music casting director, knocked out his first song, *Arbor Day*, *Oh Arbor Day*, which will be used in a new Jones Family movie, *Too Busy To Work*. . . . *Pancho Gonzales, Etc.*, the *Gaucha* comes from Ralph Freed and Frank Skinner for Universal's Rio. D. R.

### Taking It to Heart

NEW YORK, Aug. 26.—When Bob Chester had his ork on the Fitch Bandwagon radio show recently, he had mixed feelings about how his parents out in Detroit would take to his new orchestra.

His stepfather dutifully listened to the program, but made no comment whatsoever. The next day, tho, he brought home with him—a bottle of Fitch shampoo.

## THE SEVEN STAR BAND

# ANDY KIRK

AND HIS

"Clouds of Joy"

With

MARY LOU WILLIAMS

PHA TERRELL

FLOYD SMITH

HENRY WELLS

DICK WILSON

and Andy Kirk's

newest star . . .

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New York

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## JOE REICHMAN

"The Pagliacci of the Piano"

AND HIS  
ORCHESTRA

HELD OVER

ANOTHER 8 WEEKS

EMPIRE ROOM

PALMER HOUSE

CHICAGO

MANAGEMENT: MUSIC CORPORATION OF AMERICA

(Routes are for current week unless no date are given.)

# Orchestra Routes

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

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

**A**  
 Adams, Verale: (Hollywood) Pineville, La., nc.  
 Adler, William: (Ambassador) NYC, nc.  
 Albert, Jules: (Shel Chateau) Wilmette, Ill., nc.  
 Alcin, Jimmy: (Van & Bill's) Glen Falls, N. Y., re.  
 Allison, Don: (Gormley's) Lake Charles, La., nc.  
 Angelo: (Bertolotti's) NYC, nc.  
 Arlas, Ramon: (666 Club) Chi, nc.  
 Arthur, Zinn: (Grossinger's) Fallsburgh, N. Y., h.  
 Ayres, Mitchell: (Canadian Natl. Expo.) Toronto, Ont.

**B**  
 Baker, Bruce "Bubbler": (Totem Lodge) Avenel Park, N. Y., cc.  
 Baker, Jim: (Miramar) Boise, Ida., b.  
 Bardo, Bill: (Bice) Houston, h.  
 Barnes, Max: (Ragans Gardens) Grand Rapids, Mich., b.  
 Barnes, Charlie: (Palomar) Los Angeles, h.  
 Barrett, Bob: (Cavern Castle) Chattanooga, nc.  
 Bartel, Jeno: (Lexington) NYC, h.  
 Bartha, Alex: (Steel Pier) Atlantic City, b.  
 Basile, Charles: (Olympic) Irvington, N. J., p.  
 Basile, Joe: (Canadian Natl. Expo.) Toronto, Ont.  
 Bass, Paul: (Chateau Moderne) NYC, nc.  
 Baum, Charles: (St Regis) NYC, h.  
 Becker, Howard: (Club Edgewood) Albany, N. Y., nc.  
 Benson, Ray: (Montauk Casino) Montauk Point, L. I., nc.  
 Berigan, Bunny: (State) NYC, t.  
 Bernard, Nate: (Lighthouse) Noroton, Conn., re.  
 Berns, Ben: (Astor) NYC, h.  
 Bisse, Paul: (Sagamore) Lake George, N. Y., h.  
 Brandwagne, Nat: (Ritz-Carlton) Atlantic City, h.  
 Brigode, Ace: (Chippewa Lake) Chippewa Lake, O., p.  
 Brown, Leo: (Syracuse) Syracuse, h.  
 Bruckman, Maurice: (Knickerbocker Gardens) Flint, Mich., cc.  
 Brusloff, Nat: (Park Central) NYC, h.  
 Burkhardt, Johnny: (Henry Grady) Atlanta, h.  
 Burt, Benny: (Lake Orion Pavilion) Park Island, Mich., b.  
 Burton, Benny: (Bill Green's Casino) Pittsburgh, Pa.  
 Bush, Eddie: (Seven Seas) Hollywood, nc.  
 Busse, Henry: (Beverly Hills) Newport, Ky., cc.

**C**  
 Cabot, Tony: (Villa Moderne) Chi, re.  
 Calloway, Cab: (Cotton Club) NYC, nc.  
 Campbell, Jack: (Northwood Inn) Detroit, nc.  
 Candido, Candy: (Ace Club) Hollywood, nc.  
 Candulla, Harry: (Atlanta-Biltmore) Atlanta, h.  
 Cannadaro, Ray: (Seven Gables) Milford, Conn., re.  
 Carlson, Bill: (Trianon) Chi, b.  
 Cavallero, Carmen: (Ben Marden's Riviera) Port Lee, N. J., nc.  
 Chieta, Don: (Ivanhoe Gardens) Chi, nc.  
 Childs, Reggie: (Rustic Cabin) Englewood, N. J., re.  
 Cloud, Ken: (Lodore Club) Story, Wyo., b.  
 Coble, Paul: (Lamplight Inn) Evansville, Ind., nc.  
 Code, Morrison: (Old Mill) Salt Lake City, nc.  
 Cole, King: (Wild's) Sault Ste. Marie, Mich., nc.  
 Coleman, Emil: (Trocadere) Hollywood, nc.  
 Coon, Dell: (Eden) Chi, b.  
 Costello, Johnny: (Luna Park) Coney Island, N. Y., p.  
 Costello, Diosa: (La Oanga) NYC, nc.  
 Courtney, Del: (Bear Mt. Inn) Bear Mountain, N. Y., h.  
 Coyle, Sheilt: (Lesourdville) Middletown, O., p.  
 Craig, Carvel: (Jantzen Beach) Portland, Ore., p.  
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.

**D**  
 D'Artega: (Sun Valley) World's Fair, NYC, re.  
 D'Amico, Nicholas: (Versailles) NYC, nc.  
 Davies, Al: (Saranac Inn) Saranac Lake, N. Y., h.  
 Davis, Johnny "Scat": (Blackhawk) Chi, c.  
 Davis, Eddie: (Larus) NYC, re.  
 Davis, Bill: (Crystal Lodge) Council Bluffs, Ia., b.  
 Day, Bobby: (Show Bar) Forest Hills, N. Y., cc.  
 Decker, Paul: (Deshler-Wallick) Columbus, O., h.  
 DePoe, Al: (Curly's) Minocqua, Wis., nc.  
 Deutch, Emory: (Paradise) NYC, re.  
 DeVito, Don: (Albany Beach Club) Albany, N. J., cc.  
 Dibert, Sammy: (Pewatun Club) Detroit, nc.  
 Dickman, Harry: (Monmouth) Spring Lake Beach, N. J., h.  
 Donahue, Al: (Rainbow Room) NYC, nc.  
 Drummond, Jack: (New Kenmore) Albany, N. Y., h.  
 Dudley, Bob: (Hampton Park) Newman Lake, Wash., b.  
 Dunsmoor, Eddy: (Krug Park) Omaha, h.  
 Dupree, Harry: (Chicken Inn) World's Fair, NYC, re.  
 Duranda: (LA Congo) Hollywood, nc.

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

**F**  
 Featherstone, Paul: (Broadmoor) Colorado Springs, Colo., h.  
 Feldstein, Joey: (Tie Toe Tap) Milwaukee, nc.  
 Fidler, Lew: (Coronado) St. Louis, h.  
 Fidler, Max: (Hollywood Plaza) Hollywood, h.  
 Fielder, Johnny: (Plaza) San Antonio, h.  
 Fields, Shop: (New Yorker) NYC, h.  
 Pio-Lite, Ted: (Ben Marden's Riviera) Port Lee, N. J., nc.  
 Fisher, Jack: (Vienna Room) Boston, re.  
 Fisher, Buddy: (Old Vienna) Cincinnati, re.  
 Flisi, Emil: (Big Pavilion) Saugatuck, Mich., b.

**F**  
 Flora, Jimmy: (Schlitz Palm Garden) Hotel's Fair, NYC, re.  
 Fomson, Basil: (Belmont Place) NYC, h.  
 Foster, Chuck: (Del Mar Club) Hollywood, re.  
 Futin, Larry: (Willow Grove) Phila., p.  
 Fox, Syd: (Marta) NYC, nc.  
 Franklin, Morton: (Aetherland Hippod) Cincinnati, h.  
 Fratello, Joe: (Walton) Phila., h.  
 Freeman, Bud: (Nick's) NYC, nc.  
 Franco, Samoy: (16 Club) Chi, nc.

**G**  
 Gager, Frank: (Stadler) Detroit, h.  
 Gammie, Jack: (Lincoln Terrace) Pittsburgh, nc.  
 Garr, Glen: (Westwood Sapper Club) Richmond, Va., nc.  
 Gasparre, Dick: (Ambassador) NYC, h.  
 Gates, Bill: (Black Cat) Wilmington, Del., nc.  
 Gendron, Henri: (Villa Venice) Northbrook, Ill., nc.  
 Gentry, Tom: (Riviera) Lake Geneva, Wis., h.  
 Gibson, Larry: (Strycker) Canton, Ill., nc.  
 Gigg, Bob: (Black Wilson's Home Rm Club) Chi, re.  
 Golden, Neil: (DeWitt) Albany, N. Y., h.  
 Golden, Neil: (DeWitt) Clinton, Albany, N. Y., h.  
 Goodman, Ann: (International Casino) NYC, nc.  
 Gordon, Gray: (Westchester Country Club) Rye, N. Y., cc.  
 Gordon, Al: (Prolex Club) Albany, N. Y., p.  
 Gordon, Herb: (Onordaga) Syracuse, h.  
 Graham, Roger: (Aussie Chateau) Annapolis Chasm, N. Y., h.  
 Grant, Tommy: (Peninsula House) Sea Bright, N. J., h.  
 Gray, Len: (Pineside) S. Westport, Mass., nc.  
 Grier, Jimmy: (Biltmore Bowl) Hollywood, nc.  
 Grote, Ferd: (Ford Exhibit) World's Fair, NYC, mh.  
 Grohoff, Dutch: (Silver Beach) Wallis Lake, Wash., b.

**H**  
 Hall, George: (Moonlight Gardens) Coney Island, Cincinnati, p.  
 Hamill, Mel: (Crystal) Crystal Beach Park, Ont., h.  
 Hamilton, Johnny: (Trianon Club) Santa Fe, N. M., nc.  
 Hamilton, Bob: (Majestic) Long Beach, Calif., h.  
 Hamilton, Dave: (Villa Ben) Jackson, Mich., nc.  
 Hardy, Bob: (Flamingo) Rochester, re.

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

**H**  
 Harriott, Harold: (The Palace) Scarsdale, N. Y., re.  
 Harris, Phil: (Golden Gate Expo) San Francisco, ca.  
 Hart, Little Joe: (Glen Echo) Washington, D. C., p.  
 Harle, Carl: (Chamberlin) Old Point Comfort, Va., h.  
 Hartman, Hal: (Old Heidelberg Inn) Asheville, N. C., nc.  
 Heidt, Horace: (Biltmore) NYC, b.  
 Heising, Kitty: (El Dorado) Wildwood, N. J., h.  
 Henderson, Horace: (5100 Club) Chi, nc.  
 Henry, John: (Carolyn) Columbus, O., nc.  
 Herbert, Arthur: (Deport) Wilmington, h.  
 Herbeck, Ray: (Burch's Gardens) Denver, b.  
 Herman, Woody: (Glen Island Casino) New Rochelle, N. Y., re.  
 Herth, Milt: (La Salle) Chi, h.  
 Hills, Worthy: (Baybrook) West Haven, Conn., nc.  
 Hilton, Harry: (Sunlight Lodge) Jackson, Mich., b.  
 Hogan, Twest: (Woodlawn Bay) Delaware Lake, Wis., b.  
 Holmes, Herbie: (Dayton-Biltmore) Dayton, O., h.  
 Hopkins, Len: (Chateau Laurier) Ottawa, Ont., nc.  
 Horton, Girls: (Widdletown) Middletown, N. Y., h.  
 Hudson, Dean: (Totem Pole) Boston, nc.  
 Hudson, Joe: (Yacht Club) Chestertown, Md., nc.  
 Hutton, Ina Ray: (Sui-Jea) Galveston, Tex., nc.

**I**  
 Idlers, Three: (St. Morris) NYC, h.  
 Irish, Mac: (Chanticleer) Millers, N. J., re.

**J**  
 Jaffe, Moe: (Poland Springs) Poland Springs, Pa., h.  
 James, Harry: (Roseland) NYC, b.  
 Jenney, Jack: (Roadside Rest) Oceanside, L. I., re.  
 Jennings, Harry: (Showboat) Dallas, nc.  
 Jerome, Henry: (Childs Paramount) NYC, re.  
 Jill, Jack: (Robert E. Lee) Winston-Salem, N. C., h.  
 Johnson, Bill: (Cozy Corner) Detroit, nc.  
 Jones, Jerry: (Lagoon) Salt Lake City, p.  
 Jordan, Louis: (Elk's Rendezvous) NYC, nc.  
 Julie, Frankie: (Loon Lake) Loon Lake, N. Y., h.  
 Jurgens, Dick: (Aragon) Chi, h.

**K**  
 Kalso, Karl: (Sugar Leaf) Winona, Minn., nc.  
 Kardos, Gene: (Hungaria) NYC, nc.  
 Karson's Musicals: (Ontario) Canton, O., h.  
 Kaufman, Mac: (Mysfair Manor) High Gate Park, W. h.  
 Kearney-Kallender Band: (Irwin's Gardens) Lake Winnebago, N. H., re.  
 Keating, Ray: (Sherman's Pavilion) Caraga Lake, N. Y., h.

**K**  
 Kemp, Hal: (Waldorf-Astoria) NYC, h.  
 Kenda, Sunny: (Suek Club) NYC, nc.  
 Kent, Larry: (Utah) Salt Lake City, h.  
 King, Henry: (Victor Hugo) Beverly Hills, Calif., re.  
 King's Jesters: (Broadmoor) Denver, ca.  
 Kinney, Ray: (Lexington) NYC, h.  
 Kirby, John: (Ambassador East) Chi, h.  
 Kramer, Sammy: (Turkish Pavilion) World's Fair, NYC, mh.  
 Krystal, Cecil: (White House) Biloxi, Miss., nc.  
 Kurtz, Jack: (Elms) Encolator Springs, Mo., h.

**L**  
 Lagage, Frank: (Frontier Pavilion) Fremont, Mich., h.  
 Lally, Howard: (Sun Harbor's Riviera) Port Lee, N. J., re.  
 Lamb, Derek: (Lenny Miller's Resort) Clark's Lake, Mich.  
 Lande, Jules: (St. Regis) NYC, h.  
 Lang, Teddy: (Club Cavalier) NYC, nc.  
 Le Baron, Eddie: (Rainbow Room) NYC, nc.  
 Le Harr, Billy: (Ones Am) Buffalo, nc.  
 Leonard, Steven: (Melody Mill) Chi, h.  
 Leonard, Jackie: (Terrace Gardens) Rochester, N. Y., nc.  
 Leroy, Howard: (Lowry) St. Paul, h.  
 Levant, Phil: (Bismarck) Chi, h.  
 Light, Enoch: (Toll) NYC, h.  
 Little, Little Jack: (Edison) NYC, h.  
 Livingston, Jimmy: (Riverview) Boston, h.  
 Lopez, Tony: (Paddock) Miami, nc.  
 Lopez, Vincent: (Eastwood Gardens) Detroit, h.  
 Lorch, Carl: (Schroeder) Milwaukee, h.  
 Lora, Jimmy: (Club Cherie) Morton Grove, Ill., nc.  
 Laker, Billy: (Rustic Tavern) Vestaburg, Mich., re.  
 Lancelotti, Jimmy: (Paramount) NYC, t.  
 Lyman, Abe: (Chez Paree) Chi, nc.  
 Lyon, Deb: (Cave Under the Hill) Omaha, nc.

**M**  
 McCoy, Clyde: (Boomer) New Orleans, h.  
 McCune, Bill: (Boomer House) NYC, h.  
 McDonald, Eddie: (Colony Surf Club) West End, N. J., cc.  
 McGraw, Don: (Paramount) NYC, h.  
 McIntire, Dick: (Hula Hut) Hollywood, nc.  
 McPherson, Jimmy: (Torch Club) Los Angeles, nc.  
 McRae Bros.: (Havana Casino) Buffalo, nc.  
 MacDonald, Billy: (Lakeworth Casino) Port Worth, Tex., h.  
 Machian, Wally: (Del Shore) Chi, re.

**M**  
 Madriguera, Eddy: (Sun Air Wheeling, Ill., cc.  
 Martin, Lou: (Leon & Eddie's) NYC, nc.  
 Marcelino, Munny: (Windsore Bowl) Los Angeles, nc.  
 March, Freddie: (Hay Left) Concord, N. H., nc.  
 Marshall, Bill: (Surf Beach Club) Virginia Beach, Va., cc.  
 Master, Freddie: (Nut Club) NYC, nc.  
 Maus, Stewart: (Capitol) Capitol, Calif., h.  
 Mayhew, Eddie: (Shelton) NYC, h.  
 Meade, Jack: (Aron) Avon-by-the-Sea, N. J., h.  
 Meekin, Fran: (Wisconsin Roof) Milwaukee, h.  
 Messner, Johnny: (McAlpin) NYC, h.  
 Miller, Bob: (Hulden) Cleveland, h.  
 Miller, Walter: (Biltmore) Santa Barbara, Calif., h.  
 Miller, Glen: (Capitol) Washington, D. C., t.  
 Mills, Floyd: (Indian Beach Club) Rehobeth Beach, Del., cc.  
 Mills, Dick: (666 Club) Wichita, Kan., nc.  
 Mitchell, Dal: (Long Beach) Gloucester, Mass., h.  
 Mitchell, Frank: (300 of Hearts) Chambersburg, Pa., nc.  
 Molina, Carlos: (Villa Moderne) Chi, re.  
 Moore, Hoopie: (Canyon Lodge) Yellowstone Park, Wyo., h.  
 Morgan, Russ: (Claridge) Memphis, h.  
 Morlon, Hughie: (Anchorage) Pittsburgh, nc.  
 Munro, Hal: (Paxton) Omaha, h.  
 Murphy, Francis: (Ten Eyck) Albany, N. Y., h.  
 Murray, Charlie: (Mon Paris) NYC, re.

**N**  
 Nagel, Harold: (Pierre) NYC, h.  
 Nance, Skipper: (Beverly Gardens) Little Rock, Ark., nc.  
 Newton, Frankie: (Cafe Society) NYC, nc.  
 Nichols, Red: (Willows) Pittsburgh, re.  
 Newell, Dick: (Ocean Beach Pier) Glad's Lake, Mich., h.  
 Noble, Leighton: (Earle) Phila., t.

**O**  
 Oakes, Billy: (Main Central) Asbury Park, N. J., h.  
 Olsen, Phil: (Mayfair Gardens) Detroit, nc.  
 Olson, Hem: (Country Club) Coral Gables, Fla., nc.  
 Ortega, Al: (Belvedere) Sault Ste. Marie, Mich., h.  
 Osborne, Will: (Edgewater Beach) Chi, h.

**P**  
 Palmer, Sketer: (Seneca) Rochester, N. Y., h.  
 Panchito: (Versailles) NYC, nc.  
 Pancho: (Baker) Dallas, h.  
 Parks, Bobby: (Castle Harbor) Bermuda, h.  
 Patrick, Henry: (Open Door) Phila., nc.  
 Parker, Ken: (Danceland Pavilion) Watrous, Sask., h.  
 Peral, Chuy: (Club Zarape) Hollywood, nc.  
 Piccolo Pete: (Club Petite) Pittsburgh, re.  
 Piazzi, Paul: (Sagamore) Bolton Landing, N. Y., h.  
 Powell, Walter: (Old New York) World's Fair, NYC, re.  
 Powell, Teddy: (Famous Door) NYC, re.

**Q**  
 Prima, Louis: (Hokory House) NYC, re.  
 Quartel, Frank: (Colonne's) Chi, re.  
 Quintana, Don: (El Club) Miami Beach, Fla., re.

**R**  
 Raines, Chio: (The Place) NYC, re.  
 Ramon, Ramon: (Ambassador) NYC, h.  
 Rapp, Barney: (Bentley Rapp's) Cincinnati, nc.  
 Ravel, Don: (Casa Spruce) Franklin Square, L. I., re.  
 Ravel, Arthur: (Claremont Inn) NYC, re.  
 Read, Kemp: (Martinez) Bridgewater, Mass., nc.  
 Reichman, Joe: (Palmer House) Chi, h.  
 Reynolds, Tommy: (Playland) Rye, N. Y., p.  
 Reardon, Joe: (Villanova) Saratoga Springs, N. Y., h.  
 Rice, Joe: (St. Regis) NYC, h.  
 Rita, Cass: (Ritz) Bridgeport, Conn., h.  
 Roberts, Chick: (Tally Ho) Albany, N. Y., p.  
 Robinson, Al: (House Bowl) Chi, nc.  
 Robin, Chio: (Ye Old Collier) Chi, nc.  
 Rocenturte, Joseph: (Valenti) Far Rockaway, L. I., h.  
 Rodrigo, Nator: (Havana-Madrid) NYC, re.  
 Rogers, Buddy: (Cavalier) Virginia Beach, Va., h.  
 Rohm, Adria: (Procedilly) NYC, h.  
 Roth, Allen: (International Casino) NYC, re.  
 Roth, George: (University Grill) Albany, N. Y., re.  
 Russell, Jack: (Chateau) Chi, h.

**S**  
 Saunders, Hal: (Montparnasse) NYC, re.  
 Savitt, Jan: (Lincoln) NYC, h.  
 Schenk, Charles: (B. & B. Casino) Pensacola, Fla., re.  
 Schilling, Bud: (Merry-Go-Round) Dayton, O., re.  
 Scott, Lee: (Sue Moderns) San Francisco, re.  
 Sears, Walt: (Rose) Lake Hopatcong, N. J., h.  
 Sellari, Pete: (Blue Moon) Bank's, La., nc.  
 Shand, Terry: (Boswell) Brooklyn, h.  
 Shaw, Artie: (Ritz-Carlton) Boston, h.  
 Shelby, Lee: (Murray's) Tuckahoe, N. Y., re.  
 Short, Jack: (St. Morris) NYC, h.  
 Sherwood, Bobby: (Palace) San Francisco, h.  
 Short, Willie: (Oscar Inn) Wilmington, Del., re.  
 Sid & His Boys: (Marta's) NYC, nc.  
 Sidney, Frank: (Arcadia) Detroit, h.  
 Singel, Irving: (Post Tavern) Westburg, & I., re.  
 Silvers, Johnny: (Belmont Club) Miami Beach, Fla., re.  
 Silvers, Ike: (White Rock Show Boat) Dallas, nc.  
 Singleton, Zully: (Nick's) NYC, re.  
 Sisk, Noble: (Paramount) NYC, h.  
 Skinner, Al: (Rich's) Old Greenwich, Conn., re.  
 Skyliners: (Glass Hat) NYC, h.  
 Smith, Jabbo: (Midway Inn) World's Fair, N. Y., re.  
 Snider, Billy: (Gibson) Cincinnati, h.  
 Solari, Phil: (Dunes Club) Narragansett, R. I., re.  
 Soutas, Jack: (Billy Loughran's) Tullyhanna, Pa., re.  
 Sorey, Vincent: (Child's Spanish Garden) NYC, re.  
 South, Eddie: (Ritz) Milwaukee, h.  
 Southern Gentlemen: (Reid's Casino) Flint, Mich., re.  
 Spitzer, Muggsy: (Sherman) Chi, h.  
 Spitzley, Maurice: (Pines) Pittsburgh, re.  
 Spratt, Jack: (Bartlett's Pavilion) Pleasant Lake, Mich., h.  
 Stabile, Dick: (Muehlebach) Kansas City, Mo., h.  
 Starr, Jay: (Long Point) Geneseo, N. Y., h.  
 Stock, Gus: (Berkeley-Carteret) Asbury Park, N. J., h.  
 Streis, Brooks: (Ballantine Inn) World's Fair, NYC, re.  
 Sten, Elinore: (El Rancho) Chester, Pa., re.  
 Stern, Sammy: (Oasis) Detroit, nc.  
 Stipes, Eddie: (Bank Bar) Toledo, nc.  
 Strong, Benny: (Park Plaza) St. Louis, h.  
 Stuart, Nick: (Plantation) Dallas, re.  
 Sudy, Joseph: (St. Francis Drake) San Francisco, h.  
 Sylvio, Don: (Bertolotti's) NYC, re.

**T**  
 Tay Vozs Quartet: (King's) Paramus, N. J., re.  
 Thal, Pierson: (South Shore) Chi, re.  
 Three Nuns: (Horeymoon Bay) Newburg Lake, Wash., h.  
 Tolbert, Skeets: (Plantation Club) NYC, re.  
 Trace, Al: (Twin Lakes) Twin Lakes, Wis., h.  
 Trumbauer, Frank: (Topsy's) Los Angeles, re.  
 Tucker, Orrin: (Ocoanut Grove) Los Angeles, h.

**U**  
 Unell, Dave: (Club Alabam) Chi, re.

**V**  
 Valles, Rudy: (Steel Pier) Atlantic City Sept. 1-4.  
 Varos, Eddie: (Golfmors) Grand Beach, Mich., h.

**W**  
 Wade, Johnny: (Pearl's Castle) Buffalo, re.  
 Wallace, Don: (Chanticleer) Madison, Wis., re.  
 Warner, Leo: (Monte Carlo) NYC, re.  
 Watkins, Sammy: (500 Club) Atlantic City, re.  
 Weaver, Ernie: (El Tivoli) Dallas, nc.  
 Weeks, Randy: (International Casino) NYC, re.  
 Weidon: (Armando's) NYC, re.  
 Whalen, Eddie: (Oakland) Rockland, Me., p.  
 Whitley, Jimmie: (Bal-a-L'Air) Boston, h.  
 Whitman, Bernie: (Pocono Summit) Pocono Summit, Pa., h.  
 Widmer, Bus: (Erie Beach) Lakeside, O., h.  
 Wilde, Ken: (Adolphus) Dallas, h.  
 Williams, Sande: (Astor) NYC, h.  
 Williams, Lee: (Lake Lawn) Delaware, Wis., h.  
 Windsor, Reggie: (Radwell's) Phila., c.  
 Winston, Barry: (Rainbow Grill) NYC, nc.  
 Wood, Grant: (Summit) Baltimore, re.  
 Woods, Howard: (Village Barn) NYC, re.  
 Woodward, Bart: (Trianon) Seattle, b.

**Y**  
 Yates, Billy: (Graywolf Tavern) Sharon, Pa., re.  
 Young, Roland: (Lombard's) Bridgeport, Conn., re.

**Z**  
 Zarin, Michael: (New Ocean House) Swampscott, Mass., h.  
 Zelle, Leo: (Covered Wagon Inn) Stratford, Pa., re.  
 Zurke, Bob: (Chase) St. Louis, h.

Music in the Air

By DANIEL RICHMAN

Easy on the Ears

IT'S not always the top name orks that are capable of supplying the midnight airplanes with the most pleasing music. In quite a few instances this department has picked up a half hour of 15 minutes of definite listening pleasure from bands whose fame doesn't spread too many miles beyond the immediate vicinity they happen to be playing in at the moment. But their lack of an important name doesn't seem to keep them from giving out with a brand of music that is unquestionably easy on the ears.

Latest in the string of these competent, listenable orks to filter from out-of-town spots into this corner's loud-speaker is LARRY KENT (*Hotel Utah, Salt Lake City, WABC*). This listener regretted that the particular program caught was limited to a quarter hour, but that time was sufficient to demonstrate the band's smoothness of musical performance and its maestro's apparent ability to map out a worth-while remote.

Instead of taking up the 15 minutes with several pop tunes that have already been done to death, Kent wisely attempted to lend distinction to his show by bringing some capable instrumentation and arrangements to bear on going-to-be pop hits like *Still the Bluebird Sings* (from the new Bing Crosby *Star Maker* pic) and Glenn Miller's theme, *Moonlight Serenade*. An original, *Brass Rail Polka*, also helped out considerably.

More of the Same

GRAY GORDON (*Westchester Country Club, Rye, N. Y., WEPF*) might be expected to relax on the strength of his name and deliver a catch-as-catch-can remote. It's to his credit that he doesn't. The program heard contained a well-rounded line-up that included one currently big number, an interesting tho not particularly popular tune from Irving Berlin's *Second Fiddle* score (*Song of the Metronome*), one oldie, two fairly prominent contemporary ditties of different rhythms and a rumba. That's a varied repertoire that is bound to hold a listener's attention.

FREDDIE PALMER (*New Colonial Inn, Singac, N. J., WNEW*) also came thru with a carefully selected program that made up in variety what it may have lacked in sheer musical value. Bands of Palmer's stature are most certainly due for congratulations when they forego the temptation to render their versions of the top tunes of the day (not realizing that they must inevitably suffer in comparison to more expert versions of the same) and go out of their way to program a remote with more or less unusual and unknown items.

Specialties

ANOTHER change from stereotyped remote listening comes with the type of band that specializes in one thing. LOUIS JORDAN (*Elk's Rendezvous, New York, WNEW*) is an example, a small group of sepi swingsters whose specialty it hot Harlesemese rhythms. In a program filled with originals by the sax-playing maestro and torrid swing arrangements of oldies, ballads and practically everything else under the music sun, there was much listening appeal to be found. This is the type of music that, if it came along every second half hour, would be almost enough to cause citizens' petitions against remote broadcasting, but coming occasionally adds a decided fillip to the general picture of late-hour dance music.

Also a welcome relief from the cut-and-dried methods of the average band with a radio wire is the TAY VOYE QUARTET (*King's, Paramus, N. J., WNEW*). Even pop tunes, beaten down thru repetitious handling by conventional crews, seem to take on new life in the unusual instrumentation of an outfit like this. This foursome does even better by its listeners and offers novelities and little-known ditties that are best suited to a group of this sort. The whole set-up may not be as impressive as some of the orks airing today, but the actual result is a whole lot better.

FOND DU LAC, Wis., Aug. 26.—A hangar dance at the airport here August 17 under the sponsorship of the local Junior Chamber of Commerce attracted more than 100 couples at \$1 a couple. Arch Adrian's Nine Men of Note furnished the music for the affair, staged in connection with the third annual Wisconsin air tour.

The Reviewing Stand

Al Kavelin

(Reviewed at Hotel Biltmore Roof, New York City)

FADING out of the band scene some three years ago after a long association with the smart East Side hotel spots, Kavelin put in a bid anew this year. Alternating with Horace Heidt, who is doubling these weeks at the Strand Theater, Kavelin's combo dishes out a neat brand of terp music that is distinguished by some particularly melodious effects from infectious cascaded chords being skillfully knit into the melody fabric.

With the woodwinds mellow in megaphones breaking up the chords in arpeggio fashion, his stylization is a restful contrast to the mechanical, screwy and blarey brand that stamps many bands these days in their over-zeal to develop an acceptable trade-mark. His is an individual motif that is both melodious and musical. Instrumentation takes in three brass, four sax (three employed for the cascade effects) and three rhythm, with Kavelin out front with a fiddle bow putting the boys thru the paces and scratching out the pashy solos on the strings all too infrequently.

Arrangements, fashioned by Kavelin, are all bright and fetchingly fabricated with the cascading chords. Establishes thruout a restful music mood for the sinner-outers that as well packs plenty of rhythmpation for the stepper-outers. Repertory is varied, running the gamut of show tunes and standards to the current pop rages. Songselling is also top flight. Patti Morgan, a looker to lilt the ballads, knows how to project the lyrics thru the mike and with it has a fine sense of the melodic line.

In toto, the Kavelin combo is strictly of the smart genre with smooth syncos superb. Oro.

Morton Franklin and His Notes of Grace

(Reviewed in the Restaurant Continentale of the Netherland Plaza, Cincinnati)

A BRAINCHILD of the Netherland Plaza's manager, Max Schulman, and carefully fathered by him since its opening here May 2 last, this femme aggregation batoned by Morton Franklin has created more than usual interest with the hotel's class clientele. It's an ideal type of combo for an intimate and swanky room as this, where the sweeter melodies take preference over the swinggy jitterbug stuff.

Franklin, who leads with a fiddle, built his unit from pupils of the Cincinnati Conservatory of Music, which he also calls alma mater. Naturally rough and lacking in professional polish at the outset, the girls have learned much since the band's inception. With their musical training molding them particularly for the classics, the Notes of Grace are predominately sweet, altho Franklin has done well in teaching them the art of selling the hillbilly corn and the swingier dansapations.

Instrumentation is three saxes, three fiddles, cello, piano, drums, bass and vibra harp and marimba. Girls get good tone and balance and sport an infectious dance rhythm. At times, tho, the band lacks fullness, which the addition of a piece of brass or two would seemingly rectify.

In the Three Graces (Mary Wilson, Eleanor Winkler and Margaret Henning) the ork boasts a better-than-average vocal trio. They sing rather than shout, with their product, revealing voice training, highly appealing to the ear. Outfit also totes a crackerjack vocal quintet. Girls make a neat appearance, with Franklin fronting in able fashion. Sachs.

Paul Decker

(Reviewed at Hotel Deshler-Wallick, Columbus, O.)

DECKER has a well-balanced combo, playing sweet music that met with immediate favor on debut here. Rhythms are simple and the songs are all pops recognized immediately by dancers. Novelty stuff is played down, and Decker accents his reed and rhythm sections to make for smart, hotel-g geared dansapation.

Personnel includes two fiddles doubling on trombone, three saxes, trumpet, piano, bass and drums. Decker fills the latter post with distinction, stepping down occasionally to handle a baton

with the same dexterity he brings to the drumsticks. Marian Jones handles the vocals effectively. McConnell.

Don Orlando

(Reviewed at Bon Air Country Club, Wheeling, Ill.)

A VET eight-piece intermission outfit in Chi circles, filling in at some of the cream spots. It's a lively combo, each man on the job at all times, fronted by Orlando and his busy accordion. Instrumentation behind him includes three rhythm, three sax and one trumpet.

They play almost anything and in such a rhythmical way that it keeps dancers on the floor thruout. Rumbas and tangos are given peppery treatment. Orlando is a young, good-looking chap and makes a thoroly presentable appearance. Honigberg.

Jack Russell

(Reviewed at Chateau Ballroom, Chicago)

HERE is a case where a band is about six notches below its rightful and deserved spot in the dance brackets. No beginner, Russell has been piloting his ork around Chi since 1930, and with almost any kind of a break now he will be ranking right up there among the better commercial outfits.

When Russell steps up before his ork, he is as proficient and versatile as a first-class bartender; whatever the request, this maestro has it on tap, whether it's swing, sweet, corn or novelty stuff. Band's set-up of four reed, three brass and three rhythm is as flexible as an India rubber man, since most of the lads are doubles of some sort, either on the flute, guitar, ocarina or what have you. For example, the boys can hit the swing groove on a snappy arrangement of *Begin the Beguine* putting many of the dyed-in-the-wool swing groups to shame, and in the same dance set strike out a corny novelty to soothe the ears of any polka-pappy a-swingin' his gal across the boards. And the same goes for the sweet stuff poured out. All the tempos have a real lift for any type dancer and the eager, jubilant way in which the lads attack their work makes it all the more infectious.

Besides its musical adeptness, Russell's band has a strong toe-hold on the showmanship end. Sax-man Ches Smith and hide-beater Knox Pugh are tops on the corny novelty bits, mugging and singing all over the place to the expressed joy of the hoppers. Band also has several arrangements where all the boys lend a hand on vocals and without sacrificing any of the dance rhythm. Ballads are handled by Jack himself in an easy manner and with a good pair of pipes. With all these assets to the good, this outfit stands out as a natural. Humphrey.

Steven Leonard

(Reviewed at Melody Mill Ballroom, Riverside, Ill.)

A YOUNG 11-piece aggregation leaning solidly on the swing side of things. The boys come thru with a good, spirited job on the swingeroos and in a passing manner dish out the more sentimental stuff. Instrumentation of four brass, four sax and three rhythm blends well, with featured assignments turned over to above-average clarinet tooting of Pat Nasca and the pianology of Mel Henke. Both boys pen their own arrangements and the results are both pleasing to the ears and a real come-on for dancing couples.

Ork has been assembled by Leonard only a couple of months ago. Leader is a young, personable chap, a type that is particularly well accepted by the younger set. Displays a real interest in the customers, a valuable ballroom feature.

The song department is topped by Allan De Witt, a strong tenor of the Bob Crosby school. Has an impressive personality and warbles the sentimental pops, in particular, with plenty of schmaltz. Other vocalists are Pat Nasca, who contributes both sweet and hot solos, and Arny Curvall, trombonist, who handles most of the novelities. Honigberg.

Fair \$521 for Teagarden

BRIDGEPORT, Conn., Aug. 26.—In his first appearance in these parts Jack Teagarden did fairly well at Pleasure Beach Ballroom here last Sunday (20), drawing 677 terpers. Admish was 77 cents, making a gross of \$521.29.

Bands on Tour

Advance Dates

Ella Fitzgerald: Rosedale Beach (Del.) Casino, September 1; Joyland Park, Lexington, Ky., September 6-7; Oster's Ballroom, Cleveland, September 12.

Louis Prima: Strand Theater, New York, September 1 for two weeks.

Andy Kirk: Dykes Stockade, Washington, September 1; Potomac River Line, Washington, September 2; Rosedale Beach (Del.) Casino, September 22.

Carl (Deacon) Moore: Meadowbrook Park, Bascom, O., September 1-3; Lantz Merry-Go-Round, Dayton, O., September 5-7.

Sammy Kaye: Earle Theater, Philadelphia, September 1 week; Flatbush Theater, Brooklyn, September 15 week; Audubon Theater, New York, September 22 week; Windsor Theater, Bronx, N. Y., September 28 week; Carlton Theater, Jamaica, L. I., October 5 week.

Jack Wardlaw: Cotillon Club, Wilson, N. C., September 1; Atlantic Beach, Morehead City, N. C., September 3-4.

Artie Shaw: Hershey Park (Pa.) Ballroom, September 1; Million-Dollar Pier, Atlantic City, September 2-3; Crystal Beach, (Ont.) Ballroom, September 4; Canadian National Exposition, Toronto, September 5-7; Palace Theater, Cleveland, September 8-14; Trianon Ballroom, Toledo, September 15; Castle Farms, Cincinnati, September 16; Idora Park, Youngstown, O., September 17; Strand Theater, New York, September 22 for two weeks.

Frankie Masters: State Theater, Hartford, Conn., September 1; Palace Theater, Cleveland, September 15 week; Shubert Theater, Cincinnati, September 22 week; Chicago Theater, Chicago, September 29 week.

Charlie Agnew: Stratford Theater, Chicago, September 2-4.

Claude Hopkins: North Hempstead Country Club, Port Washington, L. I., September 2.

Emerson Gill: Portage Country Club, Akron, September 2; Oriental Park, Galitzin, Pa., September 4.

Freddie Fisher: Eagle Ballroom, Milwaukee, September 2.

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# LEGIT PLANS CURTAILED

## Four A's-IA Row Halts Schedules; Producers Are Awaiting Outcome

Altho some are going ahead with production plans, almost a dozen are affected in move—actors lose \$3,500 weekly in rehearsal salaries—LTC also shivering

NEW YORK, Aug. 26.—Jobs for several hundred actors are already being held up by the war between the actor and stagehand unions, and if the dispute isn't settled within the next two or three weeks unemployment will beset at least twice as many more performers who have been posted for shows trying to go into rehearsal in the interim. Almost a dozen are already holding back on production, refusing to sign employment contracts lest the producers be caught in spot as bad or worse than that of Vinton Freedley, producer of *Leave It to Me!*, wherein appeared Sophie Tucker, who was suspended indefinitely by Actors' Equity Association Thursday.

Hardest hit perhaps are the Brock Pemberton and the Shubert production plans. Were it not for union affairs Pemberton's *Kiss the Boys Goodbye*, which last season gave employment to 14 Equity members and 13 stagehands, would have been back on the boards. Weekly salaries of about \$3,500 are being lost. Two dozen more actors would be working on a Lincoln play that Pemberton has on his schedule. His *Nutmeg Tree* would give employment to another 12 actors, but, declared the producer, "I don't dare make plans or sign contracts. I don't know what may happen next week."

J. J. Shubert's office would not estimate the number of jobs provided by shows that would have been under the Shubert banner by now had not the labor muddle halted schedules. Individually and collectively the Shuberts and Olsen and Johnson have been linked to *Under Your Hat*, *Red Sky at Morning*, *I Am Different*, *The Gibson Girls* and various other shows. About 200 actors and chorus members will have to wait for work because the Shubert plans are "at a standstill."

Clarence Taylor, new to the producing ranks, will not consummate any contracts until the walkout threat is over. His *Sea Dogs* is good for about 25 acting contracts for an all-male cast. More new producing blood is being blocked because Irving Jacobs, with a three-play schedule, is awaiting the pleasure of the union moguls. Ned Jakobs gave the union mess as a reason for postponing *Hell-o-Houseboat*.

Equity was informed that rehearsals for *A Midsummer Night's Dream* would be held up at least another week to see if the union air would clear. One hundred fifty actors, white and Negro, hope to earn their bread and butter from this number if its production isn't halted.

Plenty upset is the Legitimate Theater Corp. of America, which has lined up over a half million dollars' worth of road bookings but is afraid the war may mess up the whole adventure. Office has hopefully set tentative casting date for minor parts within 10 days. A bloody war between the unions would not only deprive about 60 actors of jobs in *What a Life*, *On Borrowed Time*, *Golden Boy*, *Hedda Gabler* and *The Master Builder*, but would ruin the most promising legit enterprise in the past decade.

Among the producers who indicated that the war had not affected their schedules ("Yet") and optimistically quoted rehearsal dates were Sam Harris, starting rehearsals September 4; George Abbott, August 30 (*See My Lawyer* is already in rehearsal); Gilbert Miller, next week for a September 18 opening; Playwrights Co., some time in September for *Madame Will You Walk?*

Kermit Bloomgarden, speaking for the Group Theater and Herman Shumlin, said that neither office had any plans which were feeling ill effects of the union disturbance. Stanley Gilkey, of the Guthrie McClintic office, reported: "We don't happen to have any plans for the next month or so. So it's all right so far for us." Theater Guild also indicated no trouble at the moment.

### SMALLER TICKET

(Continued from page 5)

without violating the code provision against resales. Reilly said, also, that even if Equity doesn't renew the code agreement the League will on its own continue with the regulation.

## Summer Theater Reviews

### "Love and All That"

(Lakewood Players)  
SKOWHEGAN, ME.

A farce by Owen Davis, with Owen Davis Jr., Fay Wray, Virginia Dunning, Kathryn Givney, Dorothy Bernard, Margaret Callahan, Jessamine Newcombe, A. H. Van Buren, George Macready, Grant Mills, Keenan Wynn and Hume Cronyn. Three acts, two sets. Staged by Melville Burke. Sets by Charles Perkins and Clarence Henderson.

This unhappy jumble got a rather pleasant response from the opening night audience but the play itself is neither Broadway nor stock company material. It is not well enough written to suit Broadway, and it is too difficult to perform to present in the one-week stands. Melville Burke, director, did all that could be done with it in the time afforded, and the Lakewood Players, capable performers all of them, did the best that could be expected.

First act is laid in the bedroom of Judy Van Dyke, who is preparing to get married within three hours. It is her third start to the altar with Jerry Stockton. On the two previous occasions her maiden aunt, Jane Lowell, disappointed in her own love affair, has persuaded Judy to give up the idea. In this act Jane sends word by her housekeeper, also a confirmed manhater, again urging her not to marry. Meanwhile the question of Jerry's bravery has arisen and

finally Judy flees, determined not to marry.

The scene then shifts to Jane Lowell's home, to which everyone hurries, including Jerry, who is still determined to marry Judy. Three men also arrive, seeking shelter from the flood and storm which rages outside. They are wanted by the police for a break. By a fluke Jerry crows the trio, thus saving the day. Of course the storm stops in time for the happy ending.

The entire piece is played against a threat of danger of flood, with accompanying wind, rain, thunder and lightning. It employs the old tricks of crashing thunder at the right moment, and a spinster who goes into a hysterical laugh when it does thunder. One of the three bad men has a peg leg and a patch over one eye a la John Silver. Radio news flashes, a crashing table, the entire cast down on its hands and knees searching for the wedding ring and hymn singing add to the tumult.

*Love and All That* has several good moments, but some of them depend upon such worn-out situations as the father trying to explain "the facts of life" to his daughter, only to have her beat him to it. There is also too much exposition and theorizing.

It boiled down to a good title with about half enough material for a good farce.

E. R. Grey.

### "Little Women"

(The New England Music Camp)  
OAKLAND, ME.

A musical version by Geoffrey O'Hara, Frederick Howard and John Ravold. Cast includes Gynia Grey, Eleanor Knapp, Dorothy Baxter, Kerry Stuart and others.

*Little Women*, set to music, was presented at the New England Music Camp for a series of three performances, at Lakewood and Deertrees summer theaters and at Stephens High School in Rumford during the week of August 21.

The present version of the production can hardly be considered Broadway material, but the authors have what would seem to be an excellent piece of goods for semi-professional, high school and amateur groups.

Cast and production were under the handicaps of not working in theaters except in the case of the Lakewood and Harrison showings, and not having a suitable setting. The male voices were on the whole superior to those of the women in the cast.

Things being unpredictable in the theater, it is possible that with the handicaps mentioned removed, a cast se-

## From Out Front

By EUGENE BURR

It is fantastically difficult to concentrate upon theatrical matters just now, while the world trembles awaiting the knife stroke that will let loose a gushing torrent of human blood. Somehow, at the moment of writing, dispatches from Berlin and London, Paris and Warsaw and Moscow seem infinitely more important than news of the third item on the Theater Guild's schedule or musings as to who will head the cast of the next Shubert revue.

Yet there are aspects of even so universal a cataclysm as the present one that concern themselves more or less directly with the theater. Specifically, a case on point, it seems to me, is the sad plight of the violent left-wing boys, now that Stalin has extended the hand of friendship to Hitler and so has gone a long way toward proving this column's contention that a dictatorship is a dictatorship no matter what it happens to be called, and that one extreme of the political scale is as bad as the other. No doubt the left-wing lads will go into one of their usual and numerous huddles—you can start that last word with an "m" if you'd rather—and emerge with one of their terminology "explanations." But it had better be a good one; they have an awful lot to explain.

The political-literary battle now at last seems to be out in the open—which for this column's money is where it belongs. The Fascists, it is true, were always obvious, often painfully obvious, in their campaigning; but the Comrades adopted subtler methods, and always managed to wave an American flag whenever they were scotched. They used the battle-cries of freedom and liberty and anti-Fascism as a cloak for pro-Communist theories and forms that are as muffling, binding and horrible as any Fascist precepts; and whenever this corner—or any other corner—expressed the viewpoint of what they refer to as "mere" liberalism, they waved the bloody shirt of patriotic-sounding catchphrases.

This corner's attitude, now and always, was stated in a radio speech made by Norman Thomas, one of the truly great men of our country, after the Moscow-Berlin accord was announced. A long series of disclosures about the Moscow regime, Mr. Thomas said, had convinced him that there was nothing to choose between the tyrannies of Hitler and of Stalin.

Obviously, I think, Mr. Thomas is right. But what are the left-wing lads and lasses going to use as a smokescreen, now that the lovely veil of "anti-Nazism" has been torn ruthlessly away.

One theatrical event during the week, however, did hold its own in importance (See FROM OUT FRONT opposite page)

lected with care and a musical score played by an orchestra, this might do even better than appears on the surface.

E. R. Grey.

## LTC Sked Set; Outlook Good

(Continued from page 5)

Standard—Rio, Appleton, Wis.; Bay, Green Bay, Wis.; Kenosha, Kenosha, Wis.; Capitol, Madison, Wis.; Strand, Oshkosh, Wis.

Fox-Intermountain—Babcock, Billings, Mont.; Grand Opera House, Great Falls, Mont.; Marlowe, Helena, Mont.; Wilma Theater, Missoula, Mont.

Paramount—Pinney, Boise, Ida.; Capitol, Salt Lake City.

Blank—Paramount, Waterloo, Ia.; Paramount, Cedar Rapids, Ia.; Capitol, Davenport, Ia.

Evergreen—MacDonald, Eugene, Ore.; Fox, Spokane, Ore.; Temple, Tacoma, Wash.

Independent—Grand, Evansville, Ind.; B. K. Keith, Huntington, W. Va.; May-Fair, Portland, Ore.

Quimby—Palace, Fort Wayne, Ind.

Minnesota Amusement Corp.—Alvin, Minneapolis; Chateau, Rochester, Minn.; Orpheum, St. Paul.

Great States Theaters—Coronado, Rockford, Ill.

Mort Singer—Orpheum, Sioux City, Ia.

Fox—Grand, Topeka, Kan.; Fox-Orpheum, Wichita, Kan.

Fred Mercy—Capitol, Yakima, Wash.; Capitol, Walla Walla, Wash.

In accordance with contracts negotiated with the original Broadway producers, LTCA is lining up the principals, subject to the producers' approval. To *What a Life* have been added Josephine Dunn and Mary Brian. (Jackie Cooper and Frank McGlynn announced previously.) Under consideration for *On Borrowed Time* are Charles Ray, Monte Blue, James Kirkwood, Sidney Blackmer and Tommy Lewis. Eva Le Gallienne will cast and direct *Hedda Gabler* and *The Master Builder*. Subject to the approval of the LTCA, Harold Clurman will line up and direct for *Golden Boy*, Dwight Deere Wiman for *On Borrowed Time* and George Abbott for *What a Life*.

On the basis of reception he himself experienced on his sales tour of the West and Midwest, Oberfelder debunked all theories about the road being dead.

"Towns are crying out for good shows. It wasn't hard to sell our product, but we do not want to oversell this year. We're working this thing cautiously, guaranteeing our own income and in return giving good shows, first-class actors and casts loaded with names. We're playing so carefully, but surely, that 30 per cent of our bookings have already grossed on advance sales more than enough to cover our guarantee and clear their expenses."

Caution in selling, and keeping faith with sponsors by delivering Broadway product, Oberfelder explained, will reward the LTCA with a million-dollar enterprise the second year they go out. And they intend to carry on a 1940-'41 road season. For this year, the LTCA expects to guarantee actors 33 weeks of work.

When questioned about the general complaint of producers that there is a lack of housing facilities on the road, what with most of the legit houses antiquated and motion picture houses closed to flesh, Oberfelder said:

"You can't sit in an office for 20 years and say you know the road and the United States. In 98 per cent of the towns we went into we found a place for our shows. They are there, but you have to get out of New York to find them."

Revised playing schedule has *What a Life* opening the series October 9 at Detroit, followed by *Golden Boy* at Richmond, Va., October 13; *On Borrowed Time*, Utica, N. Y., October 16, and Le Gallienne at New Haven October 23 and 24.

**FILM RIGHTS**

(Continued from page 4)

another payment of \$2,500, and at end of third week, \$7,500.

First reaction that such a leeway would enable film producers to grab up film rights at \$5,000 per by shutting off a show at end of first week were tempered with reminder that, tho producer can close a show in its first week without consent of author, his books, open to inspection of Guild, must show a high percentage of loss before the Guild will okeh the shutdown. Guild expects to require a loss percentage high enough to give scripts a chance to catch on. Later, losses (to extent yet to be settled) must be sustained for two consecutive weeks before producer can pull out. Even then author has option to take over.

Attorney is putting into legal form,

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**BROADWAY RUNS**

Performances to August 26, Inclusive.

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Plymouth)	Oct. 15	363
American Way, The (return) (Center)	July 17	48
Little Foxes, The (National)	Feb. 15	222
No Time for Comedy (Barrymore)	April 17	152
Philadelphia Story, The (Shubert)	Mar. 28	175
Tobacco Road (Forrest)	Dec. 4, '33	3228
<b>Musical Comedy</b>		
From Vienna (Music Box)	June 20	73
Hellzapoppin' (Winter Garden)	Sept. 22	393
Pins and Needles (Windsor)	Nov. 27, '37	760
Streets of Paris, The (Broadhurst)	June 19	80
Yokel Boy (Majestic)	July 6	60

also, producers' requests to modify provisions to give them more leeway in managerial shifts and in making changes in casts, particularly of lead actors, so that they can borrow box office draws for pictures. Modifications are not expected to make much difference to the producers in League of New York Theaters.

Since arbiter Sidney Fleischer left town Thursday, until after Labor Day, no action will be taken by either the film producers or the Guild until after his return.

**FROM OUT FRONT**

(Continued from opposite page)

tance with all of the horror that streamed thru the presses from overseas. That was the announcement of the dreadful death of Sidney Howard, one of the greatest American dramatists, caused by the criminal carelessness of a farmhand.

Howard's death is a tremendous loss, not only to the stage but also to the narrow field of rational thought here in America. Howard was one of the very few of our outstanding dramatists who refused to be stampeded by the catch-phrases, who steadfastly and intelligently refused to swing to either extreme, who was unswayed by the wordy hysteria of the Causes. Instead, he kept his rationally American point of view, and with great clarity, fairness, insight and dramatic honesty presented the viewpoint of the handful of liberals who are the guardians of America's rationality and the pet hate of the stirrers-up of Causes.

Now, if ever, we need him and other men like him. We need them to point out the fair and honest, the rational and unhysterical course—the American way, in short, as distinct from that blatant and hysterical and very un-American way concocted by Messrs. Kaufman and Hart.

Now, if ever, we need him. And a farmhand in Tyringham, Mass., carelessly leaves a tractor in high gear, and Howard is horribly crushed to death against the wall of a barn.

The same thing, very nearly, is happening to the viewpoint he represented. But somehow that tractor must be stopped.

Turning to things that are strictly theatrical, NBC recently announced that it might put on a series of Mozart operas in a legitimate theater, with radio singers in the casts. At first glance that sounds both pleasant and hopeful, but at second glance it is something less. For at second glance one notices that NBC also announced that the singers would be heard thru an amplification system.

If widespread use of the microphone continues, there won't be a first-rate native voice left in America 15 years from now. There's no point in going again into detail to show just how and why; there's no use pointing out that the few performers who don't bleat into microphones almost always pull down the house; there's no use saying again that no one on earth can judge (or even hear) the pure, true, lovely sound of a trained human voice once that voice has been subjected to the rigors of electrical amplification.

All one can say in connection with the NBC announcement is that the spectacle of operatic performances given by a bunch of people who can sing only if they're aided electrically is a bit like the sight of a tight-rope act that can keep its equilibrium only by being harnessed to a rope suspended from the flies.

The New York World's Fair (sometimes affectionately known as Whalen's Woe) isn't the affair of this department, except insofar as its lack of customers adversely affects the legitimate field. But none the less I feel that some justice should be done to an attraction that is, for this corner's money—and this corner's wife's money too—the pleasantest of all the teeming attractions on the Flushing fen. It is Captain Walker's "milk for bears" concession in the Children's World, with the bears admirably put thru their paces by an affable, able and excellent showman named Donahue.

The bears are cubs ranging from two and a half to five months old, and each has been taught a trick of its own. You buy a drink of milk for a little bear, and it does its own little trick, and then you buy a drink for the next one and the next one until they've all had drinks and done their tricks, and then you start all over again. At least you do if you're anything like this corner. The trylon and perisphere are imposing, the General Motors show is magnificent, the Soviet Pavilion is overwhelming, the Bell Telephone exhibit is amusing and the Aquacade is terrific. But this corner spent more time with and got more fun out of the little bears and the obliging and showmanlike Mr. Donahue than all the rest of the mammoth exhibition combined.

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# B'WAY VAUDE STRONG

**4 Houses Draw  
\$7,000,000;  
Roxy Top Gr.-er**

(Continued from page 3)

Harry Kalcheim spends around \$12,500 each week. The theater has built up its successful band policy the past four years and this has more than offset the generally poor run of Paramount films it has had to show. When the film is weak, Kalcheim usually piles names on top of name bands. His bookings have established the Paramount as the nation's showplace for dance bands.

### Strand a Surprise

The Strand, which switched from straight films to a policy similar to the Paramount August 24, 1939, is the surprise of the vaude business. The trade felt the Strand could not successfully follow the Paramount, but it did and has been rolling up big grosses right along. The house is the smallest of the four analyzed in this story, seating 2,717, and has a stage-show budget of around \$12,500 a week. Harry Mayer is the booker.

The State, booked by Sidney Piermont, seats 3,450 and spends around \$5,500 a week for vaude. It made money for Loew consistently, but slipped badly early this year—apparently competition from the Strand had begun to cut in on the State. It is Broadway's only remaining regulation vaude house.

Weekly average gross at Roxy, Paramount, Strand and State, respectively, was \$39,006, \$36,538, \$34,431 and \$21,903.

Variation in the weekly grosses for each house is very wide, the Roxy hitting top with a \$76,000 figure in January, 1939, and the State diving to \$10,500 in May, 1939.

Standout grosses of the year were the State's \$51,000 with Eddie Cantor, in July, 1939; Roxy's \$76,000 with *Jesse James* pic and Nick Lucas in January; Paramount's \$67,000 with Tommy Dorsey and pic, *If I Were King* in October; and Strand's \$53,000 in October, 1938, with Horace Heidt and pic, *Three Sisters*, and again November, 1939, with Ted Lewis and pic, *Angels With Dirty Faces*.

### Cantor Top Gross

In the case of Loew's State, the Eddie Cantor gross of \$51,000 broke the previous house record of \$43,000 made by Rudy Vallee some three years ago. Vallee apparently has lost much sock as a theater attraction in New York, his last two Loew's State appearances, made in February and in July, 1939, grossing \$28,000 each.

Roxy's top 76 grand is distinctly attributable to the terrific b.-o. pic *Jesse James*; Para's \$67,000 is attributed mostly to Tommy Dorsey, with help from *If I Were King*; and 53 grand in October and November are traceable mostly to Horace Heidt and Ted Lewis and the pic, *Three Sisters* and *Angels With Dirty Faces*.

In addition to leading grosses already mentioned, exceptional grosses for the Para were \$52,000 with Eddy Duchin and *Spawn of the North*, week ending September 13, 1938; \$57,000 for the second week of Tommy Dorsey and Connie Boswell, plus *If I Were King*, for week ending October 11, 1938; \$52,000 for Benny Goodman, with the poor pic, *Zaza*, for week ending January 10; \$50,000 for Hal Kemp, Tony Martin and good b.-o. pic, *Cafe Society*, week ending February 28, 1939; \$52,000 for Tommy Dorsey plus good b.-o. pic, *Midnight*, for week ending April 11, 1939; and \$54,000 for *Beau Geste*, plus Phil Spitalny Ork, week ending August 8.

Outside of State's strictly sock \$51,000 with Cantor, outstanding grosses were Ed. Sullivan's \$40,000 week ending September 6, 1938; \$30,000 week ending October 18, 1938, with Freddie Bartholomew and *Boys' Town*; Rudy Vallee, week ending November 1, \$34,000; Milton Berle, week ending November 8, \$32,000; Ann Sothern and Roger Pryor, ending January 24, 1939, \$30,000; Paul White-man, week ending January 3, 1939,

\$30,000; Judy Garland, Joe Venuti band and *Huck Finn*, week ending April 18, 1939, \$35,000; Eleanor Powell, \$30,000.

### Strand Does Well

Strand, in addition to top 53 grand already mentioned, did \$1,500 week ending August 1, 1939, with Eddy Duchin and *Each Dawn I Die!* \$50,000, week ending April 18, 1939, with *Dodge City* and Guy Lombardo; \$50,000, with Abe Lyman and *Dawn Patrol*, week ending January 3, 1939; \$45,000, same bill following week; \$46,000, week ending May 9, 1939, with Fred Waring and *Confessions of a Nazi Spy*; \$45,000, with Sammy Kaye and *Daughters Courageous*, week ending July 4, 1939; \$44,000 with Artie Show and *Wings of Navy*, week ending February 14, 1939; \$44,000 with Hugh Herbert and *Brother Rat*, week ending November 8.

Kay Kyser in his second week at the Strand, ending February 27, 1939, did \$47,000, as contrasted with his first week's \$38,000. Difference is attributed to punk pic on first week, *Off the Record*.

Will Osborne at Strand had a similar experience, pulling only \$24,000 with *Yes My Darling Daughter*, week ending March 14, 1939, and jacking this up to \$43,000 following week when pic was changed to *Oklahoma Kid*.

Top Roxy grosses, in addition to \$76,500 for *Jesse James*, in July, were third week of *Alexander's Ragtime Band*, ending August 23, 1938, with \$65,000; second week of *James*, ending January 24, 1939, with a gross of \$62,000; \$57,000 for fourth week of *Alexander's Ragtime Band*, week ending August 30 (preceding week's grosses do not come within period of this survey); \$62,000 with Suez and Abbott and Costello and Mario and Floria week ended October 18, 1938; \$55,000 with Walter Cassel and Eddie Rio, plus *Kentucky*, week ended January 3, 1939; and \$55,000, week ended August 8, with *Stanley and Livingstone* and Buck and Bubbles, Lorraine and Rognan and Del Rios.

### Loew's State Low Grosses

Year's record low was the State's \$10,500, made in May, 1939, with Ethel Shutta, Mike Reilly's band, the Cane-strells, Steve Evans and Enrico and Novello. Benny Fields was originally slated to head the bill this week, but after one or two performances was replaced by Miss Shutta. Pic for this debacle was *Midnight*—which was considered a fair b. o. pic when it played first-run houses.

Para and Strand lows were \$17,500 and \$17,000, made in June and April, 1939. Paramount show was the fourth week of *Union Pacific*, which did \$40,000 its first week. Emery Deutsch ork

## Maisie May Team With Petey— He Knows All the Bookers, Too

By PAUL DENIS

Dear Paul:

I'M HAVING trouble with my partner, Hal. He says we're so perfect that we don't have to rehearse any more and that all we have to do now is to wait for the agents to realize our worth. Then, he says, we'll refuse to accept work until they give us our right salary.

It sounds all right—but how are we going to figure out our right salary? We've always worked for a cut, and now I can't figure out if the cut salary is our right salary or not. Hal says it's always good to have a high asking salary because you can always make the agent feel you're doing him a favor when you take a cut.

Anyway, we're not getting very far as a ballroom dance team and I'm wondering if I shouldn't go back to doing my single again. I met Petey Faye last week and he says we ought to team up doing a high-class song-and-dance act. Of course, Pete is not too young, but he says he uses charcoal on the bald spot and that, under a blue light, everybody thinks he's a juvenile. And he says not to worry when they change lights because he always puts his hat on.

PETEY says he has up-to-date song material and also some comedy talk that's terrific. He says he's been doing the same gags for 23 years and patrons always applaud when he's finished.

Petey took me to that famous restaurant, Binky's, last night and everybody knew him. Petey says the bookers will swamp him with offers when they hear he's teamed up with me. In fact, Petey met Jim McChisel, the booker, and the first thing Mr. McChisel told him was, "Well, Petey, I haven't seen you around since your last date at Keith's Alhambra. Do you think your style of act will ever come back?"

I was certainly impressed with Petey's manners. He could read the menu beautifully out loud and, in fact, some people applauded when he finished with a sock rendition of the desserts. Petey ordered a whole plateful of begels, size seven and one-eighth. All the waiters knew him, too. One of them whispered to Petey, "Put \$2 on Rehearsal in the sixth."

It's wonderful how Petey is always thinking of his act. I'm beginning to think that maybe I ought to team with Petey because he knows all the bookers—and you know, Paul, how bookers play favorites.

MAISIE.

### Man Bites Dog

NEW YORK, Aug. 26.—When a night club cuffs a party of four just because the party complained that the waiter tried to gyp them—that's news.

Attorney Irving Schneider and three others, all from show business, went to the Diamond Horseshoe last week and the waiter gave him a check that included a \$6.50 item that shouldn't have been there. He called attention of the waiter to the error and the waiter brought back a corrected tab. Schneider wrote to Billy Rose complaining of the carelessness of the waiter—and Rose wrote back inviting him to drop in again—but this time on the house.

## London Casino Resumes With Double Revue

LONDON, Aug. 26.—London Casino re-opened in gala style last Tuesday with dinner show, *La Revue d'Elegance*, and *Folies de Minuit* as supper fare. Production by Alfred Esdaille had Freddie Carpenter responsible for dances, ballets and ensembles, with special lyrics and music by the house publicity manager, Gordon Courtney. Line-up of international company is Jack Durant, emcee; Aimee Fontenay, chanteuse; Betty Tanner and Buddy Thomas, midgets; Bea and Violant, specialty dancing; Mona Tymga Co., adagio dancers; Presco and Campo, trampoline; Six Fredians, whirlwind handspring routine; Pamela Saxby, fan dancer; Felovis, juggler.

George Black's *The Little Dog Laughed*, opening at Palladium September 13 after two weeks at Brighton Hipp, will have Anglo-American cast. With "crazy gang" Nervo and Knox, Flanagan and Allen, Naughton and Gold will be Americans Gertrude Hoffmann Girls; Willie, West and McGinty; Barr and Estes, Condos Brothers, Jimmy Hadreas. Home talent includes Raymond Smith, Dan Donovan, Marion Wilson, Adelaide Stanley, Edna Squire Brown and Palladium's Sherman Fisher Girls.

### Wilkes-Barre Club Trouble

WILKES-BARRE, Pa., Aug. 26.—A 60-day suspension was slapped on Patrick J. Toole, owner of Toole's Cafe, for violation of the State Liquor Law.

Until the board's action in May, Toole used nightly floor shows and a local orchestra.

### New Birmingham Club

BIRMINGHAM, Aug. 26.—Five Honey Boys' Ork opens the new Bohemia Night Club located on the Leeds Highway, just across city limits of Birmingham. Spot will feature a roof garden for the summer.

### Names for Seattle Clubs

SEATTLE, Aug. 26.—Fifi D'Orsay headlines the new floor show at the new Show Box, opening with Sunday entertainment. In the show are Jack Russell, Dub Taylor, Hanlon and Clark, Tommy and Nellie, Jack and June Boyle and Slyter.

## Talent Agencies

SAMMY CLARK, who left the William Morris Agency, Chicago, January 1 and has been on his own since, will join CRA Artists, Ltd., Chicago, September 5. Now in New York vacationing.

RAY S. KNEELAND, Buffalo, reports bookings for several outdoor shows the latter part of August. Presentations range from five to ten-act shows, and the most important customers are the Keystone Oil Co. of Pennsylvania and the Erie Railroad Co. Kneeland has the Whirling Wheels, roller-skating act, under personal management.

LEE STEWART, casting director for the Warner Vitaphone studios until they closed recently, has returned to New York from Hollywood. Will open a New York agency, representing in New York the Walter Meyers, Bill Wolfenden and Rosalie Stewart offices, of Hollywood.

EDDIE ELKORT, MCA, Chicago, hopped out of town Tuesday to catch the preems of several of the onice's fair dates in that sector.

## Topsy's, Southgate, Calif.

This spot, a half hour from downtown Los Angeles, seems to have pulled out of the doldrums with Johnny Cascales and his newly formed ork, coupled with a better-than-average floor show. With Cascales comparatively unknown to the terp hounds until a few weeks ago, biz has hit the upgrade.

Spot has gone back to the line girls, using eight to good advantage both as to looks and dancing ability. Opening had the girls doing a strictly flash number which was adequate.

Pat Kaye, band vocalist, did her own version of *My Man*. She's a personable redhead who knows how to handle her voice. She came back to sing *Play Gypsy*, setting the stage for a nomadic dance by the line. Lillias Gilbert did okeh in feature spot. She has looks and dancing ability and pleases the crowd.

Maida Howard did an acrobatic turn that sold itself. Altho she didn't present anything startling, her work showed that she could handle herself. Working on a slippery dance floor, she was naturally handicapped but came thru with a good routine.

Reviewed recently with Artie Shaw and ork, Searles and Lene present some ballroom acrobatics that were average for stuff of this kind. Male and femme did some terp routines that were pleasing to the eye but lacked flash. However, they scored with their rumba and finished in nice style.

Clark and Dexter, back in town after a run with the Follies at the San Francisco fair, kept the crowd amused. Opening as hoofers, they wound up with prop falls and hokum that was familiar to vaude patrons 10 years ago. The boys work hard but their stuff could be improved with new material.

Finale was a hillbilly number, with the line girls dressed in gingham. Piece had flash and snap and went over very well. The Cinema-Fritzers, from Johnny Cascales' Band, step down and bring their washboards, kazooos and prop beards. With Johnny on the clarinet, the act develops into a typical Ozark jam session. Lene and Searles come back for this one and give their well-known interpretation of a pair of jitterbugs.

Cascales did a good job in playing the show and helped sell the acts with good solid tempos. He emsees effectively. The boy has personality and, altho he has only been fronting his band for a few weeks, already draws repeat customers.

Topsy's has been a hard spot to play because of its size. A hundred customers only fill up the corners. If the outer booths could be curtained off until rush nights the place would have more intimacy.

Food is excellent, with dinners going for a buck and drinks 30 cents up. Wallace Millam stages the show, with M. Austin King doing a swell job as p. a. for Cascales' Band.

Dean Owen.

## El Chico, New York

Being an alert talent scout, Benito Collada has imported another unusual personality—this time a lady bullfighter who is also a good dancer. The lady is Soledad Miralles, one of the four Spanish bullfighters active, and has to her credit 32 bulls—which is no bull, insists the affable Collada.

She is a tough looking, slender, small but vivacious brunet whose dancing is so graceful that it is difficult to imagine her sticking swords into bulls' necks. She opened here Tuesday (August 22), offering first a gypsy castanet and heel-clicking number, followed later by her best—a matador dance in sleek black costume and including graceful cape maneuvers and bull-evading movements.

She once toured with the famous La Argentina.

The rest of the show is thin—but good enough for warm weather. Los Carrenos, a strong Latin youth and an American-type redhead, perform Latin dances that feature American-style lifts and spins rather than authentic movements. The man does surprising spins and lifts and the team closes with a Conga, inviting patrons to take a whirl with them. A flash dance team. Then there's Maria Luisa Lopez, a raven-haired, hoydenish singer of *Ranchero* songs who was seen recently in *Mexicana*. She whistles like a man and employs a lot of arresting personality tricks and otherwise makes the customers sit up and take notice.

Julian Huarte leads his seven men thru engaging dance music, both American and Latin, and also handles the show accompaniment excellently.

A new show opens here around September 15 and will have Dorita and Valero (return engagement), Escudero's nephew, who is said to be a good dancer, and others in a Flamenco revue.

Paul Denis.

## Club Minuet, Chicago

One of a score of small and intimate spots in Chi's "artists' colony" sector on the near North Side, it caters to a combination of rubberneck conventioners and a few regulars built up by the personable and veteran Frank Sherman, who has been piloting the club the past several years.

Its no-cover no-minimum policy, combined with the rather risqué atmosphere connected with the neighborhood, make it a natural.

Phyllis Noble, soprano, opens the petite show singing *L'Amour Toujours* and the pop, *Wishing*. Gal's voice is adequate, but delivery and showmanship are lacking. Betty Hill, a cute tapper, executes three numbers with plenty of flash and enough talent to make her palatable.

Kay Norre proves to be the piece de resistance of the bill with her punchy vocal work on *Martha*, *Cuban Pete* and *Comes Love*. A deep voice, cute appearance and tricky delivery give her a solid send-off which she sustains thruout her performance.

Eleanor Johnson, nude parader, is next with a *Deep Purple* number, displaying most of her epidermis in a few not-too-intricate turns with a long, flowing purple veil. Sherman himself closes the show with a raft of request songs. He works with a dramatic flair and has a strong pair of pipes, pleasing to the customers mostly on his being a character and having a likable personality.

Del Estes, a familiar figure in this spot, is the mistress of ceremonies and discharges her duties by merely introducing each act. A small combo headed by Art Fisher fills the bill on the musical end of things.

Harold Humphrey.

## Monaco's (International Settlement), San Francisco

The International Settlement was once the heart of the famous Barbary Coast. One block on both sides of Pacific street has been rejuvenated with all types of foreign restaurants and clubs. Monaco's was the first to open. It is more on the order of a music hall, with balcony seating on two sides. Seats abouts 650.

No dancing. However, there's a floor show on an elevated stage. Only musical support is from a Hammond organist.

Show opens with George Cooper, emcee, who first checks audience to determine tourist trade and gets customers to rise and state town. Don Carroll, baritone, sings a pair of old favorites, and is followed by the ballroom dance team of Taras and Masters.

Next is Helen Webster, who sings several popular selections that click. Nash and Evans follow with a smart and fast exhibition of rope twirling and acrobatics that went over with a bang. Cooper then offers a series of comedy song specialties. Big favorite and has been here since club's opening.

Back to Taras and Masters, this time in an adagio routine that is a show-stopper. Entire cast then comes on for a meaningless finale that could be eliminated.

Club is managed by George Perasso and owned by a corporation headed by R. Gavello. Opened May 27, costing \$65,000. Serves \$1 and \$1.50 dinners. No cover.

Show booked by Lloyd Campbell, of the Sam Rosey office.

Edward Murphy.

## Night Club Reviews

## Vogue Room, Hotel Hollenden, Cleveland

The Vogue Room is holding to light summery shows—a plan that has kept this spot open all summer to fair business, while most other spots in town had to shutter.

Current show, which will stay at least two weeks, is headed by St. Clair and Day, ballroom dance team, whose intricate routines and excellent presentations set them apart from most teams of this sort and make the customers realize that this sort of ballroom dance must be what most of the other teams are trying and failing to do. Maurice St. Clair and Gloria Day are the first ballroom dancers to appear in Cleveland this summer who deserve and get headline billing.

Ginger Manners sings, mimics and plays the piano in a fast routine that does not engender the boredom that such acts so often do. This blonde is best when mimicking Mae West, Lionel Barrymore and Greta Garbo.

Don Hooton does a good bit of lariat spinning, and his best effort is rope spinning cum tap dance—something that pleased the audience at show caught immensely.

Bob Millar and orchestra are still doing a bang-up job of music-making.

Talbot Harding.

## Barney Rapp's, Cincinnati

This intimate nitery located on Cincy's busiest arterial highway recently instituted a floor-show policy with the hope of jacking up summer biz. However, it's doubtful if the new policy will serve its purpose. With the act budget limited to around \$100 per week, the talent offered doesn't pack sufficient magnetism to draw many new faces.

The reasonable admission of 25 cents per head (40 cents on Saturdays), the low food and drink prices and the good brand of dance music dispensed by Barney Rapp's own ork remain the club's chief draw. As with practically all the after-dark fun spots hereabouts, the bulk of the business comes Saturday nights, with Sundays satisfactory and the remainder of the week a hard pull. Adjoining the main building is a spacious and well-groomed garden, but operation there has been practically nil so far this summer due to rainy weather and cool nights. The spot caters chiefly to the younger dance element with a limited entertainment budget, so in order to cut it Rapp must of necessity figure on volume business. At this look-in (22) the crowd numbered around 125.

In the absence of the popular Barney Rapp, who was home abed with a nasty case of hay fever, Sammy Leed, Rapp's chief assistant, emseed the floor layout and did a satisfactory job. Jean Burgess, nicely wardrobe and a looker, cracked the ice with a toe tap routine that netted her a good hand. She returned later with a baton-spinning hoofing novelty. Has ability but is definitely in need of more polish.

Doris Day, band's blond eyeful, warbled in sweet voice *I Think You're Wonderful* and *Lady's in Love With You* to good returns. Four of the band boys pulled solid laughs with a comedy song number with a radio theme. Lee O'Neil, local lad, stepped off a neat assortment of taps, concluding with a take-off of Hal Leroy in which he highlights a series of nifty knee drops. His dancing and mugging netted him a good hand. Lee Johnson, band's male warbler, does okeh with *My Love for You* and *I've Got You Under My Skin*. Has a sweet set of pipes, but should strive for a greater degree of ease and poise.

Bill Sachs.

## Star &amp; Crescent Restaurant, World's Fair, New York

For those who think of Turkey as a land of swarthy men wearing fezzes and

fat women with veils, this charming Turkish pavilion at the World's Fair is a pleasing surprise.

The restaurant is a lovely place encircling an open-air fountain patio which is used for dancing to the string ensemble of Sammy Kramar, a Meyer Davis unit. The Kramar four-piece orchestra plays Turkish, Continental and American music well—the angle being not to play Turkish music exclusively because of unfamiliarity of most patrons with that type of music. Charming Christina Stefanova, Russian, sings Russian and Turkish tunes with the band, revealing a thin but appealing voice.

A brief floor show goes on twice nightly and has Princess Humeyara Hakki, granddaughter of the last Sultan, leading two other women and three men thru graceful Turkish national dances in costume. They dance in couples and in groups in style unfamiliar here, but engrossing nevertheless.

The restaurant can handle 400 people and features both American and Turkish dishes. Dinner is from \$1.50 and also a la carte. Food and liquors are sufficiently Americanized so as to be tasty and still be exotic. Scotchman Charlie Beattie, formerly of the Edison Hotel's Green Room, is headwaiter. Zisya Enati, charming representative of the government, is operating the restaurant.

Harry Sobol and Ted Hartmann are doing the publicity.

Paul Denis.

## Showboat Canadiana, Buffalo

Providing much of the same easy-going informality as old-time showboats, the Canadiana has been drawing well for its special week-end cruises. With a capacity of about 1,500, the boat, tho divided into many nooks and corners, never appears too jammed. Thruout the boat are amusement machines of every variety, which get a tremendous play. A large deck is devoted entirely to fun and frolics. The show goes on right after leaving the dock. Lasting usually 50 minutes, the entertainment keeps up a good pace. Bill changes every week.

When reviewed the floor show was the smallest of the season, with the usual line-up being eight acts. Good, stormy weather for two consecutive week-ends caused this reduction, but the crowd was nonetheless enjoying itself. After a record time of 12 weeks on the boat Jack McCoy, an unusually versatile and popular emcee, who is equally apt in magic, hypnotism and dancing, was replaced by Lenny Gale. Altho Gale had to overcome the handicap of following an extremely well-liked emcee, he did not fail to capture plenty of applause. Young and endowed with a fine sense of humor and showmanship, he held the crowd spellbound while he went thru impersonations without the aid of make-up. He not only talked the parts to perfection but also looked like them remarkably. Should please anywhere.

Millie Wayne still proves that she can dish it out as risqué as the crowd can

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take it. Being a tall, blond, sexy-looking gal and sporting a hot pair of pipes, she has been a favorite on the boat for some weeks. She sings with Harold Austin's Band during the week at the Crystal Ballroom (owned by the same company as the Canadiana). Her renditions of *I'm a Jitterbug* and *Living in a Great Big Way* had plenty of spark and drew a big hand, but she really came into her own with a clever version of *Chloe*, which incorporated much ad libbing and some fancy torso swaying. Her vocals with the band thruout the evening were well received.

Len Lehihan is a tall, handsome youth who impressed with some fine tapping and tumbling routines and spectacular flips. Tho hampered by a low ceiling, his performance was smooth and effortless. His baton-twirling feats were equally impressive. Giving the crowd a good chuckle, Ginger Burke presented a dead-pan comic dance billed as the *Spirit of '76*. Her soft-shoe and high-kick routines were also neatly executed.

Accompaniment and dance music are supplied by Harold Austin's Band, a unit of well-trained musicians who play it hot and sweet to suit any crowd. Also holding forth at the Crystal Ballroom during the week.

The Canadiana is owned by the Crystal Beach Co. Talent is supplied by Walter J. Gluck, Buffalo, who is also in charge of publicity and has done much this year to boost business for the boat. Fifty-cent admission charge.

Eva M. Warner.

### Restaurant Continentale, Hotel Netherland Plaza, Cincinnati

With the Netherland Plaza the only local hostelry using its main dining room to tempt the dinner and late-night supper dancers, the Restaurant Continentale naturally has had that end of the business all to itself this summer.

The room wisely makes no attempt to compete in entertainment features with the major niteries located in the more liberal Northern Kentucky and catering chiefly to the sporting element, but relies solely upon its good food, congenial surroundings and music to pull its share of the better spending trade.

This summer's business has been up to par, which generally means capacity crowds on Saturday nights, with the remainder of the week so-so. On the luncheon sessions the spot enjoys a healthy play daily, with the noon-day snacks labeled from 85 cents to \$1.50. Dinner tariff ranges from \$1.75 to \$2.50, with supper prices scaled comparably. Cuisine is excellent, with drinks in line with what one would expect to pay in a room of this kind.

Current here since May 2 last and set until Labor Day are Morton Franklin and his Notes of Grace, 11-piece girl orchestra, which has been registering handily with the room's clientele. Orchestra has two Mutual and one NBC

airings out of here weekly, in addition to nightly broadcasts over WLW or WSAI.

Richard Elsner is catering manager; Toni Lamare, sommelier, greeter and crepe suzette magician; Frank Karath, headwaiter, and Jean Bishop, press contractor. Bill Sachs.

### SUGAR'S DOMINO

(Continued from page 4)  
men with a booking sheet in one hand and a back-ripping knife in the other.

ONE of the handy alibis we have used in recent weeks to avoid sticking our neck out by commenting here on controversial issues in connection with the cockfight between the Four A's and the AFA is that things are happening so fast that something written today would be as outmoded as hoopskirts several days later when it appears in cold type. We had hoped to be able to deliver judgment this week, but again developments took a turn that has become characteristic in the growing mess. Which means that day by day tells an almost entirely different story. Peace seems assured one day to be followed the next by a stench and an alarm that wipes out previous records of bad smells and vulgar contentiousness. We might not, considering our honest alibi, be in a position to call a spade a spade on topical issues, but it seems to us, after mature reflection, that regardless of current developments we ought to be able to deliver a few thoughts that will hold well even if Sophie Tucker fails to deliver her daily dozen to the press; or Frank Gillmore cuts down on his daily milk supply; or if Ralph Whitehead calls Ken Thomson a varmint instead of a skunk; or if Thomson refers to Whitehead as a traitor instead of an opportunist; or if Paul Dullzell is not, for a change, called to task by his colleagues for speaking out as he honestly feels.

What we have been trying to say all along while rude persons have been interrupting us is that the actor, thru no fault of his own, ought to hide his head in shame. Not because he is a dishonest, malicious or malodorous species of the human family. Not by any means. He ought to hide his head in shame like the blameless father whose son has been involved in a nasty scandal. He ought to feel ashamed and disgraced because the leaders he chose blind—like the darling soul who raises the bid blind in a poker game—have made him look like an ass before the American public. The actor has always been known as a poor business man and, justifiably or not, the actor has been kind of proud of this reputation—perhaps because he felt it served to impress upon the laymen the depth of his artistic side. But we are sure the actor is not proud of being known as one who cannot peaceably and constructively operate his own democratic structure in the trade union colony. We say the actor chose his leaders blind because we are certain that there isn't an actor who deserves the designation who would have voted for most of the leaders involved in the present fracas if he knew they would conduct themselves as they have.

A civilized group of human beings can settle their differences amicably, incontrovertibly and with a minimum of recrimination around a council table. The men and women involved in the Four A's-AFA mess are civilized. We guarantee that. We know most of them well and respect them for fine personal qualities. But in some way that we are not inclined to discuss as yet because Sleuth Number 14 hasn't handed in his complete report these human beings become predatory wolves when they club together for discussion; when they contemplate the seemingly annoying spectacle of having the actors' union fate in their hands. A psychiatrist might call it a form of mass neurosis. We prefer to regard it as the madness that stems from the same tree as that which has made every nook and cranny of Europe a pesthouse.

If we wanted to hog the space there are many other things we could say in general terms about the free-for-all fight among the actors and the stagehands. But we have no such desire—at this time at least.

Suffice to close today's sermon with the ironic reflection that actors' union troubles stare us in the face in intensity never before equaled just at the time when the outlook for "flesh" is actually brighter than it has been in about 10 years. From the way activity is going on in the council chambers of those who buy the nation's live talent there will be plenty of time available in theaters for acts, units and bands. That is,

## 3d Casa Show Slow Despite Raye, Noble Band, Good Acts

FT. WORTH, Tex., Aug. 26.—The third edition of *Casa Manana Revue*, which opened August 18, is one of the slowest revues of the year, in spite of peppy headlining by Martha Raye, Ray Noble's Orchestra and two of the best variety acts seen here this season. *Revue* is slowed up mostly by the long chorus productions.

New show opens with chorus number in peasant style to pop *Beer Barrel Polka*. Peppy and rather cute; but takes too much time. Opening act, the Yacopis, circus acrobatic act, is sensational, and a natural for this huge stage. This act really gets the applause in the tough opening spot, and deservedly.

In the first part also is the show put on by Ray Noble's Band, one of the smoothest playing orks here to date. Noble's rather reserved altho pleasant manner in his emceeing is well liked. His ork gives out swell arrangements of *I Got Rhythm*, *St. Louis Blues*, and for the soloists, *In My Solitude* and *Ain't Misbehaving*, for Elizabeth Tilton, and *Begin the Beguine* and *The South American Way* for Larry Stewart, and for both *Ragtime Cowboy Joe*. Both singers are okeh, especially Stewart on the *S. A. Way*. Noble's brand of music also is well liked by dancers at the three dance sessions.

Other chorus numbers here are school-room scene with specialties by members, with number ending in the usual Tiller

routine, and the *Sweetheart Rodeo*, chorus number from the first edition which is revived for this show. Costumes are most abundant. Everett West is backed as featured singer after being member of octet here in 1936-'37. He has nice personality and good voice, singing to lots of applause each night. Herman Hyde, other variety act, gets rich comedy out of various musical instruments.

Martha Raye, in her second week, deserves better crowds than have attended. She puts on peppy show with songs and clowning that delight. She opens with *Truckin'*, followed by her imitation of six-year-old singing *Three Little Fishies*, which is tops. Offers next *I Can't Dance*; *Well, All Right*, and *Old Man River*. Noble's Ork, with Dave Rose conducting, is on stage for accompaniment.

Final chorus number has toy shop locale. Specialty doll dance is done by Lauretta Jefferson, dance director. The toy soldier routine by chorus is mostly drilling like that seen at lodge meetings, altho routine does have neat ending, with all the soldiers toppling over in long line across the stage.

The past two editions have suffered thru lack of an emcee.

Producing staff at Casa Manana remains same. Bob Nicka is public relations director for William Morris Agency, while Boyce House is publicity director for Casa Manana corporation.

Ruth Huff.

## Club Talent

### New York City:

PAUL AND GRACE HARTMAN return to New York following end of their engagement Tuesday (29) at the Coconut Grove, Hollywood.

### Here and There:

DOROTHY DE HOGHTON closed a four-week engagement Labor Day at the Belle Isle Casino, Minocqua, Wis. . . . BERNHARDT AND KETROW are at the Greystone Club, Mansfield, O., for the Sennes Agency. They play a return engagement at Silver Moon Club, Washington C. H., O., September 11. . . . MURIEL KRETLOW GIRLS are current at the Lookout House, Covington, Ky.

GARLAND AND MARLA are at Hollywood Hotel, West End, N. J. . . . HANK LEWIS has been called back to handle the emcee job at Matteoni's, Stockton, Calif., and opens September 7. He wants to break his record of 18 months at the spot. . . . DAVE HACKER AND JUNE SIDELL, recently at the Biltmore Hotel, Los Angeles, are at Treasure Island, San Francisco, with Eddy Duchin's Orchestra. . . . FRANK MITCHELL is in his eighth month at the Ace of Hearts Club, Chambersburg, Pa. . . . FRANCIS BLAIR, recently with Jonas & Francis' *Playboy Revue*, is now playing the Playhouse Cabaret, Kansas City, Mo., with Phil Craig. . . . REDFORD AND WAL-

LACE have just finished 20 weeks in South America. Now in Venezuela, they expect to go to Panama soon. . . . MURRELL TWINS have opened a three-week engagement at the Hotel Roosevelt, Jacksonville, Fla.

JIM HETZER and Diane Duncan, of the ballroom team Jim and Diane, after winding up a week's stand at Barney Happ's, Cincinnati, departed last week for Huntington, W. Va., where they will open a dance studio. They plan to open a second studio in Ashland, Ky., a little later on. . . . THE THREE SWINGEROOS (Jimmy Stine and Kathleen and Naomi Wiggins) breezed into Cincinnati last week to visit relatives after eight years on the West Coast, most of which was spent in and around San Diego. They head for the Coast again early next week. . . . FLORENCE NICKERSON'S unit now working Canadian clubs. . . . ALOHA DEAN working clubs around Cincinnati. Will visit Honolulu in December. . . . HARRY SIMON'S *Novelty Revue*, featuring Ruth and Nelson Lindsey, Stella Kirby, Earle Taylor and Bob Powell, are at the Rathskeller Dinner Club, Roanoke, Va. . . . VERNON AND DANOFF are working at the Esquire Club, Toronto, and follow with an engagement at the Avalon Club, Hull, Que. . . . VERN VALDEZ, Eddie La Rue, Val Ray and Milton LaMaire are at the Spinning Wheel, Seattle.

THE THREE JAYS (Jorge and Jean Jamerson and Joe Denton), after winding up their strolling duties at the Fort Hayes Hotel, Columbus, O., are booked for Richmond, Ind., Chicago and Asheville, N. C. . . . RENEE AND RAVELLE, ballroomers, are in their ninth week in the Empire Room of the Hotel West, Sioux City, Ia. . . . AL TINT, mimic, now playing Michigan niteries, will team in the fall with his wife, Mabel, who is at present working on the parachute ride at Riverview Park, Chicago.

MARIE KARSON trio is still at Onesto Hotel, Canton, O. The trio's top request tunes are *Sunrise Serenade* and *Stairway to the Stars*. . . . BOBBY GRANT, sepiat femme impersonator, will go in at Skoller's Swing Land, Chicago, in the spot's next revue. No band set yet to replace Horace Henderson. . . . BETTY DANIELS is resting in Seattle and will shortly sail for Juneau, Alaska. . . . JEAN RICHEY moves into the Greystone Club, Mansfield, O. . . . "RUBBER LEGS" MARTIN, with Fats Bertolone, is going on his fifth month at the Hi Spot Cafe, Beaumont, Tex. . . . DEL RIOS open at the Roosevelt Hotel, New Orleans, Thursday (31). . . . MARLYN AND MARTINEZ, ballroom team, claim audiences are getting tired of routine, monotonous dancing and have become "trick-conscious." Overhead lifts are particular favorites, according to Marlyn.

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## Vaude Grosses

## Capitol's \$68,000 a Record; Strand H. O. Strong; Para 3d Good; Roxy, M. H. Okeh

NEW YORK.—Broadway vaudefilmmers did smash business the past week, with Capitol's *Wizard of Oz* and Mickey Rooney and Judy Garland drawing the standout gross of \$68,000. This figure smashes all house records. Pic will run three weeks in all, Garland remaining with flesh layout; but next Thursday Rooney will leave after his second week and Bert Lahr and Ray Bolger come in for the final stanza.

Strand's *Old Maid*, with Horace Heidt on stage, a strong pic and flesh bill, drew a solid \$45,000 for the second week. This is only \$4,000 below the gross of the first week. *Maid* will remain four weeks, with Heidt leaving the last week and Ozzie Nelson's *Ork*, plus Louis Prima individually, taking over.

Paramount, with *Beau Geste* in its third week, knocked off a good \$33,000, as compared to \$32,000 for the second week and \$54,000 for the first. Phil Spitalny on stage. Jimmie Lunceford's Band and *Our Leading Citizen* opened Wednesday for one week only.

Roxy, for the third week of *Stanley and Livingstone* and strong stage attraction of Buck and Bubbles, Lorraine and Rognan and Del Rios, drew \$38,000. Very good.

Music Hall, with pic, *In Name Only*, plus Tommy Trent, Sunny Rice, Nina Whitney and Nicholas Daks and June Forrest on the stage, separated the burghers from \$80,000. Terrific biz.

Loew's State, which has been coralling some of the poorest grosses of the summer, jacked itself up somewhat with a \$22,000 gross, drawn by George Jessel, Josephine Huston, Buster Shaver and Olive and George and Robbins Brothers and Margie and the film *Andy Hardy Gets Spring Fever*.

### Palomar Slightly Under

SEATTLE.—Palomar, with the Great Gilbert on the stage, plus pix, *Zero Hour* and *Arizona Legion*, grossed \$4,750 for the week ending August 18. House average is five grand.

### Lewis Hot With 21 Grand

HOLLYWOOD.—Ted Lewis broke his own record at the Orpheum with a \$21,000 gross for week ending August 22. Understood Lewis' salary was \$7,500, which is much more than the sum the Orpheum generally pays for stage layout. Films are *The Flying Irishman* (RKO) and *Profit Without Honor* (MGM).

### Washington B. O. Suffers

WASHINGTON.—For week ending August 24 Warner's Earle grossed \$22,000, holding over Bette Davis' *Old Maid* and stage bill for second week, expecting to do \$15,000 for week ending August 31. Loew's Capitol, with Glen Miller's Band on stage and Ann Sheridan in *Winter Carnival*, looks safe for 19 G's for week ending August 31. Continued good weather over week-end, radio bulletins of European crisis and competition from *Four Feathers* depressing box offices.

### Milwaukee Fair Despite Fair

MILWAUKEE.—Bucking State Fair week competition, the Riverside Theater did a fairly decent \$7,400 for week ending August 24, with a show headlined by Jack LaRue, Evelyn Brent and Stepin Fetchit, and including Evelyn Wilson, Consola and Melba and Sunny Carter. Average biz is \$6,500. Pic, *She Married a Cop* (Rep.).

### V&Y, Strouds Get Chi Biz

CHICAGO.—Bing Crosby's new pic, *The Star Maker*, with Veloz and Yolanda topping the flesh bill at the Chicago, is keeping the b. o. plenty healthy with a good \$38,000 in sight. Last week's hold-over of *Stanley and Livingstone*, coupled with Hans Muenzer, the Stapletons and Owen McGivney, chalked up a nice \$35,000.

*Bachelor Mother* offers the only strong

pull for the Palace, which is bound to witness a reaction after two solid weeks on the *Folies Bergere* stage bill. Will knock out a fair \$14,000. Cookie Bowers, Lorraine and Rognan and Four Collegians head the vaude set-up this week. A nice \$18,000 was garnered from last week's holdover.

Oriental coming in for a bright slice of the town's biz this week with strong stage fare presented by the Stroud Twins, Bob Ripa, the Oehmans and Marcy Brothers, and Beatrice. An easy and terrific \$16,500 in sight. Double pics are *Unexpected Father* and *Clouds Over Europe*. Makes it even better than last week's neat \$15,000 with *Maisie* and *Tarzan Finds a Son* and Dolly Kay-Joe Besser stage fare.

State-Lake staying around average \$13,000 with *They All Come Out* on the screen and a fair-to-middin' stage affair headed by Hank Browne; Lowe, Hite and Stanley, and the Daros. Last week's coupling of *Five Came Back*, with Eddie Rio and Brothers, Flo Mayo and Keller Sisters, better at \$14,000.

### Boles Okeh in Philly

PHILADELPHIA.—John Boles and a rainy Saturday combined to give the Fox an okeh \$17,200 week ending August 24 which, considering the low nut of the bill, leaves Warner a profit. Others on the stage included Terry Howard and Jack Talley, the Five Elgins; Wynn, Brach and Ames, and Ted Lester. *Hotel for Women* was not an asset for the screen. This is the last week for flesh shows here, Warner vaude moving back to the Earle.

The Carman reports a not bad at all week with a gross of \$4,600. Barney Grant and his Hillbillies, Hugo Morgan and Johnny Hutton; Stuart, Allen and Bassett, and Helen Joy were on the stage. Credit for the increase goes to *Second Fiddle*.

### AEA THREATENS

(Continued from page 3)

cent and backed their acceptance of the decisions of the American Federation of Labor executive council."

Despite this assertion, however, Richman was quoted by someone who attended the hearing that "Tucker is sticking with Whitehead, altho she oughtn't to, and I'm sticking to Tucker, altho I oughtn't to."

Altho the AFA's position in the actor union field is still being challenged, Ralph Whitehead is going ahead with an organization drive to sign up the vaude circuits and renew night club contracts under the guidance of the IA.

According to a wire sent out by George Browne, president of the IA, to 813 locals, it was indicated that the drive to organize under the IA has begun. Browne ordered co-operation with all AFA branches. Whitehead followed up with a telegram to AFA branches instructing to "line up loyal members" in preparation for the fight. The wire also said "Contact your local IA officials."

The drive the AFA is starting opened with a meeting today and tomorrow of all local AFA organizers and home office staff, including Tom Kelly, of the Philadelphia branch, and Tom Senna, of Boston. A letter was also sent out to members urging loyalty.

Meanwhile the chief accountant of the IA has been examining the records and accounts of the AFA and a report is being submitted to Browne next week. Talk around the AFA is that the organization will be revamped to operate according to the streamlined union methods of the IA.

At the same time AFA is said to have been renewing closed-shop contracts with night clubs, despite the AGVA threat. Contracts were renewed during the week with Havana-Madrid, Leon and Eddie's, Jack White's and La Conga and others. The last named was the object of also getting into the middle of the fight when the AFA threatened to picket the club if Kay, Katya and Kay, dance trio, not members of the AFA, were not discharged.

The team quit the club, but unsuc-

## Marcus-Barger's Big Unit Set Up to Jan. 6; Mainly I-Niters Under Auspices; \$25,000 Nut

NEW YORK, Aug. 26.—The A. B. Marcus-N. S. Barger *A Night at the Moulin Rouge* unit will open at Masonic Auditorium, Davenport, Ia., September 30 for one night under Shrine auspices and has steady bookings until January 6, 1940. Helen Morgan, Rita Rio's Band, Buster Shaver and Olive and George, Slate Brothers, Stan Kavanaugh, Toby Wing and the Jigsaws head a 105-people cast. Weekly nut is \$25,000, with salaries at \$11,000, according to Marcus, and the unit must do at least \$7,000 to \$8,000 a day to make profit.

Ned Alford, advance man, has been lining up the route for this unit for the past eight months, says Marcus, who believes that the bookings for this huge unit prove that there's still a great demand for vaude revues thruout the country. Most of the dates set are sponsored by legion posts, Shrines, chambers of commerce and other local clubs.

The unit will play ballrooms and offer dance music between the show's first and last half. Dates already set, considered proof of the many spots open to road attractions, are:

9-30 Masonic Auditorium, Davenport, Ia.  
10- 1 Shrine Auditorium, Cedar Rapids, Ia.  
10- 2 Shrine Auditorium, Des Moines, Ia.  
10- 3 Coliseum, Sioux Falls, S. D.  
10- 4 American Legion Auditorium, Sioux City, Ia.  
10- 5 City Auditorium, Hastings, Neb.  
10- 6, 7 City Auditorium, Denver.  
10- 8 City Auditorium, Rapid City, S. D.  
10- 9 Fox Theater, Billings, Mont.  
10-10 Broadway Theater, Butte, Mont.  
10-11 Auditorium, Spokane, Wash.  
10-12 Century Dance Hall, Fife, Wash.

cessfully sued the AFA for \$5,000 and asked an injunction restraining the AFA from interfering with them as members of AGVA, since they never belonged to the AFA. Act plans future action, but are at present in the 500 Club, Atlantic City, and then go to the Edgewater Beach Hotel, Chicago.

AFA is still picketing Cafe Society in Greenwich Village because its members refuse to pay AFA dues. Cafe Society has erected a sign announcing that it has a closed-shop contract with AGVA. It could not be ascertained whether or not AGVA has signed up any other night clubs.

At the same time, AFA, ordered by pressure from the stagehands' union, signed the Ripley Odditorium, which had been picketed for refusal to sign an AFA closed-shop contract. Negotiations were carried on by Whitehead, Vincent Jacobi and Frank Powderly, of Stagehands' Local 1, and John McMahon, for the Odditorium. There are five IA members operating the revolving stage at Ripley's.

Because of the Four A's action against the AFA, Joe Laurie Jr., an early officer of AFA, had resigned from the AFA, and Eddie Dowling, who was first president of the Actors' Betterment Association, forerunner of the AFA, became a member of the governing board of AGVA.

Four A's is biding its time in the situation, and daily meetings of the steering committee are being held to dope out a future course of action.

The committee, consisting of Florence Marston (SAG), Leo Fischer (AGMA), Emily Holt and George Heller (AFRA), Maida Reade (AGVA) and Paul Dullzell (Equity), was appointed at Monday's meeting of the Four A's international board.

Coincident with AFA plans, AGVA is also planning a vigorous organization campaign to sign up both members and employers to closed-shop agreements.

The Ferrets, in a statement to *The Billboard*, reiterated their charges against Whitehead and stated that "suggestions" to Whitehead for building and improving the union were summarily rejected. Their suggestions included "more meetings, both discussion and educational; more adequate notice of meetings, admission of delinquents without vote, stricter control and franchising of agents, raising of basic minimums and improvements of the contract form." They claim that the AFA "was the only actors' union operating behind locked doors."

10-13 to 15 Civic Auditorium, Seattle, Wash.  
10-16 Vancouver (to fill).  
10-17 Civic Auditorium, Portland, Ore.  
10-18 McDonald Theater, Eugene, Ore.  
10-19 (to fill).  
10-20 Memorial Auditorium, Sacramento, Calif.  
10-21 to 11-4 Curran Theater, San Francisco.  
11- 5 City Auditorium, Stockton, Calif.  
11- 6 City Auditorium, Fresno, Calif.  
11- 7 San Diego, Calif. (to fill).  
11- 8 City Auditorium, Long Beach, Calif.  
11- 9 City Auditorium, San Bernardino, Calif.  
11-10, 11 Casa Manana Tent, Phoenix, Ariz.  
11-12 Liberty Hall, El Paso, Tex.  
11-13 Memorial Auditorium, San Antonio.  
11-14 New Coliseum, Waco, Tex.  
11-15 Texas Theater, San Angelo, Tex.  
11-16 Fair Park Auditorium, Abilene, Tex.  
11-17 Memorial Auditorium, Wichita Falls, Tex.  
11-18 Civic Auditorium, Amarillo, Tex.  
11-19, 20 Fair Park Auditorium, Dallas.  
11-21 Municipal Auditorium, Oklahoma City.  
11-22 Municipal Auditorium, Enid, Okla.  
11-23 Forum Theater, Wichita, Kan.  
11-24 Memorial Auditorium, Salina, Kan.  
11-25 Ak-Sar-Ben Coliseum, Omaha.  
11-26 to 12-2 Music Hall, Kansas City, Mo.

12- 3 to 9 American Theater, St. Louis.  
12-10 Memorial Hall, Joplin, Mo.  
12-11 Convention Hall, Tulsa, Okla.  
12-12 Shrine Mosque, Springfield, Mo.  
12-13 New Auditorium, Little Rock, Ark.  
12-14 Auditorium, Memphis.  
12-15 City Auditorium, Jackson, Miss.  
12-16 City Auditorium, Shreveport, La.  
12-24 City Auditorium, Beaumont, Tex.  
12-25 to 28 Coliseum, Houston.  
12-29 to 31 Auditorium, New Orleans.  
1- 1 Municipal Auditorium, Birmingham, Ala.  
1- 2 City Auditorium, Montgomery, Ala.  
1- 3 Ryman Auditorium, Nashville, Tenn.  
1- 4 City Auditorium, Chattanooga, Tenn.  
1- 5 City Auditorium, Atlanta.  
1- 6 Albany Theater, Albany, N. Y.

Marcus' smaller unit, 60 people, which just returned from a 2½-year tour of the Far East, is not disbanding as originally reported. The unit is picking up dates in Akron, Youngstown, Dayton, Buffalo and Toronto.

MOBILE, Ala., Aug. 26.—Ben McAtee, comedian of the Marcus show, and his wife, Margaret Walker McAtee, the latter secretary to Manager Marcus, arrived here last week for a vacation. The McAtees will go to Chicago September 3, when the Marcus show reassembles.

## 2 Detroit Houses Resuming Vaude; Fox Expected Soon

DETROIT, Aug. 26.—Prospects for stage shows looked a little brighter this week, with two houses slated to go into a vaude policy after the first summer in many years without any vaude in town.

National Theater, operated by Dave King, was to reopen yesterday with a vaude and burlesque policy, six acts replacing pictures. Show is booked by the Detroit Gus Sun office and includes Page and Cody, Harry Bardell, Brooks-Randolph Trio, Rex and Betty Powers, Nelson Thomas and Tony Romano.

Colonial Theater is slated to go into vaude in September under management of Ray Schreiber. Policy calls for a name act to head the bill weekly.

Top stage shows at the Fox are expected from week to week.

### Milwaukee Club in Jam

MILWAUKEE, Aug. 26.—A delay until October 14 was granted Sam Pick and other defendants August 21 in which to answer an order to show cause why Pick's Club Madrid should not be foreclosed.

**Loew's State, New York***(Reviewed Thursday Evening, August 24)*

The vaude bill this week is not so hot and, combined with the weak film, *The Man in the Iron Mask*, will probably do only so-so business.

Bunny Berigan's Band is on the stage thruout, with Berigan emceeding and then highlighting the band music with some of his brilliant trumpeting. He and his 13 men (five brass and four reed included) snap out sharp swing-style rhythms. Their music is in the better swing class but has a tendency to get monotonous before the show has finished. Tenor Dannie Richard steps out for vocals, drawing generous applause. Wendy Bishop, singer, is also billed, but the theater explains there was a billing mix-up and that she's not in the show.

The band dished out *Jumpin' Joe*, *Jim Jam Jumpin' Jive* and a couple of fast rhythm numbers in the finale, with the band's drummer and the pianist-singer taking the spotlight for specialties.

Eunice Healy, lovely dancer in a cunning slit-skirt costume, held close attention with airy, graceful tapping full of movement and spins. Drew an appreciative hand.

Maxine Sullivan regaled the swing fans with her singing of *The Lamp Is Low*; the old ballad, *Jackie Boy*; *The Lady's*

**Vaudeville Reviews**

in *Love* and for an encore *Loch Lomond*. Her effortless, quiet delivery of rhythm classics held attention but failed to stimulate much applause.

Al Trahan is back with his familiar piano and concert satire, but this time with a new foil, Rose Perfect, who recently returned after several years abroad. Miss Perfect is charming and reveals a fine soprano in the few seconds when Trahan is not clowning. In fact, Trahan's baritone impresses also and it's a shame they didn't get together for at least one complete duet. The act went over solid as usual.

Lighting for the show was above average. Next week will have Ed Sullivan and the *Harvest Moon Ball* winners, now an annual booking for this house.

Paul Denis.

**State-Lake, Chicago***(Reviewed Friday Evening, August 25)*

Plenty of talent on this seven-act bill, but when it all shapes up there's something amiss, because it's very spotty. Choice of Joe Lane, of the act Lane and Harper, as the emcee was not particularly a wise one, his introductions doing very

little credit to the acts before their appearance.

Three St. Johns tee-off with their expert hand-balancing work. Performance is smooth all the way thru, and their stuff is greatly abetted by the ease and neat appearance they put into the act. Harry Siemon and Archie, ventriloquist, comes in for the deuce spot displaying plenty of ability thru the rummy. His singing, via Archie, is the highlight, with Siemon proving that range and a certain amount of quality can be put into his voice without destroying the illusion.

Lane and Harper take their regular turn next, opening with a line of patter and singing *The Butcher Boy*. Team gets a few laughs on a rather clever question gag worked with a baseball scoreboard, but rest of their material suffers from antiquity.

Dianne, a slick-looking soprano, follows thru with a number of songs done in semi-operatic style. Has a clear and good voice, but can stand to work a little more on her enunciation in spots. Finished with *South American Way* and to a good hand.

Hank Browne and Co. furnish a much-needed comedy relief in the proceedings. His bit showing how some acts kill themselves dancing, doing acrobatics, and drunk take-offs is a good audience winner, especially when he ends with the line "but not me" after practically knocking himself out. Also biz of unraveling his fem partner's gown while she offers a vocal number goes over solid.

The Daros (Gino Daro, formerly in the act of Daro and Costa) execute some very intricate ballroom turns, with the girl employing a large hoop used very effectively in many of the lifts. Each takes a single turn, gal executing many difficult acro stunts, and he doing a good wooden-soldier number. Get a good reception from the customers.

Closing spot is held by the incomparable Lowe, Hité and Stanley. Boys' appearance makes the house a pushover right from the start. Lowe's tap number on the drum pedestal and the comedy hoke among the three during a dance session is always punch stuff.

Picture is Metro's *They All Come Out*, offering little if any b. o. pull. Business fair third show opening day.

Harold Humphrey.

**Holborn Empire, London***(Reviewed Monday Afternoon, August 14)*

With one exception, current bill at this George Black house maintains expected high standard.

Ruth and Ella Myles, attractive femmes, open with neat bending and posing routine introducing some original moves.

Dennis Lawes, tuxedo entertainer, follows with stories and impressions. Material being patchy in quality and performer's style none too strong, Lawes registers but mildly.

Former maestro at Dorchester Hotel, Jack Jackson brings his 13-piece ork to score with 15 minutes of solid entertainment. Jackson pins faith in brass, his only strings being double bass and guitar. His own talents with trumpet are given full scope in rhythmic version of old ballad, *Trumpeter, What Are You Sounding Now*. Drummer Jackie Hunter makes sock hit with mime of femme taking bath, best thing of its kind since days of late Arthur Roberts. Helen Clare and Gene Crowley satisfy with vocals and offering finishes strongly on funny military business to "Blaze Away." Eddie Gray gets easy laughs with card tricks and juggling bits.

Back after brief visit to the States are Bebe Daniels and Ben Lyon, whose offering opens with Bebe rendering *Deep Purple* to piano accompaniment of Matt Heft. Ben joins Bebe for a string of News headline cracks before plugging chorus of *What Goes Up Must Come Down* the while nicely shaped girl works strip tease behind. House applauds this with vigor, Ben pretending to take applause for himself. Repeated three times until halted by stooge in box protesting on behalf of Purity League. Bebe gets full value from *Little Sir Echo* and *Cuban Cabby* before putting over *South of the Border*, already worked by Jackson's vocalist. The two close with modestly humorous picnic sketch.

During intermission Sid Kaplan's house ork give boost to Black's Hippodrome opus, *Black and Blue*. The second half is opened by trickster Erikson, who registers well with production of billiard

balls, silks and drinks.

Male half of Robert Vernon and Jessie Draper duo pipes two numbers with pleasing tenor voice before girl treats outfronters to strong high-kick dance. Both finish with terp routine embracing straight and knockabout acrobatics. British comic Billy Russell, in working-man guise, discourses on domestic and other troubles to succession of laughs.

Four Mills Brothers, with their guitarist, suffering no ill effects from recent car smash, give their own particular vocal treatment to string of pops and reap full harvest of applause.

Les Terrianos, two male acrobats, finish strongly with mounter diving from hands off platform to hand catch by bearer.

Business tops. Edward Graves.

**Music Hall, New York***(Reviewed Friday Evening, August 25)*

Accompanying a strong film attraction, *Fifth Avenue Girl*, the Music Hall has a well-designed and quiet-pleasing stage show, in the customary M. H. fashion. It is a relaxing and rather gay offering. First number, after the ork's Tschaiakowsky medley, is a delightful ballet plotted by Florence Rogge telling the story of a school-gal flirt. The ballet does several pleasing numbers, but top honors go easily to Leon Fokine in a sailor dance and Nina Whitney as the flirt. Miss Whitney's work is superb, while Fokine's feet twinkled in a peach of a routine.

Choral ensemble paced by soprano Viola Philo offers a typical Music Hall session, but beautiful arrangements and excellent blending made the number stand out.

First outside act is a femme juggler billed as Trixie, balancing balls on her hands, head and neck, as well as on a mouthpiece. She also does hoop twirling and plate juggling and presents a fast-paced juggling routine that should keep her working. She drew a very strong hand, but weakened her act by trying to do too much in too short a time. A number of her tricks are presented for only a few seconds, almost as tho she were just showing the house she can do them. Advisable to either drop one or two routines, or better still, add a minute or two working time.

Concluding number, as usual, is highlighted by the Rockettes, in an off-time Spanish number that's a beaut. It is a compelling routine, part of a *Fiesta* number with the stage presenting a host of supers in colorful costumes. Number opens with Los Rancheros, three Spanish men singing to their own guitar accompaniment, and a good threesome they are in good voice and instrumental style. Paul Haakon, Mignon Dallet, Esther Dale and Hilda Eckler do three Spanish dances that are all right.

Business should be good for at least one or two holdover weeks.

Jerry Franken.

**Earle, Washington***(Reviewed Friday Evening, August 25)*

This Warner house's show is a second-week holdover, but one new act has been added to brighten the fare.

Last week theater was holding to five shows per day and the same policy was instituted for the opening day of the second week. For the remainder of the week, however, program will have only four showings.

Stage presentation is titled *Magazine Memories*, and a filmy drop with the covers of various magazines painted

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thereon is used to introduce individual acts. Kay Hamilton warbles *Beer Barrel Polka* and this sends up the cover drop revealing the 16 Roxettes dancing in front of a huge beer keg. Kay gives her songs everything she's got and without a pause goes into the *Lady's in Love With You* and *Well, All Right*.

Adrian Rollini's Trio, new act, featuring xylophone, bass fiddle and guitar, banged out *Minuet in Swing* and *Hallelujah* and others from *Hit the Deck*. Novel performance draws a good round of applause but boys could try to develop more stage personality. All are too intent upon turning out music.

Feathers by the load are used by the Roxettes in a style developed by Ziegfeld for one number. While colored lights and waving arms produce various effects and designs the audience is mildly entertained. Somehow it didn't look complete without a singer or ballet dancer to furnish more stimulating action.

Bob Hall followed his successful routine of making rhymes about current events and items in the show. Hall's appearance is expertly timed, getting off the stage before the sameness tires the audience. It's a difficult type of entertainment, but Hall knows all its angles.

Finale has the Roxettes costumed in Robln Hood outfits, and a wooded scene provides locale for their number which, at the beginning, has members of the outlaw band swinging on ropes into the clearing. With music from the *Vagabond King*, line executes various tap formations, winding up with the girls sitting among the trees to make room for the Stuart Morgan Dancers. This adagio number was adequate but proved to be no more inspiring than the rest of the bill.

Warner Bros. feature *The Old Maid* on screen. *Edgar Jones.*

### Oriental, Chicago

(Reviewed Friday Afternoon, August 25)

Everything on the okeh side with this bill, topped by the Stroud Twins, who are still able to cash in on their radio rep judging from the response they received. Rest of the show came right up to par, too, and the entire shebang should be a healthy asset for this week's b.-o. figure.

House line with Verne Buck's Ork opened, girls dressed a la summer and executing some tricky routines with parasols. They're followed by Dell Pikus, the amateur winner of the week, who warbles three songs with a fair pair of pipes backed by a neat appearance. Received a good hand for her efforts.

Bob Ripa amazes everyone with his fast-paced juggling turn. His ball balancing and catching with the sticks is so smooth and easily done that many of his difficult tricks are passed up in the rush by the audience. Comes in for a good round of applause and deserves it all.

Strouds are next, Clarence appearing first and bandying a few lines with Buck in the pit. Claude is introduced then from the front row, walking up on the stage from the aisle. Whole biz and material is patterned very similar to their past air-wave stuff, with the exception, of course, of the more risqué matter. Droll humor furnished by Claude nabs most of the laughs and at show caught there were plenty. Boys top it off with a slick unison tap routine and then make quite a business of bowing off after each audience call. Material is not extra strong but they know how to sell it.

Marcy Brothers and Beatrice follow with their comedy dancing and acro antics. Girl's disjointed postures and rough treatment from the lads goes over big and trio injects plenty of same. Finale, with the gal doing a back-bend supported by the boys who simultaneously do a Russian knee-bend step, is a top stunt.

Eddy and Rita Oehman please with their tapping and Rita's song work. Her novelty rendition of the *Three Little Fishies* is a sock performance despite the song's waning popularity. Eddy's dance single and their combo doubling of singing and dancing are both fresh and well received. Line of girls close the bill with a fast-stepping number in abbreviated costumes.

Screen held *Unexpected Father* (Universal) and *Clouds Over Europe* (Columbia release). Biz exceptionally good end of first show opening day. *Harold Humphrey.*

### Paramount, New York

(Reviewed Wednesday Evening, Aug. 23)

Para show this week is a good one, and whatever gross the house makes can be attributed almost entirely to Jimmy Lunceford Band. Pic, *Our Leading Citi-*

zen, with Bob Burns, is poor oox office.

Lunceford Ork stays strictly in the groove, with all bandsmen occasionally chanting vocals. Special quartet steps out front for choruses of such standards as *Cheatin' on Me, Ain't She Sweet* and others. Without a doubt this band is one of the top swing combinations in the business, and at this show the boys were really beating it out. Musicianship is excellent, and tho ork is plenty brassy, it is never in bad taste. Lunceford conducts with restraint, giving individual bandsmen ample opportunity to take the spotlight. Vocal quartet including Willie Smith, Gerald Wilson, Eddie Tompkins and James Young deliver well.

Stump and Stump, Negro dance and comedy team, have been scoring okeh in theaters and clubs for some time now. They hoof, mug, do nut impersonations, sing and offer assorted nonsense. They score best in dancing and eccentric comedy. Usually work together, nutty antics of one complementing the other, but occasionally do solo routines. Closed big.

Peters Sisters, three Negro femmes of very ample proportions, do classy harmonizing of such tunes as *Wishing, Swing Is Here To Stay*, a novel arrangement of *A-Tisket* and others. One of the girls, Virginia, solos. Voices are well trained and have quality. Trio clinched its success with a session of clowning during which the girls shagged and tapped.

Biz fair when caught.

*Paul Ackerman.*

### Roxy, New York

(Reviewed Friday Evening, August 25)

What with a combination of a no-name stage show and a picture that never had a right to be produced, namely *Elsa Maxwell's Hotel for Women*, the Roxy's current offering is weak at the b. o. and is expected to hit a flop gross. First night drew a good house, but the bad press the picture received will undoubtedly take care of that.

Bill is overrun with dancing, and there is very little comedy relief. One striking production number virtually stole the entire stage show, and while most of the acts were singly entertaining, there was nothing on the apron to offset the corn.

Sock opener was done by the Debonairs, six-man team with a novel, futuristic dance routine previously shown at the Music Hall and the Casa Manana. Theirs is a mechanical age theme with a *World's Fair* tie, dubbed *The Dance of Tomorrow*. Against an expressive background, the sextet shows to good advantage.

Dorn Brothers and Mary, harmony singers with their own guitar accompaniment, look like three kids who just won a popularity contest back home. They have the orthodox style of swing harmony, with their standout a satire on imitations—followed by straight imitations. A fair act.

Following is the production number in which 24 Gae Foster girls are attractively costumed in shimmering gowns with hooped hems, giving the sexy appearance of a *Petty* cartoon. The dancing is cleverly worked out, and aside from the hurried ending the entire production has the class of Music Hall shows. Olive Sibley is buried in back of the number with *Moon Love* as her only song assignment.

De Val, Merle and Dee also participate in the latter number with a comedy adagio that lent a light touch to the goings on. It is a knock-'em-down-drag-'em-out affair, which resulted in a lot of laughs.

Closing are the Arnaut Brothers, two-man comedy team, whose routines included a humorous stint with violins, bird noises that sound like Bronx cheers and a number in which both are dressed as birds (male and female), carrying on a love fest. It was very funny but too long.

Paul Ash's Orchestra still in the pit and is deserving of some of the credit for the success of the stand-out production number. *Sol Zatt.*

### No Vaude for Atlanta House

ATLANTA, Aug. 26.—A. C. Cole, for a number of years vaude booker for the Capitol Theater here, this week announced that the house will definitely not play vaude this season, despite rumors to the contrary which have been making the rounds. The Capitol for years has been one of the South's leading vaude stands.

### No Bull

GATLINBURG, Tenn., Aug. 26.—Grady Gowan, operator of the Rhododendance Ballroom here, uses a novel method of advertising. Posters are carried on the sides of a surrey pulled by a Jersey bull and drawn thru town's busy streets.

Tourists ride in the surrey and are regaled with the dry remarks of the mountaineer driver.

A tribe of Cherokee Indians do native dances and archery exhibitions at the ballroom every Friday.

## Vaudeville Notes

EDISON AND LOUISE, now playing the Middle West for Barnes & Carruthers, have received an offer to go to South Africa with the Maurice Chevalier show sailing from London in November.

GUS EDWARDS, on the occasion of the 60th birthday, was given a party in Hollywood by some 500 friends. . . . SUE LEWIS, formerly of the Ross Lewis act, writes from Put-in-Bay, O., that Ross Lewis and the Grimes Sisters, who recently visited her, have left for fair dates. Jack Murdock is now at Put-in-Bay. Others who spent time there include Carl and Gussie Nixon, Eddie and Viola Dunnegan and Ken and Greta Gold.

JOE BESSER, current at the Oriental Theater, Chicago, gets the call to appear on the Rudy Vallee show September 7. . . . CLIFF ARMSTRONG, formerly of vaudeville, is doing a daily sustaining program, *Memory Ballads*, over KOY, Phoenix, Ariz. . . . ANTON SCIBILIA, unit show producer, who has been spending the warm months at his wife's home in Franklin, O., left Saturday (26) for Chicago to begin preparations on two shows which he will launch around the middle of September.

Tony was a visitor at the home office of *The Billboard* several times last week. . . . VALLEY AND LYNN, "Fugitives From Toyland," have been set by Ross Frisco, Boston, to appear on the opening bill at the Plymouth Theater, Worcester, Mass., September 7-9.

JIMMY KILPATRICK, copy boy at *The Atlanta (Ga.) Constitution*, is singing in neighborhood theaters. Audiences have received him well.

### Adelaide Hall Strong on BBC

LONDON, Aug. 26.—Prime feature of Radiolympia, radio exposition which opened at Olympia for 10 days' run Wednesday, is a replica of Hollywood's Bowl, built at cost of \$25,000. BBC is broadcasting several of the programs, and showing liking for work of Adelaide Hall, who appeared on Wednesday's opening show. She is guest artist in tonight's Kentucky Minstrel relay and booked for Thursday's Vaude half hour.

The Mills Brothers finished British tour Saturday, which had run unbroken since February 13. Yesterday they left for Australia and, in about 20 weeks, will be on their way back to the United States.

### Jack Lynch Is Indicted in Chi

PHILADELPHIA, Aug. 26.—Jack Lynch, operator of the Walton Roof, has been indicted by a Chicago grand jury on conspiracy in connection with the jury's investigation of the horse-race wire service of M. L. Annenberg, publisher of *The Philadelphia Inquirer*.

No comment was available from Lynch since he is on his way back from Texas, where he attended the funeral of the father of Evan Burroughs Fontaine, listed as the owner of the spot managed by Lynch.

Lynch recently made a trip by plane to Chicago. The names of Annenberg and Lynch have never before been publicly linked.

## Calif. Labor Fed Negotiates for Four-A, IA Truce

HOLLYWOOD, Aug. 26.—Secret negotiations to bring about a truce in the looming battle between the actors and stagehands were begun here late this week by officials of the California State Federation of Labor, involving the Associated Actors and Artists of America and the IATSE.

While it has not been possible to verify the basis of negotiations it was rumored that discussions were centering around the surrender of the IA charter to the AFA, for which the Screen Actors' Guild would in turn support the IA in routing the United Studio Technicians' Guild from the Hollywood picture. This new union, which has been operating independently on the West Coast, is believed to have the unofficial backing of the CIO and as such threatens the IA power in the motion picture studios.

## State, Hartford, Resumes Sept. 1

HARTFORD, Conn., Aug. 26.—State Theater here is starting its fall season September 1 with flesh layout, including Betty Grable, Eddie Anderson (Rochester) and Frankie Masters' Band.

Gene Krupa's Ork goes in September 8 and Glenn Miller's Ork September 15. Cab Calloway and Sister Tharpe set for September 22. House managed and booked by its owners, the three Harris brothers.

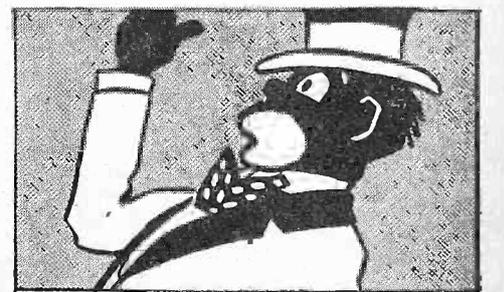
Rudy Frank, for two years press agent for Horace Heidt's Band, is doing house publicity.

## WAR CRISIS

(Continued from page 3)

show business to a considerable extent. Instead of patronizing theaters, movies, night clubs and vaude shows, many people have been sitting home listening to radio for late bulletins of the crisis, or else reading newspapers far into the night. It is also felt, tho, that as soon as people get over the shock in this country popular priced amusements will regain patronage because of the escape angle.

In Europe show business has been shot to pieces in the past few days. All houses have been darkened in London and Paris, and even if they were open most people would be at home with the shades down.



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I have two complete outfits. Want man with cash to interest himself in No. 2 Show and manage same. Performers, Musicians of All Type, complete Minstrel Show with Band considered, get in touch for No. 2 Show. Walter Smitie, write, Norfolk, Va., week of 28th; Newport News week of September 3.

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

# Acts-Units-Attractions Routes

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

## EXPLANATIONS OF SYMBOLS

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

Abdallah, Sam, Girls (Lotus Garden) Washington, D. C., nc.  
 Adams, Peggy (St. Moritz) NYC, h.  
 Akers, Hank (Aquacade) World's Fair, NYC.  
 Allen, Roberta (McAlpin) NYC, h.  
 Alpert, Mickey (Cocoanut Grove) Boston, nc.  
 Ambassadors, Four (Golden State) San Francisco, t.  
 Ames & Arno (Astor) NYC, h.  
 Ammons, Albert (Cafe Society) NYC, nc.  
 Andre, Janis (Paradise) NYC, nc.  
 Antoine & DuBarry (Nemerson) South Fallsburg, N. Y., h.  
 Ardath, Fred (Little Old New York) World's Fair, NYC.  
 Arden's, Don, Artist Models (Chez Ami) Buffalo, nc.  
 Arica, Princess (Torch) Atlantic City, nc.  
 Armstrong, Harry (Diamond Horseshoe) NYC, nc.  
 Arnaz, Desni (La Conga) NYC, nc.  
 Arnold, Jean (Summit) Baltimore, nc.  
 Atkins, Lee (Paddock) Wheeling, W. Va., nc.

**B**  
 Baldwin & Bristol (Riverview Beach Park) Pennsville, N. J., b.  
 Banks, Sadie (Old Roumanian) NYC, nc.  
 Barclay, Irene (Barney Gallant's) NYC, nc.  
 Barnes, Ruthie (Capitol) Washington, t.  
 Baron, Charlie (Astor) NYC, h.  
 Barrie, Gracie (Astor) NYC, h.

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

Baily, Bill (Paradise) Atlantic City, nc.  
 Bartel, Lee (Renault) Atlantic City, nc.  
 Bassett & Bailey (Little Old New York) World's Fair, NYC.  
 Bates, Lulu (Diamond Horseshoe) NYC, nc.  
 Bedini, Jean (Little Old New York) World's Fair, NYC.  
 Bell, Rita (Queen Mary) NYC, nc.  
 Bell & Grey (Engle's Club) Hamilton, O., nc.  
 Belmont, Bobby (Bismarck) Chi, h.  
 Bennet, Ethel (Old Roumanian) NYC, nc.  
 Berigan, Bunny, & Band (State) NYC, t.  
 Bernard & Henrie (Rose Bowl) Chi, nc.  
 Bessinger, Frank (Radio Franks) NYC, nc.  
 Beyer, Enis (Park Central) NYC, h.  
 Billington, Orrin, & Betty Lou (Blackhawk) Chi, re.  
 Bishop, Fred (Radio Franks) NYC, nc.  
 Bishop, Jim (Gay Nineties) NYC, nc.  
 Blackstone (Riverside) Milwaukee, t.  
 Blaine, Dorothy (Bertolotti's) NYC, nc.  
 Blair, Joan (Astor) NYC, h.  
 Blair, Jimmy (Famous Door) NYC, nc.  
 Blake, Arthur (Torch) Atlantic City, nc.  
 Blackstone, Nan (Hi-Hat) Chi, nc.  
 Blair, Francis (Playhouse Club) Kansas City, Mo., nc.  
 Blanche, Jeanne (Paradise) NYC, nc.  
 Blane, Rose (Chez Paree) Chi, nc.  
 Blondina (Paradise) Atlantic City, nc.  
 Boeck, Al "Rags" (National) Detroit Sept. 1-7.  
 Bouvier, Yvonne (St. Moritz) NYC, h.  
 Boyle, Jack & June (Show Box) Seattle, nc.  
 Brady, Bill (Bath & Turf) Atlantic City, nc.  
 Brite, Betty (Golden Gate Expo.) San Francisco, a.  
 Bronze Beauties, Ten (Paradise) Atlantic City, nc.  
 Brooks, Howard (500 Club) Atlantic City, nc.  
 Brown & Cook (Harlem) Atlantic City, nc.  
 Brown, Evans (Chula Vista) Wisconsin Dells, Wis., h.  
 Brown, Mary Jane (Hi-Hat) Chi, nc.  
 Browne, Hank & Marcella (State-Lake) Chi, t.  
 Bruce, Roy (Versailles) NYC, nc.  
 Bruce, Ted (Versailles) NYC, nc.  
 Burnell, Buster & Billie (Paradise) NYC, re.  
 Byrnes, Jimmy (Blackhawk) Chi, nc.  
 Byrd, Muriel (Belmont Plaza) NYC, h.

**C**  
 Cardini (Palmer House) Chi, h.  
 Carpenter, Imogene (Weylin) NYC, h.  
 Carr, Billy (606 Club) Chi, nc.  
 Carrell, Helene (Lexington) NYC, h.  
 Carrenos, Los (El Chico) NYC, nc.  
 Carroll, Kay (Town & Country Club) Milwaukee, nc.  
 Carroll, Don (International Settlement) San Francisco, nc.  
 Carroll, Jack (Paddock) Wheeling, W. Va., nc.  
 Carroll, Joan (Half Moon) Coney Island, N. Y., h.  
 Carson, June (Colosimo's) Chi, nc.  
 Carter, Betty (Jimmy Kelly's) NYC, nc.  
 Carter & Schaub (Jimmy Kelly's) NYC, nc.  
 Carter, Frank & Bowle, Arthur (Barney Gallant's) NYC, nc.  
 Carrer, Charles (Riviera) Ft. Lee, N. J., nc.  
 Cawthorne, Johnny (Bal Tabarin) NYC, nc.  
 Chadwicks (Village Rendezvous) NYC, nc.  
 Chamberlain, Eddie (Aquacade) World's Fair, NYC.  
 Chocolateers, The (Cotton Club) NYC, nc.  
 Claudet, Marguerite (Lowry) St. Paul, h.  
 Clayton, Ruth (18) NYC, nc.  
 Cobey, Lew (Leone's) NYC, nc.  
 Collegians, Four (Palace) Chi, t.  
 Collette & Barry (St. Moritz) NYC, h.  
 Collette (Dutch's) Chi, nc.  
 Collette & Galle (Sherman) Chi, h.  
 Colligan, Bill (Marie's Crisis) NYC, nc.  
 Conrad, Bob (Leon & Eddie's) NYC, nc.  
 Conrad, Jackie (Club Chanticleer) Madison, Wis., nc.  
 Conver, Dorothy (Old Vienna) Cincinnati, re.  
 Cook, Frank (Astor) NYC, h.  
 Cook, Ralph (Dutch's) Chi, nc.  
 Cook, Gloria (Leon & Eddie's) NYC, nc.  
 Cooper, George (International Settlement) San Francisco, nc.  
 Coral, Tito (Belmont Plaza) NYC, h.  
 Corbett & Loraine (Hamilton Club) Everett, Mass., nc.  
 Cornet, Alice (Court of Flame) World's Fair, NYC, re.  
 Cortes, Arturo (Havana-Madrid) NYC, nc.  
 Costanga & Marda (Rose Bowl) Chi, nc.  
 Craig, Reginald (Earl Carroll's) Hollywood, nc.  
 Craig, Phil (Playhouse) Kansas City, Mo., cb.  
 Cummings, Judy (Anchorage) Phila, nc.  
 Curran, Vince (18) NYC, nc.

**D**  
 DeAngelo & Porter (Chez Paree) Chi, nc.

D'Artega (Sun Valley, World's Fair) NYC, re.  
 Danna & Dahl (Connecticut Inn) Southington, Conn., nc.  
 Daros, The (State-Lake) Chi, t.  
 Dau, Rilla (Queen Mary) NYC, nc.  
 Daye, Ruth (Belmont-Plaza) NYC, h.  
 De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.  
 De Forest, Marie (St. Regis) NYC, h.  
 Delahanty Sisters (Club Candee) Syracuse, nc.  
 DeMar & Denise (Bismarck) Chi, h.  
 Di Narsos, Dolores (Town & Country Club) Milwaukee, nc.  
 Deppe, Lois (Harlem) Atlantic City, nc.  
 Detroit Red (Harlem) Atlantic City, nc.  
 Dianne (State-Lake) Chi, t.  
 Deon, Illis (Queen Mary) NYC, re.  
 Desjardens, Pete (Billy Rose's Aquacade) World's Fair, NYC.  
 Don & Beverly (Sloppy Joe's) Minneapolis, nc.  
 Donahoe, Ralph (Merry-Go-Round) Dayton, O., nc.  
 Donn, Rosel (Triangle Garden) Flora, Ill., nc.  
 Donnelly, Harry (Gay '90s) NYC, nc.  
 D'Orsay, Fifi (Show Box) Seattle, nc.  
 Dowling & Davies (Ace Cain's) Hollywood, nc.  
 Doyle, Buddy (Diamond Horseshoe) NYC, nc.  
 Dracken, Russell (Whirling Top) NYC, nc.  
 Drew, Doryce & Freddy (Green Shay) Lancaster, Pa., nc.  
 Drigo, Rod, & Francine (Edgewater Beach) Chi, h.  
 Duffy, Douglas (New Yorker) NYC, h.  
 Dunigan, Crash (Capitol) New Britain, Conn., t.  
 DuPont, Bob (Chicago) Chi, t.

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

**E**  
 Earle, Robert (Crystal Palace) World's Fair, NYC.  
 Eberle, Ray (Glen Island Casino) Westchester, N. Y., nc.  
 Eddy, Marion (Little Old New York) World's Fair, NYC.  
 Ederle, Gertrude (Billy Rose's Aquacade) World's Fair, NYC.  
 Edward Sisters (Paradise) Atlantic City, nc.  
 Estrelita (Harlem) Atlantic City, nc.  
 Evans, Dale (Sherman) Chi, h.  
 Evans & Mayer (Earle) Washington, D. C., t.  
 Everett & Conway (Club 21) Grand Rapids, Mich., nc.

**F**  
 Farrell, Jack (Town & Country Club) Milwaukee, nc.  
 Fay & Andre (Music Hall) Seattle, nc.  
 Faye, Gladys (Jimmy Kelly's) NYC, nc.  
 Fears, Kay (Diamond Horseshoe) NYC, nc.  
 Farrett, Bunny (Place Elegante) NYC, nc.  
 Ferguson, Bobby (Wagon Wheel) Phila, nc.  
 Ferris, Tom (Rose Bowl) Chi, nc.  
 Fitzgerald, Lillian (Plantation) NYC, nc.  
 Florenz, Paul, Line (Frolics) Salisbury Beach, Mass., nc.  
 Floretta & Boyette (Chelsea) Atlantic City, h.  
 Flowerton, Consuelo (Queen Mary) NYC, nc.  
 Foster, Gae, Girls (Roxy) NYC, t.  
 Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.  
 Frances, Emma (Diamond Horseshoe) NYC, nc.  
 Franklin, Cass (Walton) Phila, h.  
 Frazee Sisters (Riviera) Fort Lee, N. J., nc.

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

**G**  
 Gilmore, Patricia (Weylin) NYC, h.  
 Giovanni (Astor) NYC, h.  
 Glover & LaMae (Mt. Royal) Montreal, Que., h.  
 Goldie, Jack (Little Old New York) World's Fair, NYC.  
 Gonzalo & Christine (Jimmy Kelly's) NYC, nc.  
 Goodwin, Jack (Weylin) NYC, h.  
 Gordinier, Nedra (Beverly Hills) Newport, Ky., cc.  
 Gordon Sisters (Frolics) Salisbury Beach, Mass., nc.  
 Grable, Betty (Earle) Phila, t.  
 Gracella Dancers (Casa Manana) Ft. Worth, nc.  
 Granoff, Bert (Bismarck) Chi, h.

**H**  
 Hacker & Sidell (Treasure Island) San Francisco, p.  
 Haddon, Harriette (St. Regis) NYC, h.  
 Hager, Clyde (Diamond Horseshoe) NYC, nc.  
 Hale, Teddy (Kit Kat) NYC, nc.  
 Hall, Charley "Red" (Federal Gardens) Buffalo, nc.  
 Hall, Cliff (Mother Kelly's) NYC, nc.  
 Hall, Lethia (Paradise) Atlantic City, nc.  
 Hamilton, Kay (Earle) Washington, D. C., t.  
 Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.  
 Hank the Mule (Colosimo's) Chi, nc.  
 Hanlon & Clark (Show Box) Seattle, nc.  
 Harrington, Pat (Club 18) NYC, nc.  
 Harris, Whitey, with Lynch's Death Dodgers (World's Fair) NYC.  
 Harrison & Fisher (Palmer House) Chi, h.  
 Harvey, Sharon (Summit) Baltimore, nc.  
 Haynes & Perry (State-Lake) Chi, t.  
 Healey, Eunice (State) NYC, t.  
 Heidt, Horace (Biltmore) NYC, h.  
 Heller, Little Jackie (Beverly Hills) Newport, Ky., cc.  
 Henri, Harry (Connecticut Inn) Southington, Conn., nc.  
 Hess, Bobby (Wilson) Harrisburg, Pa., h.  
 Higgins, Peter (Palmer House) Chi, h.  
 Hildegarde (Savoy Plaza) NYC, h.  
 Holland & Hart (Les Ambassadeurs) Paris.  
 Holliday, Billie (Cafe Society) NYC, nc.  
 Hollywood Harmonizers (Post Tavern) Westbury, N. Y., nc.  
 Holm, Eleanor (Billy Rose's Aquacade) World's Fair, NYC.  
 Holt, Meymo (Lexington) NYC, h.  
 Honey Sisters (Summit) Baltimore, nc.  
 Hot Shots, Four (Earl Carroll's) Hollywood, nc.  
 Howard, Shemp (Stage 1) Hollywood, nc.

**I**  
 Inge, Adele (Casa Manana) Ft. Worth, nc.  
 Intimates, The (Arnold's) Cape May, N. J., nc.  
 Isles, Steven (Gay Nineties) NYC, nc.

**J**  
 Jackson, Lee (Club Candee) Syracuse, nc.  
 Jackson, Willie, & Jr. (Paradise) Atlantic City, nc.  
 Janis, Deane (Belmont Plaza) NYC, h.  
 Jans & Lynton Revue (Minnesota) Minneapolis, t.  
 Jarrott, Lucille (Le Possonnier) NYC, nc.  
 Jarvis, Sam (St. Regis) NYC, h.  
 Jensen, Lola (Astor) NYC, h.  
 Jitterbugs, Six (Beverly Hills) Newport, Ky., cc.  
 Johnson, Lee (Barney Rapp's) Cincinnati, nc.  
 Johnson, Tilda (Diamond Horseshoe) NYC, nc.  
 Johnson, Myra (Harlem) Atlantic City, nc.  
 Johnson, Lucille (Diamond Horseshoe) NYC, nc.  
 Jonay, Roberta (Colosimo's) Chi, nc.  
 Jordan, Mildred (Colosimo's) Chi, nc.  
 Juliette of France (Connecticut Inn) Southington, Conn., nc.

**K**  
 Kaly, Chandra (Villa Venice) Northbrook, Ill., re.  
 Karson, Maria (Onesto) Canton, O., h.  
 Kaufman, Ben (Place Elegante) NYC, nc.  
 Kay, Beatrice (Diamond Horseshoe) NYC, nc.  
 Kaye, Ellen (Town & Country Club) Milwaukee, nc.  
 Keene, Linda (Park Central) NYC, h.  
 Keller, Jack (Hughes 1-11) NYC, nc.  
 Kelley, Bernice, Circus Unit (Hamid's European Circus) World's Fair, NYC.  
 Kelly, Paula (Rainbow Room) NYC, nc.  
 Kellum, Corky (Billy Rose's Aquacade) World's Fair, NYC.  
 Kelton, Jack (Club Plantation) Corpus Christi, Tex., nc.  
 Kenny, Phyllis (Murray's Inn) Tuckahoe, N. Y., re.  
 Khan-Ashim (Casino Russe) NYC, nc.  
 King, Clyde (Torch) Atlantic City, nc.

**L**  
 King, Charlie (Melody Club) Union City, N. J., nc.  
 King, Carl (Bon Air) Wheeling, Ill., cc.  
 Kolola Paradise Atlantic City, nc.  
 Kramer, Sam (Little Old New York) World's Fair, NYC.  
 Kretlow Girls (Lookout House) Covington, Ky., nc.  
 Kreuger, Stubby (Aquacade) World's Fair, NYC.

**M**  
 La Marr Twins (Greenwich Village Nut Club) NYC, nc.  
 Lamberton, The (Wivel) NYC, re.  
 Lamour Twins (Village Nut Club) NYC, nc.  
 Lamont's Cockatoos & Macaws (Buck's Show) World's Fair, NYC.  
 Lane, Mary (Jimmy Kelly's) NYC, nc.  
 Lane & Harper (State-Lake) Chi, t.  
 Lane & Ward (Earle) Phila, t.  
 LaRue, Toni (Ace Cain's) Hollywood, nc.  
 Lassen, Sigrid (Armando's) NYC, nc.  
 Lauren, Vicki (Westminster) Boston, h.  
 Lawrence, Marian (Crystal Palace) World's Fair, NYC.  
 Leach, Earl & Josephine (Pennsylvania) NYC, h.  
 Leary, Johnny (Anchorage) Phila, nc.  
 Lee, Bob (Wivel) NYC, nc.  
 Lee, Pinky, & Co. (Capitol) Washington, D. C., t.  
 Lengle, Maxie (Pioneer Nut Club) NYC, nc.  
 Leonard, Hazel (Roumanian Village) NYC, nc.  
 Leonard, Ada (Colosimo's) Chi, nc.  
 Levina, Walter (Triangle Garden) Flora, Ill., nc.  
 Lewis, Joe E. (Riviera) Fort Lee, N. J., nc.  
 Lewis, Meade Lux (Cafe Society) NYC, nc.  
 Lewis, Helen (Marie's Crisis) NYC, nc.  
 Libuse, Frank (Diamond Horseshoe) NYC, nc.  
 Lindy Hoppers, Six (Paradise) Atlantic City, nc.  
 Lino, Elisa, & Carlos Trio (El Chico) NYC, nc.  
 Lit, Bernie (Eldorado) Wildwood, N. J., h.  
 Lopez, Maria Luisa (El Chico) NYC, nc.  
 Lopez, Victor (Versailles) NYC, nc.  
 Lopez, Chana (Greenwich Village Club) Syracuse, nc.  
 Lorraine, Billy (Gay Nineties) NYC, nc.  
 Lott, Myra (Barney Rapp's) Cincinnati, nc.  
 Lowe, Hite & Stanley (State-Lake) Chi, t.  
 Loyona & Renard (Lookout House) Covington, Ky., nc.  
 Lozipo, James (Ambassador) NYC, h.  
 Lunatrix, Three (Renault) Atlantic City, nc.  
 Luncford, Jimmy, & Band (Paramount) NYC, t.  
 Lunette, Mazine (International Casino) Revere Beach, Mass., nc.  
 Lynn & Marianne (Bertolotti's) NYC, nc.  
 Lynn, Sandra (Town & Country Club) Milwaukee, nc.

**N**  
 McCall, Mary Ann (Glen Island Casino) New Rochelle, N. Y., nc.  
 McCann, Eleanor (Village Nut Club) NYC, nc.  
 McCoy, Bob (Biltmore) NYC, h.  
 McKay, Deloyd (Onyx) NYC, nc.  
 McKee, Betty (Anchorage) Phila, nc.  
 McLean, Barbara (St. Regis) NYC, h.  
 McLean, Bobby (Chez Ami) Buffalo, nc.  
 McLean, Ross (New Yorker) NYC, h.  
 Mangan Sisters (Diamond Horseshoe) NYC, nc.  
 Manners, Ginger (Colosimo's) Chi, nc.  
 Manno & Strafford (Babettes) Atlantic City, nc.  
 March, Linda (Bertolotti's) NYC, nc.  
 Marcy Bros. & Beatrice (Oriental) Chi, t.  
 Marin, Carmen (885 Club) Chi, nc.  
 Marlynn & Michael (Rainbow Grill) NYC, nc.  
 Marsh, Gloria (Jimmy Kelly's) NYC, nc.  
 Marshall, Everett (Aquacade) World's Fair, NYC.  
 Marshall, Don & Ruth (Melody Club) Union City, N. J., nc.  
 Martins, The (Capitol) NYC, t.  
 Mason, Bud & Gil (Paradise) NYC, nc.  
 Matthey, Nicholas (Casino Russe) NYC, nc.  
 Max and His Gang (Chicago) Chi, t.  
 Mayo, Florence & Andy (Beverly Hills) Newport, Ky., cc.  
 Meagher, Billy (Ken Roberts) Detroit, nc.  
 Melton, Sid (St. Regis) Fleischmanns, N. Y., h.  
 Meyer, Theresa (Bismarck) Chi, h.  
 Meyers, Ickie, Band (Savoy) World's Fair, NYC.  
 Miles, Lee (New Yorker) NYC, h.  
 Miller, Susan (Earl Carroll's) Hollywood, nc.  
 Miller, Ted & Art (Minnesota) Minneapolis, t.  
 Miller, Glen, & Band (Capitol) Washington, D. C., t.  
 Miralles, Soledad (El Chico) NYC, nc.  
 Moeslein, Prof. (Canteen) Harrisburg, Pa., nc.  
 Moore, Lella (Earl Carroll's) Hollywood, nc.  
 Morgan & Randall (Capitol) Washington, D. C., t.  
 Morgan, Stuart, Dancers (Earle) Washington, D. C., t.  
 Morgan, Helen (Mayfair) Boston, nc.  
 Muenzer, Hans (Chicago) Chi, t.  
 Murray, Elizabeth (Diamond Horseshoe) NYC, nc.  
 Murrell Twins (Roosevelt) Jacksonville, Fla., h.  
 Myers, Doris Mae (Minnesota) Minneapolis, t.  
 Mystic Vibra (LaSalle) Chi, h.

**O**  
 Naquin, Eddie (Half Moon) Coney Island, N. Y., b.  
 Nash & Evans (International Settlement) San Francisco, nc.  
 Nelson, Joan (Crystal Palace) World's Fair, NYC.  
 Nightingale, Billy (Harlem) Atlantic City, nc.  
 Nirska (Earl Carroll) Hollywood, t.  
 Noble, Leighton, & Band (Earle) Phila, t.  
 Novack, Wilma (Mother Kelly's) NYC, nc.  
 Noyes, Nancy (Village Nut Club) NYC, nc.

**P**  
 Oehman Twins (Oriental) Chi, t.  
 O'Hrel, Del (Colosimo's) Chi, nc.  
 O'Neil, Tex (Gay Nineties) NYC, nc.  
 Olivette, Nina & Dmitri (Villa Venice) Northbrook, Ill., re.  
 Orla, Nina (Versailles) NYC, nc.  
 Ortega, Rosita (Havana-Madrid) NYC, nc.  
 Owens & Parker (Mother Kelly's) NYC, nc.

(See ROUTES on page 60)

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

ART MOELLER, former burly theater and show manager, now a chef and boss of a diner and who grows his own vegetables in Baldwinville, N. Y., recently was accorded a double-column illustrated rave article in *The Post-Standard* of Syracuse. Art started as an usher in Milwaukee at the age of 15. . . . HARRY (BOOB) MEYERS, comic, forced to leave the Eltinge August 18 after the first day of engagement because of hoarseness, made Tom Bundy a comedian for two shows; brought in Harry Rose, loaned from the Continental, for two more, and finally oozed in Harry Seymour to fill in for the rest of the week. . . . SHORTY AND STINKY opened August 25 at the Eltinge for two weeks prior to their booking at the Irving. . . . HELEN BARRY and Mary Rogers jumped into the Eltinge's front line August 19 to save a chorine shortage caused by a few girls leaving for out-of-town shows. . . . BETTY CLARK again a chorus captain at the Eltinge, with Sunny O'Day off on a vacation. . . . BEE YAGIE, Chicago stripper, here on a vacation for two weeks, was entertained by Ida Rose. Then returned to join a Barger musical unit.

GERI ZELL, now Diane Shaw, left the Eltinge's front line for a singing and dancing berth, her first real principal climb, at the 606 Club, Chicago, where she opened August 28 as per Sammy Clark's booking arranged thru the efforts of Ida Rose. Clark also booked Zonia DuVal, Leona Thurston and Anita Jacobi for the 606. . . . MARIE MARVO was still another Clark placement for a stripper's engagement at Harry's New York Bar, Chicago, for September 14 opening. And like Geri Zell, it will be Marie's initial move from out of the chorus ranks. . . . JERRY DEL TONI left the Continental's chorus to rejoin Fred Delmar as his assistant in a lion-tamer act in Barton, Vt. . . . AL GOLDEN JR., new at the Continental August 18, and Jack Lyons replaced Bob Alder, who

goes to the Midwest wheel. Others new are Sunny Lovett and Toni Mitchell. Others to exit were Gladys Fox, also for the Midwest circuit, Mack Roberts and Miss St. Louis. **UNO.**

## CHICAGO:

N. S. BARGER, Rialto op, left Monday with A. B. MARCUS for New York, where they have planned huddles on their forthcoming venture. . . . MIDWEST CIRCUIT has appointed the following to handle production work: Beverly Carr, Embassy, Rochester, N. Y.; Freddie O'Brien, Palace, Buffalo; Palmere Brandeaux, Casino, Toronto, and Eleanor Cook, Empress, Milwaukee. . . . MARY SUNDAE opened as the feature attraction at the Casino, Toronto, Friday. . . . MILT SCHUSTER reports that the Gayety, Detroit, will play the Midwest attractions instead of the Avenue, which goes back to stock. . . . JOE DE RITA is filling in for only one week with the Happy Hyatt show at the Rialto, after which he will be featured in his own show opening September 1 in Milwaukee. . . . Rialto is having its face lifted—a new front costing a reported \$10,000.

## From All Around:

MORRIS ZAIDINS has again assumed the managerial reins of the Gayety, Cincinnati, for Clamage & Rothstein. House cracks the new season September 15. A new front is being installed and house is getting a complete going-over on the interior. . . . RUTH BAILEY, of the Avenue chorus, Detroit, motored to Cleveland Monday of last week to visit her youngsters and to renew acquaintances with friends at the Roxy in the latter city. Ruth recently had as visitors in Detroit her parents, Frances Parks and mother, Patty O'Day and friends off the Rubin & Cherry Exposition. . . . THE CHORINES at the Avenue, Detroit, have abandoned bicycle riding at Belle Isle during supper hour, with Mae Bowers and Kitty Ellis copping the season's honors for the best bikers.

## 2 More Burlesque Theaters To Join 2 in Detroit Now

DETROIT, Aug. 26.—Prospects for burlesque look the best in two or three seasons, with four houses slated to play burlesque this fall. Only two, the Avenue and Empress, have kept open all summer. The National was slated to reopen yesterday after being closed all summer and thoroely redeccorated, with a shift from burlesque and pictures to burlesque-vaudeville, a local innovation.

The Gayety, closed two years, is to open September 1 under the management of Clamage & Rothstein, who retained control of the house during this period with a road-show policy.

At the Empress George Ellul has been made house manager by his brother, Joseph Ellul. New additions to the Empress cast include Fred Frampton and Jack (Ducknose) Pershing, comics; Babe Harris, featured femme; Bud (Patrick) Burns, straight, and Thelma LaPorte, comedy producer.

## Briskman Opening Brooklyn Sept. 8

NEW YORK, Aug. 26.—Century, in the Williamsburgh section of Brooklyn, taken over by Sam Briskman, operator of the Continental, will be known as the Shubert. House opens for the season September 8 with a continuous policy.

Initial cast consists of Mike Sachs, Alice Kennedy, Art Gardner, Harry Rose, Leon Murray, Al Golden Jr., Betty DuVal, Marie Cord, June Taylor, Sahji, Sally Keith, Jerry and Louise Renee and Romano Brothers. Murray Austin to head an eight-piece ork in the pit. Moe Costello and Eddie Madden to manage out front. Costumes by Mrs. Stella Wilner's Follies shop. Eddie Lynch, producer, will double between the Shubert and the Continental.

Continental's players for September 8 week include Bert Marks, Walter (Boob) McManus, Jack Lyons, Sunny Lovett, Myrna Dean, Madge Carmyle and others to fill. Charles Brave is new ork leader. In charge out front, Sam Briskman and Tom Powers. Costumes by Follies company.

## Hirst Bookings In Boston, Balto

NEW YORK, Aug. 26.—Hirst circuit's bookings, thru Phil Rosenberg:

Howard, Boston, opening tomorrow, *Zorita's Carnival*, with Tiny Fuller, Harry J. Connelly, Conny Ryan, Harry Jackson, Dorothy Sevier, Tess Noel, Winnie Garrett, Joan Mavis and Burns Brothers.

Gayety, Baltimore, opening tomorrow, *Valerie Parks Own Show*, with Vic Plant, Billy Wallace, Mac Dennison, Dorothy Darling, Pearl Mylie, Herbert Barris, Peggy St. Clair, Ben Hamilton, Rudy Horn and John Ensley.

Also Rosenberg-booked is the Triboro here, opening September 3 with stock. Principals include Margie Hart, Lili Dawn, George Murray, Chick Hunter, George Reynolds, Buddy Orlando and Harry Levine. Producer, Frank Bryan.

## Troc, Philly, Goes Roadshows Sept. 11

PHILADELPHIA, Aug. 26.—Traveling road shows will return to the Troc September 11 at a midnight show. This house has been operating all summer with stock. With the change of policy, two femmes will be added to the line. Among those coming in with the new show are Fred Binder, Jack Rosen and Crystal Ames.

Jules Arliss will continue to manage the spot. The Troc may be the only burlesque house in the city, no plans having been made for the Shubert, which closed after an abbreviated term last season. George Nonamaker will continue to p. a. the Shubert.

## Magic

By BILL SACHS

(Communications to Cincinnati Office)

RALPH PIERCE cracked the front page of *The Boise* (Ida.) *Capital News* August 12 with a three-column photo showing him performing the disappearing head trick, with his wife as the victim. Pierce played Boise under auspices of the Junior Chamber of Commerce and claims it was the best show of the year financially. He recently finished Colorado and Utah, where, he says, business was exceptionally good. He will work Oregon, Washington and Montana and then hit towards the West Coast to try out a pet idea of his on the movie stars. . . . JOHN BOOTH: Dante's permanent address is Emmasvej 18, Gentofte, Copenhagen, Denmark. . . . THE KARNAKS presented their full-evening show outdoors to some 6,000 people at Lake George, N. Y., August 15. They concluded a week's stand at Manlius, N. Y., park Sunday (27) and are preparing to launch their annual school season soon after Labor Day. They are also set to present their kiddies show in a number of Schine theaters in New York State on Saturdays and Sundays after school gets under way. . . . WALTER LEVINA and Princess Lola are currently presenting their magic-mental turn in Illinois niteries. They're now showing their wares at Triangle Gardens, Fla., on an indefinite engagement. . . . HARRY HUNTSINGER is now on tour with the Manville Bros.' Show in Wisconsin. . . . LEON LONG, colored magician, is playing the Vancouver (B. C.) Exhibition this week with the W. C. Huggins Shows. . . . THE GREAT ZOGI and his company of four are working theaters thru Iowa en route to Hutchinson, Kan., where Zogi will reorganize and arrange for his fall auditorium dates. Nebraska is burned up, Zogi infos, but crops are good in the Iowa sector. This is the first summer in the last five years that Zogi hasn't had out a tent opry but he plans to go back out under canvas next season. . . . VIRGIL played the Elks' Auditorium, Dickinson, N. D., August 17 under auspices of the American Legion Auxiliary, and Marquis showed the Dickinson The-

ater there the following day, with both lads pulling well-filled houses.

WALLACE LEE, popular Durham, N. C., magician and entertainer, made *The Durham Herald* August 13 with a three-column story by Mrs. Tom Spalding, relating of Lee's adeptness at double talk and magicking. The interesting yarn was accompanied by a two-column cut, showing Lee performing the levitation. . . . THE GREAT ZELMO, veteran trixster, wants his friends to know that he's still among the living altho he has been plagued with ill health the last two years and unable to work. He is now en route from Florida, where he spent nearly two years, to his home in Wisconsin. . . . FIRST ANNUAL Canadian Magic Celebration was staged at Courtright, Ont., August 12, with arrangements handled by Stewart James. Those who entertained at either the matinee or night performances included L. Dawson, Scotty Lang, Joe Ovette, Stewart James, Mr. and Mrs. Harold Sterling, Charles Roe, Charles Colville, Everette Mire and Shirley, Mr. and Mrs. William Lang, Garry Gilbert, Paul Butler and Company and Sid Lorraine, emcee. Others in attendance at the affair included Billy, Kay and Percy Abbott, F. Hemming, W. Cambridge, Robert Elliot, Mr. and Mrs. A. Housley, Lawrence McManus, C. and T. Rogers, V. Thompson, L. Rumball, A. McNermy, C. Roe, E. Wees, Roy Head, B. Metcalfe, Delbert, Clara and Mitzie Raymond, H. Dillon, H. Bishop, M. Kort, T. Glass, A. Entwistle, H. Ramm, L. Cissell, A. Burton, B. Brown, C. Cairy and K. McEachin. . . . AVDALAS THE GREAT (George Avdalas) opened at the Metropolitan Theater, Providence, Sunday night, August 20, for a week's engagement with the first two-hour show there since Thurston's passing. He carried eight assistants. Business on the week was poor. . . . LUCILLE HUGHES, mentalist, has just concluded a fortnight's stand at The Cave in Vancouver, B. C., and has moved to Portland, Ore. In Vancouver, Miss Hughes exchanged visits with Ben Chavez and wife, who were at the Beacon Theater there the same time.

MAGICDOM MOURNS the loss of one of its most popular and talented members in the passing of Horace Goldin, who died at his London home last week shortly after collapsing on the stage of the Wood Green Empire Theater. Further details in Final Curtain, this issue.

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## Kinsey's Mansfield Run On Par With Last Year

MANSFIELD, O., Aug. 26.—Madge Kinsey Players, who conclude a six-week engagement here tomorrow night, report business this year slightly above that of a year ago, when the troupe played here for a like period. Harry Graf is business manager of the company.

Among the concert features here was an ensemble comprising Bette and Jean Graf, daughters of Mr. and Mrs. Harry Graf; Mary Jane Davis, Esther Davis and Katherine Fortner. Eddie Mason's Country Store, a weekly feature, proved popular here.

Kinsey troupe will continue under canvas until the middle of September and will move indoors for the fall and winter.

## Atlanta Okeh for Austin Despite Inclement Weather

ATLANTA, Aug. 26.—Gene Austin and his Star-o-Rama of 1939 did good business on its five-day stand here, despite three days of rain and a muddy lot. Austin received much publicity in the way of special stories from the three Atlanta papers.

With Austin are Kandy and Koko, Dorothy Long, Betty Noble, Slim Williams, Ted Claire, the Three Revelers, the La Toure Sisters and "Skeets" Morris and his Auburn Cavaliers. While here Legionnaire Austin visited Veterans' Hospital No. 48 to put on a performance for the patients. He was also a guest of Lakewood Park during the motorcycle races.

## Morgan-Helvey Notes

GENESEO, Ill., Aug. 26.—This town proved a winner in spite of inclement weather. Connie Mundece was busy here talking over old times with Jack Greene, former vaude juggler, now operating local flicker house. Mundece and June worked the Kiwanis luncheon here, Greene being an officer in the organization.

Savanna, Ill., gave us good business, with Byers Bros.' Show for opposition. We had an edge on the carnival, opening a day ahead of it. Both shows exchanged courtesies. Savanna is the home town of Mrs. J. Doug Morgan and she developed writer's cramp from writing passes.

Clarence Balleras, the candy ambassador, was a recent visitor, as was Petey Wales, ex-trouper, now postmaster at Lanark, Ill.

Mundece and June, Bing Snyder, Boots Stone, Jane Allardt and the writer caught the Cole Bros.' Circus at Rock Island, Ill. Party was extended every courtesy by Manager Jess Adkins. Bruce Cayton, who trouped on the Henry Brunk Show with the writer, is on the Cole Show Band. Reese, calliope player, also was formerly with various reps.

Birthdays were the vogue the past week, with Neale Helvey, Charles Pratt and Mystic Trakas celebrating their natal days. All were remembered by members of the troupe.

Monte Montrose's *Snow White and Dopey* is proving a popular concert feature, with comic Jimmy Martin getting the laughs.

Wayne Douglas continues to be top man among Joe Smith's concession agents.

George Cress is a recent addition to the show.

Hap Sage and Herman Romick, in their second season on here, continue to please the natives with their musical novelties.

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## Rep Ripples

ROY CRABTREE, former comedian with the Madge Kinsey Players, is now out of the business and residing in Wooster, O. He still makes an occasional jaunt onto the show and contributes an impromptu specialty now and then just to keep in trim. . . . ELEANOR DEIWERT, of the Rose City Players, has been receiving much favorable press comment recently for her musical "tone sketches" of the various music masters. . . . M. & M. Motorized Show, M. L. Mitchell, manager, is finding the South Dakota territory slim pickings. . . . BILL BUHLER, former repster, out of the business the last several years, has framed a radio unit, Uncle Obediah and his Cowboy Minstrels, heard over WMTD, Muscle Shoals City, Ala. In the outfit, besides Buhler, are James Prather, R. T. Hodges, Hubert Prather, Harold Hodges and Bill Buhler Jr. . . . CON DAVIS Entertainers report fair business in Tennessee mountain towns. . . . MAX RANEY'S Tent Radio Show has been caught playing to good houses at several New England stands recently. . . . AFTER A FEW MORE spots in Western Wyoming the Rose City Players, piloted by Ray Lenhart, will head into Montana, Idaho, Washington and California, playing one-nighters mostly. Lenhart spent the early part of the season with the Morgan-Helvey and Hal Stone shows. Dean Laird is handling the press for the Rose City troupe, which is showing under auspices of the Townsend clubs all along the route.

BLANCHE BRADLEY, formerly with the Dixie Queen Showboat, was in Kansas City, Mo., the past week after a visit with friends and relatives in the East. . . . J. GORDON KELLY begins rehearsals in Omaha this week for the opening of his repertoire company which will play three-night and week stands in theaters thru Nebraska. . . . MR. AND MRS. OLAF CARLSTROM, who hall from Fremont, Neb., were spotted in Kansas City, Mo., last week, where Olaf has ac-

cepted a position in commercial lines. . . . SILVER'S COMEDY CO. brought the tent season to an end in Iowa last week and reopened immediately in houses. . . . JACK KELLY'S Comedians wind up the tent season in Michigan this week. . . . CHET THOMAS, former rep and tab musician, is teaching music in Kansas City, Mo., institutions. . . . SCHNITZ SEYMOUR'S No. 1 unit opened last week at Kearney, Neb. Company is managed by Bill Highly. . . . E. R. MISNER has returned to Omaha from an extensive vacation and is now preparing to open another season with his lyceum attraction.

BOYD HOLLOWAY is making arrangements to launch a circle after he winds up the season with the Gagnon-Pollock Players. . . . NORMA GINNIVAN Players will close the canvas season September 9 at Manchester, Mich. . . . HILA MORGAN Players, after showing their regular summer territory thru Iowa, head south this week. . . . VIOLA AND JERRY BRUCE have severed their connections with J. H. Ward's Comedians in Oklahoma and are now sojourning at their home in Minneapolis. . . . ERNEST VEEVA, formerly with the Majestic Showboat, has joined the Judy and Mac Green Players in Arkansas. . . . AUDREY SWANSON has joined William Balthazor's No. 1 unit in South Dakota. . . . SKIPPY LAMORE'S Comedians are scheduled to close their tent tour the first week in September. . . . W. H. WALTERS, rep veteran, who pushed a perambulator from Chicago to Kansas City, Mo., recently has joined Buck Owen's unit in Kansas. . . . TOBY AND BERTHA SHELTON have closed with Dr. Street's med show. . . . JOSEF SAULINE is making arrangements to relaunch his Carolina circle late in the fall.

## Tolbert Tattles

MONROE, La., Aug. 26.—Hot weather still holding on, with bathing parties for the gang every day. In spite of the heat business has been tops, with four turn-aways the past week (no bull).

Little Buddy Hale was guest of honor

## Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

### Walpert Launches New Holly'd Show This Week

HOLLYWOOD, Aug. 26.—Manager-Director J. Walpert opens a derby show at the corner of Fletcher and Riverside drive here this week. Contest is to be sponsored by the Athletic Association of American Legion Post.

A fireproof structure, 158 by 324, will house the contest. Seating arrangements call for accommodations for 5,500 persons.

All concessions are to be operated by Walpert. Staff includes Ernie Bernard and "King Kong" Coffey, judges; Mike Brown, timer, and Danny Brammer and Tiny Epperson, emcees. Three 15-minute announcements are being made daily over each of five local stations.

### Legal Tiff Closes Ross Show

GALVESTON, Tex., Aug. 26.—Harassed by legal difficulties since opening here around the middle of July, Hal J. Ross, well-known endurance show promoter, was finally forced to call it quits late Thursday. Show had been enjoying satisfactory business and Galveston citizens had no complaints on the way the show was operated. Pressure to close the contest is believed to have been brought by opposition interests.

ROBERT LAURENCE NELSON writes from Hollywood that he would like to read news here on Pee Wee and Pauline Collins, Jack (Dead Pan) Kelly, King Brady, Lou Jarvis, Ginger Brown and Ethel I. Evans. "The kids shouldn't find it hard to get a 3-cent stamp and a little bit of hotel stationery," opines Bob. He also infos that he will be appearing with Lyle Griffin's Band as a singer in the picture city for the next six months.

CAPT. PHIL C. MATHIEU, former staff member with Hal J. Ross and now playing fairs with a short-range shooting gallery and glass-u-win game, paid the endurance desk a visit Monday of last

week. Phil, who had just closed at Fal-mouth, Ky., working dates on thru to Omaha, gave out with some interesting way-back-when stories of the good old days of walkathons.

"RUBBER LEGS" MARTIN, Fats Bertalone and Joe Coulatta are performing at a Beaumont (Tex.) nitery, where Martin heads the floor show.

PLEASE DON'T ask us to locate friends for you thru this column. Write them a letter in care of *The Billboard*, Mail-Forwarding Dept., 25 Opera place, Cincinnati, O. Your letter will be advertised in the Letter List and upon receipt of an address will be forwarded. This service is rendered free.

DON J. KING, former band leader with Ray (Pop) Dunlap and Hal J. Ross, is currently with Johnny Burkarth's Band at the Henry Grady Hotel, Atlanta. Don left the Ross contingent during the latter's contest in Dayton, Ky., to join Burkarth's outfit.

LAST REPORT reaching the desk on Kay Manning had her performing the "buried alive" stunt at the Decatur (Ill.) show. On August 12 she had been under the sod 27 days.

WORD REACHES us that Tiny Epperson has drawn an indefinite-stay ticket at Burp Hollow, Hollywood nitery.

HANK LEWIS closed an engagement at Tiny's Hi-Hat in Oakland, Calif., Thursday of last week and reports he goes into Matteoni's in Stockton September 7, where he at one time held forth as emcee for 18 months. "Have seen many former marathoners here in the bay district recently," writes Hank. "Including Rose and Dick De Long, the Begeley boys, Gordon and Cecil, and, of course, the bunch with the roller derby—Margaret Gowdy, Eddie Fetter and Jackie Sells." Hank would like to read notes here on Jimmy and Gladys Hoffman, Curly Linder, Benny Leonard, Edith Merritt, Joe Palooka, Dud Nelson and Moon Mullins.

## Baxter Players Notes

TELFORD, Tenn., Aug. 26.—Baxter Players, making their second appearance of the season here last week, hung up a healthy business despite a siege of inclement weather.

Karl Sapp, formerly with the Madge Evans Players, has joined the show as pianist.

Freddy Hayes, former pianist on here, and Toots Hodge, electric guitarist, have left to accept a radio offer in Terre Haute, Ind.

The motion picture department has just purchased some new feature-length films.

Bob Brockman, Karl Sapp, Mr. and Mrs. J. J. Baxter, Bobbie and Phil Baxter and Jake Rector caught the Russell Bros.' Circus in Johnson City, Tenn., last Saturday.

at a birthday party the other day. Moving pictures of the event were taken, and his dad is looking for a truck to carry the gob of gifts the little fellow received.

Toby and Dorothy Eastman were the week-end guests of Mr. and Mrs. Lew Childre at their summer home on Orange Beach. They made the choice fishing grounds and the reward was a dandy mess of speckled trout.

Lew Childre is the proud owner of a 1908 Model T Ford, which is used in Ford tie-ups. It really gets the dealers and the money. The car is in fine condition and when it's driven down the street it is the talk of the town. A sound track was made of the motor and when we sign off the air at each broadcast Lew puts the girls in the Model T, cranks it up and it chugs away to a fadeout.

Blimpy Erbacher and the swing ensemble have been holding jam sessions almost every night at local night spots.

Bill Wagoner left the brigade to take up the advance when Ollie Hamilton had to leave that post to advance his own show. However, Manager Hale has called Wagoner back to the brigade.

Opening night in Monroe found a squad of candid cameramen in the audience in the dressing rooms on stage and in our hair. However, a number of fine shots were obtained.

J. C. Willis, owner of the Klub Kokomo, Dothan, Ala., wires us that it has rained so much in Alabama that we better swap the tent for a showboat before we head back home.

The route card gives us Arkansas next.  
TOBY EASTMAN.

## Seek To Curb Pass Racket

NEW YORK, Aug. 26.—Hitting at the old sale-of-theater pass racket, the League of New York Theaters today sent to all members letters of instructions, outlining its first concerted move to cope with the abuse. Letter advocates the following: (1) Abolish practice of giving away tickets in exchange for advertising such as displaying posters; (2) reduce complimentary tickets to a minimum; (3) centralize authority for giving passes, and (4) confirm all telephone calls with a call-back.

## IA Charter Awaits TMATers

NEW YORK, Aug. 26.—As predicted here last week, the International Alliance of Theatrical Stage Employees will cut in on the Theatrical Managers, Agents and Treasurers' Union by chartering its own treasurer division. Charter is all ready, waiting for the treasurers' group of TMAT to make formal application. In fact, George Browne, president of the IATSE, was ready for the launching Wednesday. New group comprises about 300 members here. IA already has in its fold treasurers in Chicago and St. Louis. Treasurers of TMAT held a caucus Wednesday night, discussing the bolt.

## Walk-a-Show

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# Success Hinges Upon Care You Give Your Equipment

CINCINNATI, Aug. 26.—Dirty motion picture equipment means the difference between a good and a bad performance. Many roadshowmen have a policy of routine checking before they put on a show. This has enabled them to become successful roadshowmen and a credit to the business. Regardless of the money invested in equipment, do your best to protect it. The success of any business—and this most certainly applies to the roadshow business—is to cut operation costs. Replacements are unnecessary and expensive and can be avoided by keeping equipment in good shape.

Whether the most expensive or a moderately priced projector is used, there is an investment represented. Because of this the non-theatrical exhibitor should do everything possible to reduce operating and replacement expenses. And, after all, 16mm. films must be presented in a showmanlike way or their effectiveness is lost.

Of the three major parts of equipment—screen, film and projector—the latter two require specific attention. Care must be exercised at all times to keep them clean. Because librarians are directly affected in dollars and cents by damage done to film, educational campaigns stressing the importance of equipment care are always in progress. There is not a librarian who will not take time to explain to a roadshowman how he can better care for his projector.

## Care of Projector

No one can expect a projector to give expected results unless proper attention is given the machine. The machines give much service despite neglect, but a roadshowman must get the very best service from his projector.

Projectors must be protected from dust. As dust contains grit that will in time work into the delicate mechanism and cause excessive wear, a projector should be thoroughly cleaned at least once a month. If the exterior of the machine is wiped off before and after each show the chances of grit getting into the mechanism will be reduced. The projection lens should be removed and cleaned with cleansing tissue. While handkerchiefs and other cloths may be used, these carry dust and are apt to put a "veil" over the lens. Continued use of a cloth will destroy the polish on the lens and reduce projection qualities.

The condensing lenses, a most important part of the projector and located directly in front of the projector bulb, should be kept spotlessly clean. While they cannot be readily cleaned by wiping with an ordinary cloth, the roadshowman should use spectacle-cleaning fluid and a tissue for this work. This will remove dust and oil and give proper projection. However, when remounting the lenses, guard against getting them in their sockets too tightly. They are purposely inserted loosely to prevent the heat from the lamp cracking them.

The aperture gate, a slit thru which the film runs, should be kept as clean as possible. Don't touch this part with any sort of metal object, because this will scar the surface and cut the emulsion on the film. Some projectors are arranged so that the gate cannot be opened fully, but in these cases it can be cleaned by using a long-handled camel's hair brush thru an opening made by remov-

ing the lens. This should be done prior to each showing of a program. If the roadshowman fails to do this, fringes or "whiskers" will be seen at the edges of the screen. Once the gate becomes scratched the only remedy is repolishing or replacement.

## Oiling Is Important

An important step in the care of a projector is oiling. Manufacturers have taken the trouble to mark the oil holes—some are even designated with a spot of red enamel to insure proper lubrication. Instruction books supplied with the machine advise the intervals at which certain parts should be oiled. The frequency of lubrication as set down in the books should be carefully observed. A lack of oil will result in serious damage. Where a drop of oil a week is ordered, six drops every six weeks will not do the proper job. However, there may be a tendency to over oil. This means that grease will accumulate on the lenses and fuzzy and cloudy pictures result. Oil on film is difficult to remove and may be easily prevented by following instructions on lubrication.

Too much oil not only damages the film but may cause sparking and heating. If this occurs too often the motor armature may have to be removed and the commutator turned down on a lathe, an expensive and wholly unnecessary operation.

These are only general instructions in the care of the projector.

For emphasis the following four points which assure a roadshowman of more service from his projector are given:

1. Check setting of AC-DC control. Inquire as to current, as some spots have both.
2. Set speed correctly.
3. Before starting projector be sure sprocket teeth are actually in film perforations. Be sure film is passing thru mechanism properly.
4. Use only oil recommended for the type and model projector employed. Always wipe off surplus oil after lubricating.

(To Be Continued Next Week)

## Teacher Gives Tip On School Shows

NEW YORK, Aug. 26.—Peter Skeberdis, of Lapeer, Mich., a recent visitor at the New York office of *The Billboard*, is a school teacher by profession. His entrance into the road-show business was an outgrowth of his interest in home movie photography. For the past two years he has been supplementing his teaching activities with putting on shows in schools within a wide radius of his home town.

"Cartoons, travel shorts and educational shorts treating such subjects as the life of the bee, fish, flowers and trees are especially good for grammar school showing," he says. "I've found that a four-reel program, including a travel short, a cartoon and two educational pics is plenty. Most shows of the educational type are put on in the afternoon after school hours for a 10-cent charge. I've found the parents much interested in these programs, too, and many of them attend."

Skeberdis also puts on evening programs for high school pupils who wish to raise money for their class treasuries. For this type of a show he uses feature-length pics with a few shorts. His experience has proved the wisdom of insisting on a guarantee sufficient to cover the cost of the film rental. "When I first started out," he reveals, "I worked such showings on a 50-50 basis. However, a few occasions where I laid out \$6 for film rental and found the house gross was only \$10—which meant I lost \$1 while the sponsors made \$5—convinced me that this system was all wrong. Now I insist on a guarantee to cover the cost of the film and work on a percentage above that."

Skeberdis has been passing his vacation in the East putting on pictures at the Hensler Auditorium, Newark, which is operated by his father. The spot is a combination tavern and auditorium. Programs have had a worthwhile effect on boosting patronage at the spot.

Skeberdis is journeying back to Michigan this week, where he plans to embark on an ambitious road-show program under the name of the Cine Pictures Co. While in New York he has been calling on film distributors and purchasing films for his winter operations.

## What Readers Say

"Your articles have been very instructive as well as interesting. They have answered a great many questions in regard to the road-show business." Mrs. Olive Hupp Maynard, Muncie, Ind.

"Your articles under Non-Theatrical Films in *The Billboard* pertaining to the road-show business are certainly fine and a great help to anyone new in this business. As I am considering the purchase of an outfit, your articles mean a great deal to me, especially those in the August 5 issue. It was by accident that I purchased a copy of the July 29 issue. After reading your article in it as well as questions and answers in the August 5 issue, I would appreciate knowing if it's possible to obtain copies of the three previous articles. Its needless to say I will purchase all future copies." M. D. Netzt, Rockford, Ill.

## Teaches Swimming With Aid of Films

NEW YORK, Aug. 26.—One of the most unusual types of road show was unfolded to us recently as a result of a meeting in New York with Commodore Benjamin H. Schlomberg, regarded as one of America's foremost life-saving and swimming educators. Packed into his interesting career has been 18 years of professional life-guarding as well as the teaching of thousands of persons to swim since he first became instructor back in 1902.

It was this love of swimming plus his interest of wanting to teach others to swim that got him into the road show business back in 1919. Since then he has given more than 900 lectures and demonstrations on swimming and life-saving to approximately 500,000 people in 29 States.

Schlomberg has perfected a method of swimming instruction bearing his name. He has had motion pictures made of his system and uses them to illustrate his lectures. He uses 35mm. equipment but has his films on acetate. An unusual note about his equipment is that he has it rigged up in such a manner that he can operate it by remote control from his position in front of the audience.

Schlomberg is getting ready to embark on another tour this winter. Last year he was booked 16 weeks thru Pennsylvania, West Virginia and Kentucky with his swimming films. Schlomberg usually plays towns of about 10,000 population under the auspices of the local Chamber of Commerce or some fraternal organization. In some spots, the high school or the school system books his show. He does all his booking by mail. Early in June he starts sending out letters to schools and organizations and by August he usually has his route pretty well laid out. All shows are booked on a flat fee basis.

This will mark the 20th season that Schlomberg has taken his films and projectors into the hinterlands. Up until this year he has been making all of his jaunts, unaccompanied, by train or bus. This year he's taking an assistant along and they'll travel by truck.

## Promotions Aid In Selling Pics

CINCINNATI, Aug. 26.—Showmanship is just as much a part of the motion picture roadshow business as any of the other branches of the amusement and entertainment industry and the success or failure of a picture depends largely upon the way it is exploited and sold.

We have seen enterprising roadshowmen with the knowledge of promotion and salesmanship take out a picture discarded by a contemporary as "no good" and get real money with it simply by putting a little effort into "selling" the product and by making the picture doubly attractive to the natives thru simple promotions with the merchants or civic bodies in the towns played.

One roadshowman we know toured the South with the picture *Monsters of the Deep*. In each town he tied up not only with the local schools but the athletic clubs and sporting goods merchants. In addition to hanging plenty of paper, every sporting goods store had a window display of diving suits, knives, harpoons and other equipment used in deep-sea

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BRANCH OFFICES: NEW YORK—6th Floor Palare Theater Bldg., 1564 Broadway. Phone, ME 4111. CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0443. PHILADELPHIA—B. H. Patrick, 7222 Lampport Road, Upper Darby, Pa. Phone, Madison 6895. LONDON—Edward Graves, care of "The World's Fair," Cromwell House, Fulwood Place, London, W. C. 1, England. SYDNEY, AUSTRALIA—Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Scribe.

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DISPLAY ADVERTISING—Fifty Cents per Quarter Page, \$3.50; Half Page, \$7.00; Full Page, \$14.00. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. 51. SEPTEMBER 2, 1939. No. 35.

fishing. In some towns a special performance was staged for members of various athletic clubs. Representatives of the roadshowman made talks before school classes and Parent-Teachers' Associations to explain the wonders of the film and its educational value. Equipment used in deep-sea fishing was used to illustrate these talks. The spirit of competition was built up amongst the various sponsoring groups so that they all tried to outdo each other in selling tickets. So successful were these campaigns that in most every town additional performances had to be scheduled to accommodate the crowds.

A religious picture was promoted in the same way in Cleveland a few years ago with tie-ups effected with all the churches of the city. The picture was an old-timer that had been shown in local theaters. Yet so successful was the drive that the three-night showing had to be stretched out to a week. Performances were staged in the Civic Auditorium, which has a seating capacity of 12,000.

Fundamentally the success of all promotions of this type depends largely on the showmanship ability of the organizer. If he selects his towns properly, features a picture of definite appeal, makes tie-ups that are liberal enough to make it worth the while of the sponsoring organizations to participate and then promotes the show in as aggressive a fashion as possible, such promotions can be made to pay big dividends.

OWEN J. KELLEY is now operating a talking picture roadshow thru Central Connecticut.

## Operate Your Movie Shows

Lots of theatreless communities. Show movies. We rent 16mm. Talking Pictures by day or week. We rent and sell Complete Projection Equipment. Earn \$50.00 to \$100.00 weekly right away. We show you everything. Write immediately to SOUTHERN VISUAL CO., Dept. B-10, 494 S. Second St., Memphis, Tennessee.

## ATTENTION! ROAD SHOW EXHIBITORS, CIRCUITS!

35mm. Sound Programs—Feature, Comedy, Serial, Shorts, \$12.50 Rental per Week! Westerns, Actions, Comedies, Musicals, Mysteries, Late Releases. Good Prints! Shipped on any size reels requested! Send for lists and information! Set Bookings Now! Projectors for Sale!

UNITED FILM, 15903 St. Marys, Detroit, Mich.

## THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by KEVIN BRENNAN, 198 City Tattersall's Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

## Merchants' Shows Popular in Indiana

CINCINNATI, Aug. 26.—Merchant-sponsored road shows are proving quite profitable in Indiana this year. Reports show that roadshowmen are building up circuits thruout the State. Number of circuits is estimated to be between 30 and 40, bringing weekly shows to more than 200 towns. Practically all of the shows are sponsored by local merchants. Shows, of course, are given free.

Most popular spot for putting on the shows seems to be the main square of the town. The 16mm. sound on film equipment is used almost exclusively. Most recently issued 16mm. features, cartoons and shorts make up the programs and attendance has run above the 1,000 mark at some spots.

Road shows have long been popular in the Indiana lake regions, especially in the summer when resort spots are crowded. Popularity of road shows in the corn belt and other parts of the State, however, is of more recent origin.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Bennett, Ed. 6c
Cartwright, Kyle G. 3c
Chanda, The Magician 9c
Cole, Lee, 16c
Faraday, Harry C. 3c
Gerber, Mrs. Maybelle, 6c
King, Milly, 5c
Kanthe, Edna L. 11c
Kennedy, Mrs. Jas. Everett, 6c
McDonald, Jack (Nail o'Jint), 5c
Woods, Miss Sharamain, 8c
Wright, Geo. F., 3c

Women

- Ahmakcha, Leleta
Alexander, Mrs. S. E. Mildred
Allen, Mrs. Casey P.
Allen, Mrs. Doris
Allen, Sara
Aloha, Princess
Andre, Paulette
Applegate, Mrs. Joe
Arend, Eulala Joan
Arend, Margie
Arhlein, Mrs. Stella
Arnold, Mrs. Willie Mae
Asher, Mrs. Charles
Avalon, Lila
Babcock, Vivianne
Backus, Mrs. Earl D.
Bacon, Faith
Bainchette, Peggie
Balzer, Mrs. J.
Barbee, Hazel
Barnes, Jean
Barnhart, Mrs. Leola
Barrick, Mrs. Belle
Barth, Mrs. Josephine
Basham, Mrs. Helen
Bates, Mrs. Cillecia
Beall, Mrs. Hiram
Beamon, Eliza
Bee, Mrs. Frank
Belamy, Mrs. Ethel
Belderes, Boots
Bell, Mrs. Essie
Bell, LaVern M.
Bell, Thelma
Berney, Lady Imogene
Bertram, Mrs. Ludwig
Billings, Mildred
Biron, Pearl
Bixler, Elsie
Black, Mrs. Ruth
Blackmer, Mrs. E.
Blair, Grace
Blair, Mrs. Ruth
Blair, Sallie
Blair, Mrs. Wally
Blikas, Mrs. Elsie
Blue, Betty
Bludorn, Mrs. Virginia
Bolau, Betty
Bow, Clara
Bowry, Mrs. Arthur
Boyd, Mrs. Marie
Bright, Alice
Bright, Margie
Brookins, Marilyn
Brothers, Mrs. Clara
Bruches, Mrs. W. M.
Brun, Anna M.
Buckingham, Louise
Bufkin, Mrs. Gypsy
Burkhardt, Martha
Burney, Jessie
Burns, Boots
Buttedahl, Mrs. Virginia
Buttons, Princess
Bye, Marge
Byron, Pearl
Calvert, Mrs. Harriette
Campbell, Jackie
Carlo, Mrs. Betty
Carpenter, Mary
Carrico, Mayne
Carroll, Ruth
Carroll, Mrs. S. J.
Carrus, Emma
Carrys, Mrs. Fatima
Carter, Mrs. Peter
Cassandra, Lady
Castro, Joy
Cawley, Mrs. Doris
Chacomra, Patsy
Chambers, Mrs. J. T.
Chancey, Mrs. Maile
Chapin, Myrtle
Chatman, Mrs. Ada
Claire, Madam
Clark, Marian
Clarke, Billie Marr
Codee, Helen
Collins, Ethel
Colvin, Mrs. Alma
Conover, Dora
Conrad, Mrs. Eva
Cook, Mrs. Chas. F.
Cook, Mrs. Evelyn
Cook, Mickey
Coon, Mrs. Virginia
Courtney, Mrs. Grace
Craft, Hyacinthe J.
Craig, Mrs. Goldie
Craig, Mrs. R. W.
Crowe, Mrs. Betty
Crowe, Mrs. E. W.
Crowson, Mrs. Bill
Crum, Vivienne O.
Culver, Mrs. Ann
Cummins, Betty
Cushman, Betty
Daniels, Babe
Dara, Betty Lee
Darling, Jacqueline
Davenport, Mrs. Barea
Davidson, Mrs. Mary O. G.
Davis, Edna
Dawn, Lillian
Day, Mrs. Elmer

- Hogan, Mrs. D. O.
Holmes, Lillie
Holston, Mrs. Rose
Holmes, Bessie
Hood, Mrs. C. E.
Hudgins, Mrs. Pope
Hudson, Louise
Humphrey, Gladys
Humphries, Mrs. Lonnie
Humphry, Mrs. G.
Hunt, Mrs. Walter
Jackson, Mae
Jarvis, Mrs. Ernestine
Johns, Bonnie
Johnson, Daisy
Johnson, Mrs. Dorothy
Johnson, Kathleen
Johnson, Mrs. R. J.
Jones, Mrs. Agnes
Jones, Freda Daniel
Jones, Mrs. Hody
Jones, Mrs. Robt. L.
Jonsberg, Mildred
Kanthe, Edna
Karl, Clara
Kavan, Alice
Kelley, Margaret
Kester, Mrs. N. E.
Kettenam, Era
Kidd, Mrs. C. C.
Kinderman, Dorothy
King, Mrs. Gladys
King, Mrs. Howard
Kneeland, Mrs. Toby
Knight, Lolita June
Korn, Verna
Lachman, Mrs. Dave
Lafallydare, Imilda
LaPage, Mrs. Pauline
LaPerre, Louise
Laughlin, Mrs. Elmer
LaVague, Mrs. Helen
LaVaque, Mickey
Layton, Mrs. Ruth
Leavy, Josephine
Lawrence, Mrs. Jack
Lawrence, Mrs. Myrtle
Lee, Kaye
Lee, Shirley, of Dallas
Leeman, Mrs. Marion
Lemley, Valeria
Lennon, Pauline
Leown, Miss
LeValle, Mrs. Frank
Lewis, Eva May
Lifton, Mrs. Frances
Litzenburg, Mrs. Bellia
Livly, Mrs. Lucile
Lollar, Mrs. Germain
Long, Dortha
Lovell, Mrs. M.
Lucas, Estrellita
Lumm, Mildred
Luther, Mrs. Laverna S.
McArthur, Zoma
McCaain, Mrs. Harry
McCarthy, Josephine
McCauly, Mrs. Henry
McCoy, Madeline
McCrary, Mrs. Hazel
McGane, Mrs. Bill
McGuire, Lucille
McKenzie, Mrs. Pat
McLaine, Dotty
McMillan, Melvina
McNamara, Peggy
McPeak, Mrs. R. E.
McPherson, Mrs. B. Jean
Mack, Libby
Mack, Mable, Show
Mack, Musical May
Mallard, Virginia
Manderville Sisters, The
Mann, Irene
Manning, Mrs. Mary
Martin, Dorothy
Martin, Mrs. Lydia
Mason, Miss Billy
Matsumoto, Amelia
Mayer, Mrs. Geo.
Mayes, Mrs. John E.
Mayers, Mrs. Billie
Michell, Lorena
Miles, Marg
Miller, Mrs. Beth Kinsey
Miller, Mrs. Gladys
Miller, Peggy
Millette, Mildred
Mitchell, Mrs. J. A.
Montgomery, Mrs. Dorothy
Moon, Mrs. Herbert
Moore, Mrs. Bobbie (Colored)
Moore, C.
Moore, Mrs. Jas. G.
Moore, Mary
Moore, Mildred
Moran, Lee
Morgan, Mrs. Charlie
Morgan, Mrs. Hila
Morgan, Margie
Morgan, Vera
Morrell, Dorothy
Motley, Mrs. E. E.
Moulton, Mrs. Murray
Murray, Flora
Myers, Mrs. Renna
Narse, Mrs. Bertha
Neal, Anna
Neff, Virginia
Newcomb, Mrs. Pauline
Newton, Mrs. Vera
Noble, Marge
Norris, Mme. Bertha
O'Day, Frankie

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Obermiller, Mrs. Georgia
O'Brien, Mrs. Minnie
O'Dell, Mrs. Imogene
O'Donnell, Eugenia
Oliver, Mrs. Donald
Oliver, Lillian
O'Neill, Leila
Owens, Elaine
Parker, Mrs. H. L.
Parks, Mrs. Kenyon
Peppers, Mrs. F. W.
Peterson, Mrs. Mary
Peterson, Mrs. Hazel
Peterson, Julia
Phillips, Evelyn
Phillips, Mae
Phinney, Margaret
Pierce, Mrs. Audrie
Prester, Anne M.
Preston, Linda
Preview, Mrs. Mona
Pritts, Mrs. Violet
Puckett, Eula
Randall, Ileana
Rankin, Mrs. Nan
Rayette, Ray
Raymond, Bernice
Redeaux, Mrs. Lola
Redwing, Madam
Reed, Madame Ada
Reed, Lilah
Reynolds, Christine
Richards, Mrs. Wallace
Rice, Maile E.
Ridd, Annette
Ridings, Mrs. Mary
Riggs, Lillian
Riley, Clair S.
Riley, Mrs. Lucile
Rinehart, Ollie
Riston, Esther
Ritley, Mrs. Johanna
Rivers, Mrs. June
Roberts, Mrs. Ruth
Robinson, Mrs. Alma
Robinson, Mrs. C. S.
Rocco, Mrs. Elizabeth
Roebuck, Mrs. Harry
Rogers, Marilyn
Rogers, Pauline
Rooney, Mrs. O. G.
Rose, Mrs. Louis
Ross, Ma. C.
Ross, Virginia
Rostick, Mrs. Chas.
Roule, Clara
Rowland, Mrs. Leva
Rowley, Alice
Royal, Mrs. Carrie
Rucker, Mrs. Eh.
Rufer, Mae
Schaffer, Mrs. Esther
Schultz, Mrs. Lillian
Seidler, Mary
Seymons, Mrs. Ruth
Shahni, Signa
Shannon, Betty Ann
Sharp, Mrs. J. H.
Shelton, Jenia
Sheppard, Mrs. L. R.
Sheppard, Lillian
Sheridan, Miss Sidney
Shipley, Elonia
Shipley, Joy
Short, Mrs. Marie
Siegrist, Mrs. Bebe
Siegrist, Helen
Sissine, Mrs. S.
Smiley, Charlotte
Smith, Miss Blakie
Smith, Mrs. J.
Smith, Mrs. David
Smith, Mrs. Delorse
Smith, Marcella
Smith, Mrs. Martin H.
Solovieff, Marie (Rusputin)
Smith, Mickey
Snellenberger, Mrs. C. H.
Snyder, Mrs. Katherine L.
Sole, Mrs. Verne
Sorensen, Mrs. Willie
Soules, Mrs. Ruth
Stanson, Mrs. Dutch
Stanley, Mrs. Chas. W.
Starcher, Dorothy
Stevens, Mrs. Mae
Stevenson, Mrs. Alice
Stewart, Dolores
Stewart, Mrs. Donald
Stewart, Mrs. Ova
Stoney, Mrs. Bill
Edith

- Stouder, Mrs. Lotta B.
Stringfellow, Mrs. L. K.
Strouse, Mrs. Gladys
Sullivan, Cecilia
Sullivan, Mrs. P. J.
Sutherland, Ruth.
Swain, Betty
Swan, Effie
Sweem, Milley
Swisher, Katherine
Synther, Goldie
Tappan, Marcel
Tate, Addie Mae
Tate, Mrs. Jean
Taylor, Nancy
Temple, Elizabeth
Teska, Mrs. Bertha
Thomas, Mrs. Ada Lee
Thomas, Gertrude
Thomas, Mrs. Lester
Thorne, Vera
Thorne, Victoria
Thorpe, Mrs. Virginia
Timmons, Mrs. Bobbie
Tindall, Charlotte
Tomaini, Bernice
Tommy, Miss Texas
Travis, Mrs. Doc
Triplett, Cassie
Trueblood, Mrs. C. D.
Tuller, Mrs. Jos.
Turner, Little Bitt
Underwood, Mrs. Howard
Uvondorith, Mary
Van Loesen, Josephine
"Countess" Emily
Van Scyle, Mrs. Betty
Varnell, "Pat"
Vasco, Mrs. Josephine
Vaughan, Mollie
Volin, Mrs. Hazel
Wadsworth, Mrs. F. W.
Wagner, Mrs. Whitey
Waite, Marion
Walker, Margaret
Austin, Gene, Revue
Austini & Roberta
Ayers, H. B.
Ayers, James
Babbs, Louis
Backer, Earl D.
Bahnsen, Wm.
Baillie, Jack
Bair, Richard
Baker, Bernie
Baker, Harry E.
Baker, Joe
Banard, B. W.
Banger, Chas. (Izzy Cohen)
Bantz, Paul
Barbay, Stanley
Bardo, Bill
Barfield, David
Barger, N. S.
Barham, Calvin
Barket, J.
Barnard, W. G., Owner
Barnes, Pampa
Barney Bros.
Barney, Tom & John
Barnhart, Beauford
Barrere, Charles
Barrett, Clarence
Barrett, Duke
Barrett, Jack
Barrett, Roy
Barrow, Bobbie
Barry, Geo.
Barry Medicines Show
Barshaw, Claude
Bartfield, Dave
Bartley, Francis J.
Bartols, M.
Barton, H.
Bass, Doc. Mgr.
Bass, Sam
Bassett, Dennis
Batten, W. A.
Bauackman, Mervin
Bauer, Ed, Agent
Bauers, Burt
Bayano, Rupert
Beal, A. W.
Beamon, Ray
Beard, A. F.
Beasley, Whitey
Beaty, Walter
Bedford, Fred
Behoe, Earl R.
Behr, Karl
Beky, Samuel
Bell Jr., James
Bell, Vern M.

- Burns, James M.
Burns, James M. (Red)
Burrell, Jerry
Burson, Arthur
Burto, Leon
Bush, Harry L. (Sheeny)
Bushay, Claude (Chic)
Butler, Doc
Cade, Pee Wee
Cain, Eddie (Shorty)
Cain, J. L.
Caine, Clarence
Calairado, Coliff
Calbreth, Henry
Caldwell, Jack
Caldwell, Kenneth D.
Calk, Tommy
Cameron, Dan
Camp, Robt.
Campbell, Otis
Cannon, Frank
Cannon Comedians
Cannon, Frank & Alex Tan
Cannon, J. L.
Careston, Bob
Carl, Chas.
Carlisle, Hank
Carlie, Henry
Carls, Cent Show
Carlson, Loyd
Carpenter, Lew
Carson, Carlos
Carroll, S. J.
Carter, Johnny
Carter, W. H.
Carver, A. Floyd
Carvie, Walter
Casey, Claude
Cassandra, The Great
Cassidy, W. L.
Castill, Frank
Caster, Zick
Castiglia, A. J.
Castle, Whip
Cathers, Merlin
Cathie, Red (Demon)
Cavnor, Paul
Chadwick, Jack
Chamber, Hubert
Chambers, J. T.
Champion, Jack
Chancina & Lee
Chanda, The Magician
Chapman, Gerald
Chapman, Louis
Charleston, Wm. S.
Chase, H. A.
Chatham, James Hoyt
Chapman, J. P.
Chidester, Bill J.
Christ, Wm.
Christensen, Grant, Singer
Christian, Chas. B.
Christianson, Tex
Church, Gordon
Claborn, Glen
Clamer, Mr. Elzie
Clamme, Bennie
Clanagin, Bob
Clark, Chas. Cmdr.
Clark, Happy Bob
Clark, Odie
Clark Sr., Paul
Clark, Ralph & Estel
Clark, Thurston
Clayton, L. C.
Claytons, The
Cleaver, Chief
Clement, Frank
Clements, B. E.
Clifford, Pete
Clifton, Lloyd
Climax, Joe
Clink, Cecil
Cockelberg, Alphonse
Cofield, Alton
Cohoe, G. Rex
Cohen, "Butch"
Cohen, (Candy Butcher)
Cohen, Jack (Jerry)
Colburn, J. H.
Cole, B. H. (Baby Emma)
Cole, Bonham
Cole, M. H.
Cole, Willard Lee
Colerte, Green
Collier, Chas.
Collins, Dick
Collins, Jack
Colby, Jack
Columbo, Tony
Colvin, W. E.
Conley, Houston
Conner, Jack E.
Connery, Edw., Musician
Cook, Chas. Wm.
Cook, Wm. S.
Cooke, D. V.
Coomis, Thomas
Coon, Roy
Cooper, Avonn T.
Cooper, James
Corbett, Geo.
Cordina & Tina
Cory, Victor
Cortez, Peter
Coster, Ezekel
Costello, Wm.
Cowan, Del
Coye, Jack
Crago, Wm.
Craigo, Gordon
Crane, Robt.
Crane, Vic
Crass, Hugh
Craver, Raymond (Jack)
Crawford, Gene
Crawford, F. R.
Crawson, Don
Crescio, Ny
Crooke, Severn
Cross, Skeet
Crothers, Albert
Crowe, W. J.
Crowson, Bill
Crucius, A. F. (Alabama)
Crytzer, Paul
Culbertson, Walter
Cummins, J. D.
Cummins, Tom
Curry, Oscar
Curtin, J. C.
Cushing, F. H.
Cusick, J. P.
D'Aubney, Billie
Dabos, The Four
Dafrans, Mack
Dalley, Harry
Daily Bros. Show
Daley, Eddie
Daley, Ray
Dalrymple, Ernest
Daly, Tom A.
Daniel, Bea August
Daniels, Les N.
Dare, Ronnie, Ork
Darezzil, Frank
Darling, Jean
Darling, Happy Jack
Darins, Jim
Davis, Chas. Walter
Davis, C. E.
Davis, E. B. (Bill)
Davis, Earl M.
Davis, Hank
Davis, Homer
Davis, Jos. R.
Davis, Johnnie
Davis, Lester
Davis, Marks
Davis, F. Paisley
Davis, Skip
Dawns, George
Dawson, Harry A. (Chittlins)
Dawson, Kenith
Day, D.
Day, Sam
DeCardos Troupe
DeFosa, Robert
DeHaves, Edgar
DeLaire, Ray
DeLucie, Joe
DeWitt, Bobby
Deerfoot, Chief R.
Deitler, Robt.
Delaney, Bill
Delaporte, Johnnie Vernon
Demarro, Jos.
Denhart, Lee
Derringer, Eddie
Devore Med. Co.
Dew, Daniel, Magician
Diamond, Billy
Diaz, Don R.
Diaz, Pete
Dick, Billy
Dillon, Jack
Dina, Doyle
Dionisi, Tony
Disco, Dick
Divon, Bob (Divie)
Dixon, Ed. & Babe
Dixon, Howard M.
Dixon, N. L.
Dobson, Danby
Dobson, W. C.
Dodge Bros. Circus
Dodson, Raymond
Doebber, Duke
Doktatos, Eldred
Doner, Joe
Donoghue, Chas. H.
Doran, Oliver
Dougherty, J. J.
Douglas, Edw.
Douglas, Johnny
Downey, Geo. A.
Downs, Jerry
Doxator, Edurd
Drechee, Deh
Duane, Jimmie
Duesch, John
Duferbach, George
Dugan, Eddie
Dunlap, Dr. Ted
Dunlavey, Jas. H.
Dunlain, Dallas
Dundy, Johnny
Dunken, Earl
Dusch, John
Dunson, Geo. W.
Durfey, Roy
Durham, Milton & Pauline
Durnal, Gene
Dutrow, Mel
Eagle Eye, Geo.
Eagleston Jungle land Show
Earl, John
Earl, Wm.
Earle, Alfred B.
Earle Jr., Geo.
Eastin, E. C.
Evans, Pat
Eckerson, Geo.
Eddy, Doc
Eder, Chief Ray
Edgar, Donald R.
Edwards, Bob (Candy Man)
Edwards, Clinton
Edwards, Robt. E.
Elder, Ted
Eli, Geo.
Eli, Miller
Elliott, Elmer
Elliott, Sunshine
Ellis, Jim
Ellis, Ray
Ellison, James G.
Ellison, Wm.
Ellsworth, O. H.
Elton, Billie
Emers, Glen
Emerson, D. H.
Emerson, Junior
Endron, Al
English, Lee
Enos, Verne
Enslay, E. B.
Entenman, Chas. L.
Ephram, W. G.
Erickson, Eric
Ettman, Capt. Bernard
Eubanks, Alton J.
Ehle, Jos.
Evans, Bill
Evans, Chas. Stanley
Evans, Frank
Evans, Geo.
Evans, James E.
Evans, James T.
Evans, Jos.
Evans, Little Joe
Evans, Nicholas
Evans, Sam
Evans, Wando
Everett, Eugene
Ewert, Roy &
Ewins, Robt.
Eyer, Walter B. Leola
Fahey, Frank
Faylor, Harry
Fausler, Pat
Farley, Nobel
Farmer, J. N.
Farr, Jack
Farrington, Lester
Farris, J. O.
Faust, F. L.
Faust, Jake
Feinberg, F. (Reporter)
Felice, Don
Felix, Ernest
Feliz, Nabor
Femmings Rides
Fendrick, Boysi
Fennell, Geo.
Fenton, E. T.
Ferro, J.
Ferris, Carl D.
Ferrera, Don
Fiksday, George
Filmo, Geo.
Fine, Allen H.
Finlay, Homer L.
Fish, Wayne
Fisher, Geo.
Fishburn, Irvin J.
Flanagan, Eddie
Fleming, W. H.
Flock, Glen
Floyd, Billy, Producer
Floyd, Bishop
Flynn, Pat
Folsom, F. L. (Buddy)
Fondau & Glady's
Ford, Geo. D.
Forest, Frank
Ford, Jack
Forpelt, Dr. Bob
Foster, James
Foster, Jimmie & Alice
Fountain, G. H.
Fowler, Bruce
Fox, Benny, Mgr. Troupe
Fox, Thomas J.
Frampton, F. Ed
Francis & LaBel
Francis, Crawford
Francis, Jack
Francis, Wm.
Frank, Miller
Frank, W. E.
Franklin, Dan
Franklan, Fearless
Fraser, C. Miller
Fraser, Bob
Freeman, Jack
French, Lloyd
Friedel, Chas.
Fritts, W. R.
Fultz, G. E.
Fultz, Sticks
Furne, R. M.
Furney, Norman
Gaffney, Howard
Gaffor, Frederick (Tex)
Gain, Johnnie
Gains, Jay
Galimore, Wray
Gamble, Earl
Gardner, Otto
Gardon, John D.
Garkow, Philip
Garner, R. E.
Gatewood, Cliff
George, Frank
George, Hank
George, Miller
Gerber, Gene (Red)
Gerbig, Bill (Larry)
Gibson, Chas.
Gibson, Curie
Gibson, Sven & Harry
Gilbert, Chas. (Baldy)
Gilchrist, James M.
Gil, P. H.
Gilleston, Albert
Gillis, Earl (Shorty)
Gish, Nicholas
Gisard, Theodore
Gleason, Frank
Gloth, Joe
Goodwin & Miller
Gordon, Buster
Gorman, Col.
Gorman, Frank
Gory, Gene & Roberta
Graft, John J.
Graham, Matt
Graham, M. E.
Graham, Roy
Grambsch, Benj. G.
Grandes, Pat. Revue
Gratrot, Merle
Graves, John
Graves, Robt. Clyde
Gray Fox, Chief, Show
Great Western Shows
Greater Amer. Show
Green, Hermann
Greene, Roosevelt
Greenfield, Julius
Greenberg, Harry (Novelties)
Greenwalds Athletic Show
Gregg, F. O.
Gregory, L. B.
Grey, Bennie & Glenda
Grey, Raymond
Grice, Thomas (Baby)
Griffeth, Donald B.
Grissom, H. R.
Groffo, Baby
Groffo, John
Groffo, Miller
Groffo, Steve
Guilfoyle, Johnny
Guinn, J. C.
Gulbaney, Geo.
Gunn, Geo.
Gunn, Harry
Gurley, R. W.
Gurley, Robt.
Hale, Prince Eco
Halke, R. S.
Hall, Artie
Hall, Grover
Hall, Melvin
Hall, Otis
Halm, Eugene J.
Hamilton, Ben
Hamiltons Cafe
Hamilton, Floyd D. (K. & G. Show)
Hammer, Ernest
See LETTER LIST on page 62)

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

# The Final Curtain

**BARCHUS**—James O., 71, old-time circus brigade agent, in a Little Rock, Ark., hospital, August 17. Deceased was with circuses from 1885 to 1912, since which time he had been a chiroprapist. He was known to hundreds of circus and carnival people as Doc. Survived by two sisters of Rock Hall, Md. Interment in Edgewood Cemetery, North Little Rock, August 19.

**BRADLEY**—Springtime, 47, comedian and emcee with the Sam Lawrence Shows the past three years, in Martinsburg, W. Va., August 16. He also formerly toured with tent shows.

**BRADLEY**—Joseph T., widely known band leader in the Albany, N. Y., district, at his home in that city August 21 after an illness of six years. Services August 23 in Brasure Funeral Church, Albany.

**COCKRUM**—Opal C., 25, son-in-law of Mr. and Mrs. L. H. Baldwin, cookhouse owner with the Tilley Shows, killed instantly in a truck collision near Bedford, Ind., August 21. Survived by his widow, Elleen, who was formerly with Pearson Shows for three years.

**FARNSWORTH**—Louise Margaret, 49, actress known during the silent film era as Margaret Whistler, in her Hollywood home August 23 after a long illness. She appeared opposite John Gilbert in *The Queen of Sheba*, produced shortly before the advent of talkies. She continued in motion picture work in a technical capacity until her last illness.

In Loving Memory of My Dear Husband  
**CLARENCE E. SHERMAN**  
 Who left this world August 25, 1938.  
 Sunshine passes, shadows fall,  
 Love and remembrances outlast all.  
 MRS. CLARENCE SHERMAN

**HOSKINS**—Washington Howard, 73, billposter for Ringling Bros.' Circus more than 40 years ago, at his home in Huntington, W. Va., August 22. Hoskins joined the Ringling show when a youth and was personally acquainted with all

the Ringling brothers. He moved his family to Huntington in 1922, where he entered the employ of the Smoot Advertising Co. as billposter and was active until the day before his death. Survived by a son, Harold; a brother, Solomon, and a sister, Mrs. Will Davis.

**MCCABE**—William, for many years manager of McCabe's Georgia Troubadours, in University of Kansas Hospital, Kansas City, Mo., August 11 after several months' illness. Survived by his widow, Edna, and two sons, of Chicago. Burial in Highland Cemetery, Kansas City.

**WE LOST A PAL AND A BROTHER, LEGIONNAIRE CLARENCE E. SHERMAN**  
 Gone, but not forgotten, is the pal whom we worshipped, A Legionnaire never to be forgotten for his friendly spirit—always a good trouper. Passed away in Charleroi, Pa., August 25, 1938.  
 A. E. DODSON AMERICAN LEGION  
 POST No. 784.

**MISTROT**—James J., secretary of the Eureka Shows, in Nelsonville, N. Y., July 25 of a heart attack. Survived by his widow, who is still with the show. Burial in Cold Springs, N. Y., July 29.

**OLINGER**—John B., 65, Milwaukee exhibitor from 1906 to 1928, August 19 in Milwaukee. Survived by his widow, a sister and a niece.

**PRUETTE**—Mrs. Lorraine L., musical comedy and vaudeville performer before the World War, August 20 at her home in Cincinnati after a brief illness. With her husband, William Pruette, she costarred in *When Dreams Come True*, *Chin Chin*; *Oh, Boy*, and *Around the Clock*. Survived by her husband and mother, Mrs. Dora Wimmer. Services in Cincinnati August 23, with burial in Vine Street Protestant Cemetery there.

**ROZANSKI**—Theodore, 41, carnival concessioner, known professionally as Teddy Rose, found dead in his room in the St. James Hotel, Woonsocket, R. I., August 16. Survived by a sister in Toledo and one in Brooklyn.

**THACKER**—Mrs. Annie Sutton, mother of Flozari Rockwood, former dancer and hotel manager and now a poet and editor

## SIDNEY HOWARD

Sidney Howard, 48, one of the greatest of modern American playwrights, a winner of the Pulitzer Prize, a holder of a Motion Picture Academy Award for scenario writing, a member of the Playwrights' Co. and a leading light of the Dramatists' Guild, was killed at his estate at Tyringham, Mass., Wednesday afternoon, August 23. His death occurred when he cranked a tractor parked in a barn on his estate. The tractor had been left in gear by a farmhand and, when Howard cranked it, it started forward, pinning him to the back wall of the barn and crushing his chest.

Sidney Howard was born in Oakland, Calif., in 1891. His father, John L. Howard, had started an early steamship line to Alaska, and his mother, the former Helen Coe, had been a professional pianist and organist. Young Howard was originally interested in music.

He was taken to Italy at the age of 12 and went abroad again about five years later. After giving up music he turned to writing poetry and began writing plays while he attended the University of California, from which he graduated in 1915. After graduation he studied theater arts in George Pierce Baker's 47 Workshop, then at Harvard, and during the first World War he served with an American ambulance unit and later in the aviation corps of the United States Army.

After the Armistice he became a special investigator for *The New Republic* and *International Magazine*, and in 1922 he joined the staff of *Life*, of which he became literary editor. His first play to be presented professionally was *Swords* in 1921. In the cast was Claire Eames, whom he married shortly after the play's closing. *Swords* was followed by various adaptations from the French, Hungarian and Spanish, and by a play written in collaboration with Edward Sheldon, *Bewitched*. His first real success, however, came in 1924 when the Theater Guild presented his *They Knew What They Wanted*, which won the Pulitzer Prize for that year. From that point onward a long line of distinguished and for the most part financially successful plays came from his pen, including *Lucky Sam Carver*, *Ned McCobb's Daughter*, *The Silver Cord*, *Half Gods*, *Marseilles*, *The Late Christopher Bean*, *Alien Corn*, the dramatization of *Dodsworth*, *Yellow Jack*, *Ode to Liberty*, *Paths of Glory* and *The Ghost of Yankee Doodle*.

In 1927, in the midst of his playwrighting career, he went to Hollywood to write scenarios and later blasted the Coast film colony's aims and ideals. He was a successful scenario writer, however, turning out, among other things, the scripts for *Bulldog Drummond*, *Raffles*, *The Greeks Had a Word for It*, *Arrowsmith* and his own *The Silver Cord*.

He was divorced from his first wife in 1929 and in 1931 he married Leopoldine Blaine Damrosch, daughter of Walter Damrosch, the conductor.

Last season he was one of the five leading American dramatists who banded together to form the Playwrights' Co., a producing organization set up to present its own plays. His *Madam*, *Will You Walk?* is set to open the organization's season, and the last play on its schedule was to have been his dramatization of Carl van Doren's prize-winning biography of *Benjamin Franklin*. He was to have directed the first play himself. He was working mornings on the Franklin play on his 700-acre estate in Massachusetts and had been so occupied on the morning of the day he was killed.

He is survived by his widow, four children, one of them from his first marriage; his mother, a sister and three brothers. He had been president of the Dramatists' Guild and had been elected to both the National Institute of Arts and Letters and the American Academy of Arts and Letters. He was a member of Beta Theta Pi, Authors' League, Century Club and Harvard Club.

Funeral services were held at Union Chapel in Tyringham, Saturday afternoon, August 26, with Rev. Philip Adams Job, pastor of the church, officiating. Burial was in the little cemetery on a hill near the church.

## HARRY C. BAKER

Harry C. Baker, 52, president National Association of Amusement Parks, Pools and Beaches, passed away in his Larchmont (N. Y.) home on August 23, never having regained consciousness from a five-day coma. He had suffered a series of strokes, beginning last September and recurring at frequent intervals until April, when all hope for his recovery was abandoned. He recovered sufficiently, however, to attend to his 12 riding devices at the New York World's Fair, which he operated in association with a Philadelphia syndicate, a partial interest being held by Harry G. Traver, head of the World's Fair Concessioners' Association. Death was attributed to heart disease and complications.

Popular and personable, Harry Baker was an unqualified money plunger. He made and dropped half a dozen fortunes as ride builder and operator, amusement park owner and one-time contractor. He was born Harry Charles Baker on January 20, 1887, in Kewanee, Ill., where he attended public schools. At 18 he joined the U. S. Army as cavalryman in the Philippines for three years. In 1908 he entered the contracting business in Kewanee and in the fall broke into show business in Riverview Park, Chicago, doing construction work. Next year he erected the pneumatic tube ride in Forest Park, Chicago. On January 1, 1912, he married Meta H. Griep, who bore him a son, Wilbur Paul, but tragedy visited the young couple when the child died on December 24 of the same year.

From 1910 to 1914 he was in charge of construction and operation for Ingersoll Engineering and Construction Co. in Riverview and then branched out on his own, forming a contracting and real estate company in his native city with his brother, Herman P. Baker, who preceded him in death about five years ago. The firm, Baker Bros., operated mainly in Streator and Galesburg, Ill., and Muscatine and Davenport, Ia. He kept in close contact with amusement park activities and in 1919 entered into the noted engineering partnership with John A. Miller, the association lasting nearly 10 years. Miller & Baker built Pleasure Park, Bridgeport, Conn., in 1920, but a few years ago the city took over its operation and during one year leased it to Baker.

In the 30-odd years of his park and ride empire Baker was head of some 40 companies. He had operated at the park-fair in Aurora, Ill., and many years held the ride concessions at Midsouth Fair, Memphis, where his firm, now known as Park & Beach Supply Co., successor to Harry C. Baker, Inc., New York, still maintains contracts. Firm he headed also operates in Crescent Park, Providence; Pleasure Beach, Bridgeport; Glen Echo, Washington; White City, Worcester, Mass.; Playland, Rye, N. Y., and at many other spots. He built and held patents on Coasters (his specialty, along with Funhouses) thruout the United States and on foreign soil. He constructed the Coaster at Rockaway, L. I. He was once exclusive distributor for Dodgem. Last year he rebuilt Highland Park, Avon, Mass., while engaged on other fronts, including advance stages of the New York and San Francisco fairs. Baker's company received a reputed \$100,000 12 years ago as its share of the purchase of old Paradise Park in Rye by the Westchester County Park Commission, which built Playland on the acquired property.

Baker rose to presidency of the NAAPPB at the Toronto convention in 1934 and had been re-elected every year since, having served previously as director and member of many important committees. He was first president of the NAAPPB, formed in Toronto by a merger of the NAAP with American Association of Pools and Beaches. He had served as treasurer of American Recreational Equipment Association, successor to Manufacturers and Dealers' Section, NAAP, since 1927, and was also a trustee of American Museum of Public Recreation. He was a member of IOOF, Masonic Lodge, Commodore Athletic Club and, in Bridgeport, of the Algonquin Club, and was a member of National Showmen's Association, serving on the board of governors, and held membership in Showmen's League of America.

A funeral service was held August 25 at Davis Memorial Home, New Rochelle, Rev. Dr. Frank Joseph Coffin, Larchmont Episcopal Church, officiating. Burial service was held August 26 at the Ernest Schmidt Funeral Home, Chicago, and the body was interred in Eden Cemetery, Schiller Park, Chicago. Masonic rites were conducted in that city. Survived by his widow and two brothers, George J. Baker, superintendent of Playland, Rye, N. Y., and John, an engineer, Long Beach, Calif.

and publisher of poetry journals, at Ashton under Lyne, England, June 18. Survived also by two other daughters and two sons.

In Loving Memory of My Dear Husband and Our Pal,  
**JOE TILLEY**  
 Who Passed Away August 29, 1938, at Princeton, Ill.  
 Gone but not forgotten, for his memory will live forever in the hearts of those who knew him best.  
 MRS. ANNA TILLEY and MEMBERS OF TILLEY SHOWS

**VANCE**—Mark, 58, trade newspaper man, August 22 at the Will Rogers Memorial Home, Saranac, N. Y., after an

illness of several years. He had been editor of *Show World*, *Zit's* and *The NVA News*. He also had been with *Variety* for 23 years. He started in show business as a press agent. Survived by his widow and son.

**WEILER**—George G., 59, secretary-treasurer of the Racine, Wis., County Fair Association for 17 years, August 21 at his home in Burlington, Wis. Survived by his widow, a daughter, four sons, six brothers and two sisters.

**WIDLUND**—William E., 63, father of Don Widlund, executive of Jam Handy Picture Service, commercial motion picture producers, Detroit, at his home in Boston recently. Burial in the latter city.

## HORACE GOLDIN

Horace Goldin, 65, internationally known magician and illusionist and originator of the method of cutting a woman in half with a circular saw, besides many other popular magic effects, died August 22 at his London home shortly after finishing a performance at the Wood Green Empire Theater.

Born in Russia, he later became an American citizen, but spent most of his life in England, where he was one of the highest paid artists on the stage. He was also one of the highest paid vaude magicians ever to tour in the United States. His earnings were exceeded only by those of one other magician, the late Harry Houdini.

Goldin first became interested in magic in 1891 while clerking in a New York shoe store. Having difficulty fitting a customer in some boots, he investigated and found the toes of the boots filled with hard-boiled eggs. The customer and perpetrator of the trick was none other than Herman the Great. He showed Goldin a few more tricks and the latter immediately began practicing conjury. By 1902 Goldin's reputation in the United States was established and he went to London for a week's booking, which terminated in a six-month engagement. He gave command performances before Edward VII, Queen Marie of Roumania and other crowned heads of Europe, which led to his billing himself as the Royal Illusionist. His last extensive tour of the United States was in 1923-'24.

Deceased was a life member of the Society of American Magicians and president of the Magicians' Club of London, and he founded *The Magazine of Magic*, a British publication. Goldin published his autobiography last year, *It's Fun To Be Fooled*.

Survived by his widow, a former actress, who was visiting in New York when informed of his death. She appeared with her husband in many performances and said she intended to bring the body back to the United States for burial.

# NEW YORK WORLD'S FAIR

Flushing, L. I.  
April 30 to October 31

## Ops Strive To Increase Draw For Fun Zone

NEW YORK, Aug. 26.—Midway operators were far from satisfied with general set-up of the amusement area this week, despite fact that attendance at main gates has increased somewhat recently and slightly larger crowds are finding their way to the fun zone. Business generally in the area has improved, tho most concessioners point out that before any influx of people can make an appreciable impression in grosses afternoon and early evening patronage must be upped.

Free concerts by name bands, introduced three weeks ago, have definitely helped most attractions in the afternoon, especially those located on Fountain Lake side of the midway where bands play. On the other hand, entire midway was up in arms this week at the fair's decision to drop fireworks on the lake two nights a week, Wednesday and Sunday, as part of the corporation's general retrenchment program. Feeling exists that if cutting of expenses is necessary in fun zone, band concerts at night should be dropped rather than the fireworks which have been responsible all season for bringing hordes of people to that end of the fair. While afternoon concerts have been acknowledged an aid to some extent, night sessions have made little impression on attendance in the area.

In line with concessioners' contention that area must obtain a larger percentage of people coming thru the front gates, plans for a \$1 combination gate—*(See OPS STRIVE on page 63)*

## Midway Toppers

Productions, Girls and Rides Share Honors, But Villages Place 5 of First 15

"Arts and Flowers" Trail

Breakdown of first 15 leaders in gross business from opening to Monday, August 14, shows production shows, girl items and rides sharing honors by placing three apiece in the line-up, but the rides really outshine the other two brackets because NTG's Congress of Beauty-Sun Worshipers, altho figured as production, is classed as a skin opera in its appeal to public. This actually gives the production class only two placements, *Aquacade* and *Hot Mikado*. While the epidermis clinics amount to three, closing of Cuban Village, whose central outdoor show was in girl niche, gives the fems only two placements. Villages, with five of first 15 (counting or discounting Cuba), rank first in type placements.

Frank Buck's *Jungleland* is the midway proper leader, *Aquacade* not being counted as a midway show. This gives animals, along with a celebrated name, first ranking in the amusement area. The brush and easel boys and the petunias just managed to sneak into the first 15, ranking 14 and 15, respectively.

The first 15:  
1. *Aquacade*—\$1,507,462. 2. *Jungleland*—\$137,591. 3. *Congress of Beauty-Sun Worshipers*—\$123,414. 4. *Hot Mikado*—\$123,051. 5. *Parachute Jump*—\$119,524. 6. *Old New York*—\$113,823. 7. *Sun Valley*—\$98,640. 8. *Giant Coaster*—\$89,643. 9. *Midget Village*—\$86,145. 10. *Bobsled*—\$80,868. 11. *Merrie England*—\$74,844. 12. *Cuban Village* (closed)—\$71,843. 13. *Crystal Palace*—\$66,914. 14. *Classical and Historical Art*—\$61,340. 15. *Gardens on Parade*—\$57,159.

With Cuban Village dark, there'll be a *(See MIDWAY TOPPERS on page 63)*

## Grosses for First 108 Days Shows

SHOW	Gross to Aug. 15	Per Cent to Fair	Per Capita Expenditures*
Billy Rose <i>Aquacade</i> .....	\$1,507,462	10 and 12**	.1298
Frank Buck's <i>Jungleland</i> .....	137,591	15	.0109
NTG Congress of Beauty and Sun Worshipers (2) .....	123,414	10	.0097
Michael Todd's <i>Hot Mikado</i> .....	123,051	10 and 15**	.0187
Phil Gelb's <i>Crystal Palace</i> .....	66,914	20 and 25**	.0029
Art Exhibit .....	61,340	audit basis	.0060
Gardens on Parade.....	57,159	15	.0032
Amazons-Extasie .....	53,574	20	.0026
Moe Gale's <i>Savoy</i> .....	39,359	12½	Closed
Dufour-Rogers-Kelly <i>Nature's Mistakes</i> ..	35,435	10 and 15**	.0026
Dunlap-Crockett <i>Arctic Girls</i> .....	34,929	20	.0030
Dufour & Rogers <i>Strange As It Seems</i> ..	34,364	10	.0031
Norman Bel Geddes' <i>Crystal Lassies</i> ....	32,591	15	.0036
Dufour & Rogers <i>We Humans (Life)</i> ....	32,458	15	.0021
Dr. Couney's <i>Infant Incubators</i> .....	28,869	15	.0021
Tom Wolfe's <i>Glass Blowers</i> .....	20,263	20	.0020
N. Y. Zoological Society (Nyzos).....	19,435	15	.0014
Gardner-Morris <i>Dream of Venus</i> .....	19,397	20	.0022
Dufour & Rogers <i>Gang Busters</i> .....	17,922	10	.0010
Jack Sheridan's <i>Living Magazine Covers</i> ..	16,032	25	.0017
Clif Wilson's <i>Live Monsters</i> .....	15,119	20	.0013
Norman Yule's <i>Victoria Falls</i> .....	14,868	20	.0009
Tony Sarg's <i>Enchanted Forest</i> .....	12,708	25	.0009
Leo McDonald's <i>Penguin Island (Admiral Byrd)</i> .....	11,622	10 and 25**	.0007
Lama Temple.....	11,230	20	.0013
Time and Space.....	9,892	20	.0014
Baker & Traver <i>Laffland</i> .....	9,254	20	.0009
Giants Causeway (Closed).....	6,052	20	.0009
Phil Plant's <i>Dugongs</i> .....	4,686	10 and 15**	.0006
1,000 Years Ago (Closed).....	2,877	20	Closed
<b>Total</b> .....	<b>\$2,559,867</b>		<b>Average, .2210</b>

\*Based on fair's paid attendance of 915,936 for one week, August 2-8. Show's take for that week was \$202,313.

\*\*AQUACADE—10 per cent of \$1,318,884; 12 per cent of balance, \$188,578. HOT MIKADO—10 per cent of \$78,693; 15 per cent of balance, \$44,358. NATURE'S MISTAKES—10 per cent of \$28,352; 15 per cent of balance, \$7,083. CRYSTAL PALACE—20 per cent of \$66,881; 25 per cent of balance, \$33.24. PENGUIN ISLAND—10 per cent of \$10,177; 25 per cent of balance, \$1,445. DUGONGS—10 per cent of \$36; 15 per cent of \$4,650.

## Rides

RIDE	Gross to Aug. 15	Per Cent to Fair	Per Capita Expenditures*
Parachute Jump (J. L. Mott).....	\$ 119,524	15	.0136
Giant Coaster (Baker & Traver).....	89,643	10	.0063
Bobsled (Norman Bartlett).....	80,868	10	.0057
Dodgem (Dodgem Corp.).....	50,814	20	.0035
Aerial Joyride (Bartlett).....	42,482	20	.0031
Midget Auto Ride (B. & T.).....	36,885	20	.0021
Laff in the Dark (B. & T.).....	24,807	20	.0022
Water Bug (H. F. & E. C. Maynes).....	12,850	20	.0012
Meteor (J. W. Shillan).....	11,980	20	.0006
Drive-A-Drome (Bartlett).....	11,194	20	.0012
Snapper (B. & T.).....	10,087	20	.0008
Skyride (B. & T.).....	9,451	20	.0010
Centipede (B. & T.).....	9,138	20	.0005
Silver Streak (Dufour & Rogers).....	8,565	20	.0007
Jitterbug (B. & T.).....	7,967	20	.0005
Serpentine (B. & T.).....	7,677	10	.0017
Boomerang (Harry Witt).....	6,813	20	.0007
Rolloplane (B. & T.).....	6,417	20	.0005
Stratoship (B. & T.).....	4,914	20	.0003
Whip (B. & T.).....	4,853	20	.0006
<b>Total</b> .....	<b>\$ 556,939</b>		<b>Average, .0468</b>

\*Based on fair's paid attendance of 931,981 for one week, August 1-7. Rides' take for that week was \$43,479.

## Villages

	Gross to Aug. 15	Per Cent to Fair	Per Capita Expenditures*
George Jessel's <i>Old New York</i> .....	\$ 113,823	25	.0109
R. J. Sipchen's <i>Sun Valley</i> .....	98,460	25	.0096
Morris Gest's <i>Little Miracle Town</i> .....	86,145	20	.0071
Merrie England.....	74,844	8 and 25**	.0032
Dash Bros' <i>Cuban Village</i> (Closed).....	71,843	25	Closed
Dufour & Rogers' <i>Seminole Village</i> .....	17,987	10	.0019
Artist's Colony.....	2,553	10	.0002
<b>Total</b> .....	<b>\$ 465,655</b>		<b>Average, .0497</b>

\*Based on same paid attendance as for shows.  
\*\*8 per cent of \$23,634; 25 per cent of balance, \$51,210. Great difference in percentages based on fair's financial interest in this village.

## Summary

Shows .....	\$2,559,867
Revenue, other sources	
Winery .....	1,489
Art Exhibit, Catalogs....	19,321

Hot Mikado Concessions	4,700
<b>Total from shows</b> .....	<b>\$2,585,377</b>
Rides .....	\$ 556,939
Villages .....	\$ 465,655
Revenue, other sources	
Cuban Village Restaurant	

## Paid Attendance

Previously reported.....	14,126,157
Saturday, August 19.....	115,635
Sunday, August 20.....	218,177
Monday, August 21.....	102,954
Tuesday, August 22.....	119,144
Wednesday, August 23.....	174,761
Thursday, August 24.....	104,990
Friday, August 25.....	65,625
<b>Total</b> .....	<b>15,027,443</b>

## An Insider Looks at The Fair

—Tenth of a Series—

The writer of this series is a consultant on the staff of the New York World's Fair who feels in common with *The Billboard*, that the amusement world at large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be divulged.

## Subject: 1940

What to do about 1940 is no simple problem, for the errors of 1939 are apt to be too much with us. Yet the problem must be faced. Already we hear of a committee set up to revamp the fair. This is well and good, but it must be borne in mind that it is essential that the execution of these plans be placed in the hands of men competent to meet the new year with a brave and intelligent understanding. In the outdoor business and in any business where the amusement and entertainment of the public are an important factor, management and policy must be flexible; flexible enough so that they may exercise control over changing situations. In brief, for next year the fair needs a new policy, a new management and a type of control over both that will be intelligent enough to meet new conditions.

If some of the harebrained schemes now emanating from the present administration are ever put into effect the season of 1940 bodes more evil for bondholders. There is talk of spending—spending of a kind that has no purpose and will put no money in any pockets. It would be wise indeed if fair officials admit to themselves that a great deal of hasty spending at the last moment is not good common sense. It would be well indeed if they remember that they were warned last year to spread their dollars around and mix them with other people's money to help bring in larger investors. It would be well if they remember that they were told they needed advertisers' money to help put the amusement area over and not wait until the last minute to reverse a policy in order to get an eleventh-hour enterprise.

It would be wise for them to seek out good producers and good show ideas and in some measure establish confidence in these by helping with the financing to

*(See AN INSIDER on page 63)*

and bar.....	22,991
Merrie England Restaurant, theater, etc....	75,351
Old New York bars, etc.	54,528
Seminole Frosted Coconut .....	2,840

**Total from villages**... \$ 621,365

Shows .....	\$2,585,377
Rides .....	556,939
Villages .....	621,365
*Games .....	193,581
*Vending Machines.....	112,016

**Grand Total** .....

\*Breakdown appears elsewhere in this department.

**\$9,415,924 Take;  
\$949,112 to Fair**

Attractions Lead—Transport and Exhibitor Sales Next

Item	Gross	To Fair
Shows .....	\$2,585,377	\$149,004
Transportation ..	2,053,663	29,972
Exhibitor Sales...	1,918,145	196,566
Misc. Stands.....	1,374,845	306,339
Villages .....	621,365	117,647
Rides .....	556,939	87,592
Games .....	193,578	41,319
Vending Machines	112,012	11,787
Flat Rate .....		8,886

Total ..... \$9,415,924 \$949,112\*  
\*Exclusive of service charges, which amounted to \$415,928 at various settlements with concessioners—one settlement ending August 9, another August 14, a third August 15.

**Games**

(To August 15)

Game	Gross	Per.Ct. to Fair
Shooting Ranges (3) (J. Gilbert Noon.....)	\$ 62,411	15
Skee Ball-Chime Ball (2) (Fair Amuse. Corp.)....	45,541	15
Scales (15) (Ray E. Dunlap).....	43,749	30
Penny Arcade (Wm. F. Rabkin).....	20,832	15
Guess Your Age (5) (Dufour & Rogers).....	14,783	25
Trap Shooting (J. G. Noon).....	6,262	10
Total .....	\$193,578	

**Vending Machines**

Candy, Nuts, Gum (393) (Canteen Co.).....	\$ 48,028	15
Coin Lockers (50) (Amer. Locker Co., Inc.)	30,258	10
Cigarettes (Faber, Coe & Gregg, Inc.)	19,112	12
Penny Scales (100) (Wm. F. Rabkin).....	5,843	45
Paper Cups (Expo. Souv. Corp.) ....	4,454	25
Coin-Op Toilets (Nik-O-Lok) .....	4,317	70
Total .....	\$112,012	
Grand total, Games & Vendors	\$305,590	

**Lammers Changes Staff;  
Drops Three; Installs Five**

NEW YORK, Aug. 26.—Commander Howard Lammers, chairman of the fair's Amusement Control Committee and head of concession administration in the amusement area, startled fair and concession circles this week by replacing three members of his staff with men from other departments who apparently have had little experience in midway operations.

Francis X. Flack, Laszlo S. Dombrowsky and Charles Hallden were dropped from the ACC staff. Brought in to replace them were M. V. Little from the exhibit department; Larry Waterbury, from construction; L. R. North, revenue control; Ed H. Haas, displays, and an unnamed clerk.

Action is believed to be prompted by fair's program of general retrenchment, a major part of which is to cut down on personnel in Administration Building. Those let out have been a part of the concession set-up since before the fair opened, Flack in fact, for more than a year.

**Shean on Leave to Canada**

NEW YORK, Aug. 26.—Frank D. Shean, veteran show and exposition figure, this week requested and was granted a three-week leave of absence from the World's Fair Amusement Control Committee and departed on Thursday for Toronto, where he will assist J. W. (Patty) Conklin in administration of Prolexland at the Canadian National Exhibition and the big Western Fair, London, Ont. He filled a similar capacity at the CNE and London engagements last season.

**On Flushing Front**

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Aug. 26.—Sidney Franklin, the matador from Brooklyn, last Saturday introduced what he hopes will be a new sport. Before city, fair and SPCA officials Franklin and three cohorts from Mexico previewed a bloodless bull fight in the arena formerly occupied by the fair-operated Wild West and Rodeo show, and when it was all over he received the okeh to go ahead with preparations for regular shows as midway attractions. First show is scheduled for September 1, when a group of specially bred bulls is due to arrive from Mexico City. Shows will be under direction of Franklin and John Krinsky, representing the fair. According to present plans, admish price of 99 cents for chairs, 40 cents for bleachers and 25 for kids will prevail.

Fair's intention of continuing name-band concerts as free attractions in the fun zone became apparent this week when list of maestros booked for dates was released by Krinsky's office. List includes Hal Kemp and Jack Teagarden; Benny Goodman, Eddie Duchin, Gene Krupa, Bob Crosby, Glen Gray and Wayne King, Artie Shaw and Kay Kyser. All bands are in for a week, with Duchin set for two.

**Harry C. Baker Dies**

Harry C. Baker, head of the firm operating a dozen rides and attractions in the amusement area, passed away on August 23. Details may be found in the Final Curtain and elsewhere in this issue.

Phil Plant's Dugong show is out, having moved to Toronto for the CNE there, and site is being prepped for Plant's Hawaiian walk-thru, scheduled to debut next week if negotiations are successfully worked out with treasury and Amusement Control Committee.

James P. Rice Co., building contractors, which took over Moe Gale's Savoy building, has peddled the site to Dominion Builders, operators of the Midway Inn. Hollywood-on-Parade show is set to open next week, with Andre Dumont, manager of a similar show at the Chicago expo, managing.

Two major attractions, NTG's combo girl shows and Merrie England village, remain on the doubtful list this week, with rumors persisting that both will close over this week-end. NTG firm is urging the Fair Corp. to come to its aid, financially, tho a decision two weeks ago apparently eliminated the fair corporation from the financing picture.

The NTG restaurant—not his Palm Beach Club—has added singing waiters. All ex-vaudevillians, list includes Billy Clark, Benny Ritchey, Jack Galvin, Gene Quinn, Danny Mackin and Dick Lewis. Eddie DeLaney, biz agent, handled the deal. . . Brassiers were ordered back on the girls at Jack Sheridan's Living Magazine Covers show, which practically eliminates all nudity again from the midway. . . Arthur Elmer, emcee at the Crystal Palace, will double in radio beginning October 9 when he takes a leading role in *Society Girl*, new five-time weekly afternoon serial.

George P. Smith Jr. takes time off from his desk in the Boathouse next week to attend Canadian National Exhibition, Toronto. . . Friends of Frank D. (Doc) Shean tendered him a farewell party on the eve of his departure for the CNE. . . Paul Massmann, former head of the Amusement Control Committee, is back from a business trek thru the Midwest and is a regular visitor to the midway. He left his fair post shortly after the opening to return to his regular position at NBC. . . Almon R. Shaffer, the master of Old New York, was sufficiently recovered from a throat ailment on Wednesday to return to his home in Forest Hills. He had been confined to Doctors Hospital several days. John (See FLUSHING FRONT on page 63)

**GOLDEN GATE INTERNATIONAL EXPOSITION**  
SAN FRANCISCO

February 18 to December 2



**Gate Goes to Above 50,000 Daily Average**

SAN FRANCISCO, Aug. 26. — Attendance records were shattered last week with a daily average of 52,137. Officials reported attendance for the period, Saturday thru Friday, was the greatest during a non-holiday week since gates opened in February. Previous week's daily average was 51,252.

Daily average figured in monthly periods since opening and including August 23: February 20 to March 15, 38,454; March 15 to April 15, 32,255; April 15 to May 19, 29,118; May 19 to June 21, 30,303; June 21 to July 12, 47,518; July 12 to August 3, 45,453; August 3 to August 23, 50,000.

Cavalcade of the Golden West is now reported top money-maker. Last week the show broke its own previous records with \$37,900. *Folies Bergere* reflected a steady upsurge in expo attendance with a week's take of \$36,200. Since opening the show has been smoothed down, built up, tightened in and ironed out and apparently is in trim for a long run.

**Rank Greenwich Deal?**

It appears certain that Sally Rand will acquire the closed Greenwich Village. Her attorneys and the expo management formally opened negotiations on Tuesday, when 90 per cent of the operators on the midway petitioned the fair to conclude the deal, which has been rumored about for some time. Creditors of the Village are said to be behind the latest Rand move, which would give her a third show on the midway. Money-makers for her now are Nude Ranch and Miss America. Considerable money is said to be due entertainers and subconcessioners, who see a chance of getting some of it thru Rand ownership.

Walter K. Sibley, business manager of the Concessioners' Association, may travel to Mexico City shortly to get first-hand information on the proposed Mexican International Exposition, scheduled to open in mid-July of next year. Sibley has asked an extension on a 15-day option on the amusement section, which is planned to be about 3,500 square feet.

**Benny for Three Days**

P. T. Strieder, general manager of Florida Fair, Tampa, a visitor, is helping on arrangements for Outdoor Showmen's Day, September 7. E. M. Foley, owner of Foley & Burk Shows, will be brought to the grounds in a car, as he is invalided at his San Francisco home.

Jack Benny has signed for appearances on September 2-4, salary reported to be about \$15,000. Crompton Bangs, assistant director of fair promotion, is leaving his job to work for a Chicago newspaper.

The 7,000,000th visitor was checked in on Wednesday in the span of 20 days. It took 21 days for the expo to get its fifth million and 22 days to get its sixth million.

**Lipes Cops Title Of No. 1 "Barker"**

SAN FRANCISCO, Aug. 26.—Cal Lipes, of the Motordrome, won the midway "barkers" contest, which was broadcast nationwide over NBC Wednesday night. Contestants were Mike Bybee, Ripley's Odditorium; Mel Smith, Nude Ranch; Hughie Mack, Midget Village; Chuck Bedell, Artists' Models, and Jerry Russell, Miss America.

Judges were Don Wilson, Hollywood announcer, who voted for Bedell; Molly, of the Fibber McGee radio show, and Joe Penner, both of whom gave the nod to Lipes.

Plans were announced for a similar broadcast from the New York World's Fair, with Lipes to meet the winner there for the national championship.

**Paid Attendance**

Previously reported .....	6,677,990
Thursday, August 17.....	48,897
Friday, August 18.....	44,075
Saturday, August 19.....	59,679
Sunday, August 20.....	78,085
Monday, August 21.....	43,857
Tuesday, August 22.....	44,785
Wednesday, August 23.....	45,294
Total .....	7,042,662

**Pros and Cons on Continuation in '40 Still Flying About**

SAN FRANCISCO, Aug. 26.—Scads of reasons are being turned up as to why a second year for the expo is unlikely. Officials say it would require an act of Congress to continue on an international basis, the act under which the fair is now operating having been put into effect only for this year.

Moreover, they say, they are going to start taking bites out of concessioners' grosses to insure cost of demolishing buildings. And they are also reported to be turning down numerous requests of national advertisers who want to help publicize the fair on calendars, posters, newspaper displays, etc.

But intimations that the expo may be carried into a second year gained credence this week with reports that San Francisco will bid for the national political conventions next year. It is figured the big rallies of 1940 would be top drawing cards. There are also hints that administration leaders are thinking of San Francisco as a desirable convention site.

**Gleanings**

By WALTER K. SIBLEY

SAN FRANCISCO, Aug. 26.—It can now be prognosticated with reasonable certainty that the following attractions on the Gayway will quit on the right side of the slate: Tom Wolfe's Holyland, Lexel's Horoscopes, Claude Bell's Sand Sculptors, Julian Harvey's Carmelcorn, Gustafson's scales and guess-your-age, Lane's Frozen Custard, Treasure Island Catering Co.'s Frankfurters and Hamburgers, Estonian Restaurant, Stella, Card Tricks of Henry Barrett, Chinese Village, Branson's Deep Sea Divers, Illions' Ferris Wheels, Branson's Drome, Traver-Baker Coaster, Speed Cars and Fun House, Anderson's Miniature Railway, Infant Incubators, Wilson's Monsters, Dufour & Rogers Life, Sally Rand's Nudist Colony, Dixon & Davis' novelties, Cross Rolloplane and Octopus, Hinz Flying Scooter, Miller-Melville Scooters, Wolfe's Glass Blowers, Stutz Bros.' Dancers of the World, Mickey's Sandwiches, Taylor's wheels, Fisherman's Grotto, Still's cigars, Cameron's Bean Pot, Giant Crane, Candid Cameras Posing Show, Miss America, Tropical Drinks, Monkey Speedway of Andy Hynes, Seckel's Daydreams, Headless Girl, Martine's Diving Bell, Cameron's Cookhouse and Happy Valley, Gloria, Skee-Ball, blanket wheel, Ripley's Believe It or Not, Midget Village and Restaurant, Zapf's Penny Arcade, Doughnut Corp. of America's Restaurant and Fred McFall's Lead Galleries. There may be a few that I have overlooked, but they are smaller.

Thru misinformation, I reported that Chuck Bedell, of the Candid Camera posing show, was winner of the last talkers' contest. Winner was Monte Montgomery. Gayway is grossing an average of \$90,000 weekly now, about twice the take of June. There is talk that the Sally Rand Nude show may go out under canvas under management of Mel Smith, present manager. Everything possible has been done to put over Streets of the World (see Television (See GLEANINGS on page 63)

**Additional World's Fair News**

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# Spokane, Missoula, Edmonton Outstanding for R-B Show

SPOKANE, Wash., Aug. 26.—A capacity crowd of 12,000 at the evening performance and 8,000 at the matinee turned out here for Monday's engagement of Ringling-Barnum Circus. It was the show's first appearance here in 10 years.

Side-show business was very good, too, according to Press Agent Gardner Wilson. He said the show had a good week coming down thru Montana. Crowds at Missoula, where one performance was given last Sunday, got the upper hand for a time, as all seats had not been put up. The full 12,000 were needed.

Everything ran smoothly here, and the show was well received. Harper Joy, CFA, was on hand as usual. Major Mite, Grace Star and six other midgets of the side show finally had the opportunity to see themselves in the motion picture, *Wizard of Oz*. Wilson obtained good cooperation from local newspapers.

EDMONTON, Alta., Aug. 26.—Attendance at Ringling-Barnum Circus here August 14 was estimated at 20,000.

Surgeons amputated the left leg at the knee and the first and second toes of the right foot of Arthur Woods, employee of the show, who was crushed between two wagons during loading operations at Saskatoon August 12.

Colorful figure in Northern life since 1915, Pat Ryan, 51, of Ryan Brothers Transportation Co., came outside in the middle of the north navigation season for the first time in more than 20 years when the show played Edmonton. Ryan had worked with the Big One 31 years ago and when he heard it was coming to Edmonton he wanted to see if any of his friends of that period were still with the show, but found none. It was the first time he has seen a circus since he came to Canada from the United States nearly 28 years ago. For the past two decades he hasn't come outside between spring and October, end of the navigation season.

Guest of Roland Butler, of the show, and *The Edmonton Journal* during the Edmonton engagement was Joseph Haire, 103½ years old. This was his first circus. Now he's a dyed-in-the-wool

circus fan and perhaps the oldest on the continent.

Moose Jaw was \$25 to the good after the show played there. The circus left the city \$25 to pay for cleaning up the lot. A heavy wind did the job.

Felix Adler, clown, and some of his assistants entertained over 60 youngsters of the Junior Red Cross Hospital for Crippled Children during the stay in Calgary.

## Barnett Turnaway In Oklahoma City

OKLAHOMA CITY, Aug. 26.—Barnett Bros.' Circus, the first circus here this year, gave four performances at the State fairgrounds August 18 and 19, with turnaway business Friday night and a capacity crowd the following evening. Both matinees were well attended. A performance was given for the Crippled Children's Hospital Friday morning. Leo Blondin, superintendent of the Lincoln Park Zoo here, made the arrangements.

Lee Powell, billed as the Original Lone Ranger, gives a pleasing concert with 20 performers. Ira Haynes' Band, with 10 men, furnishes the music. On the front door are Keller Presley and his assistant, Howard Tierney. The menage animals and four bulls are handled by Bert Puttus and six helpers. Equestrian Director Reno McCrea keeps the show going at a fast pace. Baron Richard Nowak, midget, featured in the concert, made a local paper for a four-column full-length picture. The Side Show, with 10

### Plea Brings Results; Calliope Sounds Requiem At Irene Ledgett Funeral

SIOUX CITY, Ia., Aug. 26.—The plea of Mrs. C. W. Webb, co-manager of Russell Bros.' Circus, in *The Billboard* of August 19 that a calliope be obtained, if possible, to sound the requiem at the funeral of Irene Ledgett here August 18 produced results.

Immediately upon reading the item, J. H. Carmody, manager of the Auditorium, contacted R. W. (Pat) Butler, owner of Acme Outdoor Advertising Co. Butler in turn contacted members of the Abu Bekr Shrine Temple and arranged for the use of their calliope. Butler and Lew Preston and other members of the International Association of Theatrical Stage Employees, Local 40, did everything possible to make the last rites for the 46-year-old circus performer impressive.

Rev. Raymond Paulson, pastor of Calvary Episcopal Church, officiated at services in the funeral chapel of Perasso Bros. The bier was surrounded by floral remembrances sent by associates in her 38 years with circuses. Among those sending floral pieces were Cole Bros.' Circus and performers, Russell Bros.' Circus, Parker & Watts Circus personnel and Connecticut P. T. Barnum Top No. 12, CFA. Burial was in Logan Parker Cemetery.

Deceased suffered a broken back and a fractured neck when she fell four feet from the door of her trailer with Russell Bros.' Circus.

platform acts, is managed by Bill Tumber.

Among the visitors were Mr. and Mrs. John Grady and daughter, of the Griffith Amusement Co., who were guests of Keller Presley.

## Favorite Outdoor Performer Contest

See Coupon This Page

### Kyle on Stark's Heels

#### The First 50 Leaders

- (4,000 or more)
- \*Mabel Stark..... 9,750
  - \*Bee Kyle..... 9,638
  - \*Marjorie Bailey..... 6,792
  - \*Four Jacks (Aces)..... 6,606
  - Aerial Apollos..... 6,176
  - \*Wilno..... 5,702
  - Frank Cushing..... 5,273
  - \*Hubert Castle..... 5,105
  - \*Dime Wilson..... 5,024
  - \*Flying Valentinos..... 4,491
- (2,500 to 3,999)
- Speedy Phoenix..... 3,998
  - \*Blondin-Rellins..... 3,624
  - \*English Macks..... 3,603
  - \*Dorothy Herbert..... 3,513
  - Harry Clark..... 3,355
  - \*Edna Curtis..... 3,340
  - \*Cheerful Gardner..... 3,127
  - Flying Behrs..... 3,050
  - \*Mary Gordon..... 3,015
  - Flying Behees..... 2,996
  - Flying Valentines..... 2,889
  - Selden, Stratosphere Man..... 2,881
  - \*Fussner..... 2,759
  - Harold Barnes..... 2,741
  - \*Oscar Babcock..... 2,719
  - Dave Geyer..... 2,712
  - \*Ben Beno..... 2,611
  - Maximo..... 2,573
- (2,000 to 2,499)
- \*Smith's Diving Ponies..... 2,494
  - Shorty Flemm..... 2,419
  - Zacchinis..... 2,417
  - Terrell Jacobs..... 2,408
  - Verneta Byrd..... 2,353
  - Bert Nelson..... 2,348
  - \*Wells Brothers..... 2,278
  - Pete Carsetti..... 2,271
  - Dare-Devil Waters..... 2,234
  - Clyde Beatty..... 2,209
  - Will Hill..... 2,151
  - Black Bros..... 2,105
  - Buddy Dunn..... 2,084
  - Frank Shepherd..... 2,078
  - Carver's Diving Horse..... 2,067
  - \*DeCardos..... 2,057
  - \*Joe Jackson..... 2,045
  - Mickey King..... 2,035
  - Yacopis..... 2,027
  - Flying Concellos..... 2,024
  - Virginia Senior..... 2,013
  - Capt. Mars..... 2,001

Others in the 1,000-point class are Wallendas, 1,954; Otto Griebing, 1,943; McCall Circus, 1,857; \*Reiffenachs, 1,852; Bee Starr, 1,804; Cristiani Troupe, 1,802; Ethel Jennier, 1,778; \*Marlo and Lefors, 1,758; Guice Troupe, 1,757; Hazel Cotter, 1,751; Joe (Jo Jo) Lewis, 1,712; Fearless Flyers, 1,710; Rudy Rudynoff, 1,696; Grace Darling, 1,670; Billettis, 1,641; Emmett Kelly, 1,632; \*Dorothy Lewis, 1,631; \*\*Four Queens, 1,624; Ed and Jenny Rooney, 1,603; Rita and Dunn, 1,601; Con Colleano, 1,581; Charles Siegrist Troupe, 1,511; Arthur Henry, 1,467; Helen Christensen, 1,441; 3 Milos, 1,421; Sol Solomon, 1,403; Ollie Hager, 1,390; Milt Taylor, 1,375; Elgins, 1,362; Capt. Proske, 1,350; Jamie Graves, 1,339; Aerial Ortos, 1,296; Peerless Potters, 1,286; Hustris, 1,273; American Eagles, 1,255; Arleys, 1,231; Don LaVola, 1,230; Wolandi, 1,216; \*Australian Waites, 1,178; Jack Smith, 1,145; Loyal-Repenskis, 1,120; Fanning Duo, 1,105; Gretonas, 1,088; Escalantis, 1,069; Charles Fortuna, 1,044; Stella Wilson, 1,009.

\*Leader in own division.  
\*\*Listed in error last week with 1,859 points. Should have read 1,589.

## OFFICIAL BALLOT

### FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Balloting is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards.

RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

### IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. ( 10 Points ) .....	
2. ( 9 " ) .....	
3. ( 8 " ) .....	
4. ( 7 " ) .....	
5. ( 6 " ) .....	
6. ( 5 " ) .....	
7. ( 4 " ) .....	
8. ( 3 " ) .....	
9. ( 2 " ) .....	
10. ( 1 Point ) .....	

The *Billboard* is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939. Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name..... Please Print

Permanent Address.....

Affiliation in Show Business or by Whom Employed.....

Signature.....

Ballots without signatures are void

CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

## Accidents

By DOC WADDELL

During my 67 years of continuous service on the lots never have I known of so many serious accidents in the big-top world as in recent years. It just seems that since the death of James A. Bailey the accident and death rates have increased.

Jim Bailey understood protection and threw it around his big Barnum show and his people. Tode Siegrist once told me that one day when he was examining and strengthening the Siegrist-Silbon aerial rigging Mr. Bailey came along, stopped and remarked: "Tode, I notice you work hard serving the public and me and you keep your rigging strong and durable." As he spoke he took a small card from his memorandum pocket and wrote upon it. He handed it to Tode and, lo and behold, it was an increase in salary of \$25 per month.

Personally I think if strict attention were given to show properties there would be a decrease in accidents and deaths from rigging and the like that are permitted to go stale and weak. Then again there are too many deaths in the show world caused by negligence in protecting high-air carnival acts. It comes to me that Harvey (Red) Mills, premier high-wire artist, who fell from his high-up threadlike pathway on a Chicago lot, did not miss his footing, but some townner near an unprotected guy line shock the guy line, slightly swinging the wire Mills was walking on. Thus, out of line, he lost balance and plunged to death. I understand that the intrepid Dave-Devil Daniels was hurled from his swaying high steel tube in the same way and killed. These accidents and deaths in recent years haunt scathingly.

Wake up, arouse, showmen. Possess the heart and thoughtfulness of James A. Bailey. You owe it to the game that was born right and from which comes your living.

### Baddeley Headed Northwest

CADOMIN, Alta., Aug. 26.—Baddeley Bros.' Circus is moving northwest thru Canada and will make Vancouver, B. C., by October 15, according to Manager J. E. Henry. Mr. and Mrs. Henry visited Ringling-Barnum circus at Edmonton, Alta., August 14 as guests of Terrell and Dolly Jacobs. Henry also met Capt. Curtis, with whom he trouped 35 years ago on the M. L. Clark Shows.



## With the Circus Fans

By THE RINGMASTER  
CFA

President  
**WILLIAM H. JUDD**  
25 Murray St.,  
New Britain, Conn.

Secretary  
**W. M. BUCKINGHAM**  
Thames Bank,  
Norwich, Conn.

(Conducted by **WALTER HOENADEL**, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)

ROCHELLE, Ill., Aug. 26.—Dr. William Mann, director of United States National Zoological Park, Washington, made a jump to see a circus that is perhaps the record for the year among the CFA. On learning that the Ringling-Barnum show was to play his home town, Helena, Mont., he left Washington on a few hours' notice and caught the show there. He followed the circus to Spokane, Wash., where he and Mrs. Mann were guests of Mr. and Mrs. Harper Joy.

Don S. Howland, CFA of Columbus, O., has added several interesting items to his large collection. He obtained a P. T. Barnum herald for the great traveling world's fair, dated for Warren, O., June 8, 1875. This herald is in fine shape and has some excellent wood cuts. He also obtained heralds of a 4-Paw Wild West, a Howe's Great London Hippodrome and Sanger's English Menagerie of Trained Animals. Regarding the last named, Howland said, "The inside page is one big cut, showing the scenes of the interior in grand procession. It was drawn by James Reilley in England. I think this is one of the finest old heralds I have ever seen. It is dated back to the middle '80s. I also picked up a full-newspaper-size herald of P. T. Barnum's Greatest Show on Earth and Sanger's Royal British Menagerie and the London Circus and Grand International Allied Shows, featuring Jumbo on his first showing in America."

P. M. Silloway, of Lewiston, Mont., writes: "I visited the Big Show at Great Falls, Helena and Butte, Mont., August 17-19. Weather was ideal thruout. Coming from Lethbridge, Alta., Can., after a matinee performance only, the show began unloading at Great Falls at 5 a.m. and was entirely set up by 11 a.m. I spent all of the three days on the lot, seeing the show from every angle from the midway to the backyard. I received special courtesies from Frank Braden, Roland Butler and McCormick Steele at the front and Pat Valdo and others at the back. At Helena I met Claude Elder, prominent CFA, who has a business place there, where downtown tickets were on sale."

J. A. Wagner, of Des Moines, Ia., attended Cole Bros.' Circus afternoon of August 16 at Marshalltown, Ia. He stood the 60-mile trip without much tiring and witnessed the parade from his hotel window. He saw the afternoon performance and had a good visit with Jess Adkins and Zack Terrell before returning home that evening. Miss Kinney joined the party for her first circus in over a year.

Capt. Dan E. Fox has recovered from his recent illness and is now in the best of health. CFA George H. Scholderer, who broke his leg a number of weeks ago, is able to walk as well as ever.

Voyle N. Armstrong, Wichita Falls, Tex., advises that his vacation in Indiana came one week too late for him to attend the national convention, but while visiting relatives at Bedford, he caught the Big Show at Kokomo, arriving there in time to see them unload. He spent the afternoon in the backyard and attended the night show.

Tommie Hodgini is heartbroken over the disappearance of Johnny Cake, his little white dog. The dog was missed when the Parker & Watts Circus, with which Tommie is connected, played Norfolk, Va., August 16. A description has been given to Norfolk police, and Tommie would also like to have Fans of that city help him in his search.

### Russell Bros. Enters Ga.

DALTON, Ga., Aug. 26.—Russell Bros.' Circus showed here Thursday to a light matinee and about a three-quarter house at night, with half the night crowd remaining for the concert. It was the show's first visit to Georgia in several years. Manager C. W. Webb, much improved, is on the job again. From here the show moved to Rome for its second stop in Georgia.

JOHN BERDAY, formerly with Mighty Haag and Downie Bros.' circuses, is operating a garage in Alvaton, Ga.

## The Horse Fair

By P. M. SILLOWAY

Circus fans were somewhat disposed to lament the elimination of the sturdy baggage stock as a feature of the Ringling-Barnum circus, and I was one who had a tinge of the same feeling. However, in the rejuvenescence of the Big Show they have gone one better than the draft-horse feature, having devised the innovation of the horse fair, arranged as a wing or annex of the menagerie, where under an ample top are quartered 85 handsome thoroughbred riding and Liberty horses. These equines are stationed in four rows, all facing broad aisles where show patrons may inspect them face front.

In this arrangement the show stock receives better care and becomes a real part of the circus, as there are three grooms in attendance for each group of eight horses. Moreover, the sidewalls of the horse fair tent are made of fine netting, affording more comfort for the animals and assisting in the air-conditioning effect. After passing around thru the horse fair the visitor goes back thru the same entrance into the menagerie and later into the big top by another entrance.

After seeing this display of handsome blooded horses the circus lover no longer misses the draft horses formerly quartered in outlying crowded tents.

### Lowande Show Closes After Three-Week Tour

NEW YORK, Aug. 26.—Oscar Lowande Circus, commonwealth venture made up of members of the recently liquidated New York FTP circus, closed Monday (21) at Canarsie, Long Island, after a season of three weeks. Show had played three one-week stands under auspices in the metropolitan area. Poor business since the opening was given as reason for closing.

Canvas and other equipment not owned by members of the show were returned to John Martin, canvas supplier, who previously had equipped the WPA show when it played under canvas. Lowande, manager of the show, said that he is laying plans for next season.

### Cole Bros.' Circus

ROCK ISLAND, Ill., Aug. 26.—Iowa tour was enlivened at its finish by a visit from Johnny Edwards, former circus bandmaster and now leader of the Sterling, Ill., Municipal Band. This made it perfect, after an enjoyable visit with Karl King at Ft. Dodge, Ia.

Fred Schmager and wife, lifelong friends of Charley Rannely, were visitors at Rock Island, Ill. Bill Hedges, of Peoria, has been the guest of Mr. and Mrs. Burkhart and the show for the last few days. Mr. Rouch, of Peoria, visited at Rock Island. Peoria will be a big day on the Burkhart calendar, as Mr. and Mrs. Noyles Burkhart will visit the show. Noyles is a brother of Harlan (Butch) Burkhart, and Mrs. Noyles Nelson Burkhart is a sister of Mrs. Zack Terrell. Also expecting Mr. McElwee to visit the show at Peoria. That perennial visitor, Johnny

## Dressing Room Gossip

COLE BROS.—Walter Guice will be out of program for a few days. Due to a broken rib, the writer riding in his place. Show is finally getting baseball-minded. Kinkers took a swell pasting from a mixed team of ushers and candy butchers to the tune of 5 to 2. Brilliant pitching by John Schenck and a grand double play by Butch Burkhart beat the performers. Mickey Freeman, out of program for a few days with a badly cut lip, is back, doing principal and riding in the Guices' big act. At Fort Dodge, Ia., the Tona Troupe visited friends on the show.

George Crandell is now downtown ticket seller and at Cherokee, Ia., had a whale of a sale. Mr. and Mrs. Burkhart visited their son and Malee Burkhart for a few days. Jack Crippen visited his many friends in clown alley. Fray Troupe joined recently and is doing acrobatics, perch and swinging ladder. Jack Wolf's dog, Amigo, is getting plenty of laughs with bull walkaround, ably assisted by Dave Rollins. Whole show

## Anderson Business Good in Dakotas

CHAMBERLAIN, S. D., Aug. 26.—Outstanding attendance of the season for Bud E. Anderson's Circus was at Minnewaukan, N. D., a one-show Sunday date, where there were 5,286 paid admissions, with 3,126 remaining for the concert, according to Leo Snyder. South Dakota stands are reported holding up well. At Wessington Springs, S. D., a merchant tie-up brought capacity business at both afternoon and night performances, says Snyder.

June Russell left the show at Eureka, S. D. Mazie Floto, formerly of Robbins Bros.' Circus, has joined to work elephants and ride in the menage. Charles Dryden is back in the program after being on the sick list. J. G. Kofron has added another trumpet to his 10-piece band. Johnnie May and Leon Snyder are working their comedy rings in the big show. A pair of pandas will arrive from India with the elephant shipment.

15 Years Ago

(From The Billboard Dated August 30, 1924)

Frank McGuyre closed as legal adjuster with John Robinson Circus at North Platte, Neb., and went with Mighty Haag Circus in same capacity. Frank Campbell, former boss billposter of Ringling Bros.' No. 1 car, was working in that capacity on Sparks Circus. Sells-Floto Circus packed them in August 15 at Richmond, Va., where it was the first show of the season. Parade was canceled because the circus train arrived late. Harold Henderson, employee of Walter L. Main Circus, was seriously assaulted and thrown from the circus train as it was leaving Ogdensburg, N. Y. Charles H. Robinson, clown, closed with Golden Bros.' Circus because of illness. Aerial LaZella was recovered from injuries suffered in a fall and had begun his fair dates.

The Dan Pilmore Circus closed in Michigan early in August. Zaza Davis, formerly a joey with Sells-Floto Circus, opened his own vaudeville act on the Sun Circuit. Lew Graham, announcer with Ringling-Barnum Circus, gave a 15-minute broadcast on circus life over Station WLS, Chicago. Sparks Circus performances at Ottawa and Quebec City, Can., were broadcast by the Canadian National Railway Radio Station.

Cole Wykell, has not been around this season, but is expected daily.

It was good to hear from Ed Conway from Philadelphia and get a report from him on Dutch Hoffman and Kid Fortner, all living in Philadelphia; and the other member of that quartet, Bill Campbell, accompanied by his wife, the writer recently met in California. Today's mail also brought greetings from Cookie O'Neil, who is touring Ohio.

STANLEY F. DAWSON.

was shocked at the passing of Irene Ledgett, a grand person and a performer that any show was proud to have.

FREDDIE FREEMAN.

LEWIS BROS.—Good matinee and night houses were had at Wilmington, O., and at Washington C. H. business was satisfactory. King Bailie is the owner of a new Ford, purchased in Miamisburg, O. Miss Lucy, equestrienne, practices between shows, as does the Nelson troupe. Mrs. Frank Lawless visited with her husband, who is secretary, last week-end. Sally Ashworth nearly lost one of her big snakes in Wilmington. With the aid of several town youngsters she finally got it back into its box. Bobb Kay is now attending sewing bees early every morning. Blinky Haufman and Paul Miller are doing a clever two-man baseball number that wows them in the big show. Karyl Demotte has just finished knitting a pair of green-spotted stockings to be used in a clown number. Biddie O'Brian is seen

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early every morning exercising her ferocious dog, Toughie.

The Musical Carters are comfortably settled in their new trailer. Al Beck's concert is going over big with an addition of two new hillbillies. George Adams gets the fleet on the lot in good shape and on time. Mr. Lewis has purchased a new Ford for Road Marker Bill Lloyd. Capt. Lee English is busy on a new routine with Jumbo Lou to be used on fair dates. Anyone requiring tourist or hotel information get in touch with Al Martin. Band Leader A. Lee Hinckley will close the season with nearly the same roster that he opened with. Only two replacements have been made. Happy Starr, clown, leads the big balloon number and has the kiddies in a panic. Visitors on the lot the last few days were John Dusch, former band leader on this show; Mr. and Mrs. Robert Ketrow, Ralph Foster, Doc Wise, Fred Curtner, Nate Leon, Mr. and Mrs. Conn Jasperon.

ZEEK LAMONT.

# Under the Marquee

By CIRCUS SOLLY

HENDERSON'S FAMILY CIRCUS is booked for Labor Day at Manchester, O.

FLYING LECLARES are to play fairs for Fanchon & Marco after 19 weeks' work with the American United Show.

DOWNIE BROS.' CIRCUS set up a new attendance record for Norfolk, Va., during its two performances there August 8.

BERT COLE is convalescing at his home in Tottenville, N. Y., after a serious relapse last week.

CARL TRAYNOR is working out of the profession in Los Angeles and playing a few dates on the side.

It is hard for a circus to make money playing territory out of season.

BARNETT BROS.' CIRCUS has been playing a few two-day stands in the larger cities in Kansas and Oklahoma.

CAPTAIN NOBEL, who has the side show on Bud E. Anderson's Circus, reports business much better since he added a colored band and minstrel show.

MARIE AND BILL NIPPO are not trouping this year, as Bill is employed by a bank in Hollywood, Calif. They were with Hagenbeck-Wallace last season.

ARTHUR BORELLA is playing luncheon and club dates in Los Angeles and looking forward to visits from friends on the Big Show.

BARNEY (MICKY) O'BRIEN did clown cop work week of August 21 at the Mooreland, Ind., street fair and says he has a few more dates to follow.

MRS. C. E. GALLEN and daughter, Betty, and Mrs. William Heath caught Haag Bros.' Circus at Rushville, Ind., August 19 and report a good performance.

WALTER L. MAIN spoke at a recent luncheon of the Exchange Club in Hotel Ashtabula, Ashtabula, O., August 16. His talk was primarily in the interest of the annual Ashtabula County Fair.

CHARLIE CAMPBELL, CFA of Sylva, N. C., says that Cole Bros.' Circus has contracted Asheville, N. C., for September 21, making four circuses to show there this season.

"LONG TOM" WILLIAMS, Virginia blackface comedian and musician, formerly with McIntyre's Musical Comedy, is now with Hubert the Magician, infos Jimmy McIntyre from Columbia, Va.

With fewer circuses on the road this season, why do most of them want to play the same towns?

BERNHARDT AND KETROW (Mr. and Mrs. Robert Ketrow) visited Nellie and Si Kitchie and Lew Kish on Haag Bros.' Circus week of August 14 and looked over Lewis Bros.' Circus last week.

COMPETITION has been keen for spots in Virginia and North Carolina recently, with Downie Bros., Russell Bros. and Parker & Watts all trying to make the big ones.

BILL PENNY caught Barnett Bros.' Circus in Oklahoma City August 18 and 19 and had a visit with Ted Louis and family, Lee Power, Buck Moulton, Toby Wells and several other members of the show.

BANDMASTER L. CLAUDE MYERS is in the Huntington Memorial Hospital, Huntington, W. Va., recovering from a broken shoulder which became infected. He is said to have been injured in Michigan last June.

DON SMITH and W. S. Pietschman, both CFA, of Detroit, enjoyed a fine visit with the Repenski troupe at Ionia (Mich.) Fair August 20. Also visiting were Lucille Justine and Marta Tonga, formerly of Cole Bros.' Circus.

PAUL M. CONWAY, Macon (Ga.) attorney, who recently spent several days with the Downie show in the East, renewed acquaintance with Melvin D. Hildreth, Washington, D. C., on the Downie lot in Annapolis, Md.

There is an utter lack of appreciation on

the part of some performers towards their employers whose great aim is that salaries be paid on schedule. Around any show where the ghost walks regularly the owner is entitled to a medal.

WHEN LEWIS BROS.' CIRCUS played Lima, O., Kenneth Poley, John McCreary and Cherry Locust were entertained after the night show by Countess Ariel and Le Cardo, who were showing at a night club there.

CHARLOTTE LORADO sustained a back injury and a sprained ankle on the Bud E. Anderson Circus recently when she fell from a Spanish web at Kulm, N. D. June Russel was kicked while working menage at Eureka, S. D.

MR. AND MRS. KIRK ADAMS, formerly with the Walter L. Main and other circuses, left the O. J. Bach Shows last week to begin fairs at Leighton, Pa., with their circus unit of dogs and ponies. They report a nice season with the Bach Shows as a free act.

BUFFALO COMMUNITY CIRCUS, a one-ring outfit operating in Buffalo and managed by Henry J. Golding, has several sponsored dates for September, including Holy Angels Church, four performances, and Visitation Church, two performances.

There's going to be an early crop of cotton in Arkansas. Picking has already started south of Little Rock and there will be picking all over the State by September 1. Conditions are better than last year, and it is believed that circuses and carnivals in this cotton territory between September 15 and November 1 will get some money.

JERRY CORRIGAN, of Waterville, Me., recently visited George Hanneford and troupe, who appeared at the Skowhegan Fair as a grand-stand attraction. Corrigan says the riding act is enlarged this year and was well received by capacity crowds.

WHEN COLE BROS.' CIRCUS appears in Norwood, O., September 11 it will use the waterworks park. Norwood ceased to see the annual visits of the big shows 12 years ago with the disappearance of the old lot, now occupied by a Chevrolet plant.

BUD E. ANDERSON has received a wire from India that another elephant for him is to arrive in New York the last of September. Anderson informs that his show hasn't missed a pay day and has made no cuts. It will be out until November, then play indoor dates.

EVERYBODY will be glad to know that Charlie Sparks is feeling fine again and will be back in active circus business next season. He still has many good years ahead for him, his friends believe, and his experience and judgment make him rank as second to none in the business.

MEMBERS of the Morgan-Helvey Show, Ed (Bing) Snyder; Munde and June, jugglers, and Al S. Pitcaithley, met a number of friends on Cole Bros.' Circus at Rock Island, Ill., August 19 and witnessed the circus parade, which they praised. Manager Jess Adkins extended them every courtesy.

BUSINESS of Downie Bros.' Circus in recent weeks is said to have been far ahead of several recent seasons. Show has effected many impressive publicity tie-ups with leading newspapers in Virginia and larger Carolina cities. It is understood the show is going to the coal-mining towns in Eastern Kentucky and will be the first show of its size to play most of these spots in years.

MRS. JACK KOFRON, wife of the band leader on Bud E. Anderson's Circus, unexpectedly walked onto the circus lot in Rugby, N. D., recently. She suffered a nervous breakdown in January of this year and was confined to the Galveston (Tex.) Psychopathic Hospital from Easter to July 25. She came on from San Antonio and was royally welcomed by her husband and intimate friend, June Russell.

PERCY (ABE) RADEMAKER, clown, formerly with Hagenbeck-Wallace, has joined Jimmie Lynch's Death Dodgers to work with Earl Shipley. At Manitowoc, Wis., Shipley narrowly escaped serious

injuries when a dynamite cap exploded, inflicting deep wounds in his back and shoulder. Shipley, however, appeared at both performances at the fairgrounds there. The dynamite cap got mixed with electric squibbs that were to be used in an explosion in a clown number.

There is a lot of truth in the axiom of the Southern Negro bellhop who said, "Boss, things are just quiet for dem dat wants it quiet." When times are hard the amusement industry feels it first. The hustling, energetic showman doesn't sit around and wait for good times to return. Instead, he is ever alert to develop new schemes and ideas. During the big depression there were some showmen who made money right along.

WALTER D. NEALAND, p. a. of the Marks Shows, was glad to see the Dexter Fellows Tent of the Circus Saints and Sinners' Club start the campaign for a monument over the grave of Dexter Fellows. Walt advocated such a memorial in the Midway Confab columns of our issue of April 15 last, when he said: "Not that he (Fellows) needs a monument of stone, as his memory will always live with thousands of newspaper editors from Coast to Coast, but it does seem to me that the circus fraternity, editors and the members of the Dexter Fellows Tent, Circus Saints and Sinners, should do something to perpetuate his greatness." Dexter Fellows Tent is soliciting funds from not only members but non-members as well.

## The Corral

By ROWDY WADDY

A SIX-DAY RODEO in connection with the 23d annual Eastern States Exposition, Springfield, Mass., will be directed by Candy Hammer.

COL. A. L. GATEWOOD and his Flying X Rodeo appeared at the Preble County Fair, Eaton, O., August 7-11 before an estimated crowd of 20,000.

CODY, white horse belonging to Frank Daniels, of Lambertville, N. J., died August 17 from a tumor on its jugular vein. Animal performed at Madison Square Garden in 1930-'31.

SI AND FANNIE OTIS visited at the home of Marion Davis, Greencastle, Ind., on their way to fairs in Illinois. They report that 12-year-old Emily Jean Davis, trick rider and roper, has a contract to appear in the junior division of the Chicago Rodeo.

HART KING'S K RANCH RODEO in Baltimore Stadium, Baltimore, August 16-17 drew about 50,000 nightly. There were 30 head of stock. Performers were Hart King, Jack Wescott, Bill Barry, Charles Lamont, George King, Buck Shores, Blackie Russell and Tommy Tinker.

AS A GESTURE of recognition to the ranchers who have supplied bucking horses to the Calgary Exhibition and Stampede over a period of years, and to insure a continual supply of top bucking horses for stampedes to come, additional prizes, totaling \$500 annually, will be paid to owners of the best bucking horses, reports E. L. Richardson, general manager of the board. Prizes will be awarded to horses used in the North American and Canadian saddle events.

ABOUT 300 head of stock will appear at the rodeo at the Michigan State Fair, reports Alice Adams, of the Adams Rodeo Co., which has been awarded the contract. Ralph and Mrs. Clark arrived in Detroit recently to take part. Thirteen performances will be given before the grand stand instead of in the Coliseum as in recent years. It will be the first rodeo at the fair, however, in three years. A barbecue for press, fair and rodeo officials will be staged before opening, with Jim Barbour in charge. Performers booked include Shirley Lou Adams, nine-year-old cowgirl; Pearl Byron, bull whip manipulator, and Opal Woods, roper. A cowgirl bronk riding event also will be held.

WINNERS AT the Carstairs, Alta., Stampede were: Saddle Bucking—Joe Fox, Tiny Turner, Vic Stuckley. Bareback Riding—Jack Lauder, Bert Larson. Steer Riding—Ralph Thompson, Denver King, Wally Reynolds. Wild Horse Race—Buck Cam, Ronnie Clifford. Wild Cow Milking—Mickey Phillips, Joe Johnson, Angus Robertson. Calf Roping—Cecil Bushart, W. J. Helmer, Angus Robertson. Harry Stackler was announcer;

W. J. Helmer, Jappy Rogers, Angus Robertson, judges, and J. H. Ure, R. King and W. Edmonson, Stampede officials. Bill Johnson was pick-up man.

AT THE RECENT 50th anniversary of Indian Days at Banff, Alberta, Can., Guy Weadick was officially adopted into the Stoney Tribe with all the tribal ceremonies and given the name of Buffalo Child, Chief Long Lance. He also was made a blood brother by Chief Bearsaws, Chief Walking Buffalo and other chiefs of the council and presented with a beautiful chief's war bonnet and numerous other beaded and buckskin apparel. Later he was presented with a tepee by Chief Joe Calf Child of the Blackfoot Tribe, representing his people at the ceremony. It is one of the finest painted tepees in the Blackfoot Confederation, having won first prize at both the Banff Indian Days and Calgary Stampede. Weadick's Indian name in the Blackfoot Tribe is Black Horse, because he usually rides a black saddle horse.

GATE RECEIPTS at the recent Salt Lake City Covered Wagon Days totaled \$26,000, largest since the event's inception, report committee officials. Norman Sims and Kingsley Clawson, with Steve Moloney on publicity, were credited with much of the event's success. Results: Brahma Bull Riding—First day, Felix Cooper, Al Fletcher, Hugh McAdam, Andy Gibson. Second day, Hugh McAdam, Hoyt Hefner, Buttons Yonnick, Felix Cooper. Third day, Buttons Yonnick, Jim Jackson, Albert McEuen, Carl Dykes. Finals, Jim Whiteman, John Elfic, Hugh McAdam, Buttons Yonnick. Calf Roping—First and second days, Hugh Clingman, Jack Skipworth, Jim Hudson, Royce Sewalt, Everett Bowman. Finals, Royce Sewalt, Jack Skipworth, Cecil Owsley, Carl Shepard. Bull-dogging—First and second days, Hugh Bennett, Homer Pettigrew, Oral Zumwalt, Hub Whiteman. Finals, Homer Pettigrew, Steve Hancock, Hugh Bennett, Slat Jacobs. Bronk Riding—First and second days, Chet McCarty, Ward Watkins, George Yardley, Leo Murray. Third day, Floyd Stillings, Shirley Hussey, Ward Watkins, Buck Davis. Finals, Eddie Curtis, Ward Watkins, Vic Schwarz, George Yardley, Milt Moe.

THAYER (MO.) COMMUNITY CLUB'S recent rodeo under direction of T. E. Robertson, proved highly successful and officials indicated it will be held annually. Stock was furnished by Beutler Bros., with Pete Adams as announcer, and Alice Adams handling the publicity chores. Winners: Calf Roping—First day, Dick Johnson, Buddy Mayes, Herb Meyers, Jack Kilgore. Second day, Herb Meyers, Buddy Mayes, Joe Thompson, Andy Curtis. Third day, Jack Kilgore, Buddy Mayes, Herb Meyers, Dick Johnson. Fourth day, Buddy Mayes, Joe Thompson, Dick Johnson, Frank Autry. Finals, Buddy Mayes, Herb Meyers, Dick Johnson, Andy Curtis. Bronk Riding—Andy Curtis, Tommy Wilson, Ned Ferraro; Sylvester Roane and Bruce Ross split fourth. Second day, Huey Long, Tommy Wilson; Bruce Ross and Andy Curtis split third and fourth. Third day, Tommy Wilson, Ned Ferraro, Bruce Ross, Huey Long. Finals, Sylvester Roane and Andy Curtis split first and second; Bruce Ross and Tommy Wilson split second and third. Steer Wrestling—First day, Joe Thompson, Andy Curtis, Dick Johnson, Tommy Wilson. Second day, Andy Curtis, Joe Thompson, Roy Davis, Bruce Ross. Third day, Dick Johnson, Joe Thompson, Dale Adams, Andy Curtis. Finals, Dick Johnson, Andy Curtis; Joe Thompson, Bruce Ross. Bull Riding—First day, G. K. Lewallen, Roy Davis; Ned Ferraro, Dale Adams and Huey Long split third and fourth. Second day, Huey Long, G. K. Lewallen, Dale Adams, Roy Davis. Third day, G. K. Lewallen; Huey Long and Dale Adams split second and third; Johnny Martin. Finals, Dale Adams, Huey Long; Ned Ferraro, G. K. Lewallen and Tommy Wilson split third and fourth.

## Lewis Winds Up This Week; Unit for Fairs

ADRIAN, Mich., Aug. 26. — The last route card of the season is out for Lewis Bros.' Circus and closing date is given as August 29, here. Manager Paul M. Lewis announced that he has arranged to play a string of fairs with the Mae Lewis Circus unit.

On its return trip thru Ohio Lima gave the show its biggest business, with practically a straw house at night, and Miamisburg gave the poorest.

# EARLY BIG ONES PACK 'EM

## Ionia's Gate Over 280,000

B-C revue brings out biggest Monday night stand—net may top \$8,300 of '38

IONIA, Mich., Aug. 26.—Howard C. Lawrence, new president of Ionia Free Fair, pronounced the silver anniversary annual on August 14-19 one of the most successful in its 25-year history. While President Lawrence, who succeeded the late Fred A. Chapman, hesitated to give actual profits, he did say that net proceeds will pay maintenance expense and for permanent improvements made during the fiscal year. Profit is expected to be more than the \$8,300 made in 1938. It was estimated that attendance was more than 280,000, virtually every department having increases in attendance and income.

Principal increase, that of 400 per cent Monday night in the grand stand, was attributed to the apparent biggest policy change of the association, that of Guest Night on which a free ticket was given for each ticket purchased. A full stand greeted first showing of the night revue, *Americana*, produced by M. H. (Mike) Barnes, of Barnes-Carruthers. It was the largest Monday night grand-stand crowd in fair history and program was headlined by a public wedding. It is estimated more than 80,000 attended on Thursday, which for years has been the

(See IONIA'S GATE on page 35)

## Rain Reduces Badger Count

MILWAUKEE, Aug. 26.—Plagued by showers on its first five days, attendance during the period at the 89th Wisconsin State Fair here, August 19-27, ran 24,637 behind last year's record turnout, 306,566 compared to 331,203 for the same time in 1938. Sporting a 25 per cent general increase in exhibits and \$331,000 worth of new buildings, opening-day attendance, ballyhooed by a citizenship program sponsored by Milwaukee Youth Citizenship Council, was 33,117 against 24,525 last year. Some 1,200 new citizens heard Dr. T. V. Smith, Chicago congressman, and were joined by several thousand other persons at a ball in the Modernistic Ballroom in the evening with music by Sammy Kaye and Steve Swedish.

Afternoon grand-stand program, featuring Jimmie Lynch and his Death Dodgers and Dick Granere, airplane comedian, drew attendance of about 4,500, while WLS Barn Dance at night followed by fireworks, drew about 9,000. With all parking space jammed by 12,000 cars and thousands of autos turned away, Sunday's attendance hit 91,498 against

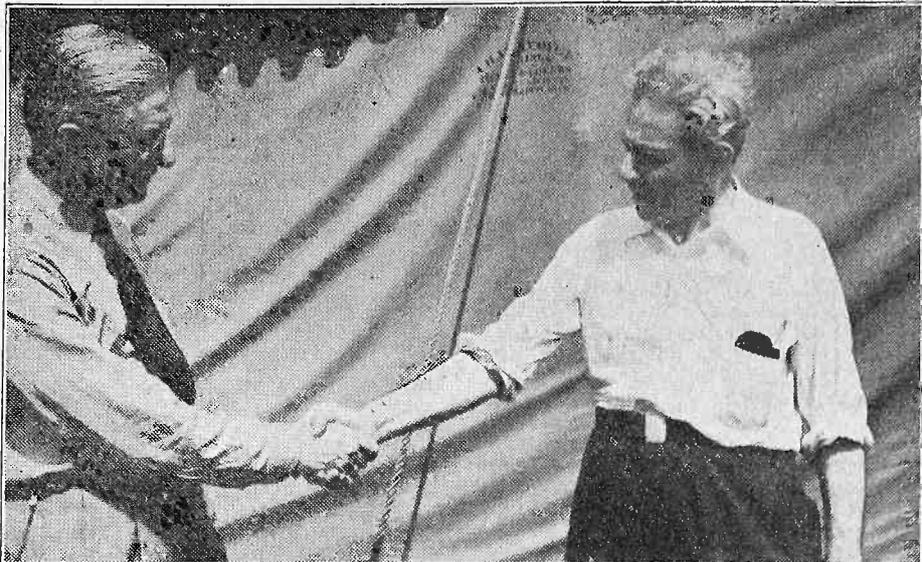
(See RAIN REDUCES on page 35)

## All Maine Fairs Corp. Is Given Tax Exemption Okeh

LEWISTON, Me., Aug. 26.—All Maine Fairs Corp. has been found exempt from taxation under the "scientific institutions" law by Superior Court Judges Arthur Chapman, Portland, and George L. Emery, Biddeford, who sat as referees at a two-day hearing last week.

Case was brought against the corporation by the city of Lewiston, which sought to collect taxes amounting to \$3,180, plus interest, for 1935, 1936 and 1937, on the ground that activities conducted on the fairgrounds thruout the year made the presentation of an annual fair only an incidental proposition in the corporation's business and that therefore the city was entitled to collect taxes on the land and buildings.

Informed of the decision against the city, Mayor Fernand Despina stated that "the matter will not be left there. It will be taken to the Law Court for further ruling."



GREETING EACH OTHER as the photog caught them at Ionia (Mich.) Free Fair, August 14-19, are (left) Howard C. Lawrence, former State treasurer and new president of Ionia Free Fair Association, and M. H. (Mike) Barnes, of Barnes-Carruthers, producer of the night grand-stand revue, "Americana," and who has been active at each Ionia annual since the gates were first opened 25 years ago.

## Jefferson, O., Take Rises

JEFFERSON, O., Aug. 26.—Grand-stand receipts at 93d annual Ashtabula County Fair here on August 15-18 were heaviest in years, said officials. Klein's Circus Varieties, a two-hour show, was presented Wednesday and Thursday, and Klein's Rhythm Revue on Friday, final night. Midway had four Roy Gooding rides, including a Loop-o-Plane, added here; Peters' Freak Animal Show; Sandow, strong man; Monkey Circus; Wild Life Show; Larry Larrimore, with 11 concessions; Dick and Helen John's Penny Arcade; Lester Rodgers, peanuts; Charlie Martin's new de luxe cookhouse and many others. John Creamer, well known to outdoor showmen, in charge of grand-stand show, was complimented for the performances. Walter L. Main, from near-by Geneva, was given the honor of announcing the acts, which he did most capably. Fair probably will show the largest profit in years.

## Milford, Mich., Plant Sold

MILFORD, Mich., Aug. 26.—Oakland County Fair here on August 9-12 will be in the black, the board reported. Gate and grand-stand gross was reported at \$2,300, with midway payment to the fair about \$1,300.

Fairgrounds were sold this week by receiver of the First State Bank of Milford to Melvin H. Moore, Detroit, who leased the property this summer for auto racing. Property was leased from the bank by the fair board. Moore plans to improve the grounds, grand stand and track for auto racing, but presumably it will also continue to be used for the fair. Price for the 20 acres was \$4,000.

## In Front of Grand Stands

R. P. HAMILTON, secretary of Randolph (O.) Fair, said that a contract has been awarded to C. A. Klein Attractions.

RITA AND DUNN, high wire, report they played Kendallville (Ind.) Fair on August 14-18 and were booked for Marshall (Mich.) Fair on August 22-27.

KLEIN'S Circus Revue will be presented three nights during Belmont County Fair, St. Clairsville, O., said Carter Thornberg, secretary.

HAVING a good season, Don La Vola and Carlotta report having played Trinidad (Colo.) Fair, August 21-26, with fairs in Rocky Ford, Colo., and Portales, N. M., to follow.

IRA MILLETTE, playing fairs in Wisconsin and Iowa, reports that when playing Stoughton, Wis., recently he was on the bill with Loyals' Dogs, Herman and Elsie and Lou Jacobs, all of whom

**Have a Ticket!**

BIRMINGHAM, Aug. 26.—When a Birmingham cop says, "Pull over to the curb, mister," he may be doing you a favor. If you've been one of the city's 10 most courteous drivers that day the man in blue will hand you a ticket—not one to Traffic Court, but a ticket to the 1939 Alabama State Fair here. And if you are the most courteous and safe driver among the 10 best you'll get a bouquet of roses from the police commissioner himself. Yep, the police are saying it with flowers, using a different brand of psychology and tickets. J. Warren Leach, of Alabama State Fair, lined up on this desirable type of publicity.

## Hamid Acts for Rutherford

SPINDALE, N. C., Aug. 26.—Grand-stand attractions for Rutherford County Fair here will be furnished by George A. Hamid, Inc., program to include Polly and her Polly Anns, dance revue; Rexola Troupe, skaters, and Three Ricardos, aerialists. Fireworks are to be presented Tuesday, Wednesday, Thursday and Friday nights. Premium list offers prizes in addition to those awarded last year. Fair association is headed by L. C. Price, president; R. L. Pruette, Minnie Elliott, J. F. Geer, vice-presidents; F. E. Patton, secretary; Mrs. Leroy Dobbins, assistant; W. W. Naney, treasurer.

PHILADELPHIA, Miss.—Judge Earl S. Richardson was elected president of Neshoba County Fair Association; J. B. Hillman, vice-president; Roscoe Ray, secretary; Ira Lewis, treasurer.

trouped with him some years ago on the Ringling-Barnum show.

AFTER a successful engagement at Illinois State Fair, Springfield, Flash Williams and his Thrill Drivers left to play fairs in Minnesota, Wisconsin and Michigan.

CRASH DUNIGAN'S Four o' Hearts, high act, played the recent Kutztown (Pa.) Fair. Members are Lucia Emig, Andrew Kremarr, Dave Manning and O. Bert Shaw.

A. E. SELDEN, "The Stratosphere Man," presenting his high swaying pole act at Iowa State Fair, Des Moines, August 23-September 1, has been booked for the 1939 Kentucky State Fair, Louisville.

NOBLE County Agricultural Society, Caldwell, O., has contracted for its four-

## Ill. Is Close To a Million

Gate mark 4,000 over '38—midway high recorded—grand stand is up 20%

SPRINGFIELD, Ill., Aug. 26.—Altho a deluge greeted patrons on Sunday, final day of Illinois State Fair here, August 12-20, and there was considerable rain on Thursday, Governor's Day, and always the big day of the annual, estimated total attendance was about 4,000 more than last year and fell short by about 50,000 of the 1,000,000 attendance goal that had been set by General Manager E. E. Irwin.

With exception of Thursday, when rain fell early in the morning and again about 10:30 p.m., and Sunday, when the downpour caused postponement of Buck Klidd's motorcycle races until Monday afternoon, weather was ideal. Had weather been more favorable on these days a 1,000,000 gate would easily have been registered, officials declare.

An all-time record was set for midway (See ILL. IS CLOSE on page 39)

## Mo. Up 35% First 3 Days

SEDALIA, Mo., Aug. 26.—An all-time Sunday attendance record was broken here with 68,187 at the 39th annual Missouri State Fair, August 19-26. Monday, Children's Day, had about 10 per cent attendance increase over the corresponding day last year. This was the fourth successive year for the "Everybody Pays" 25-cent gate, which has proved very successful, declared Charles W. Green, secretary-manager. Everybody pays each time they enter the grounds and no exception is made to this rule. Estimated gate rise over 1938 was 35 per cent for the first three days.

This is the seventh year in which Secretary Green has been at the helm and each year has shown marked improvement, with attendance forging ahead. Exhibits and live-stock entries far exceeded those of any previous years. Largest list of entries for harness races totaled 204. It was necessary to house overflow live stock in tents which cost

(See MO. UP 35% on page 35)

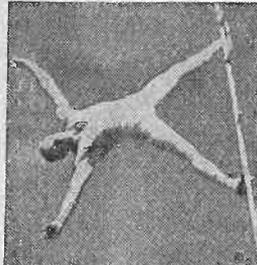
## New Highs for Skowhegan

SKOWHEGAN, Me., Aug. 26.—Attendance and receipts at Skowhegan Fair, August 14-19, broke records each day that had been made at the 1938 fair, which was the centennial annual and best up to that time. Joe Hughes, of the George A. Hamid office, reported that the night grand-stand show, *Winter Garden Revue*, drew largest crowds in history of the fair, even in rain. Pari-mutuels were reported to have set a new State gross record of \$103,000.

## Lakehead Has Biggest Gate

FT. WILLIAM, Ont., Aug. 26.—Canadian Lakehead Exposition here, August 7-12, on Saturday recorded the biggest day in its history with 15,735 paid admissions, reported Secretary-Manager Wilfred Walker. Total paid admissions were largest on record, being 63,517 compared with 56,848 in 1928. Royal American Shows were on the midway.

RED DEER, Alta.—At Red Deer's 49th annual fair on August 3-5 gate and grand stand showed gratifying increases over 1938, said directors. Entries in all departments were up 40 per cent over last year. Grand stand attraction was Pageant of Empire and Wallace Bros. Shows of Canada were on the midway. Fair was opened by D. B. Mullen, minister of agriculture. James Cruickshank is president and Walter Miller secretary.



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## Series of Six Readied in N. C. By Operators

GREENSBORO, N. C., Aug. 26.—Final preparations are on in offices of North Carolina Fair Operating Co., here under direction of Norman Y. Chambliss, for presentation of its series of fairs to be operated this fall in the State. Mr. Chambliss and staff have been working since the offices were opened in May. With addition of Edgecombe County Fair, Tarboro, the company will operate six fairs.

Initial annual will be in Tarboro, with fairs following in order in Williamston, Clinton, Salisbury, Greensboro and Rocky Mount. Grand-stand attractions for each will be furnished thru George A. Hamid, Inc. Johnny J. Jones Exposition will be on the midway in Greensboro Fair, with Max Gruberg's World's Exposition Shows in Tarboro and Clinton. Cetlin & Wilson Shows will be in Salisbury and Rocky Mount and Art Lewis Shows in Williamston.

Lucky Teter and his Hell Drivers will appear on Thrill Days in Greensboro, Clinton, Salisbury and Rocky Mount and "Suicide" Hayes will be at Tarboro and Williamston Thrill Days.

Improvements to grounds and buildings in each of the six cities, with several new buildings at several spots, and general reconditioning have been carried out. A new fence around grounds in Greensboro is being completed, all buildings are being renovated and grand stand is being enlarged. Based on grand-stand attendance last year in Greensboro, seating capacity is being increased from 3,000 to 4,000. Paid attendance in 1938 in Greensboro surpassed each of the other five fairs operated at that time, 41,000 having been recorded. Several thousand dollars are being spent in improvements in Tarboro, first year of operation there by the company, with practically a new grand stand being constructed and putting the grounds in tip-top shape.

About taking over Edgecombe County Fair, Tarboro, Mr. Chambliss said, "This is just another case of a fair going broke, so we are taking it over in an effort to put it across in the right manner." One of his first moves in Tarboro was to discontinue harness-horse racing, substituting thrill attractions instead. Second move was to increase premium awards.

"I predict a banner year for fairs in the South," he said, "with general indications of better business conditions all around. Crop conditions are far better than ever before, particularly in Eastern North Carolina, and all indications point to a highly successful year. Our six fairs are near the State's leading tobacco-growing sections and, judging from prices being received in Georgia and other places, prices on the tobacco markets in these sections will range from 18 to 20 cents this year, another strong indication that the fairs will have a fine year. Then, too, the people are 'fair-minded,' with the World's Fair in New York being greatly responsible for this factor."

### Mutuels in Northville, Mich.

NORTHVILLE, Mich., Aug. 26.—Shift from trotting to running races for the first time marked Wayne County Fair here on August 15-19 with moderate success in the grand-stand attendance. Gate was about 20,000, averaging 5,000 daily, said Dayton L. Bunn, secretary, with each day about the same. Parimutuels did about \$1,500 per race, total of about \$30,000. State received a \$25 daily fee, with the fair taking between 10 and 12 per cent of gross and the rest returning to players. Northville Horse Fair, conducted as a separate event in the midfield, drew big attendance. World of Pleasure Shows' rides and shows were on the midway, with a second unit of the shows playing Boyne City. Business was poor, reported midway operators, bulk of patrons from the races not patronizing the midway. Among visitors were Chet Howell, secretary of Chesaning (Mich.) Fair and of Michigan Association of Fairs, and Dr. Linwood W. Snow, manager of Michigan State Fair, Detroit.

CAMROSE, Alta.—Attendance at Camrose Fair, August 7-9, was over 16,000, best in years. Entries totaled 1,400. Fair was opened by D. B. Mullen, minister of agriculture.

### Berea, O., Met Annual Up

BEREA, O., Aug. 26.—With attendance of 42,000, a record for recent years, Metropolitan Fair here on August 16-20 had a final-day gate of 8,000. Attendance in 1938 was 35,000. Harold P. Richards, president, praised co-operation of Cleveland Chamber of Commerce. X-Bar-X Rodeo was grand-stand show, it being necessary to give two performances Saturday night. WTAM acts were offered daily. Midway had a Ten-in-One, Monkey Circus and Greenwald's Athletic Arena. J. R. Edwards' rides were again there, Eli Wheel, Merry-Go-Round, Tilt-a-Whirl, Kiddie Autos, Chairplane and Loop-o-Plane. There were about 50 concessions, including Clarence Smith's and Eddie Weekly's cookhouses.

### Marion, Va., Revival Good

MARION, Va., Aug. 26.—Smyth County Fair here, August 14-19, revived after several years by Smyth County Post, American Legion, registered moderate success despite a week of rain. Exhibits were surprisingly numerous and high in quality. Ray Rouse, member of Marion High School faculty, was manager. Carleton Collins, publicity director of Eric B. Hyde Shows, directed publicity in advance and during the fair, a public wedding under his direction proving a big draw. Capt. Frank Cushing's Death's Holiday Show pleased, and Marjorie Bailey's high act brought repeaters at the gate. Hyde Shows were on the midway.

### New Va. Annual Organized

CHARLOTTESVILLE, Va., Aug. 26.—Following recent grant of a charter, plans are going forward for six-day Albemarle Agricultural and Industrial Fair here, expected to be an annual, reports C. W. Cracraft, who has been named manager. Headquarters have been opened and a location obtained outside city limits. Free acts and fireworks are planned in addition to agricultural and industrial displays. About 100 citizens are expected to be on an advisory committee. W. F. Carter Jr. is president and Cary L. May is secretary.

### GRAND-STAND SHOWS—

(Continued from page 33)  
day annual Renfro Valley Barn Dance and fireworks, said Secretary O. J. Lorenz.

MARIE'S Marvel Dogs, booked thru Henry Leuders, are playing Michigan and Ohio fairs after having appeared at parks and celebrations in the Midwest and Eastern Canada.

NEW MEXICO State Fair, Albuquerque, will have Jimmie Lynch's Thrill Show, Mabel Stark and her Bengal Tigers; revue, *Goin' Places*; Joe Melvin, Edison and Louise and Ruton's Dogs.

ACTS booked by Secretary-Manager A. H. (Bert) Lea of 33d annual Multnomah County Fair, Gresham, Ore., on August 21-27 included Gray and Kathleen, aerialists; Sonora Carver's Diving Horse and Bert Nelson's lions and tigers, set thru Fanchon & Marco.

WILFRED MAE TRIO reports that acts besides theirs at Orleans County Fair, Barton, Vt., August 16-19, all booked thru George A. Hamid, were Fred Delmar and his Fighting Lions, Castrelli Duo, Malin and Thomas, Stetson Band and Bonnie Brownell Revue at night.

SAM C. ARNETT, president of Panchandle South Plains Fair, Lubbock, Tex., has booked Clyde Lucas' Orchestra to headline the *Stars on Parade* revue, featuring Dorothy Byrons' Dancers, Chaz Chase; Spec and Spot, cyclists, and Patsy Marr, novelty dancer. Rodeo will be staged six days.

TEETER SISTERS, Jacqueline and Jeanne, high act, booked by W. C. (Billy) Senior, of the Gus Sun Agency, report that after having appeared at Illinois State Fair, Springfield, and Ohio State Fair, Columbus, they will resume a route of bookings until October 21, the act having been booked solid since April 1.

ACTS at Dundy County Fair, Benkelman, Neb., August 14-16, and Chase County Fair, Imperial, Neb., August 17-19, were Lois Getzenderer, high-jumping horses; Pierce Bros.' Thrill Show; Charline Bockhold, contortionist; Swanee and Swance, barnyard imitators; the Ken-

nedys, sharpshooting and knife throwing, and himself, reports James Cogswell, high stilts. He played Northern Colorado District Fair, Longmont, August 23-25, and is booked for Akron (O.) Labor Celebration, August 28-September 4.

AT THAYER County Fair, Deshler, Neb., acts furnished by J. C. Michaels Attractions were the Atterburys, wire and traps; Borth and Maier, perch and teeterboard; Harris Brothers, bars; Bearce Sisters, acro dancers; Three Christys, tight wire and rolling globe, and Five Flying Fishers.

AT WAYNE County Fair, Northville, Mich., August 15-19, acts, booked by United Booking Association, included Aerial Matthews, Marie's Pets, Harry Brodell, Juggling Jester; Flying Howards, skaters; Great Janzely, high pole. Harold Brow was emcee, and displays were produced by Hudson Fireworks Co.

JIMMY DALEY agency supervised the show at Essex County Fair, Westport, N. Y., August 22-25, booking in Buddy Lumar, death dodgers; Flying Allens; Herman Pretzel, contortionist; Wood Sisters, singers and dancers; Two Jacks, acrobats, and Montrose and Pearl, Gay '90s act.

GREAT RICARDO, high swaying pole, reports bookings thru the week of November 7, including the Littlejohn fair circuit in Alabama. He was free act with West's World's Wonder and Arena shows in early spring, and since July 2 has been playing fairs and celebrations.

STATE Fair of Texas, Dallas, has signed 1939 *Folies Bergere* for 16 days in the Coliseum. Show, produced by Clifford C. Fischer, includes Emile Boreo, Franklyn D'Amore and Anita; Fred Sanborn, xylophonist; Hibbert, Bird and LaRue; Georges Bruay, Martha Demeter and Trio Shyrettos. Arizona Hopi Indian Cliff Dweller Village will be set up on grounds, and Louis Roth's group of mixed cats will be presented by a brewing company.

PASSING thru Cincinnati on August 22, Manager Bill Blomberg reported grand-stand records at seven fairs played so far this season in Indiana, Ohio, Michigan and Kentucky by Barker Bros.' Circus and Rodeo. From Falmouth, Ky., August 18 and 19, circus went to Darke County Fair, Greenville, O., on August 24 and 25; then to Pomeroy, O., and troupe will present circus acts at one performance at Auglaize County Fair, Wapakoneta, O., on September 2. Roy Howze, who joined in Urbana, O., is breaking a Liberty horse act and four menage horses.

SEVEN Tip Tops went from Cincinnati to Multnomah County Fair, Gresham, Ore., August 21-27, breaking the jump at Mower County Fair, Austin, Minn., August 10-13, for Jule Miller, Northwestern Amusement Co., reports Al Ackermann, manager of the Tip Tops, who are contracted for seven weeks thru Charles Nelson, Fanchon & Marco office. Acts in Gresham, under direction of Neal Able, emcee, were Al Ackermann's Clown Trio, Al, Jack and Mack, eccentric comedy bump act; Amadori Le Clare, cloud swing; Rosalie's Highland Scottie Dogs; Delbeanie, unsupported ladder; Gray and Kathleen, high tower and breakaway; Delbeanie, freak bicycle and high-stilt act; Al Ackermann's Seven Tip Tops, acrobatic pyramids and finishing with a tumbling contest; Great Delbeanie, wagon wheel and stairway jumping act; Three Flying Amadoris, flying return act; Ferdie the Bull, Douglas Wright and Co.; Bert Nelson's Tigers and Lions in steel arena; Carver's Diving Horse, Miss Carver on horse.

ATLANTA.—Plans are on for huge motorcades to attend the 1939 Southeastern Fair here thru Mike Benton, president, and Virgil Meigs, secretary. Nine motorcades from the State will come on different days, each to include several counties. Motorcades will be met at city limits by Mayor William Hartsfield, bands and representatives of civic clubs who will sponsor the trips. Special programs will be put on.

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The Only Carnival in County This Year.  
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### Concessions Wanted West Alexander, Pa., Fair

SEPTEMBER 14-16  
\$1.50 and \$2.00 Front Foot  
14 by 16 Lunch Stand, located under band stand, \$30, three sides to work. Can use one more good show. For space, wire Western Union or write  
T. S. MAXWELL, West Alexander, Penn.

### CARNIVAL WANTED —FOR— Lincoln County Free Fair

SEPTEMBER 13 to 16 INCLUSIVE,  
Or Independent Shows and Rides.  
GASTON FRANKS, Sec'y, Chandler, Okla.

### Penna's Largest Street Fair

OCTOBER 11, 12, 13, 14  
SHOW AND CONCESSION SPACE GOING FAST. WRITE OR WIRE.  
LARGE CARNIVAL WANTED.  
IRA E. FASNACHT, Chairman Concessions, EPHRATA, PENNA.

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### CARNIVAL WANTED —FOR— Big Henderson County Colored Free Fair

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Need Five Rides, Shows, Concessions. Wire  
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### WANT — FREE ACTS —for— ROBESON COUNTY FAIR

WEEK OF SEPTEMBER 26-29, 1939  
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Can place "All" Kinds of Shows and Concessions; also Want FREE ACTS and rides. Last of October or First November, 1939. Want to hear from Jack Phelps and Bill Strove. Address **DOC MOORE**, Gen. Del., Marion, S. C.

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

**IONIA'S GATE**

(Continued from page 33)

largest day, altho no special features are presented.

Largest increase in revenue was in the private parking lot which in 1938 was below that of the previous year. The count of Rose Sarlo, secretary, who has assumed most of the routine matters of the late Fred A. Chapman, for 25 years fair secretary and one of its co-founders, reported that 12,779 cars at 25 cents each were parked in the lot. The 1938 figure was 9,143 cars and in 1937 there were 13,792.

**Vandalism Deplored**

Paid grand-stand attendance was 65,991 against 60,544 in 1938. A more substantial increase would have been noted, officials declared, had not the Saturday afternoon auto races been canceled because of rain. It continued until after 6 p.m., stopping in time to permit final showing of the night revue, altho the stand, which probably would have been a sellout, was only half full. One-tenth of an inch of rain from 7 until 10 p.m. did not fall and so rain insurance could not be collected. Last year \$2,500 rain insurance was collected Saturday night. First five days proved perfect for the grand-stand show and crowds attended.

Sale of concession space, largest in fair history, increased about 7 per cent over 1938. Concessioners reported heavy play on the first five days and that rain on Saturday materially reduced opportunity for all-time records. Disappointment was expressed by President Lawrence and Secretary Sarlo over the destructive attitude of some fairgoers. Considerable expense was entailed in placement of more than 100 colored pennants around race track and on buildings. Many of these were stolen after being torn from their staffs. New curtains in restrooms were missing and Miss Sarlo reported two keys from the infield piano gone. Among improvements are black-topping of the midway and streets leading to grounds, repainting of all buildings, submerging all telephone and electric wires, construction of a \$5,000 concrete retaining wall around the half-mile track, enlargement of the big outdoor stage, repairing of many buildings and placing of eaves on the 10,000-capacity grand stand. A swift operating barrier, said by horsemen to be the most effective in their circuit this year, was used for the first time for harness racing.

**Exhibits Are Largest**

Monday, Children's Day, kiddies saw shows and had rides at reduced rates, most of them being half price. At the grand stand Jimmie Lynch and his Death Dodgers, a feature of the 1938 fair, comprised the Monday afternoon program. Tuesday morning farmers saw a light-weight horse-pulling contest, which drew about 5,000. In the afternoon before a crowded grand stand, Dick Granere, Canadian World War aviator, stunted in his small but powerful plane. Capt. Art Davis, Lansing, and his planes staged daily sham air battles and Charles Zmuda, former Ionia county youth, now parachute jumper with Captain Davis, made 10,000-foot jumps. Exhibits far surpassed those of previous years in numbers and in value. All exhibit buildings were filled to capacity and additions were built for several departments.

On Wednesday the program was designed to present State officials. It was inaugurated by a former governor, the late Fred W. Green, co-founder of the fair. Michigan's 80-year-old governor, Luren D. Dickinson, and United States Senator Arthur H. Vandenberg spoke briefly. Event drew more than 100 State politicians and a score of newspaper correspondents from all parts of Michigan.

**Revue Most Elaborate**

Grand-stand night revue, produced by M. H. Barnes, was more elaborate and beautiful than ever. Thousands of fairgoers heaped praise on producer Barnes for the show, which he declares cost \$75,000 to produce. Expensive costumes of dancers and actors were made to blend into the magnificent scenery. With music by Izzy Cervone, the revue was divided into four scenes. The 24 Lambert girl dancers opened with "Rolling Along," a scene in which hoops were used for the principal dance. Spanish scene of Ferdinand the Bull, portrayed by Dick Mayo and Co., supplied comedy. "Silver Forest" number was by far the most impressive with white and black cellophane fans held by dancers and a background of sparkling silver trees. Adequate lighting effects made the scene outstanding. Final scene portrayed the

circuits with dancers in clown costumes. Finale was resurrection of the Southern showboat with dancers in costumes of Southern belles, with reversible skirts which contained a picture of Uncle Sam.

Grand-stand acts, some of which appeared on afternoon programs and all of them at night shows, were adjudged among the best ever seen at the fair. The revue, opening its first engagement in Ionia, did a splendid job in presenting a smooth-running organization. Acts included the show's headliner, Myrtill and Pacaud, French silver dancers. Their dance, with bodies thickly covered by a flaky composition of silver, was received heartily and was final touch of the forest number. Loyal-Repinski Troupe, bareback riders, drew acclaim. Troupe comprises eight large horses and 12 men and women led by Gugstine Loyal. By popular demand George Power and his elephant act returned. Ben Beri, juggler, and Smith, Rogers and Eddy provided much of the comedy.

Lester Cole was emcee and 12 Debutanes provided dancing specialties and the Aristocrats the singing. Others were the Seven Otaris, trapeze; Four Whitsons, comedy body juggling, and Brannock Troupe, more body juggling.

**Sunday Auto Races Off**

Personnel of the revue of 125 persons included Art Warning, chief carpenter; Herman Peltz, assistant carpenter; Wesley Dutton, chief electrician; Byron Smith, properties; Mrs. R. Dutton, light technician; Mrs. Inez Smith, wardrobe; Mrs. A. Warning, assistant wardrobe; George Voss, assistant properties; Jack Reid, public-address system; Jack Klein, stage manager; Dorothy Hill, dance producer; Ansley and Lambert, ensemble producers; Izzy Cervone, 10th year as musical director; Lester Cole, emcee.

Scenic spread was 250 feet, covering a stage 150 by 50 feet, built to support 30 tons of dead weight, permitting largest animal acts to be staged. Scenery includes new telescopic revolving units and new grass garden treated chemically to withstand the elements. Electrical equipment is of the latest type and remote-control type. A new combination flood and spotlight designed by M. H. Barnes to illuminate the entire set was tested and found satisfactory. Revue was brought to Ionia by railroad on five 70-foot baggage cars and three coaches. Producer Barnes declared the show required six months to perfect and the unique scenery allows it to be struck easily.

An attempt to stage auto races on Sunday was balked by President Lawrence, who said churches, thru their pastors, had objected to the procedure three years ago and had obtained over 3,500 signatures to petitions asking that the fair not be held on Sunday.

Thearle-Duffield Fireworks Co. gave daily displays at night and two on Thursday for both night shows. It was the ninth year the company furnished the fair fireworks. A fireworks display in memory of Fred W. Green and Fred A. Chapman was shown Tuesday night.

**RAIN REDUCES**

(Continued from page 33)

111,632 last year, which was Corrigan Day. A record grand stand of 20,000 turned out for AAA auto races in the afternoon. This is the first year that the fair promoted its own races and put up the purses, Tom Marchese directing. Ted Horn, Burbank, Calif., copped the three races in which he appeared, including the 25-mile feature. Races were followed by 11 acts booked thru Barnes-Carruthers.

**Midway Is Busy**

Dampened by heavy rain, the night grand stand was held down to some 6,000 for Barnes-Carruthers revue, *Flying Colors*, followed by Thearle-Duffield fireworks. That night saw nearly 4,000 in the Modernistic Ballroom to hear Kaye and Swedish.

Children's and Press Day, Monday, drew 59,046 against 69,922 last year. This year's figure included 33,927 kids under 12 admitted free. American Legion and Pioneer Day, Tuesday, had 46,516 against 55,010 last year. Opening of Wisconsin Horse Show in the Coliseum at night drew a full house of 2,500. For the second time during the first five days attendance on Governor's and Fraternal Day, Wednesday, topped that of last year with 76,389 as against 70,114 in 1938. Afternoon grand-stand feature was setting of a new mile record for the fair track by Greyhound, gray gelding and world's champion, who paced the distance in 1:58, breaking Sir Roche's record of 1:59½. Some 13,000 fans turned out.

The midway, permanent feature of the

grounds and which has been streamlined, has been doing bang-up business. Practically all concessions and rides have been busy with age guessers and bingo doing especially heavy business. In addition to adding new events, the fair has hiked premiums \$18,000 to \$104,000 and because of overflow of exhibitors and auto parking problem, Fair Manager Ralph E. Ammon has been toying with the idea of extending the annual to 12 days next year. Junior Fair had entries exceeding last year's more than 3,500 separate exhibits. Robert Rae, 49, Oak Lawn, Ill., grand-stand peanut vender, sustained lacerations about the nose and one eye when struck down by a racing sulky Monday afternoon as he was crossing the track.

Late indications were that with a weather break, the fair would crack last year's record attendance of 624,401 for nine days. Gate admission remained at two bits with grand-stand seats 50 and 75 cents.

**MO. UP 35%**

(Continued from page 33)

the fair board over \$5,000 in rentals. Fair still features visiting State bands, and 26 were to appear. Special trains were run, showing added interest in the fair. On opening Saturday increase in gate receipts was \$198.50 over those of last year.

**Midway Marks Topped**

Grand-stand receipts increased on the first two days and nights, while midway receipts were running far ahead of last year's, with Sunday setting an all-time record on carnival gross. Phil Little, largest lessee of space at the fair annually operating several large eating emporiums, said he had the largest single day's business on Sunday. He has operated concessions here since the first fair 39 years ago.

Fairly & Little Shows made a run of 420 miles from Mason City, Ia., where they closed Friday night at the fair there after rolling up a record gross business, an increase of about 20 per cent over the biz done there last year. Had it been possible to have the rides and shows in operation early Sunday morning the show would have piled up an even greater gross business for that day, but as it was it shattered all previous single-day midway marks. Sunday brought many visitors, and Noble C. Fairly, Phil Little and George Shaw, concession manager, were hosts to showmen and fair men.

Sidney Belmont was in charge of grand-stand attractions and revue and acts were booked thru his office. Edgar I. Schooley's *Fascinations of 1939*, the night attraction, was pronounced one of the best ever presented here. Other acts during afternoons and evenings were Flying Valentinos; the Burvedell Sisters, dancing xylophonists; Neiss Troupe, trampoline, and Three Milos, high trapeze act. Night shows were closed with elaborate displays by Thearle-Duffield Fireworks Co. Ray Anderson was on hand the first five nights to superintend displays, which were fired by Walter Durza, vet fireworks man.

John Sloan furnished auto races on

the opening two days. Saturday's race attendance was small, but Sunday was a sellout, with standing room being sold and thousands put on the infield, breaking all previous attendance records for auto-race days. Harness and running races were held every afternoon from Monday thru Friday, while the Night Horse Show in the Coliseum ran from Sunday thru Friday night, with attendance ahead of last year's. For closing Thrill Day, with Flash Williams and his Hell Drivers, advance sale assured a sellout.

Secretary Green was hopeful of 250,000 attendance on the week. Cash premiums amount to \$56,964.50, an increase of about \$5,000 over last year.

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Fine Shows, Wonderful Exhibits

**SEPTEMBER 14, 1939.**

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—FOR—

**FULTON, MISSOURI, FREE STREET FAIR**

To be held on the streets, Sept. 27 and 28, 1939.  
WARREN PARSONS, Chairman, Fulton, Mo.

**CARNIVAL WANTED**

SHAWNEETOWN, ILL., FAIR, SEPT. 20-23  
HARDIN COUNTY FREE FAIR, ELIZABETH-TOWN, ILL., SEPT. 26-29  
ALEXANDER CO. FAIR, CAIRO, ILL., OCT. 3-6  
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MARION, S. C.

**THE GREAT HAGERSTOWN FAIR**

HAGERSTOWN, MD. OCTOBER 17-21

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Legitimate Concessions and Shows. Absolutely no grift.

CHAS. W. WOLFE, Secy.

**THE GREATER SPARTANBURG FAIR**

FIVE DAYS—SIX NIGHTS—October 9, 10, 11, 12, 13, 14

Merchandise Wheels and Legitimate Concessions can be spotted on our Independent Midway, located between Exposition Buildings and Grandstand. Bingo and Novelties sold. Jewelry and Specialties Stands to be sold indoors all next to Exhibits. Children's Days Tuesday, Wednesday and Thursday. Harness Racing four days. Hankinson's Auto Racing Saturday. Victor's Grandstand Attractions. Write or wire direct.

SPARTANBURG FAIR, Spartanburg, South Carolina.

**CONCESSIONS WANTED**

All kinds Concessions except games wanted at Southwest's greatest fair. Mighty Sheesley Midway has ex. on games. Average attendance six days, 140,000.  
Dates September 25 to 30 Inclusive.

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**PANHANDLE SOUTH PLAINS FAIR ASSOCIATION**  
LUBBOCK, TEXAS

# UPSWING HITS MICH.

## Grosses Are Up In Bigger Spots

**Grand Rapids Ramona gets 25% increase—rides in lead over concessions**

GRAND RAPIDS, Mich., Aug. 26.—Continuing the record of better business this season, typical of larger Michigan parks, Ramona Park, on Reed's Lake east of here, has had a pick-up of 25 per cent. Rides have done much better, with concessions doing less. Park is under management of Fred J. Barr for his first season. He was formerly manager of Keith and Majestic theaters here.

Ramona Theater in the park, once home of Keith vaude, has been little used in recent seasons, but experiments this year proved a demand for it. Typical was a barn dance program on July 4, drawing 3,000. A special show is being planned for Labor Day and it is possible this policy may be adopted more permanently next season. New Loop-o-Plane was installed, picnic grounds restyled and a special promotion program launched, directed toward family reunions, political rallies and organization picnics. Balloon ascensions have been a feature for years, but were little publicized. Extensive advertising was (See UPSWING HITS on page 38)

## Tilt Runs to 20% At Silver Beach in St. Joe Territory

ST. JOSEPH, Mich., Aug. 26.—Business has shown an increase of 20 per cent over 1938 and of 10 per cent over 1937 in Silver Beach Park here, now in its 47th year. Largest in the southwestern corner of Michigan, it draws from the surrounding fruit belt, extensive summer resort area and northwestern part of Indiana, particularly South Bend.

New Skooter ride with streamlined cars was opened a week ago, replacing the old ride, and business at this attraction since has topped even Roller Coaster grosses. Attractions are on a covered midway, providing a semi-indoor boardwalk along the beach. Park has half a mile of Lake Michigan frontage, offering patrons protection from inclement weather and keeping up a fair proportion (See TILT RUNS on page 38)

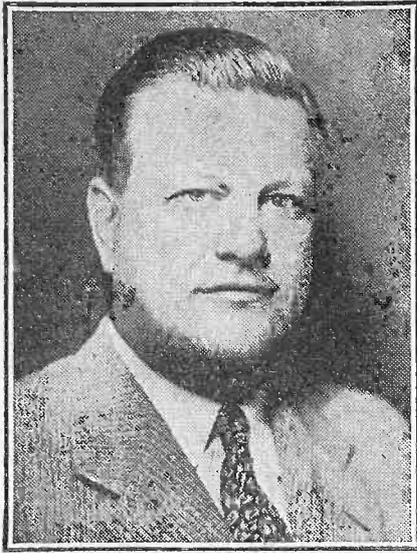
## Strictly Resort Sections Not So Good for Operators

GRAND HAVEN, Mich., Aug. 26.—Business in strictly resort sections of Michigan is off for amusement parks, by the experience of Hyland Gardens here, reversing the pickup this year had by most parks in this region. In Hyland business has fallen 25 per cent below 1938, Manager Wayne Tappan estimates. Weather, which has been generally cooler than in recent summers, and competition of the two world's fairs have participated (See STRICTLY RESORT on page 38)

## Extension Set at Buckeye

BUCKEYE LAKE, O., Aug. 26.—Buckeye Lake Park will remain open, with all attractions in operation thru Labor Day week, Manager A. M. Brown said, and for the two following week-ends, with special attractions planned. Old Home Week, August 27-September 2, will have free rides, fireworks, free acts and Mard' Gras. Opening day will feature Central Ohio beauty contest, with Miss America of 1938, Marilyn Meseke, as honorary judge.

MUSKEGON, Mich.—West Lake Park, at Twin Lakes near here, has been closed after death of Fletcher Fowler, former proprietor. His son has business interests in the village of Twin Lakes, but some of the equipment, including rides, has been moved to Wolf Lake Park, east of Muskegon.



HARRY C. BAKER, president of the National Association of Amusement Parks, Pools and Beaches and noted park engineer, designer and ride builder, who died on August 23. Details in the Final Curtain and elsewhere in this issue.

## Jackson Lakeview Rise Is About 10%; Pepped by Showmen

JACKSON, Mich., Aug. 26.—Business in Lakeview Park here has shown about a 10 per cent rise over 1938, altho most anticipated big days, including special picnics, except Decoration Day, were rainy. Lakeview's business is typical of lower Michigan amusement trends, inasmuch as it is the only amusement park serving South Central Michigan within a radius of about 50 miles.

Spot revived two years ago by A. G. Barber, formerly of the Barber & Murray Shows, and Vern Dexter, who was ride superintendent on the shows and now handles the park rides. Old Jack Rabbit Coaster, which, with a shooting gallery, had been the only attractions operated three seasons ago, is being torn down, and the building serving as entrance is being used as a band stand. E. E. Bethel, former park owner, has returned to it this season with an interest in the Whiz (See JACKSON LAKEVIEW on page 38)

## Marshall Hall, With Gain of 15%; Draws Heavily From Washington

MARSHALL HALL, Md., Aug. 26.—Marshall Hall Park, just outside of Washington, which has had a gradual year-to-year increase in business, will end the season 15 per cent ahead of last year, said Manager L. C. Addison, in his seventh year here, who declares this has been its biggest period so far as outings, motor visitors and cash customers are concerned.

Continued growth of business has required additional building of about 100 benches and tables for use of outings, addition of five acres to the grove of big trees, a large new stage in the grove for use of outings and performances on kid days and installation of horseshoe courts, badminton and volley ball.

Season's bookings, best in history of the park, called for a great many changes in almost every department, doubling space in the restaurant kitchen and addition of restrooms, as well as a front porch covering of some 2,500 feet. General increase of water distribution was necessary and some new wells were required. Miniature Railway was practically rebuilt, a long tunnel was added and entrance was completely filled with flowers and shrubs. Whip cars were rebuilt and platform torn out and a new one installed with a new decorative fence. Park was further beautified by the creation of the Plaza of Flowers.

Harry H. Baker, district manager of the Wilson Line, Washington, operator of the steamer City of Washington that

## Moses Submits 2 Coney Plans

NEW YORK, Aug. 26.—Intention of Mayor La Guardia and Park Commissioner Robert Moses to remodel Coney Island appeared again in the news this week when Moses submitted plans to replace his original proposal submitted to the mayor in 1937. Subject of rehabilitating the island has been discussed several times since the first proposal, the last being in June of this year when La Guardia advised Moses to revise his original project.

Describing the two plans to the mayor, Moses said: "Plan A is the more modest and is the minimum required. This will require acquisition of land, \$720,000; for construction, \$3,000,000, and will provide 24 acres of new beach and 1.7 acres of land for public recreation.

"Plan B looks further to the future and provides better access to the beach and more of a general neighborhood (See MOSES SUBMITS on page 38)

## Miss N. O. Array Jams Pontchartrain

NEW ORLEANS, Aug. 26.—All records for attendance at Pontchartrain Beach were shattered Thursday thru Saturday, August 17-19, when Miss New Orleans was chosen before an estimated jam of nearly 100,000 with over 65,000 on hand for finals on Saturday, when every available inch of the 3,000-foot boardwalk was crowded and concessions had best business of the season. Manager Harry J. Batt believes August attendance will set a new month's mark for his 11 years management of the old and new beach.

Peejay Ringens with high bicycle dive into tank of water opened a two-a-day free outdoor booking for two weeks on Tuesday. Frances Anello, selected New Orleans over smaller field than usual of 20 girls, goes to Atlantic City to compete in the pageant. Award also called for free trip to Chicago by plane and night club appearances in Southern cities before the pageant.

Manager Batt has not named closing date but probably will padlock resort about Labor Day. It has been one of the shortest seasons in history of Playlands Corp. For a decade beach has operated under lease from Orleans Levee Board.

makes four trips each day to Marshall Hall, has kept a steady stream of outings coming. A hook-up with "The Old Skipper" (Don Hix) made Monday Kid Days a byword and kids have filled the 1,900-capacity City of Washington every Monday for the trip down river to Marshall Hall. On August 16, Tournament Day, 55th time this has been held at Marshall Hall, all attendance records were broken. Patrons came in over 1,600 automobiles and crowded boats. Improvements contemplated for 1940 include major changes in the park layout, addition of some flat rides and possibility of a pool.

Roster of personnel: Administrative, L. C. Addison, manager; C. L. Atkinson, assistant manager and office cashier; Earl T. Roberts, superintendent and electrician. Maintenance, Earl T. Roberts, electricity; Ernest L. Bladen, carpenter; William Cook, assistant; William Baldwin, power house engineer; Ed Swam, gardener; Fred Thorpe, painter. Cashiers, Mrs. H. L. Carter, Mrs. Hazel Atchinson, Lillian Boswell, Mrs. M. E. Baldwin, Helen F. Ross, Mrs. Earl Roberts, E. K. Hennings, Florence Sipe, Mrs. Harry Sipe.

Operators, Burt Pou, W. B. Connelly, Coaster; Frank Yingling, Skooter; Robert Baldwin, Ferris Wheel; Frank Swann, Pretzel; Henry Simpson, Carousel; Hugh McCollough, shooting gallery; Hubert Carter, Miniature Railway; F. O. Carson, Whip; R. Gilroy, Aeroplane. Police, E. (See MARSHALL HALL on page 38)

## Close Checkers

LONG BEACH, L. I., Aug. 26.—When police began investigating the hold-up of a bank messenger in which \$70,000 was taken, they concluded that the robbery had been carefully planned because the hold-up men were watching concession business each week-end. Largest part of the \$70,000 was concession money deposited in the bank by various operators. The week-end on which the money was taken in was the best of the season to date.

## Pa. Biz Goes Up In Good Weather, Reports to PAPA

PITTSBURGH, Aug. 26.—More than 40 representatives of parks and supply houses, largest attendance since the organization's formation, were at the annual meeting on August 17 of Pennsylvania Amusement Parks Association in West View here. Confining sessions to discussions of business conditions and pleasure rounds, delegates re-elected all officers and renamed three of the same four directors for another three-year term. Fourth director, Ray Lusse, Philadelphia, replaced Richard Lusse on the board. Next year's convention will be held in Conneaut Lake Park, Pa., with Manager Thomas C. Foley as host.

Business shows increases over last year in almost all parks thruout the State that have had a weather break, delegates (See PA. BIZ GOES on page 38)

## Greater Boston Area Going Best in Years

BOSTON, Aug. 26.—Greater Boston parks continue their march along their most prosperous season in years. Rain on Sunday has been rare since June.

Revere Beach drew a long sigh of relief when the dog track near by finally closed for a brief period. But there is mustard in this ointment, however. For the Legislature which recently adjourned in its dying moments granted the track the right to reopen after close of Marshfield Fair this week. Heretofore there has been no dog racing until October 1, after the track closed August (See GREATER BOSTON on page 38)

## Pier for Galveston Beach Is Given Prelim Fed Okeh

GALVESTON, Tex., Aug. 28.—Robert J. Cummins, Houston engineer, has been appointed chairman of the advisory committee for formulation of plans for erection of a \$1,500,000 pleasure pier on Galveston Beach. He has returned from a conference with officials in Washington, where he was given preliminary approval of a loan, plans to be submitted within 30 days for final okeh and awarding by the RFC of necessary funds. Cummins will receive 5 per cent of cost of the project for his services.

A hurricane-proof pier, with completion set for next spring, was announced by Mayor Brantly Harris, Galveston. A citizens' group will underwrite preliminary costs of the survey. The new \$2,500,000 causeway connecting Galveston with the mainland was opened with a huge crowd on hand last week-end.

Patronage on the beach this year is estimated at 10 to 15 per cent better than last year to date and is one of the best ever seen by the resort, concessioners report.

## Shrine Program at O. Spot

CLEVELAND, Aug. 26.—Al Sirat Grotto was host to 400 shut-ins at an outing in Puritas Springs Park here on August 13, reports William C. Schmidt, fraternal secretary. James Visoky, park proprietor, provided a 75-by-100-foot tent erected over the band stand, protecting guests from rain. Program included a concert by Warren Troutman's Grotto Band; community singing, led by Phil Barker, and an hour vaude show, with Clyde Davison emcee. Ray Herzberger was in charge of arrangements. Fred B. Snyder, chairman of the next Grotto Circus, substituted for Monarch W. Harry Moore, recovering from an operation.

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## New Fair Theory

Everyone seems to be talking about what's wrong with the World's Fair. And everyone else seems to be offering suggestions for improvement. Who am I, to be different? However, my fair theory is offered for next year. It's too late to consider it for this season if anyone wanted to consider it. But I think it has merit. My mother, wife and baby like it, too, so that practically makes it unanimous.

It's a fact that Park Commissioner Robert Moses is all set to convert part of fairgrounds in Flushing into a mammoth city park, using present Billy Rose Aquacade site for a municipool. Rumor has it that Moses would like to step in next year, stymying a second year for the fiesta, but this department will lay six to one that the fair will run again in 1940. As a matter of fact, I understand that Mayor La Guardia will personally attempt to run the fair next summer, making it a cut-rate affair for the masses.

Swimming can help put over the fair next year. If amusement zone is kept in area where it is now I, first of all, propose something this column advocated early this year. And that is a big marathon swim which can be conducted in what is known as Fountain Lake, surrounding amusement area. An event of this nature—if built up properly—with big cash prizes can certainly draw. If you don't believe me, ask Elwood A. Hughes, bossman at Canadian National Exhibition, Toronto, who will tell you that such long-distance grinds attracted hundreds of thousands of visitors to the CNE.

Second theory is to convert that entire section of midway fronting lake, which at present extends from Billy Rose's Aquacade down to now defunct Cuban Village, into a series of bathhouses. Make it possible for public swimming in the lake—after it has been purified, of course. And I think facilities of swimming will draw 'em in all during June, July and August.

Call the idea fantastic if you like, but statistics prove that this summer great crowds have been kept away from the fair because of hot weather. Especially on week-ends did near-by beaches and pools entice patronage away from the fair. If that be so, why can't the fair give the public swimming? One of the major recreations of We Humans (not the show) in summer is swimming. The fair is primarily a summer activity. It seems logical, then, to presume that if you give people what they are seeking you have more of a chance of getting them.

Therefore when the board of directors meets one of these days out Flushing way to discuss plans for next year, here's hoping someone will think kindly of this department and offer suggestions contained herein. They thought Billy Rose crazy when he first proposed his water carnival idea—not that the writer is any Billy Rose. But if swimming can make all that dough for one concessioner, why can't it make it for the fair itself? I'm doing the asking. You do the telling!

## Two New Tanks

Plans are under way for construction of an outdoor and indoor tank by G. M. O'Dell, operator and owner of the O'Dell apartment hotel, Hot Springs, N. M. Both plunges will be open to the public and run in conjunction with present health baths and steam rooms. Mr. O'Dell uses a swell slogan for his hotel, which he undoubtedly will continue for his tanks. It's one that is offered to other pool men because it's catchy and might describe their estabs as well: "Health and Cheer All the Year."

## Dots and Dashes

One of those who aided in settling that milk strike in New York last week was none other than former pool owner, Sol Pincus, now deputy health commissioner for city of New York. . . . Hear that Sol Solomon, champ high diver, may go to South America next winter instead of remaining in Miami, Fla.—Don't be surprised if Jack Rosenthal, operator of Pallsades (N. J.) Amusement Park pool, blossoms out as a water carnival promoter in Florida next winter. . . . Never knew till this week that Nate Kaufman, recreation director in charge of swimming, Pittsburgh, wrote a swim column on the side.—And did you know that Billyboy wasn't on the news stands 48 hours last week before some columnist

used this department's exclusive item about Jack Dempsey entering the swim-pool field?

# American Recreational Equipment Association

By R. S. UZZELL

August 19, Saturday, was a rain-out but the next day put a smile on faces of the New York World's Fair amusement men which we hope does not come off this season. They got what they have been waiting for—a big crowd down their way that spent money. This is an answer to a showman's dream. May it continue to the close of the fair. These men took it in all of its worst forms. Now they deserve a better go and perhaps this increase will hold for a time. Better publicity as to prices is one of the answers. The ticket-selling campaign by all employees helped a lot and was also a good publicity stunt. People are learning to go by the Independent subway which lands them much nearer the amusement zone and saves the long trip from the west entrance reached by the other subways and Long Island Railway.

## Convention Change Coming

The season is well spent with only a few days until Labor Day, then the swan song. A hectic season it has been, with rain, cold, wars and more rumors of wars, business hesitating and two expositions getting off to a poor start and slow pick-up and neither gaining the expected attendance. But, despite it all, we did business when we had the weather.

Just as we gather momentum for putting over our annual meeting the change of Thanksgiving a week earlier, to come while our convention is on, makes it necessary to shift our dates earlier or later so all can spend Thanksgiving Day at home. Settling this date is the next item on our program, which will be announced shortly.

## Coney Not To Fade

Another announcement of great changes at Coney Island, N. Y., has made headlines in the press. Face lifting, curls and what have you. But to those in the know, it is not so much of a change, after all. Straightening of a section of the Boardwalk and adding some more land to the beach side of the walk. The old Coney as we know it is not to fade out, at least not all at once. The cost would be prohibitive and if it were done the amusements would shift away from present position but still border the strip.

Omer J. Kenyon has relinquished his contract with Charley Rose in Milwaukee, as per its terms, to make his annual trek to Toronto, where he handles the Shrine Circus advance, at which he is an adept.

# Palisades, N. J.

By CLEM WHITE

The gate has been standing up. As might be expected, regulars may be turning to other things, but a new contingent seems to be taking their places. Even against all the competish there has been no slackening. Ed Schoeppe is designing new fronts along the midways in line with the idea for newer things to come next year. Charles (Doc) and Aggie Morris, along with son, Jackie, have found receipts so good in the picnic department that a trip to the Golden Gate Exposition and Hawaii is in order at park closing.

Anna Halpin is getting to be more of a celebrity every week, what with all her broadcasting. Last week she hit the ether over WHN, where she did a program on the playground, and the Halpins now are the elite of the park with two new cars in the family, one for each. Anna's new car makes the hoped-for Mexican trip practically a reality.

Second annual Mrs. America contest has plenty of pretties lined up. A fashionable Fifth avenue shop will donate fall wardrobe to the winner. Mrs. I. J. Fox offering a free outing to 500 underprivileged kiddies with park's co-operation. Jack and Irving Rosenthal doing all they can to make the day one of continual surprises to the little lassies and lads from the Gramercy Club. Adolph (Mouse Game) Schwartz is battling hard to figure what to offer at fairgrounds this late fall season. But no exceptions are N. D. Jennings, Mrs. Anna (Steinberger) Powers, James Corcoran, Alex Nahas and a score of others.

# Long Island

By ALFRED FRIEDMAN

For all its greatness, the World's Fair is being outdrawn four, five and even six to one in patronage by the aggregate Big Three of Long Island beaches, Rockaway, Long Beach and Jones Beach, consistently thru the week. Vet beach men assert the reason for the greater lure of beaches over that of the fair is that with most patrons of the former beach-going is a custom developed over years, whereas many accept the fair as a novelty. Thousands flock to beaches here who have yet to see the expo, week in and week out, without dreaming of yielding to the fair over preference for the shore. Fair Boss Whalen has been counting on arrival of these folks on his grounds for many weeks now to up the drooping attendance, but with no favorable results. On a good Sunday combined attendance at the Big Three beaches reaches close to 1,300,000.

Brookhaven is boasting of a mile and three-quarters of recently constructed Boardwalk. Commissioner Moses is seeking \$152,000 for repair of damages by last September's hurricane at Riis Park. He is also seeking funds for development of Jamaica Bay shoreline for recreational purposes.

ROCKAWAY BEACH: Concessioners are howling because courts are imposing small fines on hawkers, some of them being assessed as little as 50 cents. George Wolpert, Rockaway Chamber of Commerce, reports attendance at this resort is exceeding that of any past year. Bank deposits as of August 15 were \$500,000 in excess of those of last year at the time. Plans are being made for widening several streets approaching the Boardwalk.

# Revere Beach, Mass.

By BEACHCOMBER

It will be "Revere Beach on Parade" in attempt at bang-up biz week just ahead of Labor Day week-end, which marks finis to any sort of biz here, at Play-ground of New England. . . . Tie-up for week of August 28 scheduled with *The Boston American*, with exploitation by radio, street-car cards, etc. Treasure Hunt scheduled August 28. On Tuesday "Mystery Girls" will meander about giving out \$5 bills if you say the right thing and you approach the "right sweet thing." *The Record* and *The American* combine for third and last nickel day of season on August 30. Thursday brings back Treasure Hunt—"finder's keepers," you know, with dough hid out in various concessions, rides, shows, etc. . . . September 1 brings in Junior American Legion bands in competition. VFW national convention in Boston should bring out a few of the overseas boys, who we hope will leave their pranks in Boston and just spend dough with us. Saturday program is still under consideration, maybe Revere Venus Night, auto giveaway, etc. . . . Saturday and Sunday fireworks, with Labor Day left to take care of itself with natural play. . . . Boys on the front are being dunned to come thru three times as strong to make up a \$3,000 kitty, but some are as "blind" as ever—can't get it thru their skulls that you have to spend money collectively and wisely for all to share in the windfall.

Water Show, once the sports writers let up, as predicted, went the way of all "class appeal." Personnel and staging good, but show hardly in 40-cent category. . . . A few ops still beating last year's income, some equaling, others running 15 to 40 per cent behind, an unusual situation for Revere Beach. . . . As an indication of how biz was down in south end of beach, Red Brady packed up last week in July and took

his Octopus and Loop-o-Plane elsewhere. Pony and horse track, which gives free Wild West show at varying periods to hold the tip in that sector, is not doing as well as last year. . . . Paul Murphy left dead center rear location behind Hurley's Hurdlers, where he got a lot of beach workers' trade, for a large beautiful set-up in a hotel with accommodations for 300 sitters and a dance sector and all hope he'll pull his large following. Murphy runs a good tavern and dine and dancery. . . . Hardening machine on north end is running Dodgem, a Walkthru and Ferris Wheel for a nickel against a notorious 5-center who feels it and is bawling real tears. Hardening took it for three years and more (See REVERE BEACH on page 39)

# Park Free Acts

MANAGER A. M. BROWN, Buckeye Lake (O.) Park, reported recent free acts were Three Lamy Brothers, aerialists; Barton Troupe and Loe Aeros.

CHESTER TRIO, tight wire, was a recent free act in Art Mallory's Craig Beach Park, Diamond, O., set by C. A. Klein Attractions. Act recently closed with Lewis Bros.' Circus and will play fairs and celebrations.

ACTS at Coney Island, Cincinnati, during its festival of Light and Thearle-Duffield fireworks, August 25-September 4, are Three Franks, Flying Comets and Deteros Sensation, booked thru George A. Hamid.

STAGE revue in Olympic Park, Irvington, N. J., for baby parade and celebration on August 26 was *Rhythm and Melody* by Lillian Daniels' Starlets, reports Herbert Wolters. Free-circus acts during week were Van and Vernon, perch; Tuck and Trix, comedy, and Three Kirkillos, trampoline and teeterboard.

PRINCE NELSON, high wire, has been held over a second week in Craig Beach Park, Diamond, O., said Park Manager Art Mallory.

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BOX D-19

Care of The Billboard, Cincinnati, Ohio.

# Attention, Park Men!

FOR SALE: One Philadelphia Toboggan Company's modern type Death Valley Funhouse. Everything complete; like new. Might trade for park ride that does not conflict. Can see in full operation any time. Big Bargain.

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ARNOLDS PARK, IOWA.

# RIDES WANTED FOR 1940

Permanent Boardwalk location of proven merit. Want good Operators with first-class equipment. Long leases to right parties.

MERRY-GO-ROUND FOR SALE, CHEAP. 42 ft., 3-abreast, portable; excellent shape; new canvas. Must be seen to be appreciated. Must be moved before September 15.

D. J. MAHER

Long Branch, N. J.

# Coney Island, N. Y.

By UNO

Comments by local biggies on park department's plans for enlargement of beach area and increased playground space:

James Kyrimes, Rocket operator: "Decidedly against either. Why destroy what Coney has for years developed and what brings in heavy revenue to the city in taxes and licenses? This has my own plans for next season, when I intended increasing the size of the Rocket, all up a tree."

Henry G. Stubbman, Hotel Eleanor owner: "Would be happy to sell out to the city. Business has been bad for the last seven years."

John G. Ward, bathhouse proprietor: "If the committee's idea is to build a larger beach for the poor people then I'm all for it. It's the first sensible thing I've heard around here in a long time."

Sandy Ehrman, local politician: "You can quote me as being for the \$6,000,000 plan, as this would mean better business, more flesh and other shows, better housing conditions and, in fact, a better resort all around. Anything Commissioner Moses thinks best suits me. It would tend to induce heavier Coney land investors. Would also like to see the Independent subway system extend its lines to Coney and the B-M. T. extend its service from the West End, its present terminal, to Sea Gate, thus to eliminate the surface line and the extra fare involved."

Sylvia Pinto and Walter E. Burgess, of Luna: "Absolutely no. Why not leave well enough alone? Where are the 3,000,000 or 6,000,000 coming from? Just more personal publicity and politics."

C. J. Hilbert, Chamber of Commerce president: "In favor of the more expensive of the two plans." . . . Charles Feltman, grandson of the German baker who opened Feltman's Restaurant in 1871, made no comment. . . . George F. Kister, of the Cyclone, is utterly against any plan. He said, "Business is good, my taxes are paid up and I want to keep on operating. If Mr. Moses has to acquire private property he should work east from West Eighth street and not break up the business center of the Island right around here where the Cyclone is."

Allan F. Kramer, of the Comet and chairman of the board of directors of the Chamber of Commerce, likewise opposed anything that would condemn any part of the concession area. Other Islanders received the news with both joy and gloom. Feltman's landmark, the Hotel Eleanor and the three of the best known thrill rides, Rocket, Cyclone and Comet, lie in the path of Plan 2. Plan 1 would not disturb any concession or business establishment.

Police Safety Night will inaugurate the Mardi Gras parades on September 11, with the mayor and police commissioner in the reviewing stand and the police band leading emergency squad trucks, rifle squads, platoons of gendarmes and floats from all police precincts to portray the perils of careless and reckless auto driving. All pageants will be held as usual along Surf avenue from Ocean parkway to West 19th street. Capt. Roland Tiebor's sealion act in Steeplechase circus packs just as many laughs as it does interest and applause. Full of real comedy, with one seal doing the loop-the-loop on a trapeze bar in midair, a trick the cap says is really a wonderful stunt for a sealion to do and the only seal ever able to do it.

Charlie Steinberger, of *Streamlined Follies*, celebrated a birthday anniversary and was money-gifted by the performers on August 21. New members of Jimmy Davenport's show last week were Gloria Deer and Patricia Lee, booked by Evans & Lee. Davenport shipped a show over to the fair at Riverhead, L. I. In the company were Mary Blaine, Trixie Kelly, Sally Shaw and Trixie LaMont. Wagner's side-show midgets treated a lot of St. John's orphan asylum kiddies to ice cream on August 18. Arthur Linden and Ben Matas, only Island concessioners who serve free orange drinks with each hot dog from their spot near the Follies. Rocco Onerato, head cashier at Steeplechase, announces his wedding to Anna Crescenzi for early in October.

## Ad Ban Stops Concert

Reason assigned by the park department for turning down a "concert of a million voices," an event Coney's Chamber of Commerce had billed for August 19, was that rules forbade advertising on property under the department's jurisdiction and that the program would have been a colossal publicity stunt for Fred Waring, ork leader. According to the plans engineered by Jim Moran, p. a. for Waring, latter was to ride above the beach in a blimp directing all the people below with a neon-lamp baton as they joined in singing old-fashioned American songs whose words would be spelled out in neon lights under two other blimps. Sixty Waring singers and 50 Waring musicians were to have mingled with the public on the two-mile stretch to encourage them. NBC had also arranged to offer the program to 70 stations from Coast to Coast. The entire proposition was shifted to Atlantic City.

Sunday, August 13, El accident resulted in 22 persons injured. Exhibition handball match between Ravenhall's and Steeplechase's champs on August 20 resulted in a victory for the latter, 3-2. Men's doubles in this season's handball tournament, 12th annual, was held last week and won by Bill Sacco and Sandy Bacchi, who carried off the George C. Tilyou trophy. Jimmie DePolo, barkeep, gives you ice water when you ask for half and half. Fred Frazer, seven years a life guard at the pool, with his assistants, Peter Scott and Bruno Malino, will be hosts to holders of free combo tickets on September 12, the day Steeplechase calls it a holiday for all pool customers. Gus Gale, official photographer with Coney's publicity bureau, on the sick list with a bad ear all last week.

## UPSWING HITS

(Continued from page 36)  
introduced this season, with marked increase in attendance.

Park is operated by Grand Rapids Motor Bus Co., formerly the street railway company, and emphasis naturally has been upon customers coming by this means of transportation. A charge has been made in the past for parking, a dime a car, but a new policy of free parking encourages family parties and others who thus have free admission to the park.

Alex DeMar, lessee of Ramona Gardens Ballroom, is operating four nights a week, using name bands for short engagements about every second week and this has built up patronage considerably. Among bands doing best business were those of Glen Gray, Artie Shaw, Jack Teagarden and Bunny Berigan.

Roster of key posts: L. J. DeLamater, general manager; Fred J. Barr, park manager; Jack Knecht Jr., assistant manager; Jack Winks, caretaker; William Bradfield, chief of police.

Ride lessees, James McElwee, Derby Racer, Funhouse, Merry-Go-Round and Aerial Swings; Harry Glidden, Skooter and Miniature Railway; Fred Hollingsworth, Loop-o-Plane; Charles Poisson, steamer Ramona. Concession lessees, James Rose, bathhouse; George Zindal, all game concessions; Alex DeMar, ballroom and all refreshments.

## TILT RUNS

(Continued from page 36)  
tion of business even on moderately rainy or cool nights.

Bathing beach is losing patronage in a trend away from park beaches toward individual bathing in the resort area. Patrons come in bathing suits or dress in cars parked near by, rather than use facilities of the bathhouse. As a result

bathhouse business has fallen off about 90 per cent in the past 10 years.

Large Shadowland Dance Hall, completely redecorated, is doing some of the best business in the park, with Charlie Armstrong's 12-piece band in for the summer.

L. J. Drake, park manager, will celebrate his silver anniversary with this park next year. Roster of key positions: L. V. Wallace, president; Mrs. Maude Drake, vice-president; L. J. Drake, secretary, treasurer and general manager.

Ride operators, Chester Schlutt, Coaster; Pete Hoffman, Whip; Bill Schultz, Skooter; Ed Strand, Merry-Go-Round; Art Buchholtz, Airplane Swing; Charlie Gest, Funhouse; Charles Lemke, assistant; Tom Higgins, bowling alley and poolroom. Ballroom, Mrs. Maude Drake, manager; Beulah Drake, cashier.

Butch Clemm, Louis Connors, police; Claude Schultz, maintenance; Pete Hoffman, electrician; William Adler, J. Zegledy, Mrs. H. Edwards, porters; George Sarver, Mrs. Jule Edwards, ice cream stand.

Concessioners, M. Pierce, cork shooting gallery and mouse game; Pete Bizanes, refreshment stands, pop corn and long-range shooting gallery; Charles Thomas, restaurant; George Culver, dart game; Joseph George, five games; Harold Bailey, refreshments; Harold Krieger, boats.

Bathhouse, Mrs. H. Mattingly, manager; Carl Story, life guard; Emil Runge, laundry man; Emery Yetzke, locker boy; George Sar, assistant.

Cashiers, Mrs. E. L. Brownlow, Roller Coaster; Mrs. Charles Schafer, Mrs. G. Runge, Funhouse; Mrs. M. Brene, Skooter; Edna Haley, Merry-Go-Round; Jean Bristol, Airplane Swing; Mrs. G. Borozwick, bowling alley.

## JACKSON LAKEVIEW

(Continued from page 36)  
zer and Airplane Swings. Lakeview has popular attractions in its bathing beach and boat rides and races on the lake.

The Whizzer, a Whip-type ride, is a new installation, and with the Airplane Swing is proving the best money-maker. Ballroom, now closed, will be reopened in the fall with a year-round policy. Roller rink is being operated. Special advertising is being done with a re-modeled Austin, with sound equipment and signs. This is used in neighboring towns. Lakeview draws a large percentage of patronage from a radius of 40 miles, particularly from Battle Creek, Mich. Closing of the season is slated for Labor Day, with Veterans of Foreign Wars holding a three-day celebration.

Roster of key positions: A. G. Barber, general manager; Vern Dexter, manager of ride department; Herman Blair, skating rink manager; Mrs. Herman Blair, rink refreshment stand; Junior Blair, skate boy.

Bob Bradley, fleet captain; Bob Taylor, clown for special ballyhoo; Harold Smith, relief ride operator; Dick Amos, Whizzer operator.

Concessioners, Mr. and Mrs. Joseph Heidinger, three refreshment stands; Mr. and Mrs. Ellis Moore, two pop-corn stands; Frank Street, photo gallery; Roy Amos, shooting gallery; Mrs. Stella Rice, ball game; Lloyd Forbes, ball game; Mrs. Kathryn Dexter, concessions.

## STRICTLY RESORT

(Continued from page 36)  
ularly hit this section. Grand Haven has an exclusive resort colony.

Bicycle concession has been one of the best business getters in the park this season. Hyland operates as a lakeside park, basing attractions primarily upon bathing beach and dance hall. Lack of parking facilities in the heavy dune sand handicaps patronage to some extent.

In the ballroom some name bands have been booked in, including Jack Spratt this weekend, Admission, usually 75 cents per couple, was doubled for this date. Mr. Tappan has taken back direct management of skating rink and dance hall, which were leased to Cliff Bee until a few weeks ago. He also operates several concessions and restaurant.

Roster of other managerial posts: R. (Hustling) Haynes, bath house lessee; Don Haynes, skate manager; Jack McCarran, pop corn concessioner; Mickey Raines, concessioner, shooting gallery, cork game and ball game.

## MOSES SUBMITS

(Continued from page 36)  
improvement. This will require for the acquisition of land, \$3,150,000; for construction, \$3,500,000, and will provide 28 acres of new beach and nine acres

of land for recreation."

Moses, explained publicly this week that it is not his intention to replace the present Coney set-up with a streamlined project operated solely by the city. He had previously advised the mayor and city that such a move is entirely out of the question at the moment chiefly because of tremendous expense that would be involved.

## Response Is Varied

Chief objective of present plans is to enlarge the beach to accommodate thousands of bathers and to create more space behind the boardwalk for public playgrounds and civic-operated recreational centers.

Under plan "B" approximately 100 concessions lying between Surf avenue, the boardwalk, Jones Walk and West Fifth street would be eliminated. Among the larger establishments which would be forced to move if the larger of Moses' two plans is adopted are Feltman's Restaurant, Hotel Eleanor and Cyclone and Comet rides. Principal feature of both plans is to move the boardwalk back about 400 feet, making more space for bathers between Stillwell avenue and Ocean Parkway.

Responses of Coney Island amusement men to the projects were varied, with majority probably in favor of the move after they realized it would not mean complete confiscation of the entire Coney set-up. For individual comment see Uno's Coney Island column in this issue.

## MARSHALL HALL

(Continued from page 36)  
Compton, chief; R. Hickey, assistant.

Games, under ownership and management of Harry W. Lehman. Operators, baseball, Jack Robinson; cigars, George Oliver; doll wheel, H. L. Berg; candy wheel, R. H. Arnold; pitch-till-win, F. A. Russell; punch, Ed Hurlburt; balloon game, George Jenkins; guess-weight scales, Charles Willis.

Wire workers, Leonard Brandt and Burt Thomas; photographer, Jack Sonnenbloom; palmistry, Madame Willis.

Crazy House, James A. Fields, owner; Whitney Abell, operator; Penny Arcade, John Sella, owner and manager; Walter Fogle Jr. and Weldon Hall, operators. Pop corn, Martin F. Harp, owner; Mrs. Harp, manager; Thelma Carter, Mrs. Thompson, operators. Restaurant and refreshment concession, Sue D. Collar, owner and manager; Mrs. Hugh McCollough, assistant; Homer Babbs, chief; Dwight Collins, Phyllis Thompson, Dell Thomas, B. Moore, J. Eschinger. Round stand, Mrs. Sue D. Collar, owner; Versa Phillips, manager; R. Jenkins and others, operators.

## PA. BIZ GOES

(Continued from page 36)  
reported. West View had the largest number of representatives at the meeting, six; followed by Pittsburgh's Kennywood Park and Woodside Park, Philadelphia, each with four. Conneaut Lake was represented by three; Willow Grove, Philadelphia, one; Rocky Glen, Scranton, two; Sans Souci, Wilkes-Barre, two; Lenepe, near Philadelphia, one; Burke Glen, one; Dorney Park, Allentown, two; Waldameer Beach Park, Erie, one; Lusse Bros., three; Philadelphia Toboggan Co., two; Eyerly Aircraft Corp., two; Lauerman Bros., one; Dayton Funhouse and Amusement Co., one; Dodgem Corp., one; R. E. Chambers Engineering Co., one; Ackley, Bradley & Dey, two.

Officers re-elected are: President, E. E. Foehl, Willow Grove, Philadelphia; vice-president, F. W. A. Moeller, Waldameer Beach Park, Erie; treasurer, C. L. Beares Jr., West View Park, Pittsburgh; secretary, Betty Moll, Willow Grove, Philadelphia. Directors are Ben Sterling, Rocky Glen, Scranton; A. B. McSwigan, Kennywood, Pittsburgh; C. L. Beares Jr. and Ray Lusse.

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## GREATER BOSTON

(Continued from page 36)  
14. Concessioners along the beach feel keenly the burden the General Court has thus placed upon them.

There was a lot of gloom at Nantasket Beach to sadden the park habitues when it was learned that General Manager David Stone, long a familiar figure in Paragon Park, had fallen victim to a heart attack and was confined to his bed in critical condition.

Norumbega Park has had weeks with attendance more than 60,000 persons. A new policy has been inaugurated whereby dinner patrons of Normandie Restaurant within the park may have free access to Totem Pole, huge dancing pavilion where name bands are featured.



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# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

THE dates September 11-17 having been acclaimed National Roller Skating Week, every rink operator, whether or not a member of the Roller Skating Rink Operators' Association of the United States, should make every effort to give it all possible publicity. This is a good time for rink men to do their utmost in boosting the industry and for them, as well as members of the association, to get in touch with the newspapers in their localities and stress the value of roller skating, and members can also tell the objects and accomplishments of the RSROA. It is suggested that the setting aside of one night during the season and turning over the proceeds to the association treasury should not be overlooked. As the setting aside of such a night could be left entirely to the discretion of members, advocates of the plan feel that such an occasion could be made one of the feature nights during National Roller Skating Week.

ROYAL Roller Rink, Oak Harbor, O., has had a fair summer season and prospects are good for winter trade, reports operator Chester Young. F. E. Roaf is manager. Remodeling is under way, including new floor, which is being enlarged to 135 by 55 feet and a 10-by-60-foot lobby.

RAMONA GARDENS in Ramona Park, Grand Rapids, Mich., operated as a ballroom this summer, will be reconverted into a roller rink early in the fall by lessee Alex DeMar. Rink policy, inaugurated last year, proved highly successful. Building is heated by gas.

OPERATOR William T. Brown, Southgate Rollerdom, Seattle, is adding a lobby, new skaterooms, checkrooms, clubrooms and lunch counter to his plant. Additions will occupy 57 by 16 feet, and 1,700 square feet are being added to skating area. Entire rink is being painted in ivory and maroon. Windsor Waltz Club, rink's No. 1 organization, is named after the Duke of Windsor, and operator Brown is displaying in the new lobby a letter received from the Duke approving use of his name. Southgate Rollers has membership of 50; Southgate Juniors comprises 75, and a club of parents whose children skate in the rink numbers 74. Exterior of the rink is being made to represent the south gate

of Launceston Castle in Cornwall, England, birthplace of operator Brown, and there will be a replica of its old drawbridge type of entrance, with a dry stream of green concrete to represent a moat. Management is a member of the Roller Skating Rink Operators' Association of the United States.

DON GARLOCK, who purchased Garner (Ia.) Roller Rink a month ago, reports steadily increasing business. Crowds average 225 on heavy nights, and matinees are staged. Rink is equipped with Chicago skates.

IN PHILADELPHIA hammers, saws and floor machines are busy in Carman, Circus Gardens and Chez Vous rinks, where new floor are nearing completion. Adelphia Rink is being enlarged by nearly 15 feet. Operators say that metal rollers will make their exit in these rinks and that patrons are to roll on clean floors, which, they declare, constitute a much-needed innovation.

LAKEVIEW RINK, Jackson, Mich., under management of Herman Blair, will remain open all winter, it being one of few Michigan park rinks to be equipped for year-round operation. Promotion of special school and lodge picnics, drawing from a wide territory, is responsible for a large part of patronage.

RECENT edition of *The San Diego* (Calif.) *Herald* carried a brief story on the progress of roller-skating rinks in San Diego and resume of the life of Edward A. Kickham, vet rink man, who formerly operated in San Diego and now has a rink in Mission Beach, Calif. He reserves three nights weekly for private parties in his 92-by-142-foot rink, of which William H. Mariott is assistant floor manager.

HUNDREDS paid tribute to Pop Smith, oldest skater of Sans Souci Park Rink, Wilkes-Barre, Pa., on August 17. There was a special program for the Pop Smith Night, when he was crowned "King of Roller Skaters" and received many gifts. Frank Killian, Pittston, Pa., rink head, also operates at Wilkes-Barre's near-by summer resort at Sandy Beach, Harvey's Lake, and has another rink in Wilkes-Barre South Main Street Armory.

BOYER'S Roller Rink has been opened in Austinburg, O., with nightly sessions except Sundays. Much new equipment has been installed.

SECOND annual beauty contest on roller skates is set for Rockaway Roller Skating Rink, Edgemere, L. I., on August 31 in conjunction with a fashion show. Sunnyside (L. I.) Rink has been closed two weeks for alterations. Spot is expecting a busy fall.

## Swinging Around

By E. M. MOOAR

IT WILL be interesting to note the reaction in attendance at rinks that have remained open practically all summer. On a recent trip thru the Middle West the writer found many rinks, large and small, operating in torrid weather. Average attendance seemed to be the rule. Some managements, however, contemplated closing for improvements and general clean-up before start of the fall season. We have never advocated a year-round program, especially for rinks that are better adapted for winter skating, and therefore it remains to be seen whether summer activities will encroach on attendance this fall.

A new rink under construction was found in Piqua, O., to be operated by Mr. Mayer, Greenville, O., whose rink in that city was destroyed by fire. Steel work was being raised for the new Western Hills Rollatorium in Cincinnati, and it probably will be ready for opening in October. Rumors of a new rink for Pittsburgh could not be confirmed. Spent an evening with Mr. and Mrs. Cecil Milam in Wheeling, W. Va., and found a fair crowd. Rink was to close the next night for overhauling before reopening in September.

E. R. Eyer, Anderson, Ind., closed to lay new flooring in aisles and install theater seats for spectators. Later was advised that the rink will not open until September. Negotiations with the city

of Anderson for a downtown site have been opened by George W. Pierce, Anderson, with intention of erecting an auditorium for skating and other sports. Mr. Pierce recently disposed of his Pendleton (Ind.) rink to Mrs. Edgerton, Newcastle, Ind., and Harry Van Noys, manager of Paramount Theater, Anderson.

Visited operator Kirkpatrick in Indianola Park, Columbus, where he was skating in the dance pavilion to fair attendance. Found Freddie Bergen, of Skateland, Dayton, working on a new dance book for the RSROA. Business was reported satisfactory with a four-night schedule. In Troy George Karns was operating his portable for the second summer there to fair business. In Red Lion, Pa., Fred (Bright Star) Murree was found to be laid up as result of a fall in Boston during his recent tour. However, his recovery appeared so imminent that he was planning to take the road for a third tour, starting in Detroit on October 2. Spent a week with Jesse and Malcom Carey on their good ship Skater, cruising on Chesapeake Bay.

Discovered a neat little rink in operation at Tolchester Beach, Md., under management of Jack Bond. A beautiful spot, and altho the rink is handicapped with the hard pine floor laid the wrong way, Manager Bond hopes to have maple laid next season, as skating has proved successful in the first season there.

## REVERE BEACH

(Continued from page 37)

and now comes the pay-off—Harding can stand it. It's tough on the rest of the ops, however.

Bill Cunningham, Boston sports writer, who with Freddy Corcoran took in the Headless Girl Show in Sarasota, Fla., during spring training time (baseball), did a whole column on the attraction, which was enlarged and punch lines played up on front of Bill O'Brien's International Casino. . . . Cunningham and *Boston Post* being deluged with letters and phone calls razzing sweet William the Cunning and the staid editors. O'Brien is going along nicely without checking in on the taxpayer agencies, relief and WPA. Showfolks, he says, "make" a job. "Thanks to you, Bill Cunningham, and *The Post*—you're two swell eggs," he says.

Bill O'Brien's Monkey Speedway going out to play fairs. . . . Third Sunday in August (20), which was tops last year for some attractions, was a rainout.

Louis Fox, dog-track entrepreneur and Recreational Center owner, is making many trips to New York's fairgrounds. Rumor hath it that Fox has been taken in on a piece of the Pop Dunlap-Dick Edwards scales and frozen custard at Whalen's Wails Fair. Edwards did the emceeing at the three-year marathon run here at the beach a few calendars back. Fox backed it, a winner.

## ILL. IS CLOSE

(Continued from page 33)

receipts when Beckmann & Gerety Shows tilted their previous high mark of last year by about 15 per cent, according to Fred Beckmann and B. S. Gerety, managers.

Grand-stand receipts were more than 20 per cent ahead of last year's, while concession receipts showed about a 10 per cent increase.

Fair was pronounced the greatest in history from every standpoint and officials admit they have a high mark to shoot at next year.

## Fair Grounds

FOND DU LAC, Wis.—A record 25,000 attended the four-day Fond du Lac Fair, which closed here on August 17. Attractions included *Going Places*, musical revue; Kurtzo and Kurtz, aerialists; Wilbur's Circus and Ira Millette, trapeze.

CARTHAGE, Tenn.—Carthage Fair here on August 16-19 set a record for attendance and number of exhibits, offi-

clals said. Fair was the first held in the State this year and the horse show drew large crowds.

MONDOVI, Wis.—Bolstered by the biggest single-day crowd in its history, August 13 with 13,000, Buffalo County Fair here ended a four-day run August 15 with attendance of more than 30,000. Attractions included *Fantasies of 1939* and acts, Aerial Bauers, Truax Children, O'Neal Troupe and Palermo's Dogs.

GOLD BEACH, Ore.—Construction of an exhibit building on newly acquired Curry County Fairgrounds is under way. Erection of sheds, financed by community help, will be of temporary nature, to be improved as funds permit.

TOMAH, Wis.—With the 1939 Monroe County Fair reporting a profit, plans are under way for utilizing city property in the north end of Tomah in 1940. Fair this year was held on rented property, which depleted profit by \$600, said Secretary L. W. Kenny.

ZANESVILLE, O.—Muskingum County Fair, 93d annual, August 15-18, was declared by officials one of the most successful ever held. With good weather attendance records were broken daily. Grand stand show Tuesday night was a musical revue; Wednesday and Thursday nights, Barker Bros.' Circus and Rodeo, and Friday night it was necessary to give two performances by Boone County Jam-boree to overflow crowds.

JEFFERSON, Wis.—Despite rain Saturday night which forced cancellation of the *Merry-Go-Round Revue*, Jefferson County Fair here on August 10-13 clocked about 10,000 attendance. There were eight acts daily and Ellman Shows were on the midway.

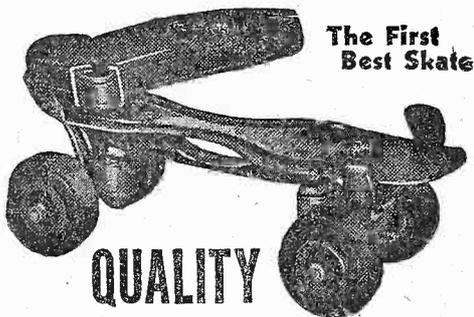
CLANTON, Ala.—For the 1939 Chilton County Fair, to be held at Clanton Airport or Gragg Field, premiums have been increased thru aid of the city of Clanton. Officers named are Dr. V. J. Gragg, president; L. Mell Martin, secretary-treasurer; Thomas P. Littlejohn, manager.

MONROE, Wis.—More than 10,000 attended Green County Fair here on August 10-13. Snapp Greater Shows were on the midway; dancing Thursday and Sunday nights to Les Hartman and Friday and Saturday nights to Dick Harris; roller skating and daily circus acts with a night show featuring the Eight Ambassadors. Day admission was 40 cents, 25 cents at night.

LUBBOCK, Tex.—Premium list for six-day Panhandle South Plains Fair here, Sam C. Arnett, president, will be enlarged to about \$10,000, said R. D. Shinkle. Charles A. Still, good-will committee chairman, plans four booster trips extending into New Mexico and covering about 1,000 miles. Mighty Sheesley Midway has been booked.

SASKATOON, Sask.—Request was made by Sid W. Johns, secretary-manager of Saskatoon Exhibition, for use of the Board of Trade Building, being demolished to permit extension of railway facilities, as a jockey room, with dressing rooms on ground floor and waiting rooms on top. Building would be re-erected on the fairgrounds. City commissioner has recommended the request be approved.

NEILLSVILLE, Wis.—At the 67th annual Clark County Fair here on August 15-18 crowds were good, exhibits large, weather fair and large attendance was out on Friday, Thrill Day, reported Bert Pollnow. Grand-stand stage had Lew Rosenthal's Revue with Four Truex Children and Eddie Brown. Acts included O'Neil Troupe, acros, Harry More, manager; Palermo's Fox Terriers; Salardo Trio and Jargo, contortion, with Frank DeRue, Charles Lake and Edward Siefert; Harry and Susie Bauer, aerialists. United American Shows were on the midway. Visiting fair secretaries were Douglas J. Curran, Black River Falls; W. Horace Johnston, Portage, and A. R. Feckler, Mondovi.



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## B. & G. Gross Takes 15% Jump At Ill. State; Rain on Big Day

SPRINGFIELD, Ill., Aug. 26.—Rain on Thursday, the big day, and also the latter part of the week did not curb patronage for the Beckmann & Gerety Shows at Illinois State Fair here on August 12-20, which proved best stand of the season so far, reported Robert E. Hickey, shows' director of publicity. Secretary-Treasurer Tony Ybanez and Auditor Glen Buck said business was 15 per cent better than in 1938. Every showman on the "Magic Midway" reported a big week, with top money going to Nancy Lee Miller's Gay Paree. For the past three years Miss Miller's revue has been the most consistent money-maker of the entire midway.

Pete Kortez also rolled up a huge week with his Circus Side Show with 23 acts. Running time of the show is over an hour, with headline positions going to Eko and Iko; Prince Buda, magician; Shackles, Escape King; Genie Weeks, half girl; Alice from Dallas and Lorenzo. H. D. (Doc) Hartwick showed an increase with his Monster Show, altho he has been in the same spot on the midway for the past four years. He had a new shipment of Green Tree vipers, Monitor lizard, cobra and other Indian snakes. Also in the big-money class were Hollywood Monkeyland, managed by Earl Chambers; Zeke Shumway's Thrill Show; Streets of Shanghai, handled by George Vogstead, and Jimmy Limbaugh's two attractions.

New fronts for Jitterbug Revue, managed by Jess Shoats, and Secrets attracted much attention from visiting showmen and also fair spenders, Shoats and Vogstead reporting their biggest week of the year.

### Publicity Is Plentiful

Every ride was in operation from 14 to 16 hours daily with additional men. Jack Dillin on the Ferris Wheel, Fred

## Benefit Show Helps C. & W. Sick Fund

CUMBERLAND, Md., Aug. 26.—A substantial sum was added to the sick fund on Cetlin & Wilson Shows as result of a benefit show staged in the Paradise Revue here on August 17, reports George Hirshberg. Billy Purl, vet showman, and now a resident of Cumberland, was emcee, with June English again handling producing chores. Talent from shows on the midway was used, and Fred Utter's renditions of old-time songs proved popular.

Others on the program were Marion Jeannette, Julie English and girls from the Paradise Revue, Art Parent, Paul Lewis, Toney Balson and Paul Miller and Sammy Lewis and his Harlem Hot Shots. General Manager John W. Wilson was principal speaker.

## Siegrist Club To Launch Fall Activity With Party

CANTON, O., Aug. 26.—Charles Siegrist Showmen's Club, with headquarters here, will inaugurate its fall and winter activities with a get-together party in the Bechtel Hotel, Wooster, O., on September 11. Members will preview Wayne County Fair and view motion pictures taken by Ted Deppish, official club photographer, of several circuses, carnivals and special events of the summer.

A social hour will follow. J. R. Edwards is head of the committee on arrangements, assisted by a group of Wooster members. Ralph Peters, Canton, reception committee chairman, will introduce members enrolled since the club ceased operations last spring. Duke Drukenbrod, side-show manager of Cole Bros.' Circus, is president.

## Coast Sewing Club Parties

LOS ANGELES, Aug. 26.—Celebrating second anniversary of its inception, Sewing Club, composed of women troupers and their relatives, staged a dinner and floor show at Earl Carroll's Club and Theater here on August 15. Hostesses included Mrs. Ed F. Walsh, Martha Levine, Peggy Forstall, Sugar Richards, Ruby Kirkendall and Margaret Brady. Officers reported that membership had more than doubled in the past year.

Backer with his Octopus; the Heyday, with Felix Charneski as foreman, and the Auto Skooter were tops, altho only a little ahead of the Roll-o-Plane, managed by J. A. Logan.

Jake Brauer, former cookhouse manager for the 101 Ranch, who handles Beckmann & Gerety dining department, purchased three super fans for his tent and claims a real air-conditioned cookhouse. Charley McDougall also bought two fans for his coffee shop.

Visitors were plentiful, John Giles, of Champaign, having his family as guests on Tuesday and practically every show member entertained during the engagement. *The Illinois State Journal*, *The Illinois State Register* and Radio Station WCBS covered the midway all the way. Features were in practically every edition of the papers. Management voted thanks to Emil Smith and H. L. Cecil, *State Journal*; V. Y. Dallman and Bob Stubbs, *State Register*, and Leslie Pefferle, Harry Duing and Bob Gregory, of WCBS, who gave a total of 17 broadcasts from the midway. All press and radio publicity was handled by Bob Hickey.

## Limbaugh-Teuscher Dissolve

SPRINGFIELD, Ill., Aug. 26.—Jimmie E. Limbaugh and Kathryn Teuscher, operators of four shows, two with the Beckmann & Gerety Shows, which played Illinois State Fair here, and two which showed at the same time at Mason City (Ia.) Fair, have dissolved their partnership, it was learned this week. According to an agreement made by both, shows are to be divided with Miss Teuscher also getting \$250 in cash.

## Ballyhoo Bros.' Circulating Expo.

### A Century of Profit Show

By STARR DeBELLE

Hog Waller, Ark.

Week ended August 26, 1939.

Dear Mixer:

After traveling for a week, the Century of Profit Show arrived here to play the first of its long string of bona fide fairs. Big job of moving the show on the lot and erecting our many attractions was slowed up by some 700 razorback hogs which roamed the oak grove that had been selected by General Agent Lem Trucklow as the fairgrounds site. Hundreds of natives carrying squirrel rifles flocked to the lot which, to the bosses, was a sign of keen interest in the coming event but we later learned that they were there to protect their pork. Orders were given to handle the hogs with kid gloves rather than irk the farmers.

Upon arrival we found the midway personnel greatly increased with a covey of hop-scotching belly sticks, a tribe of calico mitt readers, two litters of penny-pitch operators, two broods of snow-cone peddlers and an army of sheetwriters. Further back in the woods there were not less than 600 40-mile and world-toured concessioners, well planted in the jungles waiting for the big event to spring.

Pete Ballyhoo, sensing a big concession-space sale, arrived on the lot early to start sale of real estate to booth operators. Informing all that the date warranted a \$10-a-foot charge, he was soon left alone and the stand operators rushed to the fair sec's office to get his prices for the independent midway. When the boss learned that the sec had cut to \$7 per foot, he immediately reduced the hype to \$5 per. Then the fair sec, seeing his space being unsold, quickly cut to \$3. Not to be outdone, the boss then dropped to \$2. This forced the sec to cut to \$1 per foot, putting it up to the office either to let him have them or book them free. But the boss knew that he couldn't stand another cut, so he too dropped to the \$1 mark and gave them awning and guy-line space free, thus winning the first round of the Fair vs. Show battle.

Tuesday morning the midway opened on scheduled time to some nine or ten natives and the best midway rooters on earth, the razorbacks. The side show opened to this mixed tip, but the talk-



RECENTLY named general manager of Hennies Bros.' Shows, when it was learned that Harry W. Hennies would be unable to resume those duties, Denny E. Howard finds himself at the helm of the organization because of the untimely death of Orville W. Hennies. Appointment was made while the shows were playing Midland Empire Fair, Billings, Mont., and where it was revealed that Harry W. Hennies is still unable to assume an active role in the shows' destinies. Possessor of a long and varied career in outdoor show business, Howard has fathered a number of innovations that have clicked and is noted for his ability as a wagon builder and lot "layer out." Photo furnished by Walter Hale.

## Big Crowd Attends Public Wedding on J. H. Marks Midway

ERIE, Pa., Aug. 26.—An estimated 16,000 attended the unique public wedding staged on the midway of John H. Marks Shows at Tri-County Fair here on August 18. Event saw William E. Martin, talker on Artists and Models Revue, and Wanda Mae Rinehart, of Chez Paree Revue, married on top of the riding platform on the back of Tony, 92-year-old "queen" of the Robinson Military Elephants.

Alderman James Lonergan, old-time showman, officiated at the ceremony, which was broadcast over the shows' p.-a. system. Girls from the posing revue were bridesmaids and Capt. George Thompson, elephant trainer, was best man.

A huge wedding cake, donated by a local bakery, was cut by the bride and distributed to midway patrons. Stunt drew the largest single day attendance at the fair and plenty of local radio and newspaper publicity.

## Harrisville Is Good Closer for Jaillet; Wedding Draws Well

HARRISVILLE, Pa., Aug. 26.—Featuring a public wedding, Jolly Jaillet Shows closed a successful season here, reports Mrs. R. Wilsey. Principals at the wedding, which drew a huge crowd, were Al Justin, truck foreman, and Amiee Shafstall, concession operator. Bride and groom were recipients of numerous gifts and were guests of honor at a banquet which followed and which the personnel attended.

Manager Howard Jaillet left for Youngsville, Pa., to begin a tour of community fairs, while Mrs. Jaillet and Howard Jr., who was ride foreman this season, returned home, the former for a week's vacation and the latter to enter school. Shows closed with Tom Shingle-decker in charge of cookhouse; S. Thompson, assistant cook; Virginia Stene, bumper game; Virgil Kline, pitch-till-you-win; Mrs. Kline, country store; Johnny Luteran, game; George Grant, high striker and photo gallery; Dolores Shafstall, penny pitch; S. W. Nevins, pop corn, and Mrs. Frank Warner, hoop-la.

Mr. and Mrs. Ray Wilsey had the Ten-in-One and Frank Smith, the girl show. Rides were Merry-Go-Round, Ferris Wheel, Mr. Carville, owner; Kasey Rogers and Domonic Frank, operators; Chair-plane, Andy Chafeick. Red Steele was electrician, while his wife handled the gate. Chickie Steele returned to her home to enter school and Mrs. Anna Luteran left for a visit with relatives in Buffalo. Lewis and Cecilia Rose visited the last night here, as did Mr. Gill.

## Pearson Showfolk Attend Cockrum Rites in Sesser

FAIRBURY, Ill., Aug. 26. — Several members of Pearson Shows, including Anna J. Pearson, Doris Evans and Powell Leonard, playing Fairbury Fair here this week, attended funeral services at the M. E. Church, Sesser, Ill., on August 23 for Opal Cockrum, son-in-law of Mr. and Mrs. L. H. Baldwin, cookhouse owners on Tilley's United Shows, who died instantly in a truck collision near Bedford, Ind., on August 21.

Cockrum's widow was with Pearson Shows for three years prior to her marriage November 5 last. Among the 34 floral offerings at the funeral was a spray sent by the Pearson contingent.

broke several vertebrae, and doctors say she will never walk again.

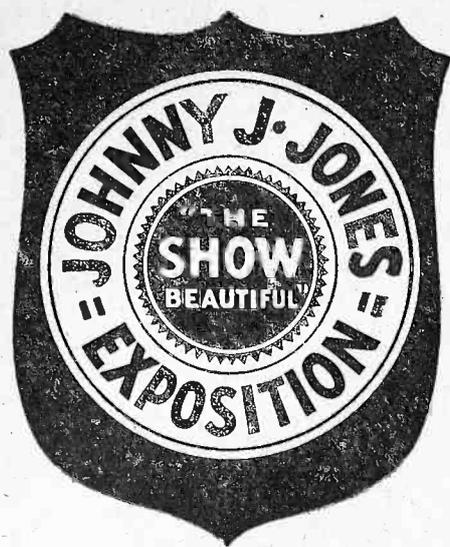
J. C. Rates, agent and thrill rider with the shows, is handling plans and trying to obtain a site for the performance. Members of shows playing this section will participate, Rates said.

Proceeds are to be used to pay Miss Gordon's hospital bill and send her to her home in Canada. Members of Russell Bros. and Downie Bros. circuses, which played here last week, visited, sending her numerous bouquets of flowers. Her condition still is regarded as serious.

## Benefit Thrill Performance Is Planned for Mary Gordon

CHARLOTTE, N. C., Aug. 26.—Plans are under way here to arrange a benefit thrill show soon for Mary Gordon, 25-year-old aerialist with the Eric B. Hyde Shows, who was critically injured in a 40-foot fall during a recent performance in Lenoir. Miss Gordon has been in a local hospital since the accident, which

MAJOR PRIVILEGE.



# CONTINUING TO ESTABLISH NEW MIDWAY GROSSES!

At the annual Soldiers and Sailors' Reunion, Salem, Ill., the Johnny J. Jones Exposition set a new record for midway grosses this year. A feat accomplished at a celebration of more than fifty years' activity that has played the outstanding carnivals of the country.

At the annual Muncie, Indiana, Fair recently held the Johnny J. Jones Exposition established a peak mark for midway grosses—our fourth consecutive year at this great event—this record was made possible by new, modernized, meritorious attractions combined with the most famous name in the outdoor amusement field!

## CAN PLACE LEGITIMATE CONCESSIONS

For the Following FAIRS: CHATTANOOGA, TENN.; SHELBY, N. C.; HICKORY, N. C.; DANVILLE, VA.; GREENSBORO, N. C.; ORANGEBURG, S. C.; GEORGIA STATE EXPOSITION AT MACON, GA., AND TWO OTHERS TO FOLLOW. NO EXCLUSIVES AT THESE FAIRS, BUT WILL BOOK LIMITED NUMBER ONLY.

Will consider an outstanding attraction of merit for the balance of our fair route . . . as we have an opening for only one such feature it must be new and novel and in keeping with the standards of the Johnny J. Jones Exposition.

Gene Nadreau wants for his Hawaiian Revue one or two native performers that sing or play instruments.  
Two young, good-looking girls wanted for our "Follies of 1939." Top salaries for capable and youthful performers.  
Eddie Jameison wants to hear from colored minstrel performers.

Drome Riders wanted; top salaries to both male and female riders. Address BOB BARKLEY, Mgr.

We cordially invite fair and committee officials and outdoor showmen to view "The Midway of Tomorrow" at the Indiana State Fair, Indianapolis, September 1 to 8. Here you will find a revelation of the outdoor show business . . . a midway of magnitude beyond conception, decorated and enhanced by lighting and illuminating features that will unfold a new era in our field. The Johnny J. Jones Exposition—a household word among amusement seekers takes its rightful place as the leader!

# JOHNNY J. JONES EXPOSITION

INDIANA STATE FAIR  
INDIANAPOLIS, IND., AUGUST 28 TO SEPTEMBER 8.

KENTUCKY STATE FAIR  
LOUISVILLE, KY., SEPTEMBER 10 TO 16

## Club Activities

### Showmen's League of America



165 W. Madison St.,  
Chicago, Ill.

CHICAGO, Aug. 26.—Boys will start trekking home for the winter soon. Secretary Joe Streibich made several visits to Johnny J. Jones Exposition near by and found Buddy Paddock doing good work as league custodian on the show. On each trip he reported collection of dues and also pledges for Showmen's Home.

Special meeting of the Board of Governors August 22 saw favorable action taken on the applications of Herbert P. Morrow, Paul Delaney, Paul Studebaker, August Jansley, Trevor H. Cope, Andy Markham and Joe Decker. Cards will be mailed at once. Attending the meeting were President J. C. (See SHOWMEN'S LEAGUE on page 56)



Palace Theater Building,  
New York.

NEW YORK, Aug. 26.—With the end of the month near, various show owners have wholeheartedly arranged for benefits, and from the Art Lewis Shows comes word of a big listing of new applications which will reach the club soon. Secretary Jack Rosenthal's lettered outlining the membership campaign conducted at Palisades Park attracted wide attention and stimulated interest in the present drives.

Watch for the next issue of *The Billboard* for purely selfish reasons if noth— (See National Showmen's on page 47)

**SHOW TENTS** and TRAILER CANOPIES  
Fulton Bag & Cotton Mills  
Manufacturers Since 1870  
ATLANTA ST. LOUIS DALLAS  
MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY, MO.



### Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., Aug. 26.—Social activities picked up and clubrooms are the scene of daily visits of a number of troupers passing thru the city. J. C. McCaffery, of the Amusement Corp. of America, visited, reporting good business for the three shows: Brother Buddy Willis, general agent of the Mighty Sheesley Midway, and Mrs. Willis were here on business, and Brother Woody and Mrs. Gather returned after a visit (See HEART OF AMERICA on page 47)

**TENTS - BANNERS**  
27x47 Athletic Top and Wall, Fair Condition, \$50.00  
CHARLES DRIVER—BERNIE MENDELSON  
O. HENRY TENT & AWNING CO.  
4611 North Clark Street, Chicago, Ill.

## UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

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## INSURANCE

Carnivals, Parks, Concessioners

CLEM SCHMITZ Radio City, NEW YORK

### Pacific Coast Showmen's Assn

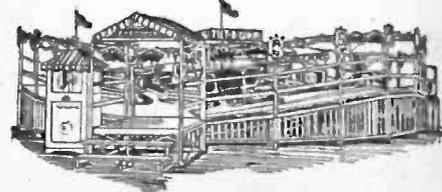
623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, Aug. 26.—The Bennett father and son story in the club's notes in the August 19 issue was in reality anything but the truth. It was a standing joke around the club which everyone but the writer was in on. Both deny it, so that's that. Monday night's meeting found Harry Hargrave presiding, with Vice-President Pat Armstrong, Treasurer Ross R. Davis and Secretaries Dobbert and Johnson on the rostrum. Attendance totaled 65, which sent the banquet committee out for more groceries.

Communications were read from Brother Harry Le Mack, who submitted copy for the forthcoming cards carrying views of the club; Brother J. E. Pepin, Coney Island; Val Vino, Elks' National Home; Frank Shortridge and Jimmy Morrissey. Five reinstatements and four new members were approved, and Brother Bill Hobday's committee seems to be in an acquisitive frame of mind on the membership thing.

Early stages of the meeting were devoted to discussion and preparation for (See PACIFIC COAST on page 47)

FOR THE FAIRS



## THE 7-CAR PORTABLE TILT-A-WHIRL

ORDER FOR PROMPT  
NOW DELIVERY

Your only complaint will be that you did not own one long ago.

For Particulars Write

SELLNER MANUFACTURING CO.  
Faribault, Minn.

## MOTORIZED

Tractors, Semi-Trailers, Passenger Cars, Used Motor Equipment.

Write CHAS. T. GOSS Write

Special Showmen Finance Plan with STANDARD CHEVROLET CO., East St. Louis, Ill.

# Midway Confab

By THE MIXER  
(Communications to 25 Opera Place, Cincinnati, O.)

## HOW early is the call?

A RECENT addition to motordrome on Marks Shows is Bud Turner.

RAY SHARPE now is *The Billboard* agent on Penn State Shows, he reports.

HAVING signed his Musical Revue with Greater Exposition Shows, Curley Rivers joined in Carlinville, Ill.

MAY REESE letters from Mooreland, Ind., that she recently purchased a new truck to transport her concessions.

JIM BULEY cards from Anna, Ill., that he returned to Royal Midway Shows with his new trailer.

## HERE'S to early grand-stand blow-offs!

FORMER ADJUSTER with Model Shows, Charles H. Sutton left about six weeks ago to become adjuster with Gruberg's World's Exposition Shows.

JACQUELINE GREAT, free attraction, recently concluded her sixth week with the Weyls Production Co., pens her manager, Clinton Partello.

PLAYING New York and Pennsylvania with Tothill Attractions are Mr. and Mrs. Jack Palmer with their pop corn and peanut stands and high striker.

George Rodey joined West's World's Wonder Shows in Uniontown, Pa., to take over the Olga Show.

ANNEX attraction in side show on W. C. Huggins Shows is Bessie Besette, reports James Udseth. Bud Smith is doing the talking.

MRS. FREDDIE LEACH, Buckeye State Shows, who is ill at her home in Bruce, Miss., would like to read letters from friends.

FAIR managers' offices are not hidden and neither should be show offices.

FOLLOWING a poor spring season, Alberta Williams scribes she's playing fairs with her photo gallery to satisfactory results.

AFTER a poor spring start with Howard Bros.' Shows, Tim Greene reports that he's playing fairs to good results with two concessions.

R. D. ANDERSON advises that he and Gladys and Bernice Anderson, arrested on Sam Spencer Shows on June 22 last, have been released.

AMIDA LUONGO, drummer, joined Mettler's Band on Arena Shows in Dayton, Pa., succeeding George W. Cravens, who left for Washington, D. C.

home in Birmingham to vacation for a few weeks before resuming duties as secretary of Barfield's Cosmopolitan Shows.

A. R. WILSON, Durham, N. C., attorney, who has represented a number of carnivals which played that territory, recently was appointed assistant judge of the Durham Recorder's Court.

ARMAND MONET, rigger for the Flying Crawfords, rambled into Knoxville, Tenn., where he joined the high-act troupe, which has been signed for a string of fairs.

McGOOF'S Mighty Mastodonic used over three reels of haywire fixing up for the fairs.—Smackover Slim.

ABNER AND VIRGINIA KLINE have gone to the Canadian National Exhibition, Toronto, for a look-see. En route they stopped off in Niagara Falls, as they did on their wedding trip 25 years ago.

CHARLES HUNTER JR., known to outdoor showfolk as Charl-Charlotte, is now managing bathhouse at Maryland Club Gardens, Washington, D. C., but will return to the road after Labor Day.

CLOSING with Jolly-Jaillet Shows in Harrisville, Pa., where the organization split for the fair season, Mettler's Band is now with Arena Shows, having joined in Dayton, Pa.

AL AND MAE MEANS joined L. J. Heth Shows in Martinsville, Ind., with their Carioca Show, personnel of which includes Verna Nelson, Mae Means and Cleo Grant, dancers, and Fred Grant, tickets.

HOW many of the lucky boys have a deemer to show for the many times they have taken the marks?—Colonel Patch.

AFTER a vacation in the Bitter Root Mountains, Ida., Jimmy (Silver) Byrnes rejoined Hilderbrand's United Shows in West Seattle, Wash., to resume his emcee chores on Manfred Stewart's Temple of Mystery, managed by Everett Mitchell.

ALBERT J. WHALEN letters from Poughkeepsie, N. Y., asking that anyone knowing whereabouts of his brother, John F. Whalen, have him contact the former immediately because of a death in the family.

NEW MANAGER of Parisian Follies on Eric B. Hyde Shows is Carleton Collins, with Jimmy Hester, who was slated to take over the Illusion Show, as his assistant. Joe (Whitey) Hanner is in charge of canvas and seats.

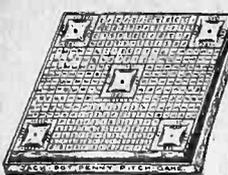
FRAMING a new sex show on Al Baysinger Shows are Lu-Lu Davis and Dr. Cox, with Lu inside and the doctor doing the outside lecturing. Lu-Lu formerly was with John T. Hutchens' Modern Museum three seasons.

NOW is the time when many a carnival will get the raps for come-offs on independent midways.—Whitey Cooks.

J. W. HARTIGAN JR. pencils from Morgantown, W. Va., that he and Jack Mathews drove to Uniontown, Pa., to see West's World's Wonder Shows. He reports the fronts are spick and span and that shows had good results there.

TRAMP COMIC of note, Max McSween and wife, Jacqueline, card they have been working at Golden Gate International Exposition, San Francisco, since its opening and that they plan to return to the road next season.

JOINING the motordrome operated by Ernest and Vivian Slavin on Art Lewis Shows recently were John O. Luck and family, said to have the only twin drome riders in the carnival field in their troupe, Ellen and Ruth Hammer.



**PENNY PITCH GAMES**  
Size 46x48", Price \$20.00.  
Size 48x48", With 1 Jack Pot, \$30.00.  
Size 48x48", with 5 Jack Pots, \$40.00.

**PARK SPECIAL WHEELS**  
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price .....\$12.00

**BINGO GAMES**  
75-Player Complete .....\$5.00  
100-Player Complete ..... 7.25

SEND FOR CATALOGUE.  
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

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124-126 W. Lake St., Chicago, Ill.

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Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00  
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Samples of the 4 Readings, Four for 25c.  
No. 1, 34-Page, Gold and Silver Covers. Each .30  
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**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.  
PACK of 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.  
ZODIAC F. T. CARDS Pack . . . . .35c  
MENTAL TELEPATHY, Booklet, 21 P. . . . .25c  
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c. Shipments Made to Your Customers Under Your Label. No checks accepted. O. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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Instant delivery. Send for Wholesale Prices.

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1939 ASTRO DAILY, HOURLY FORECASTS, 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, Crystals. Most comprehensive line of Apparatus and Supplies in the World. 158-Page Illustrated Catalogue 30c

**NELSON ENTERPRISES**  
198 S. Third St., Columbus, O.

## WANT

For Labor Day and balance of season, Rides that don't conflict with what I have. Shows, Concessions, come on for long season of Fairs. Oswego, Kan., Fair, this week; Pittsburg, Kan., Labor Day; West Mineral Fair, Sept. 6-9; Forsyth, Mo., Fair, Sept. 13-16; Waldron, Ark., to follow. More Fairs pending in Arkansas. Address

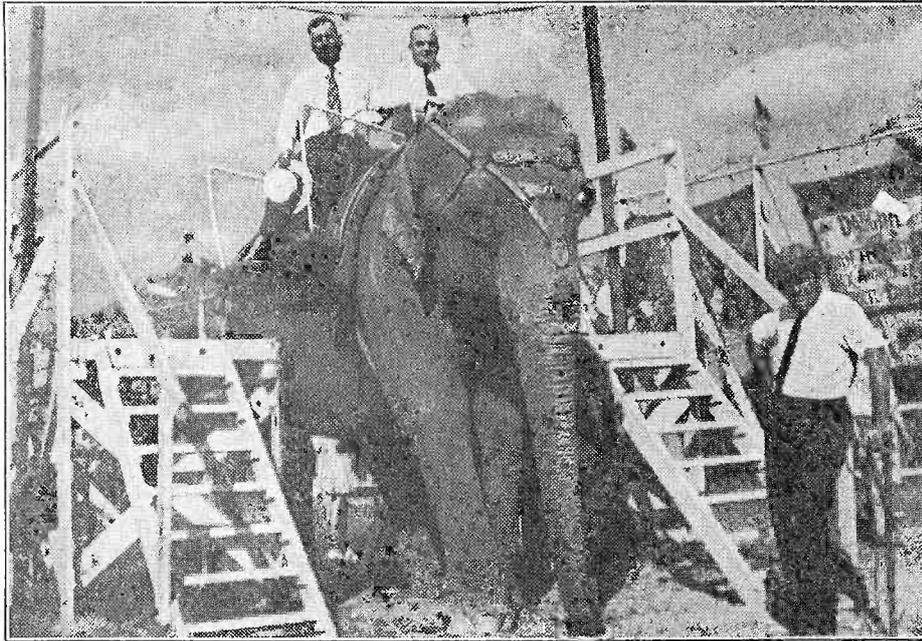
**Ozark Amusement Shows**  
As Per Route

**8 FAIRS—EIGHT BONA FIDE COUNTY—FAIRS 8**  
**Tom's Amusement Company**  
**WANTS**  
One Flat Ride with own transportation. Shows with own outfit and transportation. Legitimate Concessions, NO GRIFT, privilege in keeping with the times. Want Cookhouse, Bingo, Custard; all 10-cent Grand Stores open. Photo, Pop Corn and Penny Pitch sold. Open Sylvester, Ga., Sept. 25. TOM E. RICH, Owner, Panama City Beach, Fla., till Sept. 5, then Edison, Ga., till Sept. 16.

**FOR SALE**  
PONY RIDE, with 6 ponies, saddle broken, complete with Saddles, Bridles, Marquee and Sleeping Tent.—\$350.00.  
ALSO 40-FT. 2-ABREAST MERRY-GO-ROUND—Now in operation and in good running condition.  
**WILL BUY**  
32-FT. 2-ABREAST MERRY GO-ROUND, OR ANY RIDES OR CONCESSIONS REASONABLY PRICED.  
P. G. RUST, 2007 W. "A" St., BELLEVILLE, Ill.

**WANT**  
SHOWS—RIDES—CONCESSIONS—For 134th Annual Mexican Independence Celebration, HIDALGO PARK, HOUSTON, TEX., SEPT. 12-17. Sponsored by the combined Mexican Clubs of Houston. 100,000 to draw from. Statewide publicity, International Features, Street Dances, 6 Big Days and Nights. **WILL BOOK SENSATIONAL FREE ACT.** SMITH STEVENS ENTERPRISES, care Joy Theater, 305 Main St., Houston, Texas.

**Band Organ Owners**  
Organs Rebuilt or Repaired by Expert. Contact A. L. (Tony) CRESCIO, the Organ Man, Catering to Carnivals, Parks, Skating Rinks, Go anywhere to Repair your Organs. Write or wire to A. L. (TONY) CRESCIO, Arnolds Park, Ia., until Sept. 15. Permanent Address, P. O. Box 231, Leavenworth, Kan.



PERCHED atop Tony, 92-year-old "queen" of the Robinson Military Elephants, a feature of the free-circus program on the Marks Shows, are Owner John H. Marks (left) and John Robinson IV, owner of the pachyderms. To the right is Capt. George Thompson, elephant trainer, who has worked for the family for the last 20 years. Photo was snapped during one of Robinson's visits to his huge pets during Tri-County Fair, Erie, Pa. Elephants are contracted with shows until close of the season in November.

NEWS clips from Iowa papers tell of a campaign on by State and county officers, aided by local law, against money games.

AH, the fair season is on! "Don't forget ol' Sam!"

BURT WARREN rejoined Hilderbrand's United Shows as night watchman after his release from a Spokane, Wash., hospital, where he underwent an operation.

FOLLOWING 12 weeks with Pine Tree State Shows, Flying Unicis Troupe is playing fairs in Montana for Williams & Lee.

SAMMY APPLEBAUM, with several well-flashed concessions, joined Blue Ribbon Shows in Peru, Ind., for remainder of season.

CURRENTLY operating their sex show on W. S. Curl Shows are Bobbie and Peggy Burns, latter known as Thelma, Mystery Girl.

FROM now on it can't help but be a "fair" season.

SPORTING new uniforms on Western States Shows are Jack Oliver, Sam Corsey, Red Hughes and William Duggan, ride foremen.

FORMERLY with Art Lewis Shows,

NO, Clarice, an all-day grinder has nothing to do with the preparation of hamburger.

AFTER a number of stands in Montana theaters, Prof. L. Levitch, mentalist, joined the Illusion Show on Hennies Bros.' Shows.

ADDITIONS to Hamilton-Strates Side Show on Strates Shows are Lady Rose, tattooed lady; Mrs. Rose John, Houston, and Jack Owens, making second openings.

SHOWMAN and animal trainer of note, Capt. Jack Browning is now touring with a troupe of performing American Indians. His band was among attractions at Skowhegan (Me.) Fair.

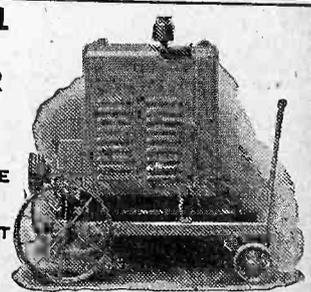
VICTIM of a recent paralytic stroke, S. C. (Bob) Alexander, showman, is in Guilford County Home, Greensboro, N. C. He infos that he's anxious to read letters from friends.

FAMOUS last words: "This fair doesn't look so hot. Hope we get our deposit back."

TAKING DELIVERY on new trailers while Art Lewis Shows were in Radford, Va., were Mr. and Mrs. Earl Knuff, and Bob and Peppy Hernes, of the midget show.

AFTER a week in a Corbin, Ky., hospital Kenneth Franklin returned to his

**NEW MODEL V-Belt ELI POWER UNIT**



LESS SPACE  
LESS WEIGHT  
16 H. P. 824 lbs.

Just what you need to put new "pep" in your ride.

**ELI BRIDGE COMPANY**  
Builders of Dependable Products.  
N. West St., JACKSONVILLE, ILL.

**HAVING SOLD** his Chairplane to Happy Poleson, Young Ford Munger recently took delivery on a new four-way photo gallery while in Parkersburg, W. Va. He says he's boxing occasionally again.

**WARD (DAD) DUNBAR**, who observed his 81st birthday anniversary on August 22, confides to *The Mixer* that he is "still going strong" as mail man and agent for *The Billboard* on Mighty Sheesley Midway.

**ALYNE POTTER MORENCY** was recipient of numerous gifts when she celebrated her birthday anniversary on August 22 during Art Lewis Shows' stand in Radford, Va. Her husband, F. Percy, presented her with a new trailer, which was delivered in Butler, Pa.

**GREAT Pinhead Shows** want a Ferris Wheel, Merry-Go-Round and Whip that "do not conflict with the ones they have."—Uncle Boob.

**FRANK E. PILBEAM** letters from Bradley, Mich.: "I visited Middleville, Mich., my home town, on August 18 and had a long chat with my old friend K. G. Barkkoot, whose shows were playing on the streets. It was the first time I'd been in Middleville since 1920."

**G. HODGES BRYANT** reports from Batavia, N. Y., that he has left Strates Shows to do advance publicity for the organization's Southern fairs and to assume his duties as executive manager of Georgia-Carolina Coastal Fair, Savannah.

**VISITORS** to Cetlin & Wilson Shows in Cumberland, Md., included Neil Berk, general agent, West's World's Wonder Shows; Art Lewis and E. B. Braden, Art Lewis Shows, and Billy Fields, sports editor of *The Uniontown News*, a good friend of showfolks.

**BEA BEA MESSMER**, three-year-old daughter of Mrs. Betty Messmer, Anness, Kans., has almost recovered from a recent accident in which she sustained a broken leg and pelvis bone and is to be removed from her cast soon, scribes Mrs. J. W. Willis, her grandmother.

**AUGMENTING** Stella, two-bodied girl, annex attraction with Jim Hodges' Ten-in-One show on the Art Lewis Shows, are Angie Poirie, nurse and lecturer, and Jack Sampson, electrician. Raymond Franklin is on the front, making his second year there.

**ONE** of the things easiest to understand is why that recently-dry-cleaned three-blanket flash isn't getting a tumble.—Cousin Peleg.

**BUNNY VENUS** scribes from Shawano, Wis.: "Played the fair here and put over a new show under the title, *The Three Little Fishes*, and met Harry Weyle and wife. He is a former aerialist and she is an ex-acrobatic dancer. Have met some of the grandest people in show business during my tour of Wisconsin."

**FOLLOWING** a long jump from Emporium, Pa., I came in here after stopping over in Mercer, Pa., for a visit with old

friends who had been on the Sells-Floto Circus," cards Peggie Bainchetti Mayes, from Dillsboro, Ind. "Plan to return to the road soon with Capt. Billy Sells and wife."

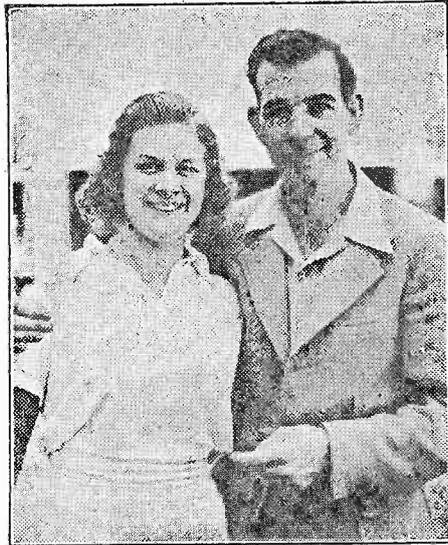
**NUMEROUS** visitors attended Hilderbrand's United Shows' showing in West Seattle, Wash., including Al Compton, Royal American Shows; Don White, Golden Gate International Exposition; Mr. and Mrs. Herb Usher; Loren Christonson; Bob Fox; Joe Oggle, White City Shows, and Dutch White.

**JOHN W. WILSON**, manager of Cetlin & Wilson Shows, letters that Phil M. Plant has been contracted to place his Girls Frozen Alive show on the midway during the organization's stand at Reading (Pa.) Fair. Unit will go direct to Reading from the Canadian National Exhibition, Toronto. Attraction was at the New York World's Fair.

**MID-WEST SHOWS** notes by Cliff Askins: After a long run from Pine Ridge, S. D., shows were permitted to play only two days in Phillip, S. D., because of a quarantine. Controversy over grab stands made the date a bit difficult, but it was finally ironed out to shows' satisfaction. Col. B. Duffy left to play fair dates.

**ATTRACTIONS** of merit and good behavior of employees now will make the booking jobs easier for the boss and the g. a. next winter.

**WILLIAM (SPARKPLUG) GOODMAN** opened with his Sunflower Minstrels



*LOVE* stepped in and joined the Watercade and Expose shows during the Royal Canadian Shows' tour of Western Canada exhibitions when Edith Stollberg (left), fancy diver, with Lottie Mayer's Disappearing Water Ballet, was married to Gene Miller, talker for Laura Manos' Expose Show. Wedding was a church event in Saskatoon, Sask. Both have been outdoor troupers for several years. Photo by Dadswell.

with Cumberland Valley Shows at their first fair of the season in Tracy City, Tenn., to good results. Unit includes Blacky Gonzales, talker, mail man and *The Billboard* agent; Kid Nelson, comic; Baby (V-8) Nelson, child wonder, and Goodman, producer and stage manager.

**"KAUS EXPOSITION SHOWS**, which played here recently under American Legion Post auspices, made a great impression with citizens with their clean midway," cards K. W. Schwarm, Legion committeeman from Fairmont, W. Va. "Shows always will be welcome here. When they left the lot everything was in perfect condition."

**ELITE EXPOSITION SHOWS'** notes by Captain Kaylito: Franklin, Neb., was good, with plenty of people and crowds prevailing. Tex Richards is doing well on front of the snake show, and Bob Robello joined the side show as emcee and human slate. Writer's tattoo stand is doing well, as is Carl Carlotta. Princess Dona has given up her mental act to devote more time to her three shows.

**STANLEY STUTZMAN** and family, pop-corn concessioners with Crowley's United Shows, closed and went to North Tonawanda, N. Y., where Stanley took delivery on the new Silver Streak ride which he will handle for Jack Baillie on Dodson's World's Fair Shows. Prior to his engagement with Crowley's, Stutzman handled Baillie's rides. They will resume

working the pop-corn stand when the fairs begin, Stanley says.

**ENJOYED** a pleasant visit with Imperial Shows at the county fair, Frankfort, Ind., recently," letters K. E. Simmons from Crawfordsville, Ind. "Also visited Beckmann & Gerety Shows, E. E. Erwin and Sid Belmont at Illinois State Fair, Springfield, and then met A. E. Selden, "The Stratosphere Man," at Hendricks County Roundup, Danville, Ind. Week's trip covered about 500 miles and Springfield and Danville had rain while I was there."

**NICKELS** are in great demand on the Windy Van Hooten Shows, as they are playing a string of fairs which have those "O!" Sam" restrooms exclusively.

**J. J. LLOYD**, who signed as general representative of Dodson's World's Fair Shows last spring, after having been out of show business since 1926, is in Charleston, W. Va., where he has been laid up for the past three weeks with a sprained ankle, sustained while visiting John H. Marks Shows during their recent Bridgeport, O., stand. Because of his accident, Mel Dodson has again taken up the advance on the shows, Lloyd reports.

**LINE-UP** of Jack Rogers' Cavalcade of Wonders on Crowley's United Shows includes Doc Cox, front talker; Bill Smith, John Wayman, tickets; George Hirshely, magic; Janey Deyer, illusions; John Wilson, one-legged dancer; Tex O'Conner, iron-tongue act; Bull Dyke, bag puncher; Sailor Joe Simmons, tattooed man; Ricardo, impalement act; Indigo, blue man; Winnie Blatz, bearded midget, and Jumpy, frog boy. In the annex is Jo-Ann Roberts.

**DURING** the Johnny J. Jones Exposition stand in Joliet, Ill., August 14-19, Bertha (Gyp) McDaniel, operator of the Arcade and Rocky Road to Dublin on the shows, took time out to motor home to visit her father and brother near Winnipeg. On her way back to the show at La Porte (Ind.) Fair she picked up Mrs. Frances Lauther, wife of Carl J. Lauther, of side-show note, in North Dakota. Mrs. Lauther had accompanied her that far for a visit with relatives.

**RIDE ROSTER** of United American Shows, reports Frank Palmer, includes: Dodgem, W. L. Krause, Albert Schaff, Norman Cole; Tilt-a-Whirl, Harold Fineman, Vernon Campbell; Merry-Go-Round, Charles Schmidt, F. H. Smart; Loop-o-Plane, Charles Kellogg; Kiddie Ride, Mrs. Cora Davis, owner; Joe Riley, operator; Octopus, Don Roy Johnson, Denton Kendall; Mix-Up, D. A. Baker, Lester Large; Ferris Wheel, Ed Edward, Jimmie Jackson; Pony Ride, Chester Jones.

**"AFTER TAKING** final X-rays physicians here state that my leg is healing slowly and I must spend a long time in bed," pencils Jack Lydick from Robinson Memorial Hospital, Ravenna, O. "Looks as tho I'll have to celebrate my birthday anniversary on August 31 in bed. Have received numerous cards and letters from friends, and because of my condition it will be impossible to accept the arrangements made for my transfer to American Hospital, Chicago, by Secretary Joe Streibich and the Showmen's League of America."

**AN** auto load of road-weary showmen, pulling into the breakfast-food city of Battle Creek, Mich., in search of a certain carnival, saw the bright lights on the outskirts and then the lights on the Ferris Wheel and on top of other rides. When they got close enough for their tired eyes to see more clearly, it all turned out to be a huge electric sign on a cereal plant!

**NOW HANDLING** managerial reigns of the Circus Side Show on Crafts 20 Big Shows is Fay Ridenour, successor to Buck Buchanan, who closed in Bakersfield, Calif. Several acts have been added and roster now includes Fay Ridenour, owner-



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manager; Jack Ross and Tony Tumbus, tickets and second openings; Billie Neil, inside lecturer; Ellen Ridenour; Billy Pilgrim, armless and legless man; Lawrence Turner, glass blower; Singapore Slim, tattooer; Robert Duchow, human pincushion and mechanical man; Madame Zyeeda, mentalist; Annie Vacarro, midget singer and dancer, and Eddie Ray Marshall, fire eater. Annex has Billie Neil, openings; Madame Zyeeda and Evelyn King, assistants; Headless Girl Illusion; Gerald Goforth, tickets, and Singapore Slim, boss canvasman in charge of the top.

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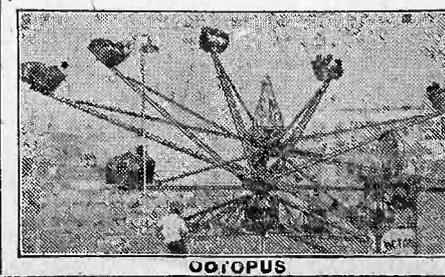
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FULL-DATE  
CARNIVAL  
SHOW LETTERS

# Direct From the Lots

BY THE SHOWS'  
OWN NEWS  
REPRESENTATIVES

## Johnny J. Jones (Railroad)

Joliet, Ill. Seven days ended August 20. Auspices, Loyal Order of Moose. Weather, rain closing day. Business, very good.

Breaking in a new lot at the corner of Raynor avenue and Theodore street, shows chalked up a good week, and rides and concessions reported grosses far above expectations. Sponsors co-operated. Weather was ideal, excepting closing day, Sunday, when a sudden rain and high wind struck the midway at 6:30 p.m. and kept the usual large night crowd away. Night was not lost entirely tho, as many arrived late but too late to give the midway a heavy play.

Patricia Gordon, who has been handling the front of the Follies of 1939, left to visit with her father at Champaign, Ill., returning for the last two nights here. Johnny J. Jones Jr. spent much time in Chicago, as did many other showfolk. Visitors included C. J. Sedlmayr and J. C. McCaffery, Amusement Corp. of America; Joseph Streibich, secretary Showmen's League of America; Nat Green, *The Billboard*, Chicago; Harry Atwell, circus and carnival photographer; Bill Karsky, Mr. and Mrs. Lew Keller, and Mrs. I. Brodsky, Chicago; Jerry Kohn, Fulton Bag and Cotton Mills, and the Nieman Brothers, Chicago.

STARR DeBELLE.

## James E. Strates (Railroad)

Batavia, N. Y. Week ended August 19. Auspices, Genesee County Fair. Location, fairgrounds. Weather, exceedingly hot. Business, fair.

Altho the fair was one of the most outstanding successes in the association's 100-year history, midway grosses were no greater than last year's, a fact which can be accounted for by milk prices to farmers, the current New York milk strike and the long drought. Excessive heat also prevailed, tending to keep patrons in the exhibit buildings. *The Batavia Daily News* and *Weekly Times* and *The Rochester Times-Union* co-operated, giving the Adele Nelson Elephants special stories and pictorial dis-

## 3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling Markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
**LIGHT WEIGHT BINGO CARDS.**  
Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.  
Automatic Bingo Shaker. Real Class ..... \$12.50  
3,000 Jack Pot Slips (strips\*of 7 numbers), per 1,000 ..... 1.25  
Lightweight Lapcards, 6x16. Per 100 ..... .50  
Stapling Bingo cards, or sheets on same, extra per C ..... .50  
3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M ..... 1.50  
Postage extra on these sheets.  
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Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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## CAPT. LATLIP WANTS PARTNER

To purchase half interest in Little Beauty Merry-Go-Round. This ride is in A-1 condition and now in operation with the Latlip Home State Shows. Will operate same all winter South. Partner must be willing to take full charge of same. Will make satisfactory price to the right man. Address as per route: Nicholas County Fair, Summersville, W. Va., week Aug. 28; Webster County Fair, Cowan, W. Va., week Sept. 4; Braxton County Fair, Sutton, W. Va., week Sept. 11; Clay County Fair, Clay, W. Va., week Sept. 18, and then South all winter. Only interested parties apply.

## Green Top, 25x60

No side wall. Used one season. A-1 shape. Same as new. Outgrew it. Price \$75.00.

## VAN AULT'S ARCADE

Ceclin & Wilson Shows, Leighton, Pa.

plays. The writer was appointed publicity director for the fair by Glen Grinnell, secretary. Visitors included George A. Hamid; Ed Conroy, personal representative of Jack Hoxie; Mr. Doolittle, traffic manager, Erie Railroad; John Victor Fawcett, secretary, Bath (N. Y.) Fair; Max Cohen, secretary, American Carnivals Association; Mr. and Mrs. Rubin Gruberg, World's Exposition Shows; Messers Ball and Culling, Caledonia (N. Y.) Fair; Fayette Pease, president, Lockport (N. Y.) Fair, and Joe Mannheimer, special agent of World's Exposition Shows.

Weekly meeting of the Welfare Club was held Wednesday night as usual, in the Vanities Top, with Joe Basile's Madison Square Garden Band as honored guests. Festivities got under way with a memorial service for the late Peter Christopher, who died here last year. Sol Saulsberg was emcee.

G. HODGES BRYANT.

## West's World's Wonder (Railroad)

Uniontown, Pa. Week ended August 19. Auspices, VFW Post and Boston Club. Location, Regan Field. Weather, fair. Business, fair.

Shows and rides held their own here, while gate played to a good crowd. Sponsors co-operated. Eddie O'Brien leaves soon to re-enter school at Norfolk, and

four days with almost no day attendance. Friday night witnessed the largest midway attendance, magnet being the public wedding of Wanda Mae Rinehart and William E. Martin. Heavy rain spoiled Saturday's matinee business, but a large attendance prevailed that night. Midway is spick and span and Business Manager James M. Raftery did a perfect layout job. Erie press was cordial to the shows, with Austin White, managing editor, and Ken Carlow, city editor of *The Dispatch-Herald*, and Charlie Wells, city editor and Howard (Peg) Parsons, feature story writer of *The Evening Times* frequent visitors. They were lavish with art and stories. Writer handled the mike for the daily broadcasts over Station WLEU. Tony, 92-year-old elephant, grabbed a lot of space for outpulling prize winning teams at the horse pulling contests Wednesday afternoon.

William Carleton Fleming stopped off between trains to visit John H. Marks and other old friends while en route to Buffalo Friday afternoon. Jackie Baillie, concessioner; Abner K. Kline, Eyerly Aircraft Corp.; George A. Hamid and Lee Barton Evans, manager, Roxyette Revue, visited. Mrs. Morris Sodway and Mrs. Dennis Kelley visited with Mrs. Blanche Glynn several days while en route to Hollywood, Calif. Twin Ferris Wheels had a good week's business and the Motordrome and Congress of Living Wonders did well.

WALTER D. NEALAND.



HERE'S the new Hi-Hat Revue front and top on West Bros' Shows, which was put into the air for the first time at the recent stand in Winona, Minn. On the bally in front of the top, which was purchased from Baker-Lockwood Co., are members of the revue, including (left to right) Sally Kerr, Marjorie Colly; Skippy Douglas, comedian; Trixie Clark, Princess Livingston, Mary Fletcher and Carol Pierce. Photo furnished by Don Trueblood.

Mrs. F. West, Mrs. Myrtle Courtney and Mrs. K. O'Brien will take him there. John Marks, Paul Osborn and Claude Hughes are agents for Fritzie Brown. Personnel was grieved to learn of the death of Art Spencer's mother in Billings, Mont. Art Ludwig, scales; Blackie Richardson, ice cream, and Ken Jones, with peanuts, pop corn and candy, joined, and Jimmie Lunney added three new members to his posing show. Earl (Red) Barlow visited from Washington, D. C., and Frank La Barr had his best Saturday so far. Frank still holds his own in *The Billboard* sales. Harry Rubin gave a party and dinner to his many friends in the pie car. Jimmy Owens, lot superintendent, had his hands full here. Ed Peyton, trainmaster, got the shows loaded in good time, and Johnny Williams added a new show to his Harlem Club Casino. Charley Lippsey is the candy butcher here, while his wife is on the girlie shows. Captain Smithey has his lion act here and it has been proving popular. Princess Marie continues to click. Shows and rides are painted and ready for the fairs.

B. FRANK BRAUNSTEIN.

## John H. Marks

(Baggage cars and trucks)

Erie, Pa. Week ended August 19. Tri-County Fair. Weather, fine. Business, fair.

First fair of the season brought only fair results. Shows moved in from Warren, O., and were on the grounds early. Attendance was extremely light the first

were overcast Friday, but Saturday and Sunday brought out huge crowds which failed to warm up to the attractions and slow business, as compared to previous years, was registered. Fair board, headed by Dr. Carl Hansen, secretary, co-operated.

C. F. ARMSTRONG.

## Endy Bros.

Valleyfield, Que. Week ended August 19. Agricultural Society Fair. Weather, perfect. Business, good.

With perfect weather, second fair in the Canadian tour showed better grosses than the first at St. Hyacinthe. Wilno performed in front of the grand stand and was popular. Morris Clayton, assisted by a French interpreter, handled the cannon act in creditable style. Rides did exceptionally well, with shows and concessions also reporting steady business. The 120-mile trek was handled by truckmaster Sam Murphy without incident, as was the train move under direction of Chuck Connors. Frank Bydairk's Scooter again topped rides, while Dick Nuffer's Aloha attraction continued best among shows. Canadian police and government officials continued their co-operation. Dr. La Roche, fair president, was helpful, as was Merrick Nutting, general agent of the Conklin Shows. Visitors were Mr. and Mrs. Eddie Lippman, Ideal Exposition; Bernard Kelly, president Malone (N. Y.) Fair, and wife, and Mr. and Mrs. Bucky Yeager. Concession row continues to grow. J. P. Rodabaugh, of Baker-Lockwood Co., visited. Irish Kelly was elated over early delivery of *The Billboard*. Mike Roman's cookhouse continues popular, and Chuck Connors celebrated his 59th birthday anniversary on Sunday.

St. Hyacinthe, Que. Week ended August 12. Auspices, Fair Association. Weather, fair. Business, good.

Advance dope had this one labeled as a weak sister, but even with plenty of rain, nicely spaced on off-show hours, excepting Monday, it resulted in a better gross than expected, and gate records for the date were broken. Fair did not officially open until Tuesday and plans made for a Monday prevue were canceled because of rain. Move from Burlington, Vt., was smooth, 98-mile trek being made without hitch. More than 300 names appeared on manifest. At this initial Canadian fair, Wilno, and Zimmy, legless swimmer, proved popular. Dick Nuffer's Aloha garnered top show money, while Frank Bydairk's Skooter was best among rides. Matthew J. Riley, general agent, was here during the week. Owner David B. Endy made several trips to future fair spots in the province. Many visited near-by Montreal frequently. Bob Stevens scored with good tie-ins.

GLENN IRETON.

## Eric B. Hyde

(Baggage cars and trucks)

Marion, Va. Week ended August 19. Smyth County Fair. Auspices, American Legion Post. Weather, rain. Business, excellent, when weather permitted.

Luck embraced the shows here on Saturday, putting to rout Jupiter Pluvius and giving the organization the largest day's gross of the season so far and pulling a week that threatened to be a loser into the win column. Shows were the first big ones to play Marion this year and patrons were show hungry. American Legion committee, led by General Manager Ray Rouse, co-operated. A horse show, Thursday, drew well. Rain started Monday and continued all week, permitting shows, rides and concessions to operate a few hours each day between showers. It cleared, however, about dusk Saturday and the night's business was astounding. During the week Heller's Acme Shows pulled into Abingdon, 20 miles distant, and several members visited, including Mr. and Mrs. Bob Myers. Jake Shapiro visited early in the week to reunion with the writer and Owner Hyde.

Mr. and Mrs. A. T. Dize dropped in Saturday and took orders for new tops for the Parisian Follies and Merry-Go-Round. R. C. McCarter, of the revived Central West Virginia Fair, Clarksburg, passed thru with Mrs. McCarter, their daughter, and Mrs. Patsy Rossena. Writer's Follies did well, while Eichorn boys' Twin Ferris Wheels topped the rides. Mr. and Mrs. Haines left here.

## Dee Lang's

(Motorized)

Kasson, Minn. Week ended Aug. 19. Brown County Fair. Weather, warm and sunny first part of week, latter part cloudy with rain and cold. Business, good Saturday and Sunday.

Moving in here three days previous to the fair's official opening gave rides and shows the necessary time to complete mid-season repairing and painting which had been started last week. Good weather prevailed first part of week and continued thru the first two days of the fair, yet little spending was recorded. Anticipated business for Saturday afternoon was marred by rain, but a satisfactory crowd came out that night with fair business being recorded on the midway. Overcast skies remained until after noon Sunday, but soon cleared and the midway was packed, resulting in excellent business. Mrs. Mell Croegaert and children, Blair and Sharon, were guests of her parents, Mr. and Mrs. H. B. Blackburn, who have charge of Dixieland on Parade.

Faribault, Minn. Rice County Fair. Week ended August 12. Weather, rain early in week, warm later. Business, slow.

With two days open previous to fair's opening leisurely move was made from Perham, and shows and rides were given many minor repairs and some paint. With a free fair midway was opened on Wednesday a day before fair's opening Thursday, but little business resulted. Rain marred Thursday and the skies

Mrs. Duke Hyatt celebrated another birthday anniversary and Mr. and Mrs. Gilbert Cheek entertained relatives and were busy being entertained thruout the week. Quincy Calhoun and Byron Anderson, post commander and committee chairman respectively, co-operated. Ray Rouse did a good job of managing the fair. Capt. Frank Cushing, free act, was popular. Mrs. (Buddy) Dunn rejoined her husband here. Pete Corsetti, another free attraction, clicked. Mrs. Ernest Firestone took over the ice cream concession, and E. A. Crane Jr., whose father and mother are operating the frozen custard, joined Saturday. Mr. and Mrs. Bill (Windy) Gary visited.

CARLETON COLLINS.

**Barfield's**

(Baggage cars and trucks)

Harlan, Ky. Week ended August 12. Auspices, Harlan Fire Department. Location, Sunshine Ball Park. Weather, fair except showers Monday. Business, excellent.

Following a short move here from Lynch, Ky., everything was ready for Monday night's opening. Committee co-operated and shows were spotted only a few blocks from the business section and from past experience proved much more desirable than the one outside the city. Manager Barfield celebrated his birthday anniversary August 12 and Mrs. Barfield returned from her trip to New York in time to make arrangements for a party in their de luxe land yacht Eugenia. Manager Barfield received many gifts and Mrs. Barfield remembered every member of the organization with souvenirs from New York World's Fair. Trailer was decorated with baskets of flowers and the color scheme was carried out in the refreshments, being pink birthday cake and ice cream. Recent additions are Henry and Cynthia Pallison, mechanical show; Guy and Lillian White, girl revue, and Mr. and Mrs. Charles Poole, ball game and penny pitch.

KENNETH FRANKLYN.

**Zimdars Greater**

(Motorized)

No. 1. Malvern, Ia. Mills County Fair. August 8-10.

Shows split with six rides and shows playing this date, and of the three days one was good. Opening day was fair, and the last day was lost to a storm. A polo and baseball game were daytime attractions, with a horse show at night. Octopus topped rides, and Sailor Harris' Strange But True Wonders were best among shows.

No. 2. Atlantic, Ia. Cass County Fair. August 8-11.

No. 2 unit played to large crowds but little spending prevailed until the last day. Third day was lost to a storm and Girl Revue front was leveled but little damage was done. A rodeo was the grand-stand attraction. Spending was good the final night, with the Tilt-a-Whirl topping rides.

BUDDY MUNN.

**World's Fair**

Newton, N. J. Week ended August 12. Auspices, Redmen. Location, ball park. Weather, changeable. Business, fair.

A heavy rain Wednesday cleared in time to admit a fair crowd. Rides did well but shows and concessions were off. In fact, the shows were too big for the town. Circus Side Show was top-money getter. Esther Lester joined the annex in the side show, and the Monkey Speedway, under direction of Bill Redman, is doing well. Paul Prell's bingo had one of its biggest weeks of the season so far. Mr. and Mrs. Jack Kennedy's cookhouse has been clicking since they joined. Mr. and Mrs. Jack Russell are operating a string of concessions, and the Motordrome, owned and operated by Ralph Penley, featuring his son, Harvey, continues popular. Shows are being repainted for fairs.

HAZEL HASSON.

**Buckeye State**

(Motorized)

Memphis. Week ended August 12. Auspices, Colored Elks. Location, colored fairgrounds. Weather, fair. Business, good.

Jump here from Water Valley, Miss., was a good one and shows opened early Monday to good crowds. Friday and Saturday were the best days. Mr. and Mrs. (Red) Carter came on to take over the Life and Colored Minstrel shows. H. P. Lodge and others of the Lodge Shows visited. Mrs. Jack Parker, of Loop-o-Plane, visited relatives in Dyersburg, Tenn., and was accompanied back

by her mother. Mrs. Slim Tomlin's mother visited and Mrs. Joe Galler is still in Hot Springs, Ark., receiving treatment for her injured knee. Mrs. Freddie Leach is recovering from a recent illness at her mother's home in Bruce, Miss.

SLIM TOMLIN.

**Funland**

(Motorized)

Fleming, Ky. Week ended August 19. Auspices, First-Aid Team. Location, ball park. Weather, some rain. Business, none.

Sky-High Girl joined here as the free act for the remainder of the season. A party was held in the big top Tuesday night, with L. E. Heth and Toby Kneeland as emcees. Among those honored were Mr. and Mrs. Floyd R. Heth, Ben F. Tosh and Albert Heth. Evening was given over to speeches, games and refreshments.

Garrett, Ky. Week ended August 12. Auspices, police department. Location, Main street. Weather, fair. Business, good. Pay gate.

This was the best week shows have had in the last six and organization was the first to play here in the past six years. Band leader John Dusch added two more members to his orchestra. Following the Kentucky stand shows move into Tennessee and Georgia.

TED C. TAYLOR.

**Weyls Production**

Milesburg, Pa. Week ended August 12. Auspices, fire department. Weather, fair. Business, good.

Shows were the first to be sponsored by the fire department and they co-operated splendidly. Drawing from near-by Bellefonte, Pa., shows played to good attendance. Dolly Young has been in her hotel suffering from an attack of the flu. The Great Jacqueline, free act, continues popular. W. C. Kaus, owner of the shows bearing his name, visited, and Mr. and Mrs. Dawson joined with photo gallery and pop-corn stand. Owner Weyls is planning construction of a jungle show. Shows haven't lost an opening night since opening at Greensburg, Pa., in the spring.

Phillipsburg, Pa. Week ended August 5. Auspices, fire department. Weather, fair. Business, fair.

Shows and concessions chalked a good opening here, while rides did only fair. A severe storm struck the midway on Wednesday and, altho all tops and marquee were blown down, little damage was done. Earl Hennings is still in a serious condition in an Indiana (Pa.) hospital, where he recently underwent an operation for stomach ulcers. Kiddies' Day, Saturday, with a pet parade, resulted in good business. Manager Ed Weyls was called to his home because of the serious illness of his sister. Tom Kirk visited here.

GERTRUDE WEYLS.

**Hilderbrand's**

(Motorized)

West Seattle. Week ended August 19. Location, Spokane and 23d streets. Auspices, West Seattle Memorial Hall Association. Business, poor. Weather, cool at night. Pay gate, 10 cents.

Moved six miles from Seattle proper into this industrial section, but for apparently no reason lack of patronage followed. Committee co-operated yet until Saturday, when a new car was awarded, night crowds were conspicuous by their absence. Saturday topped the week, but receipts were only equal to a good week day. Nights were cool, altho Hollywood Skyrockets, Reggie Marion, Alphonse and Willie Hustrel, free acts, reported a warmer belt of air above 50 feet high. Numerous showmen visited here and Owner O. H. Hilderbrand entertained nightly. White populace proved far less orderly than the mixed crowds of the last spot and several minor incidents marred the date.

Willie Hustrel's car was smashed here when a speeder crashed into him. Cleo Stafford, female impersonator, joined Claude Barrie's French Casino. Concessioner Art Anderson left for Vancouver (B. C.) Fair, where he will install two stands. Manager Pickles and Mrs. Pickard entertained numerous visiting relatives and later were honor guests at a dinner party given by Mrs. Pickard's cousins, Mr. and Mrs. Ryba, at their Lake Washington summer home, and among the 30 guests were numerous police officials and dignitaries of the Superior Court. Merry-Go-Round topped rides, with Bob Perry's Wall of Death second. Wildcat McCann's Athletic Arena was

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**WANTS "CASH" WILTSE WANTS FAST STEPPING WAITERS AND GRIDDLE MAN FOR BALANCE OF SEASON—ALL FAIRS Write or Wire Care WEST'S WORLD'S WONDER SHOWS**

This Week, LYNCHBURG, VA., Week September 4, DURHAM, N. C.

**THE WEST COAST AMUSEMENT CO. WANTS**

FOR NINE FAIRS AND TWO CELEBRATIONS Athletic Show and Manager; we furnish complete outfit. Snake Show, Animal Show. Motordrome with Own Transportation; good proposition. The following Concessions: Hoop-la, Penny Pitch, High Striker, Punk Rack, Watch-la, Cigarette Shooting Gallery, String Game, Mouse Game, Mitt Camps, and any other concessions not conflicting. Wire per route. No collect wires accepted. MIKE KREKOS, Lakeview, Oregon, Sept. 1 to 4; Lodi, Cal., Grape Festival, Sept. 15, 16 and 17; Siskiyou County Fair following.

**OUTDOOR SHOWMEN**

On account of Labor Day no telegraphed or telephoned SHOW ADS will be accepted for September 9 issue after 9 a.m. (Eastern Standard Time) Monday, September 4. WIRE IMPORTANT LATE SHOW ADS SUNDAY NIGHT.

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, SEPTEMBER 2.

best among shows, while Claude & Barrie's French Casino was second. Clarence Rhinehart, gate man and The Billboard salesman, reported good advance orders for copies of the Fall Special.

JOHN H. HOBDAY.

**L. J. Heth**

(Motorized)

Martinsville, Ind. Week ended August 19. Auspices, FOE. Location, Eslinger Park. Weather, warm. Business, fair.

Date in this city, made prosperous by mineral baths, was a fill-in between fairs and as business was only fair, personnel spent most of the days in near-by Indianapolis. Attention was also given to painting and repairing for the remaining fair dates. So far shows have played five Illinois fairs. Indianapolis haberdashers and apparel shops were heavily patronized by showfolk. Visits also were exchanged with members of the J. F. Sparks Shows in New Albany, Ind. C. J. Ross took over the Streets of Paris Shows, with the following cast: Marie Jarvis, Polly Andoe; Virginia Turner and Marian Peck, dancers; Hinkey Wiley, comic, and Lawrence Eastman and Jake Martin, tickets. J. T. Hutchens joined with his side show, as did Mr. and Mrs. James A. Scruggs, from the West Coast. I. W. Reynolds is building and painting new fronts. Norman McPherson is working Joe Fontana's scales. Mrs. L. J. Heth and mother, Mrs. Mary E. Sparks, visited from Birmingham, their home and shows' winter quarters. Charlie Wren is breaking in a lion cub on his motordrome. Ralph T. Myers is The Billboard agent.

H. B. SHIVE.

**Crystal Expo**

(Motorized)

Wise, Va. Week ended August 19. Wise County Fair. Weather, intermittent rains; Saturday, excellent. Business, good. Despite rainy weather from Monday to Friday, good business was recorded and, with good weather on Saturday, previous records for attendance here were broken. Shows and rides did capacity business and concessions reported a sat-

MUSIC  MUSIC

**A Dependable Parachute**

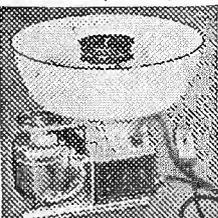
You can safely jump from the balloon of HIGHLY TAXED music and make a safe landing with **TAX FREE MUSIC**

INCREASED PROFITS for Skating Rinks, Carnivals, Public Address Systems, Coin Machines, etc., with **TAX FREE RECORDED MUSIC.**

Send for full information to **DAVIS AND SCHWEGLER**  
1009 W. 7th Street, Los Angeles.

**MAKE \$50.00 A DAY ON CANDY FLOSS**

Our New SUPER WIZARD with a heavy double head and larger spindle. We have sold this machine to the Concession for the New York World's Fair. Spins Candy Floss FASTER and FINER. For full details write or wire **ELECTRIC CANDY FLOSS MACHINE CO.**, 202 Twelfth Ave., S., Nashville, Tenn.



**CASINO AMUSEMENT CO. WANTS**

For Legion and Fire Dept. Annual Home-Coming, STOW, OHIO, SEPT. 4-9 (near Akron), RIDES, SHOWS. ALL CONCESSIONS OPEN EXCEPT GRAB AND MILK BOTTLES. Other large Celebrations to follow.

**JACK J. CARR**, 3356 West 25th St., CLEVELAND, OHIO

**DARE-DEVIL OLIVER**

World's Premier High Diver

Some open time left. This is no stepladder act. Write for particulars. Tonawanda, N. Y.

Send your correspondence to advertisers by mentioning The Billboard.

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Size 5 1/2 x 8. Very large numbers. Packed 3,000 to the Carton, Weight 13 lbs. Numbered from 1 to 3,000. Printed on white and 6 additional colors. Serial number in red. Sold in blocks of 1,000, 1,500, 2,000, 3,000.

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Largest Sheet on the market. Immediate delivery. Samples free.

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## GOOD USED TENTS

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## DELAWARE COUNTY FAIR

DELAWARE, OHIO, SEPTEMBER 11-16

CAN PLACE INDEPENDENT SHOWS,  
ALSO OCTOPUS OR RIDEE-O

Address

W. G. WADE SHOWS

NAPOLEON, OHIO, THIS WEEK. MARYSVILLE, OHIO, WEEK OF SEPTEMBER 4.

## Want Drome Riders

Join at once. Motordrome Help, Ticket Man, Second Opener. On account of accident, two Straight Riders that criss-cross. Sure top salary. Wire

EARL PURTLE

WORLD OF MIRTH SHOWS, Burlington, Vt., now; Rutland, Vt., next week.

## RIDES AT LIBERTY

Have Ell Wheel No. 5, Swings and Kiddie Ride, will book at fairs and celebrations within 300 miles of here. Write us your offer.

J. P. TATE

KINGSPORT, TENNESSEE

SECOND-HAND SHOW PROPERTY FOR SALE \$5.00 Each. 25 Side Show Banners. Send List. \$40.00 Mystery Illusion with Mirrors. Money-Maker. \$50.00 Chaitlon Tripod Guess-Your-Weight Scale. Bargain.

Genuine Shrunk Head with Banner. Sell Cheap. \$40.00 Acme Moving Picture Projector, 35mm., with trunk.

We Buy All Kinds of Rink Skates and Concession Tents. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

## THE OHIO VALLEY SHOWS

Want Small Cookhouse, Bingo, Ball Games, Photo Gallery, Cigarette Gallery, Lead Gallery, Hoop-la, any Legitimate Concessions, any Shows of Merit with own transportation. Fairs and Celebrations and long season South. Advance Man and Electrician, come on. Auburn, Ky., week of Aug. 28-Sept. 2. Write MA SICKEL, Owner.

## CONCESSIONS WANTED

For Depeu, Ill. Three Big Days and Nights, Sept. 2, 3 and 4. Legitimate Merchandise Concessions of All Kinds. Novelties, Ice Cream, Ball Games. Address TILLEY SHOWS, Princeton, Ill.

## WILL TAKE OVER WATER SHOW

FOR FAIRS. HAVE PERFORMERS AND COSTUMES. EXPERIENCED.

## NEW YORK DIVERS

WESTERLY, R. I.

## WANT

Ferris Wheel Foreman; Ride Help of All Kind come on. Villavica, Ga., Fair, on the street, next week. Georgia fairs to follow. Shows with own transportation. Reynolds, Frank Wilson, get in touch with me. Want Concessions of all kinds. Wire or write BUDDY BRADEN, Business Mgr., or I. J. CLARK.

isfactory week. W. B. Gilliam, fair secretary, co-operated and shows' free acts were popular. Streets and business buildings were well decorated by Skelf Decorating Co. Good Fellowship Club's fourth get-together party was staged on Wednesday night and was highly successful. H. NELLA.

## Blue Ribbon

(Motorized)

Peru, Ind. Week ended August 19. Auspices, South Shore Boat Club. Weather, ideal. Business, nil.

This was supposed to be a Merchant and Manufacturers' exposition, and the committee, with E. K. Johnson in charge, had several exhibits in the two big tents, but patrons evidently did not think much of it and stayed away, as did all contestants entered in the various contests. Owner and Mrs. L. E. Roth took the week off and vacationed in Wisconsin. Roy Woods is breaking in another girl to ride the drome. Mrs. Art Alexander is suffering from heavy cold. Chief Wonapony augmented his side show with several new acts here. E. B. Kaw and wife joined to take over the special agent's work. Mrs. Ann Galligan took the No. 2 bingo to play some fairs, leaving John with the shows and taking John Jr. with her unit. L. M. Brophy, of Imperial Shows, visited.

WILLIAM R. HICKS.

## Greater Expo

(Motorized)

East St. Louis, Ill. Location, 20th and St. Clair streets. Week ended August 19. Weather, rain. Business, poor.

A fair crowd prevailed on Monday, and Tuesday night it increased so that everyone was optimistic for a good week. However, rain started on Thursday and continued almost all week. Two large pumps worked all Friday draining the lot and Friday night opened to a fair crowd. Saturday rain again prevailed. Wednesday night a bingo party was held after the show for the benefit of the International Showmen's Club, St. Louis. It was also the 40th wedding anniversary of Mr. and Mrs. John Francis and many floral offerings and presents were tendered. Refreshments were served after the party.

Carlinville, Ill. Week ended August 12. Auspices, Macoupin County Fair. Weather, rain last three days. Business, fair.

Rain almost ruined the resurrected Macoupin County Fair, coming as it did on the feature days. It was a new undertaking this year and was held within three blocks of the main part of town on a large tract, and there were more exhibits than could be handled in the space allotted. Fair had a 10-cent gate and patrons came out in large numbers, but they spent little. Free acts were furnished by the Gus Sun Agency. Captain Jack Perry joined with his high fire dive, and shows made an early tear-down Saturday night after three days of rain and it required a large caterpillar tractor to pull the trucks off the lot. H. W. SMITH.

## Crafts

(Motorized)

Bakersfield, Calif. Week ended August 6. Location, 19th and Union streets. Weather, good, hot. Business, good.

The 167-mile move here was made with only a few minor troubles and all was on the lot early Monday afternoon. Although it was the shows' second time in here, all did good business. Karl Miller's Parisienne Follies again topped the midway, with Ed Kanthe's Athletic Show second. Cyclone Curtis' Wall of Death, Miller's Society Circus and the Circus Side Show also did well. Auto Skooter was best among rides. A party was tendered Baby Billie Farley, who completed his first anniversary on the show. Mr. and Mrs. Elmer Hanscom entertained visitors from Santa Barbara, and a stork shower was given Mrs. Victor Farley on Friday night. Many gifts were presented her. Owner O. N. Crafts left by plane for the bay district on a visit to the Golden State Shows. General Manager Roy Ludington was busy entertaining city officials. Spot Ragland left for a visit to Vancouver, B. C.

Merced, Calif. Week ended July 30. Location, railroad lot at city limits. Weather, good. Business, fair.

Move from Modesto, Calif., was made in good time, and all trucks were on the lot by 8 a.m. Monday. Highlight of the week was the annual picnic of the shows, sponsored by Ragland and Korte, at Lake Yosemite, about eight miles from Merced. Entire personnel,

with few exceptions, attended and swimming, boating, fishing and games were the order of the day. A large barbecue dinner was served at 4 p.m. Picnic also was the scene of the annual birthday anniversary party of Roberta Babbette Korte and Edna Kanthe. Both received many gifts. O. N. Crafts came in by plane and surprised all by arriving in time for the dinner. Although fair, business dropped about 20 per cent from last year. Karl Miller's Parisienne Follies topped the shows, with Cyclone Curtis' Motordrome next. Mr. and Mrs. Ben Dobbert visited briefly Saturday night.

FAY RIDENOUR.

## Western States

Ogallala, Neb. August 16-19. Weather, rain Friday night. Business, good.

Idea was conceived last winter by General Agent J. A. Schneck to furnish small fairs and celebrations in this section with an organized carnival, and after a survey of the five dates idea proved its worthfulness. Good business was recorded at all of them. President Kenfield and Secretary Frank Sibol co-operated, but rain spoiled Friday night. Speedy Dawkins, of Del Crouch's Wall of Death, sustained lacerations on arms and back when the frame of his motorcycle snapped during a performance here. Leo Simon, high diver, threw a scare into all when he had to be pulled from tank when he collapsed after his dive. Del Crouch purchased a new trailer and Larry Woods a new car. Mrs. Bob Mays' pop-

## Penn State

Forest City, Pa. Week ended Aug. 19. Auspices, Enterprise Hose Co. Location, Main street. Weather, fair. Business, fair. Free gate.

Move from Nicholson was made without mishap and rides and shows were ready to open Sunday afternoon. General Manager Stewart Wachter left on a booking trip thru the South. Mrs. Wachter recently purchased a new trailer. A Mickey Mouse Circus was added here. Cy Davis has the pop corn, photo gallery and High Striker, making Cy's 10th year here Committee and police co-operated. On Saturday night there were 40 fire companies from surrounding towns on hand to participate in a parade but a downpour of rain forced cancellation until the next day. Kiddie Train topped rides with the Ferris Wheel topping the midway.

Manager Wachter entertained several committees this week and his son and family spent the week-end on the shows before returning to their home in Bethlehem, Pa. Jack Akers, transportation superintendent, has the trucks in good shape and Whitey Davis has assumed his duties as ride superintendent. RAY SHARPE.

## Kaus Expo

(Baggage cars)

Fairmont, W. Va. Week ended August 19. Auspices, American Legion Post Drum Corps. Weather, good. Business, fair.

Business was slow here, although fair crowds were on the midway each night. Money seemed none too plentiful and patrons were not show-minded, with the result that most of the shows registered poor grosses. Best business was along concession row. Since this was the last still date, there was much activity painting and repairing in preparation for the first fair. Tom Percival's truck, driven by Jack Golden, had an accident on the move here when a front tire blew out. Truck left the road and damaged a gas pump, but no one was injured. Art Prestley added a penny pitch, with Vivian Snyder as agent. Mrs. J. R. Dowdy was a Pittsburg visitor and Mrs. K. Daher, of Johnstown, and a sister of the Kaus brothers and Mrs. Burns, visited. LESTER KERN.

## Hennies Bros.

(Railroad)

Great Falls, Mont. Week ended August 19. North Montana State Fair. Business, good. Weather, good.

At the end of this return engagement it was discovered that the 1938 gross was exceeded by \$300, not a large amount but a satisfactory showing. A number of newsy incidents involving both carnival and grand-stand folk included Jack Storey's attempt to make the news by biting an ape. Jack, who handles the mike for Barnes-Carruthers and Montgomery Ward & Co., visited a cage in which the Hennies Bros.' anthropoid is incarcerated and attempted to bite the animal thru the bars. An unusual accident occurred when one of Sis Dyer's honey bears clawed a lad rather badly.

Among those who attended services for the late Orville W. Hennies, inadvertently omitted from all accounts, were his brother, Everett Hennies, and Mrs. Dorothy Hennies. WALTER HALE.

## I. J. Clark

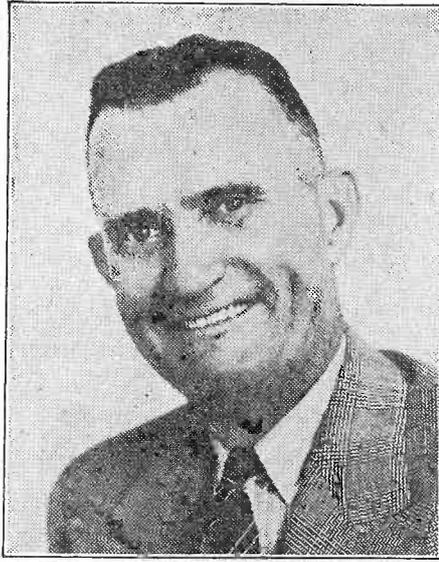
South Pittsburg, Tenn. Week ended August 19. Location, railroad lot. Weather, rain Monday. Business, fair.

Rain killed Monday night's business but good crowds prevailed Tuesday. Visitors included Blacky Oglesby and Mr. and Mrs. Waxie Moore. Slim Chambers and Brownie Clark, with one concession each, joined here. Mr. and Mrs. Marvin Smith are clicking with a nicely flashed bingo, as are Mr. and Mrs. Shin with their photo gallery. Manager I. J. Clark made a flying trip to Georgia, and Mrs. Clark is framing three new concessions. A recent arrival was Blacky Williams with a snake show. Mrs. Tom Hamilton has the cookhouse. ROBERT L. FISHER.

## Federal States

New Castle, Ky. Week ended August 19. New Castle Street Fair. Location, Courthouse Square. Weather, hot. Business, good.

Show opened Monday night to small crowds, but good spenders. Hot weather hampered day play until Saturday when everything opened early and all reported good business. Shows were the first to



HOMER GILLILAND, who has held an advance position with Hennies Bros.' Shows ever since the organization took to rails, is known to outdoor showfolk as a master of detail and his ability to bring the shows in with never a mishap or blunder. Operator of several business ventures in Dyersburg, Tenn., Gilliland's salesmanship is attested by the numerous colorful banners to be seen on the shows' light towers each week. Photo furnished by Walter Hale.

corn stand is popular and Snippy Kolb reported a banner week with cookhouse. Otis Langly is doing a good job with advance sound car and billing. Homer Kelley and wife, of Hennies Bros.' Shows, visited. Joe Marback is rebuilding his nail concession and Mrs. Benny Hyman is clicking with The Billboard sales. H. Moon is lot superintendent. Tillie Jones, niece of Owner Jack Ruback, is getting ready to leave for Texas to re-enter school. LARRY MULLINS.

## Bazinet

(Motorized)

Colfax, Wis. August 10-12. Colfax Free Fair. Weather, first day rain. Business, excellent last two days.

Capacity crowds prevailed here and spent liberally the last two days. Rain marred first day's business. Tilt-a-Whirl led the rides, while Ferris Wheel, under direction of Clarence Lanke, was second. All shows did well, with Eddie Ferris's Girlsque Revue tops, and Col. Jes Vincent's Life and Frankie Kolborn's Athletic Arena tying for second. Committee co-operated and the writer assumed the secretarial duties in addition to his special agent chores here. George Childs is operating a grab stand and Ralph Glass has been appointed manager of the cookhouse. Jimmy Harrison's bingo game was popular. RAY WORTZMAN.

play here in 13 years and city and county officials co-operated. Princess Olga visited with many friends from Eminence, Ky., and her Ferris Wheel continued to click. George Davenport has the Chairplane and Sam Housman joined with a ball game and grind store. Harry Markham came on with a slum store.

**West Point, Ky. Week ended August 12. Auspices, City Booster Club. Location, Barnett lot. Weather, fair. Business, good.**

Stand was one of the best this season and shows were the first inside the city limits in 10 years. Rides and shows did well all week, with concessions reporting satisfactory business. Captain Kettles joined with his Circus Side Show and Terrible Swede Lee has assumed management of the Athletic Show. Curley Newband's Girl Shows continue to click and June Inman joined with a bingo layout. Jack Duncan was here for the week with two concessions, as was Jim Braden. Management purchased a Chairplane and a truck here. Mr. and Mrs. J. Harry Six visited from Louisville, where the former is receiving treatment from an eye specialist. **DANNY JONES.**

**HEART OF AMERICA**

(Continued from page 41)  
to the New York World's Fair. Brother Frank Ryan carded from Seattle that he and Mrs. Ryan, accompanied by Mr. and Mrs. Davis, are having a good time on the West Coast and are headed for the Golden Gate International Exposition, San Francisco. Mickey Wilson, who has been in the East, is headed west to play fairs.

Phil Little, accompanied by Floyd Shaenkle, of the Fairly & Little Shows, visited while en route to the Sedalia (Mo.) Fair. Flash Homan, of All-Ameri-

can Shows, came in on business. Brother Larry Hogan, general agent Hennies Bros' Shows, came in from Great Falls, Mont., to attend Brother Orville Hennies' funeral but arrived too late. Brother Bond left to join Brother Roy Marr, concessioner with the All-American Shows. Brother Sam Zimmerman is playing picnics and celebrations in this section and Brother George Hawk has several concessions at the Sedalia Fair. Brother Glenn Hyder and wife card they are on the West Coast. Brother George Pugh is still in the city. Brother Jimmy Morrisey, of Baker-Lockwood Co., is spending a two-week vacation with his family at Fox Lake.

Brother J. F. Rodabough, chaplain and executive of Baker-Lockwood Co., is in the East on business. Brother Frank Capp has been busy entertaining and being entertained by troupers. Ed Ward, manager of Ed Ward's Comedians, visited and Frank took him on several drives in his new Studebaker.

**Ladies' Auxiliary**

Hattie Howk, who is acting secretary in the absence of Elizabeth Yearout, is beginning to receive dues which are payable September 1. Ruth Martone, entertainment committee chairwoman, is planning a get-together of members who are in town. Ruth Ann Levin, first vice-president, moved into her new home across the street from the clubrooms. Mrs. Myrtle Duncan, chaplain, is on the ticket box of the Merry-Go-Round on the Gayway Shows. Margaret Haney, former president, was seen celebrating her birthday anniversary on the lot selling tickets. Hattie Howk celebrated hers on August 4 and received numerous gifts. Mrs. Emma Riley, mother-in-law of Toots Riley, was reported on the sick list. Helen Brainerd Smith has returned from the West Coast.

**NATIONAL SHOWMEN'S**

(Continued from page 41)  
ing else. It will contain, in this column, full particulars of the World's Fair benefit, who will be there, when it is to be held and "X will mark the spot." Executive Secretary John M. Liddy attended the preview of the Sidney Franklin synthetic version of the bullfight Wednesday at the World's Fair. Ray H. Leason, directing the publicity for the Malden Post Legion Band of New England, a 60-piece junior band organization, has arranged for its appearance at the New York World's Fair during the week of August 28.

It was with the deepest sympathy that a notice was posted on the bulletin board in the N. S. A. clubrooms noting the passing of Brother Harry C. Baker, one of the most esteemed and influential members of the National Showmen's Association. Brief mention is made since full details are carried in another section of this issue of The Billboard.

Has anybody here seen KELLY? K-E Double L Y. John is understood to be busy with a show, but unlike himself has forgotten to send details of his activities. Ike Weinberg is back in New York arranging for his fall business. Brother Nathan is still in Myrtle Beach, Milford, Conn., but will join Ike for the fair circuit.

Birthday greetings to Charles Carlos, Arnold Beebe, Jack Murphy, August 23; Barney Cunningham, August 24; Ben Weiss, Charles K. Keller Jr., August 25; Ben Barth, Max Alex, Paul Botwin, August 27; Murray Polans, C. F. Lauterbach, Judge Abraham Lieberman, August 28; Al A. Crane, August 29; A. J. Kessler, August 30.

**Ladies' Auxiliary**

Club was happy to hear from Vera LaBrequé, who is visiting her mother in London. Also glad to hear from Georgia Brown. Joe McKee, Palisades Park, came thru this week with three more applications for membership, Marge Beck, Catherine Mannion and Lilla Cramer. Secretary Anita Goldie, her dad, Johnny Pineapple, and Mrs. Bob White visited Hamid's Million-Dollar Pier at Atlantic City.

**PACIFIC COAST**

(Continued from page 41)  
the Home-Coming Night, which will be followed by Hilarity Costume Night five days later on November 20. Brother Charlie Haley's committee held another meeting and is preparing to announce a number of additional awards at the first September meeting on the 11th. Sick committee's report of Pat Shanley's sudden collapse at the Hollywood Plaza Hotel shocked members. Brother Charles Guberman is improving and able to leave his apartment occasionally. Chaplain

**POPCORN**

Buy your popcorn supplies from concessionaires' headquarters. We have a complete line of Popcorn, Bags, Cartons, Cones, Seasoning; in fact, everything you need at prices that will save you money. Immediate shipment, top quality products and lowest prices have made GOLD MEDAL the leader in its field. Send for your price list today.

**GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, O.**

**C. W. NAILL SHOWS**

Want to book beginning at Winnsboro, La., Sept. 11 and for the rest of the season: SHOWS: Pit Show, Illusion, Working World neatly framed, Snake Show, Fat Girl or Midget Show. Want Trumpet Player and one fast-stopping Chorus Girl for Minstrel. Will book Octopus, Roll-o-Plane or Loop-o-Plane. Will get some real money in these spots. Concessions: Want neatly framed Cookhouse that caters to show-folks. Also want to book all kinds of Stock Concessions, as am booking two of a kind beginning at Winnsboro: Want Knife Rack, Cane Rack, Candy Floss, Bowling Alley or any Legitimate Concession that puts out stock. People wanting to play money spots, get in touch with me at once. Write or wire El Dorado, Ark., auspices VFW; Winnsboro, La., P-T. A., Sept. 11; Lake Providence, La., American Legion, Sept. 18; Jonesboro, La., Jackson Parish Fair, Sept. 25; Olla, La., North Central La. Fair, Oct. 2; Ruston, La., Lincoln Parish Fair, Oct. 9. Address C. W. NAILL, NAILL SHOWS, El Dorado, Ark.

**PENNSYLVANIA'S LARGEST CELEBRATION AND STREET FAIR, SUNBURY, PA.**

**100 Anniversary Penn Premier Shows Want 100 Anniversary**  
Concessions of All Kind. Everything open, no exclusives. Come on. SHOWS: Can use any kind of Grind Shows. RIDES: Chair-o-Plane or any Flat Ride; have all others. This is a chance for your Winter bank roll. Firemen's parades and events every day. Address all mail to LLOYD SERFASS, Gen. Mgr., care Gen. Del., Dubois town, Pa. Plenty of other real spots to follow. List on request. Promoters, save stamps. Out until October.

**James E. Strates Shows, Inc.**

WANTS Comedian and 3 Chorus Girls for Minstrel Show; office guarantees salaries. Choc Phillips wants Girls for VANITIES. Outstanding capable money-getting Grind Shows. Midget, Animal and Monkey Show. Working Acts and Freaks for Side Show. Will buy Python or book one. 11 Fairs to play Elmira, Dunkirk, Bath, N. Y.; Clearfield, Bloomsburg, York, Pa.; Charlottesville, Va.; Gastonia, N. C.; Charleston, S. C.; Savannah, Ga.; Jacksonville, Fla. Write to Elmira, N. Y., week of Aug. 28th; Dunkirk, N. Y., week of Sept. 4th.

**CHARLESTON, WEST VIRGINIA**

STATE FREE FAIR—SEPTEMBER 2-10 INCLUSIVE  
Want Legitimate Concessions of all kind except bingo. One or two Custard Stores. Don't miss this one! Eat and Drink Stands. Short and Long-Range Shooting Gallery. Can place American Palmist only. No gypsies allowed. Want experienced help on Caterpillar and other rides. Ike Wallace wants Ferris Wheel Foreman and Second Man. Address Manager Kaus.

**KAUS EXPOSITION SHOWS, INC.**

This week Pennsboro, West Va., Fair; next week, Charleston, West Va., State Fair

**MONTGOMERY COUNTY FAIR**

HATFIELD, PENN., OPENS LABOR DAY AND CONTINUES FOR SIX DAYS AND SIX NIGHTS, SEPTEMBER 4-9  
Can place Concessions of All Kinds, Grind Shows, Eats and Drinks.

**BANTLY'S ALL-AMERICAN SHOWS**

Flemington, N. J., Fair this week. P. S.: Can place two light young Colored Girls. Good salary.

**BURGETTSTOWN'S 84TH ANNUAL FAIR**

SEPTEMBER 6-7-8-9—DAY AND NIGHT

Free Acts presented Day and Night, Agriculture, Livestock, Poultry Show, Races. Want Shows and Concessions. Merchandise Wheels open. BURGETTSTOWN FAIR ASSOCIATION, Box 171, BURGETTSTOWN, PA.

**ART LEWIS SHOWS, INC.**

Account of disappointment, can place organized Minstrel Show to join immediately for long season of choice fairs. Will furnish complete outfit with beautiful front, stage, seats, piano and lights and drapes. Also want Legitimate Concessions, Grab Jobs, Scales and Novelties.

Address ART LEWIS, Gen. Mgr., Week Aug. 28, Great Galax Fair, Galax, Va. P. S.: Jimmy Simpson, contact me immediately.

**WANTED**

Concessions that work for 10c. Bowling Alley, Fishpond, String Game. Peanuts and Popcorn open, also Candy Floss. Diggers Wanted. Smitty wants Clothespin Agents. Girls for Hawaiian Show. Musicians for Minstrels, office show. Shows with Own Transportation. Plymouth, Wis. (Fair), Sept. 1-4, then Centerville, Iowa, Sept. 6-9; Iowa's biggest on the streets. Eight more Fairs and Celebrations to follow. Wire as per route.

**UNITED AMERICAN SHOWS**

**DYER'S LOTTA HOOEY**

Want several Shows with Own Outfits. Glass Show, Fat Show, Monkey Show, Working World, Pit Show open. Griddle Men, Walters, Kitcher Boy, Second Man for Rolloplane, Big Eli. We have 16 more Fairs and Celebrations to play. Book Pones, Merry-Go-Round. Address per route, DYER'S GREATER SHOWS, Wm. R. Dyer.

**CONCESSION TENTS**  
BUY FROM FACTORY SAVE  
**POWERS & CO., Inc.**  
Philadelphia, Pa. Chicago, Ill.  
Send for Concession Tent Catalog

**FUNLAND SHOWS**  
Want for Fairs  
Until November, exclusive, clean Carnival Cookhouse, Photo, Penny Arcade, American Palmist, Custard, Lead Gallery, Monkey Shows and Drome; Foreman for Wheel; sober, capable Second Agent that will post paper. Martin, Ky., this week; Garrett, Ky., next week; Corbin, Ky., Sept. 11 to 16.

**Want Gold Leaf Shows want**  
BURNSVILLE, N. CAR., FAIR THIS WEEK  
Rides: Octopus, Rolloplane, Ride-o-Funhouse, Tilt-a-Whirl, Al Bydaik, can use your three rides. Shows: Any worth-while money-getting shows; special proposition to Ten-in-One. All kinds of Legitimate Concessions. No ex. at fairs. Polkville, N. C., Sept. 18-23; Benson, N. C., Sept. 25-30; N. C. State Colored Fair, Charlotte, N. C., Oct. 2-7; Mid-State Colored Fair, Greensboro, N. C., Oct. 9-14; Reidsville, N. C., Bi-County Fair, Oct. 16-21. Three others pending. Free Fair, Spencer, N. C., on the streets, Sept. 11. P. S.: Felix Johnson, come on. Blackie Null, Roy Henderson says come on. Want Agents for Skillo and Fishpond. Want two High Acts for six weeks' work. Wire J. E. TIERNAN, Mgr., Burnsville, N. C., all this week.

**J. J. COLLEY'S SHOWS**  
WANT  
For 5 straight fairs, 1 Big Ride, Pony Train, Funhouse, Motor-drome, Mechanical Show, Want Wild West. Special proposition. Illusion, Midget, Freak Shows and Hula Shows. Want Concessions All Kinds. Sherman, wire Mack McGinnis. Address Prague, Okla.

**W. E. WEST MOTORIZED CARNIVAL**  
Want good Mechanic that is sober and reliable at all times. Dancers for Girl Shows. Coupon or Stock Store Agents. Reliable Ferris Wheel Operator and other capable Ride Help. Salaries paid. Going South for late season. Athletic Show Manager with Talent. Seward (Neb.) Fair this week, then Kansas Fairs.

**Pearson Shows Want**  
Game Concessions for Brownstown, Ill., Fair, Sept. 5 to 9; American Legion Mardi Gras on Streets, Oblong, Ill., Sept. 12 to 16. Address Industry, Illinois, Aug. 28 to 31.

# 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.

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

**AGENTS AND DISTRIBUTORS WANTED**

**AGENTS—300% PROFIT SELLING GOLD LEAF**  
Letters for Store Windows. Free samples.  
**METALLIC CO.**, 439 North Clark, Chicago. x

**AGENTS — AMAZING NEW HOUSEHOLD**  
necessity sells on sight. Every home, office,  
store a prospect for several. Write immedi-  
ately for big profit deal and exclusive territory.  
**F. B. CHARMATZ**, 407 S. Dearborn, Chicago,  
Ill. se9x

**AGENTS — PHOTOS, READERS, CARTOONS,**  
Booklets, Novelties, Snappy, spicy. 50  
Assorted Samples and Catalog, \$1.00. **DELUXE**,  
Box 416, Oaklawn, Ill.

**ATTENTION, SUBSCRIPTION SALESPERSON—**  
If you work east of Rockies and north of  
Mason-Dixon line, write for proposition.  
**AMERICAN POULTRY JOURNAL**, 538 S. Clark,  
Chicago. x

**BIG MONEY APPLYING INITIALS ON AUTO-**  
mobiles. Write immediately for particulars  
and free samples. **AMERICAN LETTER COM-**  
**PANY**, Dept. 20, Dunellen, N. J. x

**BIG MONEY TAKING ORDERS—SHIRTS, TIES,**  
Hosiery, Underwear, Pants, Jackets, Rain-  
coats, Uniforms, etc. Sales equipment free.  
Experience unnecessary. **NIMROD**, 4922-A  
Lincoln, Chicago. x

**CHRISTMAS CARDS — MAKE BIG EXTRA**  
money selling America's finest assortment.  
Write quick for samples. **ROBINSON CARDS**,  
537 Orange, Clinton, Mass.

**DRESSES, 10c; SUITS, \$1.50; COATS, 50c;**  
Shirts, 15c. Many other low-priced bargains.  
Catalogue free. **FAIRMOUNT**, 162-B Monroe,  
New York. se16

**EXCEPTIONAL OPPORTUNITY IN OPEN TER-**  
ritory—Get paid for all business in your dis-  
trict as our factory representative calling on  
radio and auto trade with Dual Remote Con-  
trols. Write **DUAL REMOTE CONTROL CO.,**  
**INC.**, 31776 W. Warren, Wayne, Mich.

**LET ME SHOW YOU HOW TO MAKE 900%**  
profit selling my wonderful new folio by mail.  
Double knockout. Free circular. **THE BETTER**  
**PRODUCTS CO.**, Potsdam, N. Y. se9x

**LORD'S PRAYER, TEN COMMANDMENTS,**  
Crucifixion on U. S. Pennies (not slugs).  
Individually carded, \$4.50 gross; Samples, 50c  
dozen. **PERKINS**, 1109 Lawrence, Chicago.

**MEXICAN JUMPING BEANS — THE MOST**  
original curiosity in the world. They attract  
universal attention. **JOAQUIN HERNANDEZ**,  
Exporter, Alamos, Sonora, Mexico. se2x

**LORD'S PRAYER ON REAL PENNIES — THE**  
real thing for less, \$2.50 hundred, carded.  
**WAY NOV. CO.**, 4446 Third, Detroit, Mich.

**RESURRECTION PLANTS — LARGE SIZES,**  
\$1.50 100 postpaid; \$8.00 1,000. Charges  
collect. **EL PASO CACTUS & CURIO CO.**, 3408  
Bisbee, El Paso, Tex. se2x

**RESURRECTION PLANT—UNIQUE NOVELTY,**  
miracle of nature. Costs below 2c; sells for  
25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New  
Mexico. se2x

**RUST REMOVER—DOES ITS WORK QUICKLY**  
and easily. Every automobile owner a pro-  
spective customer. The only Metal Polisher like  
it. Big profit for sellers. Send 25c for gener-  
ous sample. **SCIENTIFIC CHEMICAL PRO-**  
**DUCTS**, 642 East 14th St., New York.

**SALESMEN, CREW MANAGERS—MAKE YOUR**  
own goods for 2c a gallon, sell at 25c a pint.  
Demonstrates quickly and convincingly. Gives  
entire satisfaction and repeats. Sample for  
stamp. **VEACH CHEMICAL WORKS**, Palestine,  
W. Va.

**SELL BY MAIL — FORMULAS, BOOKS, PIC-**  
tures, Novelties, Signs, bargains! Big profits.  
Particulars free. **F. ELFCO**, 438 North Wells  
St., Chicago. tfnx

**SELL NEW AND USED CLOTHING FROM HOME,**  
auto or store. Men's Suits, 96c; Shoes, 8 1/2c  
Pair; Dresses, 21c. Hundreds Big Bargains.  
Catalog Free. **S&N**, 440-C East 31st, Chicago.  
se30x

**SENSATIONAL FACTORY OUTLET SALE ON**  
new portable Amplifiers; \$116.00 value,  
\$42.50, complete with Crystal Lapel or Stand  
Microphone, Two-Speakers, Carrying Case.  
**VAN SICKLE RADIO SUPPLY CO.**, 34 W. Ohio  
St., Indianapolis, Ind.

**SILVER LITE SIGNS SELL TO EVERY KIND OF**  
Business. Costs 5c, sells for 25c. **BUTTEN-**  
**WORTH**, 93 Charlotte, Detroit, Mich.

**TREMENDOUS SALES APPEAL—VAST MAR-**  
ket. Fair profit in Mermaid Ash Tray. New  
Novelty Winner. Sample, 35c; six for \$1.40.  
**ALBERT McCOLDRICK**, Mansfield, Mass.

**UP TO 300% PROFIT SELLING NEW AND**  
Used Clothing from home, auto or store.  
Everything furnished. Bargain catalog Free.  
**ROOSEVELT MERCANTILE**, 566-A Roosevelt,  
Chicago. x

**WHERE TO BUY AT WHOLESALE 500,000**  
Articles. Free Directory and other valuable  
information. **MAYWOOD B. PUBLISHERS**, 1107  
Broadway, New York. se2x

**YOU TAKE ALL PROFITS WITH THIS AMAZ-**  
ing Stain Remover—Cleans and moth proofs  
fabrics, leather, etc. Minute demonstration.  
Make and sell yourself. Simple mixing process.  
Tremendous seller. Complete instructions, only  
\$1.00. **SELECT SERVICE BUREAU 12**, P. O.  
Box 11, Kensington Station, Buffalo, N. Y. se9x

**107 WAYS TO MAKE MONEY IN HOME OR**  
Office. Business of your own. Full par-  
ticulars free. **ELITE**, 214 Grand St., New York.  
ce2x

**ANIMALS, BIRDS AND PETS**

**ALLIGATORS, SNAKES, LIZARDS, TURTLES—**  
10 Large Assorted Harmless Snakes, \$10.00.  
Price List. **ROSS ALLEN**, Silver Springs, Fla.  
Wire via Ocala. se16

**ANIMALS, SNAKES, DRAGONS, GILA MON-**  
sters, Monkeys, Giant Horned Toads, Parra-  
keets for Concessions; also, Mexican Jumping  
Beans. **SNAKE KING**, Brownsville, Tex. se16x

**CHIMPANZEES—ALL AGES. BABOONS, \$25**  
each; Mangubees, \$15; Cercopathecae Tale-  
pion, very rare, \$75. **BIDDLE**, 7571 Ridge Ave.,  
Philadelphia, Pa. se16x

**CHIMPANZEES—MALES AND FEMALES, LOW-**  
est prices; Baboons, \$25.00; Magamby, \$15.00.  
**BIDDLE'S CHICKERIES**, 7571 Ridge  
Ave., Philadelphia, Pa. se23

**DENS—LARGE ASSORTED SNAKES, \$10.00**  
and \$15.00; Large Diamondback Rattlers,  
\$5.00; 7, 8-ft. alligators, \$15.00. **EL CHICO**,  
St. Stephen, S. C. x

**GIBBONS—JAVAS, WOOLLYS, RINGTAILS,**  
Pigtail Macaque Monkeys; Marmosettes, Sun  
Bears, Pythons, Boas, Caimans, Tortoises,  
Monitor and Tegu Lizards. Birds of all kinds.  
Write for List. **BIRD EXCHANGE**, Box 7, Bell,  
Calif. se23

**LIVE ARMADILLOS — EACH, \$2.00; PAIR,**  
\$3.50; Family Five, \$7.50. Good feeders, all  
sizes. Prompt delivery. **ARMADILLO FARM**,  
Comfort, Tex. se9x

**PLENTY SNAKES, HORNED TOADS, ALLIGA-**  
tors, Iguanas, Gila Monsters, Armadillos,  
Dragons, Agoutis, Monkeys, Coatimundis,  
Prairie Dogs, Puma Cubs, Leopard Cubs, African  
Lion Cubs, Ocelots, Peafowl, Parakeets, Racing  
Terrapins, Dancing Mice, Guinea Pigs. Wire  
**OTTO MARTIN LOCKE**, New Braunfels, Tex.  
se30x

**PORTABLE ZOO, COMPLETE, OVER 400 LIV-**  
ing Creatures—Animals, Birds and Reptiles,  
cages, pens, etc., sectional; including one-year  
lease, best park in State, no competition,  
\$1,500.00, bargain. **P. O. BOX 441**, Lexington,  
Ky.

**SPECIAL PRICE IN BEAUTIFUL YOUNG MON-**  
keys for Pits—Spider, Rhesus, Java Grey,  
West African Green, Mona, any, \$15.00 each;  
Six or more, \$12.50 each. Ringtail, Sooty  
Mangabey Monkeys, \$20.00 each; Armadillos,  
\$2.00; Snookum Bears, \$15.00 each.  
**NATIONAL PRODUCTS CO.**, Laredo, Tex.

**WRITE FOR OUR REDUCED PRICE LISTS—**  
They cover the Animal Kingdom. **MEEMS**  
**BROS. & WARD, INC.**, Oceanside, N. Y. Direct  
importers from all over the world. x

**BOOKS, CARTOONS, INSTRUCTIONS, PLANS**

**CARTOON LIBRARY—SIX DIFFERENT SNAP-**  
py Booklets, 25c postpaid; Dozen Sets, \$2.  
Price List Free. **LAPLACA**, 555 Liberty Ave.,  
Brooklyn, N. Y. x

**LEARN VENTRILOQUISM BY MAIL—SMALL**  
Cost; 3c stamp brings particulars. **M. C.**  
**SMITH**, Room 761, 801 Bigelow, Peoria, Ill. sex

**YOU CAN ENTERTAIN FOR ALL OCCASIONS**  
with our Trick Drawings and Rag Pictures.  
Catalog 10c. **BALDA ART SERVICE**, Oshkosh,  
Wis. se2x

**BUSINESS OPPORTUNITIES**

**AM RETIRING FROM BUSINESS—SELLING**  
full line well-known Kimberly Stone Rings,  
Chromium. Will sacrifice. **LEVIN**, 6350 Wayne  
Ave., Chicago.

**CORN POPPERS, GEARED KETTLES, GRIDDLE**  
Stoves, Lanterns, Burners, Tanks, Tubing, Re-  
pairs. Lowest prices. **IOWA LIGHT CO.**, 111  
Locust, Des Moines, Ia. se2x

**GASOLINE BURNERS, PRESSURE TANKS, CORN**  
Poppers, Giant Geared Aluminum Popping  
Kettles, Caramelcorn equipment. Lowest whole-  
sale prices. **NORTHSIDE MFG.**, 1925 10th,  
Des Moines, Ia. se2x

**MAIL ORDER PLANS—100 OF THE LIVEST,**  
Cleverest Ideas on the market today. Legiti-  
mate, practical. Descriptive circular Free.  
**BOX 45**, Paola, Kan.

**PITCHMEN! SOLICITORS! — MAKE EXTRA**  
money with new Stamping Outfit. Stamp  
Checks, Plates, Fobs. Catalog 69-B free.  
**C. H. HANSON**, 303 W. Erie, Chicago. x

**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 Bill-  
board.

**A-1 EQUIPMENT—MILLS DIALS, \$12.00;**  
Pack Shop, \$9.50; Mills Dancemasters,  
\$15.00; Rock-Ola Imperial-Wurlitzer 616s,  
\$85.00; Hollywood Rifle, \$29.00; Rolletto  
Senior, make offer. Will accept trades.  
**SEIDEN DISTRIBUTING**, Broadway, Albany,  
N. Y.

**BALLY PACEMAKERS (5)—LIKE NEW,**  
\$124.50 each. One-third deposit with order.  
**STAR SALES COMPANY**, 108 W. Hill Ave.,  
Valdosta, Ga.

**EIGHT BUCKLEY TREASURE ISLAND DIG-**  
gers—Fully stocked, Vest Pockets, Gingers,  
DeLuxe Cent-a-Packs, all cheap. **DOWNS**,  
1200 Madeline Place, Ft. Worth, Tex.

**FORTY WURLITZER PHONOGRAPHS, EXCEL-**  
lent Condition — 616s, sixteen records,  
\$87.50; 412s, twelve records, illuminated grills,  
\$50.00; 312s, twelve records, slot guides,  
\$45.00; P-400, twelve records, \$40.00; P-12s,  
twelve records, light up grills, \$39.50. Third  
cash, balance C. O. D. Thirty thousand Used  
Records, \$2.50 a hundred, cash. **C. L. WHITE-**  
**HEAD**, 1205 Market, Wilmington, N. C. se2x

**LIBERTYS, NATURALS, GUN CLUBS, GENCO**  
Fairs (Free Play), \$45.00; Lightnings, Re-  
gattas, Ritz, World's Fairs, Fleets, \$10.00;  
Merchantman Diggers, \$15.00; Penny Packs  
(Coin Divider), \$13.50; Tallys, Twenty-One  
Venders, \$7.50; Zephyr, \$8.00; Reel Spots,  
Bell Slides, Reel "21", \$3.50; Mills Dials,  
\$15.00; Pace Bantam Slots, \$8.00. 1/3 Cer-  
tified Deposit. **MILLER VENDING CO.**, 615  
Lyon, Grand Rapids, Mich. x

**MILLS SINGLE SAFE CABINETS, \$14.50; FAIR-**  
grounds, \$22.50; Sport Pages, \$52.50; Derby  
Kings, \$59.50; Slots, Stands, etc. **TOLEDO**  
**COIN MACHINE EX.**, 1823 Adams, Toledo, O.

**ODD BALL, \$12.50; SIDE KICK, LIGHTNING,**  
Bally View, \$17.50 each; Jitterbug, Zip,  
Paramount, Regatta, Review, Request, \$15.00  
each; Bally Royal, \$32.50; Cargo, Jungle, Palm  
Springs, Carnival, \$10.00 each; World Fair,  
Thunderbolt, Buttons, Midway, Stop-Go,  
\$19.50 each; Major, \$39.50; Miami, \$35.00;  
Bambino, \$22.50; Vest Pockets, \$35.00; Bally  
Number Counter Game, \$12.50. Free Games  
of All Kinds. Latest Models. Write for List.  
Send 1/3 deposit with order. **LEHIGH SPE-**  
**CIALTY**, Second & Green, Philadelphia, Pa. x

**ROUTES, MAKING MONEY—18 DIGGERS WITH**  
Merchandise, \$3,000.00; 43 Scales, Watling  
Late Model, \$3,500.00; 70 Slots, Late Models,  
\$6,000.00. Owner quitting, have other busi-  
ness. Write **DIXIE SALES, INC.**, New Orleans,  
La. se9x

**SNACKS 1c BULK VENDORS (50)—IN A-1**  
condition, late models with Dummy Fronts,  
\$10.00 each; Stands, \$1.50 each. **WILLARD**  
**SALES**, 4842 Warner Ave., Chicago, Ill.

**SPECIAL—TWO EVANS GALLOPING DOMI-**  
noes, old style head, \$40.00 each; One  
Jennings Derby Day, \$20.00; Two Mills 5c  
Brownies, used six weeks, \$50.00 each. 1/3  
deposit. **ROBT. CURRY**, Box 37, Morrilstown,  
Ohio.

**TEN CAILLE LOWTYPE PENNY SCALES—IN-**  
laid tile base, very attractive, \$25.00 each.  
Half deposit. **CLEVELAND COIN**, 2021-5  
Prospect, Cleveland, O.

**WANT—TWO POUND PEANUT VENDEX,**  
also Booth Model 33 Northwesterns. Write  
description, condition and best price. **ALEX-**  
**ANDER SALES COMPANY**, 1438 South James-  
town, Tulsa, Okla.

**WANTED—TWO HUNDRED SLOTS. SILVER**  
Chiefs, Cherry Bells, Pace, Watling Treasures  
1c, 5c, 25c, and Victrolas only. **C. & N. SALES**  
**COMPANY**, 817 Poydras St., New Orleans, La.

**5/8" BALL GUM, FACTORY FRESH, 11c BOX;**  
Tab, Stick, Midget Chicks, every Vending  
Gum. **AMERICAN CHEWING**, Mt. Pleasant,  
Newark, N. J. se2x

**WANTED — LATE MODEL COUNTER GAMES,**  
Slots, Phonographs, Pay Tables and Novelty  
Games. State your price and quantities in first  
typewritten letter. **GRAND NATIONAL SALES**  
**CO.**, 2304 W. Armitage Ave., Chicago, Ill. se23

**500 1c SNACKS THREE COMPARTMENT VEND-**  
ors, like new, equipped with latest ad-  
juster for merchandise compartment, \$11.95  
each; 25 or more, \$10.95 each. **BUREL & CO.,**  
**INC.**, 679 Orleans, Chicago. tf

**8 DELUXE 7-COLUMN GORETTA CIGARETTE**  
Venders with streamline Cabinet Bases—  
Very attractive, \$22.50 each; 12 Six-Column  
Cigarette Venders, \$8.50 each. Half deposit.  
**CLEVELAND COIN**, 2021-5 Prospect, Clevel-  
land, O.

**25 PENNY WEIGHT SCALES—SLIGHTLY USED,**  
sacrifice for \$30.00 each. 1/3 deposit, bal-  
ance C. O. D. **J. TRUSCIO**, 500 Main, New  
Britain, Conn.

**50 AUTOSTORE 1c FOUR-COMPARTMENT**  
Venders — Like new, \$8.50 each; 25  
Eveready Penny Four-Compartment Venders,  
very clean, \$6.00 each. Half deposit, **CLEVE-**  
**LAND COIN**, 2021-5 Prospect, Cleveland, O. x

**COSTUMES, UNIFORMS, WARDROBE**

**BEAUTIFUL SILVERY CYKE, \$50.00. MIN-**  
strels, Cellophane Hulas, Red Caps, Coats,  
Scenery, Curtains, Chorus Costumes, Orchestra  
Coats, Jackets. **WALLACE**, 2416 No. Halsted,  
Chicago.

**EVERYTHING FOR PLAYS, ENTERTAIN-**  
ments, Displays, for rent or made to order.  
Write **THE COSTUMER**, 238 State St., Sche-  
nectady, N. Y.

**FORMULAS**

**EXPERT ANALYSIS, RESEARCH, INDUSTRIAL**  
Development, Newest Guaranteed Formulas.  
Biggest catalog free. Nominal prices. **GIB-**  
**SON LABORATORY**, Chemists, BH-1142  
Sunnyside, Chicago. tfx

**PITCHMEN'S 900-PAGE BIBLE—CONTAINS**  
10,000 Formulas, 162,000 Recipes, Facts,  
Trade Secrets, Tips. Make most anything.  
\$1.50 postpaid. Satisfaction guaranteed. Par-  
ticulars 3c stamp. **ADAMS-BROWNS COM-**  
**PANY**, Chestnut Hill, Mass. x

**FOR SALE—SECOND-HAND GOODS**

**ALL TYPES REBUILT POPCORN MACHINES—**  
Guaranteed. Heavy aluminum geared pop-  
ping kettles, \$7.50 each. **CARMEL KORN**  
**EQUIPMENT**, 122 S. Halsted, Chicago.

**COMPLETE CUSTARD OUTFIT — CAR, DUAL**  
wheeled trailer, new type Eze-Freeze, bargain.  
**CONRAD BROS.**, Scioto St., Urbana, O.

**CONEY RACE, \$350.00, IN GOOD CONDI-**  
tion. Sure money maker at Fairs, Carnivals,  
Picnics. **HUGO LUKKARILA**, 1305 Walnut  
Blvd., Ashtabula, O.

**CORN POPPERS—FEARLESS, ALL ELECTRICS,**  
giant geared popping kettles, caramelcorn  
equipment. Get our prices first. **NORTHSIDE**  
**CO.**, 1925 10th, Des Moines, Ia. no4x

**FOR SALE—PORTABLE SKATING RINK, NOW**  
operating, 50x110, 160 Pair Skates. Nine  
months old. Terms. **BOX C-265**, Billboard,  
Cincinnati, O.

**KARMELEKORN OUTFIT — CANDY PULLER.**  
Complete Candy Plant. All-Electric Auto-  
matic Popper, Slicing Machine, Lighting Plant.  
**ANCHOR**, 1045 Abbott, Detroit, Mich.

**LARGE EIGHT-FOOT WORLD'S FAIR MODEL—**  
Star All-Electric Double Poppers Pop Corn  
machine, good condition, two hundred cash.  
**C. P. STUMPFIC**, Geauga Lake (Park), Ohio.

**POPCORN, POTATO CHIP, CRISPETTE, CARA-**  
mel Popcorn, Cheese Coated Popcorn Ma-  
chines. **LONG EAKINS CO.**, 1976 High St.,  
Springfield, O. oc21x

**POPPER—KINGERY MONEL METAL, WITH**  
Motor, \$60.00; Caramel Popcorn Kettle,  
\$8.00; Caramel Popcorn Furnace, \$10.00.  
**CHAS. MACK**, Box 933, Springfield, O. se16

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**ATTRACTIVE BALL - THROWING GAMES —**  
Bottles, Cats, Dolls, Kids, Tenspins. Com-  
plete Portable Outfits and Supplies. **LaMANCE**,  
782 Marion, S. E., Atlanta, Ga.

**BALLROOM AND STAGE LIGHTING EFFECTS**  
—Crystal Showers, Spotlights, etc., for the  
Night Club. **NEWTON**, 253 W. 14th St., New  
York. x

**CIGARETTE GALLERY—8 FT. FRONT, COM-**  
plete with Guns and Trunk, \$25.00. Evans  
Jumbo Dice Wheel, 60 inches, glass and silver  
trim, with case, \$80.00. Two Anchor Tops  
with Ten by Twelve Concession Frames, used  
one season, \$35.00 each. Two open 12-ft.  
Square Frames with new "Powers" make Flies  
extending two feet over each side, used ten  
weeks, \$22.00 each. One Rott Red and Black  
Merchandise-Type Wheel, with Case, \$7.00.  
One 8 by 10 Concession Top with Frame, used  
two seasons, \$20.00; 500-foot No. 2 Braided  
Rubber-Covered Cable, used ten weeks, \$20.00.  
One 200 Amp. Fuse Box, like new, \$6.00. 1933  
Chevrolet Truck, 12-foot Rack Body, Dual  
Wheels, good condition throughout, \$185.00.  
All above equipment stored Rutland, Vt. Ad-  
dress **V. C. CASTETTER**, 26 Williams St., Rut-  
land, Vt. x

**ELI WHEEL SEATS—LIKE NEW, IN CRATES,**  
cheap. 146 Duplex Organ, like new, cheap.  
**COLSON**, 180 Woodbine St., Brooklyn, N. Y.

**FOR SALE — 16 AND 24-SEAT ADULTS'**  
Chairplanes. Complete with motors, fence,  
ticket box. **CALVIN GRUNER**, Pinckneyville,  
Ill. se9x

**FOR SALE — HEY DEY, LOOP-O-PLANE,**  
cheap; also half interest in Spillman Auto  
Speedway and Standard Rolo Plane. Both  
good as new. Address **GEO. LUCAS**, c/o Marks  
Shows, Roanoke, Va.

**FOR SALE—RO-LO FUN HOUSE, 1938, PORTA-**  
ble, complete, with Sound System, perfect  
condition. **A. M. BAKERMAN**, 77 Highland  
Blvd., Keansburg, N. J.

**LONG RANGE EVANS SHOOTING GALLERY**  
built into truck with all accessories. Most  
complete outfit of its kind on the road. Will  
sacrifice. Can be seen Kentucky State Fair,  
September 11-16. **BOX C-260**, Billboard, Cin-  
cinnati.

**ONE MECHANICAL SHOW, COMPLETE, \$40.00.**  
1/2 down. 2 dandy Mache Freaks, \$15.00;  
Mechanical Show on trailer, \$90.00. **P. H.**  
**AUSTIN**, 1708 2d, Kearney, Neb.

**PEEPHOLE REDUCING LENSES—GIVES FULL**  
vision in small space. Measures 6x5 inches.  
Covers a wide angle of view. Only \$1.00 each.  
Hurry! **CHICAGO SALVAGE**, 509 So. State St.,  
Chicago. se23x

**POWERFUL P-A SYSTEM, \$35.00; J. P. PENNY**  
Pitch, \$4.00; other Carnival Games, bargain.  
List for stamp. **KENNEL'S**, U. Sta., Fayette-  
ville, Ark.

**3 KIDDY RIDES—10 CAR AUTO-ENGINES, 6**  
Car Horse and Buggy, 5 Crib Zeppelins, now  
running. Perfect condition. Very reasonable.  
**LARKIN**, 551 Surf Ave., Coney Island, N. Y.

**HELP WANTED**

**CALLIOPE PLAYER—MUST PLAY LATE HITS,**  
Man, Woman. Long contract. State lowest  
salary. Write **HERBERT SAIER**, 1325 Spaight,  
Madison, Wis.

**FILIPINO MAGICIAN AND ENTERTAINERS—**  
Also organized Dance Band. Mechanic or  
Electrician who drives truck. Address **MARCE**  
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tertaining Orchestra. Explain all in first let-  
ter. **LOMBARD REST**, Bridgeport, Conn.

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**LARGE PROFESSIONAL MAGIC CATALOGUE,**  
25c. **MAX HOLDEN**, 220 W. 42d St., New  
York City. se30x

**Show Family Album**



**MEMBERS of the Bob Demorest Stock Co. are shown here "going to town" on watermelon on a hot July afternoon in Johnson City, Tenn., season of 1921. Left to right are Seabee Hayworth, now operating his own tent show; Bob Demorest, now in the banking business in Stark, Fla.; Mr. and Mrs. Joe White (deceased), who were spending the summer with their children, Clyde J. and Annabelle; Clyde J. White, agent, who now operates a service station and tourist camp in South Boston, Va.; Annabelle White (Mrs. Boyd Holloway), deceased; Jupie Stevens, Boyd Holloway; Steve Stevens, deceased.**

*The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.*

**RUSH 15c FOR TWO GIANT CATALOGUES**  
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**M. P. ACCESSORIES & FILMS**

**NOTICE**

News and display advertisements of in-  
terest to roadshowmen will be found in  
The Billboard's new film department. Look  
for "Non-Theatrical Films" in the index  
on page 3.

**ASTONISHING BARGAINS—16MM. SOUND**  
Projectors, \$145.00. Terms. Factory recon-  
ditioned. Film rented. Sold \$5.00, \$7.50  
reel. **NO. 521-E STATE THEATRE**, Pittsburgh,  
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Operators, Sound Specials — Westerns,  
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Wabash, Chicago. se16x

**BUSSA FILM EXCHANGE—OFFERING 35MM.**  
Talkies at prices you expect to pay for  
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**NEW LIST OF BARGAINS IN 16MM. FILM**  
and Equipment now available. Write today.  
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N. J.

**OPERATE ROADSHOW THEATRELESS COM-**  
munities. We Rent and Sell 16mm Sound  
Projectors and Films. **SOUTHERN VISUAL**,  
494 S. Second St., Memphis, Tenn. se16x

**WESTERNS, SPECIALS, ROADSHOWS FOR SALE**  
or rent. Special rates to circuits. Projectors  
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**35MM. SOUND FILM SALE — WESTERNS,**  
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**ENTERPRISES**, Box 23, Hagerstown, Md.

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**35MM. SOUND ON FILM—WESTERNS, AC-**  
tions. War, Gangsters and Medical. Write  
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**MUSICAL INSTRUMENTS, ACCESSORIES**

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**JO R.—WITH HELP FROM EAST FAMILY GONE**  
to Buffalo. Much trouble here. All my  
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**TRAVELERS, ATTENTION—ESTABLISH A PER-**  
manent address for your mail. Will forward  
mail as you instruct us. Reasonable rates.  
Write **HOME FORWARDING CO.**, Box 1415,  
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tising Specialties. 40% comm. Free premium  
deals. Sales portfolio free. **DAVID LIONEL**  
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**TATTOOING OUTFITS, SUPPLIES — ROCK**  
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**WATERS**, Anniston, Ala. se2x

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**CHEAP FOR CASH—70x40 TENT AND SIDE-**  
wall. Fair condition. **GEO. NEWMANN**,  
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**NEW TENTS, TARPULINS—ALL KINDS,**  
Greatly reduced prices. Saving 35% to  
50%. **MINNEAPOLIS HARNESS AND SUPPLY**,  
92 So. Robert, St. Paul, Minn.

**SIDEWALL BARGAINS — 7.68 OZ. DRILL,**  
hand roped, clean, white, good as new, 7 ft.  
high, \$18.00; 8 ft. high, \$21.00 per 100 ft.  
long. Slightly used Tents, 20x30, \$80.00;  
32x32, \$96.00; 50x80, 60x90 and others. **KERR**  
**COMPANY**, 1954 Grand Ave., Chicago. se2x

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**WINDOW CARDS—14x22, ONE COLOR, 100,**  
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**WANT TO BUY PONY HARNESS FOR FOUR,**  
Six and Eight-Pony Hitch; also Miniature  
Parade Wagons. Must be cheap. State condi-  
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**MAY**, 409 N. B. St., Ft. Smith, Ark.

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**AT LIBERTY BANDS AND ORCHESTRAS**

**DON RICARDO'S ORCHES-**  
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**NORTH DEARBORN**, Chicago. se9

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Mo.

**AT LIBERTY AUG. 30TH—MIDWEST'S OUT-**  
standing band. Eleven versatile men. Just  
finished three successful years West Coast.  
Modern, entertaining, dependable. Better lo-  
cation and hotel spots only. Contact **GOODIE**  
**GODBEY**, Gen. Del., Des Moines, Ia.

**GIRL ORCHESTRA—SEVEN PIECE, WISHES**  
location hotel, club, etc. Experience playing  
Square Dances as well as Popular Music. Non-  
union. **69 DODGE ST.**, Buffalo, N. Y.

**Additional Ads Under This Classification**  
Will Be Found on the Next Page.

**TWO-PIECE COMBO—GIRL, PIANO; MAN.** Accordion. Modern, sweet and swing. Both Singers. Class and personality. Have Midget Piano, Excelsior Accordion, P.-A. System, Fronts, Union, no habits. Make good any place. Have transportation. Go anywhere. Must give two weeks' notice. State salary. Photos on request. **MUSICIANS**, Box 711, Shingle, Calif.

**AVAILABLE SEPT. 1ST** — Well-known Mid-western Dance Band. Ten pieces, including outstanding girl vocalist. Up to minute library, styled arrangements. All necessary equipment and wardrobe. Plenty flash, pep and personality. Prefer good location but will travel if necessary. Union, references. For complete information, prices, pictures, recordings, etc., reliable manager and licensed bookers, write or wire at once, stating all in first. **BOX C-248, Billboard, Cincinnati.** se2

**AVAILABLE SEPT. 1ST**—High-class Six-Piece Band soliciting location only in the better clubs, resorts and hotels. Young and reliable, with all modern equipment, playing mostly specials. Have 2 Singers and Trio in the band. Can cut floor shows or can put on our own 1/2-hour floor show. Guarantee to sellout. Will augment if necessary. Play a total of 15 Instruments. Now on location in East. State all in first letter. All letters answered. Photo on request. **BOX C-261, care Billboard, Cincinnati, O.** se9

**AVAILABLE** — Modern Five to Six-Piece Gypsy Orchestra. One of the best. An attraction. Play good modern dance and shows. For dinner we play concert music, Hungarian, Gypsy, German, etc. We feature the Cimbalom, a Hungarian instrument, rare novelty. Costumes. Only high-class hotels, cafes, bookers. Will consider Florida for season. All union. Don't misrepresent. **PAUL IGRÉNY, 1653 Orchard, Chicago.**

**AVAILABLE SEPTEMBER 4TH**—Well organized Five-Piece Orchestra. Standard combination with numerous doubles. Special arrangements, up-to-the-minute library. Novelty, Vocals. Handle any show. Drummer experienced M. C. Have Sound System, etc. All young and neat appearing. Can augment. Finest of reliable references. Address **ORCHESTRA, Box C-264, Billboard, Cincinnati, O.**

**CHARLIE WALTERS** and His Broadway Playboys — Available after September 10th. Non-union; play sweet, swing. Collegiate type, terrific versatility. Write or wire. **CHARLIE WALTERS ORCHESTRA, 623 West 170th Street, New York City.** Will consider week-end spot!

**DON GRAVETT** and his 9-Piece Orchestra available for high-class hotels, resorts, clubs, ballrooms, or one nighters. Union musicians, young, reliable, complete library, novelties, uniforms, fronts, P. A. system. Sweet swing style. **DON GRAVETT, Box 129, Perryville, Mo.** se2

**HAMMOND ORGAN** Swing Quartette with own instrument. Instrumentation: Drums, guitar, trumpet and organ. Versatile musicians play floor shows, dance or dinner music. Just completing successful summer season one of South's finest clubs. Only high-class operators or bookers considered. Union. Air mail or wire our permanent address, **ORCHESTRA LEADER, 226 W. Tennessee, Tallahassee, Fla.**

**JACK FROST ORCHESTRA**—Sensational well-known combination of eight artists desires one nighters, week-ends or location beginning September 1st. Neat, Young Reliable. Union. Playing Swing, Sweet, Hot. Prefer ballrooms, restaurants, hotels in North Carolina, Virginia, Maryland, Pennsylvania. No agents. State proposition. Wire, write **ISADOR BLOOMBERG, Box 484, Hagerstown, Md.** se2

**MODERN FOUR-PIECE UNIT**—Now at seashore hotel in East. Music fronts, uniforms, P.-A. System. Clean-cut, congenial. Can augment; will give audition. Available Sept. 4. **A. THOMAS, 26 Bass Ave., Gloucester, Mass.**

**MODERN FIVE-PIECE UNIT**—Now playing well-known hotel in East. Uniformed, music fronts, P.-A. System. Clean-cut, reliable; will give audition. Available Sept. 4. **M. O'MALLEY, 58 Washington St., Gloucester, Mass.**

**NOW AVAILABLE**—Snuffy Davis and Orchestra. Six Men and Girl Vocalist. Ideal for hotel or night club. **584 FRANKLIN, Columbus, O.**

**RECOGNIZED NINE-PIECE ORCHESTRA**—Available September 10th. Now playing one of Lake Erie's most exclusive resorts. Organized three years and featured in prominent Hotels, Cafes, Ballrooms throughout United States. Nine young, neat appearing, well-uniformed Union Musicians, guaranteed to "click" anyplace. Numerous Doubles, Vocals and Entertaining Numbers. Have racks, amplifier, reliable transportation. Location preferred, but will travel. Willing to augment to ten or eleven or cut to seven or eight. References exchanged. **LEADER, Box C-26, Billboard, Cincinnati, O.**

AT LIBERTY

CIRCUS AND CARNIVAL

**AT LIBERTY** — Musical Act (after Sept. 29). Write. Do not wire. **NELLIE M. H. KING, care Conklin Shows, Box 31, Hamilton, Ont., Can.** se9

**NEMO, POLICE DOG**, born with only two hind legs, alive and sound. Wonderful exhibition for circus, carnival, department stores, schools or theatres. Also have a real Dog and Monkey Act. Address **DASHINGTON'S CIRCUS, Mineral, Va.** se9

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AT LIBERTY

DRAMATIC ARTISTS

**CHARACTER JUVENILE**—Radio and Legit. Consistently effective, steady performer. Fine sense both Dramatic and Comedy values. Always intelligent Characterization and Reading. Excellent Dialectician. Good-looking and personable. **David Bartels, age 24, 5 feet 9 1/2 inches, 150 lbs., brown eyes and hair. Contact agent, KLEINMAN, 326 W. 40th St., New York, N. Y.** se2

AT LIBERTY

MISCELLANEOUS

**PAINTER — EXPERT LAYOUT WORK ALL** kinds. Send drawing and details for free estimate. Satisfaction guaranteed. **KENNEL'S, U. Station, Fayetteville, Ark.**

**LADY PALMIST AND PSYCHIC**—Experienced, Versatile, Trained Musician. Unencumbered, reliable, no bad habits, would co-operate with another. Pairs, picnics and clubs included. **BOX 389, Billboard, Chicago.**

**PROFESSIONAL DRUMMER**—15 years' experience, young, reliable, cut it with anything. Like to get on unit that works. No panic. If far, need ticket. Join on wire. Write or wire, stating all immediately to **BEN FAVISH, 3219 Union St., Bellaire, O.**

AT LIBERTY

M. P. OPERATORS

**PROJECTIONIST—EXPERIENCED WITH ALL** sound equipment. Go anywhere. Write **EDDIE DUNN, General Delivery, Fort Wayne, Ind.** se16

AT LIBERTY

MUSICIANS

**JOHN BRIOLA—BAND AND** Orchestra Instructor, Conductor, at liberty. Will go anywhere. **123 W. 17th St., Norfolk, Va.**

STRING BASS AVAILABLE

after Labor Day—All essentials. Have good car, go any place. **EDDIE HOWETH, Lakeside, Ohio.**

**A-1 GIRL SOUSAPHONIST — EXPERIENCED** both vaudeville and dance bands. Please state salary. Join anywhere. **MUSICIAN, 678 Academy, Apt. A-3, New York City.**

**ALTO SAX - CLARINET—PLAY 1ST OR 3D.** Experienced, reliable, good reader and good tone, take-off. Go anywhere. **ANDREW BARBERELIS, 11 Kimball St., Haverhill, Mass.** se2

**AT LIBERTY SEPT. 9.—STRING BASS, READ,** fake and jam. Arranger. Want to place with an outfit that kicks. **HOKE ROBERTS, Box 246, Marquette, Mich.**

**AT LIBERTY—GIRL TRIO, PIANO, DRUM AND** Sax. Experienced in show work. Will accept job singly, as unit or combine with orchestra. **CHARLOTTE ASRAEL, 4132 Norfolk Ave., Baltimore, Md.**

**FEATURED VOCALIST — GUITARIST, AR-** ranger, Spanish and Electric Singing Guitar. Now with name band. Circumstances necessitate change. Present leader for reference. **BOX CH-45, Billboard, Chicago.** se9

**FRENCH HORN—SEPTEMBER THIRD. UNION.** State Fair band experience. Cut or else. **MARK C. LEACH, Rushville, Ill.** se9

**GIRL STRING BASS—CAN READ AND JAM.** Doubling Vocals, Sweet Songs. Experienced. Travel or locate. **CORINNE VANN, 206-7 Plymouth Bldg., Des Moines, Ia.**

**HAL WASSON—GRADUATE DRUMMER FROM** Peoria, Grand Rapids and other small points would like a job south of Decatur. Want steady job with good guys. Feature Vibes, good Dixieland Drums and plenty show experience. Fine equipment, car. Available immediately. **HAL WASSON, 742 1/2 Wealthy, S. E., Grand Rapids, Mich. Phone 6-5953.**

**MODERN TENOR SAX, CLARINET — YOUNG,** reliable. Vocals, arrange. Large and small band experience. **HERBIE VAUPEL, 116 Court, Plattsburg, N. Y.**

**MUSICIAN—SIX-STRING GUITAR. MODERN,** young, neat, reliable, union. **HAROLD HAGERTY, Wataga, Ill.** se9

**PIANO ACCORDIONIST AND GUITARIST—** Suitable for tent show, hillbilly unit or radio stations, available Sept. 3d. Both read and fake. Have P.-A. System, car. Panics, lay off. **HILBERT DAUL, 108 N. Chestnut St., Marshfield, Wis.**

**RECORDING BASS—FLASHY GOLD INSTRU-** ment. Good tone, reader; name experience. **RUFUS BUCHANAN, Murfreesboro, Tenn.**

**RHYTHM GUITARIST—JAM AND READ, VO-** calize some, prefer to join strolling combination or what have you, excepting panics. Married and reliable. Photo and further info on request. **JIM RHODES, 702 N. Maple St., Marshfield, Wis.**

**STRING BASS MAN FREE LABOR DAY—** Double Brass Bass. Fully experienced all dance work. Prefer good commercial band. Have car, can go anywhere. Copyist and secretarial work if wanted. Can furnish good Girl Singer, in tune, single, nice appearance. **TEX, Box 973, Daytona Beach, Fla.**

**TENOR SAX, CLARINET, VOCALIST—NAME** band experience. Can read and cut anything. Panics, lay off. Go anywhere if reliable. **EVANS, Apt. 222, 920 Wilson Ave., Chicago.**

**TENOR SAX, CLARINET, SING—YOUNG,** union, good habits, experienced, read and jam. Want job with college band. **GEORGE WM. BROWN, Legion Hotel, Clovis, New Mexico.**

**TENOR SAX, CLARINET—SING, READ OR** jam. Single, can join now. Experienced. **GEORGE WM. BROWN, Legion Hotel, Clovis, New Mexico.**

**TRUMPET—FIRST OR SECOND-NAME BAND** experience. Tone, Range and Dixie Take-off. Arranger and Copyist. Solid experienced Musicianship. Sober, dependable and neat appearance. Age 24. Work location only, working at present. At liberty September 2nd. Panics and Road bands need not apply. State all in first letter. Write, don't wire. **MUSICIAN, 191 Market St., Saugerties, New York.** se2

**TROMBONIST—6 YEARS' EXPERIENCE WITH** large and small combos, 3, 4, 5 brass. Recent 12-month engagement with leading name style band, first trombone. Experienced Vocal Trio. Write immediately for full particulars. **BOX C-262, Billboard, Cincinnati, O.**

**TWO ALTO MEN, DOUBLING CLARINETS,** tenor and baritone—Tone, read, jam. Young, sober, reliable. Go anywhere. Available immediately. Will separate or else. Write or wire **JAMES CRAIG, 664 Connecticut St., Gary, Ind.**

**ACE SAXOPHONIST—Doubling Clarinet. Read,** fake and take-off. Twelve years' experience in radio and dance work. Fine appearance. Want steady location with reliable band. **JOHN KIDWELL, Crittenden, Ky.** se16

**ALTO AND CLARINET—First or third. Desire** location for winter, fully experienced club, ballroom, large or small bands. Arrange. Go on both. Join on notice. **MUSICIAN, 266 Pearl, Oshkosh, Wis.**

**AT LIBERTY—GUITARIST.** Sober, young, good reader, experienced. Orchestra work preferred. No jam bands. **CLAUDE YOUNG, Route 5, Shelbyville, Tenn.** se9

**AT LIBERTY—Sousaphone and String Bass. Ex-** experienced dance man. Neat and congenial. **CARL W. SHOLL, Hicksville, O.** se9

**AT LIBERTY—Alto, Tenor, Clarinet. All essen-** tials. Young, willing worker. Non-union, will join. Have sedan, instrument, trailer. Some equipment. Conservatory education. Location preferred. Wire, write **MUSICIAN, Box 1148, Cortez, Colo.** se16

**AT LIBERTY AFTER LABOR DAY—Alto Sax,** Doubling Clarinet. Thoroughly experienced. Age 28. Have small car. **BOB YATES, General Delivery, Russells Point, O.**

**DANCE DRUMMER—Radio and Dance Experience.** Beautiful new pearl outfit. Union, sober, reliable, young, neat appearing, willing worker. Spot and traveling experience. Want position with good reliable combination, well booked and managed. Also Radio and P. A. Singing Experience. Explain style of band, sweet or swing, also size in writing. Have car. Ready to go August 25. Panics, lay off. Write **BOB JAMESON, 1017 So. Grinnell St., Jackson, Mich.**

**FEATURE ELECTRIC STEEL and Rhythm Guitar,** doubling strong Trumpet, Violin and Tenor Sax. Read, fake, modern; union; age 31; all essentials. **MUSICIAN, 357 North College, Fayetteville, Ark.**

**FINE TENOR SAX—Read, jam, take off, trans-** pose at sight, Arrange and Sing. Seven years' professional experience. No panics. **MUSICIAN, 533 Thomas, Columbus, O.**

**FIRST TRUMPET (CORNET)—Have been with** names. Good lead; go. Have recordings, will send. No habits. Join after Sept. 15th. **TRUMPET PLAYER, Albert Hotel, Albert Lea, Minn.**

**GIRL ACCORDIONIST** desires joining small group for dance or cocktail music, also will take job playing requests. **ACCORDION ANNE, 2939 Ocean Ave., Brooklyn, N. Y.**

**MARIMBA-XYLOPHONIST — Available immedi-** ately for small cocktail unit or band. Read, fake anything. Fair singing voice. Can do M. C. New instrument. Young, very reliable and strictly union. Wire or write full details. **BUD KEYES, 220 Jefferson St., Portsmouth, O.**

**SWING GUITARIST — Solid rhythm; 11 years** band, trio experience. Have \$400 guitar. Young, union. Can join at once. Write **FREDDIE STIVERS, 858 W. Sawyer, Decatur, Ill.** se2

**STRING BASS—Solid tone, bow or slap. Young,** sober, reliable. Wide experience dance, concert, shows. Double Hungarian Cimbalom, arrange Hungarian music, original Gypsy style. Location preferred. Go anywhere on reliable offer. I don't misrepresent, so don't you. **PAUL IGRÉNY, 1653 Orchard, Chicago.**

**TENOR SAX, doubling Clarinet, Trumpet and Ar-** ranging. Read, ride, tone, phrase. Also Girl Vocalist with modern interpretations. Both young, experienced. Nice appearance, wardrobe. Job must be for both. Have car. **MUSICIAN, 308 Society Ave., Albany, Ga.**

**TROMBONE—Doubling Sousaphone, some Fiddle.** Vicinity of Binghamton, N. Y. Available for hotel, grill, resort. Coupe. Small orchestras featuring doubles, write. **BOX C-111, Billboard, Cincinnati, O.** se23

**TROMBONE AND VOCALIST—For Theater Unit** or Dance Band. Well experienced in all lines. **BOX C-263, care The Billboard, Cincinnati, O.** se23

**TWO CORNETISTS—Joint or single. Both War** Veterans. Wish to locate in the Southwest. Both competent to organize and teach bands or drum corps, have had experience in all lines of the Music Business. Have small capital to invest in small business, good morals, clean-cut, ages 45 and 40. **THOS. BIBEAUT, care Billboard, St. Louis, Mo.** se2

**VIOLINIST—Doubling Guitar, Banjo. Have Con-** cert and Dance Library. Real experienced all lines. Congenial. Will take good teaching offer. **H. HOHENSHELL, 1006 Raynor, Joliet, Ill.** se2

AT LIBERTY

PARKS AND FAIRS

BALLOON ASCENSIONS

Old-time thrill in a modern manner. Observing all Civil Aeronautics Authority Rules. **TOMPSON BROTHERS BALLOON AND PARACHUTE COMPANY, Aurora, Ill. Established 1903.** oc7

BALLOON ASCENSIONS

Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind.** se16

BALLOON ASCENSIONS

and Parachute Jumps for All Occasions. **JACKSONVILLE BALLOON CO., East Detroit, Mich., or Jacksonville, Ill.** se2

**JAYDEE THE GREAT—POSITIVELY THE HIGH-** est Contortion Trapeze Act. Rigging 100 ft. high. A real novelty by man costumed as huge ape. Comedy, thrills. If interested in sensational act write for open time. Labor Day open. Address **JERRY D. MARTIN, care Billboard, Cincinnati, O.** se2

**AT LIBERTY — HOT SHOT JOSH CO., TWO** Horses Doing Liberty, Menage and Comedy. Six people musical novelty act. Something new. **H. R. MILLER, Wilton, Wis.** se9

**AT LIBERTY—INDIANS FROM OKLAHOMA.** Family of nine. All perform. Just completed three months at World's Fair, New York. Do many kinds of different Indian, Ceremonial dance and songs and other Indian performance. Have very beautiful, flashy costumes, etc. Available for circuses, fairs, parks, rodeos, theatres, etc. Address, stating full particulars in first, to **CHIEF SUGAR BROWN, Billboard, Cincinnati, O.**

**ATTENTION — BALLOON ASCENSIONS FUR-** nished parks, fairs, celebrations with Parachute Jumps. Experienced operators, high ascensions given. **O. E. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind.** se2

**FISHER AND GRAHAM—FAST AERIAL ACT—** Young couple, plenty comedy, illuminated for night, open for Street Celebrations and Fairs. Literature upon request. Care **BILLBOARD, Cincinnati, O.** se2

**FOUR HIGH-CLASS ACTS—WORLD'S GREAT-** est Slack Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. **BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis.** se9

**JAMES COGSWELL, CLOWN, ON HIGH STILTS.** Open time after September 23d. Fairs, parades, ballyhoo. Write or wire for literature. **1433 ROSE ST., Lincoln, Neb.** se9

**JANE AND ZEKE—ORIGINAL SOUTH AMERI-** can Hillbillies. High-class platform free attraction. Two Nit Wits of Harmony, Sock Comedy. Fairs, indoor dates and celebrations. At liberty after Sept. 1st. Address **Princeton, Ind.** se16

**THE CARMENE'S FREE ATTRACTIONS—FAIRS,** Parks, Home-Comings, Indoor Events of All Kinds. Price and literature on request. **BOX 21, Williamston, Mich.** se16

**TRICK ROPER AT LIBERTY—WHAT HAVE** you? Do Horse Catching, Novelty Rope Spinning and Whip Act. Good wardrobe and reference. Write, wire **SPEEDY ROGERS, 19 Lincoln, Greensburg, Pa.**

**WORLD'S HIGHEST AERIAL CONTORTION** act. Literature and reasonable prices on request. Two different acts for the same price. Three different features that have never been accomplished by any other high pole act. **BOX C-206, Billboard, Cincinnati, O.** se9

**AT LIBERTY—Esau, the world's greatest Educated** Chimpanzee, after Sept. 23 for Southern Fairs as Free Attraction or Department Stores. **MRS. MAE KELLY, Thorntown, Ind.** se16

**AT LIBERTY for Fairs and Celebrations—A Sen-** sational Comedy Free Attraction; also two pay shows. Write **GLENNY AND FORD, Billboard, Cincinnati.**

**BETTER ENTERTAINMENT for less. Two** Twenty-Minute Trained Animal Acts. Hurry, write **LEROY ELLIOTT, permanent address, Route 7, Decatur, Ill.**

**CHAS. AUGUSTUS—Classy Trapeze Artist. Com-** mittees wanting feature novelty act as free attraction for celebrations, other events, write me. Flashy apparatus, real act. Platform required. Literature, price on request. Address **CHAS. AUGUSTUS, care Drier Drug Co., 602 Calhoun St., Fort Wayne, Ind.**

**CLOWN COP—Bingo Sunshine, for Parades, Fairs** and Celebrations. Labor Day and other dates open. Address **JAKE J. DISCH, 4562 Packard Ave., Cudahy, Wis.** se9

**DASHINGTON'S CIRCUS—Ten Dogs, Cats, Mon-** keys. Two distinct acts and Acrobatic Clown for Southern fairs, theatres, circuses. Go anywhere. Address **Mineral, Va.** se9

**DION FAMILY—Acrobats. Twin Boy, age 17;** Girl, 15; Small Boy, age 10. Hand-balancing act with cast wheels, hand springs, tumbler, somersaults. **FRED DION, 170 Ave. A, Turners Falls, Mass.**

**DIXIE DANDY DOG AND MONKEY CIRCUS—** Open after Labor Day for Illinois, Indiana, Ohio, Kentucky and Tennessee. Five dogs, one large African Baboon and one Rhesus Monkey. First—Baboon performs on large rolling globe. Second—English Sheep Dog in pickout routine, picks out colors, flags, adds, subtracts, etc. Third—Four beautiful thoroughbred dogs in excellent routine. Fourth—Rhesus Monkey in hard, fast feature routine finishing by walking pair stilts six feet high, only small monkey to accomplish this trick. Act presented by two people. Best of wardrobe, harness and props, running time 20 to 25 minutes. Wire or write, care **FOUNTAIN FERRY PARK, Louisville, Ky.** se2

**DOUBLE DOG ACT — Buddy, walks tight rope;** Skippy, climbs 40-ft. ladder and dives into net. Literature on request. **H. BATSON, care Billboard, Cincinnati, O.** se9

**FRED AND MARIE GUTHRIE—Four separate** acts for price of one. Double Tight Wire, Single Trapeze, Lady Butterfly Iron Jaw, Double Trapeze. Reasonable. Write for details. **201 W. Ninth St., Cincinnati, O.** se16

**PAMAHASIKA'S Famous Society Circus Revue —** Bigger, better than ever. Dogs, Monkeys, Ponies, Clowns, Punch and Judy. Featuring those marvelous acting birds, Cockatoos, Military Macaws. Just a few open dates. Write **GEO. E. ROBERTS, Mgr., Pamahasika's Attractions, 3504-6 N. 8th St., Philadelphia, Pa. Tel. SAGmore 5536.**

**THE CLAYTONS—Four different Free Attractions.** Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. **Billboard, Cincinnati.** se16

**THREE NOVELTY ACTS — Tight Wire, Rolling** Globe and Slack Wire. All acts first class. Write for prices and literature. **THE CHRISTYS, Keokuk, Ia.** oc7

**TWO FIRST-CLASS Free Attractions—High Fly-** ing Single Trapeze Act performed by lady. Sixty-foot rigging. Two people comedy acrobatic act. **BESSIE HOLLIS, Billboard, Cincinnati, O.** se16

**3 ALL WHITE FACE CLOWNS** at Liberty for 1940 Park and Fair Season. Putting on real Circus Clown Number for grand stand and one come-in worker to work grand stand. Write **3 CLOWNS, care Billboard, Cincinnati, O.**

### Midway Draws Huge Crowds At Minerva, O., Celebration

MINERVA, O., Aug. 26.—Good weather brought out record crowds for annual Minerva Home-Coming on August 14-19 in Minerva Lake Park. Merchants and civic clubs sponsored. Brown Novelty Shows were on the midway, and in addition to three rides and five shows, more than a score of independent concessions were on hand. Merchants' exhibits were again featured.

Billy Ritchey Water Circus was presented free nightly. Acts included Eddie Marini and Hawaiian Trio, Arnold's Barnyard Frolics; Three Sweethearts, acrobatic trio; A. C. Grant, strong man, and Flying Aces, roller skaters. In a bathing-beauty contest Friday night, a score of district girls competed.

Among concessioners were Ted Davis, scales; Lester Rodgers, peanuts; Von Black, pop corn; "Pop" Dine, floss; Adam's Bingo; Bob Keener, lead gallery. Rides reported a good week, while majority of games did only fair. Ralph G. Hart was again general chairman.

### Ohio Event Draws 25,000 With Array of Attractions

NEW WATERFORD, O., Aug. 26.—Crowds totaling an estimated 25,000 attended the seventh annual Firemen's Home-Coming here on August 2-5 to make it one of the most successful yet staged, said C. A. Klein, general chairman. Parade drew heavily, and a four-page booster sheet containing merchants' ads was in charge of Mrs. Margaret Klein.

Roy Gooding's Eli Wheel, Merry-Go-Round, Merry Mix-Up and Kiddie Ride did good business on the midway. Shows included Howard Peters' Freak Animals, Greenwald's Athletic Arena and a girl revue. Concessioners were Harry and Daisy Reeves; Bob Keener, shooting gallery; Lester Rodgers, peanuts; Mrs. Roy Gooding, pop corn; Ritchie Russell, novelties, and Don Ruckenbrod, scales. Suicide Zorsky, high balancer, was free act.

### Casino Loses at Ohio Stand

WEST FARMINGTON, O., Aug. 26.—Casino Amusement Co. wound up a four-day stand at Trumbull County Harvest Festival here last Sunday to what Jack J. Carr, manager, termed "the poorest business I have ever come in contact with." Date was billed like a circus for miles but patrons remained away, event not drawing more than 700 on any day. Condition prevailed despite co-operation from Mayor Hart and committee, under B. W. Huntley, chairman.

ALBANY, N. Y.—Jimmy Daly Attractions, Inc., local booking house, is entering the indoor circus and special event field this fall. Heretofore office has concentrated on night club field. Will continue nitery biz.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

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

### Redfield Corn, Wheat Days Celebration Is Good Draw

REDFIELD, S. D., Aug. 26.—Annual Corn and Wheat Days Celebration here on August 2-3, under Chamber of Commerce auspices, drew good crowds, reports F. W. Enstrom. Art B. Thomas Shows were on the midway with free acts, concessions and seven rides. There were nightly dances.

Two-day booster trip, radio, bumper and window cards, street signs and banners and newspaper ads advertised the event. Celebration is non-profit making, and more of a good-will business builder. Event costs sponsors from \$200 to \$500 yearly and admission is free.

### Milwaukee Event Canceled

MILWAUKEE, Aug. 26.—Farmer-Labor Progressive Federation-Socialist Party has called off its annual bazaar and announced cancellation of the November 8-12 dates for the event to Joseph C. Grieb, manager of the Auditorium, where it has been held. It is said the Circuit Court injunction restraining operation of bingo at Milwaukee Midsummer Festival in July was a factor in the cancellation. Present plans are to replace the bazaar with a mask ball.

SPONSORED by Knights of Pythias and Pythian Sisters, annual Beach City, O., Home-Coming will have band concerts, free acts, midway and parades.

## SHORTS

EDDIE CONLISS, clown cop, who worked Youngstown (O.) Police Circus on August 7-12, reports he has been contracted by an oil company for a series of dates, closing at Auglaize County Fair, Wapakoneta, O.

SEVEN F. E. Gooding rides and J. R. Malloy's Circus played the recent successful Monroe (Mich.) Elks' Jubilee. Free acts were Nancy Darnell, aerialist, and May Collier, high diver.

SEBRING (O.) Volunteer Firemen will sponsor a two-day celebration in the high-school stadium featuring acts, concessions and contests.

GEORGE MARLOWE, Canton, O., will direct home-coming celebrations and street fairs in Jeromesville, Butler and Perrysville, all Ohio, during successive weeks. Rides, free acts and special events will be featured.

CONCESSIONS will be on the midway of a three-day celebration in Janesville, Wis., under auspices of local of the International Brotherhood of Teamsters, Chauffeurs, Stablemen and Helpers of America, reports Harold O. Becker, chairman.

ANNUAL Byesville (O.) Home-Coming Celebration on July 25-29 was one of the most successful yet sponsored by the American Legion Post, the committee reported. There was no gate charge and Cunningham Exposition Shows were on the midway. Suicide Zorsky, high balancer, was free act.

C. SCHROEDER and his Flip and her Pals, dog act, whose dates the past month include three afternoon shows at Muncie (Ind.) Fair, July 30-August 4; week-end of Topeka, Kan., Street Celebration and Home-Coming; two-day Nappanee (Ind.) 4-H Fair and a celebration in White City, Kan., reports attendance and business good at all spots. Lonnie Bishop's rides were well received in Topeka, and in Nappanee, where Schroeder also had two refreshment conces-

sions, B. W. Banard's Hippodrome was among top grossers. Al Williams' three rides did near-capacity business at the latter spot but sustained a loss when his swings broke down during rush hours.

BARNEY and Jimmy Arnesen, comedy acrobatics and tight wire, were featured at the Volunteer Firemen's Celebration, Cooperstown, Pa., on August 23-26. Free acts were booked thru C. A. Klein.

JEWETT, O., merchants and volunteer firemen will hold a street fair in Community Park, a midway to feature the three-day event, with fireworks, contests and a parade.

ANNUAL Quaker City, O., Home-Coming on August 3-5, with 10-cent gate, drew a big crowd to the midway on which were J. R. Edwards Shows, with 4 shows, 5 rides and 20 concessions, and Sky Thrillers and Arnold's Barnyard Frolics, free acts booked thru C. A. Klein Attractions.

DRESSEN'S ATTRACTIONS furnished rides, shows and concessions at successful third annual Benson (Ill.) Fun Frolic on August 16-19. Free acts and special events also were features.

REPORTING a better-than-average season, Great Eugene, high pole, was at Winamac (Ind.) Centennial Celebration, August 17-19. Act is booked into November, with Kenny Bird, rigger, and Billie McMorris, emcee.

BOGART'S NOVELTY CIRCUS' matinee performance at the 29th annual Quaker Lake (Pa.) Carnival on August 18, under Quaker Lake Cottagers' Association, attracted about 600. George H. Barlow III was general chairman and executive council included E. S. Truesdell Jr., Ralph Bierer, W. S. Chittenden and Don O. Wilson.

### WANT FOR Jackson County APPLE FESTIVAL

Jackson, Ohio—Sept. 20-23 (4 Days)

Free Act, Legitimate Concessions, none over 10c. Space \$3.00, \$2.00 and \$1.00 foot. Deposit required. Popcorn, Caramel Corn now sold. Address

P. M. CARPENTER, Jackson, Ohio

### MANTON HARVEST FESTIVAL Manton, Mich., 15th Annual Labor Day

Northern Michigan's Best Celebration. PARADES—FREE ACTS—FIREWORKS—FLOATS—BANDS—PEOPLE GALORE. CAN PLACE LEGITIMATE MERCHANDISE CONCESSIONS OF ALL KINDS. Write or wire JOHN QUINN, JACKSON, MICH. (FAIR).

### Coatesville Fall Carnival

FRI. AND SAT., SEPT. 22 AND 23, 1939. HARLAN'S GROVE, COATESVILLE, INDIANA. SHOWS AND OTHER CONCESSIONS WANTED. Address HARLAN BROS.

### LAST CALL

Jasonville Labor Day, Sept. 2-9; Independent Labor Day, Monday, Sept. 4, auspices K. of P., City Park. Want Merry-Go-Round, Shows, Concessions, Ferris Wheel, Corn Game booked. Wire what you have. Linton, Ind., till Tuesday, then Jasonville, Ind. Ex sold on eats, drinks. No girl shows, flat joints or camps. LEXIE SMITH.

### WANTED

Shows, American Palmist, Photo Gallery, Novelties and Lead Gallery for American Legion Annual Fall Festival and Farmers' Fair, September 4 to 9 inclusive.

ROBERT ARMSTRONG, Commander, RISING SUN, IND.

### WANT RIDES

Want Shows, Concessions, American Palmistry, Diggers, Pitchmen, Demonstrators, 10,000 Union Men and the Whole County behind this event. A 7-Room Home Given Away; several other large awards. Big Union Parade Monday, Labor Day, and Special Features all week. LABOR DAY COMMITTEE, 143 No. Grant Ave., KITTANNING, PA.

### WANT . . . WANT . . . WANT

JONESVILLE, MICHIGAN, 50th ANNUAL FALL FESTIVAL and LABOR DAY CELEBRATION. Four Big Days, Sept. 1-4. Last year 50,000 People Attended This Celebration. Can place all kinds of Legitimate Concessions except Corn Game. Can book two more shows that don't conflict. All Free Acts contracted for. Address B. MALONE.

### BORTZ SHOWS WANT

Cook House, \$20. Pay in tickets. Athletic Man to take full charge. Concessions that work for Stock. Ride Help. Naylor, Mo., Home-Coming, August 28 to September 2; Pocatontos, Ark., Fair, September 4 to 9; Ava Fair, September 11 to 16; Ellington Fair, September 18 to 23; Kirk Home-Coming, September 25 to 30; all Missouri. This week Naylor, Mo. Show People with or without own outfits.

### STREET FAIR

FARMERSVILLE, OHIO

AUG. 30-SEPT. 2

Auspices Boosters Club on the Streets. Wanted: Legitimate Concessions. Shows: All Kinds. Write or phone C. E. BAKER, Chairman, Next, New Lebanon, auspices Junior Order. Big Labor Day Celebration, Sept. 3 to 10 incl.

### WANT

Circus or Good Carnival any time during balance show season. Heart of good coal fields. Working every day. Write

### COALWOOD BAND CLUB

Box 626, COALWOOD, W. VA.

### AT LIBERTY

### PIANO PLAYERS

PIANIST—AT LIBERTY SEPT. 15TH. EXPERIENCED all lines. Arrange. Union. D. A. BULEN, 301 Randolph, Meadville, Pa.

PIANO PLAYER—FOR UNITS, TABS, BURLESQUE or Floor Show. All essentials. Can join on wire. DON PHILLIPS, 406 Carolina Ave., Spencer, N. C.

PIANO MAN—READ, FAKE, SOBER, DEPENDABLE, all essentials. BOX C-231, c/o Billboard, Cincinnati, O.

PIANO PLAYER—MODERN DRUMMER—WANT position together, both young, reliable, sober. Drummer vocalizes, unusual voice and range. Piano modern choruses that are different. We have something to offer. Do you? Details upon request. DON BELL, Coalport, Penna.

EXPERIENCED PIANO MAN—Good reader, solid rhythm, modern style. Clean appearance, reliable. Go anywhere, accept any reasonable offer. MUSICIAN, 208 W. Market St., Apt. 3, Sandusky, O. se2

PIANIST—Experienced Concert and Dance. Union. Reader. No jam bands. Prefer location. Reliable people write. LARRY SCHEBEN, 520 W. Sixth St., Little Rock, Ark.

SINGING PIANIST—Read, fake, transpose. Cocktail lounge, hotel or band. All essentials. CORINNE VANN, 206-7 Plymouth Bldg., Des Moines, Ia.

### AT LIBERTY

### SINGERS

JUVENILE SISTERS—Vocal Trio, ages 10, 13 and 16 years. Sweet, Swing, Classic. Good arrangements and wardrobe, experienced radio, stage, floor-shows. Photo and records on request. THASHER SISTERS, Room 907, Hoffman Bldg., Detroit, Mich.

### AT LIBERTY

### VAUDEVILLE ARTISTS

AT LIBERTY—Emcee, Swiss Yodeler, Imitator of Sounds, Fowls, Birds, Animals, Auto Horns, with Radio Station WLS and WSM. ROY TANN, Berkshire Hotel, Detroit, Mich.

COWBOY AND HILLBILLY SINGER and Yodeler wants place with good unit or on Radio by myself. Willing to do other work while not singing. Age 21. FRED HOPWOOD, 2500 Eoff St., Wheeling, W. Va.

HYPNOTIC-ENTERTAINER—Open for Engagements, Clubs, Churches, Residences, etc., New Jersey. Near-by after Sept. 4. PROF. JAMES, 221 Hudson St., Hackensack, N. J.

## FIREMEN'S STREET FAIR ORWELL, OHIO SEPTEMBER 6-7-8-9

THIS IS THE TRUCK FARMING CENTER OF NORTHEASTERN OHIO—CONDITION GOOD WANT RIDES, SHOWS, LEGITIMATE CONCESSIONS ONLY. BINGO OPEN, CRACKER-JACK, POP CORN, PEANUTS SOLD.

MAIL AND WIRES: CHAIRMAN

## ROMEO PEACH FESTIVAL

SATURDAY—SUNDAY—LABOR DAY

MICHIGAN'S LARGEST STREET CELEBRATION. We guarantee you 150,000 people (weather permitting). This is an Annual Event. Parades, Floats, Free Acts, Contests, Band Concerts, Fireworks, Crowning of the Peach Queen, Etc. CAN PLACE: MILK BOTTLES, FISHPOND, BUMPER, DARTS, SLUM SPINDLE, HOOPLA, CUSTARD, SNOW ICE, FLOSS, JEWELRY, PENNANTS and LEGITIMATE CONCESSIONS OF ALL KINDS. POSITIVELY A RED ONE. CAN PLACE OCTOPUS OR ROLLO-PLANE. OTHER SPOTS TO FOLLOW.

All Address: FRANK MILLER, CROSWELL, MICH. (FAIR).

## Last Call—Northern Ohio's Greatest Celebration Merchants and Manufacturers' Exposition

LABOR DAY WEEK, SEPT. 4-5-6-7-8-9

Can still place Rides and Shows that don't conflict. Concession space still open. No exclusives. Coupon Stores, Wheels and Grind Concessions of All Kinds. 200,000 tickets in circulation. Entire county boosting. Downtown location. Wanted: One more Sensational High Free Act. Wire lowest salary. Wire, write, phone or come on. Address C. N. CALL, Warren Hotel, ASHTABULA, OHIO.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

## BOYS LOOK TO LABOR DAY

### Three-Day Holiday Period To Put 1939 Takes Over Top

Concessioners readying their stands as indications are that coming period will be biggest in years—old standbys, new items being stocked by alert workers

NEW YORK, Aug. 26.—Park, carnival and independent concessioners today began to ready their stands for the Labor Day rush, the third big week-end period within the past three months. Prize users are taking this opportunity to stock the best merchandise procurable in an effort to ring down the curtain on the 1939 season with a bang. Paint is flowing freely in most spots as the preparations go forward for Labor Day. Doing record biz over Memorial Day and Fourth of July holidays, the boys are determined not to

### Magnifying Glasses Popular as Prizes

CHICAGO, Aug. 26.—Field and sport glasses of one kind or another promise to become one of the favorite items to be offered for the next several months by salesboard operators, fair concessioners and bingo counselors, according to the rosy reports emanating from distributors of this merchandise thru prize channels. Unprecedented interest in outdoor sports, with anticipated record attendance at the coming World Series baseball games and at the major college football games this fall are responsible for reawakening the public interest in field glasses and telescopes.

One such item that has quickly become a popular favorite with the public, both because of its efficiency and low cost is the nine-in-one combination opera, and field glass, mirror, compass, magnifying mirror, reading glass, magnifying glass and double lens. Another number enjoying increasingly popular favor is the pair of folding field glasses that may be conveniently tucked away in the pocket when not in use. Telescope glasses, too, are expected to find real favor with fans who yearn to be "on top of the play" but find their seats out in left field or behind the goal posts. With these points in mind, board and bingo ops especially, are certain to feature field and sports glass accessories more strongly in coming weeks than in any one season in the past.

### Pups Take B'way As Biggest Novelty

NEW YORK, Aug. 26.—The Pups have taken Broadway by storm, it was learned today when a survey on sales of this novelty item was made. Demonstrations by clerks in the stores is accountable for a great number of sales.

At the Ber-Gin Novelty Store on the Gay White Way the demand for Pups was said to surpass all late items in that price field. One of the clerks stands at a counter near the entrance, making the Pups perform. A spokesman for another Broadway firm reported that in his years in the novelty business he had never seen such a rapid seller.

Distributors of the item here said that shipments were moving to all points in the area. Orders from Jersey shore points show the number is strong in that section with indications that it will be among the top novelty sellers over Labor Day.

let this vacation period slip thru their fingers. Resorts are anticipating takes that will surpass all records and keep the boys from talking about the "good old days."

Veterans on the carnival midways are looking forward to the largest crowds of the season. Tying in their plans to get the harvest cash thruout the agricultural sections, Labor Day crowds are expected to push the takes for 1939 over the top. The boys in the wool-producing areas recently received the news that the production will amount to 375,699,000 pounds, second largest output on record.

#### All Items Favored

While there is definite indication that all types of prizes will get a play, the old stand-bys are now being stocked in large quantities. Balloons, in new and colored designs, are seen as one of the top items souve and roadside workers in the metropolitan areas will push in addition to a complete stock of World's Fair articles.

Concessioners and bingo counselors will hang their hopes on last-minute record takes on electric shavers, lamps, watches, electric kitchen appliances and household helps, radios and cameras. These will be especially popular in spots where the coupon system is used. High-hat monks, swagger sticks, kewpee dolls, with the drum major girl doll most outstanding, and canes will make bids as prizes in the lower-priced fields. Blankets, quilts, fur coats and sport blanket sets are claiming the attention of alert salesboard operators and spots offering grand awards.

Members of the tripe and keister fraternity will offer gadgets that can be used with electricity as auxiliaries to electrical appliances. The development of rural electrification projects has made it profitable for these boys to introduce items which heretofore were only selling in the metropolitan and urban areas. Time is seen when there will be universal appeal for these gadgets and the spiels are being streamlined for that not far distant occasion.

#### College Towns Good

In addition to planning for the towns in both rural and urban areas, the prize user is giving special attention to college towns. With the boys and girls scheduled to begin their studies in September, prizes of pen and pencil sets, radios, electric shavers, blankets and many other items are being shipped so stocks will be complete over Labor Day. Students will go, indications are, for radios which will be adaptable for both campus and room use. Such sets are now receiving a play and will increase in popularity as more and more school doors are opened.

Most of the boys are giving inferior merchandise the go-by and are stocking only the best. A survey of prize users' stands shows that much merchandise bears labels familiar to nearly every patron. This sort of buying is doing a

(See BOYS LOOK on page 54)

### Football Souve Men Anticipate Banner Season

NEW YORK, Aug. 26.—With the football season scheduled to get under way here September 7, when the All-Stars battle the New York Giants in a night game, novelty dealers have already turned their attention toward gridiron items. Several new and eye-catching articles are ready for the open market.

In addition to pennants, football badges, colors and other items which are always reliable standbys, the season will find celluloid football dolls made up in college colors. Flashy and appealing to high school and college students, the dolls have all the earmarks of being one of the biggest hits of the football season.

Distributors report that workers who follow the grid classics are stocking up on football items. Midwest workers have already started their grid seasons, having got under way when the All-Stars and Giants battled at Soldier's Field, Chicago, several nights ago. Indications are that business this fall and winter will surpass other years and the boys will offer the most complete line of football novelties Joe College has ever seen. Early shipments are in line with new low prices which the workers are taking advantage of.

One distributor says that new items, in addition to football dolls, are expected to be introduced before the season is far advanced.

### More Buyers At N. Y. Show

Attendance at Mdse. Gift Show up 40% as new items are shown

NEW YORK, Aug. 26.—With the attendance of buyers exceeding by 40 per cent any previous show, the 225 Fifth Avenue Gift and Art Show, which closed yesterday, was reported as one of the most outstanding events of its kind to be held here. With the 12 floors of the Brunswick Building thrown open to buyers, the representatives took the opportunity to order stocks especially designed for fall and Christmas trades. An outstanding point of the show was that many firms are exhibiting only at this event.

Most of the items on display were in the higher-price class but a definite move on the part of the manufacturers to show items especially adaptable to prize and premium use was noted. Altho nearly every major country of the world was represented there was an increase in articles manufactured in this country. The Southern States, especially the Carolinas and Arkansas, were well represented. While there was no outward display of boycotts against Japanese and German products, department store buyers are intentionally omitting these items from their lists, it was reported. Many firm representatives are watching foreign affairs to see the outcome of the European situation. Firms dealing in goods from Mexico are especially upset over the political situation in that country.

Outstanding for premium and prize fields were exhibits by the Camark Pottery, Mead Novelty Co., Beslauer Underberg, Janis-Tarter, Greenman & Najeeb, Inc. These firms had exhibits of pottery, hurricane lamps, wall brackets, tile plant stands and "the garden gate," which are certain to appeal to women who are seeking prizes. In addition to the housewives using these items for their own homes, they have great potentialities as gifts. Bingo operators seeking new and useful items for the feminine patrons would have found many items of interest in the exhibit held by Mrs. S. J. Anderson. She showed a complete line of wooden cover books, book ends, plaques, hooked rugs, chair seats, fireplace accessories and mapleleaf trays.

Items displayed by N. Shure Co. were of special interest to those who use prizes. While there was no one outstanding article, anything picked from the exhibit would have made a suitable prize. The firm is featuring bamboo boat pen and pencil combination and three-piece tea sets which are of interest to bingo operators and are certain to step into the limelight when feminine patrons begin to seek Christmas gifts.

For operators who have patrons who want something different the William A. Hirsch Co. is featuring Mexican plaques and book markers. The plaques are of a pottery base coated with a hardening substance. The Spanish atmosphere is reflected in each item and the articles are sure to add to the flash of any stand.

Potters Craft Import Co., Inc., displayed Holland pottery that would enhance the value of prizes offered by any concessioner or bingo op. Sun Glo Studios, Inc., exhibit catered to men with ash trays, pipe stands, cigaret boxes, lamps, clocks, cocktail sets and book ends the most outstanding items.



By BEN SMITH

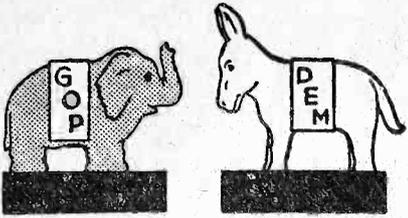
Nothing like getting right to home when it comes to working up a deal. Sam Abbott, member of *The Billboard* staff, is gaining practical experience preparing one for his brother-in-law, Rod Dean Jr., who operates in a territory below Memphis. As Sam knows that section of the country like a book, and as he recently has seen many premiums he felt would go well down there he couldn't resist the temptation of surprising Rod with a deal on several of the items.

Sam says that the southern Negro goes for a card promotion like a child goes for candy and with extra money in his pockets at this time of the year is a natural for operators. The government is putting on a series of dams in the flood-control program on the Cold Water River, and should provide plenty of loose change to be taken.

Sam's deal will feature pipes and inexpensive watches. . . . He says the Negroes will not be able to resist them. Pipes have flashy gold stems and watches are flashy in yellow metal. Other items that Sam believes will go are knives with the longest blades permitted by law, wide-framed pictures of Abraham Lincoln and Booker T. Washington, battery operated radios—most of the Negro homes have no electricity—and kerosene lamps with large colorful chimneys and reservoirs. A knife extremely popular with the Negroes is

(See DEALS on page 54)

### FRIENDLY ENEMIES



First again with a New Hit—Magnetic G.O.P. Elephant and Dem. Donkey Novelty. It's going to be the hottest selling novelty today. Genuine Alnico Magnets, lustrous red bases and cleverly moulded figures in grey and tan. Special Instructions enclosed for Republicans and Democrats. Retail 50c. Order No. B15x57. Per Doz., \$3.25. Per Gross, \$36.00. Three pair postpaid for \$1.00. B15x54, Magnetic Jitter Pup Novelty. Still going fast. Per doz., \$2.40. Per Gross, \$27.00. Four pair sent postpaid for \$1.00.

Catalog 393 sent on request. Mention your business. We do not sell retail.

**JOSEPH HAGN COMPANY**  
The World's Bargain House.  
217 & 223 W. Madison St., Chicago, Ill.

# Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

### Envelope Cig Case

This item, the envelope-shaped cigaret case, is finding a ready market thruout the nation because it has been popularized by celebrities and visitors to New York who are telling the folks back home about it. The case is designed like an envelope and even has the flap on the back. Holding 20 cigarets, item may be obtained in enamel or bronze; in enamel colors are available with the name and address in contrasting shades. Because the item is as practical as it is smart, prize users find patrons want it for gifts for their friends. Concessioners, salesboard and bingo operators are finding a rapidly increasing demand for these cases, the makers report.

### Airplane Clock

Because it is flashy and unique in design yet streamlined to fit in any American home, the Aero-Clock is one of the fastest selling items on the market today, Ryman Mfg. Co. reports. The Aero-Clock has a case of metal casting with silver finish, a wing spread of 14 inches, movements manufactured and guaranteed by New Haven Clock Co., non-breakable crystal, two-tone dial, new modernistic hands and, above all, beauty and utility. Item is deemed ideal as a salesboard number or as a bingo or concession award, the firm reports.

### Auto Tag Key Ring

This serviceable and unique item is one of the best sellers souve and novelty men have come across lately and fair workers are looking forward to pushing it at celebrations, Cleavelandt Corporation reports. Item has space for 10 or 12 keys with small tag bearing license number attached to key receptacle by small chain. Number is a simple reminder of license number should motorist happen to forget it for the time. Because it is something many motorists have always wanted and lends itself to a good sales talk, the item is an easy seller, the firm reports.

### Miniature Pin Ball Game

This new item, a fascinating and exciting game, is producing phenomenal sales, M. Manheim Co., Inc., reports. Lucky Clown is as interesting to play as the regulation pin game. Molded of Bakelite with conspicuous numerals showing in yellow and with the top covered with a window of non-inflammable acetate, the item is small enough to be carried in the pocket. With the fall season just ahead prize users and novelty men are stocking the item in quantities to supply the demand, the firm reports.

### Window Pencil in Colors

It is now possible for restaurant and store owners to write and draw on their windows with a new material supplied in colors in convenient pencil form by Lake Chemical Co. It comes in white, red, blue, yellow, green and black. Altho fadeproof, it washes off. Item is a real money-maker and a ready seller to all types of retail dealers—and it's one that repeats, the chemical firm reports.

**SPECIAL—ELGIN & WALTHAM**  
AMERICAN MADE DUBER-HAMPDEN WRIST WATCHES in Yellow Cases. Strap and box with price tag. Lots of 3 Each \$2.50

12x6, 7J Elgin and Waltham Knife Edge Model. Each \$2.75; 15J Each \$3.25  
16 Size, 7J Elgin with New Yellow Cases. Lots of 6. Each \$2.25  
18 Size, New R. R. Model. Waltham or Elgin, 7J. Lots of 6. Each \$1.75  
Same—15J. Lots of 6. Each \$2.25  
Special Prices for Quantity Users. 25% Deposit, Balance C.O.D. Sample 50c Extra. Send for Catalog.

**N. SEIDMAN**  
173 Canal Street, New York, N. Y.

## FEATURE VALUES FOR THE FAIR SEASON!

**BALLOONS FOR ARCHERY**  
B85N48—Inflates to 6 in. Per Gross 55c  
B85N1—Inflates to 7 in. Per Gross 80c

**RAYON PARASOL**  
28 inch, 8 rib. Hand painted, floral design. B26N104—Per gross \$17.50  
Rayon Parasol, 23 inch, 6 rib floral design. B26N118—Per gross \$9.75

**FLYING BIRDS**  
Double Flying Bird. Outside Hummer. B38N72—Per gross \$2.25  
Large tricolor bird with outside hummer. B38N68—Per gross \$1.90

**MINIATURE STRAW HAT**  
4 in. high. Colored feather. B45N9—Per gross \$3.75

**COOLIE HATS**  
B45N15—12 inches wide. Per gross \$ 9.60  
B45N14—16 inches wide. Per gross 15.00

**DRUM MAJOR GIRL DOLL**  
Feather dressed. Celluloid body.

B34N59—4 1/2" doll. Per gross \$4.50

B34N60—7" doll. Per gross \$8.00

B34N61—10 1/4" doll. Per gross \$16.50



**FUR MONKEYS**  
B38N255—6 1/2" high. Per gross \$ 3.75  
B38N82—8" high. Per gross 6.00  
B38N84—10" high. Per gross 7.50  
B38N235—12" high. Per gross 14.00

**CANES**  
B16N132—Chesterfield Cane with metal inlay. Per gross \$7.50  
B16N122—Bamboo (medium). Per gross \$5.50  
B16N101—Bamboo (heavy). Per gross \$8.00  
B15N100—Pennant Cane (for Dolls, Pennants, etc.). Per 1,000 \$6.50

B16N131—China Head Cane, assorted. Per gross \$6.25  
B16N130—China Head Kiddle Cane. Per gross 5.40

**COMIC BUTTONS WITH COMIC SAYINGS**  
B3N550—Per 1,000 \$8.95

**STUFFED DOLLS FOR CANES**  
Celluloid head. Stuffed body.  
**DRUM MAJOR**  
B38N14—9 inches high. Per gross \$ 8.50  
B38N15—13 inches high. Per gross 19.50

**COWBOY DOLL**  
B38N18—9 inches high. Per gross \$ 8.00  
B38N20—13 inches high. Per gross 19.50

**MEXICAN DOLL**  
B38N75—9 inches high. Per gross \$ 8.00  
B38N76—13 inches high. Per gross 19.50

## The Old Reliable 9-IN-1 GLASS

Heavy weight celluloid frame. Combination OPERA GLASS, FIELD GLASS, POCKET MIRROR, COMPASS, MAGNIFYING MIRROR, READING GLASS, MAGNIFYING GLASS, DOUBLE LENS. Also equipped with Mirror which may be used in examination of eyes, nose or larynx. Folds up in compact form. Can be carried in pocket or purse. Length overall, opened 6 inches.

No. B38N77—White Frame.  
No. B38N78—Imitation Tortoise Shell Frame.

Per Gross **24.00**

**N. SHURE CO.,** 200 WEST ADAMS ST., CHICAGO, ILL.

**MIDWEST FACTORY-TO-YOU**  
SAVES YOU UP TO 50%  
WITH TELEVISION ADAPTATION

Here's today's biggest radio value—the 1940 TELEVISION-ADAPTED Midwest—at sensationally low factory-to-you price. Exciting foreign reception. Absolute satisfaction guaranteed on money-back basis. Send 1c postcard for FREE 1940 catalog (User-agents make easy extra money. See Midwest's Answer to TRADE-INS!)

**PUT THIS 1940 14 TUBE CHASSIS IN YOUR PRESENT CABINET \$19.95 COMPLETE**

**MIDWEST RADIO CORPORATION**  
DEPT. 93-A CINCINNATI, OHIO

## SEE EVANS' ADVERTISEMENT NEXT WEEK FOR A SENSATIONAL ANNOUNCEMENT!

**Evans Novelty Co.**  
946 Diversey Ave., Chicago

**FURS! FURS! FURS!**  
**SEIDEL'S 1940 CATALOGUE OFF THE PRESS**  
Beautifully Illustrated, Showing All the Latest Styles in CONEYS, SEALINES, COC-LETTES, SQUIR-From RELETTES, \$900 MUKRATS, Up GENUINE SQUIR-RELS, CARACULS, PERSIANS, Etc. Also Scarfs and Jackets. Highest Quality—Lowest Prices. Start the Season Right. SEND FOR CATALOG TODAY. IT'S FREE.

**M. SEIDEL & SON**  
243 West 30th St., N. Y. C.

**Extra Value!** **\$2.25 EACH**



5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

DEALERS, Write for Catalog.

**ROHDE-SPENCER CO.**  
223 W. Madison St., Dept. "B", Chicago

## BINGO GAMES

Every style and size. Markers, Paper and Catalin. Specials 1,500 and 3,000. Balls, Cages, etc. Lowest Prices

**WARWICK NOVELTY CO.,** Conimicut, R. I.

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1939 CATALOG NOW READY. (ADVISE YOUR LINE WHEN REQUESTING CATALOG). 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

	Per Doz.	Per Gro.		Per Doz.	Per Gro.
BB1 Flying Birds, Outside Whistle		\$1.80	BB8 China Head Cane	.60	\$ 7.75
BB3 Flying Birds, Inside Whistle, Tinsel Heads		2.75	BB9 Chesterfield Cane	.85	7.50
BB4 High Hat Monks, 6 1/2"	.35	3.75	BB10 Rubber Covered Balls	.85	10.00
BB5 High Hat Monks, 9"	.60	6.75	BB11 Carnival Decorated Balloons, No. 8		2.35
BB6 Cell. Doll, 7" with Feather Dress, Hat and Cane	.65	7.50	BB12 Balloon Stix, Best Grade		.25
BB7 Swagger Stix, 36 in.	.50	5.50	BB14 Robinhood Hats, Felt with Colored Feather	.80	8.00

**OUR NEW REVISED CATALOG 1939-1940 Ready for Distribution. BE FIRST TO GET YOUR COPY!**

Complete Line for Jobbers — Wagon Men — Canvassers. Free Sample Case With First \$10 Order.

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

**It Has Flash! Class! UNDERWOOD ELECTRIC SHAVER**  
Biggest Value at **\$1.00** Each Plus Postage (25% Deposit)

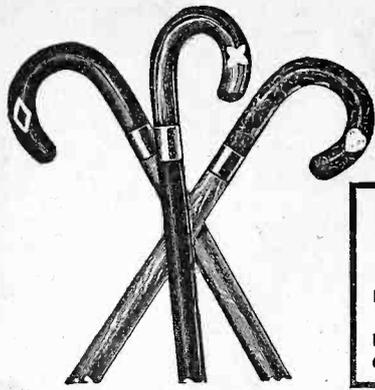
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**BULOVA - GRUEN - ELGIN - WALTHAM**  
Start at **\$2.95**  
Wrist & Pocket Watches FOR LADIES AND GENTS  
Reconditioned. Guaranteed Like New. 1939 Styles now available. Write for Our New Catalogue.

**NORMAN ROSEN**  
801 SANSON ST., Wholesale Jeweler PHILADELPHIA, PA.

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

## Newest Novelty Merchandise For Carnivals and Fairs



3725—CHESTERFIELD CARVED HANDLE CANES, Gross \$7.50  
 3702—BAMBOO CROOK CANES, Per 1,000 6.50  
 3752 and 3753—NOVELTY HEART CANES, Per 100 4.50

The Famous **LOVE PUPS**  
 Newest Mystery Magnet Novelty  
 No. 4010—Love Pups. Put up 2 dogs in a set.  
 DOZ. SETS...\$ 1.85  
 GRO. SETS... 21.50



2024—7-INCH FEATHER DRESSED CELLULOID DOLLS, With Assorted Hats and Canes. Doz., 70¢ Gross \$ 8.00  
 2029—12-INCH WHITE FEATHER DRESSED DOLLS, Doz., \$1.85; Gross 21.00  
 2106—FUR JUMPING MONKEY, Height, 6½ In. Gross 3.75  
 4005—CELLULOID BUTTONS WITH COMIC SAYINGS, Per 100, 73¢; Per 1,000 6.95

SEND FOR FREE COPY OF OUR 1939 CATALOG

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

**ELGIN OR WALTHAM REBUILT**  
**WATCHES**  
 GUARANTEED LIKE NEW  
 Wrist and Pocket Watches \$2.95  
 Also complete line of Hamilton, Bulova and Gruen Pocket and Wrist Watches at lowest prices.  
 10% Deposit, Balance C. O. D.  
**JOSEPH BROS., INC.**  
 59 E. Madison, CHICAGO.

# BINGO BUSINESS

By JOHN CARY

OPTIMISM is seen among bingo operators in the New York and New Jersey areas as plans are made for indoor games. The jobbers seem to be anticipating a big season, for they are busy stocking all supplies.

A REPORT has come in that the bingo boys in the Midwest parks are doing excellent business with the games despite the presence of a multitude of competing attractions. Our belief is that business could be made even better if more time and consideration were given to prizes. The greater portion of bingo counselors demand quality merchandise but it is an established fact that the work doesn't end there. More intelligent thought given to display is sure to net more profits. Operators should take time to arrange their merchandise in an attractive manner—grouping the items that are similar rather than strewing them about in a helter-skelter fashion.

Why not put all the household decorative items together? If the lamps, scatter rugs, hassocks and smoking stands are placed in a section, the flash of the stand is sure to be increased. With the household articles in one section and items appealing especially to the vacationist, such as candid cameras, pick-up-and-go radios, thermos jugs, and traveling bags, the flash of the stand will be increased and the take boosted. This arrangement would make the matter of the player's selection of prizes easier and convey the impression that the operator is aggressive and on the alert.

NEW BRITAIN, CONN., bingo players are for merchandise games. With the new Connecticut bingo law in force, the players are pleased with the reception given the game. Buy-backs are not permitted, but this statute in no way affects the dyed-in-the-wool bingo player who plays the game for the fascination it holds for him.

A NEWSPAPER in Mobile, Ala., gives a tip to the bingo players of that city in an editorial titled "Bingo Law." The editor says in part: "Bingo enthusiasts of Mobile churches and fraternal organizations who are not in harmony with Sheriff W. H. Holcombe on the game's legal status might do well to examine the way in which Connecticut has solved the problem.

"Under a State law providing that the governing body of any city or town in the State can allow the playing of bingo after receipt of a petition bearing the names of 5 per cent of registered voters, Waterbury is preparing to legalize the game. . . .

"Bingo can be played in Connecticut only under sponsorship of civic, religious, veterans or fraternal groups, granges or volunteer fire departments. Cash prizes are forbidden, however, under the New England law, and merchandise awards

on any day of play cannot exceed \$250 in value. . . .

"General purpose of the Connecticut law appears worthy of emulation by other States, that have felt the bingo craze, but have been handicapped by literal-minded law enforcement officers or those with an ax to grind. The law provides sufficient regulation of the games and also insures against abuse of the privilege.

"Alabama bingo lovers probably would find much in common with the Connecticut residents. The latter's law might even prompt proposal of a generally similar measure to the lawmakers of this State."

HERE'S TO A BIG FALL bingo season. Let's hear from some of you boys about your plans. Maybe we can swap a plan or two.

### BOYS LOOK

(Continued from page 52)  
 great deal to bolster the attendance and is proving a source of profit to operators.

#### Seek New Numbers

No letup in the quest for new numbers has been seen on the eve of Labor Day. Improved items are replacing in some instances outmoded merchandise but only until new lines can be put on the shelves. Where new numbers have appeared, reception has been far above expectations, pointing to an increased demand when the public takes its final vacation of the summer. Alertness in selection of easy sellers carried the boys over a midsummer slump and they are going to make a hard fight to pull in all the possible cash before they ring down the curtain on summer business of 1939.

### DEALS

(Continued from page 52)  
 called Crab Apple Switch. It has a blade four and a half inches long and gaily colored handle.

Schrafft's candies are getting a big play on boards in Newark. These candies are among the best offered in the East and, according to reports, the Schrafft deals are literally being eaten up.

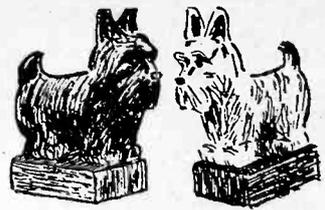
The radio-lamp combination introduced by Allied Premium Sales Co. looks like it may give the boys some real action. It apparently has everything to make it go on a board, including powerful consumer appeal. Operators who take on the item will have to work up a deal with a comparatively large take, but that in itself should not prove too much of a handicap. . . . the success of the battery-operated radios on a big take indicated quite conclusively that John Public will shell out if the item offered meets with his approval.

Other new items featured in the Fall Special issue of *The Billboard* which look good for a turnover are the Mariner and Horseshoe clocks offered by the Richmond Clock Co. the Firestone portable radio offered by D. A. Pachter Co., and the ship-lamp combination.

### MANY ASSOCIATES

(Continued from page 3)  
 Chesapeake Beach, Md.; Edward L. Schott, Allan Herschell Co., American Recreational Equipment Association, Mr. and Mrs. Paul R. McKee, *The Billboard*; Crescent Park, Providence; McCasker family, Mr. and Mrs. N. D. Hitten, Joe Drambour, Harry and Harriett, Lawrence and George Christman, W. F. Mangels, concessioners of Crescent Park; boys from Pleasure Beach, Bridgeport, Conn.; Philadelphia Toboggan Co., Arthur and Emma Abbott, Baker employees at New York World's Fair, Badolato family, Moe Libereck; Baker employees at Playland, Rye, N. Y.; Mr. and Mrs. Herbert F. O'Malley, Mr. and Mrs. Harold Gilmore, Harry and Ruth Traver, Gus Rosasco and boys of Playland, Playland employees, Mr. and Mrs. Joe McKee, Jack and Irving Rosenthal, Mr. and Mrs. C. C. Morris, Neville Bayley, R. L. Inglis, Associated Indemnity Corp., Abner K. Kline, Mr. and Mrs. Henry A. Guenther, L. H. Garrison, Lusse Bros., Paul C. Morris, Anna McNeil, Jacob Axelrod, Beaudoin group, Charles Krug and family, Robert F. Irwin Jr., Elmer Strunk, Mr. and Mrs. H. Strangerfield, Mr. and Mrs. Thomas Strom, Gondech family, Arch E. Clair, Mr. and Mrs. Edward Leis, NAAPPB, Mr. and Mrs. Louis Tissat, World's Fair (N. Y.) Concessioners' Association, Jordan L. Mott, Norman S. Alexander, Mr. and Mrs. A. H. Schroeder, Mr. and Mrs. Fred Fansher, E. Stoke, Mr. and Mrs. A. J. Merritt, Mrs. F. E. Hubbs, National

### MAGNETIC JITTER-PUPS



BUY DIRECT

The Well-Known Mysterious Pups that Follow Each Other and Make Love. Each set (2 Dogs) to a Box.  
 SEND FOR OUR LOWEST PRICE IN THE COUNTRY—BAR NONE. OUR PRICE CAN'T BE BEAT.  
 LARGE STOCK CARRIED ON HAND FOR IMMEDIATE DELIVERY.  
 Send 25c for Sample Set Postpaid.

**BENGOR PRODUCTS CO.**  
 878 BROADWAY, NEW YORK, N. Y.

### SENSATIONAL OFFER

JWELED LADIES' BAGUETTE WATCH  
 With 50 Sparkling Fac-Simile Diamonds



SPECIAL: No. 150—HIGH GRADE 15 J. Brand New Movement. Guaranteed to keep accurate time for 3 years. Modeled from a \$300 Article. \$5.95  
 In Lots of 3 Each  
 LADIES' WRIST WATCH—6-J. Fine Chrome Case. Wonderful Premium Item, Boxed. \$1.85  
 Complete. Each  
 Samples \$1.00 Extra.  
 25% Deposit, Balance C. O. D.

SEND FOR CATALOGUE CONTAINING COMPLETE LINE OF WATCHES AND JEWELRY  
**FRANK POLLAK**  
 72 Bowery, NEW YORK CITY.

Showmen's Association.

#### From Distant Points

World's Fair participants attending the services were Harry G. Traver, Lew Duffour, Joe Rogers, Herbert P. Schmeck, (and Frances Schmeck), Grace Rabkin, Jordan L. Mott, Cy D. Bond, George Hamid Sr. and Jr., Maurice Piesen and George P. Smith Jr. (and Mrs. Smith), Mr. Smith representing World's Fair officialdom from the concession department.

Cy Bond attended in behalf of New England Section of the NAAPPB on appointment of President Wallace St. Clair Jones. John M. Liddy, executive secretary, represented National Showmen's Association; R. S. Uzzell for the AREA, of which George Hamid is president.

From distant points came Mr. and Mrs. Daniel E. Bauer, John J. Carlin, George H. Cramer, Mrs. F. E. Hubbs, Mr. and Mrs. Schmeck, Florence M. Lusse, Norman S. Alexander, Mr. and Mrs. Harold Gilmore, J. L. Campbell, C. V. Starkweather and many others.

Metropolitan and other districts brought Jack Bean, Irving Rosenthal, Bert Nevins, Martin Stern, Dorothy Packman, Joe McKee, Joe Drambour, Phil Addison, Harry Witt, Jack A. Miller, Paul C. Morris, Herman Keenan, Elmer Mason, Gus Rosasco, Neville Bayley, Charles Ringel, Mr. and Mrs. S. G. Meek, H. G. Steiner, J. J. Robertson, Earl Winters, Jack L. Greenspoon, Ike Weinberg, Mr. and Mrs. Herbert F. O'Malley, Fred Fansher, William F. Mangels, Leonard Traube, Theodore Wolfram and others.

The coffin bearing the body of one of the most widely known park showmen in the nation was picked up by a train at Harmon yesterday afternoon and delivered to Chicago for interment in Eden Cemetery, following Masonic rites in the Schmidt Funeral Home today. The deceased's brother, George J. Baker, superintendent of Playland, was scheduled to accompany the widow, the former Meta H. Griep, altho it was reported that she was too overcome to make the journey. Mrs. Baker has been in poor health for some years.

CHICAGO, Aug. 26.—Masonic funeral service held here today for Harry C. Baker was attended by scores of friends. Justice Lodge No. 949, F&AM, of which Baker was a member, conducted the service, and Dr. Frank Joseph, of German Lutheran Church, preached the sermon. The chapel was banked with beautiful floral tributes. Pallbearers were Fred W. Pearce, of Detroit; A. Vaszin, of Dayton, and A. R. Hodge, George Lauerman, George A. Schmidt and Nat Green, of Chicago. Burial was in Eden Cemetery.

### Tributes

"With the passing of Harry C. Baker, president of the NAAPPB, the outdoor amusement industry has lost one of its (See MANY ASSOCIATES on page 56)

**Heavy Maple American Made**  
 STOCKMEN'S AND PARADE CANES.  
 One-Piece Maple, Natural Color.  
**\$18.00 Gross**  
 \$1.75 DOZEN.  
 25% Deposit with Order.

WRITE FOR OUR CATALOGUE

Showing Our Complete Lines Carnival Supplies for Bingo—Concessions—Novelties, Etc.

**B & N SALES**

2030 Commerce, DALLAS, TEXAS.  
 707 Preston, HOUSTON, TEXAS.  
 310 W. 9th St., KANSAS CITY, MO.

**ELGIN, WALTHAM**  
 Renewed Guaranteed \$2.95  
**MEN'S WRIST AND POCKET WATCHES**  
 Wholesale Jeweler Since 1914.  
 Send for Free Wholesale Catalog. 25% Deposit, Bal. C. O. D.  
**LOUIS PERLOFF,**  
 729 Walnut St., Philadelphia, Pa.

### "ALL AM. MADE" ATTENTION, DIGGER AND CARNIVAL MEN!

KNIVES—Single Blade \$ 7.50 Gr.  
 KNIVES—Double Blade 12.00 Gr.  
 FISHING KNIVES 19.00 Gr.  
 CIGARETTE CASES and COMPACTS that sold from \$1.00 ea. to \$2.00 ea., now \$1.00 doz. to \$6.00 doz.  
 DICE KEY CHAINS \$4.00 Gr.  
 TIE SETS, COLLAR AND TIE SETS, with \$1.00 mark in each box set. 12 sets to box \$4.50 Gr.  
 GOLF PENCILS \$5.50 Gr.  
 Job Lots of JEWELRY and BRACELETS that were made to sell for 10c-\$1.00 ea. \$4.50 Gr.  
 Send \$1.00 for sample of all these numbers.  
 All Prices F.O.B. Prov.  
 25% Down on C.O.D. Orders.

**DEXTER LACQUER & ENAMEL CO.**

197 HARRISON ST., PROVIDENCE, R. I.

**SPECIAL VALUES ELGIN or WALTHAM**  
 O Size—7 Jewel, Engraved Case. With English Leather Strap. Individually Boxed, with attractive Price Tags. R. B. In lots of 3 Each \$3.75  
 Same—15 Jewel. In lots of 3. Each \$3.75  
 50c Extra for Samples. All Watches Guaranteed. Large Assortment of all well-known brands. Send for Free Catalog. 25% Dep., Bal. C. O. D.  
**KANE WATCH CO.** 105 Canal St., New York, N. Y.



**PUSH FILLER**



PUSH THE BUTTON! SEE IT FILL!  
 JOHN F. SULLIVAN,  
 458 Broadway, New York City.

**FAIR WORKERS!!!**  
 We have the most complete line in NEWEST STYLES of LOCKETS, CAMEO and WHITE STONE RINGS, CROSSES and COSTUME JEWELRY. IMMEDIATE DELIVERY!!! Write for CATALOG or send \$2.00 for Samples.  
**MAJESTIC BEAD & NOVELTY CO.**  
 307 Fifth Ave., New York City

**ELGIN & WALTHAM**  
**REBUILT WATCHES \$1.75**  
 7 Jewel, 18 Size, in 8. H. Engraved Cases, at  
 Send for Price List. Money Back If Not Satisfied.  
**CRESCENT CITY WATCH MATERIAL CO.,**  
 113 N. Broadway, St. Louis, Mo.

**Key Check Stamping Outfits**  
 Emblem Key Checks, Key Rings, etc. Catalog free. Sample check with name and address, 25c.  
**SOCIAL SECURITY PLATES KEMP**  
 463-B East 178th St., New York City.

**BETTER PLUNGERS**  
 PER GROSS \$1.18 3 Assorted Samples Postpaid 50c  
 ASS'D PEN. Mfrs., 187 Lafayette, N. Y. C.

**THE NATIONAL AEROPLANE**  
 Large Balloon, Wheels, Wings, Propeller, in 2 Colored Envelope. Gross \$6.50. 25% Deposit. SAMPLE DOZEN, PREPAID, \$1.00. 125 5th Ave., New York, N. Y.

**They're Here! . . . . . WALTHAM PENS**  
 The Greatest and Fastest Selling Name in Fountain Pen History!  
 Write today for completely illustrated catalog of every type Fountain Pen and Pencil. PRICES NOW LOWER THAN EVER BEFORE. The season is starting off now with a BANG with WALTHAM PENS, so get started now with the pen that is going over best—PARK-O-TYPE PENS NOW READY. STARR PEN CO., 300 W. Adams, Dept. B-19, Chicago.

**NEW TURN SIGNAL**  
 FLASHES from REAR WINDOW—DASH Control AGENTS  
 A whirlwind seller. Drivers buy on flash demonstration. Dealers buy 3 to 12. Your profit mark-up as high as 264%. Biggest sensation of year. Rush name quick for facts and Demonstrator sample plan. All Free! Rush.  
**WATCH-MY-TURN SIGNAL CO.,** Dept. 439, Walnut Bldg., Des Moines, Iowa

**EASTMAN PENS**  
 PLUNGER PENS, \$12 Gr. UP.  
 Everything in Pen-Pencil line. Good Quality, New Designs, Lowest Prices, 3 Samples Best Sellers, 50c postpaid.  
**WILLIAMS SALES CO.**  
 210 West 8th St., Kansas City, Mo.

Every \$1.00 Gets you \$5.00  
 Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs, write for low gro. prices. Best season ahead. Sample 10c.  
**GOODRICH,**  
 1500 West Madison, Dept. BG-9, Chicago.

**ORIGINAL SLIP-NOT-TIES**  
 New FALL Line, \$2.50 Doz. FAST 50c SELLER, Repeaters. Send for Sample Dozen and be convinced. Free Catalog.  
**GILT-EDGE MFG. CO.**  
 Original. Patented. 13 N. 13th St., Phila., Pa.

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

**PITCHMEN**  
 A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**  
 (Cincinnati Office)

**AL SEARS** . . . . . shoots: "I am still pitching seven-in-one glasses and getting the gelt, as Newark, N. J., is open. Market street is a pitchmen's haven."

**VIOLA REYNOLDS** is working at Grant's store in Newark, N. J., with rad.

**WE KNOW** a number of boys and girls who write well, but not often enough to the Pipes Department.

**HARRY WOODRUFF** the "fountain-pen king," cracks the following from Chicago: "Am making preparations to play the State fairs with pens and rings on a coupon deal and have signed four girls to pass out coupons at the fair gates. They are to be attired in clown suits, and we are using a 50-foot front counter with pen and ring displays. Floyd and Wallace Collins are assisting me, with Mrs. Woodruff as cashier."

**JACK (BOTTLES) STOVER** and wife are taking it easy on the beach at Ocean City, Md., before beginning their fairs.

**RAY KUMER** . . . . . blasts from Chicago: "Just read Doc Jerry Coates' pipe in the last issue of *The Billboard*. I am surprised at it. True, he was unsuccessful here, but there are reasons. None of the good workers are beefing here. Workers like Brian Brown and George Thurman are doing okeh; and Bob Twittie and Phil Kraft seem to eat and stop at good hotels. You're slipping, Mr. Coates."

**MRS. DOLLY SHEEDY** is ill at her home in Amarillo, Tex., and is anxious to hear from friends.

**PITCHMEN'S SAYINGS:** "Don't go away, folks, I'm going to show you again."—George Haney.

**JACK CURRENT** . . . . . pipes from Ocean City, N. J., that he moved up the eastern shore of Virginia, Maryland and Delaware to New Jersey and New York and says business was not so hot in New Jersey and New York. He infoes that the boys and girls at the World's Fair don't seem to be doing well. He writes: "A tip to any troupers coming this way with house trailers; it is hard to get located. Conditions are the worst I have seen. You have to go to a trailer camp and pay from \$1 to \$1.50 a day just for space. Cape May, N. J., has two camps with space for \$1 a day and no baths. Wildwood has one camp at which space is \$1.50 a day, but it is outside the city limits. No trailers are allowed in the city limits of Ocean City, and you have to go seven miles out at Atlantic City. Con-

ditions are about the same the rest of the way to New York. My man, Gumy-Johnson, has had a nice season's work since we left California last November. We are going to work Florida for the winter. Would like to see pipes from Ed Clark, Jimmie Regan, Bob Posey and George and Emma Holliness."

**THINGS WE NEVER HEAR:** "Local business men devote entirely too much of their valuable time and energy to knocking street salesmen instead of increasing the individual proficiency of themselves and particularly their clerks in their own places of business."—A local merchant.

**GEORGE BRECHT** . . . . . pens from Peoria, Ill., that he just finished a small tour. "Cheyenne, Wyo., was about 40 per cent off this year," he writes. "Harry Schwartz had novelties, which were 40 per cent off. Deadwood, S. D., was very good. Al Williams had the grand stand. Novelties were big; Cowboy Blackie had them. All the overs and unders were pinched, also the chuck-a-luck and digger operators and any other percentage wheels. Burwell, Neb., was a total blank; even the corn games lost money. J. L. Landes Shows played to a loss. Babe Dusek won a little money on the athletic show. Sidney, Ia., was fair. Sam Bluestein had a fair week on novelties. There were about 100,000 people there during four days. I made about \$40. I am now in Peoria with Jack Rubin, who has the streets for the State Legion. Opening day was good."

**REPORTS HITTING** . . . . . the pipes desk from out Indiana way indicate that Charley (White Collar) Courteaux and partner, "Windy" Bliss plan to work foot-long hot dogs at several fairs in the Hoosier State.

**THE ART** of making sales to crowds now isn't much different than in the old days. These days, however, one must figure a little differently, more conservatively, and work more diligently in order to get the mazzama. In brief, the pitchman has a far more skeptical populace to cater to.

**DONA ROGENE** . . . . . is working rug cleaner in Newark, N. J., and R. Bee is at Kresge's there with perfume.

**ANOTHER ANSWER** . . . . . to Doc Jerry Coates' pipe in last issue comes from J. Z. Knebel from Chicago: "There are many boys making line in Chi. For one thing, Bob Twittie broke all records in Wiebolt's with a \$95 day. Mike Devine has taken top money out of Goldblatt's for over 30 weeks. That one day Coates spoke of was Mike's way of finding out if the worker is weak or the store burnt out. You can bet your life that Devine is not missing any meals and his workers are getting nice

**"Pitchmen's Rights as Citizens"**  
 Fifth Installment to Appear in September 9 Issue of *The Billboard*  
 What is the lawful and real nature of Pitchmen's taxation? Do "foot-loose" itinerant merchants pay taxes? Can a Pitchman be convicted and sent to jail unless he pays an exorbitant reader rate? Who has the priority right on the street, the Pitchman or the automobile? These and many other questions of paramount importance to all who sell are answered in a series of articles by E. L. Kiehl, who is well known in demonstrating pitch circles thruout the nation. The fifth article of the series, entitled "Pitchmen's Rights as Citizens," will appear in the next issue of *The Billboard*. Others will be published periodically. Read the series and be able to intelligently discuss your inalienable rights as citizens!

**OAK HYPER-BALLOONS**  
 QUALITY FLASH VARIETY VALUE  
**For FAIR WORKERS**  
 Oak's Souvenir-of-the-Fair prints are reliable money-getters on the fair grounds. Ask your jobber, or write to us for free catalog.  
**The OAK RUBBER CO. RAVENNA, O.**

**FREE CATALOG!**  
 Showing newest fast-selling items, highly polished, in Lockets, Crosses, Engraving Jewelry, Cameo and White-Stone Rings. Send \$2.00 for complete samples.  
**JACK ROSEMAN CO.,**  
 307 Fifth Avenue, New York City.

**LOWEST PRICES**  
 100 Social Security Plates...\$3.50  
 100 Colored S. S. Plates... 6.00  
 100 Double Cases... 2.50  
 100 Single Cases... 1.25  
 Die Sets and Gauge... 5.00  
 Send for Complete List Free. New Name Plates and Stamping Machines. Don't delay. Send 25% for C.O.D.  
**FRANK BONOMO,**  
 65 Central Avenue, Dept. B-2, Brooklyn, N. Y.

**THREE in ONE Glass Cutter, Knife Sharpener and Bottle Opener**  
 Low price makes quick sales. Demonstration brings quick orders. Excellent for advertising premiums. Samples 15c. Manufactured by  
**APEX NOVELTY CO.** 1948 W. Adams St., Chicago, Ill.

**HANDKERCHIEFS**  
 1c Each. Also Better Grades  
 Over 100 Styles  
 Make big profits. Easy sales to stores, customers, etc. Staple articles. Specializing to Jobbers and Quantity Buyers. Write for particulars. Send \$2.00 for COMPLETE AGENTS' SAMPLE ASSORTMENT. 8 Doz. Handkerchiefs, Ladies and Men. Postage Prepaid.  
**GLOBE HANDKFS CO.,**  
 22 E. 17th St. (Dept. "B"), New York City

**THE ORIGINAL SCREW BALL**  
 22-Karat Gold-Plated Lapel Pin. Each on Screw Ball Membership Card. Sample, 10c; Gross, \$5.40; Doz., 60c.  
**SAMUEL AUERBACH, INC.,**  
 14 East 34th St., N. Y. C.

**TIES — LARGE PROFITS ON STEADY SALES**  
 Never before such values! We manufacture only Hand Tailored Wool-Lined Ties to retail from 3 for \$1.00 up. Exceptional values! Big profits for live-wire distributors. Exclusive territory. For complete information write immediately to  
**RELDAW MERCHANDISING CO.**  
 11 West 29th Street, New York, N. Y.

**SPICY COMIC XMAS CARDS**  
 Hot, peppy, laughable designs in flashy colors. 20 new designs, fast 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No excuse for being broke. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Real sellers, No junk. Envelopes with each Card. 20 samples, \$1.00. None Free.  
**COMIC SHOP**  
 2463-A Kensington Ave., Philadelphia, Pa.

**Veterans Wake Up!**  
 Note removal to larger quarters. Old-timers are back in line selling our Veterans' Joke Books, Magazines—2c to 5c. Sell 10c to 25c. Other seasonal features, Holiday Flashers, Patriotic Calendars, Welcome Cards, etc. 2c to 5c. Send 10c for Samples. **VETERANS' SERVICE MAGAZINE,** 169 Duane St., New York City.

**PAPER MEN TEXAS IS GOOD NOW**  
 Can use experienced men in Texas on National publication. Write your old friend **E. HUFF,** 6011 Grand, Dallas, Tex.

**MEDICINE MEN**  
 Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.  
**GENERAL PRODUCTS LABORATORIES**  
 Manufacturing Pharmacists  
 187 E. Spring St., Columbus, Ohio.

**Just Out! NEW CATALOG No. 24**

**NEW 1939 PINS**

Increase your sales! . . . these new 1939 Engraving Pins are "clicking". See these new styles in new catalog No. 24, just off the press. Catalog also contains best selling Whitestone and Cameo Rings; also Billfolds and Photo Jewelry. Write for Catalog No. 24 today.

**HARRY PAKULA & CO.**  
5 No. Wabash Ave., Chicago, Ill.

**BIG PROFITS**

Own Your Own Business Stamping Key Checks, Social Security Plates. Sample with Name and Address, 25c. Send for Catalogue No. 39.

**HART MFG. CO.,**  
311 Degraw Street, Brooklyn, N. Y.

**ELGIN & WALTHAM—Second-Hand**  
Watches as Low as . . . . . **\$1.85**

**DIAMOND RINGS—Solid Gold**  
Mountings as Low as . . . . . **\$2.40**

Send for Descriptive Circular  
**H. SPARBER & CO.**  
106 North 7th St., St. Louis, Mo.

**SILK DRESSES, 10c!**

Men's Suits, \$1.50; Coats, \$1.00; Shoes, 50c; Hats, 40c. Many other low-priced bargains. FREE Catalogue. Send name on post-card. No obligation—write today. FAIRMOUNT CO., 162-BL Monroe St., New York, N. Y.

**Pitchdom Five Years Ago**

Earl Kittridge was seriously ill at his home in Seattle. . . . Tom Sigourney was still visiting Doc Hammack's med show in East Alton, Ill., and seeing what he termed the "most remarkable passouts in years." . . . Jeff Farmer was wending his way to the tobacco markets in North Carolina. . . . Charles Lindar was clicking in Asbury Park, N. J., with neckties and jewelry. . . . Ruth and Sunshine Rogers were trying out a platform show of their own, playing around Spartanburg, S. C. . . . Henry Riley was finding lucrative pickings in Kentucky with med. . . . George Thomas didn't have any difficulty getting the natives to respond to his pitch on peelers at the Cheyenne, Wyo., Frontier Days. . . . After working his opey in schoolhouses and theaters for two weeks Ricton took it back under canvas. . . . Buffalo Cody and Doc Burns were getting some dough with Foodlax in Chicago. . . . Doc George M. Reed and wife left their Columbus, O., diggins for West Virginia. . . . Errol V. Whitaker and wife were playing coal fields around Harlan, Ky., to good business. . . . Joe Morris rambled into Buffalo for a two-week stand following his Detroit engagement, which resulted in fair takes. . . . Lighthawk's Comedians were trouping in Indiana and doing good business under management of Arthur Pyle. . . . Doc J. A. Speagle was featuring a group of Hawaiian troubadours in his med show. . . . Stanford Smith was using an octopus for bally. . . . Lockboy's Comedians were in their fourth week in Greenville, S. C., and doing good business. . . . George Cleveland, erstwhile pen purveyor, was a successful florist in Atlanta. . . . James Gardner was working automobile items in Atlanta. . . . Gene Golin and Mike Sweeney doubled up for Owatonna, Minn. There were plenty of flukem and gummy workers there. . . . That's all.

**ANY OF THE BOYS getting their watermelon money in Georgia?**

**Events for 2 Weeks**

- (August 28-September 2)
- CALIF.—Bishop. Homecoming & Rodeo, 2-4. Healdsburg. Harvest Festival, 2-4. Lakeside. Rodeo, 4. Oakland. Ham & Eggs Picnic, 2-4. San Diego. Dog Show, 3-4.
  - COLO.—Ridgway. Rodeo, 4.
  - CONN.—Darien. Dog Show, 4.
  - IDAHO—Burley. Stampede, 31-Sept. 2.
  - ILL.—Benid. Homecoming, 3-4. Chicago. Candy Show, 29-Sept. 1. Gridley. Fall Festival & Colt Show, 30-Sept. 2. Nashville. Homecoming, 2-4. Nebo. Home-Coming, 29-Sept. 2. Oquawka. Band Fair & Watermelon Festival, 30-Sept. 2. Teutopolis. Centennial, 2-4. Warrensburg. Homecoming, 2-4. Windsor. Homecoming, 31-Sept. 2.
  - IND.—Bowling Green. Old Settlers' Reunion, 1-2. Brookston. Street Fair & Horse Show, 31-Sept. 2. Huntingburg. Homecoming & Celebration, 2-4. Knox. Legion Street Fair, 30-Sept. 2. Lagro. Street Fair, 30-Sept. 2. Middletown. Horse Show & Fall Festival, 30-Sept. 2. Silver Lake. Street Fair, 30-Sept. 2.
  - KAN.—La Cynge. A. T. A. Fair & Stock Show, 28-Sept. 2. Russell. Festival & 4-H Fair, 30-Sept. 1.
  - KY.—Princeton. Tobacco Festival, 31-Sept. 4.
  - ME.—Randolph. Old Home Week, 28-Sept. 2.
  - MASS.—Boston. VFW Natl. Encampment, 26-Sept. 1. Great Barrington. Dog Show, 3. Lenox. Dog Show, 2.
  - MICH.—Fennville. Homecoming, 31-Sept. 3. Freesoil. Homecoming, 2-4. Jonesville. Street Celebration, 1-4. Ovid. Homecoming Jubilee, 1-3. Romeo. Peach Festival, 2-4.
  - MINN.—Ortonville. Corn Festival, 5-6. St. Paul. Dog Show, 3-4.
  - MO.—Hamilton. Legion Races, 29-Sept. 1. Jackson. Home-Comers' Celebration, 31-Sept. 2. Sarcouxie. Homecoming, 26-Sept. 2.
  - MONT.—White Sulphur Springs. Rodeo, 3-4.
  - NEB.—Gordon. Sheridan Co. Rodeo, 30-Sept. 1.
  - NEV.—Winnemucca. Rodeo, 2-4.
  - N. H.—Canaan. Exposition, 30-Sept. 4.
  - N. M.—Santa Fe. Santa Fe Fiesta, 2-4.
  - N. Y.—Deposit. Old Home Week, 28-Sept. 2. Watkins Glen. Firemen's Celebration, 1-4.
  - O.—Cincinnati. Colored Fair, 27-Sept. 4. Cleveland. Natl. Air Races, 2-4. Killbuck. Free Fair & Homecoming, 31-Sept. 2. Orrville. Anniversary Celebration, 1-4. Rittman. Homecoming, 1-4. Scio. Fall Festival, 29-31. Sycamore. Celebration, 2-6. Toronto. Legion Celebration, 28-Sept. 4. Uhrichsville. Centennial, 28-Sept. 2.
  - OKLA.—Panama. Union Celebration, 1-4. Vinita. Rodeo, 1-3.
  - ORE.—Astoria. Regatta, 30-Sept. 2. Lakeview. Roundup, 2-4.

- PA.—Altoona. Auto Races, 4. Altoona. VFW Fall Festival, 28-Sept. 2. Blossburg. Firemen's Old Home Week, 28-Sept. 2. Irwin. Anniversary Celebration, 27-Sept. 4. Lyons. Firemen's Fiesta, 1-4. Mechanicsburg. Grangers' Picnic at Williams Grove Park, 28-Sept. 4. Millsboro. Legion Celebration, 28-Sept. 2.
- R. I.—Newport. Tercentenary Celebration, 28-Sept. 2.
- TEX.—Midland. Rodeo, 2-4.
- UTAH—Payson. Golden Onion Days & Homecoming, 2-4.
- VA.—Pulaski. Legion Celebration, 4.
- W. VA.—Berkeley Springs. Tomato Festival, 2-4.
- WIS.—Appleton. Picnic, 2-4. Wisconsin Rapids. Cranberry Harvest Festival, 28-Sept. 3.
- WYO.—Evanston. Cowboy Days, 2-4. Thermopolis. Rodeo, 3-4.

(September 4-9)

- ARK.—Little Rock. Celebration, 4-9. Paris. Celebration, 4-9. Pocahontas. Fall Festival, 4-9.
- CALIF.—Del Rey. Community Fair, 7-9. Escondido. Grape Day Celebration, 9. Lakeside. Rodeo, 4. West Riverside. Harvest Festival, 7-10. Oakland. Dog Show, 10. San Gabriel. Fiesta, 8-10.
- COLO.—Arvada. Harvest Festival, 8-9. Englewood. Fall Festival, 7-9. Montrose. Rodeo, 9-10. Ridgway. Rodeo, 4.
- CONN.—Darien. Dog Show, 4.
- IDAHO—Filer. Twin Falls Co. Rodeo, 6-9.
- ILL.—Alexis. Home-Coming & Fall Festival, 6-9. Bethalto. Home-Coming, 8-9. Du Quoin. Auto Races, 9. Lena. Firemen's Fall Festival, 7-9. Le Roy. Fall Festival, 7-9. Naperville. Centennial Celebration, 9-16. Nauvoo. Grape Festival, 8-10. Strasburg. Home-Coming & Barbecue, 7-9.
- IND.—Jasonville. K. of P. Celebration, 4-9. Marengo. Legion Jubilee, 9-16. Markle. Fall Festival, 6-9. Pierceton. Street Fair, 5-9. Rising Sun. Legion Fall Festival, 4-9. Rushville. Old Jules Celebration, 7-9. Winchester. Auto Races, 10.
- IA.—Centerville. Pioneer Day Celebration & Agrl. Show, 6-9. Cherokee. Pilot Rock Plowing Match, 6-7. Creston. Jubilee & Horse Show, 5-7. Drakesville. Old Soldiers & Settlers' Reunion, 7-9. Tama. Legion Carnival, 4-9.
- KAN.—Cherokee. Home-Coming, 7-9. Florence. Celebration & 4-H Club Expo., 4-6. Osawatomie. Free Fair, 7-9.
- KY.—Paintsville. Legion Fall Festival, 4-9. Paris. Paris-Hopewell Sesquicentennial, 3-6.
- LA.—Baton Rouge. Legion Fair, 9-10.
- MICH.—Hudsonville. Community, 7-9. Perry. Harvest Festival, 8-9.
- MINN.—Duluth. Legion Carnival, 4-9. Ortonville. Corn Festival, 5-6.
- MO.—Bland. Festival, 7-9. Jamesport. Fox Hunt, 5-9. Rolla. Rollalions Club Carnival, 6-9.
- MONT.—Glasgow. Harvest Jubilee & Federal Bldg. Dedication, 6-9. White Sulphur Springs. Legion Rodeo, 3-4.
- NEB.—Lincoln. Rodeo, 4-9. Rushville. Old Jules Barbecue, 7-9.
- N. Y.—Goshen. Dog Show, 8. Rye. Dog Show, 10. Tuxedo Park. Dog Show, 9.
- N. C.—Kinston. Bazaar, 4-9.
- O.—Andover. Street Fair, 8-9. Antwerp. Home-Coming & Paulding Co. Centennial, 7-10. Ashtabula. Merchants & Manufacturers' Expo. & Celebration, 4-9. Columbiana. Legion Fair, 8-9. New Holland. Legion Fall Festival, 6-9. New Richmond. Mardi Gras, 6-10. Stow. Home-Coming, 4-9. Shelby. Community Fair, 6-9.
- OKLA.—Woodward. Elks' Rodeo, 8-10.
- PA.—Coalport. Celebration, 4-9. Kittanning. Celebration, 4-9.
- TENN.—McMinnville. Celebration, 7-9. Millington. Fair Jubilee, 5. Petersburg. Colt Show, 5-6. Whitesville. Harvest Festival & Horse Show, 4-9.
- TEX.—Dallas. Southwestern Gift Show, 3-8. Colorado City. Frontier Round-Up, 7-9.
- UTAH—St. George. Rodeo & Fruit Festival, 7-9.
- VA.—Fairfax. Horse & Pony Show, 9. Pulaski. Legion Celebration, 4. South Boston. Natl. Tobacco Festival, 7-8.
- WASH.—Colfax. Rodeo, 8-10. Goldendale. Jamboree, 8-10.
- W. VA.—Bluefield. Celebration, 4-9.
- WIS.—Mount Horeb. Fall Frolic & Homecoming, 7-9. Fond du Lac. Dog Show, 10.

**SHOWMEN'S LEAGUE**

(Continued from page 41)

McCaffery, Past President C. R. Fisher, League Counsel Morris A. Haft, William Carsky, Lew Keller, L. C. Kelley, Lou Leonard, George W. Johnson, E. Courtemanche and Harry Mamsch. Sick list is the same as reported in last week's issue. Tom Rankine, Colonel F. J. Owens and Tom Vollmer are confined in their homes. Ben Beno is at Port Chester, N. Y., and Jack Lydick at Ravenna, O. R. F. Trevellick, Darley (Hoppie) Wander and Harry Paul are in American Hospital. Club was grieved to learn of the death of Brother Harry C. Baker, a beloved and active member. Lou Leonard spent a day here en route to Des Moines and Thomas F. Sharkey and R. C. Edwards, on the Johnny J. Jones Exposition, are in town on business. Bernie Mendelson and Secretary

Joe Streibich visited the shows at La Porte, Ind.

**Ladies' Auxiliary**

Clara Harker was hostess at the social on August 24 at the Sherman Hotel. Night was dedicated to Sis Dyer of Hennies Bros. Shows, and event was well attended. First prize, an umbrella, went to Treasurer Phoebe Carsky. Second prize went to Ann Slyster's sister, Lorraine Wilson, who selected a set of cooking utensils. Members were delighted to see Alice Hill and Pearl McGlynn who have been absent for some time. Mattie Crosby stopped in the club rooms for a while to say hello.

Ladies were glad to have Phoebe Carsky and Hallie McCabe with them again after a few weeks on the road. Letters were received during the week from Grace Goss, who plans to visit Viola Fairly, with Fairly & Little Shows at Sedalia, Mo.; Clara Zeiger, Marie Kortess and Hazel Harris. Virginia Kline sent a card en route to Toronto, Ont.

Frances Keller visited the Johnny J. Jones Exposition in Joliet, Ill. Ann Slyster plans to leave soon for a brief vacation and Maud Geiler leaves for the South soon. Rose Page will be hostess at the August 31 social in the Sherman Hotel, and it will be Hattie Wagner and Annette Sheesley night. Be sure to attend. Dues coming in nicely. Be sure to remember yours.

**MANY ASSOCIATES**

(Continued from page 54)

pillars," said Executive Secretary A. R. Hodge of the organization, Chicago. "As a builder and operator he was pre-eminent. As a president of our great association he was an inspiring and constructive leader. As a man and friend he was endowed with those sterling qualities which attracted the many thousands of friends who knew and loved him. His name will long remain as that of one of the big men of our industry, and in his passing our loss is indeed great."

"The untimely death of Harry Baker marks the passing from the amusement field of one of its ablest and best known exponents," said Arnold B. Gurtler, first vice-president of the NAAPPB and general manager of Elitch Gardens, Denver. "His inventive genius and keen analysis of public reaction redounded to the benefit of amusement park operators throughout the country. He has been a tower of strength to the national association and for the past five years has been its president and under his guidance the association has reached a high point in its history. To those of us who knew him personally his death marks the passing of a genial friend, an able counselor and an industrious fellow worker."

"With the death of Harry Baker the outdoor amusement world has suffered an irreparable loss," said Norman S. Alexander, past president of the NAAPPB, long active in its councils and general manager of Woodside Park, Philadelphia. "His ready sympathy, sterling character and outstanding qualities of leadership endeared him to all of us who had the privilege of close association and friendship with him. He will always live with us in memory."

"I was deeply grieved to hear of the passing of my good friend Harry C. Baker," said Adrian W. Ketchum, a director of the NAAPPB and general manager of Forest Park Highlands, St. Louis. "The amusement industry will suffer a severe loss as a result of his untimely death, as he was a leader of rare ability and a man who was guided by the highest standard of fair dealing and ethics."

"The amusement park industry can ill afford to lose men like Harry C. Baker, who actually lived for its betterment," said A. Brady McSwigan, a director of the NAAPPB and president and general manager of Kennywood Park, Pittsburgh. "He was one of our association's outstanding presidents. Now we will come to the full realization of just how important was his work and time spent in behalf of our industry. His happy faculty for making friends leaves a legion who will deeply miss that big smile and helping hand of a grand fellow we were privileged to know and admire."

"Our association has lost one of its most likable characters and one of its most devoted workers," said Edward L. Schott, a director of the NAAPPB and president and general manager of Coney Island, Cincinnati. "The great loss to our organization is reflected in the fact that Harry Baker served as our president five successive terms."

checks. When Coates wrote, he must have forgotten that Freddie Krause on herbs in G.B. is still hitting \$180 and over on the week. I might add that the shampoo layout in the State street store guarantees \$200 each week, and they get it and more. My partner, Ray Kumer, and wife did mighty good in Gary, Ind., on shampoo. What we need is just a little more pep and control enough not to get burned up because once in a while we hit a larry. I'll take my hat off to the workers in Chicago, for if we all could just put in as much effort as they do, we wouldn't have time to cut up jackpots and beef at hard times. George Thurman, Freddie Krause, Roy Kumer, Marty Brown and Mike Devine aren't beefing. As far as I am concerned, I'll always be a J.C.L. who will learn from the ace workers if possible, and I've been pitching for eight years."

**GEORGE DURST** . . . . . N. Y., that he has been going rather easy because of hot weather and has passed up the beaches. Says he expects good results this fall, tho, because he is licensed and in good in the Long Island area.

**IT'S ABOUT** time some pitchmen take a leaf from the farmer's book. The latter is quick to realize that he can't possibly reap a harvest if he doesn't have his farm in the best condition possible. It's a good example for the pitchman to follow with his layout.

**DOC JIM MEADEN** . . . . . typewrites from Roswell, N. M.: "Have been working the fairs and rodeos in Arizona and New Mexico with rug cleaner and writing a little sheet on the side. Business is just fair. I met Billy Gilbert, of Billy and Lorraine Gilbert, of tab and burlesque days, in Roswell, N. M., where Billy has a liquor store. Billy and Lorraine worked for me back in the early '20s when I had my med opey playing Ohio, Indiana and Illinois. They were the fastest comedy team in the business. Later they went into burlesque and vaudeville. They threw a swell party for me. I left Roswell August 17 for Hobbs, N. M., to work the three-day Street Fair there, then on to Colorado for the fall fairs."

**THE BARTONES** . . . . . owners-managers of the Ideal Comedy Co., recently took delivery on a new de luxe house trailer. Show moved to Loveland, O., for this week after closing in Newtown, O. Mrs. Charles (Foltz) Blue has been a visitor on the unit the past three weeks.

**IDEAL FIREWORKS CO.**

C. Barbuto, 1376 10th Avenue, Schenectady, N. Y. Celebration Committees, Park Managers, Fair Associations, if you have not contracted yet send for Catalogue. State your budget. Mention The Billboard.

**ACE AMUSEMENTS**

Room 209, 1949 Broadway, New York City. Theatrical Talent, Broadway Vaudeville Units, Girl Lines from 3 to 24 in fast song and dance routines, Musical Revues smartly costumed; Singers, Dancers, Novelty Acts. Programs made up for Fairs, Celebration Committees, Hotels, Nite Clubs, Police-Firemen fraternal fund-raising benefits. Talent for any event. Indoor and Outdoor Shows furnished at any time. Address, wire or phone CHARLES KYLE, "ACE AMUSEMENTS," Phone Susquehanna 7-8348. ELMER DADE, Mgr. Revues, Novelty Acts, register with us. Committees, address CHARLES KYLE, 104 Judson Avenue, New Haven, Connecticut.

**WANTED—LAST CALL!**

**FOR MICHIGAN'S BIGGEST STREET FAIR AND FIREMEN'S HOMECOMING**

On Main Streets of St. Charles, Mich. 4 DAYS, SEPT. 6-7-8-9. SHOWS AND MERCHANDISE CONCESSIONS OF ALL KINDS. Rides and Bingo Booked. Write or wire CHAS. SCHAFFER, Gen. Chairman, St. Charles, Mich.

**WANTED!**

MAGICIAN, TALKER, GIRLS who are experienced for new Illusion Show. Salary and percentage guaranteed. JOHN M. CHURCHILL, Sam Lawrence Shows, Roanoke, Va., this week. Next week, Spruce Pine, N. C. (10 weeks best fairs).

**WANT**

SEPTEMBER 20th TO 23rd, FREE ACT, RIDES, MOTORCYCLE RACES, CONCESSIONS AND A SHOW. GEORGE D. WALKER, Secretary, MANISTEE COUNTY FAIR, BEAR LAKE, MICH.

**Barfield's Cosmopolitan Shows**

**NOW STARTING SOUTH FOR A SPLENDID LINE OF FAIRS AND CELEBRATIONS**

Want to join at Cleveland, Tenn., for Labor Day Week Celebration, next week; First-class Motordrome and Kiddie Rides (T. J. Apple will not be with this show after this week). Also want Side Show, Funhouse or any show of merit. Can place a few more Legitimate Grind Stock Concessions.

P. S.:—Will buy Kiddie Auto Ride and Gilly Funhouse, if in good condition and priced right for cash. Address C. E. BARFIELD, Barboursville, Ky., Fair, this week, Cleveland, Tenn., next week.

**MARKS SHOWS, INC. WANTS FOR GREAT ROANOKE FAIR AT ROANOKE, VA.**

WEEK STARTING LABOR DAY, SEPTEMBER 4th, AND

10—MORE OF THE BEST SOUTHERN FAIRS—10

LEGITIMATE CONCESSIONS OF ALL KINDS

CAN BOOK MERITORIOUS SHOWS FOR MONEY-GETTING TERRITORY

Write or wire JOHN H. MARKS, Marks Shows, week of Aug. 28th at the Greenbrier Valley Fair, Ronceverte, West Virginia.

**WANTED FOR**

**LACLEDE COUNTY FAIR**

LEBANON, MISSOURI

Legitimate Concessions of all kinds, Independent Shows such as Minstrel and Athletic Show. All address E. L. WADE, Lebanon, Missouri.

**GARDEN STATE FAIR**

BRIDGETON, N. J.—Week September 4.

READING, PA., FAIR TO FOLLOW.

Will book Game Concessions of all kinds. Also Eating and Drinking Stands.

All address this week, Leighton, Pa.

**CETLIN & WILSON SHOWS**

**W. C. KAUS SHOWS, INC.**

Want for Carlisle, Penna., and balance of season of fairs, namely, Woodstock, Va.; Hopewell, Va.; Bedford, Va.; Shelby, N. C. (Colored); Winston-Salem, N. C. (Colored); Union, S. C.; Columbia, S. C. (State Colored); Charleston, S. C. (Colored), then Armistice Celebration, Warsaw, N. C. Legitimate Concessions of All Kinds, except Bingo, Cookhouse and Custard. Palmistry and Shooting Gallery. Shows with Own Outfits. Funhouse or Illusion. Ride-O, Octopus or U-Drive-It. Write or wire W. C. KAUS, Manager, Huntingdon, Penna.

tion one of its foremost amusement park showmen and builders."

Herbert F. O'Malley, director of Playland, Rye: "His passing marks an irreparable loss to our industry and to our association. I and my associates lose a real friend."

William F. Mangels, Mangels Co.: "He was a ride man's ride man, a splendid leader and a man of boundless energy."

George A. Hamid, president National Showmen's Association, American Recreational Equipment Association and George A. Hamid, Inc.: "He did big things and did them well. I knew him for so long that I still can't believe Harry is not with us. All of us will miss him—tremendously."

Cy D. Bond, Dodgem Corp.: "He gave his life to the business, much of it to help others. I yield to no one in my admiration for Harry Baker in his personal and business life."

George P. Smith Jr., New York World's Fair: "He was as square as they come and an inspiring optimist. His friendship will long remain with me."

Maurice Piesen, Piesen Mfg. Co.: "He was the 'George' in 'Let George Do It' and a friend who must and will be missed by all who were honored to know him."

Jack and Irving Rosenthal, Palisades Park: "Put us down together as people who will always feel that something is wrong because Harry isn't with us any more. A great originator and a great person in every respect."

Lew Dufour: "He served with distinction and always extended the palm of welcome. I mourn the passing of a great gentleman."

Joe Rogers, New York World's Fair: "He was a swell fellow with plenty on the ball and everyone loved him."

J. J. Carlin, Carlin's Park: "Harry never forgot the social graces during his remarkable career in a hectic business. He was one of the finest leaders the NAAPE ever had and he will also be keenly missed as a person apart from his contributions to our industry."

**ENDY BROS.' SHOWS, Inc.**

WANT FOR

**MINEOLA FAIR . . LONG ISLAND, NEW YORK**

"World's Fair Session" Week of September 11-16

And SIX SOUTHERN FAIRS

Concessions of all kinds, Wheel and Concession Agents, Ball Games, Bowling Alley, 4-for-Dime Photos, Floss, Talker for BIG REVUE, CHORUS GIRLS (office paid). DICK SCOTT wants for Minstrel Show, Musicians, A-1 light tan CHORUS GIRLS (office salary); Traller Drivers, Ride Help. WILL BOOK MONKEY SHOW. All mail and wires to DAVID B. ENDY, President, Sherbrooke, Quebec, Canada, now.

P. S.:—Now booking Independent Shows, Rides and Concessions, Great Gratz (Penna.) Fair, week of Sept. 18.

**Heller's Acme Shows, Inc.**

PLAYING ALL BONA-FIDE FAIRS — WANT FOR THE FOLLOWING FAIRS

Eastern Shore Fair, Keller, Va., 5 Days' Racing, Aug. 28-Sept. 2.

Mathews County Fair, 5 Days' Racing, Sept. 4 to 9.

Front Royal, Va.—V. F. W. Fair—9,000 people working in new plant; Sept. 11-16.

Warsaw, Va.—Northern Neck 5-County Fair, Sept. 18 to 23.

Enfield, N. C.—Fire Dept.-Agricultural Fair, Sept. 25-30.

Weldon—Roanoke Rapids Tri-County Fair, Oct. 2 to Oct. 7.

Moore County Fair, Carthage, N. C., Oct. 8-14.

Tar River Fair, Franklinton, N. C., Oct. 16-21. Three Fairs pending and Big Armistice Week Celebration. Out until Christmas with Winter Show.

Want People for Circus Side Show, Jungle and Geek Show, Athletic Show. Complete Plantation Show. Mr. Brown who had my side show, wire. French La Rue wants Boxer. Can use Talkers. Can place Grind Shows, Fun House, Motordrome, Monkey Speedway. Bryant Woods, wire. We can do business. Sol Spade, come on, wire. Matt Craun, wire. Good proposition for Shows with own outfits. Want Posing Show, Girl Revue, Hawaiian or any worthwhile Shows. Live and let live proposition to all. All concessions open. Want Custard, Ice Cream, Novelties, Lead Gallery, Grab Joints. Wheels open. Leo Bistany, also Stretch, wire. Will buy or book Loop-O-Plane, Octopus or Tilt-A-Whirl. Want Ferris Wheel Man for Twin Wheels; also good Operator for Eil. Struble. what's the trouble? Come on, write me. Will give good proposition to Kiddie Rides. All address as per route. HARRY HELLER, Gen. Mgr. P. S.—Rocco no longer connected with this Show.

**CRESCENT AMUSEMENT COMPANY**

Wants for 9 Southern FAIRS, starting Whitakers, N. C., Sept. 4, closing De Funiak Springs, Fla., Nov. 11, with 10 Winter Fairs in Florida starting with Hardee County Strawberry Festival, Bowling Green, Fla., January 8, including the Southwest Florida FREE FAIR, Fort Myers, Fla., February 12 to 19. We will winter at Fairgrounds, Fort Myers, Fla.

RIDES: Rolloplane and Octopus; Ride Help, Foreman and Second Man for Dual Ferris Wheels, 7-Car Tilt, Single Loop-o-Plane, Second Man for Chairplane; must be sober.

SHOWS with own outfits: Girl, Posing, Illusion, Monkey, Mabel Mack, Bryant Woods, Sam Swain, Jack Perry, Wyatt Midgots, Tommy Carter, Jack Miller and wife, wire or come on.

CONCESSIONS all open except Bingo and Cookhouse. Must work for stock and not over 10c. Ball Games, Devil's Bowling Alley, Duck Pond, Candy Apples, Candy Floss, Custard. All address L. C. McHENRY, Mgr., Fairmont, N. C., this week; Whitakers, N. C. (Fair), Sept. 4. P. S.: Want Colored Performers and Musicians for Minstrel Show; trombone, sax, tuba, come on.

**COLORED PERFORMERS AND MUSICIANS WANTED**

All winter's work; salary through office. Best of accommodations. Preference given to those I know and have been with me before. Want the best of Colored Talent and Fast-Stepping Chorus. Musicians that can and will play. Horatio Ballard, where are you? No personal loans. Write, don't wire, to

**TED REED, JOHN R. WARD SHOWS**

Want Concessions that work for 10c. Chrisman, Ill., Fair, this week. Vincennes, Ind., Labor Celebration all week, opening Sunday, September 3, City Park. Eight Southern Fairs to follow.

**GIRLS**

WANT NOVELTY ACTS, SINGERS AND GOOD CHORUS GIRLS  
Salary guaranteed out of office.

**GIRLS**

Address: **ELSIE CALVERT, care HENNIES BROS.' SHOWS,**

North Platte, Nebr., Aug. 28-Sept. 2; Grand Island, Nebr., Sept. 4-9; Council Bluffs, Iowa, Sept. 11-16.

**SMITH'S GREATER ATLANTIC SHOWS**

WANT: Concessions of All Kinds, no exclusive, for the following fairs. Also have complete beautiful Girl Show frame-up that will turn over to a real Girl Show man. Have several other complete shows for capable people that have something to put in them, preferably Geek, Maid-of-the-Mist, Blue Eye, Peep Show,

E. L. and Boosters' Convention at Madison, Virginia, this week; week of September 4, Martinsville Fair, Martinsville, Virginia; week of September 13, the Botetourt County Fair, Fincastle, Virginia; week of September 18, Person County Fair, Roxboro, North Carolina; week of October 2, Durham Colored Fair, Durham, North Carolina, with others pending.

These are bona fide fairs, not promotions. All address K. F. (BROWNIE) SMITH.

P. S.:—All Ride Help wanted; especially Chairplane foreman.

**FAIRS BLUE RIBBON SHOWS, INC. FAIRS**

We hold exclusive midway for the following bona fide County Fairs: Cassopolis, Mich.; Paducah, Ky.; Benton, Ky.; Cartersville, Ga.; Rome, Ga.; Lagrange, Ga.; Thomaston, Ga.; Albany, Ga.; three new deal fairs in the making. Will place two promoters capable of handling new deal fairs. Sammy Burdick, Harry Burke, R. C. McCarter, Bob Hallock, Klinger, write, stating full particulars. Will place Minstrel Show Performers and Musicians, salaries and per cent. Have complete Posing Show outfit with panel front. Dan Tuttle, come on. Can place manager or talker with or without girls for same. Goshen, Ind., Fair this week.

**OUTDOOR SHOWMEN**

On account of Labor Day no telegraphed or telephoned SHOW ADS will be accepted for September 9 issue after 9 a.m. (Eastern Standard Time) Monday, September 4. WIRE IMPORTANT LATE SHOW ADS SUNDAY NIGHT.

FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, SEPTEMBER 2.

**Out in the Open**

by Leonard Traube

Harry C. Baker, engineer, ride builder and operator, amusement park owner, distinguished trade association chief, World's Fair participant, gentleman—will erect Coasters no more . . . Lovable Harry died last week. . . His World's Fair worries are over. . . The lines which follow are intended to show that Harry will, fortunately, escape from now on. . . The lines which follow are not intended as disrespect to his memory. . . They are, on the contrary, offered as our personal tribute, in our humble way, to a life which, while it

lives no more, lives on. . . We know that Harry, the plunger, laughed off his worries. . . We know he would not be offended at our treatment of the situation. . . We know he would laugh heartily. . . We hope there are more unqualified laughs where he is now.—LT.

Why worry, merry gentlemen?  
The Fair will soon be o'er;  
And then you'll have the winter  
To worry with Dufour.

Why make a fuss about it?  
Why worsen your behavior?  
There's always a full winter  
In which to join H. Traver.

Life's too short to worry,  
So cease your Fair shenanigan;  
The winter will be time enough  
To straighten out H. Flanigan.

December isn't far away;  
It will be easy sailin',  
So save your tears for winter  
And cry with Grover Whalen.

To worry isn't healthy  
'Cause summer should bring hope,  
So hold your tears for winter  
And commiserate with Pope.

Worrying is silly,  
It shows a certain lack;  
Winter is the time for you  
To make a deal with Pach.

Don't worry, we advise you—  
It's bound to drive you daffy.  
In winter you'll have three long months  
In which to find McCaffrey.

To worry is indecent,  
It brings a mental crash;  
In winter you can confab  
With those mighty Brothers Dash.

Let others do the worrying,  
Let others go off looney;  
In winter you'll have time to rave  
With Hamid, Sarg and Couney.

Worrying is never good,  
It is a sorry mess;  
But in winter by the fireside  
You can cry with Gelb and Schless.

So why not stop complaining?  
So why not hold your hammers?  
For beginning in December  
You can cry with Smith and Lammers.

Worrying is fatal;  
It'll drive you to a pond.  
Winter is the time for you  
To cry with Wilson, Bond.

It does no good to worry,  
It does no good to rant;  
Winter is the perfect time  
To cry with Piesen, Plant.

Summer should be joyful;  
Then summer will make way for  
The fall and then the winter  
For a tearful joust with Shaffer.

Worrying hasn't aided  
Sun Valley's Mr. Sipchen;

It's winter that could bring some help  
From Banker Harvey Gibson.

To worry is a failure;  
Omit the shout and wall.  
Winter is the proper clime  
To squawk with Savoy's Gale.

So, cheer up, Gest and Granlund—  
It's worse with Brooklyn's Dodgers.  
In winter you can counsel with  
Hizzoner Joseph Rogers.

Take it easy, boys—  
Your complexion's like a napkin  
Wait for wintertime to needle  
Bartlett, Wolfe and Rabkin.

Why worry over nothing?  
You'd do better with a rickey—  
And in winter get the gaff  
From Aquacade's Link Dickey.

We know three who know your story,  
And by Octo Thirty-First  
Will be glad to give you all the dough  
You need to quench your thirst.

So brace up, you merry gentlemen;  
At least others have good luck.  
In winter you can put the bite  
On Rose and Mott and Buck.

(It's nice to know that Up There  
. . . Conversing with his Maker . . .  
Is a soul with mind untroubled . . .  
The soul of Harry Baker.)

## Hartmann's Broadcast

WRITERS must write stories that sell to be a success, but there are other ways of doing this than openly condemning a profession and all the people in it. We have an example of this dirtiness in *Writer's Digest* for August in a story headed "Carnival Slang," authored by Robert F. Haugh. The publication is one catering to writers, and Haugh's aim is to show how readers of the paper could better sell stories about carnivals and carnival people by injecting vernacular used on midways. "With John Steinbeck's *Grapes of Wrath* stirring up interest in the great itinerant class of Americans," the story reads, "a few well-written, authentic stories about the wanderers of the carnival world ought to sell." Before we continue to quote, notice the author says "authentic stories."

"Carnival people are a Duke's mixture of show people, gamblers, petty crooks from the underworld, broken-down athletes, prostitutes waiting for the 'heat' to cool off in some city, tramps and hoboes, and human derelicts of all classes. Hence their slang reflects the influences of all these sources. A good tip to follow is to watch the gossip columns in *The Billboard*, the outdoor showman's Bible. Columns such as 'Midway Confab' and 'Pipes to Pitchmen' are rich in carnival slang."

How authentic stories with a carnival background can be written when the author himself dishes out such false and misleading material is beyond us. And in the carnival slang which he describes there are many words which are just as much used or known by the general public as by carnival folks. Take these words for instance: Billy—club; Broad—prostitute (that's a hot one, isn't it—when a broad means any girl or woman?); Can—jail; Dingle—negro; Ditch—to dispose of; Drag—Main street; Growler—can of beer; Jack—money; Java—coffee; Jitney—five cents; Mooch—to beg; Reuben, or Rube—farmer; Stiff—any man.

William O. Stone of West Rumney, N. H., read the story, and his comment is that it "stinks with rottenness." He writes: "I am 63 years old, crippled with arthritis, but I would like to meet the specimen that is responsible for the publication of this lying filth. I think I have seen this same form of life when rolling over a rotten log in swampy places."

"Inasmuch as *The Billboard* is also mentioned in the article, and knowing that you have always been ready to speak for the thousands of fine, decent, loyal people that comprise the personnel of the carnival world, I do not hesitate to bring this matter to your attention."

If carnival people are a Duke's mixture of show people, gamblers, petty crooks from the underworld, broken-down athletes, prostitutes waiting for the "heat" to cool off in some city, tramps and hoboes, and human derelicts of all classes, as Haugh accuses them of being, then it would be no more unfair to say that practically every city and town is in the same "boat," for isn't it true that one will find these same types of people all over the country?

## Notes From the Crossroads

By NAT GREEN

W. H. Stein, of Music Corp. of America, is pleased over the terrific business the *Ice Follies* is doing in San Francisco. He writes that they are opening up their new show at the Pan-Pacific in Los Angeles shortly. "The Golden Gate Exposition officials are very happy with our activities," Stein writes from San Francisco, "and I believe MCA has turned the trick for them, even so far as getting the New York fair to follow suit on the policy we inaugurated here." . . . Flash Williams took time off from his thrill-day activities last week to jump into Chicago for a day. Had a three-fair week ahead of him. . . Mrs. Ernie Young was forced to come in off the road because of illness. She's been a pretty sick gal but appears to be on the road to recovery. Seems troubles never come singly. The week Mrs. Young came home four of Ernie's shows were rained out at Iowa and Wisconsin fairs, and the Young car was in a smash-up. . . Mrs. Bert Doss, former aerialist, is expecting a visit from Sir Stork. . . Night horse racing is being featured this week at Marion (Ill.) Fair. . . Eleanor Getzen-daner, featured this week in the horse show at the Canadian National Exhibition, drove all the way from Hollywood with her prize-jumping horses, Elmer Gantry and Suicide. . . Anent the item in last week's Crossroads, our good friend Bob Hickey writes: "How can I be a first of May when I joined out in July?" . . . There might be something to that! . . . And from Sam Ward, former legit, vaude, ork and circus praise agent now with Rubin & Cherry Exposition, comes a communication signed "First-of-May Ward," accompanied by a first-page spread of art that would do justice to a veteran. . . Mickey King, aerialist, arrived back from Australia last week and stopped in San Francisco for a visit to the expo.

Springfield, Ionia, Milwaukee and Great Falls—four major fairs—have hung up records that indicate it's going to be a great season for fairs in general. Ralph Ammon certainly drew a couple of horseshoes the first two days of the Wisconsin State Fair. Rain on both days, but at hours that allowed him to get out safely. At 7 o'clock on the first Sunday we would have wagered the grand-stand show couldn't go on—but it did. The track was a sea of mud (ask Frank Duffield, who took a fall right in the middle of it), the infield almost as bad. But Barnes-Carruthers got the scenery up, dried the platform and put on a beautiful revue. The high acts went thru with their schedule, and the Duffields closed the show in a glorious burst of fireworks. In the afternoon the gates were closed to autos at 2 o'clock because there was no more room for them. Grand stand was packed to capacity for the auto races. Wisconsin State Fair has had a tremendous growth under the guidance of Ralph Ammon and has reached the point where facilities for handling exhibits will have to be greatly enlarged.

## Frisk Greater Shows

WANT

COOKHOUSE, LEAD GALLERY and SHOWS for balance of season. FRISK GREATER SHOWS, CLINTON, MINN., THIS WEEK.

## NEW MODELS — LOW PRICES



No. 2H8. Elgin Kwik Shave. Operates on 110-A.C. Popular style (not connected with Elgin Watch Co.). Sample 55c; Doz. 50c each; 6 doz. 49c each.  
No. 2H17. Imperial dry shaver; enables you to start the razor season with quick profits. Operates on 110-A.C. Sample 53c; Doz. 49c each; 6 doz. 47c each.  
No. 2H20. Underwood dry shaver. Latest model. Never-slip grip. Ivory color. Operates on 110-A.C. Sample \$1.15; Doz. 98c each.

## HERE IS THE LATEST CRAZE

"HOT DOGGIES"—Playful Pups

No. J898. The magnetic toy that keeps 'em spellbound. Dependable G. E. licensed magnets. Size of the pups 3/4" x 3/4". Packed one black and one white in a box. Dozen boxes \$2.00. Gross \$21.60

SPORS CO.

9-39 Erie St.,  
Le Center, Minn.

## PENN STATE SHOWS WANT

For Fulton County Fair, Sept. 6, 7, 8, 9

GIRL and HILLBILLY SHOW or any other Good Show; Concessions of All Kinds. Will give ex on Custard and Bingo. Want Ferris Wheel Foreman. Susquehanna, Pa., this week.

## WORLD OF FUN SHOWS CAN PLACE

Photo Gallery, Fishpond, Pitch-Tilt-You-Win, or any other Legitimate Concessions. Can use Ride Help. Orange, Va., this week. J. E. STEBLAR, Mgr. Fair Secretaries, have a few open dates.

## CONCESSIONS AND SHOWS WANTED OF All Kinds for FALL FESTIVAL

At Sycamore, Ohio, Sept. 26 to 30. HOWARD'S RIDES WILL BE HERE. Wire or write TODD GOLLING, Secretary.

## WANTED

FOR WAYNE DALE, IND., SEPT. 12 TO 16

LEGITIMATE CONCESSIONS. ATHLETIC SHOW AND GIRL SHOW. SLIM BISHOP, COLUMBIA CITY, IND.

## FAIRS

## FAIRS

## J. J. PAGE SHOWS

WANT FOR FOLLOWING FAIRS: Scott Co. Fair, Oneida, Tenn.; Lincoln Co. Fair, Fayetteville, Tenn.; Twin Co. Fair, Athens, Tenn.; Five County Fair, Morristown, Tenn.; Western North Carolina District Fair, Asheville, N. C.; Gwinnet Co. Fair, Lawrenceville, Ga. LEGITIMATE CONCESSIONS of all kinds. Good opening for Frozen Custard, Rat Game, String Game, Penny Pitch, Bumper Game, Novelty and any other Legitimate Concessions except Cookhouse. Can place Trombone Player and one more Chorus Girl for Minstrel Show. Bert Melville wants Girls for Hollywood Review. Everybody address J. J. PAGE SHOWS, Danville, Ky., this week; Oneida, Tenn., Fair next week.

## WEST BROS.' SHOWS

WANT for long string Southern Fairs, Concessions that work for Stock Only; Foreman for Ferris Wheel; other good Ride Help that can handle semi-trailers; Girls for Revue, young, small, attractive. Percent and salary guaranteed by office. Musicians and Chorus Girls for Minstrel Show; Motordrome; good Pit Show capable of getting money; Billposter. Cresco, Ia., Fair, August 30-Sept. 3, and Prairie du Chein, Wis., week Sept. 4.

## Davis & Parrott Shows Want

FOR FAIRS: Corn Game, Join at once; Photo, Fishpond, Snowballs, Cane Rack; Palmistry, American only; Legitimate Concessions of All Kinds; no G joints. Rides: Chairplane and Tilt-Whirl. Grind Shows. Musicians for Colored Band, Performers for Minstrel. Glenn Wybel, Bob Rage, get in touch with us at once. Wire this week, Damascus, Va.

## CLINTWOOD, VA., FARMERS' FAIR

SEPT. 4 TO 9, followed by Scott County Fair, Dungannon, Va.; Community Fair, Mayodan, North Carolina; Bertie County Fair, Windsor; Pamlico County Fair, Bayboro; Robersonville Fair and Tobacco Festival; Great Loris Fair and four South Carolina and Georgia Fairs. Want Kiddy Rides and Motordrome. Place any show of merit. Will furnish outfits for same. Want concessions of all kinds. Want at once, couple of Sensational Free Acts. Wanted: First-class Cookhouse for long fair season. Aerial Lapraes, wire. All fairs now until middle of November, then Florida Park all winter. Persons booked get preference on Sulphur Springs Park. All address

## MIGHTY MONARCH SHOWS

N. P. Roland and George Goffas, Bluefield, West Virginia, this week.

**Wanted Wanted**

Experienced People for Expose Show, Girls for Posing Show, Talkers, Grinders, Whip Foreman, Ride Help, Canvas Men. Salary paid from office. 10 Weeks Best Southern Fairs.

**Sam Lawrence Shows**

Roanoke, Virginia, this week; Spruce Pine, North Carolina, next week.

**W. S. CURL SHOWS**

Wanted for bona fide money spots in Ohio: Concessions, Bowling Alley, Fishpond, Pitch-Till-You-Win; Legit Stock Wheel; Frozen Custard. Labor Day, Port Jefferson, Ohio; Jackson Center, Ohio, Home-Coming, Sept. 6-9; Harvest Festival, Blanchester, O., Sept. 13-16. Can use up-to-date Corn Game for following spots: Junction City, Ohio, Home-Coming, Sept. 18-23; Washington C. H. Fall Festival, Sept. 25-30; Waverly, Ohio, Fall Festival, Oct. 2-7; St. Paris, Ohio, Harvest Festival and Corn Show, Oct. 9-14. Have some fine healthy Monkeys for sale, including Mother-Baby.

W. S. CURL SHOWS, Lebanon, Ohio, This Week.

**WANT**

FOR ALEXIS, ILL., HOME-COMING AND AGRICULTURE FAIR, SEPT. 6-7-8-9.

Shows and Concessions working for stock and 10c. On the Streets. No Gate. Exhibits furnished by 17 High Schools of Different Counties.

No Telephone. Wire or Write. Pay Own.

**HOFFNER AMUSE CO.**

ALEDO, ILL.

**WANTED EIGHT DAYS**

Starting SEPTEMBER 22 to 30, Inclusive. Flat Rides or Loop-o-Plane for best spot on Eastern Shore. Legitimate concessions, Lead Gallery, High Striker.

DAVID KAY,

Milford Fire Co., Milford, Delaware

**NOTICE!**

Will pay suitable compensation to anyone furnishing information regarding present whereabouts of **TEX HUDSPETH**, scale man. Driving Dodge Panel Truck and Covered Wagon Trailer. Louisiana license. Wire collect. **G. A. VERNON**, United American Shows, Plymouth, Wis., Fair, Sept. 1-4; Centerville, Ia., Sept. 6-9.

**AT LIBERTY--NOW**

Account of show closing, **A-1 CIRCUS BAND**, including Calliope Player doubling Bass Drum. All A-1 Musicians. Anything considered, Circus, Carnival, Fairs, Parks. Wire—don't write—August 30 and 31. **A. LEE HINCKLEY**, Gen. Del., JACKSON, MICHIGAN.

**W. S. Malarkey CAN PLACE**

SHOWS AND CONCESSIONS FOR BROOKFIELD, N. Y., FAIR, SEPT. 4-8; MANSFIELD, PA., FAIR, SEPT. 6-9. Address **W. S. MALARKEY**, Ackerman Bldg., Binghamton, N. Y.

**Strasburg, Ill., Homecoming**

On Streets, Sept. 6, 7, 8, 9. Want legitimate Concessions of All Kinds. Also Shows. Corn Game open. Advance Man with car who can post. Have five other Street Celebrations to follow. Address **BIG CITY SHOWS**, Panama, Ill., this week.

**Hughey Bros.' Shows**

Want Foreman for Allan-Herschell Merry-Go-Round. Must be sober and reliable and join at once. Long season. Nashville, Ill., this week.



**SNIFFY & SNUFFY MAGNETIZED PUPS**

Also **MAUD & FERDIE MULES** and **Hen & Rooster**. All Magnetic with Strong Action, 2.25 doz., 24.00 gro.

**NEW MAGIC**

**NEW HOT SHIMMIE DANCERS** in Folder 35c doz. Clever Transparent Mirrors 35c doz. All Items Below Listed at the Doz. Prices.  
 Cartoon Sets .50  
 Sand Cards sm. .30  
 Tuway Mirrors .30  
 Shimmie Dancers .25  
 Rubber Glove .35  
 Trick Golf Ball 1.20  
 Trick Soap .50  
 Hot Pepper Gum .35  
 Sneeze & Itch .25  
 Doggonit Pile .40  
 Monk Heads 1.50  
 Cocktail Stirners 1.00  
 Monk Head Cane 2.75  
 Squirt Mag Glass .40  
 Tennis Rack Puzzle .35  
 Trick Matches: Shoot, Sparkle, Snake, etc. .30  
 New Voice Tester .80  
 Spinners asst. .50  
 Nertz, Kipper .75  
 Cig. Stink Plugs .35  
 Groucho Glasses .50

IF IT'S A TRICK JOKE PUZZLE WE HAVE IT. World's Fair Comic Gifts & Souvenirs. Send 2.00 for 50 Samples of Asst. Items. Buy Now: Comic Spley Xmas Cards 2.00 a 1,000. **MAGNO-TRIX NOV. CORP.**, 136 Park Row, N. Y.

**Two N. T. G. Shows Are Closed at W. F.**

NEW YORK, Aug. 28.—The N. T. G. girl shows at the World's Fair, Congress of Beauty and Sun Worshipers, closed indefinitely on Saturday when operators failed in their attempt to have the fair corporation ease operating costs. Nils T. Granlund said that he could not continue to pay "excessive" service charges, etc., plus the 10 per cent on gross business, to the fair and at the same time make ends meet.

Granlund had appealed to Commander Howard Lammers, chairman of the amusement control committee, to aid him financially. The fair two weeks ago, however, ceased aiding concessions not meeting their operating nut on their own, and Lammers said they could not make an exception in N. T. G.'s case.

**Ripley Odditorium Signs With AFA, IA**

NEW YORK, Aug. 26.—Following differences for several weeks that resulted in a picket line around the building, the Ripley "Believe It or Not" Odditorium on Broadway signed a contract this week with the American Federation of Actors and the International Alliance of Theatrical Stage Employees.

Contract, signed by Ralph Whitehead, representing the AFA; Vincent Jacobi and Frank Powderly, of IATSE, and John McMahon, for the Odditorium, provides for a 12-hour work day, six days a week and minimum weekly wages as follows: Lecturers on stage, \$40; window ballyhoo, \$40; lecturers on illusions and Casino Room, \$40; assistants to actors, \$30, and girl lecturers, \$30.

**Iowa Fair Opens to 60,000**

DES MOINES, Ia., Aug. 26.—Opening day of Iowa State Fair here, August 25-September 1, was marked by good weather, sell-out for first time of all concession space and 60,000 attendance for Children's Day and auto races. With continued good weather, Secretary A. R. Corey predicted a gate record. Grand stand was sold out for opening performance. Name bands are expected to up attendance, with Paul Whiteman, Don Bestor, Abe Lyman and Griff Williams playing for dancers under a block-long tent. Whiteman gets a 75-cent gate, with others using 50-cent ducats.

**Foley in Detention Home**

CINCINNATI, Aug. 26.—John R. Foley, formerly with the Sheesley Shows, is in the federal detention house in New York City in connection with a charge of selling dope, according to his attorney, Joseph W. Kaufman, of 36 West 44th street, that city.

**LABOR DAY CELEBRATION**

AKRON, OHIO

SUNDAY AND MONDAY

Buchtel Field Stadium, heart of city, Combined Labor Bodies. 100,000 attended last year. **WANT RIDES, SHOWS, CONCESSIONS OF ALL KINDS**, come on, you will work. **WANT LARGE COOKHOUSES, GRAB JOINTS, BINGO**. Will lay out grounds Saturday. Address **PAUL W. DRAKE**, 1089 Burkhardt Street, Akron, Ohio.

**GIRLS**

Posing, Dancing. Long season, top salaries, good treatment.

**EDDIE LEWIS**

Bantly Shows, Flemington, N. J.

**GIRLS--GIRLS**

Want two Good Dancers; also Girls for Posing Show, girl to feature as Miss America; talker and Ticket Seller for Fair at Home Shows, Fort Plain, N. Y., this week; then Fonda, N. Y., Fair. Address **RALPH DECKER**.

**EBENSBURG, PA., FAIR**

**Labor Day Week, Sept. 4 to 9, Inclusive**

The largest and best Labor Day Fair in Pennsylvania for Concessions and Amusements.

Can place Concessions of every description, including Wheels, Coupon Stores, Grind Stores, Ball Games, Palmistry, Lunch Stands, Novelties, Weighing Machines, Photo Machines, etc. No exclusive except Corn Games. Write or wire

**EDDIE LIPPMAN, General Manager**  
**Care Ideal Exposition Shows,**

Altoona, Pa., Week August 28.

**McMINNVILLE, TENN., FAIR, WEEK SEPT. 4.**

**CENTERVILLE, TENN., FAIR, WEEK SEPT. 11.**

**ALAMO, TENN., FAIR, WEEK SEPTEMBER 18.**

**DICKSON, TENN., FAIR, WEEK SEPTEMBER 25.**

Four Wonderful Tennessee Fairs followed by two Alabama and Mississippi Fairs. **WANT** Stock Concessions; no gift. **Want** Manager for Athletic Show; no boozers. Show up and ready, waiting for manager. Can place single Plant performers for balance of season and winter show. Address

**F. H. BEE SHOWS, INC.**

Hodgensville, Ky., this week, or come on to McMinnville, Tenn., Fair next week.

**MODEL SHOWS WANT**

FOR LYONS, PA., FAIR AND FIREMEN'S 14TH ANNUAL CELEBRATION, 8 DAYS, AUGUST 28 to Sept. 4, including Sunday and Labor Day Celebration, then going South. **Want** Ride Help; must be sober. **Concessions, Diggers, Custard, Stock Stores, Wheels and Grind Stores**, come on. **Privilege right. Colored Musicians and Chorus Girls**. Pay from office. **Sid Smith** wants Girls for his Dope Show and Shanghai Show. Wire as per route.

**SUNSET AMUSEMENT CO.**

Wants Concessions of All Kinds for Ottumwa, Iowa, Labor Day Celebration, Sept. 2-3-4; Edinia Fair, Sept. 6-7-8-9; Memphis, Mo., Fair, Sept. 11-16; Hale, Mo., Free Fair, Sept. 18-23; Odessa, Mo., Fair, Sept. 25-30; Carrollton, Mo., Fair, Oct. 2-7; others to follow. **Need** Tilt and Merry Rides, help that can drive semis. **Have** Hula Show open to responsible people. **Hamilton, Mo.**, this week.

**EVANGELINE SHOWS**

Want Girl Show; Snake Show; Small Pit Show, will furnish canvas; Miniature City; Crime Show; Midgets. **Concessions open.** Rogers, Ark., week August 28; Fayetteville, week September 4.

**CAN PLACE**

EATING AND DRINK STANDS, CANDY FLOSS AND APPLES ON THE MIDWAY. CHOICE LOCATIONS WHERE YOU GET YOUR SEASON'S BANK ROLL AT NEW YORK STATE FAIR, SYRACUSE, N. Y., LABOR DAY WEEK. WIRE

**WORLD'S EXPOSITION SHOWS**

STATE FAIR GROUNDS, SYRACUSE, N. Y.

**HARRY BURKE SHOWS**

**WANT** for seven good Louisiana Free Fairs: Concessions, Grab Joint, Watch-It, Fishpond, Cigarette Gallery, Lead Gallery, String Game, Country Store, Stock Wheels, and all concessions that work for stock and not more than 10 cents. Will sell exclusive on Novelties. **Exclusive sold on** Corn Game, Diggers, Photos, Penny Pitch, Popcorn. **SHOWS:** Ten-in-One, Minstrel, Athletic and Snake Show, or any show of merit except Girl Show. First fair starts St. Mary Parish Fair, Centerville, Sept. 14 to 17; West Baton Rouge Parish Fair, Port Allen, Sept. 21 to 24; Pointe Coupee Parish Fair, New Roads, Sept. 28 to Oct. 1; St. Tammany Parish Fair, Covington, Oct. 5 to 9; Avoyelles Parish Fair, Marksville, Oct. 12 to 15; St. Helena Parish Fair, Greensburg, Oct. 19 to 22; Tangipahoa Parish Fair, Independence, Oct. 26 to 29. **Wires and mail**, Opelousas, La., week of Aug. 28.

**Wanted for Indiana's Largest Labor Day Celebration**

SUNDAY AND LABOR DAY, MUNCIE, IND.

Auspices Muncie and Eastern Indiana Labor Day Committee

Can use for this celebration and balance of season, legitimate Stock Stores, Athletic Show and Grind Shows; Acts for Ten-in-One; Girls for Hawaiian Show. **Percentage with guarantee.**

**FIDLER'S UNITED SHOWS**, Brazil, Ind., this week.

**ROUTES**

(Continued from page 22)

Palmer & Forresta (Eldorado) Wildwood, N. J., h.  
 Park & Clifford (Biltmore Bowl) Los Angeles, nc.  
 Parker, Mary, & Billy Daniels (St. Regis) NYC, h.  
 Parker & Fredericks (Villa Moderne) Chi, ro.  
 Parker, Frank (Bon Air) Wheeling, Ill., cc.  
 Parker, Bob (Casino Juan Les Pins) Paris, nc.  
 Parker, Muriel, & Charles Fredericks (Gibson) Cincinnati, h.  
 Parsons, Kay (International Casino) NYC, nc.  
 Patricia & Cesar (Havana-Madrid) NYC, nc.  
 Patricola, Tom (Diamond Horseshoe) NYC, nc.  
 Patterson, Jim (Aquacade) World's Fair, NYC.  
 Payne, Frank (Sherman) Chi, h.  
 Pedro & Luis (Minnesota) Minneapolis, t.  
 Pennington, Ann (Little Old New York) World's Fair, NYC.  
 Peters Sisters, Three (Paramount) NYC, t.  
 Preston, Esther (Astor) NYC, h.  
 Prinz, Jack (Colosimo's) Chi, nc.  
 Pryde & Dell (Rudd's Beach) Schenectady, nc.  
 Punjab (Talisman) Los Angeles, nc.

Quentmeyer, Bill (Gay Nineties) NYC, nc.

Ranson, Blenda (Village Nut Club) NYC, nc.  
 Rancheros, Los (Weylin) NYC, h.  
 Raye & Naldi (Ben Marden's Riviera) Ft. Lee, N. J., nc.  
 Reardon, Casper (Sherman) Chi, h.  
 Reed, Riana (Bath & Turf) Atlantic City, nc.  
 Regas, Belle (Oetjen's Cafe) Brooklyn, nc.  
 Reilly, Nan (Eldorado) Wildwood, N. J., h.  
 Remos, Paul (International Casino) NYC, nc.  
 Renee & Ravelle (West) Sloux City, Ia., h.  
 Revere, Amy (Little Old New York) World's Fair, NYC.  
 Reynold's, Helen, Skating Girls (Fair) Halifax, N. C., 28-Sept. 2.

Rhythm Rockets, Twenty (Capitol) Washington, D. C., t.  
 Ricalde, Orlando (Villa Venice) Northbrook, Ill., ro.  
 Richard, Lynn (Half Moon) Coney Island, N. Y., h.  
 Richards, Harold (St. Regis) NYC, h.  
 Richman, Harry (Chez Paree) Chi, nc.  
 Rios, Juanita (Versailles) NYC, nc.  
 Ripa, Bob (Oriental) Chi, t.  
 Roberts, Whitney (Palomar) Los Angeles, b.  
 Robinson, Bill (Cotton Club) NYC, nc.  
 Rochester (Earle) Phila., t.  
 Rodriguez, Teddy (Versailles) NYC, nc.  
 Rogers, Eddie (Hughes 1-11) NYC, nc.  
 Rollickers Trio (Elms) Excelsior Springs, Mo., h.  
 Rollini, Adrian, Trio (Earle) Washington, D. C., t.

Rooney, Mickey (Capitol) NYC, t.  
 Rosella, Jessie (606 Club) Chi, nc.  
 Ross & McCain (Small's Paradise) NYC, nc.  
 Ross, Dr. Sydney (Riley's) Saratoga, N. Y., nc.  
 Royal Rollers & Mickey (Balsams) Dixville Notch, N. H., h.  
 Royal Duo (Palomar) Los Angeles, nc.  
 Royce, Rosita (Crystal Palace) World's Fair, NYC.  
 Russell, Slim: Vancouver, B. C.  
 Russell, Jack (Show Box) Seattle, nc.

Samuel Bros. & Harriet Hays (Bon Air) Wheeling, Ill., cc.  
 Satz, Ludwig (Old Roumanian) NYC, nc.  
 Saunders, Milton (Ambassador) NYC, h.  
 Sava, Marusia (Casino Russe) NYC, nc.  
 Scheff, Fritz (Diamond Horseshoe) NYC, nc.  
 Schweng, Hans (Little Old New York) World's Fair, NYC.  
 Shannon, Terry (Jimmy Kelly's) NYC, nc.  
 Shaw, Esther (Lexington) NYC, h.  
 Shaw, Don (Torch) Atlantic City, nc.  
 Shayne, Gloria (Lookout House) Covington, Ky., nc.

Shore, Willie (Colosimo's) Chi, nc.  
 Short & Bowman (Small's Paradise) NYC, nc.  
 Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc.  
 Siemon, Harry (State-Lake) Chi, t.  
 Simmons, Gertrude (Palmer House) Chi, h.  
 Sloane, Estelle (Eldorado) Wildwood, N. J., h.  
 Snyder, William (Samover Russian Art) Montreal, Que., 1e.  
 Son & Sonny (Cotton Club) NYC, nc.  
 Spencer, Florence (Golden Gate Expo.) San Francisco, a.  
 Spivy (Tony's) NYC, nc.

Spizzle & George (Small's Paradise) NYC, nc.  
 Staples & Cerny (Chicago) Chi, t.  
 Steele, Larry (Harlem) Atlantic City, nc.  
 Sterney, George (Coq Rouge) NYC, nc.  
 Sterling, Dolly (606 Club) Chi, nc.  
 Stevens, Marsha (Wilson) Harrisburg, Pa., h.  
 Stewart, Bernice (St. Regis) NYC, nc.  
 Stoker, Bill (Allegheny Co. Fair) Pittsburgh 29-Sept. 4.

Strickland, Charles (Gay '90s) NYC, nc.  
 Stroud Twins (Oriental) Chi, t.  
 Stuart, Gene (Rhumba) Keansburg, N. J., nc.  
 Stump & Stumpy (Paramount) NYC, t.  
 Sullivan, Maxine (State) NYC, t.  
 Suter, Ann (Club Alabama) Chi, nc.  
 Sutherland, Ann (356 Club) San Francisco, nc.  
 Swanson, Murry (Torch) Atlantic City, nc.  
 Sweet, Ancil (International Casino) NYC, nc.

Tait, Katherine (Bossert) Brooklyn, h.  
 Tanya (Jimmy Kelly's) NYC, nc.  
 Tapps, George (Beverly Hills) Newport, Ky., cc.  
 Taras & Masters (International Settlement) San Francisco, nc.  
 Tharpe, Sister (Cotton Club) NYC, nc.  
 Thomas, Don (Sloppy Joe's) Minneapolis, nc.  
 Ticknor, Wanda (Casa Manana) Ft. Worth, nc.  
 Tint, Al (76 Club) Battle Creek, Mich.; (Michigan) Saginaw, Mich., Sept. 1-2, t.

Tisdale Trio (Coq Rouge) NYC, re.  
 Tommy & Nellie (Show Box) Seattle, nc.  
 Trahan, Al (State) NYC, t.  
 Trixie (Casa Manana) Ft. Worth, nc.  
 Tryon Sisters, The (Sherman) Chi, h.  
 Twardy, Ray (Aquacade) World's Fair, NYC.

Valdez & Peggy (Blue Meadow) Lexington, Ky., cc.  
 Van, Betty (Blackhawk) Chi, nc.  
 Vance, Valeria (Jimmy Kelly's) NYC, nc.  
 Velez, Angela (St. Moritz) NYC, h.  
 Veloz & Yolanda (Chicago) Chi, t.  
 Vincente, Margo (Versailles) NYC, nc.  
 Vodery's, Will, Choir (Cotton Club) NYC, nc.

Wade, Billy (Penn Negley Grill) Pittsburgh, nc.  
 Waldron, Jack (Paradise) NYC, nc.  
 Walker, Kirby (Plantation) NYC, nc.  
 Wallace, Beryl (Earl Carroll's) Hollywood, nc.  
 Wallace, Baba Paradise Atlantic City, nc.  
 Walters, Gene (Jimmy Kelly's) NYC, nc.  
 Walters, Jean (Queen Mary) NYC, nc.  
 Ward, Joy (English Village) Tulsa, Okla., nc.  
 Waring, Fred, Glee Club (Billy Rose's Aquacade) World's Fair, NYC.

Wayne, Ginger (Barney Gallant's) NYC, nc.  
 Wayne, Iris (Golden Gate Expo.) San Francisco, a.  
 Wayne, Marshall (Billy Rose's Aquacade) World's Fair, NYC.  
 Webster, Helen (International Settlement) San Francisco, nc.  
 Weeks, Marion (Little Old New York) World's Fair, NYC.

Weidner, Helena (Connecticut Inn) Southington, Conn., nc.  
 Weissmuller, Johnny (Billy Rose's Aquacade) World's Fair, NYC.  
 Wences (Dorchester) London, h.  
 West, Frieda (Palmetto's Cafe) Detroit, nc.  
 Wetzell, Henry (Paradise) Atlantic City, nc.  
 Wheeler, Bert (Bon Air) Wheeling, Ill., cc.  
 White, Jack (18) NYC, nc.  
 White, Dorothy (St. Regis) NYC, h.  
 White, Madalyn (Bertolotti's) NYC, nc.  
 White, Eddie (Renault) Atlantic City, nc.  
 Wicke, Gus (Gay Nineties) NYC, nc.  
 Williams, Dolores (St. George) Brooklyn, h.  
 Williams, Fess, Band (Savoy) World's Fair, NYC.

Williams, Frances (Billy Rose's Aquacade) World's Fair, NYC.  
 Willard, Harold (Gay Nineties) NYC, nc.  
 Willis, Mary (Versailles) NYC, nc.  
 Wilson, Charley, Trio (Le Possonnier) NYC, nc.  
 Wood, Johnny (Earl Carroll's) Hollywood, nc.  
 Worthy, Mildred (Diamond Horseshoe) NYC, nc.  
 Wright, Charlie (Buckingham) NYC, h.  
 Wright, Edythe (Pennsylvania) NYC, h.

Yacopis, The Great (Casa Manana) Fort Worth, Tex., nc.  
 Ygor & Tanya (Earl Carroll's) Hollywood, nc.  
 Yost Men, Four (Diamond Horseshoe) NYC, nc.  
 Zandra (Maynard) Seattle, nc.  
 Zaranoff, Sonia (Ivanhoe Gardens) Chi, nc.  
 Zink, Betty (Merry-Go-Round) Dayton, O., nc.

**FAIR GRAND-STAND ATTRACTIONS**

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

Alee, Edna, & Co. Terre Haute split with Rensselaer, Ind.; Lincoln, Neb., 4-9.  
 Allen, Ted: Des Moines, Ia., and Lancaster, N. H. (split week).  
 Armstrong's Funny Ford: Rhinebeck, N. Y., and Lancaster, N. H. (split week).  
 Arontys, Aerial: Ship Bottom, N. J.  
 Barbara's, Lady, Comedy Circus: Rhinebeck, N. Y.

Barnes, Harold: (Exhibition) Halifax, N. C.  
 Barr, Ruth: Smethport, Pa.  
 Beebe's Bears: Stoneboro, Pa.  
 Beehler's, Monty, Animals: Princeton, Ind., 30; Marion, Ill., 31-Sept. 1.  
 Bernhardt, Bobbie Jeanne: Des Moines, Ia.; Detroit, Mich., 3-9.  
 Bernhardt & Ketrov: (Greystone Club) Mansfield, O., 28-Sept. 2; Akron 4-9.  
 Billetti Troupe: Halifax, N. S.  
 Blondin-Rellim Troupe: Elmira, N. Y., 28-31; Schaghticoke Sept. 4-9.

Brownlee's Hickville Follies & Band: Bedford, Que., Can., 31-Sept. 2; Pictou, N. S., 5-7.  
 Callender's Bears & Goats: Tonawanda, N. Y., 29-Sept. 2.  
 Calvin, Al & Margie: Aledo, Ill., 31; Baraboo, Wis., Sept. 1.  
 Campbells, Peerless: Toronto, Ont., Can., 28-Sept. 9.  
 Cardovas, The: Stoneboro, Pa.  
 Castang's, Reuben, Chimps: (Jungleland) New York World's Fair.  
 Charles Troupe: Stoneboro, Pa.  
 Christensens, Aerial: Anthen, Ia., 30-31.  
 Cooke & Cooke: Towanda, Pa., 29-Sept. 1; Tunkhannock 4-7; Forksville 8-9.

Cowdens, Aerial: Pennsboro, W. Va., 28-Sept. 1.  
 D'Arcy Girls: Portland, Me.  
 De Cardos, Six: (Fair) Essex Junction, Vt.; (Fair) Lewiston, Me., 4-9.  
 Delmar's, Fred, Lions: Flint, Mich., 28-Sept. 4.  
 Delmores, The: Jackson, Mich.  
 DePolo: Newville, Pa., 4-9.  
 Dobas Troupe: (Clementon Lake Park) Clementon, N. J.  
 Douglas, Dorothy: (Fair) Arreda, Mich.  
 Eaton Sisters: Indiana, Pa.; (Celebration) Oakland, Md., 4-9.

El Rey Sisters: Towanda, Pa.  
 Eltons, Five: Portland, Me.  
 Emerald Sisters: (Fair) Rhinebeck, N. Y.; (Fair) Ebensburg, Pa., 4-9.  
 Eugene Troupe: Rhinebeck, N. Y., and Lancaster, N. H. (split week).  
 Fearless Flyers, Five: Apache, Okla.  
 Fern, Pearl, & Co.: (Fair) Silver Lake, Minn., 29-30; (Fair) Parkers Prairie 31-Sept. 1.  
 Fuller, Howard, & Sister: Calumet, Mich.; St. Paul, Neb., 4-9.  
 Gregoresko: Willimantic, Conn.  
 Jordans, Six: Oshkosh and Chilton, Wis.  
 Kitaros: (Sea Breeze Park) Rochester, N. Y.  
 Kressells, Four: Stockton, Kan.  
 Lamont's Cockatoos: (Jungleland) New York World's Fair.

La Tona Troupe: South Sioux City, Ia., 28-29; Huntingburg, Ind., Sept. 2-4.  
 LaVine, Mike, Trio: Pennsboro, W. Va., 29-Sept. 1; Medina, O., 6-8.  
 LaVola, Don & Carlotta: (Fair) Antonito, Colo.; (Fair) Rocky Ford 4-9.  
 LaZellas, Aerial: (Fair) Morris, Minn., Sept. 5.  
 LeDoux & Louise: (Fair) Huntingdon, Pa.  
 Letreux, Les: Stoneboro, Pa.  
 Levolo, Pat & Willa: Jackson, Mo., 30-Sept. 2; Mazon, Ill., 3-4.

Machedon Troupe: Belleville, Kan., 28-Sept. 1.  
 Miacahua: Stoneboro, Pa.  
 Morris, Will & Bobby: St. Stephens, N. B., Can.  
 Nelson & Nelson: Lancaster, N. Y.  
 O'Neills, Sensational: Minneapolis, Kan., 30-Sept. 1; Dodge City 4-6; Norton 7-8.  
 Ortons, Aerial: Stockton, Kan.; Culbertson, Neb., 4-9.  
 Otis, Si & Fanny: Jackson, Mich.; Hastings 6-9.

Pickard's Seals: (Jungleland) New York World's Fair.  
 Proske's Tigers: (Jungleland) New York World's Fair.  
 Ricardo, Great: Pierce, Neb., 27-Sept. 1; Hartington 2-5; Greenfield, Mo., 7-9.  
 Rita & Dunn: Traverse City, Mich., 29-Sept. 1; (Fair) Van Wert, O., 4-9.  
 Rittley, Harry: (Steel Pier) Atlantic City, N. J.  
 Rogers, Harley: Lynchburg, Va.  
 Rogers, Harry: Lynchburg, Va.; (Fair) Durham, N. C., 4-9.

Senter-Webbs Troupe: Mifflinburg, Pa.; Wellsboro 4-9.  
 Siegfried, Great: Princeton, Ind., 28-Sept. 1.  
 Skyrockets, 3 Aerial: (Forest Park) Genoa, O.; (Pottowamie Park) South Bend, Ind., 4.  
 Smith's Band: Galax, Va.; Roanoke 4-9.  
 Steiner Trio: Summersville, W. Va., 29-Sept. 2.  
 Unicorn Troupe: Shelby, Mont., 31-Sept. 2; Chinook 3-5; Benton 8-10.  
 Valentine's, Flying: Hamilton, Mo.  
 Valentine's Flyers: Fergus Falls, Minn., 31-Sept. 2.  
 Varsity Eight: Rhinebeck, N. Y.  
 Wolandi: (Elks' Circus) Portland, Me.  
 Williams & Bernice: Orange City, Ia.  
 Zorsky, Suicide: (Centennial) Uhrichsville, O.

**MISCELLANEOUS**

Arthur, Magician: Union Hill, Tenn., 30-31; Hermitage Springs Sept. 1-2.  
 Avalons, The: Belleville, Ont., 28-Sept. 2.  
 Bishop, Wm. H.: Dublin, Ga., 28-Sept. 2.  
 Burke & Gordon: Carbondale, Ill.  
 Burro Ball: Pompton Plains, N. J., 29; Teaneck 30; Linwood, Pa., 31; Riegelsville Sept. 1; Oakland, N. J., 2; Glen Wild Lake 3; Far Hills 4; Hillsdale 5; Allentown, Pa., 6; Midland Park, N. J., 7; Ridgewood 8.

By Gosh Tent Show: Shaft, Md.  
 Childers Fun Show: Webster, Pa., 28-Sept. 2.  
 Choate's Comedians: Tamarda, Ill., 28-30.  
 Daniel, B. A., Magician: Lakeview, Mich., 28-Sept. 2.  
 De Cleo, Harry, Magician: Barberton, O., 28-Sept. 2.  
 DeCleo, Magician: Barberton, O., 31-Sept. 23.  
 Dressen's Attrs.: Gridley, Ill., 30-Sept. 2; Roanoke 3-5.  
 El Mar, Prince, Mentalist: Moberge, S. D.  
 George, Great, Magician: Baraboo, Wis., 28-30; Elkhorn, Wis., Sept. 1-2.  
 Ginnivan, Norma: Blissfield, Mich., 28-Sept. 2.

Harlan Comedy Co.: Barberton, O.  
 Hart, Phil & Peggy: Mondovi, Wis., 28-Sept. 3.  
 Hayworth, Seabee, Players: Elizabethtown, N. C., 28-Sept. 2.  
 Henry's, Fred, Rides: Berkeley Springs, W. Va., 28-Sept. 4.  
 Hermes, Magician: Bedford, Que., Can., 28-Sept. 2; Brome 4-6; Granby 7-9.

Hollenbeck, Mysterious, & Co.: (Knickerbocker Theater) Columbus, O., 28-Sept. 3.  
 Hubert's Tent Show: Schuyler, Va., 28-Sept. 2.  
 Hunsinger, Harry, Magician: Peshtigo, Wis., 28-Sept. 2.  
 Jaxon, Ventriloquist: Grand Forks, N. D., 29-31.  
 Johns, Dick & Helen: (Fair) Warren, O., 29-31.  
 Leonard Players: Bald Creek, N. C.  
 Long, Leon, Magician: (Fair) Vancouver, B. C., Can., 28-Sept. 4.  
 McNally's Variety Show: Grand Gorge, N. Y., 28-Sept. 2.

Majestic Show Boat: Madison, Ind., Sept. 2.  
 Marquis, Magician: Miller, S. D., 29; Woonsocket 30; Redfield Sept. 1-2; Wessington Springs 4; Flandreau 5; Madison 6; Salem 7; Mitchell 8-9.  
 Morris, Robert & Mae: New Sharon, Ia.  
 Myhres Tent Show: Moberge, S. D.  
 Mysterious Wheltons, Magicians: Hastings, Neb., 28-Sept. 3; Beloit, Kan., 4-10.  
 Princess Edna: Albany, Tex.  
 Raney's, Max, Tent Radio Show: Ware, Mass., 30; Redding, Conn., 31; N. Grosvenordale Sept. 1; Stafford Springs 2-3.

Reat, Petti & Lester: (Casino Night Club) Clayton, N. Y., 28-Sept. 2.  
 Ricton's Dogs: Crossville, Tenn., 28-Sept. 2; Sparta 4-9.  
 Rippl Show: Fern Cliff, Va.  
 Sadler, Harley, Own Show: Panhandle, Tex., Sept. 1-2.  
 Schaffner Players: Queen City, Mo., 29-Sept. 2.  
 Seccalum Park Rides: (Auglaize Co. Fair) Wapakoneta, O., 27-Sept. 1; No. 2 Unit, Bloomville, O.  
 Smallwood, Ray: Midland, Tex., 28-Sept. 2.  
 White Bros.: Essex Junction, Vt., Sept. 3.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Acme Expo.: Keyser, W. Va., Sept. 1-4.  
 All-American Expo.: Humboldt, Ia., 29-Sept. 1.  
 American United: Ronan, Mont., Sept. 3-5.  
 Anderson-Strader: Stockton, Kan.  
 Atlas: Sebree, Ky.  
 B. & H. Am.: Mullins, S. C.  
 Bach, O. J.: Corinth, N. Y.  
 Bantley's All-American: (Fair) Flemington, N. J.; (Fair) Hatfield, Pa., 4-9.  
 Barfield's Cosmopolitan: (Fair) Barbourville, Ky.; Cleveland, Tenn., Sept. 4-9.  
 Barker: (Fair) Peotone, Ill., 28-31; (Fair) Mazon Sept. 1-4.



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Barkoot Bros.: (Fair) Marne, Mich.; Farwell 4; (Fair) Big Rapids 5-9.  
 Baysinger, Al: Assumption, Ill.  
 Beckmann & Gerety: (State Fair) Detroit, Mich., 1-10.  
 Bee, F. H.: (Fair) Hodgenville, Ky.; (Fair) McMinnville, Tenn., 4-9.  
 Big City: Panama, Ill.  
 Blötner Model: Eastport, Me., 28-30; Woodland 31-Sept. 4.  
 Blue Ridge: Mt. Vernon, Ky.  
 Blue Ribbon: (Fair) Goshen, Ind.  
 Boetz Am.: Naylor, Mo., 27-Sept. 2.  
 Bremer Tri-State: (Fair) Caledonia, Minn., 30-Sept. 2; Hartland 4.  
 Brown Novelty: Sabina, O.  
 Buckeye State: Greenville, Miss.  
 Bullock Am.: Mountain City, Tenn.  
 Burdick's All-Texas: Taylor, Tex.  
 Burke, Harry: Opelousas, La.  
 Burke, Frank: Antinito, Colo.; Rocky Ford 4-9.  
 Burns Am.: Morrilton, Ark.  
 Byers Bros.: (Fair) Monticello, Ill.; (Fair) Jerseyville, Ill. 3-8.  
 Casey, E. J., Canadian: (Fair) Rainy River, Ont. Can., 28-30; Fort Francis Sept. 1-2; Hudson 4; (Fair) Dryden 6-7.  
 Central States: Oberlin, Kan.  
 Cetlin & Wilson: Lehighton, Pa.; (Fair) Bridgeton, N. J., Sept. 4-9.  
 Cherokee Am.: Winchester, Kan., 28-30; Baldwin Sept. 1-2.  
 Clark, J. L., Am.: Aragon, Ga., 29-Sept. 5.  
 Clyde's United: Portage, Pa.  
 Coleman Bros.: (Fair) Ballston Spa, N. Y., 28-Sept. 1; (Fair) Schaghticoke 4-8.  
 Colley, J. J.: (Fair) Prague, Okla.; (Fair) Pawnee 4-9.  
 Convention: Towanda, Pa.  
 Crafts: San Diego, Calif., 1-10.  
 Crescent: Fairmont, N. C.; Whitakers Sept. 4-9.  
 Crowley's United: Coffeyville, Kan.  
 Crystal Expo.: (Fair) Harriman, Tenn.; (Fair) Rogersville 4-9.  
 Cumberland Valley: Winchester, Tenn., 28-Sept. 3.  
 Curl, W. S.: Lebanon, O.  
 Dailey Bros.: Hardtner, Kan.  
 Davis & Parrott: Damasus, Va.  
 De Luxe Am.: North Manchester, Conn., 28-Sept. 4.  
 Dee Lang's: Jackson, Mo., 30-Sept. 2; Trenton, Tenn., 4-9.  
 Dick's Paramount: (Fair) Damariscotta, Me., 29-31; (Fair) Lewiston 4-9.  
 Dixie Bell: Leitchfield, Ky., 29-Sept. 2.  
 Dixie Model: Montgomery, W. Va.  
 Douglas Greater: Astoria, Ore.; South Bend, Wash., 4.  
 Dudley, D. S.: Albany, Tex.; Montague 4-9.  
 Dyer's Greater: (Fair) Ellsworth, Wis.; Boyceville 3-4; Hammond 5-7.  
 Edwards, J. R.: Warren, O., 28-31.  
 Elite Expo.: (Fair) Kearney, Neb.; (Fair) Clay Center, Kan., 4-9.  
 Elnan: (Fair) Iron River, Wis., 28-30; (Fair) Phillips, Wis., 30-Sept. 3.  
 Endy Bros.: (Fair) Sherbrooke, Que.  
 English Am.: (Cotton Carnival) Ganado, Tex.  
 Eureka: Margaretville, N. Y.  
 Evangeline: Rogers, Ark.; Fayetteville 4-9.

Fair at Home: Fort Plains, N. Y.; Fonda 4-9.  
 Fairly & Little: Clarinda, Ia., 28-Sept. 1; (State Fair) Lincoln, Neb., 3-8.  
 Falls City: Cloverport, Ky.; Livermore 4-9.  
 Federal State: Liberty, Ky.  
 Fidler's United: Brazil, Ind.  
 Fleming, Mad Cody: (Fair) Nahunta, Ga.; Roberta 4-9.  
 Four States: Pawnee, Ill.  
 Frank's Greater: Ashburn, Ga.; Abbeville 4-9.  
 Frederick Am.: Lexington, Neb.; Salina 4-9.  
 Frisk Greater: Clinton, Minn.; Tracy, Minn., Sept. 3-4.  
 Funland: Martin, Ky.  
 Fuzzell: Vermillion, S. D., 26-31.  
 Gibbs, W. A.: Stafford, Kan., 28-Sept. 1; Hoisington 2-4.  
 Gold Medal: Northwood, Ia., 28-30; Elkhorn, Wis., Sept. 1-4.  
 Gold Leaf: (Fair) Burnsville, N. C., 26-31.  
 Golden States: Inverness, Miss.  
 Golden State: Vallejo, Calif., 5-10.  
 Goodman Wonder: Fargo, N. D.  
 Great Joyland: Wisconsin Rapids, Wis.  
 Great Lakes: Aurora, Ind.  
 Great Superior: Ashland City, Tenn.  
 Greater Expo.: Centerville, Ill.  
 Greater United: (Fair) Ottawa, Kan.; (Fair) Wewoka, Okla., 4-9.  
 Grove's Greater: Breeze, Ill.; Mounds Sept. 4-9.  
 Gruber's World's Expo.: (State Fair) Syracuse, N. Y., 28-Sept. 9.  
 Gulf Coast: Paragould, Ark.  
 H. B.: Eulonia, Ga.  
 Hames, Bill: Greenville, Tex.  
 Happy Attrs.: Killbuck, O.  
 Heller's Acme.: (Fair) Keller, Va.  
 Henke Bros.: (Fair) Grandon, Wis., 28-31; Norway, Mich., Sept. 1-5.  
 Hennies Bros.: No. Platte, Neb.; Grand Island Sept. 4-9.  
 Heth, L. J.: (Fair) Flora, Ill., 28-Sept. 1; (Fair) Russellville, Ky., 4-9.  
 Hilderbrand's United Shows & Circus: Walla Walla, Wash., 31-Sept. 2.  
 Hilderbrand's United No. 2: Cascade, Ida., 28-30; (Fair) Payette 31-Sept. 4; (Fair) Cambridge 6-8.  
 Hippodrome: Leachville, Ark.  
 Hoffner Am.: Aledo, Ill.; Alexis 6-9.  
 Howard Attrs.: (Fair) Caldwell, O.  
 Huggins, W. C.: Vancouver, B. C., Can., 28-Sept. 4.  
 Hughey Bros.: Nashville, Ill.  
 Hyde, Eric B.: (Fair) Pennington Gap, Va.; Appalachia 4-9.  
 Ideal Expo.: Altoona, Pa.; (Fair) Ebensburg, Pa., 4-9.  
 Imperial: Terre Haute, Ind., 28-Sept. 4.  
 International: (Rodeo) Ellenburg, Wis., 31-Sept. 4.  
 Jolly Jaiilet: Lander, Pa.  
 Jones, Johnnie J.: Indianapolis, Ind., 28-Sept. 9.  
 Joyland: Lake Port, Calif., 30-Sept. 6.  
 Kaus Expo.: (Fair) Pennsboro, W. Va.; (Fair) Charleston, W. Va., 4-9.  
 Kaus, W. C.: Huntington, Pa.  
 Keystone Modern: (Fair) Indiana, Pa.  
 Landes, J. L.: (Fair) Belleville, Kan.; (Fair) St. Paul, Neb., 4-9.  
 Lang, Dee: Jackson, Mo.; Trenton, Tenn., 4-9.  
 Large, H. P.: Sledge, Miss.; Crenshaw 4-9.  
 Latip Home State: (Fair) Summerville, W. Va.; (Fair) Webster Springs 4-9.  
 Lawrence, Sam: Roanoke, Va.; Spruce Pine, N. C., 4-9.  
 Lee Am.: Jasper, Ala., 28-Sept. 3.  
 Lewis, Art: (Fair) Galax, Va.; (Fair) Staunton 4-9.  
 Liberty National: Huntingburg, Ind.  
 McKee, John: Beattie, Kan., 5-6; Onaga 7-9.  
 McMahon: Dunlap, Ia.  
 Magic Empire: (Fair) Minneapolis, Kan.; (Fair) Florence 4-9.  
 Marcy, C. S.: Deposit, N. Y.  
 Marks: (Fair) Ronceverte-Lewisburg, W. Va.  
 Marlow Mighty: Paducah, Ky.  
 Melvin's United: McGregor, Ia., 29-31.  
 Mighty Monarch: Bluefield, W. Va.; Clintwood, Va., 4-9.  
 Miller, Al H.: Ellenton, Ga.  
 Miller Bros.: (Fair) Bowling Green, Ky.  
 Miller Am.: (Fair) California, Mo.; (Fair) Greenfield 4-9.  
 Miner Model: (Fair) Williams Grove, Mechanicsburg, Pa., 28-Sept. 4; (Fair) Laurelton 5-9.  
 Model: Lyons, Pa.  
 Motor City: Homer, Mich., 28-30; Jonesville 31-Sept. 4.  
 Naill, C. W.: El Dorado, Ark.  
 New England: Watkins Glen, N. Y.  
 Northern Expo.: Ipswich, S. D., 29-30; Faith 31-Sept. 2; Buffalo 3-4; Bowman, N. D., 5-7; Richardson 8-9.  
 Northwestern: Wayland, Mich., 29-Sept. 2.  
 Ohio Valley: Auburn, Ky.  
 Oklahoma Ranch: Taloga, Okla., 29-Sept. 2.  
 Oliver Am.: Nebo, Ill.  
 Page, J. J., Expo.: Danville, Ky.; (Fair) Oneida, Tenn., 4-9.  
 Park Am.: Magnolia, Ark.  
 Patrick: Oroville, Wash.  
 Peach State: McRae, Ga.  
 Pearson: Industry, Ill., 29-31; (Fair) Brownstown, Ill., Sept. 5-9.  
 Penn Premier: Duboistown, Pa.; Sunbury 4-9.  
 Penn State: (Fair) Susquehanna, Pa., 28-Sept. 4.  
 Pioneer: Blossburg, Pa.; Canisteo, N. Y., 4-9.  
 Prell's World's Fair: (Fair) Egg Harbor City, N. J.; (Fair) Pottsville, Pa., 4-9.  
 Pryor's All-State: Oak Hill, O.  
 Rainbo Am.: Gentry, Mo., 31-Sept. 2.  
 Reid, King: Chatham, N. Y., 28-Sept. 4.  
 Rogers & Powell: Hollandale, Miss.  
 Rogers Greater: Alexandria, Tenn.  
 Royal American: (State Fair) St. Paul, Minn., 26-Sept. 4.  
 Royal Midway: (Fair) Bridgeport, Ill.; (Fair) Covington, Tenn., 4-9.  
 Royal: Pueblo, Colo., 28-Sept. 1.  
 Rubin & Cherry Expo.: (State Fair) Des Moines, Ia., 23-Sept. 1; St. Joseph, Mo., 3-10.  
 Scott Bros.: (Fair) Celina, Tenn., 28-Sept. 2; (Fair) Waverly 4-9.  
 Scottie Rides: Dry Run, Pa.  
 Shugart, Doc: (Fair) Tryon, Okla., 30-Sept. 1.  
 Silver State Attrs.: Deseret, Utah, 28-31; Ely, Nev., Sept. 2-6.  
 Sims Greater: Tillsonburg, Ont., Can.  
 Smith Bros.: Colbert, Okla.; Atoka 4-9.  
 Smith, Doc: Bristol, N. H.  
 Smith, Lexie, Am. Co.: Jasonville, Ind., 4-9.  
 Smith's Greater Atlantic: Madison, Va.; (Fair) Martinsville Sept. 4-9.



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 Big Labor Celebration, Sept. 2-3-4-5-6. Pawnee, Ill. Want to book or lease Chairplane, Merry-Go-Round, Kid Ride; Girl and Athletic Show open. Have outfits for some stock concessions. Experienced Cookhouse people. Morris Matson shows Rolidown and Hoopla Agents. Ell Operator. Show has three weeks in Illinois, then South all winter.  
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 SHOWS, RIDES, CONCESSIONS FOR AMERICAN LEGION JUBILEE, GROVE CITY, PA., Sept. 6 to 9. This week, Lander, Pa.  
**JOLLY JAILLET SHOWS**  
**EUREKA SHOWS WANT**

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(Continued from page 26)

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Lewis, L. J. Lewis, R. D. Lewis, Samuel Lewis, Wm. E. Lime, Shorty Tin Can Lindel, Floyd Linger, Harry Linn, D. W. Billy Liolios, Jim Lippman, Sammie List, H. Dad Little, Dave Litzman, S. A. Living, James Lloyd, Wm. Bill Lock, John R. Lodge, Paul Loftis, Claude M. Logan, Harry Logan, Harvey Logan, Paul Lonas, Johnny Lord, Jack Long, Leon Long, Paul C. Losey, Ralph R. Louis, Harry Loushon, Harrie Lovell, Ben Lowe, Don Lucktara, John Lucky Enterprises Luplum, Joseph Lyster, Ace Lynch, Bill Lynn-Lazzeroni Lyons, John (Photographer) McAleer, S. H. McAleer, V. McAbride, Louis McCabe, Patrick McCain, Wrestler McClain, Johnnie McClain, C. E. or Heavy McClain, C. E. McClanahan, C. S. McClung, C. C. McCollin, Ralph D. McCord, Kenny McCormick, Bill McCoy, Tim McCullough, Wm. J. McCully, Trusty McCune, Jack McDonald, Edward McDonald, Slick McDonald, Wm. McDonner, C. D. McGath, Gale A. McGee, Lester McGlashin, Daniel McGlone, Mickey McGowan, Robt. McGregor, L. E. McGuire, Harry McGuire, Wm. A. McInnis, Norman McIntyre, Fred McKee, Bob McKenzie, Bill McLain, H. B. McLean, M. H. McLean, W. G. McMillan, Mathew McMurdo, W. W. McNealy, Harry McPherson, R. G. McSpadden, Richard McTavish, A. H. Mackenzie, Mac Mackon, Jack Mackley, Wilson Macy, Wm. Maginnis, Vernon Mahan, Curly Mahoney, Acid Mahoney, Daniel F. Main, Marion Malone, Pat Maloof, C. A. Mansholt, Hank Mantley, Chas. Mantour, Chief Manzie, Pet Mansfield, M. Mansur, Shady Marcus, A. B. Marcus, M. Margolis, Louie Mariah, S. A. Marks, Harry A. Marks, Phil Marriott, R. G. Marrow, Hubert Marshall, Howard Martin, Ben H. Martin, Clarence Martin, Fred Martin, Hot-Half Martin, Joe L. Martin, Lawm Martin, Lon Martin, R. Mason, Al Mason, Brook Mason, H. R. Mason, Oliver W. Massick, F. T. Matthews, Jim & Betty Matthews, Mack Maxwell, Bill Mayer, Bill Mayer, Geo. F. Mayfield, Chris Mayfield, Dick Mayotte, A. E. Means, Alfred Megrathy, Marion Meier, Bill Melton, John Menamara, Vincent Merrill, Bob Mesewe, W. E. Mettler, Ray Mexas, Chief Meyers, Duch Jack Mische, Arthur Miller & Goodwin Miller, A. W. Miller, Brown E. Miller, C. E. Miller, C. M. Miller, Eli Miller, F. G. Miller, Happy Jack Miller, Wm. J. H. Mills, Deo S. Minnix, J. C. Minor, Glenn Mitchell, Alex Mitchell, Bob Mitchell, Eli Mitchell, G. O. Mitchell, G. L.

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Plunkett, L. L. (Rusty) Ponce DeLeon, Prof. Poole, C. S. Porter, Charles Post, Charley Potts, Jolly Pathfinder Co. Ponders, Alfred S. Powder River Jack Powell, Lou Powell, W. D. Prather, Norman C. Price, Fred L. Price, J. P. Pringle, Major Pringle, Johnny Pritchett, Jack Proctor, George Puckett, Ben F. Pullan, Larry Putman, Arthur Pyle, Alden F. Quinn, Knox Quinn, Jack Quinn, Victor Quinn, W. A. Ragland, George Ragsdale, Jimmie Ralby, Geo. W. Rainey Jr., F. R. Raley, Silver Ralston, The Ramsey, Jack Ranbo, Wrangler Rance & Evans Randall, Gene Randall, Lew Rarick, K. & Co. Rarick, Kenneth Raschel, James E. Ray, John Ray, Orville A. Raymer, A. Raymer, Caspar Raymond, Geo. G. Rea, James W. Redfeather, Chief Redinger, Buddy Redmond, Frank Redwine Corp. Reece, J. R. Reed, C. H. Reed, Ted Reedy, Jacob Reeve, Leon Reeves, H. B. Reeves, Henry Reichbach, Ben Reid, Eddie Reid, W. B. Reilly, Bill Reinhardt, George Reno, Edward Resler, W. H. Reynolds, Earle Reynolds, J. B. Rexola, John Rhaum, Jack Rhodes, Jesse E. Rice, A. C. Rice, Cecil O. Rice, Dan Rice, J. M. Rice, M. H. Richards, A. L. Richards, Al & Edna Richmond, Danial Richmond, Jack Ricketts, Roy Ridings, W. T. Ridley, Timmie Riefenach, Jimmy Riggs, George Riggs, H. W. Riggs, J. L. Riley, Harry Riley, L. C. Riley, Michael Riley, Sam Ring, John Risko, Johnny Ritchie, Wm. L. Roark Jr., Ernest Robbins, Hobert Roberts, Doc B. C. Roberts, J. C. Roberts, J. H. Roberts, Will & Geo. Robinson, Doc Robinson, Frank Robinson, Lee Robinson, Roy Robzen, Raymond Rocco, Phil Rock, Stanley Rockwells, T. W. Rockwell, E. W. Rogers, Buddy Rogers, Cleo C. Rose, Ben Rose, Dave, Chem. Co. Rogers, Eddie Rogerson, Geo. W. Roof, Jack Rose, Jack J. Rose, Jake J. Rose, Jos. Rose, Marty Ross, Joseph Ross, H. Sheet Ross, C. J. Ross, Dan Ross, Jimmie T. Ross, Tommie T. Rowell, James Rozelle, Samuel Rudolph, Lou Rudyonoff, Rudy Rundia the Magician Rushin, Jack Russ & Dale Russell, A. J. Russell, Charlie Russell, Edward Russell, Elephant Rutter, Ralph Russell, Mell Rymar, Casper Ryon, Charles Sakobie, James Sahlen, Carl Wh. Salters, Earl Salter, Milary Salvatore, L. G. Salzer, Ray Sampson, Jack St. Matthews Man Sanford, Buck Sanford, Dave Sangblew, Ted Sanford, Billie Sarver, Bud

Sarver, Lyle E. Saurbaum, G. V. Sawyer, Bill Schafner, Neil Schell, James E. Schenz, Louis Schieberl, Ben Schiller, Fany Schmitt, Martin Leroy Schmitt, Charles Schreiner, Wm. H. Schroder, Eddie Blackie Schutz, Eddie Schwacha, Chas. Schwartz, S. H. Schworm, Oliver Schuyers, Ken C. Sciortino, J. Scoggins, B. D. Scott, Harrison Scott, Arthur Scott, Major George Searles, Jim See Glenn Sealey, Vernon Seibert, Wm. Doc Selandia, Prince Sellers, George Sells, Harry Selzer, Louie Seriver, Fred Service Jr., Edward Sexton, Reginald Shaffer, Bob Shannon, Leo J. Shapiro, Jimmie Shapiro, Prof. Meyer Sharon, W. P. Sharp, Kenneth Sharp, O. H. Shattuck, R. L. Shauer, Stamee Shaw, Fred L. Sheeks, H. M. Sheets, Doc Tom Shell, Frank Sheppard, E. H. Sheppard, Roy Sherman Jr., Carl Sherman, G. B. Sherman, Tex Shipman, Jim Shipman, Tom Shirkey, Russell Shirley, Tom Shorty, Ice Water Shoyen, Bob Schroder, Bennie Shumaker, John R. Shyvers, Ken C. Siegmond, Jack Simmons, R. R. Simons, Mr. Sims Bros. Sims, Fred Sinceley, Wm. Sirmoon, Joe D. Sisk, Pat Slavin, Claude Sloan, Carl Smith, A. C. Kid Smith, Charlie Smith, Clarence W. Smith, Clyde L. Smith, Frank & Winnie Smith, G. C. Smith, Glenn R. Smith, Intl. Motor Truck Smith, J. C. Smith, J. Davis Smith, Pete, Fish Pond Smith, K. Max Smith, Sid Smith's Superba Band Smith, W. B. Smith, Willis C. Smithson, C. C. Snyder, H. E. Snyder, Harry O. Snyder, Leon Sola, Conrad Solomon, Sammy Sonda, Prof. Eugene Sonderland, Capt. Karl Sorensen, Robert Spain, O. N. Spain, W. E. Sparks, Jim Sparton Bros. Circus Spence, John Spierling, John H. Spieker, G. W. Spitzer, Harry Springer, Ronald Springs, Julians Sponhem, Jasper B. Spriggs, Wm. D. Stack, Richard Staley's Show Boat Stalks, George Standiford Benjamin Stanford, Kid Stanley, Arch Stanley, Ben Stanley, Gus Stanley, Junior Stanley, Louis J. Stanley, Peter L. Stanton, Allan A. Stanton, Dr. L. Stanton, Steve Staples, James Starling, Jack St. Clair, A. Blackie Stebbins, Lester Stegall, Roy L. Steinberg, Abraham Steiner, Charles Stennet, W. T. Stephens, Harold Sterling, J. H. Stevens, G. W. Stevens, Johnnie Stevens, Mitchell & Tom Stevens, R. W. Stevens, T. A. Stevens, Tom Stevenson, Clifford Stewart, Al Stewart, James H. Stewart, M. L. Stickle, Eli J. Stine, Allen K. Stinson, Clifford St. Matthews, Eddy Stockton, Lem Stoddard, Doc Stone, Charles Stone, Hal Stone, J. W. Slim

Stoneman, Joseph Story, Jack B. Strange, Carl Streetburg, Ed Struble, Lawrence Struble, O. F. Student, Wm. Stufflebeam, Wayne Stutzman, Stanley Sullenburg, Charles Suthard, Ralph Sutton, Earl H. Swafford, J. B. Swain, Sam Sweetland, Jerry Swinger, Dick Swisher, H. O. Taiclet, A. J. Taiclet, Loyd Taiclet, Ted Talarovich, Joe Tally, Kid Talmadge, J. C. Tarnoff, Morris Taiman, Jack Taylor, Tommy Taylor, Tiger Frank Taylor, W. C. Tellander, Fred Tellander, Pat Temple, W. L. (Buster) Tennyson, Dave Tervek, L. Thamas, Gen. Thatcher, Tex Thomas, Albert Thomas, Dewey Thompson, Buch Thompson, Fred Thompson, George Thompson, H. S. Thompson, Irvin Thompson, Luther Thompson, Pete Thorne, Gerald Thornton, Chester Thorpe, Tex Tidwell, Ted Tjian, Leonard M. Tilton, Jimmie Tint, Al Tip-Top Show Co. Toblin, E. G. Todd, James Buster Tolliver, Gene Tom, Frank Tomaini, Aurelio Tommy the Geek Tompson, Freddie Totty, Albert W. Townsend, Robert Trahan, W. O. Travis, Doc A. Treban, J. W. Treshour, Turner Troy, Jack Tucker, Ernest H. Tuller, Joe Tygian, Leonard Ulear & Jones Ulrich, Dewy Valentine, Harry Valentine, Robt. Valer, Bud Valier, Orville Van Demark, Tex Van Fred Hap Van Harwood. W. T. Van Vector, Chas. Van Wert, Ray Vanik, Jack Varga, D. J. Dutch Vermillion, Wm. L. Verne, Lu Vestal, James C. Victor, Victoria Vian, LaMoynne Villian, Poncho Vincent, Frank Volera, Stan Vorhees, Ben H. W. H. B. Wade, Tom Wagner, Nessler O. Wade's Rides Wagner, John Waiman, Harry Wainwright, Branch Waite, Kenneth Waite, Wm. Walden, Cotton Walker, Cecil Wall, R. A. Wallace, Arthur Walsh, Bill Walsh, D. A. Walsh, Sammy Walters, Herb Walter, Lee Walton, George Walton, J. E. Ward, E. C. Ward, Earl Ward, Mickey B. Ward, Ralph A. Ware, Richard Warlow, Jack Warner, Geo. Warner, Harold Warren, Charles H. Warren, Jim Warren, Comedians Wart, Charlie Washington, Chief Washington, Eddie Waver, Anthony Wayland, Fred Weadon, Joseph Webb, Frank Webb, Joe E. Webb, Mack Webkes, Carl Weber, E. C. Weber, Johnny Webster, Geo. H. Weekly, Carl Weller, S. E. Wellons, Jimmie Wells, Charlie Wells, Earl Wells, Jack E. Wells, R. D. Welton, Wm. Wesson, Lester A. West, Buck West, Leon Western, James Westfall, Wm. Wetherell, Dixon Whalen, Bobby Whaley, Syllas Whetten, F. D. White, George Red White, Guy & Bill White, Harry Bill White, Hugh White, John C. White, Neil E. Whited, Robert Whitehead, Chas. Wichner, Robert Wicks, Van Wight, Pete Wiglesworth, Chester Wilder, R. P. Wilhoit, Red Wilkinson, Brooks Will, George Willetts, Kid Williams, A. H. Williams, J. Ben Williams, Billy Williams, Fred Williams, George S. Williams, Harold Williams, Tom Williams, Jim, Dog Williams, Jim, Trainer Williams, Nesia Williamson, Carl Williamson, David Williamson, F. E. Willis, Billie Willis, Buddy Willis, Floyd M. Willis, W. Norman Willson, Chew Wilson, Herbert & Buddy Wilson, Jack Chas. Wilson, Lloyd Wilson, Russell Windsor, Harvey S. Wingie, Bert Winslow, Jack Winters, J. G. Wintersteen, James H. Wiscome, Wm. Withers, Wingie Witt, E. W. Wolcott, Ted Wolfe, Art Wona Poney, Chief Wong, Jim Wood, Julian L. Woods, Bert Woods, John B. Wrenn, Clarence Wright, Charles J. Wright, John Wright, Vernon & Thelma Wyatt, Dick Wyatt, Lee Wyllie, R. Budd Wyoming Duo Yagler, E. L. Yancy, Arthur Yankee, Eddie Yankee Patterson Yeaeger, Lester York, Thomas Young, Eddie L. Young, J. J. Young, Tobe Younger, Tex Zander, Doc Ziegler & Maudy Ziegler & Pollie Ziegler, Ralph Zimmerman, Walter Zimmermann, Alec Zinn, Leo Zisk, Frank

MAIL ON HAND AT CHICAGO OFFICE Parcel Post Baird, Cay, 32c 404 Woods Bldg., 52 West Randolph St.

Women Arenz, Mrs. Lucy E. Barton, Dolores Barton, Virginia Bradley, Caroline Brest, Mrs. Edward Buckskin Betty & Colorado Fred Bullock, Mrs. Butterfield, Virginia Carr, Gene Carson, Mrs. Meta Cazan, Florence Crable, Mrs. Tillie De Loris, Doris Dennis, Mrs. Ella Dennis, Mrs. Jack Dew, Velma Dixon, Elaine Dokoff, Mrs. J. Ellison, "Joey" Fowler, Lamae Garcia, Margretta Gobbens, Mrs. A. Gordon, Judith Hack, Mrs. Helen Hanson, Ruth Hendersen, Mrs. Desma Jacobin, Mrs. Gladys Jock, Leona Knight, Mrs. Phill Marvin, Mrs. Frona Mitchell, Frances Newton Jr., Mrs. William Owens, Mrs. Rita Parker, Joyce Patterson, Mrs. J. C. Scott, Lillian Siegfried, La Rosa Smith, Mrs. Vina Jean Rose, Mrs. Louis Teeter, Jacqueline Tennyson, Eddythe Von Lynn, Elma Wayne, Anne Wilson, Mrs. Bob Zernain, Francis

Men Agor, John R. Ali, Slayman Anderson, Charles Armando & Marie Atkins, Mr. and Mrs. A. C. Auburn, Jack Baird, Bill Bays, Dick Bengston, Carl Berni Vici, Count Blue, Mr. & Mrs. Mickey Brenner, Eddie Bresnahan, T. J. Brouder, Roland Buley, Jonnie Bullock, R. S. Burns, Bobby Caul, Bert Claire, Hans Coleman, Leonard Costello, D. K. Cressonians, The (Harry Oress) Dayton, Eddie Decker, Al Deering, Walter O. De Goro, Joseph Delmar, J. O. Eiler, R. C. Elliott, C. L. Ezell, Harry Fomnaugh, Fearless Freitas, Alfred I. Gobbini, Angelo Goodie, Ray Gravet, Fernand Gup, Paul Haely, Horace Harris, Herbert Helwig, Al Hinton, Hot-Cha Hoffner, Jack Holland, E. S. Horner, Tommy Hunt, Thomas Ingleheim, Louis Ingleheim, Corp. Johnson, Brooks E. Jordan, Johnny Joy, Billy Keager, Waltef Keane, James (Jim) Steven Kirley, James Knight, Thurman Lane, Ralph "Daddy" Lindsey, Daniel K. Lipsky, Morris Lonas, Johnny Luck, Wm. J. Lyman, Al McDonald, Capt. Earl McGreevy, Michael T. McDonald, Mickey Manning, Otis Mattress Co. Miller, Fred Mulally, Tommy Miller, Leon Morris, Buddie O'Connor, Danny Palen, Bud Peavey, J. E. Peavy, L. W. Peters, Lee E. Powell, Bill Rosenthal, Thomas Ross, M. F. Saunders, Noel Schultz, Jack

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway. Cummings, Mrs. L. Marvel, 1 1/2 c P.

Women Arden, Jean Arner, Winifred A. Arnerburne, Betty (Miss Opal) Barry, Grace Bell, Dolly Berry, Mrs. F. Bernard, Cassie Brenna, Virginia Butler, Mayme Carr, Harriet Cartau, Mrs. J. E. Creighton, Alice Crouchu, Mrs. I. J. D'Alu, Nina Davies, Alfreda de Parish, Madame Diaz, Virginia Docen, Kattie Foulds, Edna Gallagher, Mona Gallardo, Judy Goss, Ollie Hoyler, Mizzie Hazen, Eula M. King, Pauline Hildebrant, Mrs. B. E. Huston, Peggy Kirchoff, Mary E. Koor, Catherine LaPaul, Miss LaRose, Rose Lazarides, Doris Lebron, Miss Lee, June McLoughlin, Helen Marvin, Jacqueline Mayo, Flo Mesnar, Dorothy Mistrot, Mrs. J. J. Nadine, Mola

GLEANINGS

(Continued from page 29)

City), but it seems attendance is not great enough to support this big village. It is still open but even with a free gate and free inside attractions, not enough people attend to make it profitable. Jose Lewels, United States representative of the proposed "Exposicion Internacional de Mexico" in Mexico City, opening next July, has had numerous conferences with Fred Sandusky, chief of exhibits here, relative to assuming the same position for the Mexican fair. Red Kearns is free lancing again after quitting as an age guesser. He may identify himself again with the Hollywood Bathing Beauties, an attraction that he originated.

One of the fair officials authoritatively informs that the concessioners association has scored again. The powers-that-be have decided to accede to the request of the association that some of the name bands and acts give their performances in the open-air theater on the Avenue of Olives at entrance to the Gayway, instead of in Temple Court, which is about half a mile from the Gayway. This official also said that to aid in bringing more people to the fun zone they were arranging to give away a number of automobiles to visitors. It is surprising how much more pleasant it is to work here now that officialdom is co-operating.

Ben Reys, now doing swell publicity for Sally Rand, formerly was publicity agent for a Jap government department. More quiet on the eastern front, sometimes called the "nude market," since Chuck Bedell moved his Artist Models. Not so much ballyhoo battling. Chuck's new location in the old Gloria building has hyped his business more than 25 per cent. Two fruit stands that have been on the Gayway since its opening have decided to call it a day. Evidently fruit is too common to Californians. Julian Harvey installed a fruit turnover department in his big Carmelcorn concession. The delicious delicacies are "selling like hot cakes," so he has another winner. Marco Polo restaurant, within the Streets of the World, has had an appreciable business increase since the building of an addition, opening on the Gayway. Harry Seber, formerly of Greenwich Village, now operating a night club in Oakland, is giving other Oakland operators lessons in showmanship. If comment around the Gayway is any criterion, Outdoor Showmen's Day on September 7 should be a hum-dinger. Under able management of the mayor of the Gayway, J. Ed Brown, and the committees he appointed, things are moving with army regularity.

Continental Cafe is one of the places calamity howlers said would be a flop. But it is one of the best patronized food places and sure to finish in the black, thanks to John Krutzler, even tho it had a late opening. George Jue, manager of the Chinese Village, reports that since installation of the \$20,000,000 jade exhibit, which was tied up for months in customs, business of the great enterprise has more than doubled. Cincinnati: Walter Sibley is pushing a wheel chair for George Walgreen. No dishonor, but no relative. Mabel McCane, of the former team of Joe Howard and Mabel McCane, arrived from Los Angeles for

an extended visit with Mrs. Sibley. Years have dealt lightly with this one-time toast of the town and she still sings like a thrush. Trade winds have subsided, fogs have disappeared, flowers are blooming in profusion, sunshine is continual, everything is running like clockwork, entertainment is better and everything about this great exposition has mellowed.

OPS STRIVE

(Continued from page 28)

attractions ticket on Thursdays and Fridays will be given a tryout on those two days next week, eve of Labor Day week-end. Harry G. Traver, head of the Concessioners' Association, is working out details with Amusement Control Committee and Treasury Department but at a late hour today grouping of shows on the ticket had not yet been completely arranged. Shows on the ticket with an established price of 25 cents or more will get 8 1/3 cents a used coupon; shows regularly demanding 15 cents will get 6 1/3 and 10-cent shows will realize 4 1/3 cents on each used coupon.

Cagney Brothers, operators of the Trip Around the World in Carnivalland, appealed to the management Wednesday to make the admission fee 10 cents for children every day of the week. Kids have been admitted at a special rate on Wednesdays only, when entire midway with exception of girl shows, has been doing heavier than usual business. Fair officials said they would take the plan under consideration.

MIDWAY TOPPERS

(Continued from page 28)

hot battle between Extasie (girls), \$53,-574, and Dodgem (ride), with \$50,814, to get into the first 15 from here on.

Take of first 15 amounts to \$2,822,-261, but more than half was revenue by Aquacade. The Rosean "encirclement" is so great that it would take the combined grosses of the 14, plus Extasie, Dodgem, Aerial Joyride, Savoy and Arctic Girls to match him.

All these figures would have to undergo revision if the take on the Fair's Democracy Perisphere were thrown into the statistical parade, but figures on the supreme spheroid, which peddles for a quarter, are not available.

AN INSIDER

(Continued from page 28)

some small extent. It would be wise for them not to wreck intelligent plans originating outside the fairgrounds. It would be wise if the sham of arrogance were dropped and replaced with constructive humility. In short, it would be wise if the whole kaboodle of present mess-makers were dropped.

Wisdom to the extreme would be exercised if plans for the forthcoming year were not left in the hands of two retired naval commanders who know little or nothing of the amusement field and who, from rumors of their 1940 plans, have learned little or nothing this year. It would be intelligent if the executive committee started out to check on what was the matter this year and what advice they might have followed. There were a few people who did not go whole hog on the final policy as evidenced by the mess in Section Two. Of course, most of them have been discharged from

WANT WANT WANT FOR THE SCHUYLKILL COUNTY FAIR, POTTSVILLE, PA. STARTING LABOR DAY, SEPTEMBER 4TH TO 9TH CONCESSIONS: Scales, Novelties, Palmistry, Pitch-Tilt-Win, Huck le Buck, Fishpond, Grab Joists, Long-Range Shooting Gallery, Photo Gallery, Blowers, String Games, Merchandise Wheels. Will sell the X on Novelties. SHOWMEN: Want Experienced Talker on Jlg Show; Cliff Younger, write. Also want Pit conflict. TOM HASSON: Wants a good Mindreading Act, Tattoo Artist, Glass Blower and a good FREAK to feature. RALPH PENLEY: Wants Motordrome Rider and a Good Talker for the front of Motordrome. ALL ADDRESS PRELL'S WORLD FAIR SHOWS Atlantic County Fair, Egg Harbor, N. J., followed by the Schuykill County Fair, Pottsville, Pa., then Three (3) Weeks in the Heart of Phila, Pa. PATTY J. FINNERTY, Business Mgr.

Greater United Shows 10-MORE FAIRS-10 WANT OCTOPUS, ROLLOPLANE (Ralph Forsyth, wire). Good proposition for non-conflicting shows. Want Small Circus, also Side Show (M. W. Billingsly and Texas Mack, wire), for Ardmore, Okla., District Fair, starting week Sept. 11, and other fairs, including Sherman, Tex. (Red River Valley Fair). Want Foreman for Duo Loop-o-Planes. Out until Nov. 18. 1940 opening date, Feb. 15, Laredo, Tex., Annual 10-Day Celebration. WIRE J. GEORGE LOOS, Week August 28, Ottawa, Kan.; Week September 4, Wewoka, Okla.

LITTLEJOHN FAIR CIRCUIT BOOKING INDEPENDENT WILL BOOK SHOWS AND RIDES FOR 20 PER CENT Want Merry-Go-Round, Chairplane, Kiddie Auto and TWO FLAT RIDES. Never had Octopus or Motordrome over circuit. Tilt-a-Whirl has always been top money. . . . Want Ten-in-One, Mechanical, Walk-Thru, Big Snake, Funhouse, Illusion, Plantation, Fat Girl, Wild West, Athletic Shows, Jack King, write. . . . WANT CONCESSIONS: Corn Game, Cookhouse, Hoop-la, Scales, Pitch-Tilt-Wins, Penny Pitch, Bumper, Fishpond, Bowling Alley, High Striker, Cigarette Gallery, Clothespin, Ball Games, American Palmist, Jingle Board, Candy Floss, Grabs, Novelties. . . . Have booked six Sensational Free Acts, also Prof. John Ingram's Circus Concert Band. . . . Want Electrician. FAIR CIRCUIT opens at CLANTON, Sept. 26th, then WETUMPKA, EVERGREEN, ANDALUSIA, LUVERNE, TROY, all Alabama. Address: THOS. P. LITTLEJOHN, Mgr., Troy, Ala.

the fair, but they can still be found around.

To outline constructive policies does not seem worth while at the moment. Ideas are often filched, but this can be forgiven. That these ideas are badly interpreted cannot be forgiven. Net result: Continuation in office of some incompetents and loss to the fair of sound constructive ideas.

It is not too early to plan for next year; nor is it too late. Present concessioners should be called in and told of the fair's intentions. Will contracts be renewed? On what basis? When? Will the same production be allowed or should they think in terms of a new one? As one of the only minds in the Amusement Control Committee said recently, "It won't be so easy to get concessioners next year." Right he is—and it is high time fair officials realized that there is need for action for next year. There are literally hundreds of problems to be ironed out with the present owners of concessions or with new capital. The fair should show some sign of activity. I, for one, would like to be present when the current operating staff attempts to tell one group of concessioners that they aren't showmen and will not be permitted to reopen next year. No matter what the answer is, there will have to be a lot of work done to fill the empty spaces—and there may not be "one born every minute."

If evidence is shown that the executive committee is getting down to brass tacks, perhaps next week I shall tackle some of the major problems concerned with a second year set-up.

FLUSHING FRONT

(Continued from page 29)

Krimsky's office has been moved from the Press Building to the Boathouse.

Jimmie Lynch, who has been packing them in all summer at his auto thrill show in the Goodrich exhibit, says he received 1,700 letters and 530 wires asking him to explain his announcement on the George Jessel air program that it is more important to have good tires on rear wheels than in front. That's a new one on us, too. . . . Jimmie left yesterday for Iowa State Fair, Des Moines, and other fair dates thereabouts. He returns to Flushing on September 2, when CBS broadcasts one of his thrill stunts.

WANTED FREE ACT. JOIN NOW. STATE PRICE. Stock Concessions, Kiddie Auto Ride. WALLACE BROS.' SHOWS Fulton, Ky., this week; Macon, Miss., Sept. 4 to 9.

GLENN OSBORNE WANTS GRIND STORE AND WHEEL AGENTS. Wire at once. FOR SALE CHEAP FOR CASH 8-CAR WHIP. Stored in Rock Island, Ill. Crowley's United Shows COFFEYVILLE, KANSAS, this week. Long Season South.

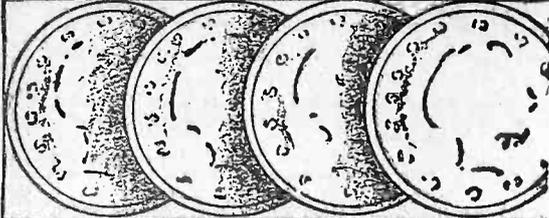
HAAG BROS.' CIRCUS WANTS Talking Clowns, good Come-in Worker, Big Top Boss Canvasman for Side Show, Fire Eater, Magician, Punch and Judy. Would consider act that could be featured. Other useful people, write. Route: Marion, Aug. 29; Eddyville, 30; Princeton, 31; Dawson Springs, Sept. 1; Greenville, 2nd. All Ky.

WANTED FOR LABOR DAY CELEBRATION and Entire Week VANCEBURG, KY. Factories all working. Large pay roll. One of the best spots in Eastern Ky. All Fairs and Celebrations to follow. WANT Chairplane or Rollo-Plane, Grind Concessions of all kinds, especially Mug Gallery. Shows with own outfits, especially Girl Show. All address JACOB PRYOR, Oak Hill, Ohio, this week.

- Seaton, Al Mrs. R. D. (Kid)
Smythe, Bill Tinsch, Frankie
(Straw Hat) Vantine Magician
Snell, Oscar James Warren, Bill Co.
Spencer, Don Weiden, John S.
St. Chad, Gordon West, Harry
Stanton, Jack Westcott, Herbert
Stevens, John (Little Johnnie) Allen
Stone, Benny Z. Wood, Julian L.
Taylor, Earl Zier, William
Thomas, Mr. & Mrs.
MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg.
Women
Bell, Crystal Hayes, Mrs. Viola
Benoit, Mrs. Louise Johnson, Mrs.
Bing, Bernice Mable
Thos. P. Jones, Dottie
Bowers, Mrs. June Kaylito, Dorothy
Broussard, Mrs. Eva Kelley, Edith
Byer, Mrs. Mabel Lawrence, Mrs.
Clark, Dorothy M. Larry
Clark, Ruby Long, Mrs. Ethel
Dale, Miss Tone Martin, Mrs.
DiSanti, Janet Seliech
Eddy, Miss Dolly Miller, Miss Goldie
Ellis, Madame Rose Tupper
Gehritz, Mrs. Julia Montague, Georgia
Gill, Eva Nottingham Mrs. B. H.
Glassecock, Mrs. M. H.
Granger, Mrs. Price, Louise
Martha Procter, Mrs.
Grey, Mrs. Patsy Rodgers, Miss
Hullett, Mrs. Tommy Ruckman, Mrs.
Blanch M. (King) Shepherd, Miss R.
Shepley, Miss G. Webb, Mrs. George
Smith, Mrs. Mack Williams, Mrs.
Thomson, Mrs. June
Tartar, Anna Kay Zidman, Mrs. Al
Zorn, Zada
Men
Allen, H. Doc Fuller, Howard
Anderson, R. D. Gardner, C. J.
Bahnsen, Wm. A. Gavord, B. F.
Bailey, Bert Glover, Don
Brady, Jack Brown (Fighter)
Brady, Jim W. Gordan, Carl J.
Breeding, Jim Goody, Ray
Bresnahan, T. J. Guffie, H. G.
Brooks, William Haley, H. D.
Brose, Nick Harbaugh, Chas. C.
Brown, June Harnett, Beverly
Bryer, Harry Harwood, Van
Bryer, Ollie Hayes, Charles
Burnet, A. C. Hinton, Hot-Cha
Carr, Joe Hockenberry, Louie
Castle, John R. Howard, Joe
Charvane, James Interstate Show
Clarkson, Al Properties, Inc.
Clemson, Bart James, Lovell
Cloveu, Louis Jones, Pat
Comaway, James Kean, Jr.
Cortez, Tex. Kean, Frank
Cramer, Capt. Jack Kinney, Loop-a-Plane
Daley, Don
Davenport, Willard Klein, James
Davenport, Willie Lampert, Nathan
Decker, Joe Larue, Freddie
DeMouchelle, Joe Lawrence, Larry
Ellis, H. F. LeBrell, George
(Whitie) Litts, G. F.
Ford, E. M. Lonas, Johnny
Fox, Jerry McMahon, E. H.
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# AMUSEMENT MACHINES

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

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

## TANTALIZING

If you have ever watched a cat torment a mouse for a long period before finally killing the creature, you will understand more the habit that human beings have of tantalizing or tormenting each other.

In business one finds the habit of tantalizing quite often and we may never suspect the causes and reasons for it.

For example, most everybody likes to tantalize a salesman. A good salesman learns to take it and go ahead with his sales talk. People who learn the fine art of tantalizing use it most often on insurance salesmen. If a prospect gets an insurance salesman to talking about his competitors and their rates, then he has the salesman pretty well buffaloed.

One of the first things a salesman needs to learn is not to be drawn into the whirlpool of talking about his competitors and their rates. That applies to many lines of business.

I suppose there is not a field of selling in which the representative does not face the challenge to argue about his competitors and their rates. It has been evident in the coin machine industry since I have been an observer of the trade.

Operators are salesmen and operators also compete with each other. Each operator has to face the competition of other operators and there is always the matter of commissions to locations.

There are price-cutters and chiselers in all lines of business. Since I have known it there have always been chiselers in the operating field. But the reason that many people who are otherwise ethical in business become chiselers is because they cannot take the tantalizing they get out in the field of selling. I spent a year once in the field trying to sell insurance, and I have seen time and time again so many men squirm and twist under the tantalizing tactics of their prospects that it becomes an amusing fact of life—if it were not so serious.

A certain distributor once said that people have a right to buy where they can buy the cheapest, "but our prices on machines are so and so and no operator can chisel us down on them." There are few men in any business that can say that and stick to it, because they will be tantalized by every customer and human nature can hardly stand up under the gaff.

Operators tantalize distributors and manufacturers about the prices of machines. And then the operator gets his when he comes face to face with location owners. It all seems to be a vicious circle. I have said that I think location owners chisel with operators so much because as merchants they are constantly being tantalized by their customers. So locations turn around and torment the poor operator.

It is very easy to torment the operator. All that a location owner needs to do is to say that a competitor has offered to place the same machine at a commission much more favorable to the location. There may not be a word of truth in it. No competitor may have offered any such commission. But the present operator squirms and cusses and then agrees to raise the commission. Many an ethical operator has fallen a victim to that kind of tormenting.

For it is tormenting to have a location owner say that some other operator has offered a higher commission. The location owner perhaps has been tormented from day to day by his own customers, so he probably takes delight in seeing the operator squirm. Many merchants delight in tormenting all salesmen who call upon them.

There are many other ways in which the location owner can torment the operator and make him squirm. He can say that he knows exactly how much he is paying for the machines and that at the price the operator pays for machines he should pay the location a higher commission. Since the early days of pinball that has always been a good one. It probably works more painfully with music operators today than with pinball operators.

Operators should get wise and say that they know how much the location pays for the merchandise sold. The retail margin of profit on some lines of goods is rather high.

Or the location owner may say that he knows the price of the machine and that he knows where he can buy his own. That is tormenting to any operator and all the locations seem to know it.

It all seems to be a part of the game of life and of doing business. We all like to torment the other fellow. All that can be said is that he should learn to take it and stick to his plans and service and his price.

## Davy Jones Hit, Say Stoner Execs

AURORA, Ill., Aug. 26.—"Quickened activity at our plant is the tip-off on the response the trade has given to our newest offering, Davy Jones," reports Clarence R. Adelberg, sales manager of the Stoner Corp. "We are making immediate delivery," he declared.

"Davy Jones is an exciting, thrilling new combination novelty and free-play game. As its name is a well-known colloquialism in American folklore, it is bound to attract attention of prospective players. We have found that the name excited the curiosity of people who quite naturally to the delight of operators, deposit their nickels to see what it's all about. After they've once played it, the ice is broken and they're confirmed repeat players.

"We have had remarkable success with our games—especially in our releases since the beginning of 1939—and Davy Jones is another in the long string of successful games."

## Bally's Vogue Gives Free Hits

CHICAGO, Aug. 26.—"Built to keep those juicy Spottem earnings flowing into operators' pockets!" That is how Jim Buckley, general sales manager of Bally Mfg. Co., describes the new Vogue, five-ball novelty game, which is available in both regular and free-play models.

"Vogue has all the play appeal of the original Spottem game," he explained, "plus a new sure-spotter feature whereby player gets two free hits each and every game—not just once in a while, but every time.

"Collection check-ups covering the first few hundred Vogue machines shipped prove the new feature to be one of the most positive repeat-play ideas ever created. Altho the two free numbers light up every game, the location of the spotted bumpers varies on a mystery basis. Thus players never know when the two toughest numbers on the board may be handed to them on a silver tray and they keep on playing for a set-up."

## Art Cabinet Stands Popular

CLEVELAND, Aug. 26.—Leo Greenberg, sales manager for the Art Cabinet Sales Co., Cleveland, reports that he has just returned from a very successful eastern trip.

Greenberg reports that he received substantial orders for the new cabinet stands for phonograph counter models recently brought out by Art Cabinet Sales.

Operators who have placed these new stands on location are quite pleased with the results, he said, and find that the stands are proving very popular wherever placed.

## S. Dakota Gives Okeh To Operate Venders in Spas

PIERRE, S. D., Aug. 26. — South Dakota's attorney-general has reaffirmed a former decision that peanut, candy, cigaret and other merchandise vending machines may be operated in on-sale liquor establishments.

An official opinion said that the vending machines have been classified as "automatic clerks" and are permitted by law to be operated in business places, including on-sale establishments.

## New Orleans

NEW ORLEANS, Aug. 26.—Unusually early buying of all types of coin-operated devices for fall needs is reported by distributors of nationally-advertised lines of machines in this territory as August brings harvesting of the "money" crops of the Deep South. It looks like a good crop of cotton this year in Dixie and when the South gets a fair return for King Cotton, business hums and the coin machine department gets its full share.

The consensus of opinions is that play for non-automatic pin games, featured at present by the era of the five-ball types, is running 20 to 30 per cent ahead of this time last year but that bells are behind in the interior. Merchandise venders are on the upgrade in an area where these coin-operated machines have not been enjoying the betterment of more northern and eastern regions. Coin phonograph operators are about on par with a year ago but slightly down from the earlier summer peak.

Operators and distributors attribute the betterment in playing of pins on locations in the vicinity of New Orleans to the better class of machines, clicking of the five-ball designs and general improvement in the business outlook. Credit conditions are decidedly improved, most distributors report, cash sales being more frequent than at any time in the past two years.

The Kingfish of the New Orleans ops becomes a grandpaw and *The Billboard* offers its belated congrats. Mrs. Nick Carbajal, daughter of the genial Julius Pace, prexy of the local association, presented the family with a 6-pound boy on August 2 and it has been decided to christen the lad Julius Nick Carbajal.

Over at 922 Poydras street the wedding bells rang very quietly on the evening of August 16 when a little bird let out that Jules Peres of J. H. Peres Co., Wurlitzer local distributor, gave away his daughter, Julie Mae, to Charles N. Wicker, sport scribe for a local sheet. It was a hard job for most of the ops to find out about the date of this wedding. The couple left by auto for a fortnight vacation "somewhere east of Mississippi."

Gaining in popularity at the Sport Center, big downtown sportland, are the following games: Stoner's Snooks; Gottlieb's Pyramid and Keeney's Cowboy. Holding their own and showing little signs of waning despite the many weeks of clicking at the sport are Gottlieb's Lot-o-Funs; Chicago Coin Machine's Major and Stoner's four Chubbies now operating many weeks without a service call. Mark Boasberg, manager of the Center, says that business remains good thanks to this group of money-makers.

Louis Boasberg, head of the New Orleans Novelty Co., and Hank Friedberg of the same firm, left early in the week for a couple of weeks in Chicago, where they are combining pleasure with business. Friedberg joined the missus in the Windy City, where she is visiting her parents with their daughter. Ray Bosworth of the New Orleans company office leaves in a few days to see the New York Fair.

Fred King of the C. and N. Sales Co. continues to praise the pulling power of his regular advertising in *The Billboard*. He shows orders received for machines advertised for resale in the past week as far away as the Pacific Coast. The C. and N. sales continue to report a good summer turnover in new and second-hand machines of all types.

The American Coin Machine Co. has added three Servicycles to its service department to rush up calls. Ed Rodriguez, head of the firm, returned this

# Earning more money on every location!

ask any operator about

## KEENEY'S COWBOY

THE 5 BALL FREE GAME THAT'S PACKED FULL OF TANTALIZING APPEAL! ---POSSIBLE WINNER ON EACH AND EVERY BALL AS WELL AS HIGH SCORE!

Order Yours \$99<sup>50</sup> Today!

Instantly Convertible to Straight Novelty

J. H. KEENEY & CO. NOT INC.

"The House That Jack Built"

2001 CALUMET AVENUE

CHICAGO

week from a two weeks vacation in Florida, being accompanied on the trip by Mr. and Mrs. R. T. Covington. Rodriguez reports he is pleased with results the firm has been getting with three of Bally's recent hits, Champions, Varietys and Pick-Ems. The firm also has been operating with success—Gottlieb's Lot-o-Funs and Western's Hold Tight, Rodriguez says.

## Super Market Institute Meet

NEW YORK, Aug. 26.—The third annual convention of the Super-Market Institute, New York, will be held September 17-20 at Hotel Netherland Plaza, Cincinnati.

Open forum meetings, featuring questions on super-market technique and their solution, will be addressed by authorities in the field.

## Move To Legalize Draught Beer in Ala.

MONTGOMERY, Ala., Aug. 26.—A move was under way here to legalize draught beer in all of Alabama's 25 wet counties by reporting the Quarles-Sherrer draught beer bill by petition rather than by action of the House temperance committee. E. F. Taylor, who had the bill introduced, revealed that the petition had been circulated among the temperance committee members.

The sponsors of the bill said that they had two of the 15 members signa-

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(PENNY BACK IF YOU ARE RIGHT)  
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CHICAGO, ILLINOIS — MECHANICAL OPERATION

## WATER, WATER EVERYWHERE . . .

Everyone drinks (and eats) to keep body and soul together. Everyone takes photos, too—for the fun and the vanity of it. PHOTOMATIC is the ONE machine that ALWAYS makes money everywhere!

**INVESTIGATE**  
International Mutoscope Reel Co., Inc.  
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tures on the petition, more than enough to report it out. Under the present title to the pending bill, any sort of amendment to the Alabama alcoholic beverages control law could be offered to the draught beer amendment, once it was placed on the House calendar.

## Detroit Approves Meters

DETROIT, Aug. 26.—Parking meters were formally approved this week by the City Council. A trial of six month installation was ordered, with about 3,000 meters to be installed in selected parts of the city.

## Coming Events

- Chicago Candy Show, Sherman Hotel, Chicago, August 29-September 1, 1939; features candy bars and small confections.
- National Retail Demonstration Week, week of September 11, by stores in many large cities.
- Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.
- Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, November 20 to 24, 1939.
- Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.
- National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.
- National Apple Week, October 15 to October 21.

**BARGAINS FROM DAVE MARION**

**SPECIAL**

3 Pace Saratoga Bells with 300 OW checks (like new) . . . . .	\$ 72.50
2 Flashers . . . . .	19.50
3 1c Jennings Duchess . . . . .	12.50
3 1c or 5c Q. T.'s . . . . .	22.50
Ciga-Rola, Model XXVO in original crate . . . . .	150.00
14 Penny Packs . . . . .	6.50
5 Tallies . . . . .	8.00
Mills 5c Cherry Bell, serial over 400,000 . . . . .	37.50
5 Pace 10c Mystery All Star Comets . . . . .	22.50
3 Pot Shot Multiple Free Play . . . . .	44.50
3 Ritz . . . . .	12.50
3 Zetas . . . . .	14.50
12 Stewart-McGulre, 7-column, slug-proof, complete with stand . . . . .	37.50
4 Jennings Grand Stands, cigarette symbols . . . . .	12.50
2 Mills 1-2-3 . . . . .	17.50

1/3 DEPOSIT, BALANCE C.O.D.

Write for Complete Bargain List.  
MARION COMPANY, Wichita, Kansas.

# Pa. Liquor Men Gather

Adopt code of ethics to better drinking spas—governor addresses barmen

(Location Story)

HARRISBURG, Pa., Aug. 26.—Pennsylvania distillers and saloon keepers, several hundred strong, met here recently and pledged themselves to the adoption of a code of ethics formulated by the State Liquor Control Board. The purpose of the convention was to make even better the standards of the liquor business operation now in force in Pennsylvania.

The code provides that neither distiller nor saloonkeeper shall grant, allow, pay or rebate, directly or indirectly, any cash merchandise or any thing of value to any licensee for the privilege of advertising display; shall not grant, allow or pay tips to licensees or their employees to induce the sale of merchandise or the purchase of drinks.

Gov. James Addresses Meeting About 200 distillers and liquor venders

attended the meeting, which was addressed by Gov. Arthur H. James, who urged co-operation in observing the code.

"First, last and all the time, liquor is out of politics in Pennsylvania and there is only one way to deal with the State and that is thru the front door," the Governor said. "For too many years there has been an impression there must be connection between politics and the liquor business. That impression must end."

"The Legislature has made a forward step in limiting the number of licensed places. We have reached a high-water mark in the number of places, and while it may be some years before we get the number of places down to the limit fixed by the population basis, it is necessary for the liquor business to put its house in order. We mean, to put it on the level."

## Dry Seek Referendum

Meanwhile the dry forces are busy circulating petitions for local option referenda in the September 12 primaries with a view to closing the taprooms, and are hopeful of increasing the dry areas, which now constitute about a third of the State, but only 5 per cent of the population. The Anti-Saloon League and other Protestant church-sponsored bodies which have been instrumental in returning prohibition in many boroughs and townships in 33 of the 67 counties during the past five and a half years are sponsoring these petitions.

Union County, never bone dry during the period when the saloons were subject to the old Brooks high-license law, today holds the distinction of being the driest of the 67 counties of the Commonwealth. Two districts in that county countenance beer only and there are none of the 580 State liquor stores in that county.

The largest dry community is Wilkesburg, Allegheny County, with a population of 29,539. Counties besides Allegheny with dry districts are Delaware, Adams, Blair, Cambria, Center, Chester, Clearfield, Cumberland, Dauphin, Franklin, Fulton, Juniata, Lancaster, Lebanon, Northumberland, Perry, Snyder, Somerset, York, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland.

## Beer, Liquor Okeh in Cities

Beer and liquor have not been outlawed in any of the 48 cities in the State.

Under the new State law it will be difficult for new liquor and beer establishments to open. In cities where the demand is the greatest a person wishing to open a liquor or beer establishment, unless he is a hotel owner, must enter into an agreement with an already existing establishment for a transfer of the latter's license. No new club licenses are possible under the act save in small communities.

Clyde E. Smith, director of the Liquor Board's Licensing and Enforcement Bureau, said there were at present approximately 21,054 liquor and beer licenses in the State—twice the number required to meet the demand for liquor.

"The practical effect of the new law will be that as long as liquor establishments violate the law or close for economic reasons, no new licenses will be issued," he added. "Thus, as time goes on, the number of licenses will progressively decrease as the board is able to increase its vigilance."

## Indiana Ops Meet at Marion

MARION, Ind., Aug. 28.—A meeting of operators of cigaret machines and phonographs was held today at Shutts' Cafe here. Principal speaker of the evening was State Senator Thurman Biddinger.

A round-table discussion of operating problems was also held, with many things brought to light and many hints given for better operation. Music during the evening was by the Three Swing Kings. In charge of arrangements for the affair was Harry Dwyer, head of the Dwyer Novelty Co., Marion.

## Birmingham Tavern Owners Organizing

BIRMINGHAM, Ala., Aug. 26.—Jefferson County Tavern Association composed of places selling beer and operating dancing places in this county have organized for the purpose of keeping the places in good order. Most of these concerns have phonograph machines as

## Sports Authority Says Gambling Is Natural Pastime

BALTIMORE, Aug. 26.—Grantland Rice, nationally known sports authority, in a recently released syndicated dispatch, discussed the chances of a man winning at the pari-mutuels at the race tracks. Rice brings out the old adage that the "percentage is against you" and he defines it to mean that, as in racing, the State takes a certain fixed amount, the track takes its cut—and that as long as something is taken out the betting public draws out less than it puts in and therefore in the long run could not win.

Says Rice: "... There is no possible way you can keep the 'so-called human' race from gambling. If you make 134,000,000 gambling inspectors out of 134,000,000 of the United States population you would still have more gambling than the remaining 2,000,000,000 from the world at large could handle. In the second place, any attempt to protect the public is all lost motion.

"The public resents any such protection. It has an idea it can take care of itself individually and collectively. Even if it can't it still insists on the right to try."

## Arcade Business Best in History

JEFFERSON, O., Aug. 26.—Indications are that the current Ohio fair season will be one of the best in history for penny arcade operators. Penny arcades in all probability will be one of the most popular concessions at county fairs this fall.

Dick Johns, operator of Lake Park, Coshocton, who started his fair season here with his arcade under canvas, said business at the Ashtabula County Fair was far ahead of last year and that it looked like patrons have more money to spend than for many years.

Housed under a new top with an attractively lighted panel front, Johns started his fair season with more than 50 machines, most of them of the most recent type. Only merchandise is paid out and only penny chutes are being used.

Johns has the best line-up of fairs in the many years he has been operating arcades at county fairs, he said. He also has a number of celebrations and sponsored events which will keep his arcades busy until after October 1.

## N. Y. Paper Hits Anti-Gambling Law

NEW YORK, Aug. 28.—The New York Daily News in a recent issue comments characteristically on the state of gambling. "Hypocrisy and Saratoga" is the title of the editorial, in which the paper comments on the fact that while betting goes merrily on at the Saratoga race rack, all other forms of gambling "is sunko."

"It all reminds us of prohibition times," the editorial declares. "Then we had a lot of righteous and sincere non-drinking people imposing their views on liquor on a lot of other people who liked their liquor—and got it regardless of the law. Now we have the anti-gambling views on a lot of equally sincere people embodied in the State Constitution."

In conclusion, the editors in discussing the suppression of gambling said: "That is just what the anti-gambling people do now in this State. They keep gambling underground, just as once their dry soulmates kept the liquor business underground. Until we haul gambling out into the open as we finally hauled the liquor business, illicit gambling will go on making hypocrites of a lot of people and a fool of government just as illicit liquor did."

The Daily News often campaigns for legalized gambling on the plea that it is the common-sense thing to do; that people are by nature gamblers and will seek the diversion regardless of law.

well as other coin devices on the premises.

Mrs. Hazel Powell was elected president, and C. D. Moore, secretary.

# Jersey Ops Organizing

An association is necessary to protect new-found advantages of operation

CAMDEN, N. J., Aug. 26.—"All operators entering this area have been urged to enroll in the South Jersey Amusement Machine Association, which is now inaugurating a membership drive in a campaign to get all pinball game operators into the organization. As an inducement to operators not yet enrolled the entrance fee has been reduced and will remain in effect until a substantial majority of the coinmen become affiliated," declare association officials.

"It is conceded that because of the efforts of this group pinball games are now legal in this State. The South New Jersey Amusement Machine Association financed the fight, which culminated in the recent Supreme Court decision making coin machine operation possible here."

Ted Marks, secretary-treasurer of the group, told The Billboard that a strong association was needed to protect the industry in New Jersey from overt attempts to replace the pinball games on the proscribed list. "New members are needed if we are to maintain the gains we have made so far, he said. "It is necessary that every operator placing games here should become an active member of the organization. More forces are needed to maintain our legal position as well as resist attempts to burden us with excessive taxation. Without exaggeration it can be said that it is the duty of every operator working in this territory to enter the association to protect his livelihood.

"Another potent argument in favor of membership is presented in the fact that a code of ethics must be formulated which will be rigidly adhered to. We want as many operators as possible to have a voice in establishing this code.

"We must show the people of this State that we can conduct our affairs in a manner which is above reproach. We cannot afford at this stage of the game to give the industry a poor start by installation of illegal devices or quarrels for locations. We look forward to immediate standardization which will prevent these things from occurring.

"The advantages of a strong association are obvious. Operators can protect each other if they are joined into an association. Should any attempt be made to curtail our activities an association is needed to resist these efforts. It would be comparatively easy to put a harmful measure over an unorganized group. An association is needed to defeat harmful legislation.

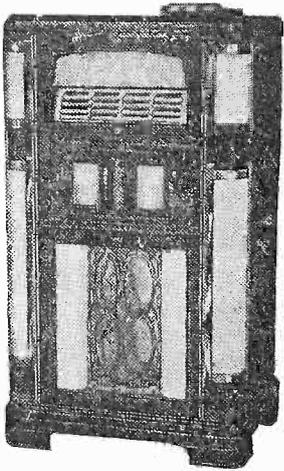
"The South Jersey Amusement Machine Association has an ambitious program to present to its prospective members. We seek first of all to obtain an effective licensing system which would insure permanent legality of the industry. We hope to get this at a low cost per machine. In addition we can offer new members the security which only an organization is able to offer. What a strong organization can do has already been shown when the Supreme Court, because of the fight instituted by us, handed down the decision which made the games legal here. Without our association there is no doubt that no pinball games would be permitted today in this State.

"Prospective members are urged to contact Jules Obus, president; Joseph Medvene, vice-president, or myself. Any current member of the association is an ex-officio member of the membership committee and is empowered to receive applications."

## \$50,000 Parking Meter Toll

YOUNGSTOWN, O., Aug. 26.—Considerably more than the estimated 1,000,000 nickels have been dropped into the city's 576 parking meters, traffic officials have revealed. Experts had predicted a \$50,000 income the first year.

## SOMETHING NEW



Stark Light-Up ensemble for Rock-Ola Rhythm Masters has gobs of glamour and "oomph".

Note the profusion of light. Note new position of program holder. Made all one color or several harmonizing colors of plastic. This ensemble absolutely guaranteed as to workmanship and material. Ensembles available for most popular machines. This machine has what it takes to get the extra profitable nickels.

THE STARK NOVELTY & MFG. CO.

1510 TUSC. ST., W.

CANTON, OHIO

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Box Score f. p., Contact f. p.	\$37.50
Majors f. p., Chubbies f. p.	38.50
Spottem f. p., Fifth Inning f. p.	42.50
Chevrons f. p., Double Feature f. p.	42.50
Rink f. p.	30.00
Multi-Free Races f. p.	22.50
Turf Champs	12.50
Fairgrounds, Derby Champs, Mills	
1-2-3	17.50
Chuckalettes, Fleetwoods	16.50
Jennings Multiple Racer, slugproof	57.50
Red Head Skittles	39.50
Ray's Tracks	25.00
Mills Squarebells	72.50
Jennings Blue Chief Slots	14.50
Mills Blue Fronts S. J., \$29.00.	
D. J.	24.00
Wurlitzer 412's, \$42.50. P12's	30.50

## MERIT MUSIC SERVICE

622 North Eutaw St. (larger quarters), Baltimore, Md.

## New B. D. Lazar Offices in Philly

PHILADELPHIA, Aug. 26.—B. D. Lazar Co. has recently announced that it will move its Philadelphia offices from 620 Spring Garden avenue to 1425 N. Broad street. "We are going to modernize the new quarters," declared B. D. Lazar, "and make them as up to date as our new quarters in Pittsburgh. We will also occupy the second floor of our new location and will use it as a stockroom.

"We believe this move will be an aid to our operator-customers, which is, of course, of prime importance to us. We feel confident that this change in Philadelphia puts us in a far better position to serve the operators in the way they desire—efficiently and quickly."

The size of the display room alone in the new set-up is 130 feet by 30 feet, to be the utmost in artistic and effective display. B. D. Lazar Co. is distributor for many important lines of machines, among which is the Rock-Ola Luxury Lightup phonograph.

## Cigaret Sales Slump in N. Y.

NEW YORK, Aug. 26.—Cigaret sales have slumped drastically in New York City since the levying of the 2-cent State tax, it has been revealed by City Collector William Reid. Reid would not hazard a guess on the outcome of collections for the full fiscal year, but it appears probable that the gross yields of almost \$8,000,000 in cigarette taxes would be sharply reduced.

Blame for the fall was laid to the fact that many New Yorkers are purchasing their cigarettes in New Jersey, where they avoid the State tax of 2 cents and New York City's municipal tax of 1 cent per package.

ST. LOUIS, Mo., Aug. 25.—St. Louis retailers are complaining that near-by towns are featuring sales of untaxed cigarettes. Story is that cigarette buyers going out of St. Louis are spending money normally spent in St. Louis on staples and amusements in the other towns.

## California Bill For Lottery Titled

SAN FRANCISCO, Aug. 25.—Attorney-General Warren has titled an initiative measure designed to create a State-operated lottery. The measure was submitted by A. R. Thompson, secretary of the committee to effect tax relief, of San Francisco.

The initiative proposes that proceeds from the lottery be placed in a special fund for the benefit of State hospitals, asylums, nurseries and children's recreational homes and camps.

## WCTU Gals Aghast As Beer Barrel Polka Is Played at Meeting

EVANSTON, Ill., Aug. 26.—Somewhat amusing to the reading public but tragic to the members of the WCTU who gathered here recently at the Frances Willard picnic, commemorating the 100th anniversary of the renowned feminist leader, was the tumult raised when Otto Schoenrock, phonograph operator, turned on his machine and played that well-known tune, *Beer Barrel Polka*.

The program conveyed over an amplification system was heard in all parts of the grove and 250 ladies, sworn to personal abstinence and prohibition for the world, were shocked into dropping whatever they were doing at the playing of the tune containing the word "beer."

*The Waltz You Saved for Me* and other slow numbers wound up the musical entertainment. In the words of one newspaper reporter, "The ladies finished their meeting with no further nonsense."

## L. Berman Co. In New Location

EVANSVILLE, Ind., Aug. 25.—L. Berman & Co. have announced that they will move to 112-114 N. W. First street to occupy the entire building at that location. The building contains three floors and a basement, and overall floor space of each level is 35 by 145 feet.

"The main floor will be used for offices, display of our line of Seeburg phonographs and Ray Guns, pin games of all makes, salesboards and novelties. The two latter items will be contained in a special display room," declared L. Berman, owner of the firm.

"On the second floor will be the repair department, also the shipping and receiving department. The third floor will be used for storage of surplus stock. The basement, it is planned, will be used for a paint shop for reconditioning of phonographs and pin games.

"Our new location will enable us to serve our customers better and more quickly. The same high standards that have always characterized this company will continue in force," concluded Berman.

## Atlas Officials At Buffalo Show

BUFFALO, Aug. 26.—"Because we considered the showing very important, I recently made a flying trip to Buffalo to attend a party and exhibit held at our Buffalo showrooms," reveals Morrie Ginsburg, official of the Atlas Novelty Co.

"The affair was a huge success, with Eastern music operators attending in large numbers. Jack Gosliner, Ray Knapp, Giles and Bergman were just a few of the many prominent men who attended.

"Representing Atlas at the showing of the Seeburg phonograph and ray gun were Phil Greenley and Art O'Melia, from the Pittsburgh office, and Julian Kratze, from the Detroit office. All credit for the success of the showing belongs, of course, to Ben Kulick, who is directing activities in the Buffalo section."

## Des Moines

DES MOINES, Aug. 26.—Matt Engel, who helped Dave Fidler get his Iowa Amusement Co. under way in Des Moines, has returned to St. Paul. Engel is with the Mayflower Novelty Co. Fidler has appointed Chick Devore as manager. Devore will be in charge of the sales and service departments.

Fidler also announced he has taken on Bob Davis in the phonograph department and will handle the orders for record changes thruout the city. The latest addition to the staff is Maxine Welch, who will work in the office.

Don Buckroy, who has four new machines, claims it's the new machines that have stimulated business in Des Moines this summer to reach new highs. Buckroy expects the winter business to be the best and is preparing for it.

# NEW LOW PRICE \$40.00

# A FEW MORE LEFT



## GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c 10c and 25c play, with Mystery Payout. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

### 15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

## WATLING MANUFACTURING CO.

4640-4660 W. FULTON ST. CHICAGO, ILLINOIS

Est. 1889—Tel., Columbus 2770

Cable Address, "WATLINGITE", Chicago

## Coinmen To Attend Refrigeration and Tobacco Conclaves

CHICAGO, Aug. 26.—Coin Machine Industries, coin machine association, recently made its first announcement in connection with the annual coin machine convention in Chicago.

"We have made arrangements similar to those of last year for the honoring of our registration badges at the refrigeration and tobacco shows, which will be held at the same time as our show. They will be located in hotels near the Sherman Hotel, site of our show, which, by the way, will be held from January 15 to 18, inclusive," reports James Gilmore, secretary and spokesman for the association.

"These arrangements are made to accommodate the many coinmen who are interested in tobacco vending machines and the newer field of refrigerated vending machines," Gilmore declared. "Last year many of our coinmen took advantage of the interchange of recognition of badges. They found it an advantageous arrangement—so CMI, always interested in doing all it can for coinmen, has again arranged for this exchange of courtesies."

5c **SANTA ANITA** 5c

25c 10c

Exact illustration of SANTA ANITA  
Exact size of card—8 5/8 x 14 1/2

## SPEED and STAMINA

QUALITIES OF ANY WINNER  
Santa Anita has both—and more!

INSTANT WINNERS  
MAKE INSTANT PROFITS

Every eye is drawn immediately to Santa Anita! Bright red cardboard, heavy enough to stand abuse, forms the background for multi-colored seals and a thrilling photo-finish illustration. Attractive and colorful, this card presents the newest trend in counter games.

Takes in at .05 Per Ticket.....	6.00
Total Payout Average .....	3.15
Total Profit Average .....	2.85
Average Profit per Gross.....	.410.40

### DON'T OVERLOOK THIS PROFIT MAKER!

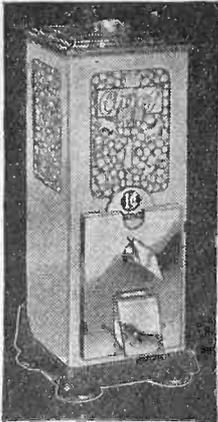
LIST PRICES:

Single	1 Dozen	6 Dozen	1 Gross
1.00	8.40	43.20	72.00

Write for Quantity Prices

**Werts Novelty Company, Inc.**  
P. O. Box 672 Muncie, Ind.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



### THE CHIEF

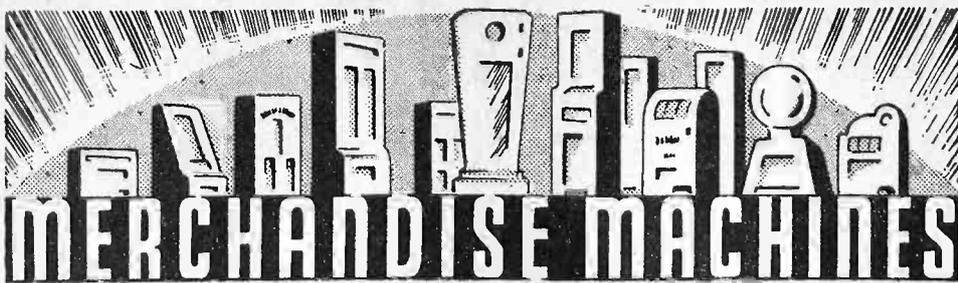
Vends everything, Ball Gum, Almonds, Peanuts, Candies, Pistachios, etc. Capacity 2 1/2 to 3 lbs. of merchandise or 400 balls of gum. Vends 1/2", 3/8" or 3/4". When ordering Chiefs for ball gum please specify. Size 5x6x12.

Only \$3.75 ea.

In lots of 6 or more. Sample only \$4.25 each. 1/3 cash with order, bal. C. O. D.

We also manufacture several popular styles of Bulk Vendors, Stands, Brackets and Coin Counters. For details and low prices write us today.

**VICTOR VENDING CORP.**  
4203 Fullerton Avenue, Chicago



## Candy Show Date Nears

Many features planned for show — many exhibitors are vending specialists

CHICAGO, Aug. 26.—Chicago Candy Show sponsored by the Chicago Candy Club will hold its second annual show at the Sherman Hotel on Tuesday, Wednesday, Thursday and Friday, August 29, 30, 31 and September 1.

This year there will be four days instead of three, having the opening day dedicated to an Industry Preview Day. Luncheon will be the opening feature of the show in the Bal Tabarin Room of the Sherman Hotel.

The second day will have as a feature an Amateur Night and the best acts judged by competent judges will be awarded first prize of \$25, second prize of \$15 and third prize of \$10.

The last day will feature the Candy Kiddie Parade. Children under 14 years of age are eligible to participate providing they are dressed in a costume representing some form of candy or raw material from which candy is made. An efficient list of judges will award prizes to the best costumes in the parade.

Miss America (Marilyn Meseke) 1938-'39 Great Atlantic City Boardwalk Pageant selection will be on hand to present the crown to the girl selected as Candy Queen. Music will be furnished by Lew Diamond and his orchestra at each event and the special features on the program will be held in the Grand Ballroom of the Sherman.

A partial list of exhibitors are as follows: Klein Chocolate Co., Savage Bros. Co., Curtiss Candy Co., Planters Nut and Chocolate Co., Walter H. Johnson Candy Co., Illinois Candy Co., Charles Hart, the Hubinger Co., Waddell Co., Inc.; Charms Co., Peerless Candy Co., G. R. Hoch & Co., Lee-Tex Rubber Prod. Corp., Walter Baker Co., Euclid Candy Co., Reed Candy Co., A. G. Morse Candy Co., Edgar P. Lewis & Co., Hollywood Candy Co., Paul F. Beich Co., American Licorice Co., Peanut Spec. Co., Sperry Candy Co., Ambrosia Candy Co., National Licorice Co., Lion Spec. Co., New England Conf. Co., Charles N. Miller Co., L. S. Heath & Sons, Rockwood Candy Co., Kraft-Phenix Cheese Corp., Brach's Candy Spec. Co., George Ziegler Co., Queen Anne Candy Co., Steven's Candy Kitchens.

## Photography Is 100 Years Old; Honor Daguerre

CHICAGO, Aug. 26.—A scant 100 years ago Daguerre invented the process of photography, which has come to mean so much to the world. Most persons have a camera they can call their own—almost all are familiar with enjoyment of permanently registered scenes, the scene of a day gone past but not forgotten—because of the magic of the camera.

Science, too, owes a debt to Daguerre, for without photography the intellects of astronomy, medicine and countless other branches of the scientific world would not be able to record and arrest the action of the huge spheres of the outer world or the tiny protoplasm of the organic and inorganic world. Things invisible to the eye because of their speed, diminitiveness or intensity have been revealed thru the camera. Truly we learn more about everything in this universe thru photography.

Photography and pictures have become one of the most forceful methods of interpreting life in our daily newspapers and other publications. The picture has become the twin of the printed word—the two being joined in these days of rich illustrations, pictures by wire and radio bringing the scenes of the world to John Citizen's doorstep.

The coin machine industry, too, owes its debt to Daguerre. Photographic machines rank high in the industry, with many an operator getting all or part of his income from the machine.

Truly, photography is a marvelous thing!

## Groetchen Gets Okeh From Distribs

CHICAGO, Aug. 26.—“We are well pleased with the fine showing of our new Metal Typer,” reports Carl Klein, official of the Groetchen Tool Co. “Metal Typers may now be secured from our far-flung distributor system from Coast to Coast—and then some, for we have a European distributor also.

“Our distributors have come behind us wholeheartedly and their comments are treasured as a valuable indication of the even greater future of Metal Typer. For instance, the Arrow Novelty Co., St. Louis, reports: ‘We are 100 per cent sold on this marvelous legitimate service machine. It's a grand money-maker. Mis-

## PEANUT & GUM VENDING MACHINES

New, Direct From Factory.

ONLY \$2.40 AND UP  
Over 60,000 Sold.

MAKE MONEY NIGHT and DAY  
Without Selling

Step into the big money with “Silver King.” Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Start small, full or part time. Best locations prefer “Silver King.” Get FREE facts today.



ONE SAMPLE MACHINE ONLY... \$6.50  
SPECIAL—One Vendor, 10 lbs. Candy, 1 Gross Charms... \$8.45  
1/3 Deposit With Order, Balance C. O. D.  
Send for Circular and Easy Terms.

**TORR** 2047A-SO. 68  
PHILA.

## EXPERIENCED OPERATORS WILL TELL YOU TO BUY

# Northwestern

## BULK VENDING EQUIPMENT

Operators who know machines and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwesterns are not only fine, dependable machines, but they earn more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Venders.

THE NEW MODEL 39

**THE NORTHWESTERN CORPORATION**  
895 E. ARMSTRONG ST., MORRIS, ILLINOIS

## A SQUARE DEAL

THE YEAR 'ROUND

Satisfied Customers Mean Bigger Profits for You!

## CALCO DRILLED BALL GUM

In your vendors gives you the edge on competition.

Write NOW for Details

**TOWNSEND MFG. CO.**  
Dept. B, 434 North Front St., BALTIMORE, MD.

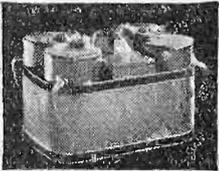
## LOOK

IN THE WHOLESALE MERCHANDISE SECTION

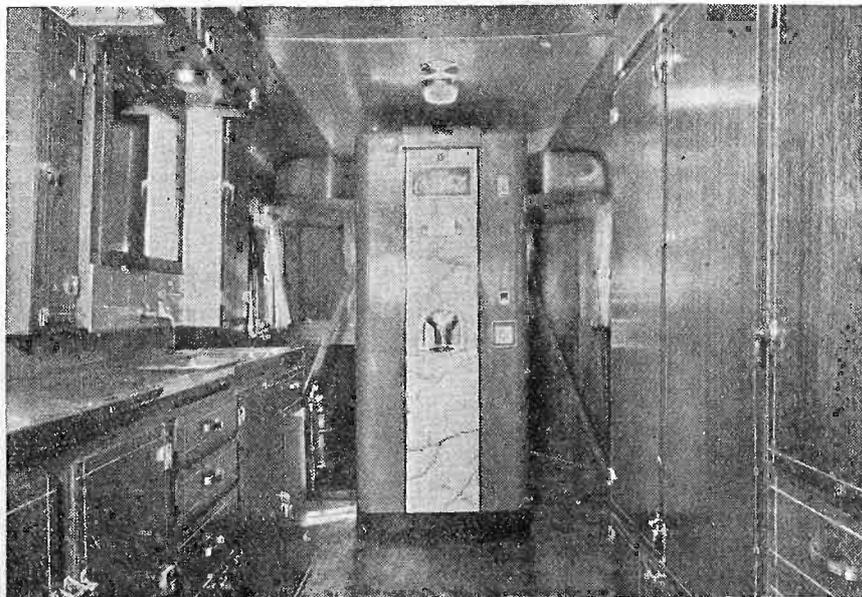
for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

## USE "PAL"

The modern handy service kit. Holds four or more five-pound containers of merchandise. Has compartment for tools, cleaner, and money. Special low price, \$6.95. Also Stands, Penny Counters and Free Catalogue on operating quality Vendors from \$3.25.



**AUTOMATIC GAMES** 2425 W. Fullerton Ave., Chicago, Ill.



BALLY BEVERAGE VENDER in specially built trailer now touring Western States under the auspices of Jackie R. Moore, West Coast distributor for Bally's automatic cold drink machines.

RECONDITIONED VENDORS		Each
21 SNACKS (3 Compartment)		\$8.50
1 EVER READY (4 Compartment)		5.00
32 STEWART-McGUIRE (1c-5c)		4.50
10 NORTHWESTERN MERCHANDISER (Lacquer)		4.25
15 NORTHWESTERN MERCHANDISER (Porcelain)		4.75
2 PEERLESS MAGIC VENDERS		2.75
1c		2.00
2 E-Z BALL GUM VENDER 5c		2.00
10 MODEL 33 PORCELAIN (Like New)		5.00
1 COLUMBUS 5c		2.50
9 NORTHWESTERN JUNIOR PORCELAIN (Like New)		3.50
1 REGAL VENDER		4.00
1 NORTHWESTERN MERCHANDISER 5c		2.50
<b>CHARMS</b>	Assorted, Gross, 700.	
	5 Gross Lots, \$3.25.	
	1/2 Deposit, Balance C. O. D.	
	Orders under \$5.00 Cash in Full.	

souri operators can get immediate deliveries from our stock.

“Gerber & Glass, one of the first firms to recognize the possibilities of Metal Typer, declare: ‘Metal Typer makes more money than any other legal service machine—and we handle all of them.’

“It is such comments,” concluded Klein, “that moves us to believe that Metal Typer, already a great success, can be expected to do an even larger business.”

## Beverage Vender On Tour in West

PORTLAND, Ore., Aug. 26.—Monte Bose, special field representative for Bally Beverage Vender, has started on a trailer tour of Western States. With a Bally Beverage Vender in his trailer, Bose plans to demonstrate the machine to operators throuout the West.

“A demonstration of the machine,” Bose stated, “together with the fine reports received from operators already in the automatic thirst-quenching business, never fails to arouse enthusiasm. No operator can watch the slick operation of the Bally Beverage Vender and see how quickly and conveniently it serves cold carbonated drinks without seeing the limitless opportunity for profits in the automatic bulk vending field. We've got the machine, the American public insures the market.”

Bose will tour Washington, Idaho and Nevada, and during the winter months Arizona and Southern California. Jack R. Moore, West Coast distributor of Bally Beverage Venders, is sponsoring Bose's trailer tour.

## Schaf on Biz-Pleasure Trip

CHICAGO, Aug. 26.—Harold M. Schaf, president of the Victor Vending Corp., manufacturer of bulk venders, has left Chicago on his annual vacation and business jaunt. “It's a half-and-half affair—half vacation and half business,” declares Schaf.

I am taking along all of our very latest machines in order to show Eastern colmen what a fine machine it is,” Schaf said. “I intend to make calls in Cleveland, Washington, Pittsburgh, Philadelphia, New York and Buffalo.”

# Cigarette Merchandisers' Associations

Plans for the CMA of Connecticut's annual outing have progressed during the past week but certain changes of interest are noted in the reports reaching New York.

While the committee on outing arrangements, A. J. Masone, president of the Connecticut CMA; Sam Alienier and Edward Beresth, has been searching the Nutmeg State for a place to hold the picnic, it has announced that the Berkshire Country Club at Wingdale, N. Y., seems to be an ideal spot. Masone recalls that following the event of the New York CMA there last June a number of operators expressed themselves as exceptionally well pleased over the selection of that spot for the event. The Connecticut group is now dickering with the Berkshire Club for a week-end, with September 9-10 or September 16-17 dates mentioned. There has been no definite date set, but the event will be held at Wingdale.

New York CMA is co-operating with Connecticut in holding the outing, for it will be the time at which these two groups will battle on the soft-ball diamond for the possession of the trophy which New York won from New Jersey. The Nutmeggers contend that since they didn't get a chance to play for the award, they would hold it until given such a chance. Anyway, the indications are that the battle of the year is in the offing.

But getting back to the outing in general—it looms as an interstate meeting. Matthew Forbes, manager of New York CMA, is telling members of other CMA's up-State about the event and so there will be representation from other organizations.

As for the date, New York hopes that September 16-17 will be designated. This group meets in regular session September 12 and if the week-end following is set for the picnic, it will give CMA-ers of this organization a chance to get the members together to attend 100 per cent strong.

Remember that vacation we've been talking about that Matthew Forbes was going to take? Well, he's now on it. He left Thursday for Saratoga, Albany and points up-State. While he is out of the New York office he intends to contact members of other CMA's; it really has the earmarks of a busman's holiday. Matty also plans to get in a lot of golf and if time permits he'll keep up his promise to himself to enjoy some deep-sea fishing.

CMA members in the East were glad to hear the news of the State-wide organization of cigarette merchandiser members in California. This plan had been underway for some time and the

association completed the program recently. There was a meeting in Fresno to incorporate the organization, the first move toward forming a State association. Under the new set-up the entire State is covered by seven districts, with a majority of the cigarette operators as members of the association.

Officers of the newly formed association are J. W. Glenn, San Francisco, president; T. A. Morrissey, Los Angeles, first vice-president; Abraham Fisher, Sacramento, second vice-president; A. B. MacDonnell, Fresno, third vice-president; C. B. Brandon, Oakland, treasurer; J. Joseph Sullivan, San Francisco, secretary.

Directors of the seven districts are A. A. Parina, in the San Francisco district; E. R. Fuller, Los Angeles district; Charles A. Rockwell, Santa Ana district; Matt T. Tainey, Sacramento district; D. D. Patton, Turlock district, and J. E. Muir, of San Diego district.

The plan is to hold "local" meetings once a month. The State organization will keep in close touch with the problems and trend in the districts.

New York operators are considering a State-wide association and the time is not far distant when things will be materializing. Matthew Forbes, manager of New York, and Sam Yolen, popular operator, made a trip to Albany and thru that vicinity recently. They talked with the operators who had recently formed an association. With a CMA at Buffalo and Syracuse, it wouldn't take long to perfect a State organization. Most of the operators favor such a move and it is a good thing when it comes to fighting unfavorable legislation. California's action was brought about by "attempted legislation" on cigarette machines at the last session of that State's Legislature. Desirous of working for the common interest of all, the California operators decided a State-wide association was the only effective and efficient way to do it.

## Mass. Cig Tax Effective Sept. 1.

BOSTON, Aug. 26. — Sarcasm has greeted two acts of the Massachusetts Legislature passed during the closing hours of session. Foremost action and object of widespread disapproval was the cigaret tax of 2 cents a package, which was characterized as a "sock the poor" measure, inasmuch as it is designed to reduce the high real-estate taxes prevailing in Massachusetts.

The cigaret tax is effective September 1, 1939, and continue until June 30, 1941. All retailers will be required to obtain a \$1 license, and distributors will need a \$25 license. Collections will be made directly from the distributor, thus dispensing with revenue stamps.

Second act to meet with disapproval in some quarters was the extending of the dog-track operating season from August 19, the former closing date, to

## Bulk Vender Operating Tips

By H. F. BURT  
Automatic Games, Chicago

It has become apparent that operators everywhere, especially in the vending field, are faced with more and more competition.

Under such conditions the more colorful, the more modern and the simpler an operator's machines are the better chance he has of maintaining a strong position in his field. Color, design and sturdiness of construction, with no wasted outlay of money, are the paramount keynotes of success today.

From a practical standpoint, the placing of two, three or four machines in a location that warrants only one is a waste of time and money and creates a very bad impression on the location owners. Multiple units on these locations pay so little that they leave the impression with the merchant that the whole thing is a waste of time and space on his part. Whereas, the same amount of money received from a single vender would leave a good impression and likewise be a paying proposition for the operator and the merchant.

Another point is the rotation of colors. By this we mean that any machine becomes an unnoticed fixture unless a similar machine of a different color is put in its place every few months. For this reason we urge operators to buy machines in assorted colors which will

enable them to place, for example, first a tangerine, then a blue, green, black, gold, silver, etc. Our products, for this reason, are made in 14 attractive combinations.

Machines of distinctive design, which are all interchangeable on brackets, stands and bases, are a great help and convenience in rotating or service work. This interchangeability also helps on the service end, since the operator may simply change a full machine for an empty one and then do the filling and cleaning in his car, or he may use one of the attractive service kits on the market now.

The impression left on the merchant, by using multi-colored equipment and good-looking accessories, is well worth while. It gives the strength, character and prestige to the vending business as a whole and the successful business-man stamp to the operator.

Practically all venders which have been in use a year or more will show a welcome improvement in the take if a liberal supply of aluminum, chrome or nickel polish is used on them; enamel jobs repainted and porcelain enamel jobs touched up to cover chipped portions.

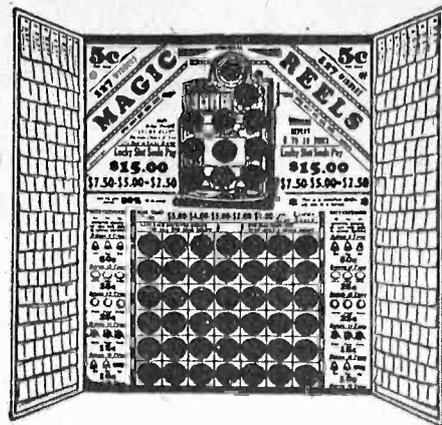
Most reliable venders purchased the last few years do not become obsolete thru use but thru neglect.

# 5,000 OPERATORS CAN'T BE WRONG!

Proclaimed by 5,000 of the nation's most successful operators as "the top money makers of the year."

Boost your sales — increase your profits — Now—with the sensational new line of Universal Jar and Pad Deals?

Write for our new fold-o-log and the world's lowest prices — NOW!



**MAGIC REELS**  
Takes in 1260 @ 5c.....\$63.00  
Total Pay-out.....38.04  
Profit (average).....\$24.96

Pad Deals are tripling profits everywhere. Get in on these increased earnings now!

Write today for complete details and literature on dozens of other profitable Pad Deals. In sizes from 210 tickets to 1260 tickets. 148 big new deals to choose from at the world's lowest prices. Write your inquiry — Now—Today!



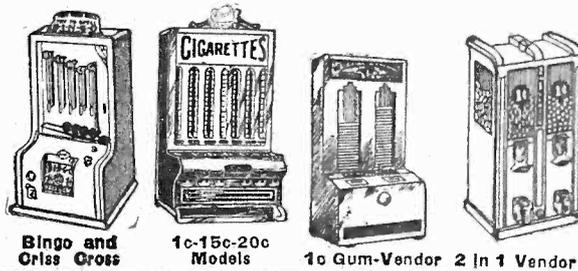
THE ONLY ORIGINAL "TAKE-A-TIP" AND "RED, WHITE, BLUE" AVAILABLE WITH OR WITHOUT JACKPOT CARD OTHER LABELS ARE ALSO AVAILABLE



STYLE A	STYLE C	2100 SIZE	1050 SIZE
Takes in 1850 Tickets @ 5c \$92.50	Takes in 2520 Tickets @ 5c \$126.00	Takes in 2100 Tickets @ 5c \$105.00	Takes in 1050 Tickets @ 5c \$52.50
Pays out (actual) \$72.00	Pays out (actual) \$ 96.00	Pays out (actual) \$ 71.50	Pays out (actual) \$31.70
Profit (actual) \$20.50	Profit (actual) \$ 30.00	Profit (actual) \$ 33.50	Profit (actual) \$20.80
90 Winners	120 Winners	121 Winners	91 Winners

## UNIVERSAL MANUFACTURING COMPANY

104 East 8th St. (Manufacturers Only) Dept. BB17, KANSAS CITY, MISSOURI.



Write Today for FREE CATALOG of over 100 different New and Used Vending and Amusement Machines. Ask about our COMBINATION SCALE! Vends stick of gum FREE with each weight!

**D. ROBBINS & CO.,**  
1141-B DE KALB AVENUE  
BROOKLYN, N. Y.

September 30. These six weeks have been traditionally reserved for county fairs, "but," as some persons stated, "the State Senate decided that the dogs needed more exercise."

## Cigaret Output Up as Against '38

CHICAGO, Aug. 26. — Production of small cigarettes in July was above output for the same month last year but was sharply below output for June this year, according to figures released by the U. S. Bureau of Internal Revenue.

Total output last month, based on sales of tax stamps, was 14,801,810,430 cigarettes, compared with 16,594,511,013 in the previous week and 13,784,357,840 for the same month last year.

## Mich. Licenses Vending Machines

LANSING, Mich., Aug. 26. — Michigan State Board of Tax Administration, in a recent news release, declared: "Many Michigan owners and operators of merchandise vending machines will, it is believed, welcome the new 'location license' ruling, effective last August 21. It is regarded as protection to legitimate operators by keeping 'fly-by-night' operators off locations.

"The new location licenses will cost 10 cents each and must be affixed in a conspicuous place to each machine. Machines not bearing licenses will be regarded the same as retail stores which

attempt to do business without a license from the tax board."

The news release continued: "The new rule of reporting 3 per cent tax on the gross 'take' of each machine, by location license number and location address on one consolidated form, may also prove useful to the operator as a business barometer, disclosing to him the actual revenue from each location each month."

Editor's note: Reaction to the newly levied 3 per cent tax has not as yet been received from operators. The above is a news release from the State of Michigan.

## Almond Crop Heavy This Year

SAN FRANCISCO, Aug. 26. — Almonds are one of the newer products dispensed by vending machines, which will undoubtedly help to dispense with the surplus crop now facing California almond growers.

The crop, it is estimated, will run between 18,000 and 24,000 tons. Top national consumption has been 17,000 tons. On top of this year's crop is a surplus carry-over of 6,000 tons from last year.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# MUSIC MERCHANDISING

## Rock-Ola Salesmen Find Business Good

CHICAGO, Aug. 26.—News of two of Rock-Ola's crack salesmen was forthcoming during the past week from D. M. Wertz, who recently took over a district managership for the Rock-Ola Corp., and from W. C. Deaton, of Galion, O., a Rock-Ola distributor.

Wertz, the newcomer to the organization, is said to be at home with coinmen thruout Virginia, North and South Carolina, Georgia and Florida. "Reports from Wertz reveal a most enthusiastic reception of the Luxury Lightup phonograph," report Rock-Ola officials. "He declares, however, that things have been a bit slow in Florida—a natural condition at this time of the year. However, he reports that operators had a splendid late-winter and early-spring business and are now readying for the fall and winter influx of tourists."

Deaton, who says he is an old-fashioned traveling salesman because he covers the territory of Ohio and West Virginia in the interests of the Luxury Lightup phonographs, has traveled 90,000 miles in getting about his territory since the first of the year.

"A man always has had to drum up business no matter how good a product he is selling," said Deaton. "If he doesn't another more gumpious fellow will get there ahead of him. Nowadays there's plenty of business. I know it for a fact, because I go out to my operators and they're ready for more Rock-Olas, with locations waiting for them."

## Big Production Cuts Grille Cost

CHICAGO, Aug. 26.—Paul Gerber, of Gerber & Glass, in discussing the phonograph grilles the firm is now manufacturing, said: "Our modern manufacturing facilities in our new grille plant enable us to turn out well-made changeovers in great volume at low production cost. Our purchasing power permits us to buy the best materials at advantageous prices.

"It is for these reasons that we are able to offer the great variety of grilles we make at such low prices. We are operating on the principle of great demand, volume production and rapid turnover, just as many of America's leading manufacturers in other fields are doing. We are giving our customers a better product at a lower price because we effect a savings all along the production line. From this operators can readily see that along with a money-saving price on our phonograph grilles we also give them top-notch quality. We have to do business this way because of the Gerber & Glass slogan—'It's Not a Sale Unless You're Satisfied.'"

## Cinematone Penny Phono on Market

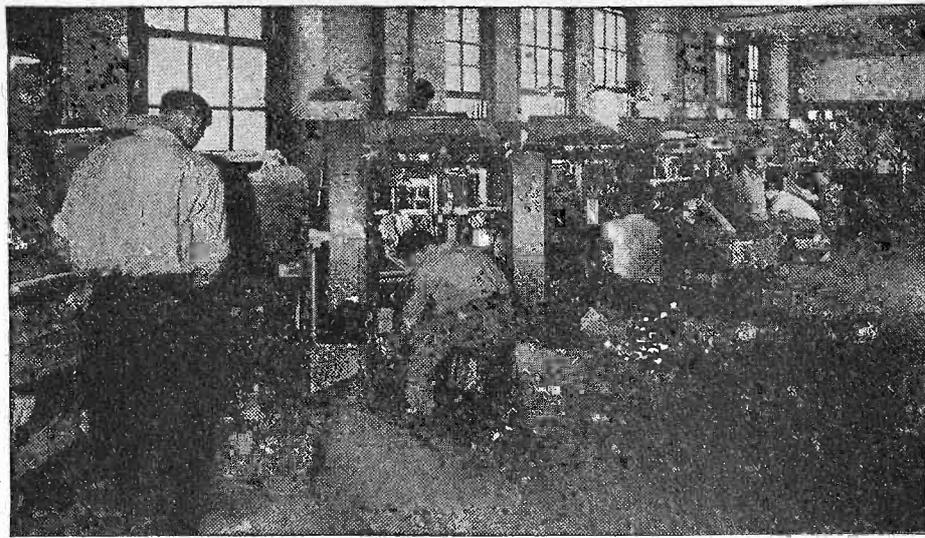
CHICAGO, Aug. 26.—The Cinematone Corp. has recently placed on the market its new phonograph, Penny Phono. The machine vends hit tunes for 1 cent, and in the words of a representative of Cinematone: "It is intended to be used in such places as will not support the automatic phonographs now on the market." The authority for this statement is Mr. MacTavish, official of Operadio, Cinematone representative.

Most interesting innovation of the

### Attention, Indiana Ops!

LADOGA, Ind., Aug. 25.—Charles W. Hughes, president of the Indiana State Operators' Association, Inc., asks that a correction be made in the reported site of a meeting of operators in South Bend, Ind., September 10.

"The meeting will be held at the LaSalle Hotel in South Bend and not at the Oliver Hotel," Hughes stated. "We will meet on the same date, September 10, at 2 p.m."



"WURLITZERS TRAVEL TRANQUILLY," declares the Wurlitzer firm, "for when you are packing goods that represent much in research, design, engineering, material and labor, you're not going to take chances. Here you see some of the skilled packers preparing the machines by fastening moving parts and attaching instruction tags. When they are finished each instrument goes into a felt-lined packing case and sealed. Because of this care the words 'damaged in transit' are seldom applied to a Wurlitzer phonograph."

phonograph is the Penny Phono Record, which is made by the firm itself. It is a 12-inch disk with 20 melodies on it—10 to each side. According to the firm's representative, each tune lasts for approximately two minutes. It is planned that a new record will be issued each week for use on Penny Phono.

The machine itself is a modernistic device. One of the outstanding features of the machine is a light-up sign which is changed each week with the record. This portrays a characteristic sketch of the hit tune of the week and carries the name of the tune.

Cinematone Corp. is located in Hollywood, where machines and records are made. They process their own records, "using top-flight orchestras and talent recruited from transcontinental air shows and film studio recording orchestras," they declare.

## What the Records Are Doing for Me

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Detroit

August 26, 1939.

To the Editor:

Musical favorites in Detroit include the *Sunrise Serenade*, by Glen Gray; *Jumping Jive*, by Cab Calloway; *I'll Keep On Loving You* and *Well, All Right*, by Andrews Sisters, and the *Beer Barrel*, which is still bringing in the nickels, with many calls for the recording by Will Glahe.

A record which I find is making quite a hit is the new recording of *Angry*, by Tiny Hill. I look for *I Want the Waiter*, by Ella Fitzgerald, to reach tops shortly. Bing Crosby's *I Want an Apple for the Teacher* is another record which has every indication of being a big hit.

We are getting a number of excellent records on the market now, and *The Billboard's* Record Column, combined

## Marquette Music, Of Detroit, Moves

DETROIT, Aug. 26.—Marquette Music Co., distributor of phonographs here, is making the biggest single move of expansion in the history of the organization. On September 15 the company will open a large salesroom on the first floor of the Manufacturers' Building at Beaubien and Lafayette streets.

The location is one block south of its present building at 1216 Beaubien street and is just as conveniently located. With large store-type windows, it is much better adapted to display purposes.

The present building will be kept for service and warehouse purposes, but the sales department will be centered in the new location.

FLOYD T. SNYDER,  
Commercial Music Co.,  
Detroit.

Hemlock, O.

August 26, 1939.

To the Editor:

Your department "What the Records Are Doing for Me" is very helpful to the operators of phonographs in rural sections.

The platters that are coining the nickels here are *It Makes No Difference Now*, *Beer Barrel Polka*—Willie Glahe takes the lead in this—and *Sunrise Serenade*, by Glen Gray, is still going strong. *The Rambling Wreck of Georgia Tech* has been a nickel getter for me in beer parlors. *If I Didn't Care* is slowing down, but *Just for a Thrill*, by Ink Spots, is coming up just as strong or better than I thought it would.

We have to hand it to the record companies for the buffalo-getting platters they are pressing out now and the wonderful service they give you when you send in an order, but one company does not send title strips even after I request them and that makes a man more work and does not look as neat in machines. I think we operators should

## Wurlitzer Open House in South

NEW ORLEANS, Aug. 26.—As the Wurlitzer open-house program moves into the Deep South this week, approximately 500 music operators and distributors of Wurlitzer products enjoyed evenings of fun and acquaintanceship with several heads of the big phonograph manufacturing firm of North Tonawanda. First touching the depths of Dixie at Greensboro, N. C., on the evening of August 14, 125 ops came to the O'Henry Hotel to be the co-guests of Bill Deaton, district sales manager for the Wurlitzer company.

On the following day about 110 attended the open house in the Biltmore Hotel, Atlanta, with Fred Raabe, factory representative there, as host. Similar events followed on the 16th at the George Washington Hotel, Jacksonville, Fla., and in New Orleans in the Gold Room of the Roosevelt Hotel. Raabe was also host in Jacksonville, while J. H. Peres, of the Peres Amusement Co., and Al Mendez, district manager for Wurlitzer, shared honors welcoming the guests at the Crescent City. About 100 attended in the Florida city and about 130 in New Orleans.

The program moved over to the Rice Hotel, Houston, August 19, with Earl Reynolds, Texas manager, as host. Reynolds again welcomed the operators when the Wurlitzer officials moved to the Plaza Hotel, San Antonio, August 21 and at the Adolphus Hotel, Dallas, August 22.

## Seattle

SEATTLE, Aug. 26.—With the State threatening to take over and operate the ferries of Puget Sound, which by their inoperation have stilled waiting-room music boxes, the outlook for settlement of the strike and opening of waiting rooms with their amusement machines brightens.

Vancouver, Wash., wants parking meters despite the cooling off of this question in Seattle. City authorities of this West Washington city have recently sent out a call for bids for 500 of these modern curb devices to curb parking and alleviate traffic conditions. New meters prescribed by the city council must be of the penny-nickel type and meet specifications drawn by the city's street committee and its engineer.

Coin machines for lighting tennis courts, with players dropping nickels in the machines for light to continue tennis sets, will be the new wrinkle in tennis court operation of the Seattle park department. Metered lights are to be tried at Madrona and Ballard play fields, then further devices will be placed elsewhere.

refuse to buy records from companies that refuse to send all title strips with order.

The music machine business is better in this locality than I have ever known it to be, and from all indications it is going to get better, and with the help *The Billboard* gives us in its Music Section it makes it much more pleasant, so I am for *The Billboard*.

RALPH McDANIEL,  
Hemlock Music Co.,  
Hemlock, O.

Dearborn, Mich.

To the Editor:

I want to compliment you on the good work your record section is doing. All of my men are very much interested in it and find it a very great help in their work, never failing to look for it the moment *The Billboard* arrives.

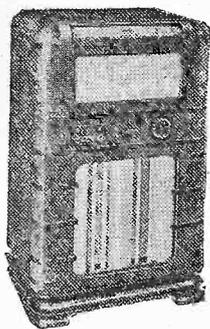
I find *El Rancho Grande* by Bing Crosby, *Wishing* by Roy Smeck and *Sunrise Serenade* by Glenn Miller continuing top numbers.

Mildred Bailey's *Moon Love*, and *White Sails* by Blue Barron are becoming very popular, and we just can't supply the demand for *Comes Love* by Artie Shaw, which I think will be one of the outstanding favorites of the summer season.

ANTHONY SIROUSE,  
Manager Gunn Music Co.  
Dearborn, Mich.

**DON'T FORGET THE G & G SLOGAN:**  
*"It's Not a Sale Unless You're Satisfied!"*

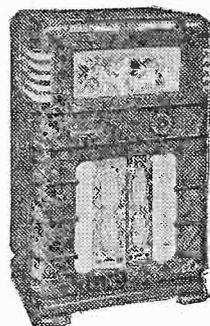
**GERBER & GLASS PIONEERED IN OFFERING YOU LOW COST GRILLES—**  
*and at prices as low as is humanly possible FOR QUALITY MERCHANDISE! YOU ACTUALLY SAVE 33 1/3% ON TOP QUALITY GRILLES when you buy them from Gerber & Glass!*



**WAS \$16.50**  
**NOW \$12.45**

Three pillars of assorted plastic combinations—choice of 2 Yellow-1 Red, 1 Red-2 Yellow, 1 Red-2 Blue, 2 Blue-1 Red, 2 Red-1 Green, 2 Green-1 Red. Also available for 412 Wurlitzer at same price.

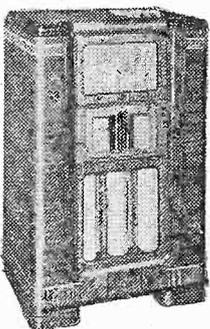
**616—SPECIAL 716 and 412**



**REGULAR \$25.00**  
**NOW \$16.66**

Two new brilliant red plastic pillars with cast aluminum design in center, backed by sparkling silver jeweled cloth.

**616 With Side Grille**



**WAS \$16.50**  
**NOW \$12.45**

Three colors of assorted plastic. 2 Yellow-1 Red, 1 Red-2 Yellow, 1 Red-2 Blue, 2 Blue-1 Red, 2 Red-1 Green, 2 Green-1 Red.

**ROCK-OLA IMPERIAL 20**

**MONEY BACK GUARANTEE!**

Write for Circular and Quantity Prices!

**Gerber & Glass**

914 Diversey Pkwy., Chicago

**Fort Worth**

FT. WORTH, Tex., Aug. 26.—Victor Cornelius, dapper op of Eastland, was a visitor to the row a few days ago. He is still nabbing the nickels with his napkin holder advertising business. It is reported that he is extending his activities into several States. However, Vic can't leave his first love, phonograph operating.

A number of Fort Worth operators attended the Wurlitzer party which was held at the Adolphus Hotel, Dallas, Tuesday, August 22. All reported a swell time and spoke highly of the usual Wurlitzer hospitality.

John Backman, traveling representa-



THE WINDOW DISPLAY of the Marion Co., Wichita, Kan., has definite eye appeal. Dave Marion, owner and Rock-Ola distributor, says that at night the brilliant neon display and Luxury Lightup effects from the phonographs create a maximum of interest.

tive for the Simplex Distributing Co., steps into Ft. Worth often these days. He is kept busy covering Texas, the largest State in the United group. He says it is some job but he really enjoys visiting with the music operators.

Operators have enjoyed good business the past two weeks, especially in their downtown and night club spots. The noticeable increase in downtown and night club business for machines was due to the typographical national convention, which has just closed its 83d session in this city. Over 8,000 out-of-town visitors were present.

The good rains continue to fall upon the growing crops in this territory. Not since 1929 has this section been visited with such fine productive rains and at such advantageous periods. And all of this makes operators happy because crops and grass in this territory mean more coins in the cash boxes of their machines.

F. C. Ewing, of the F. C. Ewing Co., is now the proud owner of a fine farm just south of this city. He is stocking it with wild game and live stock.

Ewing reports that his roasting plant is now shipping 50,000 pounds of salted peanuts each month to vending machine operators. His peanut shipments are 90,000 pounds ahead of sales for the first six months of 1939 against sales during the same period of 1938.

O. T. Benny, operator of Como, Tex., was seen strolling the row a few days ago. He was buying new and used vending machines and products.

Chappy Chapman, well-known coinman of Dallas, has been appointed traveling roadman for the Mid-Continent Cinematone Corp., Southwest distributor for the new phonograph which is being manufactured in Hollywood. Chappy says that he is lining up jobbers every day in all key cities in the Southwest territory.

**Editorial on "Religion" Gets Unusual Attention**

Editor's Note: The editorial on Religion (*The Billboard*, page 64, August 5, 1939) seemed to attract a bit of unusual attention, including some ministers. The following letter is one of the most interesting comments on the editorial to be received.

To the Editor: "Your article, *Religion*, published on page 64 of the August 5 issue is so fundamental and valuable that I am compelled to write you and commend you for it.

"My father, Rev. Benjamin W. Callaway, was an outstanding Baptist minister in the South for 56 years before his death in 1931. He was a Baptist and believed in 'rendering unto Caesar the things that are Caesar's and unto God the things that are God's.' During the hectic prohibition days in this country, he said 'you cannot make men temperate by passing laws' and he opposed his church meddling in controversial social, political and economical issues. The crusaders and reformers in the church, tho they have no right to call themselves Baptists, would have taken his license away from him and prohibited him from preaching on account of his opposition to prohibition, but for the fact that every Baptist church is a sovereign body within itself, and there is no appeal from the verdict or decision of each local church.

"My father believed that man has within himself the fundamental elements of temperance and self-control, and he understood the highest and noblest pur-

poses of education and religion are to cultivate and develop these virtues of self-discipline.

"Every thoughtful student knows that prohibition has hurt and set back the true cause of temperance in this country for at least 50 years, and that if we are to attain this great objective we must begin to rebuild the foundations of self-discipline with education and religion.

"There is hardly a person in the United States today who has the equivalent of a high-school education who believes in the voodooistic, emotional ritualism that once was evident in the majority of churches in this country, and having lost this, they weigh with closer exegesis the philosophy and example of the church leadership, and when this is not only highly controversial, but extremely limited in logic, they naturally become critical of all organized religion. But the people have not lost their fundamental interest in liberty and democracy, and since it is challenged from the four ends of the earth today it should be apparent that the Baptist church, whose membership inspired such ideals in the souls of humanity—even before the Middle Ages—would command the love and respect of free men everywhere should it return to the fundamental faith. I want to commend you most heartily for that splendid article.

"E. E. CALLAWAY,

"Lawyer, author and lecturer.

"Republican nominee for Governor of Florida in 1936."

**THIS MESSAGE IS ONLY FOR UP-TO-THE-MINUTE OPERATORS**

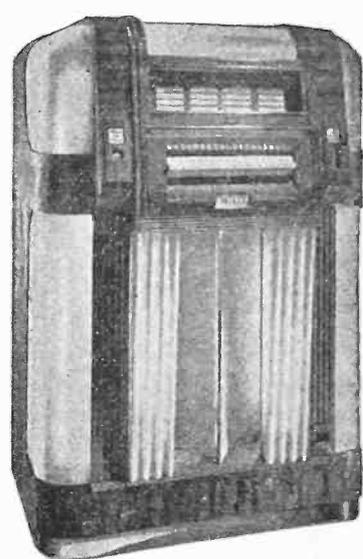
**LOCATED IN**

**VIRGINIA**

**No. CAROLINA**

**SOUTH CAROLINA**

**JOE CALCUTT HAS A SPECIAL DEAL FOR YOU ON**  
*Mills*  
**THRONE of MUSIC**



Joe Calcutt's special deal now obtainable by every operator in Virginia, North Carolina and South Carolina to obtain Mills Throne of Music on 12 to 18 months' terms AT NO EXTRA PREMIUM OR ADDITIONAL CHARGES. Liberal allowances for trade-ins of any type equipment regardless of condition. And Joe Calcutt's "personalized service" that gets you STARTED RIGHT and KEEPS YOU GOING RIGHT! HURRY—WRITE, WIRE OR PHONE Joe Calcutt TODAY!!

**WURLITZERS**

**MILLS • ROCK-OLAS**

**FINEST RECONDITIONED PHONOGRAPHS AT LOWEST PRICES**

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

**BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.**

**THE VENDING MACHINE CO. FAYETTEVILLE, N. C. CABLE: COINSLOTS**

DECCA

Hot Tips for Operators

## TAKE THESE HOT DECCA TIPS AND WIN BIG PROFITS!!!

- 2641 A MAN AND HIS DREAM  
GO FLY A KITE  
Bing Crosby
- 2494 EL RANCHO GRANDE (My Ranch)  
IDA SWEET AS APPLE CIDER  
Bing Crosby Assisted by the Foursome
- 2462 BEER BARREL POLKA  
WELL, ALL RIGHT  
Andrew Sisters
- 2595 THE MAN WITH THE MANDOLIN  
ECHOES OF HAWAII  
Frances Langford
- 2579 THE LAMP IS LOW FT. VC.  
BEGONE FT. VC.  
Jimmy Dorsey and His Orchestra
- 2593 WHITE SAILS (Beneath a Yellow  
Moon) FT. VC.  
IT SEEMS LIKE OLD TIMES FT. VC.  
Ruby Newman and His Orchestra
- 2598 STAIRWAY TO THE STARS FT. VC.  
OUT OF NOWHERE FT. VC.  
Ella Fitzgerald and Her Famous  
Orchestra
- 2628 I WANT THE WAITER (With the  
Water) FT. VC.  
THAT'S ALL, BROTHER FT. VC.  
Ella Fitzgerald and Her Famous  
Orchestra
- 2578 MOON LOVE FT. VC.  
TO YOU FT. VC.  
Paul Whiteman and His Orchestra
- 2626 (Hol-de-Ay) START THE DAY RIGHT  
Bing Crosby and Connie Boswell
- NEIGHBORS IN THE SKY  
Bing Crosby
- 2507 IT'S FUNNY TO EVERYONE BUT ME  
JUST FOR A THRILL  
Ink Spots
- 2640 AN APPLE FOR THE TEACHER  
Bing Crosby and Connie Boswell
- STILL THE BLUEBIRD SINGS  
Bing Crosby

Decca Records Inc.

Canadian Distributors:  
THE COMPO CO., LTD.  
LACHINE, MONTREAL  
QUEBEC

Beyond the SHADOW of a  
Doubt

SHADOWS

By FRANKIE CARLE  
WHO GAVE YOUSUNRISE  
SERENADEwill become one of the number one  
money makers for music machine  
operatorsNow Available on Records by  
GLEN GRAY  
HORACE HEIDT  
AL DONAHUEOrder them from your distributor  
today!WATCH FOR THIS  
GREAT NOVELTY!DUNK A  
DOUGHNUTAnd for the Latest, Smartest  
Instrumental Fox Trot

RAGPICKER

JEWEL

MUSIC PUBLISHING CO., INC.  
Earle Building  
1674 Broadway, New York, N. Y.

## Record Buying Guide

An Analysis of Current Songs and Recordings From the  
Standpoint of Their Value to Phonograph Operators

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Recordings listed without an explanation are those that have appeared under this heading for four weeks or longer and have thus become such established successes that they require no further explanation.

## GOING STRONG

**Moon Love.** A sudden apathy towards this lovely ballad seems to have developed during the last week to the point where it is by no means the universal favorite it was. That may be due to the rather large crop of fast-rising tunes which are proving strong competition to the established hits. At any rate, from reports this week it looks as if this one won't be around too much longer. Glenn Miller, Paul Whiteman and Al Donahue are the favored waxers still.

**The Jumpin' Jive.** Even stronger than last week is this really worthwhile bit of swing from the pens of Cab Calloway and a couple of collaborators. It's still Cab's record in the machines by a wide margin, altho one or two spots have been using Lionel Hampton's disc to advantage. This is the first platter other than Calloway's to creep into any discussion of this number since it first started to break.

**The Man With the Mandolin.** Not unexpectedly this novelty ditty jumps up to this department this week by way of a unanimous popularity with nickel-droppers in every spot offering the record, and by this time there should be very few spots not doing so. Horace Heidt leads the field by several lengths, with Wayne King and Glenn Miller trailing along.

**White Sails.** Ozzie Nelson, Sammy Kaye, Al Donahue.

**Stairway to the Stars.** Glenn Miller, Jimmy Dorsey, Al Donahue and Horace Heidt.

**Sunrise Serenade.** Glen Gray and Glenn Miller.

**Beer Barrel Polka.** Willie Glahe.

**Well, All Right.** Andrews Sisters.

## COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**Comes Love.** Altho not strong enough to be considered an absolute "must" for all machines, this hit from the score of Lew Brown's *Yokel Boy* is doing very nicely for itself in most boxes harboring it. Artie Show has a practical monopoly on the waxed versions, with a few scattered reports nominating Eddy Duchin for phono honors.

**Over the Rainbow.** Operators should not be caught napping on this one. From the score of the spectacular *The Wizard of Oz*, this will probably be the biggest ballad success of the early fall season. The movie opened in New York a couple of weeks ago to tremendous crowds and its popularity around the country is predestined. That would be enough to make its leading song a hit, but add to that a good title, a beautiful melody and the plugging efforts of one of the largest publishers in the business and you've got the makings of a smash. The song is starting to sell copies. Its very important as a radio tune and it's beginning to mean something in the boxes. At present, no particular record stands out, but in this case it's less the recording artist than it is the song itself. Get this, and fast.

**I Want the Waiter With the Water.** Ella Fitzgerald comes thru with a novelty disk that has automatic machine success written all over it. The title is catchy, so is the melody, and Miss Fitzgerald's popularity with John Q. Public was eloquently attested to by the memorable *A-Tisket A-Tasket*. This looks particularly good for ops, and judging by the start it's already made in the phonos it may be a "must" any week now.

**An Apple for the Teacher.** Bing Crosby's *The Star Maker* picture has either opened or is about to open in spots around the country, which will make this tune from the score jump even higher. Presently it's doing all right under its own steam, with Bing's record mounting in public esteem with each passing day. Of the several dance records out, Larry Clinton and Charlie Barnet are mentioned as getting a big play.

## POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

**Are You Having Any Fun?** Shaping up as the hit song from the score of the new George White *Scandals*, soon to debut on Broadway after Atlantic City and Boston tryouts, this lively rhythm tune is starting to get air plugs that should lift it into prominence shortly. Tommy Dorsey and Shep Fields have recordings out at the moment of writing and there will be others available shortly. *Good Night, My Beautiful*, on the reverse, and out of the same score, looks like a ballad hit.

**The Little Man Who Wasn't There.** The publishers of this crazy ditty are going to work on it in earnest shortly, and the song itself has the ingredients of a good novelty hit. Both Larry Clinton and Glenn Miller handle it humorously, especially on the vocal end, in a way that goes over big with phono addicts.

**What's New.** One of the most interesting and effective ballads to come out of Tin Pan Alley in some weeks, this has every chance for popular success. The title is attention-getting, the melody is a little different and the talk along Music Row is that it's going to be a big thing.

**Running Thru My Mind.** The progress of this latest Nick Kenny ballad during the past week has been such that this department feels it necessary to hint to ops again that here is an item to keep an eye on.

(Double-meaning records are purposely omitted from this column)

MUSIC OPERATORS

PHONO-MIKE

OFFERS

3 WAYS

TO

INCREASE YOUR COLLECTIONS

1st Speak, Sing, Entertain,  
Use for Announcements.2nd Patrons Can Sing,  
Whistle, etc., Using  
Record Playing as Ac-  
companiment.3rd PATRON MUST IN-  
SERT 5c TO USE  
PHONO-MIKE.PRICE 15<sup>85</sup>

ROYAL DISTRIBUTING CO.

124 MARKET ST., PHILA, PA.

a special section  
called TALENT AND  
TUNES ON MUSIC  
MACHINES will ap-  
pear in the September  
23 issue of The Bill-  
board... music ma-  
chines operators will  
find it interesting and  
informative.

## PHONO RECORDS WANTED

Phonograph Records wanted—any quantity. Highest prices paid. Tell us how many you have and where they are. Write today.

CHICAGO SALVAGE STOCK STORE, INC.  
509 S. State Street, Chicago, Ill.

## Detroit

DETROIT, Aug. 26.—Frank Silver, operator of amusement games in Detroit for the past three years, and Alex Friedenberghave formed a partnership known as S. & F. Amusement Co. Company operates pin games only and concentrates on East Side locations.

Another new name in the Detroit coin machine field is the G. & T. Coin Machine Co., recently formed by Gust Kotsonis and Theodosios Theodore.

Michigan Coin Amusement Co. has been established by Joseph Franovitz. Franovitz has operated pin games in the Detroit territory for several years under the name of Michigan Amusement Co., which has now been changed to the new name.

George J. Blascoe, Albert Kisner and Elizabeth Blascoe have organized the North End Amusement Co., to operate pin-ball machines.

L. & A. F. Specialty has been established by Abe Flashenberg and Bernard Lefkowitz to operate in the pin-game field here. Bernard is the son of the late Louis Lefkowitz, pin-game operator.

Blain W. Hill and Irving Folberg have

**OPERATORS!! PROTECT YOUR RECEIPTS**

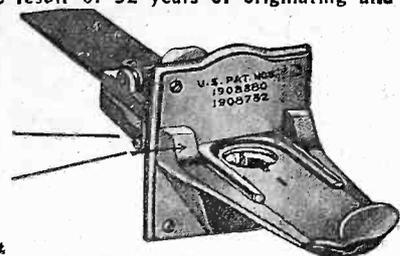
SHYVERS MFG. CO. proudly present The New Monarch Coin Chute.  
The result of 32 years of originating and developing Coin Chutes.

4 Mounting Holes Are Standard.

Micrometer Adjustment.

Stops All Bending.

Slide Support



Mae Shyvers Steel Centered Checks Work Perfectly.

This new chute having only 7 principal parts assembled with 2 screws is truly the industry's most perfect chute. No pause in stroke. Simple, rugged and adjustable.

The Front Guard Stops Cheating,  
Stops Shimming, Stops Bending  
Up or Down, Stops Driving, Stops  
Forcing and Rejects all Off Size  
Checks. Takes money easily.



The Shyvers separator positively works. Thousands in use working perfectly.

This outstanding chute has been tested by over 900 operators and pronounced THE BEST. Adjustable to take or reject worn or Liberty nickels. No pause in stroke, simplicity and ruggedness of construction. Furnished for 1c, 5c, 10c and 25c coins. With front guard or with slide support, or without either. Also furnished with escalator and separator.

**SHYVERS MFG. COMPANY** 2315 W. HURON ST., CHICAGO.

**MUSIC MACHINE OPERATORS!**

*Here Is Your Next*  
**"A-TISKET A-TASKET"**

No. 1 **THE LITTLE MAN WHO WASN'T THERE**  
GLENN MILLER—Bluebird 10358

No. 2 **THE LITTLE MAN WHO WASN'T THERE**  
JACK TEAGARDEN—Brunswick 8435

No. 3 **THE LITTLE MAN WHO WASN'T THERE**  
LARRY CLINTON—Victor 26308

No. 4 **THE LITTLE MAN WHO WASN'T THERE**  
MILDRED BAILEY—Vocalion 4966

No. 5 **THE LITTLE MAN WHO WASN'T THERE**  
RAY HERBECK—Vocalion 4983

No. 6 **THE LITTLE MAN WHO WASN'T THERE**  
BOB CROSBY—Decca

**THERE'S A REASON FOR THIS GREAT LINE-UP!**

**ROBBINS MUSIC CORPORATION**  
799 SEVENTH AVENUE · NEW YORK

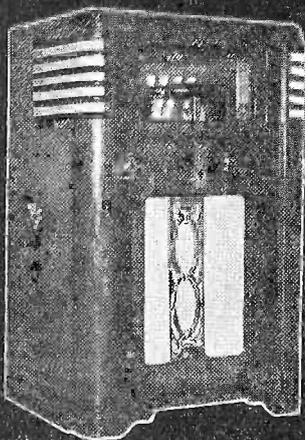
**BE WISE : MODERNIZE**

ADD STYLE, BEAUTY, FLASH AND COLOR TO YOUR P12 OR 412 WURLITZER

Complete illumination now offered for the first time. These remodeled machines are holding top locations in competition with the latest models.

(EASY AND QUICK TO INSTALL)

The ensemble that we furnish is very strongly built from wood that closely matches the old cabinet. Will become a part of factory built appearance. With full instructions for installing.



Actual Photo Wurlitzer P12 Model

Complete top panel and bottom grill.  
**\$15.00**

Money Back Guarantee.  
One-third Deposit Balance C.O.D.

MANUFACTURED BY **MUSIC MACHINE CO.**

222 12th Street Augusta, Ga.

formed a partnership as Evan's Sales. Both have been known in the amusement field for several years as operators of salesboards. They are now turning their attention to the operation of pin games exclusively in the Detroit territory.

Home Music and Novelty Co. has been formed by Joseph Ciaglo and Dudek. The company will operate both phonographs and pin games, having recently placed several Wurlitzers on location.

Detroit Amusement Co. has changed its name to Ryther Amusement Co. Company operates both music machines and pin game machines. Harry D. Ryther, proprietor, says he is looking forward to a big pick-up in this field and conditions generally early in September, when the factories get into production.

Joe L. Cook, operator of pin-ball games in the Detroit territory for the past year, has organized the A. A. A. Vending and Machine Co.

Acme Amusement Co., operated by Joseph O. Kanterman, has discontinued his music machine lines and is devoting his attention to the expansion of his pin game routes.

Harry's Amusement Co., operated by Harry Weinberger, who is also manager of the company, has established new operating quarters here.

Mrs. Mary Long, of Marlong Music Co., Detroit operator, is back at her desk following her summer vacation.

James E. Pappas has formed the Plaza

Amusement Co. here. He will operate pin games only.

John Czyzewski, music-machine operator, has been a constant buyer in the music-machine mart recently, adding 15 new machines to his routes, and also cigaret vending machines have been added to his routes. Business is evidently very good in the northeastern part of the city.

S. Walton has added new Seeburgs to his route. Among others who increased their lines by the addition of Seeburg machines are F. Richardson, Harry D. Ryther and H. M. White, West Side operators.

Edward Kiely and Fred Gardella were both in for new Wurlitzers to add to their respective routes.

Henry C. Lemke, of Lemke Coin Machine Co., spent a week at his summer home at St. Clair recently.

Among those adding new Wurlitzers to their stock were E. W. Mitchell and Marquette Music Co.

New Era Sales Machine Co., Inc., Detroit manufacturer of vending and amusement machines, is busy with final details of a new type machine for the fall market. Samuel Pearlstein is manager.

Charles L. Cooke, operator of pin games and phonographs under the name of Interstate Amusement Machine Co., is planning to dispose of this business shortly. He will devote his entire attention to other interests.

**Wanted! Used Phonographs, Slots, Counter Games**

50—TWELVE-RECORD PHONOGRAPHS. Will allow \$50 to \$120.

100—16 OR 20-RECORD PHONOGRAPHS. Allow \$75 to \$275.00

Pin Ball Payouts, Slot Mills Blue Front 5c, Counter Games, Scales.

The above allowances are made possible through Canadian operator that wants these due to his low Government rate of tariff; allowances will be made on your purchase of our Rockola Luxury Light-Up Phonographs. THE MUSIC MARVEL OF THE AGE.

Wire, Telephone Collect or Write

Phone 1999 **W. C. DEATON, Distributor** GALION, OHIO  
Applies to Ohio and West Virginia

**REMODELING SALE**

While contractors are building additional offices, we are clearing out following equipment at these low prices:

Each	Each	Each
Mills Regular Dance	Wurlitzer 616	Air Pops It, Pop-Corn
Masters	Seeburg 1936 Selecta-	Vender
Mills De Luxe Dance	phone	Keeney Targette
Masters	Seeburg Model A, with	Keeney Bowlette
Mills Swing Kings	Illuminated Grill	Wurlitzer Skee Ball
Mills Do Re Mi	and Moving Back-	Seeburg Model C
Wurlitzer P-12's	ground	Wurlitzer 24's, Spe-
Wurlitzer 412 or 400	Seeburg Model C	cial

ORDER NOW WITH DEPOSIT AND SHIPPING INSTRUCTIONS  
ABOVE PRICES NET CASH  
**SOUTHERN AUTOMATIC MUSIC COMPANY**  
542 S. SECOND ST., **WORLD'S LARGEST DISTRIBUTORS** LOUISVILLE, KY.

**THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"**



**ZENITH**  
TODAY'S OUTSTANDING  
5-BALL SMASH HIT!

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LOW PRICED  
AND GUARANTEED  
MECHANICALLY PERFECT

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ORDER ZENITH!  
★  
★

DAVAL-CHICAGO

## EASTERN FLASHES

NEW YORK, Aug. 26.—The bright spot on the summer business front has been the popularity Penny Arcades have enjoyed this summer. There is no doubt that this is one of the biggest seasons they've ever had. Along Broadway as well as at Coney Island, the World's Fair and other spots the arcades have been drawing unusually large crowds. This boom has evidently spread to the hinterlands, where more activity is reported in arcade circles than for many moons.

**AROUND THE TOWN** . . . Gene Callahan, of John A. Fitzgibbons' N. Y. C. offices, and May Quigley will be wed on August 27. The boys at Fitz's headquarters are getting all set for the celebration. Phil Coogan is now expected to announce the next date. . . . The subways are serious about beverage vendors. They now have them in test use in the Collier offices, where they are reported to be making a big hit. . . . That was Mike Munves, Hymie Rosenberg, Sol Wohlman, Charley Katz, Bill Gersh and Tony Gasparro listening to ops tell of the changes in the business while beating the heat with tall foamy glasses of suds. . . . Al Douglis, of Daval, flying in to discuss the firm's new machine, Zenith, with distrib George Ponser.

**TONY GASPARRO** . . . of London, England, who makes his buying headquarters in N. Y. C., visited Joe Calcutt in Fayetteville, N. C., and is still talking about the marvelous reception he received as well as the immensity of the Vemco biz. "There's no doubt about it," says Tony, "the Vending Machine Co. is the world's largest and Joe Calcutt deserves the title of America's ranking coin machine man."

**"BUSIER EVERY DAY,"** . . . is the word that comes from Hymie Budin, of Savoy Vending Co., Inc., Brooklyn. "And that's not the half of it,"

chimes in Jack Semel, of the same firm. Hymie and Jack say Savoy is expecting the biggest fall season in years.

**ALONG THE COAST** . . . Joe Ash, of Active Amusement Machine Corp., Philly, is closing his offices Friday night, September 1, to give all his employees a three-day week-end over Labor Day. . . . Roy McGinnis, of Baltimore, says he's getting loads of mail these days complimenting him on the swell reconditioned machines he ships. . . . From Atlanta comes word that Morris Hankin's employees are still talking about lawn party he gave them on the grounds of his home. . . . Dave Bond, of Boston, visits the big town—still talking about the shipments being made of Snacks merchandisers.

**FROM THE PONSER OFFICES** . . . comes word that Milt Soffer is working harder than ever telling ops about the new games. "Chico's Sports, Daval's Zenith, Keeney's Cowboy, Exhibit's Airliner and some of our other products are really hanging up swell records for the boys," he says. George Ponser meanwhile is more enthusiastic than ever about the Mills Throne of Music.

**OPENING LOCATIONS** . . . all over the country, according to DuGrenier sales manager Walter Mann, is the DuGrenier selective candy vender. "There's no machine on the market that can touch it," he says.

**MEN AND MACHINES** . . . Dave Robbins postcards from Monte Carlo in France, "Here's one place you can gamble to your heart's content and it's 100 per cent legal." Dave gets home this week. . . . Mike Munves now walks all the way down to 42d street and Ninth avenue for his lunch as some of his friends found out to their dismay. . . . That new phono needle rumored to be the most expensive of any ever offered the phono ops is going to guarantee 5,000 plays, 'tis said. . . . Nat Krasner is among the older of the oldtimers and can tell some interesting coin-game experiences. Nat is working over in Jersey now. . . . Dick Steinberg is preparing for a big organization year and believes it won't be long before the New Jersey ops have the strongest body of coinmen in the country.

**AT SEABOARD SALES** . . . Bert Lane gets hotter than the weather every time he looks at the first test reports on Genco's latest, Mr. Chips. "Wow," says Bert, "this is the best location report we've ever had on any game we've ever handled."

**FRANK HART** . . . of Eastern, Newark, tells that some of his biggest peanut customers are in South Carolina and Georgia. "We can't figure out why this is since that's where most peanuts are grown," he says. "Guess it's our service and roasting process."

**AMUSEMENT PARK SHOW** . . . at the Hotel New Yorker will find many coinmen on hand when it convenes in November. Mike Munves, Bill Rabkin and several other leading local coinmen are planning to attend.

**JACK FITZGIBBONS** . . . returned from his vacation looking fully rested only to be slapped in the face with the worst hot spell of the summer. "The weather is almost as hot," Fitz said, "as is Bally's sensational Champion. We just can't get enough of these machines no matter how many we order."

**BIGGEST EVER** . . . is the way Al Cohen, of Asco Vending Machine Exchange, Newark, characterizes the sale his firm is staging to help get the fall season off to a flying start. "We feel that ops need a break and we're giving it to them," he says.

**IRVING MITCHELL** . . . set Thursday, August 31, as the official opening date for his new headquarters at 1070 Broadway, Brooklyn. Irv has made elaborate arrangements for a jubilee party to run all day. Mitchell, by the way, has the perfect answer to "How's business." Irv answers, "The same as yours"—explaining that if he were to answer "fine," the boys would claim he's overcharging them. If he answered "terrible" he would be accused of "putting on a crying act."

**JERSEY JOTTINGS** . . . Harry Pearl, of Ace Vending, Newark, is responsible for the Automatic Music Association affair that will be held at the Essex House in Newark on or about October 2. . . . Frank Russo left for his vacation in Maine just in time to beat the heat. . . . Clarence Baeder, Hercules chief mechanical master mind, becomes

THE COUNTER GAME  
**SENSATION**  
OF THE YEAR IS  
**WHOOOPER-DOO**  
Automatic Token Payout  
**Western Products, Inc.**  
925 West North Ave., Chicago

a summer bachelor for the entire week. . . . Evelyn Bateman takes over the sales reins at Ace Distribs while Jack Kay spends his vacation in Saratoga. . . . Harold Illion has his picture pasted on the wall over at Ace Distribs. . . . Charley Polgaar, who claims to be one of America's casino players, has been taking it on the chin recently, according to Bob Sever, Irv Orenstein and Howard Kass. . . . Mac Rubinstein is doing his own repair work now that his mechanic, Seymour, is vacationing.

**Chas. Hornisher,**  
**Pace Vice-Pres.,**  
**Taken by Death**

CHICAGO, Aug. 26.—The coin machine industry was shocked Tuesday, August 22, in hearing of the untimely death of Charles Hornisher, well known in the industry and vice-president of the Pace Mfg. Co.

Hornisher, only 33 years of age, was the son-in-law of Ed Pace, head of the Pace Co., having married Esther Pace in March, 1935. He entered the employ of the Pace firm in 1936. His wife and a 14-month-old daughter, Holly, survive him, as do his father and a brother.

Cremation took place in Chicago Thursday, August 24. Services were held in the parlors of John Carrol Sons, Chicago.

### Mr. Chips Gets Operator Approval

CHICAGO, Aug. 26.—"Riding roughshod over the obstacle of terrific heat, our new release, Mr. Chips, is making new collection records," declare Genco officials. "Repeat orders for the game are heavy, and production has been speeded up several times.

"Mr. Chips features three different ways of winning—on high score, by putting out all the nine lights and an immediate free-game award by putting a ball thru the No. 8 lane when it is lighted. In addition to the powerful player appeal of so many ways of winning, Mr. Chips boasts exceptionally exciting action every second of the game.

"There are 16 live bumpers, four of which are the '1,000 points when lit' type, which gives the player many a thrill. Furthermore, one of the startling new features of the game is the liveness of the light bumpers, which are not killed when a light is put out, but keep alive and continue scoring until all the lights have been put out."

### Southern Amuse. Likes Metal Typer

MEMPHIS, Aug. 25.—Metal Typer has found a friend in officials of the Southern Amusement Co., Memphis, who declare: "Metal Typer, Groetchen Tool's latest machine, is the brightest machine on the business horizon; our customers are really going to town with it. We understand that the machine is going well over the entire United States and there is no doubt in my mind about this fact, because Metal Typer is a perfectly legal machine and therefore a joy to the operator.

"At first we were a little dubious about the Metal Typer. 'It's an arcade device,' we thought. But we were wrong. We realized this when we received our first sample. Now, I am happy to report, the machine is in the finest of locations and welcome—for it's really a fine machine in appearance and action."

**10 Eureka's, late type,**  
**\$39.50 each**

5 MULTI-FREE RACES . . . \$22.50  
3 FAIRGROUNDS . . . 22.50  
2 FLEETWOODS . . . 22.50  
2 ODD BALLS . . . 17.50  
2 GRAND SLAMS . . . 12.50

All Machines 1/3 Deposit

**CRESCENT CITY NOVELTY COMPANY**  
425 SOUTH RAMPART STREET,  
NEW ORLEANS, LA.

**OPERATORS! LOOK!**  
**WHIRLING DERBY**  
THE ORIGINAL AND FIRST SPINDLE DEAL—

A New Creation in Coupon Games—Is Compact—Looks Neat—Is Modern—A "Natural" for Operators.

Offers Greater Selection of Coupons—Receives a "Welcome" in Every Location—Eliminates Old Bugaboo of Coupon Theft—Yet Contains All Desirable and Popular Features of Jar Game Play.

"Whirling Derby" is available in the same play as jar games with jack pot card or definite pay out. Several new cards have been added to our regular jack pot card line to give you a greater selection of games from which to choose.

Wire -- Write -- Phone

**Gay Games**  
INCORPORATED  
Muncie, Indiana  
Trade-Mark and Patent Applied For.

DUAL SINGLE

**A REAL MONEY MAKER**  
**NEW MODEL**  
**"ASTRO-SCOPE"**  
CONTINUOUS MOVING DISPLAY FRONT—  
LOTS OF COLOR, LIGHT AND FLASH.

VENDS A SCIENTIFIC BIRTHDAY HOROSCOPE FOR EVERY PERSON'S BIRTH DATE FOR TEN CENTS. LEGAL EVERYWHERE—ON DISPLAY AT

**MIKE MUNVES CORP.** | **GERBER & GLASS**  
593 Tenth Avenue, | 914 W. Diversey Pkwy,  
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**ARROW NOVELTY CO.** | **BADGER NOVELTY CO.**  
2852 Sidney Street, | 2546 N. 30th Street,  
St. Louis, Mo. | Milwaukee, Wis.

**BE WISE—INVESTIGATE!**  
**OPERATORS SUPPLY CO., Inc.**  
4311 N. LINCOLN AVE. | CHICAGO, ILLINOIS

# FALL SPECIALS

The machines listed below are slightly used and offered subject to prior sale. All orders must be accompanied by 1/3 certified deposit.

- |                                  |  |   |
|----------------------------------|--|---|
| <b>5-BALL NOVELTY FREE PLAY</b>  |  | 1 Dux ..... \$ 8.50                       |
| 4 Daval Box Scores ..... \$37.50 | 2 Long Beach ..... 10.00                   | 1 Double Track ..... 10.00                |
| 1 Hold Tight ..... 37.50         | <b>COUNTER MODELS</b>                      |   |
| 1 Genco Fair ..... 35.00         | 15 Mills Vest Pockets... \$29.50           | 3 Spinner Winner, brand new ..... 19.50   |
| 2 Rinks ..... 32.50              | 2 5c Jennings Grand Stand ..... 10.00      | 3 Gottlieb Single Grip Testers ..... 5.50 |
| 1 Bally Chevron ..... 42.50      | 3 Gottlieb De Luxe Grip Testers ..... 9.00 | 2 Poker Face ..... 7.00                   |
| <b>5-BALL NOVELTY</b>            |  |   |
| 2 Palm Springs ..... 10.00       |  |   |
| 1 Gay Time ..... 12.50           |  |   |
| 1 Genco Home Run ..... 10.00     |  |   |
| 1 Bally Bulls Eye ..... 8.50     |  |   |
| 1 Bobo Skill Score ..... 10.00   |  |   |
| 2 Chicco Derby ..... 5.50        |  |   |

H. F. MOSELEY, Pres.-Treas.

- |   |  |
|---|--|
| 12 Bally Reserves, perfect condition, like new, \$4.00 each | 1 Paces Races, 25c play, refinished cab., 30-1 cash, No. 3836 ..... \$140.00 |
|---|--|

- |   |   |  |                                       |
|---|---|--|---------------------------------------|
| <b>CONSOLES</b>   |   | <b>PHONOGRAPHS</b>                           |                                       |
| 1 Lucky Star, cash pay ..... \$ 90.00                         | 10 P-12 Wurlitzers with grilles ..... \$45.50 | 1 P-10 Wurlitzer ..... 29.50                 | 1 Mills Swing King ..... 25.00        |
| 1 Tanforan, ticket model ..... 19.50                          | 1 Mills Dance Master ..... 15.00              | 3 Mills Dance Master ..... 15.00             | 6 Gabel Junior, 12-record ..... 19.50 |
| 1 1938 Domino, cash pay ..... 125.00                          | 5 Wurlitzer 412, clean and like new.. 55.00   |  |                                       |
| 1 Gottlieb Race Track ..... 35.00                             | <b>AUTOMATIC PAYOUTS</b>                      |  |                                       |
| 1 Domino, black cab. .... 49.50                               | 1 Quinella Single Slot ..... \$12.50          | 1 Mills 1-2-3 Cash, latest model ..... 75.00 | 1 Air Race ..... 7.50                 |
| 1 1939 Domino, cash pay ..... 165.00                          |   |  |                                       |
| 1 Bally Hawthorne ..... 62.50                                 |   |  |                                       |
| 1 Ray-o-Lite, high ser. .... 78.50                            |   |  |                                       |
| 1 Pace King Pin, light cab., 30-1 cash, No. 5739 ..... 100.00 |   |  |                                       |

**WANTED—25 PACES RACES, CASH PAY, LIGHT CABINETS 50 DOMINOS, 1937, 1938 or 1939 MODELS 50 SKILLTIMES, PASTIME OR TRACKTIMES**

We will pay cash, or we will make you an unusual trade allowance to apply on brand-new phonographs, trading machine on machine. Write us what you have, giving serial numbers, models and guaranteed mechanical condition and appearance with all keys, giving lowest cash price delivered to us in Richmond, charges prepaid. Write us as to your requirements on any new machine that has been released by the respective manufacturer. Also ask us to put you on our mailing list.

**MOSELEY VENDING MACHINE EX. INC.,** 00 BROAD ST. Richmond, Va.  
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## MILLS DANCEMASTER \$14.95

AUTOMATIC 12-RECORD PHONOGRAPH

Completely Reconditioned and Cleaned. Guaranteed for Mechanical Perfection.

ATLAS NOVELTY CO., 2200 N. Western Ave., Chicago

## SAVE with SAVOY RECONDITIONED & GUARANTEED USED MACHINE BARGAINS

### NOVELTY GAMES AT LOWEST PRICES!

- |                                  |                           |
|----------------------------------|---------------------------|
| 4 Snooks ..... \$30.00           | 2 Box Score ..... \$30.00 |
| 6 Majors ..... 30.00             | 2 Bubbles ..... 23.00     |
| 9 Chubbies ..... 32.50           | 2 Side Kick ..... 15.00   |
| 5 Chubbies, F. P. .... 35.00     | 6 Odd Ball ..... 12.00    |
| 2 Batting Champ ..... 45.00      | 2 Ritz ..... 7.50         |
| 2 Batting Champ F. P. .... 50.00 | 2 Fleet ..... 5.00        |
- 1/3 With Order, Balance C. O. D.

HERMAN S. BUDIN, Manager, Formerly of Budin's Specialties, Inc.  
**SAVOY VENDING COMPANY, INC.**  
651 ATLANTIC AVE., BROOKLYN, N. Y. (Tel.: NEVins 8-3188.)

### EXPORT

"We Ship All Over the World!"  
Cable Address: Budspino.

## Good Arguments Found in Paper's Defense of Bingo in Wisconsin

(An editorial in Sheboygan, Wis., Press, August 15, 1939)

WHAT IS YOUR ANSWER? Do you recall lotto, the game for children that Santa Claus placed under the tree each Christmas? Well, bingo, is nothing more than lotto. But a few disgruntled persons with the aid of some officials in Sheboygan County have decided to outlaw this innocent pastime.

They started out to serve verbal warnings to frighten the people, rather than take the case into court. Now the people have decided to take the case in their hands and force the issue. Several bingo games have been played recently at picnics and more will be played in the future.

Why not have a test case? Let the complaining gentleman from the town of Sheboygan make good his threat, and if he doesn't then let the enforcement officers shoulder the responsibility. If they think it is a violation of the law they should say so and test it in the courts.

The other day we purchased a game of lotto for no other reason than to ascertain the similarity between bingo and lotto. Lotto was popular 25 years ago and changing its name to bingo has not lessened its popularity in the least. Awards are made for merit and it is played with corn. Whether you use pieces of glass, buttons or corn does not change the game in the least. In order that you may recognize the similarity between lotto and the present game we recite the rules of lotto:

"This game may be played by any number of persons.

"One of the players is chosen to conduct the game and call the numbers.

"Each player takes from the pack one, two or three cards, as may be agreed,

and a number of glass pieces or other markers such as buttons or similar articles.

"The caller after shaking the package of numbered pieces, so as to mix them well, draws one and calls the number, placing the piece upwards on the table. Each player immediately covers any and all of the numbers on his cards which correspond to the one called.

"The game proceeds in this manner, the conductor drawing the numbered pieces and the players covering with the markers, the corresponding numbers on their cards, until some player is successful in covering all the numbers in any one of the three rows on any one of his cards. The player who first does this calls 'lotto' and wins the game. The numbered pieces are then put back and, with the cards passed to the player on the left of the conductor, who proceeds as the first, the players selecting new cards. The caller is not obliged to wait for a player to ascertain whether or not he has the desired number on his cards. By calling rapidly, some of the players will inevitably miss some of the plays and so prolong the game."

Of course, you can go to excess in any game, but bingo and lotto as played in the homes, at bazaars and the like are devoid of those elements which would place them in the class of being violations of our laws. We venture the statement that if the district attorney or the sheriff were pressed for an answer they would both agree that playing bingo is no more of a crime than card playing, and would they stop skat, bridge and schafskopf because abuses creep in at times? If they are so keen on keeping

## Chi Coin Sports Gets Ops' Praise

CHICAGO, Aug. 26.—Executives Sam Wolberg and Sam Gensburg, of Chicago Coin Machine Mfg. Co., report that praise of their new release, Sports, has been forthcoming from coinmen all over the country.

"From what coinmen everywhere have told us and from the orders they have placed for Sports, it certainly seems that Sports is destined to carve a niche in the coin game Hall of Fame.

"Coinmen everywhere report that Sports is outearning other novelty games by a great margin. We predicted before Sports was announced that such would be the case, and these operators are substantiating our prediction. We know that the main reason why Sports is the best selling novelty game is because it is making so much money for operators everywhere.

"Its new light-up and thrilling action have a tremendous appeal to players. Because of this many operators have placed two, three and in cases more Sports on one location. Sports is available as a novelty game and as a free game, thus may be operated anywhere."

## Dallas

DALLAS, Aug. 26.—Helen Savage, best known woman operator in Texas and manager of the Dallas branch office for the Automatic Amusement Co., is closing the company's Dallas office temporarily, effective September 1. After that date Miss Savage will be associated with the headquarters' office of the Automatic Amusement Co. in Memphis.

Bally Mfg. Co. has opened a Dallas branch for its beverage vender division, from where the Bally coolers will be sold to the Southwestern trade. Art Nyberg is in charge of the new Dallas branch.

The big Wurlitzer nation-wide tour reached Dallas August 22 for an all-day showing of Wurlitzer phonographs and equipment. The Wurlitzer party has made three exhibitions of new Wurlitzer equipment in Texas—the first one was at Houston, August 19; the second at San Antonio, August 21, and the third at Dallas, August 22. Wurlitzer officials and Earl Reynolds, Texas district manager for Wurlitzer, acted as co-hosts to the music men at these Texas centers.

Wurlitzer officials making the trans-continental tour include M. G. Mammerngreen, sales manager; William P. Bolles, credit manager; Robert S. Conner, new advertising manager; E. H. Peterling, J. H. Schwarts, Jim Broyles, Harry King, Walter Reed, Carl Fuller and other factory officials and executives.

within the letter and spirit of the law why allow a carnival to engage in the very things that they now complain of? Abuses occur when you allow an undesirable element to promote a game of chance.

You remember the days of prohibition. Fanatics passed a measure prohibiting the sale and distribution of beer with a certain alcoholic content. What was the result? An undesirable and law-breaking element engaged in illicit traffic that came near ruining the nation. Beer runners, gangsters and the like thrived until the Congress of 1933 undid the wrong of previous administrations. Today we have a legal industry and laws controlling that industry.

Is it the desire of present-day lawmakers and enforcement officers to reenact the blue laws? That seems to be the attitude of a few in public office. They forget that they were elected by the people who are guaranteed certain rights, but these they would trample under foot.

Again we say, if there is any question in the minds of the sheriff and the district attorney, let us have a test case. There is no higher authority than the verdict of a jury. Instead of spreading fright, let us have meritorious action. If they believe it is a crime to play bingo, as public servants their duty is to bring action, not run around warning people against something that to our mind is innocent pastime, and an entertaining feature for bazaars and picnics sponsored by various societies and churches.

Surely this money spent for a good cause will never undermine law and order in the city or the county of Sheboygan.



# PRICES SLASHED

ON USED MACHINES

● Out they go — Our complete stock of used bell machines at ridiculously low prices. Many models completely factory reconditioned and guaranteed like new — Refinished, carefully inspected and thoroughly tested to assure perfect performance. A large number of models to go "as is" Your opportunity to purchase excellent equipment at tremendous savings. Write or wire for our bargain price list today

Buy your used Machines from a reliable Manufacturer

O. D. JENNINGS & CO.  
4309 West Lake Street, Chicago, Illinois

J. H. WINFIELD CO.  
1022 Main St. BUFFALO, N. Y.

**BUFFALO'S**  
distributor of  
**Wurlitzer Phonographs**  
and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

## Removal Sale!

WRITE FOR A COMPLETE LIST OF PRICES!  
GIVEAWAY PRICES ON ALL TYPES OF MERCHANDISE.  
Write Today—Now!  
**MILWAUKEE COIN MACHINE CO.**  
2816 WEST NORTH AVE.  
MILWAUKEE, WIS.

## FOR SALE

Three Bang-a-Deer Machines, practically new, at a sacrifice. Apply

**J. R. DILLON**  
Care Dillon Candy Co., Jacksonville, Fla.

FOR THE

# CONTINENTAL MARKET

IT IS

# THE NOVELTY CO.

42 RUE de PARADIS, PARIS

Exclusive Agents  
for  
DAVAL, CHICAGO

Oscar Yeni, Gen. Mgr.  
Isy Mordo, Sales Mgr.

## U. S. Shipments Of Coin Machines Up 11% for June

WASHINGTON, Aug. 26. — United States exports of specialty products, including coin machines, during June were valued at \$11,413,721, an 11 per cent increase over May, according to the Specialties Division of the Department of Commerce.

Coin machines were one of the products which enjoyed a rise during the month, the total value of machines being exported amounting to \$204,391 as compared with \$161,053 in June, 1938.

## London

LONDON, Aug. 26.—Percy Goddard leaving this week for an extended tour of Australia and New Zealand, Buck Taylor remaining behind to take care of Goddard Novelty Co. It is six years since Goddard came back from selling and operating in countries mentioned to establish the London business which bears his name, Taylor accompanying him and continuing his right-hand man. Upon opening London business he took up the Watling agency and later acquired British representation for Stoner. Has also at times held Daval and Bally agencies, and in conjunction with British American Novelty represented Buckley interests.

By death of Ted Hooper one of London's best known coin machine families has suffered a severe loss. Age 33, Ted was third of the five sons of Bill Hooper, proprietor of Hooper's Automatics and oldest consistent member of trade here. Boys have been very loyal to their father, four being with him in business since leaving school, while Lal came back from America to rejoin the group upon the death of Mrs. Hooper about three years ago. Ted, who died of pneumonia and bronchitis after illness of two years, was buried in Islington Cemetery, London, on August 8 in presence of members of family and sympathizers from trade.

Numerous newspaper attacks on marble games have followed decision of home secretary to call conference of chief constables. In nearly every instance attacks place emphasis on fact that most of the games come from America, one widely circulated publication telling its readers that the tables were shipped here by gangsters when "Uncle Sam woke up and decided to confiscate the machines and smash them." Others talk of the "hundreds of thousands or millions" of these tables which have been imported during past five years. As to possible result of police conference one school of thought here adopts attitude "we've had our troubles before and survived them," but many more regard it in different light. Amusement Park Proprietors' Association sees real danger and has sounded rallying call to other organizations likely to be affected if anything does happen.

## 4 HITS BY BALLY

**CHAMPION** high score novelty or free play game. **VOGUE** "spottem" type novelty or free play game. **GOLD MEDAL** bumper-type multiple one-shot. **GRAND NATIONAL** pins-and-pockets multiple one-shot with reserve feature. See your jobber or write **BALLY MFG. COMPANY**, 2640 Belmont Avenue, Chicago, Illinois.

## GET IN ON THE BIG EARNINGS WITH WHOOPER-DOO

Order Yours Today!

Western Products, Inc.  
925 West North Avenue, Chicago

## WERTS FAMOUS JAR GAMES

- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.  
P. O. Box 672, Muncie, Ind.

## CONSOLES

- 1—LONG CHAMP . . . . . \$29.50
- 1—JENNINGS PICKEM . . . . . 15.00
- 1—DERBY DAY (Slant Tops) . . . . . 17.00
- 2—DERBY DAY (Flat Tops) . . . . . 14.00
- 1—'38 TRACK TIME . . . . . 75.00
- 3—'38 SKILL TIMES . . . . . 79.00
- 1—KENTUCKY CLUB . . . . . 49.00
- 1—GREYHEAD TRACK TIME . . . . . 16.00
- 2—BALLY SKILL FIELDS . . . . . 17.00

## AUTOMATIC PAY TABLES

- 1—DERBY TIME . . . . . \$25.00
- 1—HEY DAY (Jackpot Metered) . . . . . 15.00
- 1—DERBY CHAMPS (Keeney) . . . . . 15.00
- 1—AK-SAR-BEN (Ticket Model) . . . . . 21.00

One-Third Down, Balance C.O.D.

## LAKE CITY NOVELTY CO.

3008 Payne Ave., Cleveland, O.

**ANOTHER HIT BY GLOBE!**

That's what dealers everywhere are saying about Globe's new Baseball Board. Printed in 8 gorgeous shades for unusual flash, it's a Big-League attraction. A sure winner on any counter! Board takes in 2600 holes at 5c or \$130.00 Pays out (average) \$74.75 Average Profit \$55.25 Baseball symbol tickets. Semi-thick board. Celluloid protection over rackets. Price \$6.20

Write for our new Folder on latest Money Boards.

**GLOBE PRINTING COMPANY**  
1023-27 RACE STREET - PHILA., PA.

## CLOSING OUT - - 300 PAYOUT GAMES MAKE AN OFFER

GRAND STANDS — SPORT PAGES — STEPPER UPPERS — THISTLE DOWNS — FAIR GROUNDS — HANDICAPPERS — HAWTHORNES — WINNING TICKETS — POT SHOTS — MARDI GRAS — STABLES — KLONDIKES — AND MANY OTHERS

ALL REBUILT AND VERY CLEAN. SEND 1/3 DEPOSIT WITH OFFER.

**R. F. VOGT,** Distributors  
CULLEN HOTEL BLDG.  
SALT LAKE CITY, UTAH

## QUALITY SPEAKS FOR ITSELF

SPECIAL ATTENTION TO OUR EUROPEAN TRADE

Fairgrounds . . . . . \$25.00	Foto Finish . . . . . \$ 8.00	High Stakes . . . . . \$ 7.00
Fleetwoods . . . . . 25.00	Across-the-Board . . . . . 29.00	Mills Counterette, new . . . . . 15.00
Mills Big Race . . . . . 25.00	Rol-A-Tops, 5-10c . . . . . 26.50	Reel Spots . . . . . 8.00
Handicapper . . . . . 35.00	Blue Fronts, 5-10-25c . . . . . 40.00	Jitterbug Punch Board . . . . . 18.00
Carom . . . . . 8.00	Chief, excellent condition . . . . . 35.00	1938 Liberty Bells & Derby Days, new cream cabinet, a bargain . . . . . 45.00
Classic . . . . . 8.00	Gold Awards, Mills . . . . . 35.00	1938 Track Times . . . . . 87.00
Miss America . . . . . 10.00	Brown Front Mystery Gold Awards, 10c . . . . . 42.50	1938 Kentucky Clubs . . . . . 59.00
Center Smash . . . . . 8.00	Cherry Bells, 10c . . . . . 47.50	Tanforans . . . . . 19.00
New Deal . . . . . 10.00	Daval New Comet . . . . . 32.50	Pamco Rosemonts . . . . . 17.00
Daily Races . . . . . 9.00	Jennings Grandstand . . . . . 17.00	Rotary Merchandisers . . . . . 59.00
Deauville . . . . . 8.00	Bally Baby Reserve, new . . . . . 17.00	
Playtime . . . . . 8.00		

Complete stock of slots, payout consoles and tables. Also new and used novelties. We Ship All Over the World. 1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.

MODERN AUTOMATIC EXCHANGE, INC., 2618 Carnegie Ave., Cleveland, Ohio

SUBSCRIBE TO THE BILLBOARD  
Be Ahead of the Crowd



ARTHUR PRATESI (left), one of the ace salesmen for the National Novelty Co., Merrick, L. I., is pictured here with his wife and friends while on vacation at Niagara Falls.

## Cleaning Out

ALL THE LATEST AND BEST USED GAMES!

HURRY!!  
WRITE FOR PRICE LIST

## GEORGE PONSER CO.

11-15 E. RUNYON, NEWARK, N. J.

## SALESBOARD OPERATORS

Read

## "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

**ATLAS VALUE PARADE**

**BUY OF THE MONTH**  
**MILLS BLUE FRONT (5c) WITH GOLD AWARD \$27.50**  
 High Serial Numbers. Only

**PHONOGRAPHS**

Beeburg Royale (20 Records) .. \$139.50	Wurlitzer 24 (1938 Model) ... \$164.50
Beeburg Rex .. 129.50	Rock-Ola Windsor (1938 Model) 149.50
Beeburg Model C .. 42.50	Rock-Ola Imperial (20 Records) 79.50
Beeburg Selectophone .. 19.50	Rock-Ola Rhythm King (16 Records) 54.50
Wurlitzer 312 .. 49.50	Mills De Luxe Dancemaster ... 21.50
Wurlitzer 412 .. 52.50	Mills Do Re Mi .. 39.50

Beautiful Illuminated Grill Installed on All Models...\$10.50 Extra

**NOVELTY GAME CLOSE-OUTS**

DAVAL'S LIBERTY (Free Play) Brand New .. \$49.50
DAVAL'S LIBERTY (Regular) Brand New .. 44.50
GENCO'S FAIR (Free Play) Brand New .. 42.50

TERMS: 1/3 WITH ORDER—BALANCE C.O.D.

Write for prices on new Free Play Novelty Games. We guarantee you a savings. Send for our Illustrated Phonograph Catalogue, also Price Bulletin listing complete Selection of Reconditioned Slots, Novelty Games, Consoles, Counter Games and Pay Tables.

**ATLAS NOVELTY CO.**

2200 N. Western Ave., CHICAGO, ILL. (General Offices)  
 1901 Fifth Ave., PITTSBURGH.  
 Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

**AMERICA'S LARGEST DISTRIBUTORS**

**Property Owners Plead In Behalf of Pinball**

**Protest against removal action—cite harm to independent stores**

WICHITA, Kan., Aug. 26.—The possibility of a test case to decide the legality of pinball games in the State of Kansas seemed closer here with the order given to remove pinball games. Meanwhile, property owners and merchants alike have protested vigorously against the ruling by the county attorney for the removal of games. A Wichita paper carried a full story on the case in which many property owners were quoted as being in favor of the games.

Shortly after the county attorney made his order, he was visited by a committee of prominent property owners who informed him that if machines were removed, some of their tenants would have difficulty in paying their rent. Independent store owners who are dependent upon games to pay their rent will be heavily hit, they pointed out, to the extent of possibly having to go out of business.

Another committee, composed of merchants, also called and presented the same arguments. The county attorney himself reported, that to his knowledge, there was in operation only the five-ball novelty games.

The newspaper reports that, "It is believed that the distributors plan to test the law by arranging for someone to be arrested and have his case tried before a jury. In the event of an acquittal, it was believed that the

county attorney would not push his order while in the event of a conviction, an appeal would be taken to the Supreme Court. Meanwhile, steps would be taken to enjoin officers from seizing machines.

Many precedents have been established in State Supreme Courts that pinball games are not gambling devices in themselves and therefore are not illegal.

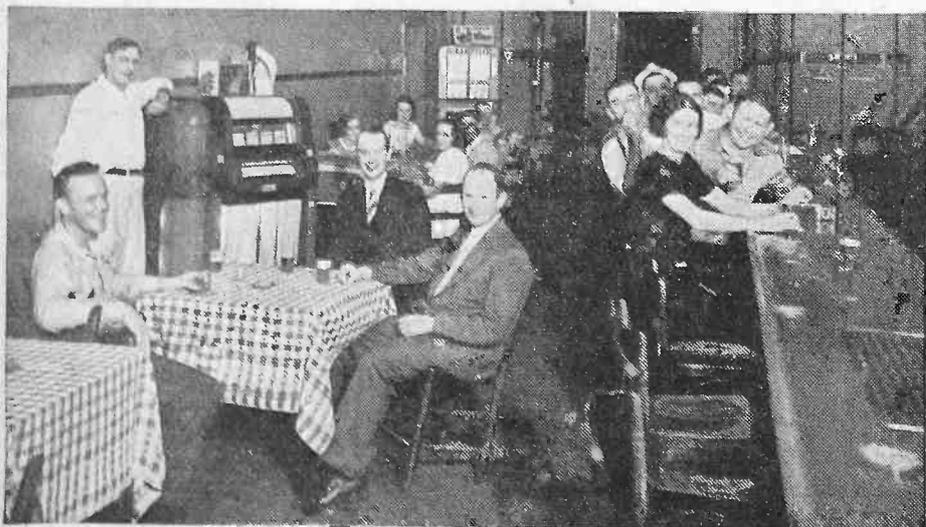
The contention that pinball games are gambling devices is the crux of the charge of the county attorney and it is believed improbable that the charge would stand up in the Supreme Court because of the many established precedents.

**New Astro-Scope Attracts Interest**

CHICAGO, Aug. 26.—Al Williams, vice-president of the Operators' Supply Co., Inc., has just returned from a swing thru the Central States with a flock or orders for the new model action-front Astro-Scope, which has just been released.

Said Williams: "Operators are enthusiastic over the new action-front display, which keeps moving continuously and which is alive with color, light and flash. The customers just can't pass by the new machine without stopping to look it over and they all want to know their lucky numbers and their lucky days, so the machine usually gets its time."

"The public is getting more astrological-minded day by day, and as time goes on Astro-Scopes will continue to increase in popularity and in public favor."



THE HI HAT COCKTAIL BAR, Detroit, is shown in the above picture. Standing at the left is Paul Scott, operator. Seated, left to right, are Don Kelsey, Frank McNichols and Eddie Clemens, all of Modern Music, Detroit. The phonograph is, of course, the Mills Throne of Music.

**Yes Sir!**  
**It's a Hit**

**STONER'S**  
**Davy Jones**

Combination novelty and free play. 2 exciting and thrilling ways to win. Popular odds build-up.

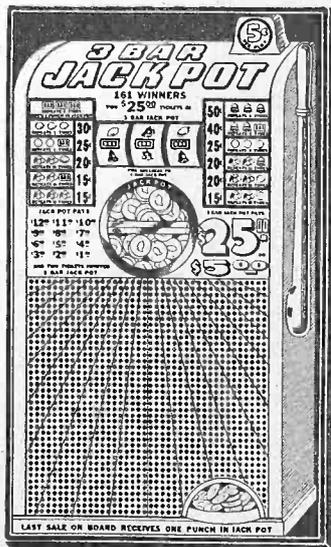
*immediate delivery!*

STONER CORPORATION • AURORA, ILL.

EXCLUSIVE NEW YORK, NEW JERSEY AND CONNECTICUT DISTRIBUTORS FOR ...

**Stoner's DAVY JONES**

HERMAN S. BUDIN, Manager, Formerly of Budin's Specialties, Inc.  
**SAVOY VENDING COMPANY, INC.**  
 651 ATLANTIC AVE., BROOKLYN, N. Y. Cable "BUDSPINC". (Tel.: NEvins 8-3183)



**BIG PROFITS**

**3 BAR JACKPOT (F-5240) BRINGS THE PROFITS**

Takes \$82.00 Average Payout \$48.69  
 Average Profit \$33.31 Price \$2.16  
 A FLASHY BOARD with tickets bearing symbols printed in seven colors.

**CHAS. A. BREWER & SONS**  
 6320-32 HARVARD AVE., CHICAGO, ILL.

**Cowboy Corrals Best Keeney Sales**

CHICAGO, Aug. 26.—J. H. Keeney, head of the firm of the same name, in speaking of the sales record on Keeney's newest game, Cowboy, declared: "We do know that Cowboy is one of the best selling free-play games we have ever manufactured. Repeat orders have come in from operators all over the country and they report very favorably on the game."

"Typical comment is that they like its fresh action, new scoring principle and the new light-up effects. In fact, they say that the players like everything about the machine."

"They tell us that players like the idea of a possible winner on each and every ball as well as on high score as exemplified on Cowboy. There is a tantalizing appeal about Cowboy that makes it a winner."

"Cowboy is instantly convertible to straight novelty play and thus may be operated almost everywhere."





# Chicago Coin's SPORTS

TODAY'S BIGGEST EARNING NOVELTY GAME -  
 THAT'S WHY IT'S TODAY'S BEST SELLER!  
*WMBB said!*

NOVELTY **\$84.50**  
 FREE GAME **\$94.50**

*And don't forget!*

## CHICAGO COIN'S BUCKAROO

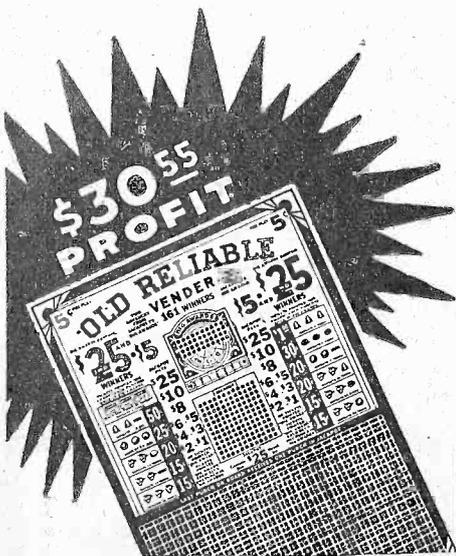
TWO GAMES IN ONE! A MULTIPLE 3-COIN GAME INSTANTLY CONVERTIBLE TO A 1-COIN Earning Big Money Everywhere!

NOVELTY **\$84.50** FREE GAME **\$94.50**

**CHICAGO COIN Machine Mfg. Co.**  
 1725 DIVERSEY BOULEVARD • CHICAGO, ILLINOIS

### BOARDS WITH A PUNCH!

Here is just one of our entirely original slot symbol boards. Our complete line of salesboards for operators includes countless other slot boards as well as original novelty symbol boards.



When you buy Superior boards you are buying from a manufacturer with up-to-the-minute ideas—creators in salesboard trends.

Write for prices, full details and descriptive literature on boards made for operators! Get in on the ground floor of extra profits that are yours—be first in your territory with a new Superior board.

Send for your copy of "Scoops," exclusive salesboard trade paper. Address Dept. M.

**SUPERIOR PRODUCTS**  
 "World's Largest Salesboard Factory"  
 14 NORTH PEORIA CHICAGO, ILL.

### Thanks From Jersey On Legal Assistance And News Reporting

"To the Editor: On behalf of the South Jersey Amusement Association, allow me to congratulate you on the wonderful work you are doing for pinball operators.

"Secondly, I wish to thank you for the fine support on licensing pinball games which you recently sent to us. The report has been given to our attorney, and I am sure he will benefit greatly from it in his work to help us combat excessive taxation in this part of New Jersey.

"Again I wish to thank you for your courtesy, and also wish to state that your correspondent, Joe Cohen, is doing a wonderful job in reporting our news here.—Theo K. Marks, secretary, South Jersey Amusement Association, August 14, 1939."

### Gay Games' New Idea in Coupons

MUNCIE, Ind., Aug. 26.—Gay Games, Inc., headed by Guy E. Noel, has introduced what it terms "a brand-new idea for presentation of coupon games." It is called Whirling Derby.

"This new idea," declares Noel, "has proved to be the acme of perfection and affords operators and distributors a new display setting that has innumerable features never offered before in any form. It practically eliminates loss of coupons by theft as was so common with the old jar deal. It offers a greater selection of coupons to the players with even faster play than jar games.

"It is small, compact, neat and modern in every respect and has greater player appeal than any other form of coupon game. Operators who are using jar deals or have used them in the past will find that any refill and jackpot card in our line may be had in Whirling Derby style. Several new cards and plays have been added to offer a greater selection of games."

### Try "PICK-A-PACKS" FOR PROFITS



The New Outstanding Counter Game

**ACTION-THRILLS-SUSPENSE**

A SURE PENNY GETTER

Wherever Cigarettes Are Sold.

**\$23.75** F. O. B. CHICAGO — 1/3 deposit with order

Money refunded if not satisfactory.

\$60.00 to \$120.00 per month per Machine.

AGENTS WANTED.

**BAKER NOVELTY CO.**

2944-46 LAKE ST., CHICAGO

You can ALWAYS depend on JOE ASH — ALL WAYS ON HAND FOR IMMEDIATE DELIVERY . . .

ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE COUNTRY'S LEADING MANUFACTURERS WRITE, WIRE OR PHONE FOR PRICE LIST!

**ACTIVE AMUSEMENT MACHINES CORP.**

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656.



**I. L. MITCHELL & CO.**

THANKS!

Your Co-Operation Helped Us Expand.

1070 BROADWAY,

BROOKLYN, N. Y.

MACHINES AND SUPPLIES

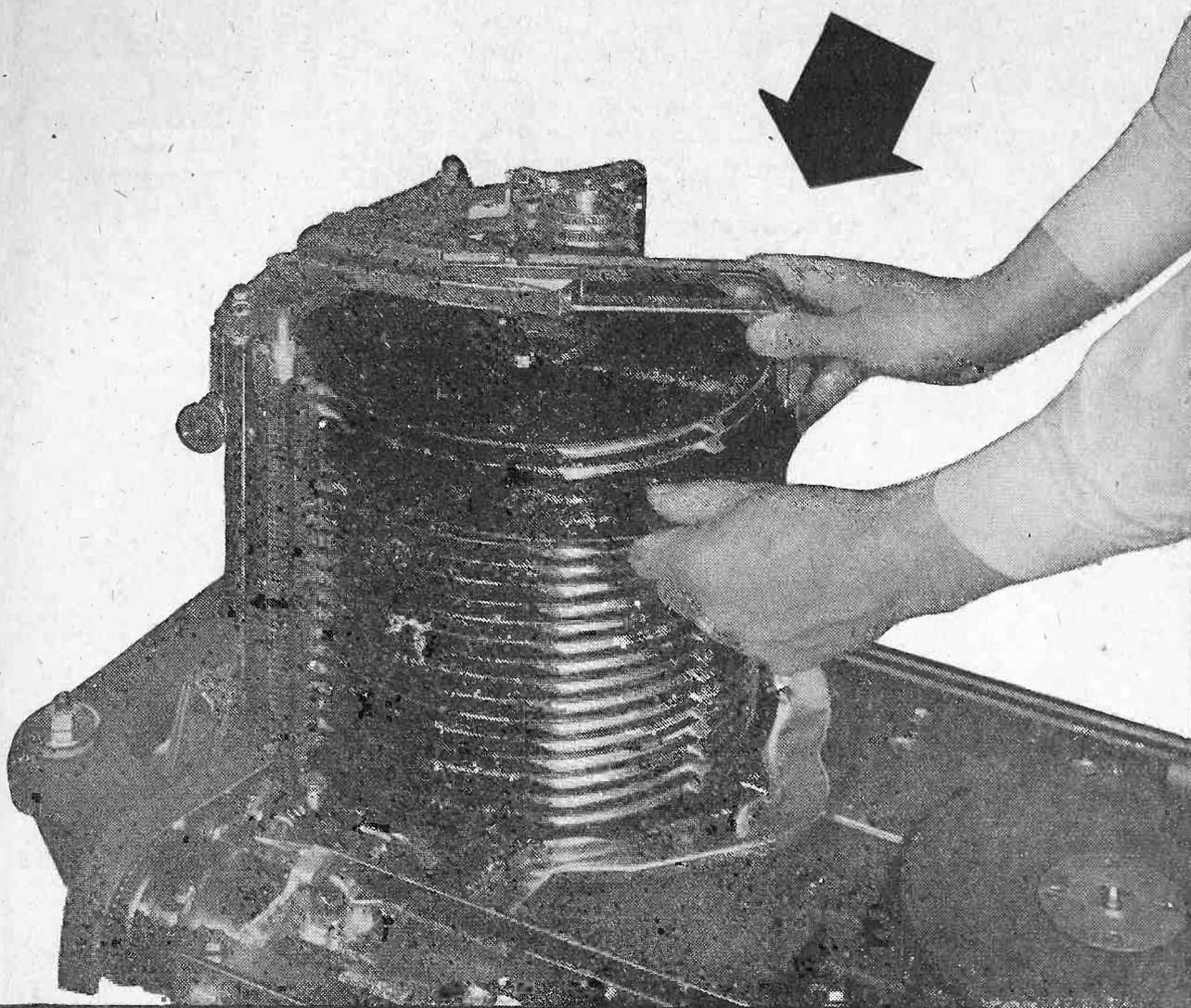
Write for Complete List. Let Us Know What You Need! Cable Address: "MITCHAL, New York."

### FOR SALE

Two Bowling Alleys, 12-ft. long. Manufactured by Exhibit Supply Co. Practically new. \$37.50 each. Apply to

**J. W. DOYLE**  
 BEARDSTOWN, ILL.

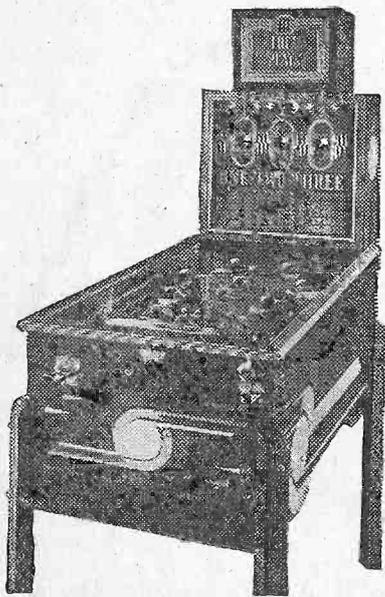
Inside View of Mills Throne of Music Mechanism



# Fastest!

No other phonograph can even come close to the speed with which the operator can load new records into this phonograph or change any number from one to twenty. See the Mills Throne of Music at your distributor. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

## WE HAVE THEM



**KEYSTONE NOVELTY & MFG. CO.**  
26th & Huntingdon St., Philadelphia, Pa.  
(MILLS DISTRIBUTORS)

## Lavell Finds Good Service Pays

SPOKANE, Wash., Aug. 26.—Bending over backward in the matter of service and using latest equipment has spelled success for Fred W. Lavell in the coin machine field.

One of the first ops in this section, he has progressed steadily until he has \$40,000 worth of equipment, including more than 100 phonographs, 65 pin tables, 100 grip testers and 50 cigaret reel machines. Altho entering the music machine field only four years ago, he has become one of the Inland Empire's largest operators. He started business with the old penny targets.

He says the Northwest looks better than it ever did and is planning on expanding along with the greater population expected to result from the completion of Coulee Dam.

Much credit goes to Willard Ferrall, route manager, who has been with Lavell for 12 years. Personnel includes Carmen C. Shaw, chief mechanic; W. S. Goddard, junior mechanic; Gordon Loosmore, record service man, and Ed Lavell, route man.

## Beemer Manager Of Music Assn.

NEWARK, N. J., Aug. 26.—Myles Beemer was named manager of the Automatic Music Association of New Jersey recently by the board of directors. He will be assisted by James Hammond, formerly of Philadelphia.

Beemer, who is well known in the State, was formerly associated with the State Tenement Housing Board, with district offices in Perth Amboy. He has also done publicity work for several organizations.

Hammond, who is well known to the phonograph operators thru his brother, Frank, manager of the Phonograph Operators' Association of Pennsylvania, is thoroly trained in this work. He will devote much of his time to the new expansion program.

# REPEAT ORDERS

## TELL THE STORY



"Operators who place their first MILLS THRONE OF MUSIC on a test location return within a few days to place their first order and continue to send REPEAT ORDERS ever after! INVESTIGATE TODAY! Learn WHY MILLS THRONE OF MUSIC gets REPEAT ORDERS every time!"

**GEORGE PONSER**  
519 WEST 47TH ST., NEW YORK

## 10 EUREKAS, \$39.50 Ea.

- 10 FAIRGROUNDS, each.....\$20.00
- 5 GRAND SLAMS, each..... 6.00
- 5 MULTI-FREE RACES, each..... 19.50
- 6 PRAKNESS, each..... 12.50
- 5 PALM SPRINGS, each..... 10.00
- 8 ROVERS, each..... 12.50
- 6 REVIEWS, each..... 10.00
- 7 TRIPLE PLAYS, each..... 15.00
- 12 SPINNER WINNERS, each..... 11.00
- 20 WITHEY 7-GRAND DICE, each..... 10.00

TERMS: 1/3 CASH WITH ORDER.

## J. H. Peres Amusement Co.

922 Poydras Street, New Orleans, La.

## Priced for Quick Sale—Over 3,000 Machines!

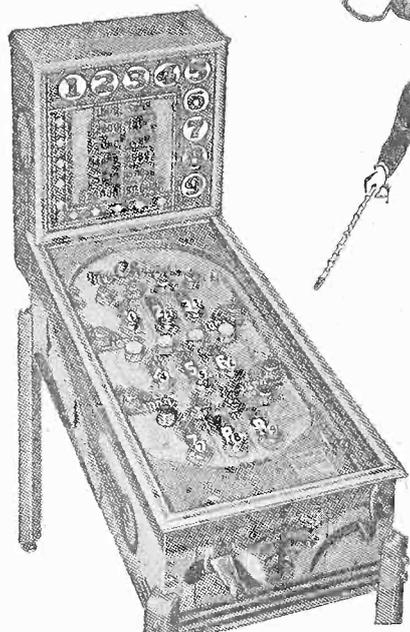
<b>NOVELTY FREE PLAYS</b>	Big Ten.....\$18.00	Turf Derby.....\$60.00
Up and Up.....\$49.50	<b>AUTOMATIC PAYOUTS</b>	Zipper..... 29.50
Hold Tight..... 49.50	Arlington.....\$15.00	<b>CONSOLES</b>
Taps..... 47.50	Bally Entry..... 25.00	Pastimes.....\$159.50
Snooks..... 47.50	Derby Champ..... 29.50	Triple Entry..... 145.00
Skyrocket..... 45.00	Derby Clock..... 65.00	1938 Skill Times..... 80.00
Double Feature..... 45.00	Derby Time (Single)..... 35.00	1937 Skill Times..... 45.00
Major..... 42.50	Derby Time (Multiple)..... 49.50	Brown Paces Races..... 87.50
Spottem..... 42.50	Derby King..... 55.00	Black Paces Races..... 49.50
Contact..... 42.50	Flasher..... 28.00	Skill Field..... 27.50
Box Score..... 42.50	Fairgrounds..... 19.50	Liberty Bell..... 27.50
Daval's Fair..... 42.50	Gott. Multiple Races..... 19.50	<b>PHONOGRAPHS</b>
Rink..... 39.50	Hey Day..... 35.00	Wurlitzer 412.....\$44.50
Daval's Gem..... 39.50	Klondike..... 35.00	Wurlitzer 400..... 40.00
Chubbie..... 39.50	Man-o-War..... 59.50	Wurlitzer 312..... 39.50
Multi Free Races..... 19.50	Mills Big Race..... 19.50	.. With Grills
Genco's Triple Play..... 17.50	Mills 1-2-3..... 19.50	.. Add \$10.00 ..
Bounty..... 17.50	Turf Champ..... 15.00	

1/3 Deposit, Balance C.O.D., F.O.B. Baltimore, Md.  
WRITE FOR PRICES ON ANY EQUIPMENT YOU WANT NOT LISTED HERE!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

# BIGGEST HIT OF ALL TIME

# Mr. Chips



PLAIN GAME

\$94.50

FREE GAME

\$99.50

**GRAND NATIONAL CHICAGO**  
 2621 N. ASHLAND AVE.



**BERT LANE**  
Says:

**MR. CHIPS**  
IS  
**DEFINITELY**  
GOING  
TO TOWN!

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

**SAVOY'S WEEKLY SPECIALS** RECONDITIONED and GUARANTEED

**Stoner's DAVY JONES**

Outshines, Outplays and Out-earns CHUBBIE! It's the greatest game you've ever operated!

**Chicoin's SPORTS**

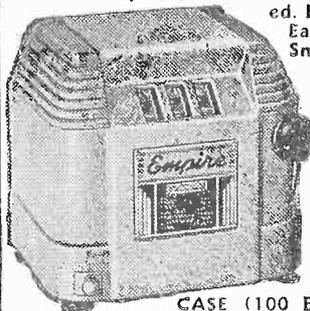
The fastest selling, biggest money-making game we've ever had! Another Chicoin WINNER!

Write, Wire or Phone for Prices and Immediate Delivery!!

**SAVOY VENDING CO.** 406 8 W. FRANKLIN ST. BALTIMORE, MD.

**EMPIRE** 1c PLAY CIGARETTE MACHINE

Equipped with Ball Gum Vender. Reels have Positive Stops—Cannot be Shaken or Cheated. Phenomenal in Earning Power. Small, but made for big use and hard abuse.



\$17.50

1/3 Deposit. BALL GUM 15c a Box (100 Pieces)

CASE (100 Boxes) \$12.00

**SICKING, Inc.** 1922 Freeman, Cincinnati, O.

**PRICES Slashed**  
by Grand National

**WHILE THEY LAST**

Brand new games in original crates. Factory close-outs at a great saving to you. Liberal allowance for your used counter machine in trade.

**NEW 1c SPIN-A-PACK \$16.50**  
3-Reel Cigarette Counter Game With Coin Divider

**Each**

**GRAND NATIONAL SALES CO.**  
2304-06-08 Armitage Avenue Chicago, Illinois Armitage 4570

**20 BALLY'S STREAMLINE HOT-VENDERS**

DE LUXE MODEL WITH VANAK COIN CHUTES  
These machines can hardly be told from new and are in the original factory crates. Originally priced at \$125.00 each—we offer these in a special close-out at \$37.50 each.

- Also
- 1938 Keeney Track Times ..... \$ 87.50 each
  - 1938 Keeney Kentucky Clubs ..... 59.50 each
  - 1938 Bangtails ..... 110.00 each
  - 1938 Keeney Triple Entry ..... 145.00 each
  - Galloping Dominoes ..... 55.00 each
  - Bang Tails ..... 55.00 each
  - Track Times ..... 35.00 each

HALF DEPOSIT WITH ORDER, BALANCE C.O.D. We Take Trades

**CLEVELAND COIN MACHINE EXCHANGE**  
2021-5 Prospect Ave., Cleveland, Ohio.

**SEEBURGS**

Each

- 19 ROYALES ..... \$125.00
- 1 GEM (A.B.T. Slot 5-10-25c) .. 155.00
- 1 REGAL (A.B.T. Slot 5-10-25c) 165.00

Terms: 1/3 Down, Bal. on Delivery

**BOX 405, BILLBOARD, CHICAGO.**

**WRITE OR WIRE**

For our complete price list. Free Play Novelty Games, Counter Games and Slots. Mailing this week. All prices reduced.

**Automatic Sales Co.**  
416-A BROAD ST., NASHVILLE, TENN.

**\$7.45 Ea. 3 for \$21.00**

- Dux Genco Football Bumper World's Fair
- Silver Flash Hit 'n' Run ... and many others

National now Feature a Great Line of Used and Reconditioned Seeburgs, Rockolas and Wurlitzers—write for attractive prices!

**5% OFF**

on the purchase of all Used Games and Music Machines when you send full cash (Money Order or Certified Check) with order.

Write today for Startling New Price List—get on our Mailing List now—FREE Illustrated Catalog on request!

**EXPORT**

"We Cover the World." Cable Address: "NATNOVCO." Merrick, N. Y.

**NATIONAL NOVELTY CO., MERRICK, L. I., N.Y.**

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

# METAL TYPERS



Join the hundreds of operators who are getting a wonderful income every week from their Metal Typers. You will tap entirely new sources of profit with this unique service machine.

Metal Typers look "swell" in the finest Hotel Lobby; they will attract crowds in Theater Lobbies, Railroad Stations, Bus Terminals, Night Clubs, Dance Halls, Office Buildings, Amusement Parks, Tourist Camps, etc.

Metal Typers render a definite service to every community by putting within reach of the public a coin operated device which will emboss up to 32 letters upon a beautiful metal disc which is vended for only five cents.

Operating Profits from Metal Typers are surprising to owners; they increase week after week, as these Typers become known in their territory. One Man can service a number of these Machines. Complete Legality protects your investment.

Never any shut-down, when all other equipment is handicapped, Metal Typers continue to operate and earn profits day after day. Built to last twenty years; no yearly models; always in style and good taste. See your Distributor at once!

<b>ARROW NOVELTY CO., INC.</b> 2852 Sydney St., ST. LOUIS, MISSOURI	<b>FISHER BROWN</b> 2206 South Harwood Ave., DALLAS, TEXAS	<b>MIKE MUNVES CORP.</b> 145 Park Row, NEW YORK CITY, N. Y.	<b>UNITED AMUSEMENT CO.</b> 310 S. Alamo St., SAN ANTONIO, TEXAS
<b>AUTOMATIC COIN MACHINE CORP.</b> 37 Essex St., SPRINGFIELD, MASS.	<b>GERBER &amp; GLASS</b> 914 W. Diversey Blvd., CHICAGO, ILLINOIS	<b>J. R. POPE DISTR. CO.</b> 519 Ouachita Ave., MONROE, LOUISIANA	<b>VENDING MACHINE CO.</b> 205 N. Franklin St., FAYETTEVILLE, N. CAROLINA
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# "WE'RE BOOSTING OUR PROFITS

by following

## WURLITZER'S STEP BY STEP MODERNIZATION PLAN"

Say the Wichansky Brothers of Atlas Music Co., Elizabeth, N. J.



WE SURE  
MADE A  
NICE  
PROFIT  
LAST  
MONTH!

-AND EVERY MONTH  
SINCE ADOPTING  
WURLITZER'S  
MODERNIZATION  
PLAN

BESIDES, OUR  
EQUIPMENT IS  
RIGHT UP-TO-DATE

### HOW WURLITZER'S *Step by Step* MODERNIZATION PLAN

#### WORKS

- 1 Trade-in your oldest Wurlitzers for brilliant new Wurlitzers—place these top earning instruments in your best locations for greater profits than ever before.
- 2 Replace instruments in second best locations with more modern, higher earning, 24-record phonographs formerly in your best locations—enjoy increased income from these locations, too.
- 3 Move the phonographs in your second best spots to your third best locations—get extra profits from these places as well.
- 4 Expand your operations by adding a certain number of new locations—many of which will be influenced to install an automatic phonograph for the first time after seeing and hearing the latest model Wurlitzers.

The Wichansky Brothers of Atlas Music Company, Elizabeth, N. J., taking a look at the records.

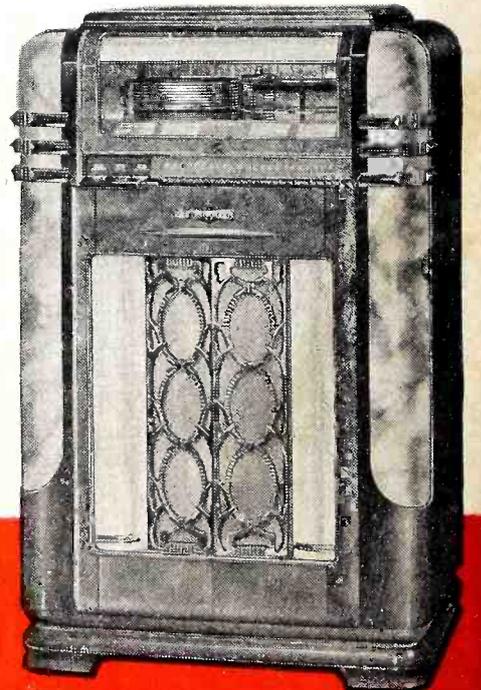
● "We are 100% sold on keeping our business up-to-date with step by step modernization," say Harry, Sam and Ben Wichansky of Atlas Music Co., Elizabeth, N. J.

"When we install Wurlitzer Models 500 or 600 in a location we can increase our minimum guarantee because the extra appeal of 24 records, brilliant illumination and cabinet beauty means those instruments always take in more money than the phonographs they replace.

"Similarly we can increase minimum guarantees in our second and third rate locations as we move our better instruments right down the line. It means more money for us and for every location owner whose music needs we serve."

You, too, will find that Wurlitzer's Step by Step Modernization Plan will step up your profits from every location—protect you against competition—keep your equipment from becoming obsolete. Write or wire for details. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

*A Name Famous in Music for Over Two  
Hundred Years*



MODEL 500  
SOLD ONLY TO MUSIC MERCHANTS

STEP UP YOUR PROFITS WITH

# WURLITZER'S

STEP BY STEP MODERNIZATION PLAN