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AUGUST 27 1938

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# The Billboard

Vol. L  
No. 35

The World's Foremost Amusement Weekly

August 27,  
1938

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## LEGIT SMALL BUT STRONG

### Shortage of Name Acts Threatens Chicago

CHICAGO, Aug. 18.—Names will be at a premium in this night club area during the coming season, if the current shortage is any indication. Operators say that they must have box-office performers to attract business. Music Corp. of America here, as well as other leading offices, have heavy orders for screen and air notables for local clubs starting next month, but it is problematical whether many of them will be filled.

Lew Wasserman, of MCA, who recently made a trip on the Coast to line up name talent, discovered that few of the big shots want to leave sunny California for night spot engagements, either due to the large income tax slice demanded by the government or more profitable air and picture engagements on the Coast.

Sonny Goldstone's Colony Club, opening September 7, will be in need of names, planning to cash in on floor personalities rather than bands. Drake Hotel's Gold Coast Room, relighting first week in October, wants big acts as well as big hands. Sherman Hotel's College Inn will be in the market for a strong floor show middle of next month when the summer-long ice revue closes, as will be the Continental Room in the Stevens  
(See *SHORTAGE OF* on page 30)

### Record-Breaking Canadian Fair Tour for Royal American Shows

FORT WILLIAM, Ont., Can., Aug. 20.—Royal American Shows are winding up their tour of Canadian fairs—seven in four provinces—this week at the Port Arthur-Canadian Lakehead Exhibition here and preparing to return to the States, where they will play the Tri-State Fair, Superior, Wis., starting next Monday.

"Business has been very good in Canada for us," said Carl J. Sedlmayr, general manager of Royal American, to a representative of *The Billboard*. "We have established a new all-time record this year, exceeding even the record-breaking 1937, and especially at the Edmonton Diamond Jubilee. Winnipeg, too, was much better than last year."

"Here at the Canadian Lakehead Exhibition we started out Monday with a 10 per cent increase over last year, and the following day, Kids' Day, we again went way over our past records. I believe that we will establish a new record at the Lakehead Exhibition, too."

Agricultural exhibits here were up 20 per cent over last year, according to W. Walker, manager of the exhibition, and C. E. Chapple, president. Grand-stand attraction was the Hoagland Hippodrome, which did good business. Twin cities have not yet felt the vast movement of grain eastward from Western provinces, but mills are optimistic.

Walter De Voyne, RAS secretary, has been busy all week preparing manifests and other details relative to return of show to States tomorrow via Fort Francis, Ont., and thence eastward to Superior.

William Horder, general passenger agent of the Canadian Pacific Railroad at Winnipeg, has been a visitor on the show the past two weeks. Both the Canadian Pacific and Canadian National

**Mae's Bodyguard**  
NEW YORK, Aug. 20.—Wherever Mae West treads, gangsters fear to follow her footsteps—at least since she acquired that tough-looking "bodyguard."  
The August issue of *Police Gazette*, carrying a photograph of Mae "attending a Hollywood preview," noted the "bodyguard in the rear with his hand in his pocket." She "guards against suspicious characters," states *The Gazette*.  
The caption is a little cockeyed because that particular photo was not at a Hollywood preview, but was taken outside Loew's State during la West's p. a. there, and the "bodyguard" is none other than Irwin Zeltner, press agent for Loew's State. The suspicious looking character eyeing Mae's fur piece so avidly is Al Rosen, manager of Loew's State.

### Theater Council Sets Schedules For Convention

NEW YORK, Aug. 20.—Plans whereby the American Theater Council will be made a permanent organization and central clearing house for the legitimate stage in New York and on the road will be offered to the delegates at the second annual convention of the ATC next month, for vote. Acceptance of the proposal would involve bestowing upon the  
(See *THEATER COUNCIL* on page 30)

this year have carried the two-section show train on express-train schedules during both long and short hops, the trip here from Winnipeg, 410 miles,  
(See *RECORD-BREAKING* on page 104)

### 1937-'38 Season Has Few Shows But Better Percents, Long Runs

Only 110 shows all told hit the boards—but failures decrease from 76 per cent to 74, and average run of dramatic shows goes up half a week—quality up

NEW YORK, Aug. 20.—A statistical mop-up of the legit season of 1937-'38 proves conclusively and devastatingly that, from the standpoint of quantity, it was the worst in the history of the modern stage. But, on the other hand, it shows an encouraging tendency for percentages of successes and the average length of run to go up. Both trends bear out predictions made in the Fall Special issue of *The Billboard* five years ago. Legit is becoming a much smaller field than it was in the palmy days of 1926 to 1929, but at the same time it is, generally speaking, a more successful field, and its average quality is infinitely higher.

Only 110 productions of all sorts opened on Broadway during the season of 1937-'38, the lowest number in the modern history of legit. Of these, 98 were plays and 12 were musicals. The totals for the season of 1936-'37 (which held the previous low record) were 125, 103 and 22 respectively.

Musicals, a field that has practically disappeared with the advent of cabaret-theaters and song-and-dance films, stayed constant, however, in the number of commercial premieres. There were 10 in 1937-'38, the same number as in the previous year. The legit field proper  
(See *LEGIT SMALL* on page 19)

### Rubin & Cherry '37 Ionia Free Fair Gross Maintained

IONIA, Mich., Aug. 20.—Two days' rain failed to prevent Rubin & Cherry Exposition from maintaining last season's all-time record gross here in the company's initial fair engagement of 1938. Persistent showers Monday and Tuesday were braved by overflow throngs  
(See *RUBIN & CHERRY* on page 104)

### MCA \$17,000 Fort Worth Show Grosses \$40,000 First 2 Weeks

FORT WORTH, Tex., Aug. 20.—The first unit of the new Casa Manana *Varieties* which ran two weeks (July 29 to August 12) grossed \$40,000 in admissions alone, exclusive of tax and concessions, according to Lew Wasserman, MCA producer in charge. The first week's gross was \$18,000 and the second week's \$22,000. Altho the first week was slightly

less than expected, the second brought the total up to expectations. Average nightly attendance is around 3,000. No show was rained out, but rains and clouds just before many performances cut into attendance somewhat.

Wasserman believes the local business men backers of Casa Manana will get almost all of their \$30,000 investment back in the first four weeks, as well as a large part of the \$20,000 which they put up for building expenditures and which they never expected to get back. With the show running thru Labor Day week, if Music Corp. of America can get strong enough attractions, the business men should realize a profit. If so, this will revolutionize the venture here, after the financial failures of the expensive revues presented here the past two years, believes Wasserman.

The nut for the second unit of *Varieties*  
(See *MCA \$17,000* on page 30)

### N. C. Prospect For Fairs Good, Says Chambliss

GREENSBORO, N. C., Aug. 20.—Conditions indicate excellent prospects for fairs in this State, especially in the Eastern section, said Norman Y. Chambliss, who operates five North Carolina fairs with headquarters in this city. Tobacco markets to open this month will have excellent prices, he said, judging by Georgia and South Carolina prices and his experience as a 25-year resident of the State. Rocky Mount, Williamston and Clinton fairs are in the tobacco belt.

For fairs under his management he announced these resident managers:  
(See *N. C. PROSPECT* on page 104)

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# Burlesque Outlook Not So Hot BAA Lacks Funds; Marks Time

**Ban on burlesque still on in New York—only two Follies houses left—Hirst, Schuster "circuits" hopeful—many plan stock—BAA in tough spot—Four A's helps**

NEW YORK, Aug. 20.—As legit, screen, radio and night clubs point for a new season with high hopes, burlesque remains pretty much in the same doldrums in which it has wallowed for more than a year. Conditions in the burly field are at their lowest ebb here, with only two houses now open and plans merely tentative for fall reopenings of others. Position of the Burlesque Artists' Association is one of uncertain waiting, coupled with attempts to effect a return of the name burlesque on theaters operating in this area. Added to its troubles are lack of funds and opposition on the part of "Follies" house managements now operating here.

Thomas J. Phillips, president-secretary of the BAA, says his organization is just awaiting the opening of more theaters, at which time they will "all have to sign with the BAA." Agreements were sent to Joe Weinstock, of the Republic, and Harold Minsky, of the Eltinge, several weeks ago, but neither house has signed. Phillips does not intend to press the matter until more theaters open, but states that signing will be compulsory then.

BAA head also said that Izzy Herk,

planning to reopen the Gayety, has signified his intention of signing with the union, likewise the Palace, Buffalo. Weinstock may not be as tractable, since there is bad feeling between him and Phillips, and Weinstock may base refusal to sign on the fact that he is not running a burlesque show, since that name is not allowed.

Phillips is mainly concerned with getting the name burlesque back but is meeting with little or no success along those lines. License Commissioner Paul Moss refuses to see him, he claims, and he has not been in Moss' office in more than a year. It is Phillips' contention that if a code of ethics could be introduced into the burly field, with lessees of houses being licensed instead of producers, the objectionable part of burlesque would be removed. Co-operation from Weinstock and Minsky in the fight to get the burlesque title back is definitely lacking, operators claiming that they are doing just as much business as "Follies" houses, the disguised name fooling nobody, and a return to the designation of burlesque would bring them back under BAA jurisdiction, which they don't want.

Phillips claims the association's membership has not diminished from the figure of between 1,300 and 1,400 it has always enjoyed. Membership was circularized recently with announcement of restoration of jurisdiction over burlesque artists to the BAA and directing performers not to accept employment from any operator who has not signed a BAA agreement. Plea for payment of dues was contained in the letter also. Financially the organization is in a bad way, with the \$1,400 given them by the AFA last February already spent. Four A's recently came to the rescue with \$300 to pay the rent for the BAA.

Altho Phillips denied any knowledge of it, the association may be faced with a lawsuit brought by Frank Penny, former vice-president and now executive board member. Last May Penny demanded a board meeting, claiming that one had not been held for months and that the BAA had not been active enough in the discharge of its duties. Result of the meeting was the dismissal of charges of incompetence against Phillips and a vote of confidence given him, as well as a vote of thanks to Penny, which apparently did not satisfy the latter since he threatened legal action shortly afterwards. Phillips claims he knew nothing about such a move.

Following is a list of the burly houses expected to be open for the fall. While some of the theaters are definitely set to resume, plans surrounding the re-opening of many are uncertain. The Izzy Hirst circuit expects to operate the Triboro, New York; Hudson, Union City, N. J.; Empire, Newark; Empire, Toledo; Gayety, Washington; Troc, Philadelphia; Gayety, Baltimore; Howard, Boston; Garrick, St. Louis; Casino, Pittsburgh, and Palace, Buffalo. Milt Schuster's Midwest chain intends running the Casino, Toronto; Riatio, Chicago; Avenue, Detroit, and the Gayety, Cincinnati.

Independent stock thruout the country will probably be offered at the Gayety, New York; Star, Brooklyn; Columbia, Boston; Republic, Eltinge and People's, New York; National, Detroit; Roxy, Cleveland; Tivoli, Denver; Hipp, Salt

## Morris Agency Hopes For \$15,500,000 Gross

NEW YORK, Aug. 20.—The William Morris Agency expects to do a gross business of \$12,500,000 for 1938, judging from business thus far and advance bookings, and possibly even as high as \$15,500,000, according to an article in *Fortune* magazine.

At 10 per cent, which is a conservative estimate, the agency's commissions would run to \$1,550,000 for the year.

According to the article, which is an exhaustive examination of the Morris office as the oldest big agency in the business, Bill Morris, son of the founder, drew \$20,800 as his salary in 1936 and his five department heads drew around \$15,000 each. Morris drew about \$250,000 last year in salary, expense and stock dividends. Abe Lastfogel, general, drew \$31,200 salary in 1936.

The article reveals that Morris Agency gross sales had reached \$464,000 and net income was \$53,000 in 1930, and that in 1931 the net had turned into a depression loss of \$18,000, which increased to \$27,000 in 1932. But the office turned the corner and is once again in the money.

Lake City; Follies, Los Angeles; Burbank, Los Angeles; Million-Dollar Pier, Los Angeles; Gayety, Minneapolis; Capitol, San Francisco; Gillis, Kansas City; Gayety, Milwaukee; State, Fort Worth; Cameo, Cleveland; Capitol, Toledo; Colonial, Indianapolis, and the Mutual, Indianapolis. There may be additions to the above lists later in the season.

## Picnic for Actors' Aid

CHICAGO, Aug. 20.—Actors' Aid Association, organized here last month to help needy members of the profession, will hold its first annual picnic at Elk Grove, near Arlington, next Sunday. Carl Luster, of the Luster Brothers, is general chairman of the picnic committee.

## Ork Hall Air-Conditioned

CHICAGO, Aug. 20.—Orchestra Hall, home of the Chi Symphony Orchestra, let a contract last week for installation of an air-conditioning unit. Plan to have work completed by October 13, opening date of the 48th season for O-H.



THE WORD is around among the biggies that the Government anti-trust suit against the major factors of the picture industry may never be tried. There are reasons for this belief that had better not be discussed at this time. Nevertheless, it is quite certain that whether or not the suit is tried the effect of the bringing of the action will not be less. We can confidently expect radical reforms to take place in the complexion of the industry; in its corporate setups and—more important than all—in the relation between distributor-producer combines and the theater outlets.

Several clear-thinking and straight-shooting biggies have made themselves clear on the point that the Neely-Pettingill bill would have been the best thing that could have happened to the industry. Had they foreseen the Government suit they would have been even more emphatic in their appraisal of the seemingly destructive move as a lifesaver for an industry that has been riding to destruction for years on a wave of blatant, dizzy and profligate glory.

The recent developments have brought the industry down to earth. It is more than likely that we will witness the arrival at a date far sooner than we had expected beneficial influences on other industries that have suffered as a result of the greed, short-sightedness and stupidity of filmdom's leaders. Necessity has caused motion pictures to lay aside more than \$1,000,000 to celebrate its "biggest year." It seems to us that the time is about to arrive when other branches will justifiably celebrate their biggest year, too. All that is needed is patience and the ability to profit from mistakes of the past. As a result of everything that has happened and is now happening the performer may at last feel that his days of regaling are coming back with a rush. When theaters are returned to a fairly independent status; when showmen again pull the reins; when double features are discarded, and when unfair competition is eliminated to a reasonable degree—then will the stage be set for a return of flesh. And then will show business come back into its own. We are nearer this goal than we have been ever since Al Jolson made his first talkie.

SIDE GLANCES \* \* \* The William Morris Agency is observing its 40th Anniversary. . . . A long throw from the time Bill Morris set up shop. . . . A long pitch from the time Bill worked hard and long and earnestly to reach his place in the sun. . . . Bill is gone and a streamlined agency carries on; an agency still at the top of the heap, paced in rhythm with the times. . . . A staff of brilliant young men keep up the tradition. . . . Paul Small mows down opposition like a steamroller in his cafe department. . . . Purty soon Ed Fishman will carry the Morris banner in the band booking department. . . . A better combination is hard to find. . . . Rest in Peace, Bill, everything is hunky-dooly. . . . The interesting feature of the transition of show business from the days of the silent picture, pianola and gaslight to this era of great breadth and little depth is the virtual disappearance of the fair-to-middlin' business man of the theater. . . . In the agency fold particularly the intermediate does not exist. . . . There are the small-timers and the powerful combinations battling each other with the ferocity of Roman gladiators. . . . It is not possible for the man with limited resources to achieve any kind of standing today. . . . The agency field has become big business. . . . The small-timer is in a slightly different position. . . . His field is even smaller than it was. . . . His contacts are different in character. . . . But he is still small fry and changes might not affect him for many years to come. . . . But the middle-ranker is out of the picture. . . . He can no longer operate because his outlets are monopolized by the big combines. . . . He cannot get talent because he has nothing to offer talent, either on a long or short pull. . . . The same thing, curiously enough, has happened to ballroom dancers. . . . Here, too, there is a wide chasm between the money teams and the small combos. . . . On top we have the Veloz and Yolandos, the Raye and Naldis and a few others. . . . Just below are about 100 teams (See SUGAR'S DOMINO on page 30)



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# Possibilities

CLEANED BY MEMBERS OF THE  
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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.

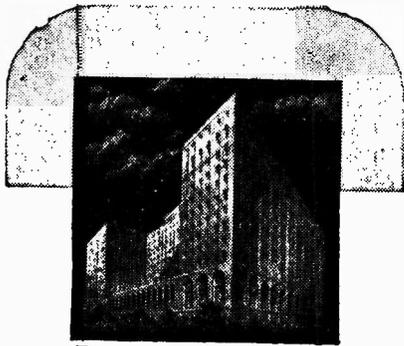
SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For VAUDE

ANN O'CONNOR—a sly, comic brunette now at Leon & Eddie's Club, New York. She's showstopping with a burlesque of a stripteaser that's a honey. The girl has a good sense of comedy and is not bad looking, either. Should develop into a good comedienne. After working vaude, she should be able to graduate into a revue.

## For FILMS

JOSEPH E. HOWARD — veteran songwriter-singer now at Bill's Gay Nineties Club, New York. Howard has had as colorful career as almost any other songwriter on Broadway and a picture based on his life—possibly with Howard himself in the cast—ought to be surefire. The film could make use of his many song hits and scenes from musical comedies in which he starred.



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A. S. Kirkeby, Managing Director



# AFA Issues Standard Form For Contracts

NEW YORK, Aug. 20.—A standard contract form for performers playing in its jurisdiction is now being circulated by the American Federation of Actors. Performers, agents and employers are being supplied with copies upon request. When the AFA's licensing system becomes operative January 1, use of the standard contract form or its essence in other forms will become compulsory.

The contract reads as follows:

Agreement made this.....day of..... 193... by and between..... hereinafter called the Obligor, and..... hereinafter called Artist, a member of the American Federation of Actors in good standing.  
The Obligor agrees to engage the Artist to appear at..... in the city of..... for the period of..... Weeks (Days), commencing on the..... day of..... 193... at a salary of.....  
(Space below to be used for designating the number, time and place of rehearsals and the number of performances daily.)

First: Obligor and Artist mutually agree to abide by and enforce the following provisions: (a) All Artists employed under this contract must be members of the American Federation of Actors in good standing. (b) The present and future provisions of the Constitution, By-Laws, Rules and Regulations of the American Federation of Actors, and its Branches affected hereby, apply to, and shall govern, this contract, and any stipulations in conflict therewith shall be null and void. (c) As the Artists engaged under the stipulations of this contract are members of the American Federation of Actors, nothing in this contract shall ever be so construed as to interfere with any obligations which they may owe to the American Federation of Actors by reason of their prior obligation to the American Federation of Actors as members thereof.

Second: Obligor agrees: (a) to pay not less than the established minimum salary per person, said salaries to be paid in cash immediately following the final performance of each week, (b) that two weeks' notice in writing by either Obligor or Artist shall be required to terminate any engagement not covered by a term contract or in lieu of such notice either party shall forfeit to the other a sum equal to two weeks' salary of the Artist, (c) that in the event an employment contract for a definite term with an option clause is executed, notice that the option is to be exercised must be given to the Artist in writing at least four days prior to the close of the original engagement.

Third: The Obligor agrees: (a) that if an Artist is required to appear in any other place of amusement, other than that specified in this contract, said Artist must receive extra compensation for each such engagement at not less than the minimum salary established for such engagements, (b) that he shall not request nor cause the Artist to appear gratis at any benefit performance nor to have the Artist to render his or her professional services gratuitously, without permission from the American Federation of Actors, (c) that all auditions of Artists before the public shall be contracted for at not less than the minimum salary established by the American Federation of Actors.

Fourth:..... Obligor's Representative (Agent), hereby warrants to the Artist that he is duly authorized by the above-mentioned Obligor to engage the Artist in accordance with the terms herein set forth.  
Fifth:..... per cent of the above salary is to be deducted for..... for booking this engagement for the Artist.

Sixth: If the operation of any of the places of employment at which the Artist has been contracted to appear is prevented by Act of God, Epidemic or Fire, the Obligor shall, during the period of such disability, be relieved from complying with the terms of this agreement insofar as the payment to the Artist is concerned, excepting that the Artist shall be entitled to payment on a pro rata basis for all performances actually rendered.

In Witness Whereof the parties hereto have set their hands and seals the day and year above written.

(Artist).....  
(Obligor).....  
(Obligor's Representative).....  
Special Notice: No statement or promise by the Obligor or his representative or by the Actor shall be binding unless clearly indorsed in writing on the face of this contract.

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## WHAT MAN AND WIFE

At liberty because of the present condition of show business, would like to earn their coffee and cakes as care takers of an old-fashioned New Jersey farm? Pleasant winter quarters which might be extended into an indefinite engagement. BOX 885, care Billboard, 2564 Broadway, N. Y. C.

## Simon Heads State FTP

NEW YORK, Aug. 20.—Louis M. Simon will fill the post of director of stage productions of the Federal Theater for New York State vacated recently by Charles Hopkins, who last week was placed in charge of the Midwest repertory of the National Federal Theater. Simon headquarters will be at the Theater of the Four Seasons, Roslyn, L. I. Previously Simon had been associated with Max Reinhardt and the Theater Guild.

## WHOLESALE RADIO SERVICE CO.

NEW YORK, N. Y. • CHICAGO, ILL. • ATLANTA, GA.  
100 SIXTH AVENUE • 901 W. JACKSON BLVD. • 265 PEACHTREE STREET  
BOSTON, MASS. • BRONX, N. Y.  
NEWARK, N. J. • JAMAICA, L. I.

WHOLESALE RADIO SERVICE CO., INC.  
100 SIXTH AVENUE, NEW YORK, N. Y.

SEND FOR THIS NEW 188 PAGE FREE CATALOG  
IT WILL SAVE YOU MONEY!

Rush FREE 1939 Catalog No. 73-62H.

Name.....  
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## TICKETS

SPECIAL PRINTED ROLL TICKETS OR FOLDED MACHINE TICKETS

RESERVED SEAT COUPON TICKETS  
STRIP AND BOOK TICKETS

STOCK TICKETS FOR IMMEDIATE SHIPMENT  
Write for samples and prices.

### NATIONAL TICKET CO.

SHAMOKIN, PENNA.

## LOW COST MONEY ORDERS FOR MAILING

People in show business are finding this Postal Telegraph service a simplified and inexpensive way to make remittances, pay bills, etc. All you have to do is go to the nearest Postal Telegraph Office, purchase the Money Order and mail it yourself. And the cost is surprisingly low—as little as 5 cents.

# Postal Telegraph

When speed is essential telegraph money orders at low cost.  
Every telephone is a POSTAL TELEGRAPH office.

<p>STOCK TICKETS</p> <p>ONE ROLL... \$ .50 FIVE ROLLS... 2.00 TEN ROLLS... 3.50 FIFTY ROLLS... 15.00 100 ROLLS... 29.00 ROLLS 2,000 EACH.</p> <p>Double Coupons, Double Price. No C. O. D. Orders Size: Single Tick., 1x2"</p>	<p>WATCH OUR AD IN NEXT ISSUE Send Us Your Inquiry for</p> <h2>PRICES ON TICKETS</h2> <p>THE TOLEDO TICKET CO., Toledo, Ohio.</p>	<p>SPECIAL PRINTED</p> <p>Roll or Machine.</p> <p>10,000 .. \$ 6.55 30,000 .. 9.85 50,000 .. 12.75 100,000 .. 20.00 1,000,000 .. 150.50</p> <p>Double Coupons, Double Price.</p>
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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

# N. Y. BASEBALL GETS HOT

## Now Reported Certainty Games Will Be Aired; Coca-Cola Latest To Enter Scramble for Rights

NEW YORK, Aug. 20.—Inside reports this week are to the effect that broadcasts of the Yankee and Giant baseball games next summer are just about a certainty. It's a question more as to which advertisers will bank-roll the games, with Coca-Cola stepping into an already crowded field this week. Soft-drink manufacturer, one source states, has \$1,000,000 to be spent in advertising within the next year or so, and a lot of it for radio. One reason for this is litigation now going on between Coca-Cola and Pepsi-Cola over nomenclative infringement.

Three years ago the New York teams and the Brooklyn Dodgers agreed to ban home-game broadcasts for three years. Fear was such sportcasts would cut attendance. Since then there has been constant pressure on the club execs to discontinue the ban. Figures from all other big league cities were given the clubs showing radio had not hurt but aided the box-office take. It is stated that the Yankees' business manager, Ed Barrow, was the strongest anti-radio official but that Barrow this week or last week agreed to try it. Previously the Giants' management was reported also being willing to take a try.

All kinds of price talk has been flung around. Kellogg's earlier this season was claimed just to be about set for the Dodger games when the other teams squawked. Larry McPhail, Dodger business head, has been battling for radio all along, especially since the team has not been doing any too well. One story is that the Yanks and Giants will each get \$1,000 per home game. Other stories

are that the prices range from that figure up to \$1,500 per game. Dodgers will not be as expensive. Opening Dodger game has been around \$750. In addition to General Mills and Coca-Cola other reported possible sponsors are a gasoline outfit and a cigaret manufacturer.

Figured certain that any deal with the New York teams will include a provision that should the clubs be of the opinion that a declining turnstile rate be traced to radio broadcasts will cease.

Pointed out also that Coca-Cola's sponsorship of the Yankee games, on which the firm is hottest, presents an unusual angle in that the team is owned by Jacob Ruppert, brewer. Ruppert is planning a local show but not the gamecasts. One factor is that Ruppert gets plenty of publicity by virtue of the Yankee ownership. Coca-Cola deal last week was hot enough for the company to request, thru the D'Arcy advertising agency, an option for time next season on WOR. Station refused, claiming such a step would be impractical.

## Old Mill Defies AFM And Hires CIO Band

SALT LAKE CITY, Aug. 20.—Rather than use a non-union band while his suit against the local musicians union is still pending, Manager Walker brought

## K. C. Bets on Radio Acts for Jubilesta

KANSAS CITY, Aug. 20.—Radio is hogging the spotlight at the third annual Kansas City Jubilesta, which opens for nine days and nights next month at the Municipal Auditorium.

Headliners include Rudy Vallee and company, George Burns and Gracie Allen, Jimmy Dorsey's Band, Jimmy Grier's Orchestra, Uncle Ezra, Connie Boswell, Joe Cook, Nick Lucas, Billy House and the entire cast of the Wrigley radio show, *The Laugh Line*.

Lincoln G. Dickey, Jubilesta general manager, is convinced radio stars are better box office than those of the movies or vaude circuits. He will sign other names soon to round out the bill. Last year's headliners were Edgar Bergen, Frances Langford and Jack Haley. Local stations already are battling to air the Jubilesta programs, with no decisions having been made as yet.

In Happy Sutherland, a CIO band, to reopen his Old Mill dine-and-dancery yesterday. Spot has been dark for four weeks. Sutherland made a 900-mile jump from Hollywood to fill this engagement. Marks the first stand for a CIO band in the State of Utah.

Walker brought suit against the union when Carvel Craig was called off the stand. Craig was set for the summer, but yanked out after six weeks when Walker sought a lower wage scale. Local union claims that it must protect all AFM members and would not lower scale for traveling bands, while Walker contended that the local tooters have not proved strong enough and he must seek outside bands. The case is still in court. Just what the local union's reaction to the CIO band will be is not yet known.

## Broadway Beat

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

By PAUL DENIS

THE PRESS: Ed Sullivan, in his August 14 column, includes Joe Schenck and Edward Everett Horton as among "the best hostesses in Hollywood." Won't Schenck and Horton be surprised! . . . In the same column he lists Tullio Carminati as Tulip Carminati. . . . And then he breathlessly announces that Maxwell Anderson is trying to get Walter Huston for his musical. Huston was officially announced as set two weeks before that. . . . In the *New York Sun* of August 15 there was a long story explaining the functions of ASCAP. "The ASCAP, devoted to protecting the rights and income of songwriters . . ." the story says. And we ask: Only songwriters?

AS EVERYBODY KNOWS, the Roxy Theater is doing terrific business with the Irving Berlin film. Irving Lesser, manager of the house, has been on the lookout for good-will angles and, during the hot days last week, had ushers serve ice water to the crowds lined up outside. . . . Up-to-date stores are installing a magnifying glass next to their phone booths. For a cent, dropped in a slot, the magnifying glass is released and can be moved over the phone book pages so that you don't have to go blind looking for a number. . . . A cop stationed near Claremont Inn calls one of his yes-men: a flat-foot stooge. . . . Local 306 (movie operators union) is going sissy. Once the hangout of tough guys, the headquarters on West 42d street is now decorated with Venetian blinds. . . . A local vaude booker defines swing music "Sex in rhythm" and one of the local dance teachers calls rumba "an exhibition of an inhibition."

## FTP "Power" Unshutters Chi Legit Season for the Fall

CHICAGO, Aug. 20.—Federal Theater's *Power* broke Chi's legit ice Monday for the first time since the end of July, when all local playhouses were on the

dark side. Shuberts open their season with *Golden Boy* September 12 in the Harris Theater, to be followed by Gertrude Lawrence in *Susan and God* October 10. FTP's tentative schedule following the opener, *Power*, is *Little Black Sambo* for the Great Northern, August 29; *The Mikado* for September 29, *Rip Van Winkle* and *Ex-President* on the coming list.

*Power* is built on the "living newspaper" technique in a series of 21 scenes split into two acts. A p-a. system, slide films and numerous black-out sketches executed almost simultaneously are put to use here and expertly handled to give a vivid effect. Story, by Arthur Arent, shows the evolution of electric power from its invention to the existing monopolistic utility holding companies and the government's intrusion into the field in the form of the Tennessee Valley Authority.

Play is definitely not "theater," but purely educational propaganda. In dishing up this propaganda the author has evidently tried for satire, but it is lost in the almost childlike teaching examples given to win over the audience to the anti-monopoly side. There is a natural aversion to propaganda when the patient is able to detect it obviously, and if it is not subtly disguised like castor oil in orange juice it gags the recipient. A playgoer's IQ is usually higher than the average, but *Power* with its two-times-two-makes-four simplicity is an insult to the customer's intelligence. From point of technique and execution, tho, it is highly entertaining, thus giving stub-holders a mixed emotional bewilderment when it is all over.

No great tax is put on the actors involved, but with a few exceptions all discharge their duties well enough. William Courneen's portrayal of an "average consumer" is a shade too bizarre to be fully convincing. Other lead roles among the 104 players included Boyd Agin (the voice), Lester Podewell, Mildred Kosar, Violet Le Claire, Charles Conklin, John Connor and Otis Gardiner.

Harold Humphrey.

THEY TELL US "the revolution" has into each other and appear to read *I Married An Angel on Borrowed Time*. . . . Which reminds us of the amusing combinations of titles on movie house marquees. . . . They got to be so funny that managers intentionally formed certain combinations, knowing it would get attention. . . . Sign of the times: The NTG lobby photos at the State last week didn't show a single undraped gal. All of them were dressed quite modestly. . . . And the lobby photos of Evelyn Myers, the stripper, at the Etinge Theater are getting very modest. One of them has a blue brassiere painted on. What's burlesque coming to? . . . Pretty soon Broadway is going to be as modest as Park avenue.

THEY TELL US "the revolution" has been postponed indefinitely—the strawberry crop has been bad. Now you can't have your strawberries and cream for another year, at least. . . . Russ Arnold, night club p.a., is leaving for Chicago on a new job. He threw a farewell party and auctioned off his household goods—the proceeds going to the Spanish Loyalists. . . . Harry Calkins, AFA night-club organizer, walked into a night club last week and the musicians, the bartenders and waiters scurried back to their posts. When they realized he was not a customer, they returned to their pinochle game. . . . And that reminds us of Lou Richman, who owns the Dizzy Club and also is its star bartender. On slow nights he plays cards across the bar with his best customers. . . . There are plenty of night club jobs for girl entertainers, despite the bad conditions—but in most of the clubs the proprietor wants to know, "Do you mix? Have you got a big following?" Salaries for this type of job are \$15 to \$25 a week and tips. Some hostess-entertainers have made a science of their jobs. They carry around card index files of addresses of friends and

(See BROADWAY BEAT on page 30)

**GOLD BODY MAKE-UP**  
SILVER—GLOSSY BLACK, FOR DANCERS AND SPECIALTIES  
DAZZLING & LUSTROUS  
ABSOLUTELY HARMLESS  
Washes off instantly with water. Bottle sufficient for one complete application.  
Gold, \$2.00 Bottle; Silver, \$2.00; Black, \$1.00.  
F. X. MICHL, 5936 N. 13th St., Phila., Pa.

Advertising in the Billboard since 1905

# ROLL TICKETS

DAY & NIGHT SERVICE  
SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1 x 2

10,000..\$6.95	50,000..\$12.75	90,000..\$18.55	250,000..\$41.75
20,000.. 8.40	60,000.. 14.20	100,000.. 20.00	300,000.. 49.00
30,000.. 9.85	70,000.. 15.65	150,000.. 27.25	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000.. 150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

FOR DUPLICATE COUPON ROLL TICKETS DOUBLE ABOVE PRICE

**STOCK ROLL TICKETS**

1 ROLL.....50c
5 ROLLS.....@ 40c
10 ROLLS.....@ 35c

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARK.  
TICKETS OF EVERY KIND AND DESCRIPTION SINCE 1898

## SPECIAL SALE--Bargains in Scenic Equipment

1200 PAINTED DYE DROPS.....	From \$10.00 to \$40.00	Each
100 PAINTED DYE SETS.....	From 40.00 to 60.00	Each
100 TRAVELER CURTAINS.....	From 40.00 to 90.00	Each
50 CYCLOGRAMS (Full Stage).....	From 75.00 to 150.00	Each
10 LOBBY FRAMES.....	7.50	Each

10 FLAT SETS (Full Stage) in A-1 condition, from Broadway Shows—\$50.00 to \$150.00 per Set  
Also Floor Cloths, Traveler Tracks, Trunks, Etc. All in excellent condition. If you contemplate making up anything Special, we are in a position to save you from 20 to 25 per cent.

**FOWLER SCENIC STUDIO,** 60 West 45th Street, New York City.  
After September 1st — 134 West 46th Street, New York City.

# Arcus TICKETS

Roll, strip or diagram tickets, to meet your exact requirements. In any quantity, at low cost.

**THE ARCUS TICKET CO.**  
348 N. ASHLAND AVE., CHICAGO, ILL.

# Identifying the Sponsors

**ANALYSIS OF DAYTIME SPONSOR IDENTIFICATION IN PORTSMOUTH, N. H., INDICATES PLETHORA OF DAYTIME SERIALS A DISADVANTAGE TO SPONSORS . . . MANY SPLIT IDENTIFICATIONS . . . AUDIENCE SIZE AND CORRECT NAMING OF SPONSORS SHOWS SHARP VARIANCE**

By PAUL ACKERMAN

Fourth section of The Billboard radio survey of Portsmouth, N. H., is concerned with sponsor identification on daytime shows. Generally, as in the nighttime survey, identification is spotty and, in many cases, zero. Regarding dramatic serials, which proved to be the main battery in creating large daytime listening audiences, the survey presents some significant indications. Chief of these is the probability that size of listening audience and percentage of sponsor identification are often at complete variance. It is likely, too, according to the Portsmouth survey, that only a portion of the dramatic serials are strong enough to impress their audiences with names of the sponsors. This is tied up with the fact that serials with zero sponsor identification scored very well among Portsmouth's leading daytime shows.

Should this low percentage of sponsor identification be true in Portsmouth, it raises the question as to radio areas of a similar character.

Striking example of sharp gradations in sponsor identification of serials is apparent in comparing "Big Sister," with a score of 27 mentions as a favorite program and 100 per cent sponsor identification, with such well-known serials as "The O'Neills," "The Goldbergs," "Mary Marlin" and others. "The O'Neills," "The Goldbergs," "Betty and Bob," "Stella Dallas," "Mary Marlin," "Bachelor's Children," "Myrt and Marge" scored zero in sponsor identification. Each of them had one or two mentions as favorite programs. These low scores were made despite the fact that these shows are on the air as many as five times a week, and despite that many of the same shows pull large listening audiences as shown.

### Concentration

What is possibly happening is that the general audience listening to dramatic hoke concentrates on just a few of the shows to the extent of being cognizant of the sponsor. This despite the fact that the general audience seems very well aware of the existence of the other better known serials. But awareness of the show and awareness of the sponsor are wide apart as far as this particular survey goes.

To finish up the floppo serial scores, "Lorenzo Jones" scored one partial sponsor identification; "Betty and Bob" scored zero in identifications and took only one favorite mention; "Stella Dallas" took two mentions and scored zero; "Ma Perkins," with three mentions, had none naming Oxydol; "Hilltop House," with five mentions, had three naming a "children's orphanage" but no correct identifications. "David Harum" took 12 mentions, comparatively large, but only two knew the sponsor.

It is of extreme importance, in considering the low sponsor-identification percentages of some of the better known daytime serials, to bear in mind that these shows make a heavy bid for mail thru box top and premium methods. This ordinarily might be taken as a strong method of implanting sponsor identification in the mind of the listener. But apparently premium

methods are not always enough.

It is logical to also assume that commercial announcements on some of the serials are singularly inept, particularly on those serials which gained enough mentions to warrant listing in the lead-

ing shows category but which failed singularly in sponsor identification.

### Contrast

In contrast with the turkeys mentioned, some programs come thru with

## Sponsor Identification Table Daytime Programs

Table below lists daytime programs reported by Portsmouth, N. H., listeners as their favorite programs. Table also gives figures on sponsor identification. Name of the program has, immediately under it, the product advertised. On the same line as the program title is the number of Portsmouth listeners who said this was their favorite show. Below the name of the product are the various answers given by the listeners. Column to the right gives the sponsor identification percentage. Percentages are not given on programs with less than nine favorite mentions.

Big Sister	27	—	National Farm and Home Hour	5
(Rinso)			(Sustaining)	
Rinso	27	100%	Don't Know	5
Navy Band	21	—	Hilltop House	5
(Sustaining)			(Palmolive Soaps)	
Mrs. Wiggs of the Cabbage Patch	19	—	Children Orphanage	3
(Midway Chemical Co.—Fly-Ded)			Don't Know	2
Pillsbury's Flour	8	42%	Singing Sam	5
Flour	2	11%	(Coca-Cola Bottling Co.)	
Fly-Ded	1	5%	Coca-Cola	5
Pillsbury's Farina	1	5%	Musical Roundup	4
Don't Know	7	37%	(Participating)	
Club Matinee	16	—	Sunkist Oranges	1
(Sustaining)			Don't Know	3
Don't Know	16	—	Ma Perkins	3
Marine Band	15	—	(Oxydol)	
(Sustaining)			Soap	1
Vic and Sade	14	—	Don't Know	2
(Crisco)			E. B. Rideout	3
Crisco	13	93%	(Participating)	
Don't Know	1	7%	Morris Lip	1
Just Plain Bill	14	—	Don't Know	2
(Kolynos)			Stepmother	2
Kolynos Tooth Paste	1	7%	(Colgate-Palm-Pect Tooth Powder)	
Tooth Paste	1	7%	Colgate's Tooth Paste	1
Kolynos	12	86%	Colgate's	1
Sunkist Time	14	—	Bachelor's Children	2
(Sunkist Oranges)			(Old Dutch Cleanser)	
Sunkist Oranges	13	93%	Old Dutch Cleanser	2
Oranges	1	7%	Stella Dallas	2
Joyce Jordan	14	—	(Milk of Magnesia Cream)	
(Calox and Albolene)			Don't Know	2
Calox Tooth Paste	3	21%	Mystery Chef	2
Calox	5	36%	(Regional Advertisers, Inc.) (Cas)	
Tooth Paste	2	14%	Don't Know	2
Don't Know	4	29%	The O'Neills	2
Aunt Jenny's Stories	13	—	(Ivory Soap)	2
(Spry)			Ed McHugh	2
Crisco	11	85%	(Ivory)	
Spry	2	15%	Don't Know	2
David Harum	12	—	Goldbergs	2
(Bab-O Cleanser)			(Oxydol)	
Bab-O	2	17%	Don't Know	2
Don't Know	10	83%	Betty and Bob	1
Pepper Young's Family	12	—	(Wheaties)	
(Camay)			Don't Know	1
Camay Soap	2	17%	Waltz Time	—
Camay	2	17%	(Phillips Milk of Magnesia)	
Don't Know	8	66%	Don't Know	1
Woman in White	11	—	Lorenzo Jones	1
(Pillsbury's Flour and Cereals)			(Phillips Tablets and Tooth Paste)	
Angelus Rouge	9	82%	Phillips Milk of Magnesia	1
Rouge	1	9%	Morning Almanac	1
Pillsbury	1	9%	(Sustaining)	
Betty Crocker	11	—	Nantasket Peaches	1
(Gold Medal Flour)			Story of Mary Marlin	1
Gold Medal Flour	5	45%	(Ivory Flakes)	
Flour	5	45%	Don't Know	1
Don't Know	1	10%	La Rosa Program	1
John's Other Wife	9	—	(La Rosa Spaghetti)	
(Louis Philippe Lipstick)			La Rosa	1
Bisodol	6	67%	Myrt and Marge	1
Louis Philippe	1	11%	(Super Suds)	
Don't Know	2	22%	Don't Know	1
Army Band	9	—		
(Sustaining)				

## Portsmouth Names Serials Favorite Type; Music Weak

Returns on the Portsmouth daytime survey, in answer to the query asking listeners to name favorite programs resulted in many people indicating favorite program types rather than specific programs. In this general classification, "stories" —inferred to mean dramatic serials —received most mentions as a favorite program type.

Compared to a score of 50 for stories, ball games totaled 41 mentions; news programs, 32; musicals, 6; band music 3; sport programs, 2.

Score of 50 for "stories" is expected in view of the power the dramatic stuff exhibits. High scores for ball games and news also coincides with showings these programs made as leading programs. Games scored 21 mentions, and two news programs, one over WHEB and the other over WBZ, received 6 and 16.

Low score of six mentions for musical programs is of special interest in that so many of the very costly programs are shows of this type. While band music scored only three, yet the leading daytime program analysis included the army, navy and marine music makers.

Type of Program	Score
Stories	50
Ball Games	41
News Programs	32
Musical Programs	3
Band Music	3
Sports Programs	2

indications of strong selling jobs. "Big Sister," as mentioned, for instance. "Vic and Sade" took 14 mentions; 13 said Crisco. "Sunkist Time," with 14 mentions, scored 13 with Sunkist oranges; "Just Plain Bill," 14 mentions, scores 13 for Kolynos. "Singing Sam" had five mentions, all correct.

### Split Identification

Daytime survey shows many examples of split or partial identification. Betty Crocker, scoring 11 mentions as a favorite program, had five attributed to Gold Medal Flour, five to four and one "don't know." "Woman in White," with 11 mentions, had 9 for Angelus Rouge, 1 for rouge and 1 for Pillsbury. "David Harum," with 12 mentions, had 2 for Babbo and 10 "don't knows." "Pepper Young's Family," with 12 mentions, had two for Camay soap, 2 for Camay and 8 "don't know." "John's Other Wife," with nine mentions, had six for Bisodol, one for Louis Philippe and two "don't knows." "Joyce Jordan," 14, scores 8 for Calox, 2 for toothpaste and 4 "don't know."

It is quite apparent that despite the prevalence of split identification some of these programs are nevertheless doing a good selling job.

Two sustaining programs, "Breakfast Club" and "Club Matinee," stand high in number of favorite mentions with 10 and 16 mentions, respectively. They are on the air six times a week and each held highest spot in their respective categories in the chart of leading daytime shows.

### Implications

This, the fourth section of the Portsmouth, N. H., survey, is based on data prepared by Market Research Corp. of America. Material presented comes from answers obtained to the questions, 1) "Do you listen to the radio in

(See IDENTIFYING on page 11)

# How Much Does Radio Cost?

**T**HE published rates of a radio station or network have no bearing whatsoever on the ultimate cost of the time to an advertiser. The rate is very cheap to a successful user of radio and extremely expensive to the inexperienced or ill-advised advertiser.

The sales productiveness of radio depends on many factors: Program, time, advertising message, the station, the rate charged and the audience it reaches.



Walter J. Neff

The product must have acceptance or be good enough to cause a resale, its distribution must be reasonably satisfactory and the advertiser must be willing to use whatever sales helps are indicated or necessary. If the rate per thousand of potential audience is high in relation to another station, greater program skill is required to make it pay its own way. In the case of network usage, the varying cost per thousand of potential audience from city to city will have to average itself out over all stations used.

It isn't enough to put a program on a well-known station and then sit back and await results. It must be determined whether the program is fundamentally sound from a radio standpoint and not the whim or thought of someone unfamiliar with radio and case histories. If the program is to be local only, it might be far smarter to buy an already established program of proven ability to produce sales than to build one.

A station's rates or its power or prestige are not always a true guide to its productiveness. Power is an unreliable guide for purchasing purposes for several reasons. Fifty thousand watts does not insure even distribution of the signal strength thruout the territory served. If the product has sales only in the immediate trading area of a community, why go across the borders of several States if a lower-powered and lower-rate station properly services the area in question?

Rates may also be misleading. In most cases they are in keeping with the power and community served. However, because a station charges a high rate it is not to be assumed that that is a guarantee of productiveness. The difference in rates of one market as against another may not be justified by any present standard. In one market a station has a basic rate of \$750 per hour and it claims a potential audience of 5,000,000. In another market a station of the same power charges slightly over \$1,000 per hour and claims a potential audience of 15,000,000. For only 25 per cent more per hour you get a shot at three times the number of people. Something is radically wrong with one of these rates.

The situation is further complicated by the fact that in enough instances to make it interesting a relatively unimportant station with a correspondingly lower rate will be far more productive of audience and sales at certain hours than will the important station of that particular community.

In newspapers and magazines the advertiser buys so much white space and it's up to him then to make the space productive. This is true also of radio with a big BUT.

In newspapers and magazines you have a guaranteed circulation of a known kind, mass, class, etc., and it's up to the advertiser to make his advertisement attractive enough to get the interest of a large percentage of the known number of readers.

## Radio Circulation

In radio you have no guaranteed cir-

ulation of any kind at any time. Each advertiser creates his own newspaper or magazine according to the type of program he presents; his circulation is as large as the number of people he can interest in his program and the ability of the station to be clearly heard over a wide enough area.

The nearest approach to guaranteed circulation in radio is the so-called station-tested program. These generally take the form of participating programs or other established features which are intended for single sponsorship and which are station tested. These programs by reason of the personality or program type have developed a large regular following over a period of time. On programs of this nature sales will be in direct relation to the effectiveness of the advertising message.

The so-called station loyalty of the radio audience is almost non-existent. Listeners shift from station to station with startling rapidity at 15-minute intervals and quickly learn that certain programs interest them irrespective of the station on which they are broadcast, provided the signal is good.

Of course, some stations, by virtue of a greater percentage of acceptable programs, build what is known as "listener habit." These stations are tuned in first by listeners and if they offer something of interest at the moment, fine; if not, the listener will tune to other stations until he finds something of interest.

This has a direct bearing on station rates as far as the advertiser is concerned.

Usually the rates of a station, for ex-

ample, will be the same for any specified time during the hours between 8 a.m. and 6 p.m. and yet one program will have an audience as much as 30 times greater than another program. These are extremes, but each 15 minutes during the day carries a widely varying circulation.

It can be readily seen then that it requires skill of the highest order to gain circulation for a radio program and additional skill in getting out of that circulation the full productiveness of which it is capable.

In the peak audience already referred to above, assuming the advertising message is productive, the advertiser is either getting a really large bonus of circulation, or he is getting a fair break for his money. The determining factor here is the proportion of sales resulting from the program in relation to its cost. If this advertiser is getting good returns all those not as productive naturally are not getting full value for the time and talent expenditure.

## Results, Good and Bad

Radio advertisers can be divided roughly into three classifications:

1. A small group which is getting bonus circulation by reason of outstanding programs and is achieving excellent returns. This group is highly satisfied with radio.

2. Another small group which knows its campaigns are a flop and is completely dissatisfied with radio.

3. A large group that comes between the extremes of groups one and two which

**D**ATES speak eloquently in the case of Walter Neff, for he can trace his experiences in radio back to the truly early days of the industry. Neff is in his 18th year in radio, having broken into the field as a singer—a high baritone—on WWJ, Detroit, when that station was organized. Two years later he came to New York to act as broadcast director of Station WAHG, now more familiar to radio listeners as WABC, CBS' key station. When Madison Square Garden organized a station, WMSG, Neff was called to get the outlet on the air and function as general manager. He next went to WFBH as manager, joining the station in the fall of 1926, the next year going to WPCH as program manager, a post he held when WMCA bought WPCH soon after.

Neff joined WOR in 1928 as chief announcer. However, he soon felt that the business end of the industry would give him greater scope and in 1929 he started selling time for WOR. His judgment has proved amply correct. In 1934 he became assistant sales manager of the station and was then promoted to sales manager. He left the station in March, 1936, to organize, with William Rogow, WOR's leading salesman, Neff-Rogow, Inc., the firm of which Neff is now president.

Earlier this year Neff co-authored "Practical Radio Advertising" with Dr. Herman Hettinger, professor of economics at the Wharton Business School.

has heard from enough sources to make it feel it is going places, but whose sales do not reflect the upswing that can invariably be traced in highly successful campaigns. Many advertisers in this category continue their sponsorship of programs month after month, futilely hoping for results which fail to materialize.

Group number two missed the boat all along the way and nothing short of a major drastic operation would be required to bring such campaigns to life. Group number three should take stock of its situation to determine whether its program is fundamentally sound, its commercial message effectively written and delivered, the time of day right and the station or network the proper one for its product or distribution. Good sound reasoning, pointing the way to needed changes, can bring many of these advertisers to the productivity of group number one.

It must be remembered that some radio programs designed to reach a select group can be very successful in spite of a small audience.

There are also other cases of highly rated programs with indisputable evidence of large audiences which definitely did not pay out on a sales-per-dollar expenditure basis.

In any event, where proper consideration of all factors has been given in the light of personal knowledge, and not hearsay, radio can be made to pay good dividends.

tional program ideas developed in the past decade.

While radio has progressed, has made rapid strides, supersedes other industries and shows ingenuity in this respect, its programs fail to become completely different a sufficient number of times in view of the number of shows on the air.

Since the days of 1929, when orchestras held sway, with B. A. Rolfe, Harry Reser and Paul Whiteman up among the leaders, the industry has seen many programs rise and fall in popularity. As a change from the old days, when any impromptu speaker meant a broadcast and anyone who strummed a ukulele was a feature, (See HOW MUCH DOES opposite page)

# Analyzing Radio's Program Trends

By AL SIMON

**S**OMETIMES analyses prove beneficial; sometimes futile. But in an industry as huge as radio, where station program departments not only are always looking for but many times discover new ideas, we started to survey the trends that have affected the industry during the past decade. These trends have not



Al Simon

been startling nor do they reveal anything most people in radio have not known before. However, what these yearly changes mean or how they should be interpreted is, perhaps, open for discussion.

An attempt to classify all the programs which have appeared in 10 years would not only take volumes but would serve to show the magnitude and the resourcefulness of a young industry. With that impossible, and with not all programs included, this brief analysis is based on the programs that have held the spotlight during their periods on the air.

A very broad survey of program trends seems to indicate that they may be classified, according to year, in the following manner:

1929: Name orchestras

**A**L SIMON was born and reared in Brooklyn. He acquired a bachelor's degree from Columbia University, where he majored in English literature. Never expecting to practice law, Simon nevertheless acquired a Doctor Juris degree from New York University's School of Law—and wound up in publicity.

He obtained his first publicity job by convincing the manager of a country club that he needed his services. Simon claims he really did not.

After two years of "social" publicity Simon became associated with Loew's Theaters' publicity department and in 1936 found himself publicity director of WHN. He is still there.

1930: Variety musicals

1931: Dramatic shows

1932: Individual comedians

1933: Individual comedians; opera

1934: Amateur craze

1935: Comedy shows with more lavish backgrounds

1936: Big variety musicals, combining comedy and drama

1937: Novelty programs

1938: Audience games.

First, while it cannot be said that ingenuity is lacking in an industry that requires so much in the way of diversified programs to keep its audience entertained, there have been too few sensa-

# Deny IRNA Continuance Means Group Will Be Sword Over NAB

## Interpretations

CHICAGO, Aug. 20.—A special meeting of some 85 station representatives of the Independent Radio Network Affiliates convened here for a one-day session Tuesday and main biz was the establishing of IRNA as permanent bloc within NAB for the purpose of securing "adequate representation" thru a "board of policy" which IRNA will ask the nets to set up for that function. IRNA will have a prelim meet Monday with the webs in New York to start these negotiations.

Approaching FCC monopoly probe and a possible Congressional inquiry into the broadcasting industry constituted the background for the plans laid at this meeting. Members unanimously favored "the American system of network broadcasting."

S. R. Rosenbaum, WFIL, Philadelphia, was elected chairman; Mark Ethridge, vice-chairman, and L. B. Wilson, WCKY, treasurer. Elected members for the governing committee included Ed Craig, WSM; L. R. Lounsberry, WGR; John Kennedy, WCHS; Arthur Church, KMBC; John Shepard III, Yankee Network, and Ed Craney, KGIR. George W. Norton, WAVE, was asked to be an advisory counsel, but was absent from the meeting at the time of appointment. Officers of IRNA are to stay in office for at least a year or until another meeting, providing no extraordinary session takes place during IRNA's powwow at the next NAB convention.

In certain respects, the IRNA Chicago convention coming so soon after the NAB reorganization, effected at NAB's last membership meeting, created some suspicions in the minds of trade observers. Principally, this idea is that the affiliates are of the opinion that a whip over the NAB is desirable. This thought, however, is not general by any means. Numerous broadcasters attending the IRNA conclave denied any such intent, and stressed the very definite friendly feelings and relationships between NAB and IRNA. Accenting this in some of the radio men's logic is that NAB is paying IRNA expenses.

These same broadcasters point out that with the independent stations already organized within the NAB, there's no reason why the affiliates shouldn't do likewise and that such organization should not be construed as a threat to the NAB. With Washington and the FCC seething in general on radio, and a monopoly investigation pending, affiliate representatives say the step was definitely necessary.

The IRNA was responsible for the NAB's reorganization from a passive to what is hoped and indicated will be an aggressive and active radio trade group. After NAB was renovated, IRNA leaders opined IRNA had attained its objective and was no longer required.

## HOW MUCH DOES

(Continued from opposite page)  
today's broadcasts are planned with precision, put on the air at enormous costs.

### Radio's Growth

But one conclusion is inevitable. Radio has developed more each year. The orchestras of 1929, the operas from the stage of the Metropolitan and the concerts by the Philadelphia Symphony Orchestra in 1933; the increased popularity of Jack Benny and Fred Allen in 1935; the Al Jolson and Bing Crosby extravaganzas of 1936, and the more lavish *Good News* show of 1938 are all indications which show that radio has been the most progressive of all entertainment fields.

However, reviewing the program situation carefully, we can find no more than three outstanding program ideas developed in the last 10 years. Altho millions of dollars have been spent for new programs and many shows considered top-notch, only three trends may be placed in the "sensation" class. The three ideas are:

1. Amateurs.
2. News dramatizations as the *March of Time*.
3. The *Good Will Court*.

Of course, there are many who will refute this statement and point to the brilliant variety shows (Vallee), the successful comedy programs (Jack Benny), the excellent dramatic broadcasts (Lux Radio Theater), but none of them caused the sudden and booming excitement of the above-mentioned trends. True, these and many others are top-notch programs, effective and carefully planned to attract large audiences, but they did not come as a trend that was completely new in microphone history.

### Participation Stuff

How about the audience-participation shows?

The only reason for omitting the more recent quiz, singing, spelling and I. Q. participation programs from the "big three" listing above is that this group is really an offshot harking back to the days of the Amateur Hour. Altho participants are engaging in a program aside from singing, dancing or playing a musical instrument, they are, nevertheless, amateurs.

Information Please, *Hobby Lobby*, *Professor Quiz* and others are meritorious from a program standpoint and perhaps are other indications of radio's attempt at ingenuity—but they are not sensational. They are just good.

Over the entire period one thing stands

out in the industry. As in motion pictures, when a trend appears to have caught on imitation runs rampant. After the Amateur Hour made its appearance there were few stations in the country that did not feature a similar program; when *Professor Quiz* became popular so did more than 100 other question-and-answer programs; when Bing Crosby was swooning, so was Russ Columbo; when the *Eno Crime Club* was popular, so was *Sherlock Holmes*, *The Shadow*, *Fu Manchu* and others.

This furious attempt to be among the first imitators seems to indicate that radio is stumped at thinking up new ideas and hopefully waits for the opportunity to put something on the air that has merit—even if it isn't different.

Thruout the years, too, the story has remained the essence of radio entertainment. While various trends have appeared on the horizon, some new, some old, a good story always seemed to hold listeners. Whether a complete story or a script serial, stories have been dominating factors among program leaders.

Amos 'n' Andy in the early days held tremendous appeal and were forerunners of the serials now on the air. From 1929, when Collier's dramatizations and *Real Folks* were important shows, until the present Lux Theater or the recent Shakespearean series, each year stories have remained as dominant programs.

In 1933 the script shows seemed to reach their peak with *Betty and Bob*, as well as children's shows (*Little Orphan Annie*, *Skippy*, etc.) commanding large audiences. As an indication of how important the story factor has remained, today's leading variety shows always include a play (*Good News*, *Vallee's Varieties*, *Hollywood Hotel*). No matter how music has changed, no matter how program styles have changed, the story has remained constant as entertainment value.

The increase in brilliance and lavishness of radio programs, while aiding in boosting the industry and its production, has not been the basic factor in making a program good. No longer do listeners look with awe upon an imposing group of expensive "names." The broadcasts today must bring them satisfaction—a great deal of satisfaction. With so much money spent on shows, with competition heavy and keen, the listener has learned to know of his importance and has grown fickle to boot.

### Nuts Over Novelty

The fact that radio is searching for novelty rather than using the conven-

# Air Briefs

New York By PAUL ACKERMAN

**SCRIPTERS** on *We the People* started working this week at Young & Rubicam, and activity there generally picked up with return of Hubbell Robinson and Don Stauffer, radio execs. Agency is trying to get a new client for *Hobby Lobby* and is preparing presentations for several new radio prospects. . . . Lester Blumenthal, of radio department of Kelly-Smith, motored to Quebec for a vacash. Blumenthal stopped off at Saratoga, cannily surveyed the nags and made a bet on a creature yclept Good Miracle. Miracle is still running. . . . Negotiations on with General Mills re-sponsoring Alabama and Auburn University football games over WSGM, Alabama. Kellogg did it last year but turned down for this season. . . . American Federation of Radio Artists now has 27 locals—one in each city with four or more broadcasting stations. . . . Helen Bratrud, of CBS, is on the sick list.

*Blaine Butcher, Lennen & Mitchell, has been doing some heavy commuting between here and Chicago for the past four or five week-ends on the "Win Your Lady" show. . . . Tod Swalm, recently with United Press, has returned to the news staff of WNEW. . . . Stan Shaw making a short for Paramount. . . . Jack*

*Sayre, KNX (Hollywood) in town vacationing. . . . Ditto J. B. Clark, WPTF, Raleigh, N. C. . . . Eileen McKinney, secretary at George Bijur, Inc., is the subject of a book titled "My Sister Eileen." By her sister, Ruth. And Bijur is sending out letters about the rare caliber of his gals. . . . National Broadcasting Co. and Mutual are squabbling over the line from the Glen Island Casino, Larry Clinton's current spot.*

**MANN HOLINER**, who will direct the Bob Benchley show, back from the Coast Thursday (18). . . . Carlos Franco at Saranac Lake. . . . William Paley returns in two weeks. . . . Ball Bros. Co., Muncie, Ind., have appointed Maxon, Inc., their export advertising counsel. . . . Pat Rossi, baritone heard over WHN and WMCA, has added WOV (New York), and WELI, WNBC, WAT and WPEN in New Haven, New Britain, Waterbury and Philadelphia, respectively. . . . False report that Tim Ryan, of Tim and Irene, drowned in Long Island Sound was caught just in time to make hasty changes in the news services. Radio listeners still get it in the neck. . . . Pall Mall program, with Eddie Duchin starting September 5, will go over 52 stations of the NBC Basic Red.

Chicago By HAROLD HUMPHREY

**A CARD** from Arch Oboler informs us that the radio writer is in Stratford-on-Avon, England, working on what he hopes to be the great American play. Arch says he thinks Shakespeare's home should certainly finish the inspiration. . . . Charlie Wilson, the WGN Roy Atwell, is taking in some theater sales now. . . . Julian Bentley, WLS news-editor, is still on the "as-well-as-can-be-expected" list at St. Joseph Hospital in Menominee, Mich., following his auto accident while returning from a vacation. His birthday was Friday and several friends joined in

tional entertainment factors of music and drama has all been brought upon itself. Carefully following the trend for the past 10 years indicates that programs have increased in splendor, perfection and showmanship. This, in turn, means the listeners were being well educated.

What has been slowly happening is that while radio has been feeding the audience with fine and lavish foods in the way of programs, the audience has grown wiser and stronger because the foods have been carefully offered. Now it is necessary for radio to keep pace with its listeners who have been educated to demand better shows. And this is difficult to do.

Reviewing all the program trends, the fact that only three sensational program types have appeared, that radio jumped ahead at an unprecedented pace, that radio has fattened its audience but not itself, that radio is abandoning its lavishness for simple novelties—does all this mean that radio is reaching its saturation mark?

Maybe what the industry needs is a new field or perhaps a new means of utilizing the airwaves. Perhaps radio should start to concentrate on its educational possibilities and use its forces as a subsidiary to classroom study. Or maybe radio just needs more than three sensational programs every decade.

Perhaps, too, the ether industry is in the same state that motion pictures were prior to the talkies. If so, it may be rapid strides in television are necessary to act as the hypodermic that will awaken radio much in the same manner as sound gave motion pictures more life.

Maybe it isn't a problem after all. Radio has shown itself as a genius. A prodigy that has reached maturity in a few years certainly is smart enough to find the solution.

sending him speedy recovery hopes. . . . Lucille Carewe, WMAQ contralto, back in town after an engagement with the House of David Band in Benton Harbor, Mich. . . . Frank Rand, of CBS, returned from his fishing trip without even a nibble.

*Carlton Brickert did not resign as president of the local AFRA, as was erroneously reported this week by a press release from Brickert's p. a. He did, however, mail a letter to the membership explaining that he would not run for any office in the September 28 elections, since his radio career would take up too much of his time. . . . Donald Novis has been signed for the "Fibber McGee and Molly" show when it returns September 6. He'll get \$900 a week for the job. . . . Not definite yet whether Molly, of that show, will be fully over her ailment in time for the opening. Jeanne Brown, fem conductor of her own band, will be featured along with Mary Berg-hoff Tuesday on WOW's "Indiana Indigo" show, which is to be dedicated to Cole Porter, the songpenner.*

**OLD GOLD** signed with WGN this week for the last periods of all the professional hockey broadcasts. . . . All the stations were dusting off their mobile units to catch Doug Corrigan who was scheduled for his Chi debut Saturday. . . . Edgar Jones, *The Billboard's* Washington correspondent, was in town and made the rounds at the one-day IRNA meet. . . . Jimmy Dorsey leaves for the Kansas City Jubilesta when he finishes his Bon Air stand September 15. . . . There's a rumor afloat now that some of the transcriptionists are attempting to beat the rap on the new AFM rule, preventing musical dubbings on script waxes, by bootlegging musical recordings to the stick outlets so the smalles can dub their own fanfares, etc. Doesn't seem possible tho that the ET makers would hang their necks out that far.

## Soap Co. Using Three N. Y. C. Spots

NEW YORK, Aug. 20.—Peck Advertising Agency, for Sweetheart Soap, has lined up three local periods, beginning the first week in October. Two of these are on NBC's Red and Blue networks and the third on WABC.

Schedule is 7:30-7:45 p.m. Wednesday for WJZ, 6:45-7 p.m. Thursday on WABC and 7:45-8 p.m. Friday on WEAJ. Programs to be set.

# UNPRECEDENTED AIR DEAL

## Agency Buys All Time for 10 Yrs. On City - Owned WCAM; 200G

CAMDEN, N. J., Aug. 20.—WCAM here has sold all its time for the next 10 years to the Mack Radio Sales Co., recently organized by L. M. Maxwell, advertising executive; Sidney Kaplan and Aaron Heine, Camden attorneys. Station will get \$20,000 per year each year. No record of any similar leasing deal is available and the deal is believed to be unprecedented. There have, of course, been station-leasing arrangements under guarantees, but these deals are in no way similar to the WCAM agreement.

Station agrees to "keep the studio in perfect operation" for the ten-year period. Station is also to supply technical and other personnel necessary to maintain the station. Selling of time will be handled by the Mack organization.

Reputedly, WCAM has been desirous of selling its station for some time or effecting a deal whereby it would show a profit. WCAM has, altho it is a part-time station, good reception, blanketing Philadelphia, getting strong reception in South Jersey and Wilmington, Del. There was a deal pending last year for sale of WCAM and several other Jersey stations, proposal being to consolidate

the outlets into one station. It fell thru. WCAM shares time with WTNJ, Trenton, and has 29 hours on the air a week.

Fred Caperoon is president of the Camden outlet. Robert Horn, formerly of WCAE, Pittsburgh, was just named program director. Richard Hooper is sales promotion director.

It is interesting to note that Atlantic City recently sold its municipal station to Arde Bulova and the station may be moved out of the shore resort with the Atlantic City press now trying to get an AC station.

### Lily Cahill in First On New NBC Tele Test

NEW YORK, Aug. 20.—First featured star in the new series of television programs announced by NBC-RCA will be Lily Cahill, actress last seen in *First Lady*. Program, a sketch titled *Good Medicine*, goes on August 23, 8-9 p.m., over W2XBS. Second telecast, August 26, will feature Crosby Gaige, producer, and will include a half-hour sketch, *Nine Lives of Emily*, and a March of Time and cartoon.

General schedule of the new series calls for film and live entertainment programs Tuesdays and Fridays, 8-9 p.m., and test charts and still pictures Tuesdays thru Fridays from 3-4 p.m. Latter are of experimental interest only.

NBC dropped its telecasts about two months ago for transmitter changes.

### Art Kemp at KSFO

SAN FRANCISCO, Aug. 20.—Arthur Kemp, executive of Radio Sales (CBS), is in San Francisco making his headquarters at KSFO. Will be located on the Coast for an extended time.

### Int'l Shoe Testing

HOLLYWOOD, Aug. 20.—International Shoe Co. is placing a test campaign on Pacific Coast stations thru the St. Louis office of Aerogram Corp. Program is *Federal Agent*, a waxer.

### Tangee's Etiquette

NEW YORK, Aug. 20.—Tangee lipstick is using Emily Post in an etiquette show starting in the fall. Time is not set, but very likely will be on NBC, opposite Eddie Cantor and *The Lone Ranger*. Rougery may, however, instead take a spot on Mutual.

Thru Cecil, Warwick & Legler.

## Reps Refuse To Waive Commish In New Wax Network Proposish

NEW YORK, Aug. 20.—World Broadcasting System's proposal for a wax network depends in the main on whether stations, in many cases, will want to give up 45 per cent, possibly 47 per cent, for the business placed by the disc cutters. WBS is now seeking to line up stations to start its project moving. Checking various station representatives finds just about a unanimous negative to the question of whether they'd waive their commissions on any World placed business.

World's proposition to advertisers will be twofold. One is that an advertiser can save money by buying only those specific cities required or desired. Secondly, World will give the platters cuff to the customer as an additional inducement. World wants the usual 15 per cent for placing the business. There will be, additionally, the usual 15 per cent for the agency involved. Station rep commish brings the 'slice to the 45 per cent mentioned.

Reps say they'll not go against the

### Bernie Rides Again

CINCINNATI, Aug. 20.—Ben Bernie, chagrined at being nosed out in so many photo finishes recently, decided to do his own riding this week when he took a leg on one of the four mounts in Josef Cherniavski's *Musical Steeplechase* piped thru WLW for Mutual network consumption from 7 to 7:30 p.m. Wednesday.

As Winchell might have suspected, Bernie was left at the post in the four-horse race. Bernie blamed his downfall to the lack of the proper blood lines in his mount, which, strangely enough, was named W. W.

The gag, however, afforded much comedy for the air listeners and the vast crowd that jammed the major Crosley studio. Stunt, which had Bernie as the "Masked Jockey," was arranged by Bill Bailey, WLW publicity purveyor, and the station's promotion staff.

## KSFO Sale Delay Rebounds at NBC

SAN FRANCISCO, Aug. 20.—American Federation of Radio Artists' contract with NBC and Mutual was put into effect here Monday. Altho AFRA has contract with Columbia, it has further dealings to make with KSFO, CBS outlet, because station is recognized as an indie until such time as the Federal Communications Commission okes its sale to CBS.

Deal for acquisition of KSFO has been going on for some time. FCC has continually nixed sale on claim that station's value is not worth price asked.

Meanwhile such situation is said to be only one arising out of contracts signed between AFRA and nets, and it leaves NEC with quite a competitive problem here, inasmuch as National is required by its contract with AFRA to boost wages immediately and in addition pay audition fees of \$7.50.

A general rule, it was announced, will be adopted by the AFRA board to the effect that members will not be permitted to fulfill KSFO auditions until they are paid the fee comparable to contract with NBC. Same will apply to agencies, it was said.

AFRA meanwhile is all primed to take up, piece by piece, negotiations with KSFO but will have to await return of Phillip G. Lasky, station manager, on vacation.

### My-T-Fine's Circus Script

NEW YORK, Aug. 20.—My-T-Fine, dessert, is taking a CBS spot for a new script show placed thru Batten, Barton, Durstine & Osborn. Script deals with a wealthy scion inheriting and operating a circus.

## Gov't Dictation Is Out With Aircasters' Public, Says Miller

NEW YORK, Aug. 20.—Neither broadcasters nor the American radio audience would stand for Governmental dictation as to what programs should or should not be broadcast, stated Neville Miller, first paid president of the NAB, last night in an address to the Peabody Teachers College. Speech was broadcast over the NBC Blue network. Miller's talk is interpreted as an open declaration of NAB's policy, now that the organization has been rebuilt.

Government regulation is necessary technically and to avoid the possibility of broadcasters taking advantage of their licenses and to see that they serve in the famed "public interest" requirements of the FCC. But program dictation is an entirely different matter, the NAB head said.

Miller stated that dictatorship in one form or another could not exist in the United States, and that it will always be impossible to tell Americans what they shall think, say or hear. "American radio has never been locked to the goose-step of a dictator here. It has never stopped to sell hatred, to merchandise prejudice of race or religion and with your help it never shall." Miller said that the public would support the broadcasters in any attempt to avoid such dictation.

## Roving Vox Pop Gets Ten Sponsors at \$10

RALEIGH, N. C., Aug. 20.—Recent WPTF production is an ambulant vox popper, going from town to town within the station's service area. Feature of the show is that the station has so far been able to sell an average of 10 sponsors in each community. Each sponsor pays \$10 to participate in the show in addition to giving prizes to the interviewees.

Show goes on every Thursday, with J. B. Clark handling the mike. Broadcast site is usually the town square or main street, and conversation shifts mainly around the town, its merchants, etc. Station sends its salesman into the town Tuesdays, giving two days to line up enough local merchants to make the show show a profit.

Towns visited so far include Henderson, Oxford, Fuquay Springs, Dunn, Fayetteville, Apex and other North Carolina towns. Telephone line used is a "talking circuit" and seldom runs more than \$20 in total costs.

### WSAY Ups Nusbaum

ROCHESTER, Aug. 20.—Morton Nusbaum, production director of WSAY, city's only independent station, was promoted to sales manager, and Bob Webster, announcer, becomes production manager, in two advancements made by Gordon Brown, president. E. K. Johnson, commercial manager, took up the sales managing of WOKO, Albany, August 22. Nusbaum, with the station since its beginning, September, 1936, has been announcer, chief announcer, production manager and now sales manager. His newest job won't prevent him from doubling in brass as announcer.

### Early Get-Off Shifts NBC Bugle Callers

NEW YORK, Aug. 20.—National Broadcasting Co. opening WJZ and WEAF one hour earlier, at 6:30 a.m., is using platters for the period. This winds up the WEAF program series of the Musical Rubes and the WJZ program of Yoichi Hiraoka, xylophonist. Latter had been on the Bugle Call Shift five years.

WKRC, Cincinnati, has added three announcers, bringing the announcing staff to nine men. New additions are Ross Mulholland, John Reynolds and Don Paevy.

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# Program Reviews

EDST Unless Otherwise Indicated

## "Town Hall Tonight"

Reviewed Wednesday, 9-9:30 p.m.  
Style—Variety. Sponsor—Sal Hepatica and Ipana. Agency—Young & Rubicam. Station—WEAF (NBC Red network).

Program represents the second Fred Allen replacement show, and while scarcely comparable to the winter edition, the line-up has good entertainment value. Unfortunately, however, that Stoopnagle, one of the crack comics in the business, seems able to work in top form only in brief snatches. When Stoop clicks his humor is subtle, unusual and pointed for an intelligent audience.

Musically the latest version of *Town Hall* continues strong. Peter Van Steeden's Ipana Troubadours play with dash and confidence and provide excellent background for the Merry Macs, harmony group, who have a punchy delivery and do best with rhythmic pops and novelties. Good arrangements, sophisticated, but not too much so.

Blackie Schacner, harmonica player, scored with an unusual and insinuating rendition of *Toy Trumpet*. Good enough to be spotted in most any variety program.

In addition to Stoopnagle comedy included a bit of fair-enough dialect business by John Brown and Minerva Pious and a take-off on *Hobby Lobby*. During the latter Stoopnagle questioned some phony lobbyists and worked up a good hokey session.

Commercials carefully interpolated into the script. Harry Von Zell announced. *Ackerman.*

## "Mellow Melodies"

Reviewed Wednesday, 9:30-10 p.m.  
Style—Musical. Sponsor—Peter Doelger Brewing Co. Station—WMCA (New York).

Program presents instrumental and vocal musical talent delivering standard tunes. Don Kerr sings.

Nat Brusiloff's Orchestra, ordinarily a heavy hand to this reviewer, shook the lead for the premiere and furnished worth-while entertainment. Scored particularly well in renditions of old Gershwin songs, and in general displayed liveliness and facility.

Vocalists included Jerry Baker, Jane Clifton, the Beale Street Boys and Albert Fairbanks. Fairbanks is Peter Doelger's "discovery" and possesses a voice of better quality than any of the other warblers. With more technique he may hit some heavy dough. Jane Clifton and Beale Street Boys, latter a harmony group, are just mediocre talent. Effusions of Smiling Jerry Baker sounded as tho Baker had recently suffered serious tho not quite mortal injury.

Don Kerr, called a "narrator" for this program, waxes poetic and nostalgic over the old tunes made famous by Crosby and Colunabo. Despite the inherent hokey involved, Kerr delivers his commercials beautifully.

Program includes a give-away of three recordings. Listeners submit names of old tunes, together with incidents recalled by the music. *Ackerman.*

## "The Buccaneers"

Reviewed Tuesday, 5:30-5:45 p.m.  
Style—Adventure (transcribed). Sponsor—Cel-Ray. Agency—Humbert & Jones. Station—WHN (New York).

Transcribed program heard thrice weekly. *Buccaneers* is kid stuff pure and simple. Three stowaways aboard a pirate ship are discovered and about to be thrown overboard, but the captain lets them stay as entertainers when he finds they can sing. Remainder of the program is musical, the trio delivering tunes in straight-forward fashion.

Point is whether succeeding episodes will have enough adventure to hold kid audiences. First installment had practically none, beyond presenting an undeveloped situation. It is possible that the sponsors, by virtue of cutting down on the script and giving a good portion of the period to music, hope to build up an adult audience. Musically, program on its first airing was strong enough to hold some adult listeners, but whether the resultant audience is potentially as

large as a straight kid show is doubtful. Good experiment anyway.

Commercials well delivered, and program ends with a giveaway membership card idea. *Ackerman.*

## Charlie Marglis and His Orchestra

Reviewed Tuesday, 8-8:30 p.m.  
Style—Musical. Sustaining on WJZ (NBC-Blue network).

NBC has a real piece of orchestral property in this new 26-piece band headed by trumpeter Charlie Marglis. Impression that strikes the listener most forcibly is the care and thought apparently lavished on the formation of the orchestra, its instrumentation and its arrangements, and on the building of it as a stylized group to take its place alongside the distinctive, class radio bands of Kostelanetz and Warnow. Marglis intends cutting the outfit in half for hotel spots, but the matter under consideration is the aggregation as it stands as a weekly half-hour of musical air entertainment.

Group is unquestionably something to lend an ear to. Working under the catchphrase of "Accent on Brass," Marglis naturally features his own trumpet, and has built the orchestra around a superior brass section. The other departments have not been neglected, however, the saxes standing out with their blended, balanced phrasing. A point further indicative of the desire to build the band as a musical contingent on its own is the absence of vocals. Musicianship alone is the order of the 30 minutes—which is as it should be, since it's musicianship

## Strike!

PHILADELPHIA, Aug. 20.—Byrum Saam, WIP sports gabber, pulled a pip last week while airing the Phils-Pittsburgh game.

Between innings Saam was giving scores of other games. After spelling off seven scores he remarked:

"I was sure that there was another game—I must have mislaid the score somewhere."

The missing game was the one he was describing!

out of the top drawer.

Selections were well-rounded and chosen to bring out every feature of the group. *Humoresque* in a dance version and Gershwin's *Summertime* were instrumentally perfect; *I Hadn't Anyone Till You* and *Will You Remember Tonight Tomorrow?* showed the boys off as purveyors of grade A pop tune dansapation; Frank Signorelli's *Park Avenue Fantasy* displayed the band's facility with modern music, and *Tiger Rag* was pure unadulterated swing. The Marglis trumpet did things to Irving Berlin's *Russian Lullaby* to polish off a really fine performance.

Announcements are handled with as much dignity as accorded a Philharmonic program, with the orchestration and instrumentation of the song next to be played described in detail. Further dignity is lent by referring to the batoneer as Charles Marglis and Mr. Marglis. But it doesn't matter what they call him—his music has class.

*Richman.*

## Jones and Hare

Reviewed Wednesday, 8:15-8:30 p.m. Style—Songs and chatter. Sponsor—Sachs Quality Furniture Co. Station—WMCA (New York).

Billy Jones and Ernie Hare go back a

long way in radio, almost if not completely to its infancy as an advertising medium. They were, as the trade surely knows, the Happiness Boys for a long time, then the Interwoven Pair. Last radio appearance on a network show was the Gillette Community Sing (1936-'37). In buying this quarter hour once weekly on WMCA Sachs furniture store follows its own half-hour program, Dan and Sylvia, script show (reviewed in *The Billboard* July 30, 1938). Also using half hour Sunday.

First program showed Jones and Hare still doing the same act they did long ago. Results of the program as an advertising venture therefore are thrown directly on the answer to the question of whether there are still enough New Yorkers who like it corny. The duo, with Jim Brennan accompanying, deliver their corn both vocally and in the between-the-song gags expertly. But it's corn.

Possibly the sponsor answered the question himself. For a number of years before the script show store used a vocal trio, also corn, but not good corn. If the corn sold, then why the script show? It's quite a merry-go-round.

No doubt that in their line Jones and Hare know how to handle the stuff. Their voices are still good, both tenor and baritone. Veteran mike experience shows itself clearly.

Commercials are dainty—dainty like an earthquake. And Joe O'Brien sells 'em like that, too. *Franken.*

## "Gang Busters"

Reviewed Wednesday, 8-8:30 p.m. Style—Crime stories. Sponsor—Colgate-Palmolive-Peet Co. Agency—Benton & Bowles. Station—WABC (CBS network).

Lovers of the G man and cops and robbers hocus-pocus will probably continue their liking for *Gang Busters*, which returned to the air Wednesday with much melodrama and sound effects. Story told involved the capture of Lawrence Rea, bad man of Houston, Tex.

Technique used in presenting the program is simple and good—that of alternating rapidly between Rea's criminal doings on the one hand and the efforts of police on the other. It's a method which tends to eliminate slowness and monotony in that no particular portion of the script is of sufficient length to become tiresome.

Of course, the bad man gets his just deserts, and there are the usual implications that crime does not pay. Closing feature of the program, the broadcasting of clues pertaining to criminals currently at large, is retained.

Phillips H. Lord office continues as producer, with Col. Norman Schwarzkopf, of the New Jersey State police, lending authenticity as interviewer.

*Ackerman.*

## IDENTIFYING

(Continued from page 7)

the daytime?" if yes, 2) "What is your favorite program?" 3) "What product is advertised?"

In order that people giving answers might not be conditioned in favor of any program, these questions were asked only of those who stated they had not listened to the radio during the period in question and who therefore had no particular program fresh in their memories. Of the 707 queried, 648 said they do listen to radio day-times.

Inasmuch as material in this section of the survey is based upon information elicited from radio listeners who stated the programs were "favorites," the question immediately arises as to the percentage of sponsor identification on non-favorite programs—that is, those programs which constitute collectively a good portion of the broadcasting schedule. If certain favorite programs make such poor showings in sponsor identification, what can the rank and file advertiser expect when his programs, comparatively speaking, pull far smaller audiences than those given in this and the previous issues of *The Billboard*? Readers can draw their own conclusions.

Altho only 31 programs made the leading chart list, 61 favorite daytime shows were named. Twenty-six of the people queried gave two programs as favorites; five named three.

## Current Program 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.*

Frankie Basch, WMCA reporter, turned out a very careful summary of the day's proceedings at the Jimmy Hines' trial Friday, 3:15-3:30 p.m. Miss Basch gave facts, background and, in the last few minutes, color stuff—touching on types of people in the court, Hines' family, etc. Description of the trial itself was given from what apparently were voluminous notes, and slight hesitations gave the impression that the stuff was hot off the griddle.

Most annoying commercial announcement heard in a long time came over WAAT, Jersey City, about 3 p.m. for Rhodius Perfumes. Commercial involved a special perfume offer for 35 cents and was repeated to confounding distraction on a program of recorded music titled *Impressions on Wax*.

The Romeos, vocal trio on WJZ's *Club Matinee*, shape up as a smooth harmony group. Caught Friday on the NBC sustainer, they delivered in a manner not too swifty, yet buoyant and tuneful. Arrangement of *Alexander's Ragtime Band* a particularly neat job.

Ransome Sherman, emcee on the same program, came thru with a couple of hilarious hokey poetry readings, one of them especially—a metrical take-off on *In Flanders Fields*—constituting one of the screwiest pieces of double-talk heard. And in verse.

Martin Starr, on WMCA Friday at 3:45 p.m., introed a raft of people on the Astor Roof, all of whom plugged the new dance, Peeling the Peach. The Peelers, six boys and six girls, were there. Bob Christenberry, manager of the Astor, told how he found the 12 of them stomping away in the Carolinas and brought them up for an engagement at the Astor. So far so good, but successive people, including George Lottman, Hal Kemp, Judy Starr and Barbara Bannister, plugged the Peelers and the Peach so excessively that it all seemed in very bad taste.

Starr got a couple of the dancers in front of the mike, and this just added to the general melange of Southern accents already provided by Hal Kemp and Judy Starr.

Ask the radio listeners who won the Armstrong-Ambers fight and many of them, basing judgment on the air description, will say Ambers. One of the best fights in years, an action filled affair with few let-ups, Clem McCarthy's description fell short of adequacy and certainly did not measure up to what might be called the minimum accuracy requirements. It is not a reflection on McCarthy as a sports reporter; he won his spurs too long ago to let any doubt exist on that score. It simply means that McCarthy gets too excited, either actually or in order to make the match sound more exciting to the audience. In either case it's a fault that must be remedied if he is to handle more fights. And, of course, there's no reason whatsoever for calling Armstrong Louis. That happened many times. Bill Stern's entr'act chatter okeh.

*In some respects, Uncle Don (Carney), WOR's kid idol, has a tough job. He's gotta be nice all the time (that is when he's on the air) and nothing can show itself thru the loudspeaker. And even a dotting parent will admit that kids can occasionally be well, trying, to say it mildly.*

*However, Uncle Don might make a smart move in getting some new material and lines of gab. Probably realizing that his audience has a natural turnover as the kids grow older, he seems to be taking it easy in digging up new stuff. This seems inadvisable, both as to holding kids and boosting their interest in his show. Despite that fault, tho, he's probably one of the most potent sales forces in New York radio circles.*

Radio City Four, harmony quartet caught over WJZ, is sadly in need of arrangements. Group sticks close to the original melody, which is something this reviewer is much in favor of—but deliveries are singularly flaccid and lacking in buoyancy. Tunes were well chosen, including standard stuff from musical comedy scores and others. Joseph Lilly directs and plays the piano with good execution.

# ORCHESTRA ROUTES

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

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

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

- A**  
 Alberto, Don: (El Chico) NYC, nc.  
 Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.  
 Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.  
 Ayres, Mitchell: (Village Barn) NYC, nc.
- B**  
 Bardo, Bill: (Caino Park) Ft. Worth, b.  
 Barrett, Hughie: (Tavern-on-the-Green) NYC, re.  
 Barron, Blue: (Edison) NYC, h.  
 Basie, Count: (Famous Door) NYC, nc.  
 Bass, Paul: (Chateau Moderne) NYC, nc.  
 Baum, Charles: (Ross Fenton Farm) Asbury Park, N. Y., re.  
 Bauman, Charles: (Wivel) NYC, nc.  
 Becker, Howard: (Lakeview Park) Manitou, Mich., b.  
 Blaine, Jerry: (Colony Turf Club) West End, N. J., cc.  
 Bono, Americo: (Chez Ami) Buffalo, nc.  
 Bowen, Al: (Vesper) Lowell, Mass., cc.  
 Boyce, Rym: (International Casino) NYC, nc.  
 Breese, Lou: (New Penn) Pittsburgh, nc.  
 Britton, Milt: (Casa Manana) NYC, nc.  
 Bunchuk, Yasha: (International Casino) NYC, nc.  
 Busse, Henry: (New Yorker) NYC, h.

- C**  
 Camden, Eddie: (Pines) Pittsburgh, nc.  
 Carroll, Jimmy: (Raymond Gardens) Corpus Christi, Tex., nc.  
 Chester, Bob: (The Den, Hotel Texas) Fort Worth, h.  
 Childs, Reggie: (Colonial Inn) Rochester, Ind., ro.  
 Clayman, Bob: (Lincoln Terrace) Pittsburgh, nc.  
 Conrad, Barry: (Brady Lake) Cleveland, p.  
 Contreras, Manuel: (Lawrence) Erie, Pa., h.  
 Conn, Irving: (Arrowhead Inn) NYC, nc.  
 Correa, Eric: (Babette's) Atlantic City, N. J., nc.  
 Costa, Joe: (Woodlawn) Delavan Lake, Wis., nc.  
 Costella, Diosa: (Glass Hat, Belmont Plaza) NYC, h.  
 Costello, Charles: (Commodore) Detroit, nc.  
 Crawford, Dick: (Club La Guyal) Brainerd, Minn., nc.  
 Crocker, Mel: (Moose Club) Erie, Pa., nc.  
 Crosby, Bob: (Blackhawk) Chi, h.  
 Cullen, Tommy: (Glenwood) Delaware Water Gap, Pa., h.  
 Cutler, Ben: (Rainbow Grill) NYC, nc.

- D**  
 Davis, Johnny: (Miami Club) Milwaukee, nc.  
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
 Davis, Eddie: (Larue's) NYC, re.  
 Daw, Freddie: (Coral Gables) Coral Gables, Fla., cc.  
 Dennis, Mort: (Statler) Cleveland, h.  
 Dixon, Dick: (Gloria Palast) NYC, nc.  
 Diamond, Lew: (New Eden) La Grange, Ill., b.  
 Donahue, Al: (Rainbow Room) NYC, nc.  
 Dorsey, Jimmy: (Bon Air) Chi, cc.  
 Driscoll, Murray: (St. George) Brooklyn, h.  
 Drummond, Jack: (Meeke's) Albany, N. Y., h.  
 Duchin, Eddy: (Ritz-Carlton) Boston, h.  
 Duerr, Dolph: (Green Derby) Cleveland, nc.  
 Duke, Jules: (Bismarck) Chi, h.

- E**  
 Eichler, Fran: (Westview Park) Pittsburgh, b.  
 Eldridge, Roy: (Savoy) NYC, b.  
 Elrod, Reid: (Dempsey) Macon, Ga., h.  
 Engel, Freddy: (Lakeview) Tenderhook Lake, N. Y., ro.  
 Ennis, Skinnay: (Victor Hugo) Beverly Hills, Calif., nc.  
 Erante, Chapple: (Cavaller) NYC, nc.

- F**  
 Farber, Bert: (Netherland Plaza) Cincinnati, h.  
 Farmer, Willie: (Promenade) Rockefeller Center, NYC, re.  
 Feldkamp, Walter: (Monmouth) Spring Lake, N. J., h.  
 Fisher, Buddy: (400 Club) Wichita, Kan., nc.  
 Foley, Frank: (Rendezvous) New London, Conn., re.  
 Fomeen, Basil: (St. Moritz) NYC, h.  
 Franks, Willie: (Butler's Tap Room) NYC, nc.  
 Fredrics, Jan: (Boulevard Tavern) Elmhurst, L. I., nc.  
 Frederick, Marvin: (Stevens) Chi, h.  
 Freedman, Dave: (Herb's 1412 Club) Philadelphia, nc.  
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.  
 Funk, Larry: (New Casino) Walled Lake, Mich., nc.

- G**  
 Gentry, Tom: (Buckeye Lake Park) Buckeye Lake, O., b.  
 Gendron, Henri: (Colosimo's) Chi, nc.  
 Gilbert, Jerry: (Edgewater Gulf Hotel) Edgewater, Miss.  
 Goho, Billy: (Bedell House) Grand Island, N. Y., h.  
 Golly, Cecil: (Euclid Beach Park) Cleveland, b.  
 Gordon, Gray: (Waco) Syracuse, N. Y., b.  
 Gorrell, Ray: (Greystone) Detroit, h.  
 Gray, Len: (New Cedars) New Bedford, Mass., nc.  
 Gray, Glen: (Palomar) Los Angeles, b.  
 Gray, Antoine: (Bal Tabarin) NYC, nc.  
 Grayson, Bob: (Riviera) Lake Geneva, Wis., b.  
 Gunler, Johnny: (Perkins Club) Kansas City, Mo., nc.

- H**  
 Hall, Jay: (Montclair) Montclair, N. J., h.  
 Hall, George: (Tybee Beach) Savannah, Ga.  
 Hall, Don: (Danceland Pavilion) Wallowa Lake Park, Joseph, Ore., b.  
 Halstead, Henry: (Oh Henry Park) Chi, b.  
 Hamilton, George: (Iroquois Gardens) Louisville, b.  
 Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.

- Heller, Jackie: (Washington-Youree) Shreveport, La., h.  
 Herbert, Arthur: (Ambassador) NYC, h.  
 Herbeck, Ray: (O'Henry Park) Chi.  
 Hicks, Earl: (Elmwood Park) Oklahoma City, b.  
 Himber, Richard: (Essex House) NYC, h.  
 Hines, Earl: (Grand Terrace) Chi, nc.  
 Hollander Will: (Lincoln) NYC, h.  
 Holmes, Herby: (Cabannas Club) Urbana, O., nc.  
 Holst, Ernie: (Belmont Plaza) NYC, h.  
 Horton Girls: (Sky Harbor Tavern) Lake George, N. Y., nc.  
 Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.  
 Hudson, Dean: (The Wiers) Lake Winnepeaukee, N. H., h.  
 Hummel, Ray: (Mile-Away) Grand Junction, Colo., b.

- I**  
 Irish, Mace: (Chanticleer) Millburn, N. J., nc.

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

- J**  
 Jones, Isham: (Claridge) Memphis, Tenn., h.  
 Joy, Jimmy: (Bill Green's Casino) Pittsburgh, nc.

- K**  
 Katz, Al: (Ocean View) Ocean View, Va., nc.  
 Kelb, Bill: (Navy Pier) Chi, b.  
 Kemp, Hal: (Astor) NYC, h.  
 Kendis, Sonny: (Stork Club) NYC, nc.  
 King, Chubby: (Del-Reho) Rehoboth Beach, Del., h.  
 King, Hal: (LaBelle) Gull Lake, Mich.  
 King, Henry: (Fairmount) San Francisco, h.

- Kinney, Ray: (Lexington) NYC, h.  
 Kirby, John: (Onyx Club) NYC, nc.  
 Kurtze, Jack: (Granview Lodge) Dakota, Minn., nc.

- L**  
 La Combe, Buddy: (Meadowbrook) Saratoga, N. Y., nc.  
 Lamb, Drexel: (Wonder Bar) Grand Rapids, Mich., nc.  
 Lazaro, Leo: (Continental) Birmingham, nc.  
 LeCroy, Trent: (Amber Lake) Alton, Ala., p.  
 LeRoy, Howard: (Club Arcadia) St. Charles, Ill., nc.  
 Light, Enoch: (Taft) NYC, h.  
 Lucas, Clyde: (Claremont) NYC, re.  
 Lyman, Abe: (Chez Paree) NYC, nc.

- M**  
 McCoy, Clyde: (Beverly Hills) Newport, Ky., cc.  
 McGuire, Will: (Bossert) Brooklyn, h.  
 McGrew, Bob: (Muehlebach) Kansas City, h.

- McFarlane, Frank: (Chateau Moderne) NYC, nc.  
 McIntyre, Lani: (Roosevelt) New Orleans, h.  
 McKinney's Cotton Pickers: (Clark Lake) Mich., nc.  
 Madrigrera, Enric: (Riviera) Fort Lee, N. J., nc.  
 Malones, Jay: (Shamrock Club) Redding, Calif., ro.  
 Marlowe, Tone: (Mountain View House) Fort Kent, N. Y., till Sept. 5.  
 Marsala, Joe: (Hickory House) NYC, nc.  
 Martin, Freddie: (St. Francis) San Francisco, h.

## Songs With Most Radio Plugs

# "Here" in Big Jump To Take 2d; "Tisket" Still Leading

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, August 18. 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	Ind.
1	1	A-Tisket, A-Tasket	Robbins	40	20
16	2	What Goes On Here? (F)	Paramount	36	7
5	3	I'm Gonna Lock My Heart	Shapiro-Bernstein	35	31
2	4	You Go to My Head	Remick	32	23
14	5	Will You Remember Tonight Tomorrow?	Bregman	29	6
11	6	When Mother Nature Sings Her Lullaby	Santly-Joy	27	7
3	7	Now It Can Be Told (F)	Berlin	25	17
8	8	Music, Maestro, Please	Berlin	21	25
10	8	There's Honey on the Moon Tonight	Miller	21	16
12	8	I've Got a Pocketful of Dreams (F)	Santly-Joy	21	12
4	9	Where in the World? (F)	Feist	19	16
6	9	I Hadn't Anyone Till You	ABC	19	10
11	9	I Married an Angel (M)	Robbins	19	7
12	10	Stop Beating 'Round the Mulberry Bush	Bregman	18	7
8	11	Flat Foot Floogie	Green Bros.	17	16
—	11	Small Fry (F)	Paramount	17	10
13	11	Bambina	Spier	17	6
10	12	Lullaby in Rhythm	Robbins	16	14
15	12	So Help Me	Remick	16	10
18	13	Colorado Sunset	Gilbert	15	1
16	14	My Walking Stick (F)	Berlin	14	15
12	14	Don't Cross Your Fingers	Ager, Yellen	14	14
18	14	There's a Faraway Look in Your Eye	Tenney	14	10
7	14	I Let a Song Go Out of My Heart	Mills	14	13
13	14	Alexander's Ragtime Band (F)	ABC	14	8
11	14	I'll Dream Tonight (F)	Remick	14	5
13	14	Beside a Moonlit Stream (F)	Famous	14	4
14	14	Naturally	Lincoln	14	4
14	14	Little Lady Make Believe	Olman	13	7
19	15	Isn't It Wonderful?	Miller	13	7
17	15	Spring Is Here (M)	Robbins	13	5
—	15	Rosie the Redskin	Stasny	13	3
17	15	If I Love You More	Words and Music	13	2
16	16	Meet the Beat of My Heart (F)	Feist	12	12
16	16	Garden of the Moon (F)	Remick	12	12
17	16	Tull Tulip Time	Chappell	12	7
14	16	Toy Trumpet	Circle	12	2
19	17	Teacher's Pet	Marks	11	9
19	17	You Leave Me Breathless	Famous	11	9
19	17	Love Is Where You Find It (F)	Harms	11	8
17	17	I've Got a Date With a Dream (F)	Feist	11	7
9	17	When They Played the Polka	Robbins	11	2
16	17	When Twilight Comes	Shapiro, Bernstein	11	2
11	18	Says My Heart (F)	Famous	10	9
14	18	Toytown Jamboree	Red Star	10	8

- Martell, Paul: (Arcadia) NYC, b.  
 Martin, Lou: (Leon & Eddie's) NYC, nc.  
 Matuso, Henry: (Three Door Inn) Bridgeport, Conn., nc.  
 Maya: (Monte Carlo) NYC, nc.  
 Meeker, Paul: (Golfmore) Grand Beach, Mich., h.  
 Melvin, Jack: (Half Moon) Brooklyn, N. Y., h.  
 Meroff, Benny: (Topsy's) Los Angeles, nc.  
 Messner, Johnny: (McAlpin) NYC, h.  
 Mchr, Bob: (Old Country Club) Phoenix, Ariz., nc.  
 Musso, Vito: (Villa Venice) Los Angeles, nc.  
 Myles, Lee: (Park Central) NYC, h.

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

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

- P**  
 Pablo, Don: (Reid's Casino) Niles, Mich., nc.  
 Palmer, William: (Place Elegante) NYC, nc.  
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
 Panchita: (Versailles) NYC, nc.  
 Pearson, Fran: (Desert Roundup) Spokane, Wash., nc.  
 Pedro, Don: (Graemere) Chi, h.

- R**  
 Pendarvis, Paul: (Palace) San Francisco, b.  
 Pett, Emile: (Savoy-Plaza) NYC, h.  
 Peyton, Jimmy: (Plaza) Pittsburgh, re.  
 Plemonte, Vic: (Warwick) NYC, h.  
 Pirro, Vincent: (Riviera) Fort Lee, N. J., nc.  
 Pooley, Bob: (Hampton Beach Casino) Hampton Beach, N. H., b.  
 Press, Jack Arnold: (Berkeley Carteret) Asbury Park, N. J., h.

- R**  
 Ravazza, Carl: (Junction Inn) Santa Cruz, Calif., nc.  
 Redman, Don: (Surfside) Long Beach, L. I., nc.  
 Renard, Jacques: (Westminster) Boston, h.  
 Reyes, Chica: (Continental) Detroit, nc.  
 Reynolds, Tommy: (Reade's Casino) Asbury Park, N. J., nc.  
 Riley, Luke: (The Crest) Greensburg, Pa., ro.  
 Rines, Joe: (St. Regis) NYC, h.  
 Rohde, Karl: (Frolics) Salisbury Beach, Mass., nc.  
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.  
 Russell, Buddy: (Fontenelle) Omaha, h.

- S**  
 Sabin, Paul: (Syracuse) Syracuse, N. Y., h.  
 Saille, Lou: (Beverly Wilshire) Beverly Hills, Calif., h.  
 Salisbury, Frank, & His Singing Band: (Wilds) Sault Ste. Marie, Mich., nc.  
 Sapienza, George: (Silver Grill) Buffalo, nc.  
 Schell, Sandy: (Steeplechase Park) Coney Island, N. Y., b.  
 Schillinger, Willard: (Tennis Club) Buck Hill Falls, Pa., cc.  
 Siegel, Irving: (Marshfield) Wis.  
 Smith, Joseph C.: (La Rue) NYC, nc.  
 Smith, Buster: (Antlers) Kansas City, nc.  
 Smith, Lew: (Club Chez Ernest) Three Rivers, Que., Can., nc.  
 Smith, Jimmy: (Royal Pines) Lake George, N. Y., ro.  
 Smith, Stuff: (Merry-Go-Round) Newark, N. J., nc.  
 Snyder, Billy: (Lookout House) Covington, Ky., nc.  
 Southern Gentlemen Orch.: (Roof Garden) Arnold's Park, Ia.  
 Sparr, Paul: (Versailles) NYC, nc.  
 Steel, Leonard: (Ft. Shelby) Detroit, h.  
 Sudy, Joseph: (Rio Del Mar) Del Monte, Calif., cc.

- T**  
 Tatro, Bill: (Bridgway) Springfield, Mass., h.  
 Thies, Henry: (Webster Hall) Detroit, h.  
 Three Commanders: (Catsina) Champaign, Ill., c.  
 Tofté, Norman: (El Chico) Binghamton, N. Y., nc.  
 Tucker, Tommy: (Kennywood) Pittsburgh, p.

- V**  
 Versatilians, The: (Abraham Lincoln) Springfield, Ill., h.  
 Vouzen, Nick: (Coq Rouge) NYC, nc.  
 Voorheis, Byron: (Belvidere) Sault Ste. Marie, Mich.  
 Vorden, Vivian: (Twin Mountain Inn) San Antonio, ro.
- W**  
 Wardlaw, Jack: (Pier) Folly Beach, Charleston, S. C.  
 Watkins, Sammy: (Hollenden) Cleveland, h.  
 Webster, Ralph: (Forest Park Highlands) St. Louis, b.  
 Weems, Ted: (Catalina Island) Catalina Island, Calif., nc.  
 Weldon: (Armando's) NYC, nc.  
 Welk, Lawrence: (Club Greyhound) Louisville, nc.  
 Widmer, Bus: (Arcadia) Montrose, Colo., b.  
 Williams, Lee: (Faust) Rockford, Ill., h.  
 Williams, Sandy: (International Casino) NYC, nc.  
 Wilson, Arden: (Oglebay Park) Wheeling, W. Va., p.  
 Winegar, Frank: (Hulett's) Lake George, N. Y., h.  
 Wolfe, Paul: (Lookout Mt.) Chattanooga, Tenn., h.  
 Worth, Roy: (Lincoln Terrace) Pittsburgh, ro.  
 Wright, Phil: (Newton Inn) Elmira, N. Y., nc.

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

# AFM BRUSHING NAPA ASIDE

## CBS Record Buy Hits a Snag in Maze of Corps.

NEW YORK, Aug. 20.—It's hot again, cold again in Columbia Broadcasting Co. taking over American Record Corp. (Brunswick, Vocalion and Columbia record labels.) And unless Herb Yates, ARC prexy, can disentangle the auditors from the maze of interlocking corporations that makes for the recording company set-up, it is doubtful whether CBS will take up its option to buy. Columbia has had its auditors checking over the ARC books for the past week. And the more they explore, the deeper the maze. Yates is due in New York on Tuesday (23) at which time it is expected he will explain the too-complicated corporation.

If Yates can clear up the books to the satisfaction of the auditors, final signing stage will be set upon the return of Bill Paley, CBS prexy, from Europe next week.

CBS is more anxious than ever to take over the recording company, but wants to be sure of its footing. In fact, Columbia has already designated a musical director head for the waxworks if and when. Call will go to Raymond Scott, recently added to the studio's conductor's staff. Apart from the fact that Scott has been primarily associated with his quintet, he is quite a hand at sound engineering, operating his own off-the-air recording company, Universal Record Co.

## KC Kids Big for BG; Still Tops Par Poll

KANSAS CITY, Mo., Aug. 20.—Take it from the moppets who follow the bands in Kansas City—Benny Goodman is still kingpin as far as they are concerned. That was revealed today when *The Journal-Post* announced results of a poll conducted by columnist Dave Dexter among the high school and college boys and belles. Goodman's polling was five times as popular as the next, Tommy Dorsey. Glen Gray, Duke Ellington, Count Basie, Andy Kirk, Norvo-Bailey, Hal Kemp, Kay Kyser and Guy Lombardo followed in that order.

It's the third consecutive year that BG has copped the Dexter competitiveness and all the more amazing because his band played only a single one-nighter here, and that was almost a year ago during an infantile paralysis epidemic that kept plenty of juve shagsters at home.

NEW YORK, Aug. 20.—Going into the fifth month of voting, Benny Goodman still leads the field in the Paramount Theater band popularity poll with 16,380 points. Tommy Dorsey sticks close to his heels with 14,600. Top 10 includes Sammy Kaye with 11,290; 10,910 for Guy Lombardo; Kay Kyser, 9,060; Gene Krupa, 8,750; Eddy Duchin, 8,440; Hal Kemp, 8,410; Larry Clinton, 7,860; Phil Spitalny, 7,100.

## Denny Back With MCA

CHICAGO, Aug. 22.—Jack Denny and orchestra parted company with Consolidated Radio Artists over the weekend and rejoined the managerial wings of Music Corp. of America. Denny has been with CRA for a year and a half after a seven-year stretch with MCA. Outfit moves to the Peabody Hotel, Memphis, opening Sunday.

YANK LAWSON and Charlie Spivak, trumpeters late of Bob Crosby's band, joined Tommy Dorsey and not his brother Jimmy as reported in a previous issue. Tommy has also added trombonist Moe Zudicoff, late of Eddy Duchin's crew. Band is at Eastwood Gardens, Detroit, this week and then one-nights it east, opening September 28 at Paramount Theater, New York, prior to his Hotel New Yorker location.

## Mother Juice Rhymes

NEW YORK, Aug. 20.—The music writing, interpreting and appreciating fraternities seem to be going thru an advanced state of second childhood, judging from the number of nursery rhymes being resurrected, polished off and peddled as the very latest swingo.

Flood of bassinet jingles started with A Tisket, A Tasket, dressed up by Ella Fitzgerald and Al Feldman and pushed into favor by Ella's recording platter. Close on its heels comes a Tommy Dorsey disk with Edythe Wright warbling *Stop Beating Round the Mulberry Bush*, authored by Bickley Reichner and Clay Boland, and getting the new pub firm of Bregman, Vocco and Conn off to a flying start. Woody Herman harnesses the hussahs on his band touring with his own adaptation of *One, Two, Three, O'Leary*. And adding to the cradle folklore, songsmithy Chick Kardale placed his *Rain, Rain, Go Away* with Mills Music.

That ought to be enough to start sumpin.

## Only 4C, But Breaks Spell With Rita Rio

YOUNGSTOWN, O., Aug. 20.—As the season goes into its last stretch, Charles Diebel finds that grosses for his Idora Park Ballroom are 50 per cent under last season. In spite of the high caliber of bands booked, biz has been the poorest the park pavilion has experienced in many years. From early May, Music Corp. of America and Frederick Bros. Music Corp. have played mid-bracket bands and better for week and fortnight stands. But none have caught on, despite the heavy newspaper and radio exploitation given the ballroom.

"It is unbelievable that band attractions have had so little appeal to dancers of the Youngstown district, who in former years responded wholeheartedly to our attractions," Diebel said. "The practice of private organizations, groups and clubs bringing in name bands for sponsored dances thruout the spring season, demanding never under \$1 a person admission, may have had a tendency to lessen interest in summer orchestra appeal."

After exhausting every medium to restore the ballroom to its former pace and to overcome the consistent losses, Diebel decided to play bands of his own liking and not those pushed by the booking agencies. As a result, his first summer's break came last Saturday when he brought in Rita Rio for a week's stand. Opening night gave the pavilion its biggest crowd, with about 1,000 dancers at 40 cents per. The \$400 take was the best in weeks. And interest manifest in the all-fem band indicates that Miss Rio may break the spell for Diebel.

## Hall Heavily for B.-O. With \$1,830 and \$1,570

GREENSBORO, N. C., Aug. 20.—George Hall didn't find the heat waves any draw on his drawing at the Paramount Theater last Monday as the day's extra-added attraction. Playing five shows Hall grossed \$1,570 for the day's total receipts, bettering the pulls of both Fred Waring and Paul Whiteman on early summer days. Hall made his share good for \$706.

Band came here from Jacksonville, Fla., where two days previous his take was \$1,100 for the night's dancing, gate totalling \$1,830.

## Harris Hits a High 17C

COLUMBUS, O., Aug. 20.—Phil Harris, playing Valley Dale Ballroom last Sunday, gave this widely known Central Ohio dancer one of its best nights of the current season. Attracting more than 3,000 dancers at 55 cents per, managing director Lou Peppe had a \$1,700 night. Harris scored heavily personally with the crowd, as did his warbler, Ruth Robin. It was the band's only date in Central Ohio.

## Fed Law Sought To Establish Property Right in Recordings

Seen as withdrawal of moral and financial support to NAPA—society aimed to become licensing agent for recording bands—incurred Weber's displeasure

NEW YORK, Aug. 20.—American Federation of Musicians is mapping plans to lobby for the establishment of property rights for musicians in recordings as law when Congress meets next fall. Attempt to protect legally the interpretative creations of its members was undertaken more than a year ago by the AFM when approval and support was given to the National Association of Performing Artists. New move, however, has the Federation proceeding on its own, with prexy Joe Weber aiming for federal legislation to establish definitely a musician's right to his interpretative efforts in the same way a composer's right to his written work is protected by copyright.

## Lunceford Brings In Record Crowd of 978

ROTON POINT, Conn., Aug. 20.—Jimmy Lunceford set a new attendance high at Roton Point Park pavilion last Sunday in attracting 978 dancers to the ticket window. Previous mark for this season was set by George Hall with 655, just topping Sammy Kaye's 642 and Glen Gray with a 546 turn-out. Admission price varied for the Sunday night stands this year, 99 cents asked for Kaye making a \$636 gate and Gray for a \$541 take; Hall hit \$491 at 75 cents per, and 55 cents for Lunceford made for a \$538 night.

Scale was lowered as season wore on to hype the dismal biz, pavilion experiencing its worst summer in seasons. Indicative of the extent to which grosses have fallen off is the fact that last season Kay set the high mark with 1,600 paid admissions, about 1,000 more than he drew this semester. Leo Miller, manager, blames the drop on weather and local industrial conditions, as well as the fact that regular patrons of the old school have been driven away due to the violence of modern shagging and big appleing. Claims also that new crop of dancers is attracted only by their faves, staying away unless a band to their personal likes is on the stand.

## Heidt Cracks Westwood With a 32-C Night

DEARBORN, Mich., Aug. 20.—Horace Heidt has not only become the first band in the 10 years history of Westwood Symphony Gardens to linger for more than two weeks but has also shattered the record established by Phil Spitalny, who had hit a top gate with 4,200 dancers for \$2,310 on a single night.

Bands are booked for fortnight stands only but Heidt's August 11 closing was pushed back to the 21 because of his individual evening and weekly grosses. Second night of his stand here, a Saturday, Heidt rung the loudest bell when 5,900 dancers paid 55 cents per to give the gate \$3,245. Management considers it phenomenal in view of industrial conditions in the Detroit area.

Heidt came here from a split theater week, hitting \$8,000 at the Palace in Akron, O., for four days, and \$7,200 in three days at the Palace, Youngstown, O.

## Red Norvo Hot With \$550

CANTON, O., Aug. 20.—Tho the temperature hit around 90 to make it one of the hottest evenings of the year, Red Norvo and Mildred Bailey attracted 1,000 dancers to Moonlight Ballroom last Sunday night. Band had played this territory several weeks ago, but this was its first stand locally. Admish was 55 cents per, making a \$550 gate. Carl Sinclair, managing director of the dance-orium, said the attraction was one of the best he has played in recent weeks and the dancers were loud in praise for the band and especially for la Bailey.

This indicates that the NAPA may be left holding the proverbial bag. Endeavor on the part of the organization to achieve some sort of statutory recognition of property rights of performers thru constant litigation would result, the NAPA hoped, in its becoming a licensing agent for recording maestri.

AFM pledged \$10,000 to the NAPA, but the latter incurred Weber's displeasure several months ago in offering James C. Petrillo \$100,000 a year as its leader.

Receiving subsidy from the musicians' union and then offering one of the latter's members a fabulous salary proved embarrassing to the AFM and was a contributing factor in the recent flare-up between Weber and Petrillo. Federation's taking up the cudgel now in the property rights matter indicates that the NAPA may be pushed right out of that picture.

Intangibility of musicians' work is one of the main headaches confronting the AFM in its attempt to secure property rights on records for its members. The basic copyright law cannot be invoked inasmuch as a phonograph disk is not written, cannot be read and in itself, therefore, is not copyrightable. Union will base its plea on the contention that while the actual physical aspect of the record itself may not be subject to copyright, what it contains when put to its intended use is. And since the contents represent individual creative work, legal protection should be given the creators in the collection of royalties for the performance for profit of their work.

Federation hoped to invoke the "common law" right, but the late United States Supreme Court Justice Brandeis ruled that there is no Federal common law. This rather upset the apple cart and the union is now studying the maze of legal angles and technicalities before embarking on a definite course of action.

First judicial recognition in this country of the performer's common law right of property in his performance was the decision handed down by the Pennsylvania Supreme Court three years ago in the Fred Waring-WDAS suit. Court restrained station from broadcasting his records and made the interesting point that a musical composition is in itself incomplete and that it is the performer who must consummate the work by transforming it into sound, and by so doing he participates in the creation of a product in which he is entitled to a right of property.

## O'Hare Husking Again

CHICAGO, Aug. 20.—After a brief experience as a night club operator, Husk O'Hare has given up the Coconut Grove spot and returns to orkdom. O'Hare has signed with Nick Troilo, of the Troilo Theatrical Enterprises, Philadelphia, to be submitted and booked by that office.

ARTIE SHAW continues his touring on Eastern shores the 26th, starting at Club Fordham Pavilion, Budd Lake, N. J.; Beach Point Casino, Mamaroneck, N. J.; Canadarago Park, Richfield Springs, N. Y.; Waldameer Park, Erie, Pa.; Maple View Ballroom, Washington, Mass., bringing him into New York the 31st for *The Daily News* Harvest Moon Ball at Madison Square Garden.

# Hitch Your Wagon To a---Style

By SHEP FIELDS

**D**URING my recent engagement at Eastwood Gardens in Detroit for Henry Wagner and Max Kerner, a young man came over to the band stand and introduced himself as the son of a famous orchestra leader. He asked if I would be good enough to give him a few minutes of my time so that he could get a bit of advice. He impressed me as a serious and intelligent lad, so I invited him to have lunch with me the next day.



Shep Fields

I had a fairly good idea what the conversation was going to be about. He said, "Mr. Fields, I've been studying music for the past 15 years. Recently I organized my own band. I'm not using my father's name, because I don't want people to feel that I am trying to cash in on dad's reputation. That is why I am here—to ask if you would give me some advice regarding the formation of my band and what to do with it."

The young fellow's questions were not new. Every band leader in America gets letters and personal calls from young hopefuls who want advice and guidance. Somewhere is those letters and their writers are the men who will be the leaders of the important name bands of tomorrow.

My advice to him was the same as it has been in reply to letters I've been getting for the past few years. "Get yourself a new style, if possible. Don't think that just because a band leader succeeded and became important with a certain style, your copying that style is going to make you important. It will only serve to establish you as a carbon copy of the original. Be prepared to starve for a couple of years. Every important leader in the business today underwent a long period of hard times and discouragement before he clicked. Don't ever be completely satisfied with your band. Don't ever get the feeling that you've got a pretty good band and you don't have to work any more. Always try to improve and enlarge the scope of your band's activities."

It was advice based upon years of hardship and struggle before I achieved a degree of success with "Rippling Rhythm."

## The Society Orchestra

It was only a few years back that I was undergoing the same worries and trials that were evidently puzzling the young man who came to me for advice. I directed a "Society Orchestra," and while I made a comfortable living at it I kept wondering what I could do to get into the upper brackets. The term "Society Orchestra," except in the isolated instances of Meyer Davis, Ruby Newman, Al Donohue and a few others, means that you are strictly a scale band and nothing more. If you have the right "connections" and know a few social secretaries pretty well you'll always get along. At best, however, it is only a comfortable living. Your band is the same as dozens of others—soft, unobtrusive and completely lacking in originality or style.

The one word, STYLE, spelled in capital letters because of its great importance, is what determines the difference

between a run-of-the-mill band and an orchestra that is headed for the heights. Style, in the form of "Rippling Rhythm," is what enabled me to get out of the "Society Orchestra" class into the upper brackets. Style made everything possible for me today.

The story of "Rippling Rhythm" is not new. Its discovery in a chocolate soda, its eventual development and the way it was picked up by the country have all been written about. But it cannot be questioned that the important thing in band endeavor today is style. If the radio listener can tune your band in during the middle of your broadcast and say immediately, "That's Shep Fields and his Rippling Rhythm," then you've got something.

## The Other Stylists

Let us look over the band field. Consider the fellows who are leaders in various popularity polls and who are making huge sums of money for themselves each year. Guy Lombardo started with a style many years ago. He still has it. Year in and year out Lombardo is up among the leaders, both from the standpoints of popularity and earnings. Consider the bands that have come to the top in recent years. Benny Good-

man is a sterling example of what style can do for you. For a year or two Benny kicked around, playing pretty much as the rest of the boys do. One night, at the Palomar in California, Benny and the boys decided to have their own "jam session," and from that time on a new style was born and a new band leader reached for the heights in popularity.

Tommy Dorsey fashioned his style around his trombone. Tommy is one of the greatest exponents of this instrument in the world. He did this and that for a year or two—both with his brother as the Dorsey Brothers' Orchestra and on his own when they went their separate ways—until the public suddenly realized that Tommy had a new style—and he was made. Kay Kyser's song-title singing is another style stamped with individuality.

## Make Constant Changes

It cannot be questioned, then, that style is the thing. You just can't be an "all-round" band. True, you can play every type of music, but it has to be adapted to your individual style and interpretation. Yet there is also a danger to style that cannot be overlooked. It is this business of saying to yourself, "I've got a style—now I'll stick with it and be satisfied." That's all wrong. The best proof of it can be found in the fact that in the past 10 years Guy Lombardo has been making constant changes in his band. Of course, he always retained the original Lombardo style, but he would add or change instruments. The Lombardo of six or seven years ago used practically no brass—only one trumpet, if I remember correctly. Today there is plenty of brass instrumentation in the Lombardo Band—unobtrusive, it is true, but there nevertheless. There's even a melophone. So Guy, you understand, has made these constant and subtle

changes without ever once sacrificing the basic style of the band.

Kyser is another who has followed suit. The trumpet slurs, bass rolls and other items that Kyser first used have been discarded in favor of something new when he felt they had outlived their usefulness. You have to do that to keep up with the times.

At present I am making changes. While "Rippling Rhythm" will be the same basically, there will be touches and instrumentation and variation in arrangement which I hope will make the band sound constantly new and fresh.

Getting a new style is no easy thing. I know a couple of boys with pretty good bands who would give half of their earnings for the next 10 years—or the rest of their lives, for that matter—to anyone who would come to them with a new style.

Competition in the band business is pretty tough. I don't know how many bands there are, but the figure must be way up in the thousands. All of them are pointing their efforts at the top. The ones who will get there are those that have something new—completely new, not a switch of what someone else is doing.

Then, too, there is the danger of getting a style that is too involved for public consumption. That is also a grave danger to avoid. Your style must be simple and distinctive enough for the average person to understand and appreciate without any difficulty.

"Hitch your wagon to a style" is no idle phrase. It is the only way a band can get recognition today. It makes no difference if you hire the finest musicians in the business and spend huge sums for arrangements—if those arrangements aren't so completely different from the next fellow's as to be yours and yours alone.

## Music Has Its Cycles

No, I don't think swing music is anything to be worried about. Music, like everything else, has its cycles, which usually run in three-year periods, and swing simply happens to be the order of the day in popular music. A lot of the pieces that were being played 20 years ago are being dusted off and brought out as something new. If we eliminate the improvisations we find the same old melodies underneath.

It's true, modern jazz has become more technical than it used to be, but it's still jazz. One year the public wants something ecstatically rhythmic, then in a little while it wants something soft and sweet.

I like swing, I like to get into the mood now and then, but I don't want a whole evening of it. One thing about modern music of the past few years is that it has not brought out many numbers of an enduring character. Music to have any lasting qualities must not only arouse the rhythmic emotions, it must produce a definite mental reaction.

## Scott's Compositions

Raymond Scott's compositions, which I have the privilege of performing first, personify the type of advance swing style that will be the popular jazz music of the future. Scott, in my estimation, rates among the most progressive and significant of modern composers. He can perform the rare feat of writing music for the intelligentsia as well as the jitterbugs—the kind that gets into hearts along with the feet. Scott writes the type of music I like; that is, devoid of unnecessary notes and each piece being a distinct entity. I regard his *Toy Trumpet* as a perfect little symphony.

And while I'm still on the theme of composing and creative work, may I say that I'd like to see more tomes with the modern tone of *Young Man With a Horn* written by Dorothy Baker around the life of a swing trumpeter, and, incidentally, inspired by the music of one of my greatest men, Bix Beiderbecke. It is a book that vibrates from cover to cover.

*The Big Apple*, which shook the main stems everywhere, seems to have gone (See GOING GREAT on page 30)

# Going Great Guns!

By PAUL WHITEMAN

**D**URING my recent expedition below the Mason and Dixon line there was one very amusing incident which I can't help but retell:

A State trooper, who had no knowledge of swing slang, came near fumigating the automobile of my Modernaires Quartet. Stopped at a Japanese beetle quarantine inspection station along the road, the boys were asked if they had any insect-bearing plants in the car. "No," said one of the singers, "but we sure do have a lot of jitterbugs in here."

"Well, pull over," ordered the officer, "we'll have to fumigate the car." It took a lot of explaining to convince the law and order that a jitterbug was just a swing cat, who in turn was a harmless sort of creature when away from an instrument.

While down there I came across an old colored musician who could do things with the blues and jazz that were almost inconceivable. "Is there a difference," I asked, "between jazz and the blues?" "They sho' is," he said with the utmost solemnity, "jazz is jazz and blues is blues."

I have been asked by many people recently how soon I thought swing would die. But few have asked me what I consider to be a much more important question: Just what form will swing take if it lives?

The jazz of the future, in my opinion, will not tend toward the symphonic but toward the old blues form. The blues was jazz's original mold. And it is a mold to which jazz, after its years of experimental peckin' and Suzy-Q-in, will again return.

The first signs of the blues' return are visible in "secret" jam sessions. Just pop into a high-class jam session when the boys think nobody's listening. They won't be improvising fast *Tiger Rags* or *Dinahs*.

## Jammin' the Blues

The faster the tune the less appeal it has for them. The real swing men will be playing the blues. Blues offer the best framework for improvisations. Blues are slow. The improviser has time to think of what he's going to play. In a fast number it is almost impossible for a person to think of an interesting idea and immediately execute it with the necessary speed. That's why jazz is sometimes accused of being wild and lacking in thought. Fast improvisation is necessarily technique without thought.

In the slow blues, however, a musician has time to anticipate what's to follow and to elaborate on what has gone before. His improvisations will not only be more interesting because of the time he has to think, but they will sound more brilliant because he can play his figures twice as fast as the actual rhythm.

This doubling up, as it is called, is much more effective than fast playing just to keep up with rapid rhythm. Probably even more important for the permanence of the blues is the real sincerity and emotion that went into their original lyrics and melodies.

In the long run it will be the most sincere and most nostalgic form of American music that will endure. That does not mean that all our writing in the blues history of the future will have to be done down on the cotton fields.

It should not be forgotten that Irving Berlin once wrote the *Schoolhouse Blues*, Jerome Kern penned the *Left All Alone Again Blues* and George Gershwin composed the *I've Got the You Don't Know the Half of It, Dearie, Blues*.



Paul Whiteman

# The Reviewing Stand

## Jimmy Dorsey

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

SINCE Jimmy parted company with Sfrere Tommy in May, 1935, taking the original Dorsey Brothers outfit with him, he has been scaling the heights unseen. Not enjoying the popularity rating showered on his brother (perhaps the name similarity was a conflicting factor) Jimmy Dorsey today is deserving of a bigger and better standing among the orchestral stars.

Current stand at the swank Bon Air gives the sax artist and his group a chance to bring out all of their versatility, which is their chief stock-in-trade. If it's swing the customers want, this Dorsey boy has it with a loose and free style, but at the same time with a modicum of restraint which keeps within the bounds of good rhythmic dance music. In one long leap and without drawing a breath, the band switches to a sweet tune as easily as the man on the historic trapeze. And Jimmy's sweet stuff tingles the fibres of the feet as readily as the swing arrangements.

Of the five-way brass, four sax and four rhythm departments, latter cops the attention for dishing out a low and subtle rhythmic beat which gives a strong undercurrent to the band's repertoire. Particularly outstanding is the showmanly swishing of Ray McKinley at the drums.

Dorsey himself is plenty diligent on both sax and clarinet. And without the usual facial calisthenics, goes far in his unassuming way to blow distinctive note-formulas. He doesn't display much showmanship as a front man, but continues to win friends in his quiet, unassuming way.

Bob Eberle and a recently acquired local radio light, Lee Leighton, hold up the vocal end. Miss Leighton has not found the mood of the ork as yet, but Eberle's piping is potent on the straight and sweet side. Band's library gives all dance music-lovers an equal break.

Humphrey.

## Joe Marsala and His Chicagoans

(Reviewed at the Hickory House, New York)

AFTER an eight-week respite Joe Marsala returns to this 52nd Street boite for a second year with his "Chicago" brand of barielhousing, which is primarily hymnals to a hot hurdy-gurdy played with reckless abandon and at traffic-stopping tempo. Pivoted around his clarinet acrobatics is a hot horned tenor sax and trumpet with a rhythmic foundation in drums, piano and bass, the latter (Artie Shapiro), one of the best pickers in the biz. And it all gets a polished coating in the harp embellishments of Adele Girard, a looker, who also adds vocal fol-re-dols on pops that are easy to take.

While this house has been geared on jam and both tiplers and tootlers dote on the swingaree, Marsala smartly aims and achieves maximum audience appeal by spacing the stomperooos at relatively distant intervals. But rather than lapses there are smooth-styled syncos for the current tune wave in slower tempos to give Miss Girard a chance to scintillate with harp passages. And when they do hit into the beat-up opuses, mostly standards and originals, it's altogether delicious for the boys and their worshippers.

No matter what the compo, there is a marked enthusiasm in their playing that is conveyed to the listener. In fact, it's only listening here, no floor space provided or desired for dancing. And it is their high degree of intimacy that makes the music endearing.

Musical formula is fashioned strictly for these confines, but a nucleus is there for a big band. The combination of Marsala and Miss Girard have enough on the ball, showmanly and musically, to make it both creditable and profitable.

Orodenker.

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# Orchestra Notes

By M. H. ORODENKER

### Platter Personals

IN A PREVIOUS pillar we opined that things are not the same for GUY LOMBARDO at the Victor waxworks since SAMMY KAYE joined the label . . . and now things will never be the same. . . . Guy signed a five-year contract to record for Decca upon the expiration of his Victor binder this fall . . . and Victor came mighty close to a clash with BENNY GOODMAN when ARTIE SHAW switched to their side with the result that Shaw gets stuck on the Bluebird label.

### Band Briefs

Sorry to report that the WILL HUDSON band had to disband . . . Will's health hasn't been the best and he'll be hiding at Lake George, N. Y., for the next few months for a well-earned rest, his first in five years . . . four of the boys are joining up with LARRY CLINTON. . . . RAYMOND SCOTT has strained relations with Mills Artists, seeking a release to go with Music Corp. of America . . . with JIMMIE LUNCEFORD and PAUL MARTELL under wing, HAROLD OXLEY adds ACE HARRIS and his Sunset Royal Entertainers to his personal management listings. . . . JIMMY LIVINGSTON is a new addition to the MCA roster on bowing out Labor Day at Murray's, Tuckahoe, N. Y. . . . LEE SHELEY takes over the stand, debuting his new band prior to opening at Broadway's Hollywood Cafe later in the month . . . combo is styled to the shuffle rhythm and has the TANNER SISTERS for the tonsiling.

### Coast Clippings

REG MARSHALL succeeds ED FISHMAN as one-night booker for Rockwell-O'Keefe on the West Coast. . . . Fishman arrives in New York next week to start the band booking department for William Morris agency . . . it's been eight years since TED WEEMS synopated on these shores, last appearing in 1930 at Hollywood's Roosevelt Hotel . . . and it was quite a turn-out for his return last week at the Catalina Island Casino, where he lingers until mid-September . . . opening night set a season's record, with 3,641 dancers on hand . . . the booking is still in the making to bring RUDY VALLEE to Los Angeles this fall, either at Topsy's or the Coconut Grove. . . . LOUIE ARMSTRONG arrives at the Warner lots this week to share honors with DICK POWELL in *Going Places* pic . . . band remains behind but will continue working with LUIS RUSSELL taking over. . . . JOE SUDY follows the KING'S JESTERS at Sir Francis Drake Hotel, San Francisco, September 15, the Jesters jumping to Detroit, opening the 20th at the Commodore Club.

### Chicago Chat

JACKIE HELLER gets the call to follow MARVIN FREDERICK at Stevens House September 9. . . . BUDDY ROGERS the follow for FRANKIE MASTERS at College Inn September 15, and following day finds LANG THOMPSON taking over at Bon Air Country Club, JIMMY DORSEY bowing out for Far West touring that takes in the September 26 week at Corn Palace, Mitchell, S. D. . . . mid-September brings LOU BREESE back to the Chez Paree. . . . BILLY KELB has a Labor Day wind-up at Navy Pier Ballroom. . . . RITA RIO plays the Aragon September 17, and the Trianon the following night, at which time she will introduce the "Look" dance-step, a promotional tie-up between the band and that pic mag.

### Broadway Bits

LITTLE JACK LITTLE goes into the International Casino Labor Day . . . RYM BOYCE, formerly Paul Whiteman's Rhythm Boys and now a full-grown ork, leave the Casino to take in the De Witt Hotel circuit, starting September 15 at Nell House, Columbus, O., then to Cleveland for Hollenden Hotel, and later in the season to Albany, N. Y., for De Witt Hotel. . . . PAUL KAIN gets the call for Rainbow Grill, replacing Ben Cutler September 6 . . . TED LEWIS hits the stem again this week at Billy Rose's Casa Manana. . . . September 1 closing for MITCHELL AYRES at Village Barn has been delayed to January 1. . . . EDDY

ROGERS back on Broadway after a Norfolk, Va., vacation . . . whipping his band into shape again for the August 28 week at Enna Jettick Park, Auburn, N. Y. . . . HAROLD NAGEL remains at Hotel Pierre, augmenting his band for the winter season. . . . No bands set as yet to follow BLUE BARRON at Hotel Edison, with the possibility that GRAY GORDON will get the call to introduce his tick-tock tempos here . . . in any event, Consolidated Radio Artists will use the stand as a builder-upper for one of its promising lesser-knowns.

### Southern Swing

Without any fuss or fanfare, GEORGE WALKER has the MCA office in Atlanta operating in full swing. . . . TED WIEGAND, formerly a Meyer Davis unit and now on its own under management of Paul Moldenhauer, wind up Labor Day at Green Park Hotel, Blowing Rock, N. C. . . . hotel reports that Ted's drawing was top drawer. . . . GRANT WOOD draws out a one-weeker at Maryland Club Gardens, Washington, to four, closing Labor Day . . . coming in for a one-nighter early in the month at Folly Beach, Charleston, S. C., JACK WARDLAW hangs on 'til Labor Day. . . . WOODY HERMAN starts an indef stay September 6 at Edgewater Gulf Hotel, Gulfport, Miss. . . . DON BESTOR has apparently patched with CRA, set by the office to do the opening honors, September 15 and 16, for the new dining salon at Roanoke Hotel, Roanoke, Va. . . . CLYDE MCOY opened a four-weeker at Beverly Hills Country Club, Newport, Ky. . . . REID ELROD locates at Hotel Dempsey, Macon, Ga.;

### Western Wing

MOONLITE GARDENS at Cincinnati's Coney Island has RAY PEARL to follow NOBLE SISSLE's current week. . . . Lakeside Park, Denver, formerly buying from MCA, goes to R-O'K for RAMONA, opening this week and remains 'til September 11. . . . BENNY GOODMAN hitting the Western stands, playing ballrooms, fairs and theaters, including a fortnight at Chicago Theater in that city, starting September 2 . . . in addition to Goodman, Michigan tate Fair, Detroit, starting the 27th and running 'til September 16, will have Rudy Vallee, Guy Lombardo, Kay Kyser and Buddy Rogers. . . . FRENCHY GRAFFOLIER at Oak Casino, Winona, Minn., severs his booking connection with Frederick Bros. Music Corp., turning the managerial duties over to J. D. Teege. . . . The CAMPBELLS doing right well into their third month of strollerizing at McGuire's, Champaign, Ill.

### Eastern Edges

Following his current week at Steel Pier, Atlantic City, GENE KRUPA jumps to New England for a week at the Shribman ballrooms. . . . ARTHUR REVEL opens mid-September at Du Pont Hotel, Wilmington, Del. . . . RUDY BUNDY, now with a CRA banner, landed the New Penn, Pittsburgh, opening October 1. . . . BILL HONEY concluded a 15-week run at Benny the Bum's, Philadelphia, nitery shuttering until the fall. . . . RONNIE ROMMEL takes to touring, having closed at Roger Smith Hotel, Holyoke, Mass. . . . JULES HONES, managing director of Ausable Chasm (N. Y.) Hotel, advises that the COQUETTES, all-fem band, are a decided click for his hospice.

### Notes Off the Cuff

BILTMORE BOYS vacash for a couple weeks, returning Labor Day to La Salle Hotel, Chicago, to unshutter the Blue Fountain Room. . . . Bill Starr and Ed Reid report DON PABLO a decided click for them at Reid's Casino on Barron Lake, Niles, Mich. . . . Don lingers 'til September 9 and then takes to touring, possibly with a CRA banner at that time. . . . VINCENT LOPEZ returns to Casa Manana, New York, mid-September and lingers to New Year's Day. . . . GEORGE HAMILTON opens the first of the month at Schroeder Hotel, Milwaukee, with EDDIE VARZOS taking over September 26 . . . and so we send our cuffs to the cleaners.

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LINCOLN, Neb., Aug. 20.—Altho most money spenders are putting away for the nearing State fair, Dick Jurgens grossed a very, very neat \$700 at the Turnpike Casino Wednesday (17). Noble Sissle, who preceded him (13) hit the better side of the books to the tune of \$500. King's Ballroom lapped up \$250 on Maurie Sherman last Thursday. King's still clicking on the Capital Beach grounds, low prices going well with the youngsters despite the fact names are few and far between.

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# This Ballroom Business

By WILL H. WITTIG



WILL H. WITTIG

WHEN Kansas City's Pla-Mor Recreation Center was first constructed back in 1927 by Paul M. Fogel and a group of Kansas City associates there were countless persons who expressed grave doubts that the huge structure could be operated successfully in a city of little more than 410,000 population.

To my knowledge, nothing like it had been built before, nor has anything comparable been constructed since. But Mr. Fogel, efficient and aggressive as he is, went to work on the opening night and stuck with the job down thru the years, making it the most widely discussed amusement enterprise ever launched in Kansas City and at the same time certainly one of the most successful.

The Pla-Mor houses not only a ballroom which cost \$500,000, but also a large indoor swimming pool, an outdoor baseball park, gigantic rooms equipped with bowling alleys and billiard tables, a sand beach for bathers and a reversible ice skating and roller rink, thus providing for a year-round sports program embracing virtually all phases of athletics and recreation.

The fact that the undertaking has been successful each year is not news any more, for thousands of persons flock to the big building to take part in its many activities each week of the year. The ballroom, however, offers a story in itself.

Managing a dance room is not a simple task. There are too many factors to be considered to make such a job an easy one. Yet my experience in directing the Pla-Mor Ballroom has been interesting and pleasing, too, I might add, for the coming season finds me waiting impatiently to "get back in harness" again.

## The Pla-Mor

A word about the ballroom before delving into management and other details. It was formally opened in November of 1927. Its floor covers 16,000 square feet and the flooring is set upon 7,800 cushion springs so as to eliminate physical strain on the part of those dancing. Designed in a Spanish motif, every piece of furniture reflects the same idea thruout. From the entrance on Main street, Kansas City's most heavily traveled thoroughfare, the ballroom's spacious checkrooms, foyers, lobby and stairways leading up to the dance floor proper all mirror the Latinesque atmosphere.

The room's ceiling is treated with a specially designed celotex material to improve acoustics. The high windows and the walls also improve sound qualities, for they are draped and tied with velour curtains. The men's and women's restrooms—large, clean and equipped with lounges—likewise are well equipped for the comfort of patrons, and it is our policy to always keep uniformed at-

tendants on hand in the event a dancer becomes ill.

All around the dance floor is a carpeted promenade. Above the floor is a three-terraced balcony where sandwiches and refreshments are served. From the booths and tables on the mezzanine the customers may watch the orchestra and dancers a few feet below. Older patrons, especially, like this idea, for it allows them to watch their favorite musical units in a comfortable setting. Few members of the older generation care to stand in front of a band stand all evening just to see the artists perform as do the high school and college kids, we have found.

## House Band Tiresome

The chief problem of any large ballroom operator, I believe, is whether to use a house band or pursue a policy of changing bands at least once a week. To my way of thinking, the use of a local band night after night tends to become tiresome, even to the operator occasionally injects new life by bringing in a big name unit. Therefore the 1937-'38 season at Pla-Mor was characterized by the consistent hiring of traveling dance bands, some of them nationally famous and others known only in the Kansas City and Middle West area. The practice is one which saw the season end with greater profit than any other at Pla-Mor, so

I booked 35 different orchestras into the Pla-Mor last season and expect to book even more this fall and winter. With the exception of a few private parties and not more than three competitive dances held in the city's new Municipal Auditorium, the Pla-Mor was the only spot where well-known bands could be danced to by Kansas Citians.

For an attraction to be profitable to the operator it should gross, as a minimum, at least double the price paid for it. In the case of the cheaper bands that figure must be much higher.

## The Best Dance Nights

Which is the best night of the week? That undoubtedly varies according to localities, competition and the like. But at Pla-Mor we have found Thursday night to be the best from the box-office standpoint. Thursday is the night we feature our "dance class" when patrons may receive an hour of free instruction in the terpsichorean art before the actual dance gets under way. We use about 100 boys and 75 girls, most of them out of high school and college, as instructors. When the hour is over the regular dance begins. It's a sort of Pla-Mor feature which has attracted wide attention and which commands a large following in the Heart of America City.

Saturday is a good night and the best bet for bringing in big names. Friday

Will H. Wittig is promotional manager for Pla-Mor Amusements, Inc., Kansas City, Mo., in active charge of the ballroom, bowling alleys, billiard rooms, ice palace, swimming pool and outdoor athletic stadium comprising the Pla-Mor amusement center. Lives in Kansas City with his wife and four children and is widely known thruout the Middle West for his success in operating the mighty Pla-Mor Ballroom, largest in that section of the country. Wittig plans to reopen the dansant in September and intends to use at least 40 traveling bands for the coming season. He believes that all booking agencies should be given the chance to supply him with bands rather than having an "exclusive" arrangement with one single office.

chestras are on the stand we reserve the tables. Otherwise they are always available for anyone.

The Pla-Mor is operated strictly as a high-class place of recreation and entertainment. Our prices eliminate a rough crowd. Kansas Citians know the Pla-Mor is a strictly class ballroom and rarely do we experience trouble from undesirable dancers.

## Booking the Bands

The actual booking of bands is no problem for us. We deal directly with the Music Corp. of America, Rockwell-O'Keefe and Consolidated Radio Artists for the big name attractions and with the Frederick Bros.' Agency for lesser known units.

We import a name band at least once a week, usually on Saturday. Sometimes we offer two big names a week, depending, of course, on their availability and price. It is my contention, and purely a private one, that top-notch aggregations should be used often in a ballroom. Prominent orchestras keep the establishment in the eyes of the public.

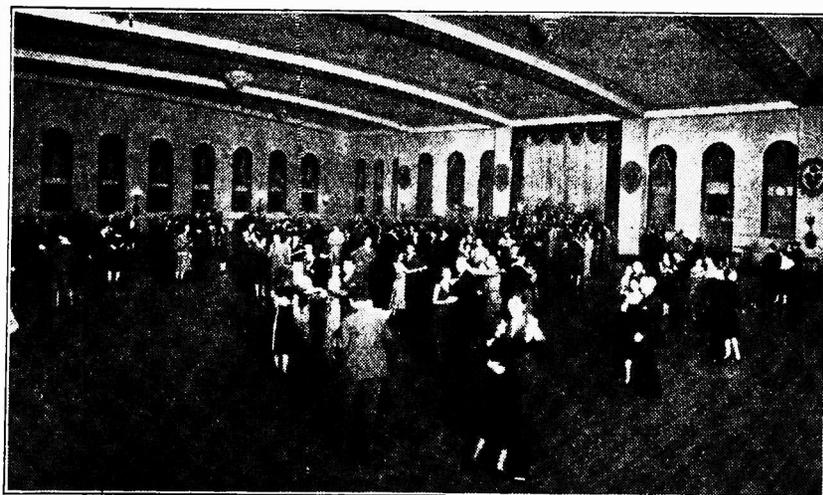
Newspapers are by far the best mediums for exploitation and day-by-day advertising of the ballroom. Both *The Kansas City Journal-Post* and *Star* have done a good job in drawing patronage to the Pla-Mor year after year. We have experimented with radio and other mediums but have come to the conclusion the Kansas City newspapers are more effective for our particular needs.

## Courtesy to Dancers

A factor in ballroom management which sometimes is neglected is courtesy on the part of ballroom employees. Our staff is neatly dressed and well schooled in pleasing each and every person who enters the door. From the checking-room girls to myself Pla-Mor workers are ever anxious to be personally responsible for each customer's enjoying himself. I stand at the stairway leading onto the dance floor every night greeting friends and watching the dancers enter. If there's a complaint I adjust it myself. Certainly a manager must be on hand all the time to see that everyone is well pleased. It is his duty and one which should not be dodged. Moreover, I like it. It's my nature to want to be in the middle of things all the time, making new acquaintances and chumming with old ones.

The location of a ballroom also is important to its success. The Pla-Mor is less than two miles from Kansas City's downtown business district, in a heavily populated neighborhood center and easily accessible by street car, bus, taxi and other forms of transportation.

Convenient space for the parking of motor cars is a prime requisite for all places catering to the public at large. The Pla-Mor is unique in that it offers a plot of ground the size of a square city block not farther than 50 yards from its ballroom entrance. Courteous attendants are on hand to assist with the parking details. Nor do we charge for this service. Persons going out to (See BALLROOM BUSINESS on page 20)



PLA-MOR Ballroom, Kansas City, Mo.

we are convinced the use of different orchestras rather than one local unit is a step in the right direction.

Admission prices? They are a problem, too, but we charge 40 cents a person on week nights and 50 cents on Saturdays, plus tax. Those ante fees are in effect for bands like those directed by Ralph Webster, Wally Stoefler, Ayars LaMarr, Louis Kuhn, Red Blackburn, Cecil Golly, Ray Herbeck, Arlie Simmons, Eldon Jones, Tom Gentry, Little Joe Hart and others of like caliber. For the bigger names, like Jimmie Lunceford, Jan Garter, Casa Loma, Andy Kirk, Count Basie, Mal Hallett and Bob Crosby, all of whom played the Pla-Mor successfully, the gate price necessarily must be raised in accordance with the price of the attraction. That figure usually is such that tickets sell for 75 cents each plus tax. Few names are offered at a price exceeding a dollar.

A successful Pla-Mor innovation in Kansas City has been a Sunday dance matinee, tickets selling for 35 cents and dancers taking the floor from 3 to 6 o'clock each Sabbath afternoon. An average of approximately 1,300 young patrons take advantage of the matinee each week, vouching for its success as a gate stimulant.

night is our "problem night" for various reasons. Naturally one when the youthful crowd gathers, Friday nevertheless finds the older class patronage staying home because the many kids "cut" each other on the floor and in other ways create confusion. Probably the best defense is simply to bill Friday as "Fraternity-Sorority Night" and allow the kids to take the room over for themselves. Older dancers thus are warned and they realize any other night is preferable for them.

We have no floor shows at the Pla-Mor, nor do we stage various kinds of contests. Instead we prefer to allow the band to provide all the entertainment. Any specialties which it may have are always welcome, and we are always happy to co-operate with special spotlights and other lighting effects to make the band's presentations a smash hit.

Food and drink concessions when properly managed form an excellent source of revenue for the operator. We sell only sandwiches, soft drinks and non-intoxicating 3.2 per cent beer. One of our strict rules at Pla-Mor is that intoxicating liquors have no place in a ballroom.

Dancers may sit in booths and buy nothing. We do not force our refreshments upon anyone. To avoid confusion on crowded nights when big-time or-

# On Publicizing The Dance Band

By IRVING LEHRER

THE advent of the orchestra leader as a potential giant in the entertainment field gave birth to a new branch of the "Fifth Estate"—band publicity. Fourteen years ago an enterprising young man named George Lottman, feeling somewhat limited in scope as zoo editor of the late lamented *New York American* and knowing a lot of people in the music business, decided that what band leaders needed was publicity. He didn't realize at the time that he was pioneering a new kind of publicity endeavor, namely, "free-lance press agenting." Harry Reichenbach, one of the greatest publicity geniuses of all time, could also be described as a



IRVING LEHRER

"free lancer," as could almost any of the other gents who would publicize anything from pretzels to palindromes. But the expression "free lance" took on quite a different significance. It meant that the individual described in such terms seldom if ever identified himself with a legitimate production, thus setting him apart from those press agents in pictures and the theater.

Not only did Lottman start a new

branch of the publicity industry but his office was the "school" from which matriculated many of the better members of the free-lance publicity profession. These included Dave Green, Ken Lyons, J. M. Josefsberg, George B. Evans, Dick Mooney, Mignon Bushel (she went "honest" and became a newspaper woman), Sid Garfield, Les Zimmerman, Seaman Jacobs, Al Meltzer and Tim Marks among others, including the writer of this thus far logrolling masterpiece.

There are also a lot of people in the free-lance publicity business who completely and definitely do not belong. Some are graduates of the dress business, the novelty "game," or had a friend who knew a newspaper man or an orchestra leader, and with this background they decided to make some "easy money" as press agents. They heard some place that all you did was send out stories of almost any nature and the papers printed them. Yeh!

Publicizing a dance band is unquestionably the toughest job in press agency. The so-called "legitimate" publicity purveyor—with all due respects to the Maneys, Washburns, Tooheys and Bernsteins—shudder at the thought of identifying their efforts with a dance band where there are no definite channels and mediums for outlets.

### No Set Outlets

Outside of the few radio columns which still exist and the few fan mags, there are no actual "set" outlets for dance-band publicity. The average city editor will acquire a murderous gleam in his eye if you suggest a dance-band story to him. It will either have to be exceptional or the editor will have to be indebted to you for news tips before he will even listen. Brash press agents who believed that "Joe Zilch, the orchestra leader, wears purple pajama pants and a pink pajama coat" was the nucleus of a page 1 yarn have been thrown out bodily from some of the best newspaper offices in town.

There are 4,000 bands in the United States, ranging from "two-piece augmented salon ensembles" to the huge bands heard on radio programs. The common feeling among newspaper men is that "band leaders are a dime a dozen." What is more, they are absolutely right.

The fiddle player who decides to form his own orchestra is to be commended for his ambition. It is perfectly within his rights to strive for the "top" along with the big "fellers." So he hires a press agent. Nor do these newcomers in the band profession have to look for a publicity man either. Thru some sixth sense—usually a trade paper—three dozen press agents are on the new bandsman's neck even when he is only thinking about forming his band.

The honest press agent will listen to the band before he does anything else. If the band has possibilities he will decide to work for it. If it is only an ordinary band but the leader has a degree or personality which will lift him above the crowd, then it is okeh to take the account, too. If it is just another band and another leader nothing short of murder will get him nationwide attention.

### Learn All About the Leader

So we assume that the band's okeh and the leader has bright new ideas in addition to a definite personality. The first thing that must be done is to learn all about the leader—every phase of his life right from birth—and I do mean everything. Then you learn all about his band, his style, his family, his hopes, his ambitions and his past achievements. After all this information is compiled you can either make good use of it by way of "human interest" and news items to the radio editors, columnists and drama desks or you can write it into a very pretty biography which is immediately filed away in a lower drawer of your desk and only found three years later when you decide to clean house—long after you have lost the account, of course.

Pictures are important. Either you have the best pictures made by the best photographer or take your client to the Photomaton, have eight pictures made for a quarter and make him a present of them.

The most important item in publicizing a band is to spend as much time as possible with the leader. Get to know him inside out. Discuss things with him. Get his reactions on anything and everything and you will eventually hit on an important story. I was discussing with Kay Kyser recently the fact that Vincent Lopez—thru the good offices of his crackjack press agent, Joe Glaston—was fostering a move to change allegedly unsingable high notes in *The Star-Spangled Banner*. Kyser said: "I think that's a sacrilege. I don't believe that anybody has any business tampering with our national anthem. Besides, the high notes can be sung by anybody with an average vocal range"—and he proceeded to do so. As the result of this desultory conversation, armed with a petition bearing the signatures of a dozen important musicians, with Kay Kyser as chairman, we visited Washington to see Marvin McIntyre, the President's secretary. The petition protested against tampering with the national anthem. It broke every paper in the country and started a dozen controversies. Lopez's answer accounted for another nation-wide "break."

George Lottman got one of the top "breaks" of all time thru a similar desultory conversation with Tommy Dorsey with the *Love in Swingtime* story, which is now running serially in all of the Hearst papers—and a by-line for Lottman, too! What is more, he was paid handsomely for the yarn by King Features, and Dorsey garnered for himself a publicity "break" which is still causing all the boys in town to turn green with envy at the mention of it.

I cannot stress enough the importance of spending considerable time with your client. Get him publicity-minded. Some band leaders hire you and then do everything within their power to render you helpless by fighting ideas and not keeping appointments with the press when you are about to crack a good yarn.

### Be Honest With the Press

There are only two ways of publicizing a dance band—the intelligent way and the hard way. Build your leader so that he is recognized as more than an animated dummy with a stick in his hand. Make him a personality. Whenever possible have him talk on the air. Have him meet people. Make him think, especially along other lines than music. Don't ever let the leader give you a "sluff-off" with the protest, "I'm a musician, not a public speaker or a comedian." His salvation lies in forgetting that he's a musician. There are too many other who are just musicians. And above all exercise good taste. One bad break can ruin your leader and his band even though he is within reaching distance of the top. Don't ever do anything that will permit the papers and periodicals to poke humiliating and befitting fun at your client.

One last word. Be honest with the press. This applies to any form of publicity in addition to press agenting the (See ON PUBLICIZING on page 30)

# Off the Records

By M. H. ORODENKER

### A Yam Session

THE *Alexander's Ragtime Band* has made its mark, Irving Berlin hangs on to the crest of that tidal wave and the emphasis goes on his tunesmithing for FRED ASTAIRE'S forthcoming *Care-free*. Brunswick steals the march with five songs from that flicker. While Berlin hasn't outdone himself of any of the compos, they all pack plenty meat commercially and promise of hit parade-dom.

(SEE OFF THE RECORD on page 110)

## Sheet-Music Leaders

(For Week Ending August 20)

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

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

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# LEGIT SMALL BUT STRONG

## Summer Theater Reviews

### "Too Much Johnson"

(Stony Creek Playhouse)  
STONY CREEK, CONN.

Directed by Orson Welles in settings by Francis Y. Joannes, with cast including Eustace Wyatt, Edgar Barrier, Anna Stafford, Guy Kingsley, Joseph Cotton, Ruth Ford, Mary Wickes, George Duthie, Richard Wilson, Howard Smith, Erskine Sanford and Louis Hefter.

This revival of a former William Gillette classic has been streamlined for eventual Broadway production as what Orson Welles calls "straight farce," which he says is a "lost art" in America today. Straight farce, he explains is less leisurely than farce comedy, which is a corruption of it.

Into *Too Much Johnson* Welles has injected music and motion picture sequences. Joseph Cotton is excellent in the leading role.

Two parodies on last season's reigning hits *Our Town* and Welles' own *Julius Caesar* are incorporated into *Too Much Johnson*.  
Julian B. Tuthill.

### "Bright Rebel"

(Chapel Playhouse)  
GUILFORD, CONN.

A play by Stanley Young, staged by William Kilcullen in settings designed by Guilema Daves, with John Cromwell, Francesca Bruning, Robert Vivian, Pacle Ripple, Janice Hanford and Merle Madern.

*Bright Rebel* is a poetic and at the same time thoroly theatrical and practical account of the hectic life of Lord Byron in his effort to overcome physical disability and to rally the masses to overcome the tyranny of Britain's 17th century overlords.

It picks up Byron's life at Newstead Abbey in 1809, showing the lack of understanding of his mother, and carries him thru to this death at Missolonghi, Greece, in 1824. During that time he rises to his greatest heights as a poet and as a fad of London society, only to be tossed aside.

His love for his sister and his unhappy marriage with Ann Milbanke are presented in vivid and exciting words and stage pictures.

John Cromwell gives a performance that is at all times stirring in the title role, with Francesca Bruning doing nicely in an unsympathetic part. *Bright Rebel* is by far the most promising drama unveiled thus far along the Nutmeg Circuit.  
Julian B. Tuthill.

### "Dear Family"

(Stony Creek Theater)  
STONY CREEK, CONN.

A comedy by Ethel Frank and Andrew Rosenthal. Staged by Reginald Lawrence. Settings by Francis Y. Joannes. Cast: Whittier Bissell, Ernestine De Becker, Kent Adams, Mames O'Rear, Ben Roberts, Vera Allen, Mabel Paige, John Laird, Claude Horton, Kerry Stuart, Jean Kemper and Robert H. Harris.

Here's a show with strong Broadway and Hollywood possibilities, dealing in a sly but delightfully humorous vein with the matrimonial and romantic experiences of a woman originally married to a wonderful wandering artist who dies, leaving her to marry a Middle Western business man who can give her and her son a substantial living.

When her daughter-in-law brings home a fascinating British playwright, marriage-bent, the rivalry between the practical husband and the idealistic lover rears its ugly head, leading to many delightfully worked out situations.

Miss Allen gives a highly satisfactory portrayal of the attractive matron, and Claude Horton is properly polished and likable as the romantic playwright.

Lines are witty and the characters are excellently drawn, requiring a minimum of doctoring to ready the show for what ought to be a long and profitable Broadway run. *Dear Family* is an excellent bet for an early-fall opening.  
Julian B. Tuthill.

### "Grandpa"

(Casino Theater)  
NEWPORT, R. I.

A mystery drama, written and directed by Agnes Morgan. Set by Emeline Clark Roche. Staged by Jus Addiss. Cast: Mabel Taliaferro, Alan Hewitt, Robert Perry, James Honnen, Leila Frost, Jeanne Casselle, Barbara Dirks, Hayden Rorke, Elizabeth Leon, Valentine Vernon, Franklin Gray, Emmett Rogers, Matthew Smith, Edgar Kent.

For the four years that the Actor-Managers, Inc., group has tenanted Newport's swanky Casino Theater, Agnes Morgan has served as director of the plays produced. Now Miss Morgan turns playwright, bringing forth an opus described in the press releases as a "psychological study of ordinary people in unexpected events," but which to this reviewer seemed more the makings of a Grade B film-whodunit. Theater publicist Clara A. Weiss assured us J. J. Shubert was in the diamond-bedecked first-night audience, but we doubt if Broadway will ever meet *Grandpa*.

Authoress Morgan has borrowed one idea from Hollywood for her play—that of having a vacationing writer of mystery tales act as the sleuth in clearing up the strange disappearance of Grandpa. This part and that of Ellen, the slayee of the household, carry the whole burden of the drama occupying the stage either singly or together thruout practically (See *SUMMER THEATER* on page 21)

## 1937-'38 Season Has Few Shows But Better Percents, Long Runs

Only 110 shows all told hit the boards—but failures decrease from 76 per cent to 74, and average run of dramatic shows goes up half a week—quality up

(Continued from page 3)

(dramatic shows) dropped by 10 from the previous low mark, the figures being 69 as against 79 the year before. Sixty-nine is only a small fraction of the number of commercial dramatic premieres presented in the boom years.

Naturally, with few shows produced, there were few running at any given time. Up to and thru the Christmas holidays, 27 shows running simultaneously was the highest number that the Stern could muster. Even the usual Christmas rise was completely absent, the number staying steady at 27—and legit supporters wept copious tears over the downfall of the theater.

But just a month later they were given the lie by a sudden influx of hits, which boomed the staged during the usually dull period around February and March. As a result, during that time the number of shows running on Broadway, instead of going down, rose to the season's high of 33—one higher than the highest point of the previous season.

Chief hope, however, is held out by the percentages and the length of run. Flops were only 74 per cent of the total production

during 1937-'38, as against 76 per cent the year before; while the percentage of failure in dramatic or straight legit shows went down from 80 to 77. That is considered a very healthy and highly encouraging sign.

And it's given an even greater weight by the average length of run, which went up from 81 performances to 84. An even greater gain was again shown by dramatic shows, which boosted their average runs from 75 performances to 79, a gain of half a week. As a matter of fact, the figure of 79 for dramatic shows has been beaten only four times in the past 18 seasons.

And the gain in length of run becomes even more important when it is considered that more shows than ever closed with runs of a week or less, thus pulling down the average considerably. As a matter of fact, while only 20 plays closed with runs of eight performances or less in 1936-'37, the number went up to 29 during 1937-'38, despite the decrease in the total number of productions. In order to raise the average by half a week the hits had to run longer and be more enthusiastically supported than ever before.

The number of shows closing almost immediately also illustrates another trend, the growing tendency on the part of producers to class shows rigidly into as smash hits or complete flops. The day of the moderate success seems over; if a show fails to show signs of going immediately into the smash class, there is a growing tendency to take no chances and shut it down pronto. It is doubtful whether *Tobacco Road*, if it had been produced last season, would have been allowed to build into a popular success; and it almost certain that *Abie's Irish Rose* would have folded after a few performances.

This last, however, would also be caused by another growing trend—the constantly increasing discrimination, taste and discernment of legit customers. Undoubtedly, films and radio drained away a startling percentage of the old legit patronage—but they drained it from the bottom. The remainder left to legit is a highly intelligent public, increasingly bent on supporting only the really worth-while efforts. And the stage has gained immeasurably because of it. Its small but intelligent public shops for shows, but rabidly supports those offerings to which it gives its okeh. The cheap "money-show," because of it, has become practically a thing of the past. And the quality of legit offerings, forced up both by restricted patronage and the resultant restricted production schedules, and also by the increase in taste among those patrons who remain, has been raised by leaps and bounds. It's a much smaller theater now—but a much better one.

A complete picture of the season, with the foregoing trends expanded and with figures covering all angles of production, will be offered in the forthcoming issue of *The Billboard Year Book* (formerly *Index*) of the *New York Legitimate Stage*.

## Stage Whispers

The heat, which has been nine degrees too hot for the Sahara, did the expected to Broadway attractions during the week, and the result is a choice crop of shaky b.o. takes. On Monday (which was the hottest day of the year, tho certain amateur connoisseurs favor the claims of Tuesday) even such habitual seller-outers as *I Married an Angel* and *ILGWU's Pins and Needles* played to the ignominy of empty seats. There were about 35 empty chairs at Mr. Winan's excursion into Christian mythology, and about 18 at the garment workers' musical clambake. All other shows giving performances dropped woefully beneath 50 per cent of capacity. Two plays, tho, were smart; they have no Monday evening performances scheduled. . . . The League of New York Theaters, which met in sacred conclave this week to revise its constitution and by-laws, didn't get around to it. Deciding that a committee would be much more efficient in wading thru the mass of expected details, the general membership meeting appointed such a committee and let it go at that. Brock Pemberton, Lawrence Langner, Marcus Heiman, Frank Merlin, Harry G. Sommers and Herman Shumlin are on it; it will review the proposed changes and their probable effects, and report back to the League next week. It is no secret that some of the proposed amendments will draw hefty and numerous squawks from certain League members. . . . Instead of moving to the Imperial when *Our Town* moves to the Booth when *Once Upon a Night* opens at the Morosco (keeping track of attractions sometimes gets pretty involved)—anyhow, instead of moving to the Imperial, *You Can't Take It With You* may move merely to the storehouse. Sam H. Harris, producer of the Pulitzer Prize winner of 1937, is waiting to see the film version of the play, which opens at Radio City Music Hall next week, before making a definite decision. His sight of the picture will also decide whether or not there will be road companies of *YCTIWI* this season. The moving day, by the way, is September 12, if the play remains open. . . . An unusual sort of Stem attraction may be forthcoming from the Phil Dunning office in the fall. It's the result of much cogitation on the part of Mr. Dunning, and would take the form of excerpts from tried and true Broad-

way successes. There would be, according to present plans, about eight or 10 of them—choice bits from such plays as *Once In a Lifetime* and *Within the Law*—and they would be presented for a regular run, with the royalties being distributed among the various authors on a pro rata basis. Whether or not there will be an attempt to string the scenes along a connecting framework—and if so, how—has not as yet been decided.

If present negotiations go thru (and it looks as tho they would) it will not be Sir Cedric Hardwicke and Jacques Deval who present M. Deval's *Lorelei* next month. Instead, Sir Cedric would be associated in the production with Dennis King and Richard Aldrich. M. Deval, however, is still scheduled to direct, coming in from Hollywood for the assignment; and there is now talk that Rose Stradner, Austrian actress, will play the lead. . . . Good news from the cowbarn circuit: When Cornelia Otis Skinner deserted her one-woman shows to play the Doris Keane role in *Romance at Ogunquit*, Walter Hartwig's Ogunquit Playhouse broke all records that had been established during the 14 years of its life. At cowbarn prices Miss Skinner pulled in \$6,480 on the week, which is very definitely nice pickings even at prices well above the cowbarn scale. The house went SRO at all performances. Linda Lee Hill and Donald Cook led the support. . . . The combination that gave American life to *Noah* during the season of 1934-'35 (it was an artistic, tho not a financial success) may get together again to do *Night Music* in the late fall or early winter. The combination includes Andre Obey, playwright; Arthur Wilmurt, adaptor; Pierre Fresnay, actor, and Jerome Mayer, producer. . . . J. Victor Wilson, who used to be *The Billboard's* correspondent in Miami, is getting a Miami Federal Theater presentation of his third produced play on August 29. It's a comedy called *The Duchess*, and Wilson is directing it himself.

One of the nicest things to come to the notice of this department in months happened backstage at *Our Town* a couple of weeks ago. John Irving Finn, the veteran (his first show was *Flora*) (See *STAGE WHISPERS* on page 20)

### Week's Announcements

*Marriage Royal*, a comedy by Robert Wallsten. Was tried out last summer at Dennis, Cape Cod, with Margaret Anglin in the lead. Lucile Watson may be in it on Broadway. Producers, Richard Aldrich and Richard Myers, 67 West 44th street.

*Mamba's Daughters*, a play by Eubose and Dorothy Heyward. Rights were held recently by Sam Grisman. Ethel Waters will head the cast. Producer, Guthrie McClintic, 1270 Sixth avenue, Circle 7-5152.

# The One Unorganized Theater Branch

By JAMES F. REILLY

Executive Secretary the League of New York Theaters, Inc.

THIS may seem a misleading title of an article from a representative of the producers' and theater operators' organization. Strictly speaking, however, that is the description of our branch of the theater industry.

The authors are organized, the actors are organized, the musicians are organized; the managers, agents and treasurers are organized, and the stagehands are organized. But organization is rare, there are a few producers and a theater operator or two who are outside the ranks.



JAMES F. REILLY

We have the bulk of the more active and important producers and theater operators, but even allowing for 100 per cent agreement among them, which is rare, there are a few producers and a theater operator or two who are outside the ranks.

This lack of 100 per cent agreement within our ranks is not serious. The theater is a highly competitive profession and there must be legitimate rivalry between managers for choice authors, actors or bookings, which sometimes reflects itself in their deliberations and decisions. The result of the absence from the organization of the few, however, is that at any time an issue arises with an outside element, be it legislative, economic or social, those outside can act independently of the others and break down the united front that every industry should present.

As this article is being written dissenting opinions of certain of our own members regarding the Equity Ticket Code-Basic Agreement pact are being heard in the land. This is perfectly justifiable from those who objected to the plan in advance (there were only four who had been recently active), but from those who kept silent during the preparations of which they had, or could have had, complete information, it came with very bad grace.

### Battle Has Only Begun

The battle has only begun, however. We want and must have unity. At a recent meeting one of our members stated that for once in recent times the league had a sufficiently sizable bank account to do something. This was in connection with a suggestion to try to combat the plan of the movies to try to resuscitate their quite moribund medium. My own feeling is that had we 10 times the money we have, it would

JAMES F. REILLY was born in New York City (Bronx, specifically), November 26, 1886. He attended Public School 60 (now No. 1), and was graduated in 1898. Then he went to Morris High School, winning a William R. Grace scholarship to Fordham.

He was in the Fordham class of 1906; but in 1903, having the necessary credits, changed his mind and decided to prepare for law. After nine months in a law office he found the outlook not so bright and one day answered an ad. The ad called for an office boy but did not state the business. It turned out to be the office of Charles Frohman in the old Herald Building.

Reilly successively became clerk, bookkeeper, auditor and general manager for Frohman, remaining until 1937, when Paramount acquired the Frohman business and discontinued its legit theater activities. Reilly became executive secretary of the League of New York Theaters April 15, 1938. He is married and has four children. Has lived in Freeport, L. I., the past 19 years.

not be as effective as 100 per cent organization.

What will we do if we get complete unity? There are several things. It has become the fashion for industry to do a little self-regulating. Just two steps ahead of the district attorney, the stock exchange did it and now the films are trying to do it. The ticket agreement is one of the most revolutionary and progressive steps ever taken in the theater. I fear the general public does not yet appreciate what is being done for it, and one of the vital necessities of the plan is that we have the co-operation of the public.

### Ideas for Merchandising

Ideas for "merchandising" the theater run in pairs. On one day, within an hour of each other, two men came in with almost identical plans. Six weeks later, within two days, two more plans quite similar to each other and the earlier ones as well were presented.

The theater is difficult, if not impossible, to sell as merchandise. While it is less so now than it was three or four years ago, a play generally comes into the hit or flop class. The former "moderate" success is rare. That is "moderate" from the standpoint of the notices. While several plays have done moderate business this season, any of them that survived over four or five weeks had received rather good notices.

The play that needs assistance seldom lasts long enough to receive it. Theater parties, promotional work and the like take four weeks or more to organize. By that time the play may be off. In group offerings of plays the buyer is likely to select the hits which do not need them anyway. In the theater there is an old adage that "if they want it they will pay any price within reason, but if they don't want it you can't give it away." Naturally, if a person doesn't want a thing he will not take it as a gift, but it is really a question of degree; how badly he wants it. Can the "merchandising" plans reach these people in sufficient numbers to justify going to some expense to find it out? I still have an open mind on

the subject and am willing to be convinced and will present these plans at a meeting in the near future.

### Discriminatory Taxes

The matter of taxes is ever before us. Once imposed, a tax such as the admissions tax is rarely lifted. We have had some relief in a recent amendment to the tax bill, introduced by Senator Pat Harrison, by which tickets sold at the box office at less than the established price were taxable only at the actual sale price. But what of the 10 per cent tax on all our admissions? There is clearly discrimination in favor of the films in the 40-cent exemption. The theater is necessary for the cultural development of the people. During the World War it was so recognized here. In many foreign countries a government subsidy helps support the theater.

The patron of the 75 cents or dollar sections of the legitimate theater is, in many instances, no better able to afford the tax than the film patron at 40 cents. And because of the limited seating capacity of legitimate theaters, as well as other economic factors, the manager cannot reduce his price below those figures to take advantage of the exemption. Why 40 cents exemption any more than 75 cents or 25 cents? It was patently an arbitrary figure calculated to help a particular branch of the amusement field.

### Reforms Are Possible

Other betterments are possible. Air-conditioning in theaters is becoming more widespread. We shall continue to try to have further installations made. It's a good investment, too. Small annoyances can be obviated. "Dead billing," which is ugly and misleading, will

be reduced to a minimum by having the original estimate for painting the signs include a charge, which should be purely nominal, for painting them out. Rough tactics on the part of concessioners must be curbed. Concessions bring substantial revenue to the theater and can render service to the public, and the manager cannot be criticized for accepting the revenue, but to be met in the theater lobby after passing the ticket taker by a guy with a hat check in his hand, instead of by the chief usher, is annoying to many people.

Aid for the theater will also be sought by radio. What the exact plan will be has not yet been worked out and we must get co-operation from Equity on certain of its rules, but we at present have reasonable expectations of help from an official source. The matter of bars in theaters is another article on the agenda, but inquiry into the costs of licensing, installing, equipping and running them may discourage some managers. We should, however, have the right to have them if we want them.

### Legislation Must Be Watched

Legislation has to be watched carefully. Washington, Albany and the New York City council have many laws, bills and amendments to bills introduced every session. Some are helpful to us and should be supported. Others are harmful and must be opposed. Milton R. Weinberger, our counsel, has several services covering these matters and the office watches for the others.

The millennium has not yet arrived. Attempts will fail, good intentions will be misconstrued, but after a fairly long experience I seem to detect for the first time a genuine desire on the part of the great majority of the managers to improve conditions for the public and the theater which will improve conditions for themselves.

## STAGE WHISPERS

(Continued from page 19)

dora) who is playing the banker in the play, had a toy Boston terrier named Topsy. Topsy, too, was a veteran; she had appeared in support of Ina Claire, Mae West and many others, and was even in the FTP production of *The Class of '29*. But a couple of weeks ago she died, and Finn was heartbroken—it's this corner's guess that only real dog-lovers can realize just how much. So, a couple of days later Finn was more than a bit surprised when he suddenly became the owner of another toy Boston terrier, the gift of Martha Scott, Frank Craven and various others in the cast. The new pup's name is Topsy II. . . . It's things like that that make you feel Broadway is a pretty good place after all. But there's another bit of dog-news that's not so happy. One of the best-loved players of last season—Buffet, the decrepit and aging pooch who played an important role in the Critics' Circle prizewinner, *Of Mice and Men*—entered into her final reward on August 8. It was just old age; for Buffet, tho her *M and M* role was her stage debut, was a very old lady. She belonged to Olive Stanton, a young actress whose most recent appearance was in *The Cradle Will Rock*. . . . The much publicized production by Joseph Losey and D. A. Doran of Ernest Hemingway's *The Fifth Column* seems to have hit a choice collection of snags. According to the somewhat dictatorial arrangement imposed by the author, the play has to be on the stage by October 15—and so far all leading players who might fit into it have turned out to be unavailable. Mr. Doran has come from the Coast to see about it, and he and Mr. Losey have scheduled a series of huddles. . . . Equity Council has ruled that the players in the slapstick movie prolog with which the Mercury Theater has seen fit to encumber *Too Much Johnson* rate an extra eighth of their week's pay for their labors. Immediately thereafter, reports were noised abroad that Orson Welles, official genius of the Mercury, had decided that maybe he didn't want to use that prolog after all.

## N'Orleans FTP Sked

NEW ORLEANS, Aug. 20.—A varied theatrical menu has been announced for its 1938-39 season by the New Orleans unit of the Federal Theater Project, coincident with the inauguration of the annual fall campaign for subscriptions this week. Tentatively booked for presentation are *Autumn Crocus*, September 15, for two weeks; *Whistling in the Dark*, October 5; *If Ye Break Faith*, October 26; *U. S. Ark*, set for world premiere November 16; *Prologue to Glory*, opening for the yuletide holidays.

Officials already announce expansion of radio project over WSMB, with longer periods on the air and larger casts with more ambitious plays. Plays dealing with regional history will be stressed thru the radio project.

## Chi FT to Lose Blackstone

CHICAGO, Aug. 22.—Federal Theater will lose the Blackstone September 15 when *Power* will end its five-week run. Sam H. Grisman acquired the house for the season to route his shows for local presentation. FT will hold in to the Great Northern and may add another theater in the fall.

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## BROADWAY RUNS

Performances to August 20, Inclusive.

Dramatic	Opened	Perf.
Bachelor Bora (Lyceum)	Jan. 25	241
On Borrowed Time (Longacre)	Feb. 3	231
Our Town (Morosco)	Feb. 4	229
Shadow and Substance (Golden)	Jan. 26	223
Tobacco Road (Forrest)	Dec. 4, '33	2004
What a Life (Biltmore)	Apr. 13	151
You Can't Take It With You (Booth)	Dec. 14, '36	718

### Musical Comedy

I Married an Angel (Shubert)	May 11	118
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# From Out Front

By EUGENE BURR

The theatrical forces which are at present waging a glorious fight against Fascism (by giving a series of carefully social-conscious cabarets and planning an equally social-conscious review) are also getting out a little magazine that lends a lively note to the field of theatrical journalism. The forces call themselves—just a wee bit smugly, it seems to me—Theater Arts Committee (evidently if you're not anti-Fascist you can't possibly be an artist), and their magazine, like all of their activities, is called simply *TAC*. With the battle against the muffling, horrible tenets of Fascism and their blighting effects upon art I am in hearty and enthusiastic sympathy; but, being one of that obnoxiously logical breed contemptuously known as liberals, I'd have an even heartier and more enthusiastic sympathy with the Theater Arts Committee if it also attacked and fought against the inroads of that other evil, just as muffling, just as horrible, and certainly just as blighting to the arts, known as Communism. The *TAC* boys, I'm afraid, ought to do some reading up on the old saw that deals with a frying pan and a fire. And while they're at it they might also tackle the one about the pot and the kettle that started calling each other names.



EUGENE BURR

*TAC*, the magazine, leaves you in little doubt as to its attitude; its cover, which is in the best tradition of revolutionary art, sets the pace, presenting a startlingly ugly picture of a sort of indefinite person (it could be either male or female, and it most certainly looks like a half-breed) with one arm upraised and two digits extended, as tho it were trying to give a double finger to an airplane. This, of course, is very fitting, since it represents the need for going to extremes; one finger would be enough for most people, but the figure, like all good comrades, insists on two. The expression indicates that he or she or it has just swallowed a mouthful of castor oil, and the odd production is somewhat inexplicably known in its entirety as *No More War*. It is the work of Kaethe Kollwitz, described by *TAC* as a German artist whose drawings "are perhaps among the most moving and most profound depictions of the proletariat in contemporary art."

The reading matter is, most of it, just about what you might expect—a sort of college cheer for our side, as blind and as biased as the things it attacks. There are also a reprint of one of the excellent Madrid reports from the typewriter of the globe-trotting Richard Watts Jr. and several "poems" from what seems like the blue-and-gold trowel of Frederico Garcia Lorca, translated by Paul Bernard Davis. They are (in translation at least) in the accepted free-verse manner—which means that they are merely prose cut up into arbitrary "lines"—and they really deserve a detailed description.

The first, *Lament*, informs us that the author has shut off his balcony because he doesn't want to hear the weeping, but still, from behind gray walls, he hears nothing but weeping. There are very few angels singing and very few dogs barking (presumably because they aren't being annoyed by the angels). A bit vaingloriously the author claims that he can hold a thousand violins in the palm of his hand, and then says, quite seriously, that weeping is both a tremendous dog and a gigantic violin—which would make it a horrific creature, much more appalling than any of the centaurs or hippocribs of mythology. Then, mourning that the tears gag the wind (what wind? Señor Lorca's?) he again announces that he knows nothing but weeping. It seems obvious that he doesn't know poetry.

The second, shorter, is called *Crossroads*: "Wind from the East; a lantern and a dagger in the heart. The street trembles like a tense cord trembles—an enormous hornet. And in every heart I see the dagger." That's all.

To reprint it without division into its arbitrary "lines" surely does it no injustice, for it is nothing but painfully self-conscious and intolerably fuzzy prose in the first place. If such blige can conceivably be included in the category of poetry then this very bad column of mine is a page from Hazlitt.

There is also a news note urging all good *TAC* members to go out and join the late but not lamented Peace Parade—thru which Harry Elmer Barnes discovered that war is considered horrible only if it happens to be waged by the wrong side, and that the true objective of the marchers was not abolition of war but merely defeat of the opposite party—and a couple of choice tidbits from the Hollywood-plated pen of that great champion of the proletariat, Donald Ogden Stewart.

Mr. Stewart, a fourth-rate gagman whose chief claim to fame was a play, *Rebound*, which was a pale carbon copy of Philip Barry, and who fiercely retaliated upon his model by wrying and ruining Mr. Barry's *Holiday* in "adapting" it for the screen—Mr. Stewart, then, indulges in an impassioned plea to fight Fascism. "We artists," he says, "who used to consider ourselves in an ivory tower" have found out that German and Italian developments may leave no ivory tower in which to hide. The thought of Mr. Stewart in an ivory tower is almost as ludicrous as the thought of Mr. Stewart as an artist.

His other contribution is called *Parable of a Playwright* and tells the sad, sad story of a liberal dramatist (clumsily contrived as a satirical combination of two or three men who, unlike Mr. Stewart, can write plays). A stranger in a brown shirt enters his home, demanding that he join a local troop "for preservation of the American ideal." The playwright, being a liberal, refuses; whereat the stranger steals candy from his son, attacks his wife, hits him over the head and ends by burning down his house. The playwright does nothing about it—presumably because, as Mr. Stewart says, he is neither a Fascist nor a Communist, but only a poor benighted liberal.

It is really a very nice parable. Only one little thing is wrong with it: there is no earthly way of telling whether the stranger in the brown shirt is a Fascist or a Communist. They both work in the same way, and the actions Mr. Stewart so movingly describes are satirically typical of both. The only difference, really, is that the Fascists don't pretend that they're fighting only for peace.

One thing there is in *TAC*, however, to which all intelligent readers must give unqualified enthusiasm—an article by John Howard Lawson on the attempted banning of *Blockade*. It is a swell and sensible discussion and points up once more my belief that Mr. Lawson is one of the most able and most unfairly attacked members of his group. He has missed badly in the past; but almost always that was because of the height of his aim, rather than the trembling of his hand. He is the one definitely left-wing dramatist who realizes that a play must, in the first place, be a play in order to be effective or even acceptable; and he is the one definitely left-wing dramatist who seems to make an honest effort to be fair, to present all conflicting points of view. If there were more like him the left-wing movement would lose much of the aura of silly prejudice that now enfolds it.

For the boys consistently forget one thing: you can fight just as well (perhaps better) against a strong and dreadful evil even when you don't frantically call to your aid an entirely comparable evil at the other end of the scale. You don't have to be a Communist to fight effectively against Hitler—nor do you need to be a Fascist to fight the equally onerous and muffling dictatorship of Stalin.

## AFA Golden Gate Pact

SAN FRANCISCO, Aug. 20.—American Federation of Actors awaits signing of its contract negotiated this week with the Golden Gate International Exposition. Contract, in addition to basic agreement, guarantees transportation

and free admission to the grounds for all scheduled performances.

Negotiations were conducted with Harris Connick, general manager of the Exposition. Al Smith, local representative of the AFA, and Bee Gowan, chairman of the AFA negotiating committee, represented the actors' group.

## Mich. Rep's Smash Season; Success Is Laid to Revivals

DETROIT, Aug. 20.—Michigan Repertory Players closed their season at the Lydia Mendelssohn Theater, Ann Arbor, this week with the eighth production, *The Vagabond King*. This season's schedule has been marked by the absence of new plays. Reliance upon proved successes has been one cause of the surefire success.

The Players showed to 27,600 persons in eight-week season, establishing an all-time record. This means that the house capacity of 692 was reached at practically every one of the 38 performances, with extra rows of seats in the orchestra pits for most shows to accommodate the overflow. It was an increase of between 10 and 20 per cent over last year.

## Piscator To Mexico As Theater Headman

MEXICO, D. F., Aug. 20.—An internationally known theatrical director, Ervin Piscator, has been brought to Mexico by President Cardenas for better development of a truly Mexican legitimate theater. Mexico for many years has had to compete with stage stars of foreign origin or the cinema, and Cardenas has expressed his desire to organize a theater which will draw for its presentations on Mexican life and history in "its true form."

"Not only have most of the recent theatrical presentations exhibited in Mexico been not of Mexican origin," Cardenas has been quoted, "but they have been poor imitations of foreign presentations. We have imported a director to reorganize our theater and expect him to succeed in drawing upon real Mexican life and history for material."

Up to the present the only truly Mexican artist has been Roberto Soto, comedian, who has drawn for his vehicles from the Mexican contemporary scene, satirizing Mexican politics and policies across the footlights of the Theater of Fine Arts in Mexico City.

## Central City Fest Easy on Angels

DENVER, Aug. 20.—*Ruy Blas*, produced for the seventh annual play festival at the 60-year-old Central City Opera House, was a sellout, with seats in the aisles at many performances. Gross for the two weeks was close to \$25,000. With the play costing \$31,000, guarantors will not be asked for additional money, the initial donation taking care of everything. This is the first time this has happened; losses in the past have run into five figures some years.

Helen Chandler and Brannwell Fletcher carried the leads, with Robert Edmond Jones directing.

The night club in the Teller House was also an unqualified success, being a sellout each of its five nights. Tamara was the attraction and was a sensational success.

## Want Angels for Robin Hood Dell

PHILADELPHIA, Aug. 20.—Unless the men of the Philadelphia Orchestra find a carload of angels to underwrite the summer programs at the Robin Hood Dell here, outdoor music in Philadelphia is doomed. In the season that ended Tuesday the members of the orchestra averaged less than \$30 a week and in some weeks their take was under \$20—less than WPA wages.

The musicians work on a co-operative basis and the b. o. was hit terrifically this season by adverse weather conditions. Fourteen of the 35 scheduled concerts were washed out by the rain and at least a dozen more played to a mere handful due to threatening weather.

Unless they receive a guaranteed salary more than two-thirds of the musicians announced they would refuse to play the outdoor programs next summer. A campaign will be launched by music lovers of this city to find 200 "angels" willing to donate a minimum of \$100 each for a backlog for next year.

It was pointed out that the Stadium

concerts in New York are backed by a citizens' committee, which raised \$75,000 this season, while similar groups underwrite concerts in Boston, St. Louis and other cities.

## Chorus Equity Mail

NEW YORK, Aug. 20.—Chorus Equity Association is holding mail for a score of its members and reminds that if it is not claimed by October 1 it will be returned to the senders.

There is mail at Chorus Equity headquarters for Lynn Barton, Wesley Bender, Mitchell Cowan, William Chandler, Byrdette Evans, Muriel Evans, Kate Fitzgerald, Mary Gehr, Blanche Gray, Betty Lee, Peter Lusa, Dassah Mackintire, Reed McClelland and Violet McKinley.

Also Julian Mitchell, Gloria McDonald, Marie Russell, Carolyn A. Tavanne, Raymond B. Wagner, Clyde Walters and Jack Willard.

## Lawrence Breaks Record

SAN FRANCISCO, Aug. 20.—The first week of Gertrude Lawrence's engagement at the Curran Theater established a new record for the house. Gross receipts for the eight performances were the highest—at the scale of prices Miss Lawrence is playing—in the history of the theater.

## SUMMER THEATER

(Continued from page 19)

every moment of the three acts. And in getting Mabel Tallaferro to guest star in the Ellen role the theater group made a wise selection. Miss Tallaferro gets everything possible from the part.

In concocting her mystery Miss Morgan has also gone in for a bit of character delineation, limning not only the members of the missing Grandpa's household but several of the Ohio small-town neighbors as well. Some of these bits are well drawn and quite well portrayed by the Casino cast. Especially so the performances of Robert Perry, Jeanne Casselle, Franklin Gray and Matthew Smith.

As to the plot: As the family sits down to breakfast at the opening of the show Grandpa fails to make his appearance. A search of the house reveals no sign of the old fellow, and the neighbors are solicited to help find him. Scene 1 ends with the family phoning detective story-writer Alan Hewitt to help. From Scene 2 onward the play becomes a question-and-answer game, with Hewitt doing the interrogating as to the family's history, Grandpa's habits and idiosyncracies, etc. This brings out the relationship of Ellen to the family and a shady chapter in Grandpa's life, of which the family knows nothing. Finally it develops that Ellen, to save this knowledge from reaching those she loves, has done away with the old man—but in a kindly way—and laid him to sleep with the evidence of the one mistake of his life. The sleuthing writer understands and agrees to forget everything he has discovered.

This play is inclined to be repetitious, and we'll wager Hollywood will give it a different denouement. But even as it stands it has moments of suspense, excitement and drama.

C. A. Ross Kam.

## "Palm Beach"

(Town Hall)

SAYBROOK, CONN.

A farce by N. C. Hunter and Philip Dunning. Staged by Carter Blake with a cast of apprentices from Milton Stiefel's Ivoryton Players.

This is an inconsequential drawing-room comedy about a swanky family living smartly on its nerve in Florida after the husband has lost his fortune in a Wall Street speculation out of which he had hoped to finance an airport project which is very dear to him.

His wife and family, unaware that their money is gone, go on as expensively as ever, throwing an amazing charity ball which is attended by a tribe of Seminole Indians; and the daughter buys a harp.

It is all very amusing and strictly clean, and should be good for a profitable Broadway try, since it is easy to cast and inexpensive to mount. It is the type of play that will remain forever in the repertoire of school dramatic clubs and civic little theater movements, harking back to the days of dramatic stock farce. Picture possibilities are practically unlimited, since the show can use a band and any number of specialty entertainers as well as regular contract players in need of further experience before playing more important roles.

Julian B. Truthill.

## U. S. Acts for Fischer Revue; Ellis for Casa

NEW YORK, Aug. 20.—While no American talent has as yet been booked for Clifford Fischer's new revue at the International Casino, the London Casino troupe, arriving here September 19, will be extensively augmented by local night club talent.

Before sailing from England September 10 the revue will be patched up in spots, but changes in the show and many technical changes in stage and scenery are scheduled. Frank Ilo, stage and lighting technician, sailed last week for London to consult with Fischer on changes in the present stage set-up. The International Casino will close for a week for an overhauling before opening the new show October 5.

Tentative line-up for the new Casa Manana show, opening August 28, headed by Ted Lewis and band will include Patricia Ellis. Her appearance at Billy Rose's nitery will mark her Broadway debut. Other talent set thus far are Al Siegel, Cardini, Tip, Tap and Toe and Robert J. Wildhack.

Richard Daley, formerly associated with the Casa Manana, will be the manager of NTG's new Swedish restaurant, the Midnight Sun, set to open late September.

Greenwich Village Nut Club reopened for the fall Thursday. Still under the management of Si Snyder.

The Brevoort Hotel is planning floor shows in the fall.

## Atlantic City Business Better

ATLANTIC CITY, Aug. 20.—Season is now at its height and last week-end was best yet this season. Many spots will hold on thru September for convention biz. However, this will be light until the end of the month, when the State Liquor Convention returns to town.

Beverage people are rejoicing that over the Labor Day period they can go 24 hours without a hitch. The city commission lifted the Sunday morning ban and now thirsty excursionists can get a drink as late as they want.

## Benny the Bum Cuts; Philly Spots Suffer

PHILADELPHIA, Aug. 20.—With a heavy nut and poor business, Benny the Bum has closed the main dining room and is conducting business in the small basement cocktail lounge. The show has been cut to a minimum, with the line of 10 girls getting the ax this week.

Other spots in town are reporting the same poor business, but thus far there has been no closing since early in the season.

The Ubangi Club, in West Philadelphia, will change policy from sepià shows to strictly ofay in the fall. Harvey Lockman, manager, is putting the club thru extensive renovations.

## Casa Show Ends August 27

FORT WORTH, Tex., Aug. 20.—Casa Manana Association has set August 27 as the definite closing date for the cabaret. Date was set when it was learned big enough names, especially bands, could not be obtained for Labor Day because of previous bookings. Directors had wanted the show to run thru Labor Day week, but MCA producer Lew Wasserman had stated earlier that show would close after four weeks unless suitable talent could be obtained. Show opened July 29.

## Hawaiian Show in N. O.

NEW ORLEANS, Aug. 20.—Lani McIntire and his Aloha Islanders Ork will open the renovated Blue Room of the Roosevelt Hotel, which has been renamed the Hawaiian Blue Room. In addition to McIntire, a full all-Hawaiian floor show is booked, topped by Lilia Kipikorna and Aloha Kaimi. Hotel has now closed the Fountain Terrace for complete renovation in preparation for winter season.

## The Original "Agua" Kid?

EATONTOWN, N. J., Aug. 20.—After all this ballyhoo about the *La Conga* being a Cuban dance, the "originator" of the dance craze comes forth to deny all.

Eliseo Grenet, Cuban composer and conductor of the rumba band at Guido's Sapphire Room, announces that the salon version of the *Conga* was originated by him in Paris in 1934. The native *Conga*, from which the present version has been adapted, is an outlawed dance and cannot be performed in Cuba.

Grenet himself is outlawed from Cuba because he scribbled *Lamento Cubano*—a musical expression of the trouble in Cuba.

## New Line Idea: Fashion Tie-Up and Highbrow Dancing

BUFFALO, Aug. 20.—New idea in dancing ensembles is the Lucille Randerson Vogue Dancers, current at the Chez Ami here, who instead of displaying "ordinary" production numbers do "interpretative" terpsichore on subjects ranging from streamlined swing to aesthetic gyrations.

Organized two months ago by James Walker, who emcees the show, and Miss Randerson, the troupe has a tie-up with *Vogue* magazine whereby it receives exclusive styles before publication. Investment on wardrobe is said to run to \$7,000.

Troupe consists of Sylvia Cohen, Lillian Maye, Ruth Gardner, Florence Stone, Frances Hannifan and Nina Sorenson. At present the ensemble is concentrating on 10 types of numbers, ranging from a 20th Century interpretation of Puritan Swing to a modern ballet impression of the advent of electricity.

Some of the fancy titles being used are *Moonlight Symphony in Azure*, *Modernism in Jade*, *Rhapsody in Black and White* and *Mistiquette Swing*.

## Wilmington Spot To Reopen

WILMINGTON, Aug. 20.—Al Kaye's Cafe Grande, a theater-restaurant seating 500, is scheduled to open here September 15.

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

## WILLIAM R. JOHNSON

of the

## BON-AIR COUNTRY CLUB, WHEELING, ILLINOIS,

Says:

"The Billboard is of tremendous value to a night club owner, as it keeps one informed of how various acts and bands are going over in different clubs, and also gives one an idea of what certain acts are, especially when not familiar with the names. I believe the criticisms are quite sincere."

## AFA Votes on Minimum Scale For New York

NEW YORK, Aug. 20.—Union performers will meet Tuesday in the Edison Hotel to vote on a proposed schedule of minimum salaries drawn up by the American Federation of Actors. The schedule will become part of the agency licensing system that the AFA is trying to put into effect in key cities.

Tuesday's meeting will vote only on New York area salaries. It is understood that there will be a \$10 minimum proposed for private entertainments within a 25-mile radius of the city, with an additional \$2 for the next 25 miles and another \$2 for the 25 miles after that. This is for single performances per person.

The night club minimum salaries will probably be \$25, \$30, \$35 and \$40 per week per person for the acts and \$36.50, \$31.50, \$26.50 and \$21.50 for chorus girls in the four present classifications of clubs. The hotel minimum may be set at \$50 for principals.

Vaude houses will probably be graded. De luxers may go as high as \$60 per person per week for principals, \$50 per person for principals in Broadway vaude spots and \$40 per person in neighborhood houses. Minimum for vaude chorus girls will probably be at least \$10 lower than that for principals.

AFA begins formal negotiations with the circuits next week when executive secretary Ralph Whitehead will confer with Charles Moskowitz, Loew general manager.

## Will Weber Denies Charges

NEW YORK, Aug. 20.—Will Weber, night club agent, who was arrested in Philadelphia recently as being the head of a narcotic distribution ring, denies the federal charge to friends, claiming they got the wrong person.

Weber's version has it that a relative borrowed his car on several occasions to go to Philadelphia, and when car was finally picked up by police registration was traced to Weber. His wires were tapped, he claims, and when the G men learned he was going to Philadelphia he was followed and picked up. Weber was arraigned in Federal Court here and is out on \$3,000 bond. No definite date has been set for trial.

## Club Talent

### New York:

CASS FRANKLIN this week began an eight-week engagement at the Hotel New Yorker. . . . MARITA ELLIN is back at the Old Roumanian for the season. Currently working in a Spanish film for Paramount. . . . FOUR EARLS (Billy Rogers, Mort King, Fred Mayer and Stephen Vans) are held over at the Park Central, doubling between the Cocanut Grove and Royal Palms Lounge. . . . GEORGIA JARVIS, wife of Mitchel Ayres, band leader, has been signed for the Max Gordon show, *Sing Out the News*. . . . THE MAGINIS, magic act, are back in town after a run at the Lotus Club, Washington. . . . TEXAS TOMMY has postponed his tour to Sweden to October 1, several fair dates cutting into the month of September. . . . THE BALABANOW Accordion Ensemble is booked solid with fair dates from Canada to Tennessee until the middle of October. . . . GUIDO AND EVA close this week at the Green Lantern, Schenectady, N. Y., and return to New York for more club dates.

### Chicago:

DWIGHT FISKE will be the initial name at the Colony this season, opening September 7. . . . CHUCK WILSON, emcee, recuperating in Cook County Hospital after an auto accident. . . . DALE RHODES now doing an act with Patsy Dell and currently playing the Chez Paree, Omaha. . . . TOM KETTERING left the Bon Air post and will return as press agent for the Royale Frolics when it reopens next month. . . . EARL RICKARD will be the headliner in the first show at the Dome, new Sherman Hotel cocktail lounge, opening next month.

### Here and There:

GARRON AND BENNETT began an engagement at the Meadowbrook Country Club, St. Louis, August 19. . . . THEODORA, dancer, has jumped from Buffalo to the Summerland Beach Hotel, Millersport, O. . . . STANLEY NOVAK is currently at the Melody Gardens, Elmira, N. Y. . . . ROLANDO AND DODD, formerly Rolando and Verditta, went into Castle Farm, Cincinnati, after their Club Arcadia, Chicago, stint. . . . SOUTHERN AND CORTEZ are doubling between Jimmie's Bar and the Rainbow Club, both in Miami.

THREE SHADES OF BLUE, strolling unit, have opened for MCA at the Casino, Waukesha Beach, Wis., for the balance of the summer. . . . GALE SEXTET are in their fourth holdover week at the 500 Club, Atlantic City. Howard Brooks and Bea Saxon are also on the bill. . . . NEITA BERNHARDT, after a tour with a unit, is returning to clubs, opening this week at the Mayflower Hotel, Jacksonville, Fla. . . . NEW SHOW at Glenn Schmidt's Beverly Hills Country Club, Newport, Ky., has Sibyl Bowman, Joe and Jane McKenna, Anita Jacobi, James Evans, the Bob Sidell Trio and Clyde McCoy and his ork. . . . NORA FORD, ex-burly feature, is back at the Cat and the Fiddle, Cincinnati, for a return stand. . . . ZORITA, also formerly of the burlesque stage, is playing a return at the Wonder Bar, Cincy, with her novelty snake dance.

TED MERRIMAN and his Hollywood Stars That Shine, after 10 weeks in Canada, opened at Riverside Park, Springfield, Mass., which stand will be followed with a one-nighter at Danceland Ballroom, Ocean Beach, New London, Conn., and one week at Oakland Beach, Providence, R. I. . . . LORNA WOLFE, after finishing at the Ranch Club, Seattle, and theater and club dates in Portland, Ore., moved into Villa Venice, Venice, Calif. . . . FRANCIS RENAULT is in his 13th week at Club Frolics, Atlantic City, with Neal Lang, emcee, and Frances Roberts and Jackie Cooper's Band. . . . BELL AND GREY went into the Indiana Club, South Bend, Ind., after which they will go to Saginaw, Mich., for a week's stay. . . . SOPHIE TUCKER opened at the Lookout House, Covington, Ky., August 12. . . . DICK BAUER, emcee, returned to Green Well Club, Louisville, last week. With him were Millie Ray, Paul and Annette and Merle Burke. Show is booked by Blenbach-Dauro Productions.

. . . CATHLYN MILLER filling a three-week run at the Royal Hawaiian Club in San Francisco.

Rainbow Room, New York

The new show here is surefire, the two acts being repeats and the two bands being holdovers. All have been tested and found worth repeating. Like old wine, the entertainment gets better the longer it stays here.

Jack Cole, who clicked here a few months ago, is back with his two assistants, Anna Austin and Florence Lessing. Opened with a couple of East Indian dances in native costume and set to modern swing tempo. The result is enchanting. Their return, an interpretation of a Georgia revival meeting, is a show-stopper and brought prolonged applause. Cole's dancing is colorful and distinctive and is such a relief from the usual run of entertainment.

The only other floor entertainer is John Hoystradt, who just returned from abroad. He is one of our up and coming young satirists and panicked them here with his ribbing of prizefight announcers, international diplomats, summer theaters, transatlantic phone calls and what not. His mimicry is sharp but easily recognizable. Perfect for this audience.

Al Donahue and his 12 men provide the show and dance music, with attrac-

tive Paula Kelly doing the canarying. Donahue also emcees. His music is smooth and conservative and glove-fit for the room's patronage. As a contrast, Eddie LeBaron and his eight men provide, tangos, rumbas and waltzes that emphasize rhythm more strongly. LeBaron is still our favorite Latin band. LeBaron sings a bit and then bounces on the band stand, doing much to break up the room's rather sedate air. His new vocalist is socialite Ruth Nigey, whose sultry contralto is especially appealing.

Dr. Sydney Ross, magician and table entertainer, is still on hand to bewitch the ladies with palm reading and intrigue the men with his sleight-of-hand tricks.

In the adjoining room, the Rainbow Grill, Ben Cutler's band has been building business steadily, apparently drawing the younger set thru the Yale University angle. Paul Kain's band, now in Los Angeles, follows Cutler September 6. Marlynn and Michael, ballroom team that performs in the floor show and also handles the dance instruction hour, is in its 25th week and still going strong.

Managing Director John Roy is back at the helm here after a short illness. Ed Seay is still press agenting.

Paul Dents.

606 Club, Chicago

Billy Carr returns after a vacation in Montana to continue to lead the show in this popular late-hour drink spot. He is a dynamic personality and an invaluable asset in this floor-bill set-up, which goes overboard on nudes and suggestive songs. He brings welcome relief with his own act ditties piped with Jolsonian mannerisms.

Line of four girls opens and closes with Cuban and swing minuet concoctions, respectively. Considering the floor limitations, the kids do a good job. Opening routine is fronted by Betty Cook, of Lawrence and Betty Cook, young tap team, who work with speed and zest.

The White Sisters do a pretty waltz number in long blue gowns and parasols, each singling for an acro bit. Collette is the first of the disrobers and she circles the floor with a teasing specialty. Patricia Bloor showers a shrapnel of tap in two turns, dished out pleasingly.

Jessie Rosella, heavyweight blues singer, whams out with *Lady in Red* and *Music, Maestro, Please*, among other pop tunes. She is popular here and has been held on for months.

Trudy DeRinc, sexy redhead, displays a solid figure in her nude bit. Helen Holmes, another Lady Godiva parader, is shapely and attractive. Mona Leslie, a better known nude, injects more originality in her turn by impersonating a revolting bride, winding up with little clothes on.

Joel and Anette look good on this miniature floor in a well-routined apache number. Girl is a striking looker.

Off-color comedy songs are offered by Dolly Sterling, homely gal, who does a take-off of the old rowdy-type music-hall comedienne. While the lines themselves do not express filth, they are so worded to direct the imbibers to the road of blue.

Peaches is the last of the strippers, big and experienced in this line. Strictly for across-the-tracks spots, however. Sol Lake's four-piece band and the Tripoli Trio provide the show, dance and intermission music.

One-dollar minimum nightly. Only drinks are served. Sam Honigberg

Torch Club, Atlantic City

Lou Shapiro's Torch Club, which a year ago won the plaudits of local business men for one of the cleanest shows in town at a time when it was flooded with strippers, is operating the spot this season with all legit turns.

Roy Sedley, comic, heads and emcees the show which features Floria Vestoff, who shows plenty of class and easily stands out. Gay Dixon does the torch singing and has a strong set of pipes. French Martin, who seems to be a "steady" at this club, warbles pop ditties and does some mimic work.

Something different is Ruby Bennett, who has a turn called *Fantasy*, an optical illusion of black and white, wherein

at the same time she appears as both man and woman ending with a clever dance on a couch in a manner that would worry the censors, if there were any. Sedley provides the show with rapid-fire gags and stock stunts, tying them in nicely with the other numbers. He is clicking. Christopher Columbus and his Discoverers furnish the music. It's good all-round entertainment for those who don't demand names and production numbers. W. H. McMahon.

Casa Manana, Fort Worth

The second edition of the five-hour Casa Manana Varieties, presented in the open-air cafe-theater by Music Corp. of America, came in August 12 with no let-up in attendance. The second edition is proving more popular and more entertaining than the first.

Jan Garber and orchestra are highlights. Garber not only is popular with dancers, but he and the ork men offer an extra bit of comedy that is tops, adding zest to the show. Morton Downey is the only holdover from first edition. Judging from applause, he could stay on indefinitely. His songs included *Night and Day*, *I Married an Angel*, *Says My Heart*, as well as the musts—*The Night Is Young* and *Harvest Moon*.

Altho the acts in first show were good, MCA producer Lew Wasserman has done even better this time, for novelty acts at least. Hal Silvers, tight wire performer with the Cole Bros.' Circus until recently, adds a thrill with his smooth performance. This type of act is well suited to this huge stage, and is a welcome addition to the show. Another daredevil act is the Two Olympics, roller skaters, who perform on the edge of the stage, almost in the audience. Their speedy act ends with a neck spinning finale.

Ames and Arno score heavily with their comedy dance and acrobatic routine to take laugh honors of the show. Dare and Yates, knockabout comedians, also go over. Another good act is that of Jack Gregory, who does some amazing tricks with his well trained hoops.

Sunny O'Dea clicks with her slow and easy looking precision tap dancing. She is very easy on the eyes. Also cute is Patricia Norman, singer of swing, with Garber's ork. She goes to town with good delivery on *Old Man Mose*, *I Didn't Want to Do It* and *Blue Ridge Mountains of Virginia*.

The 52-girl chorus changes routine every two weeks. Dance director Paul Osgard has provided another Tiller routine, an ostrich fan dance that is well done, and a Jitterbug Jag for the finale. New costumes are flashy and daring.

Altho this is a long vaude show, it never grows tiresome.

Wayne King's ork may be brought back for Labor Day to alternate with Garber for season finale.

William Green is press agenting.

Tom Daly's Fiesta Catering Company is giving excellent service for food and drinks to the several thousand nightly attendance. Ruth Huff.

Cocoanut Grove, Boston

Suggestion of anything arctic appeals during these tropical days to the night club crowd. Barney Welansky August 1 gave the Hub its first nitery ice carnival. Next Monday (22) the show begins another three weeks, retaining the principals but changing the routines. Tom Ball returns to producing here after a four-weeker with Lou Walters.

Hylton Sisters (Kate, Margo, Evelyn), back to the Grove by management say-so, fulfill two chores: songsters with Billy Lossez's ork and during the show. This early show spotlighted them in rare vocal form, doing the first swing version of an Irish ditty, *Where the Dear Old Shannon Flows*. Second tune was a splendid arrangement and piping of *Old Man Mose Is Dead*. They are headed for tops.

Robberts and White, caricaturists of the dance, offer a Viennese waltz and Spanish dancing. Stagger in sizes (the male, Robberts, a lank) gives the act comedy effect. Execution of their stuff is okeh and the audience liked it. Apparent ease and bits of business clicked.

Ted Meza gives too short a shot of an inebriate on skates, taking spills, pratt falls and knee collapses in good style. Should vary with a longer rou-

tine. Audience looks for it.

Sonia and Margo are featured in productions, the first following the line's (9) simple skate routine. Femme duo feature a waltz. Later they do a Spanish number.

Al Clark jumps over three, five and six barrels, and from a chute hurdles over four barrels. Better clean-cut jumps would add greatly. Faking is too obvious.

Line works one number sans skates, a time tap routine with some high kicks, and a closing Cossack-tambourine skate number. More freedom of the gals in skating technique (eight of the nine were taught especially) would enhance the show. As it is, everyone on skates seems crippled up and afraid to dish out the grace. Space is adequate. Show, carried on by Billy Lossez's ork, runs 27 minutes. New lighting effects help line routines. Ted Meza announces from the sidelines.

Biz light first of two nightly shows (18). Sidney J. Paine.

Village Barn, New York

Theodore and Denesha, dance team, and Buddy Kennedy, emcee, are new here, the rest of the talent being holdovers.

Applause-winning and flashy dancing is uncorcked by Theodore and Denesha, who offered a waltz, tango and a paso doble. Their routines are more stuntful and showy than ever before and are the type that holds attention thru sock spins, lifts and heel slides rather than posing. Clicked solid here. Kennedy, who comes here after a long, long run at Murray's, Tuckahoe, N. Y., is a friendly, let's-get-together emcee who doesn't sing especially well but who wins over the crowd nicely nevertheless.

Ted Lester, "musical magician," is ending a six-week run, and impresses with his versatile playing of odd instruments. (See NIGHT CLUB on page 25)

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**MOORE AND REVEL HELD OVER BON-AIR COUNTRY CLUB CHICAGO**

"Those of last night's audience who weren't at first aware of MOORE AND REVEL'S satire on ballroom dance teams soon got the idea—and gave way to real laughter and encore-making applause. For dinner guests the dancers responded with five numbers, which certainly is a tribute to their hilarious artistry. They tried a recent style of dancing, to be sure, but each ended in a tangle—the mix-ups coming at the most unexpected times. MOORE AND REVEL are tops in the art of comedy dancing and satire."

—CHICAGO AMERICAN.

"Moore and Revel stop the show with their dance-team burlesques and prove to be the hit act on the bill. Their efforts are far from the slapstick side, lifting them into the category of satirists. A Latin number and a couple of turns showing comparisons of the dance today and 20 years ago get the big hands. Mary Jane Moore proves herself a versatile comedienne by adding a song, kidding subbers who warble at social shindigs. Team's dancing is smooth and done with comparative ease. Both members make a strong appearance."

—HAROLD HUMPHREY, The Billboard.

"MOORE AND REVEL, ballroom dance team extraordinary, provoked no end of laughter with the modern dance numbers they rendered in travesty. The comedy touch they gave to the show was a grand relief and the studied awkwardness of dance 'positions' which they assumed in their act called forth the wild applause of the guests of the Bon-Air. How they were able to keep track of the accurate and intricate steps of their dance numbers and add the comedy without detracting from a perfect technique is something that they only can demonstrate. They are not newcomers to Chicago, but their present act is new."

**WM. MORRIS AGENCY**

# A Million Dollars for Entertainment

## That's What the Hitz Hotels Spend Each Year for Music and Acts

THE nine hotels in the National Hotel Management Co. group spend more than \$1,000,000 annually for music and talent, with the Hotel New Yorker, New York, alone spending approximately \$350,000 for entertainment out of an approximate annual income of \$6,000,000 for the hotel, which means that about 5 per cent of the hotel's income goes to entertainment.



RALPH HITZ

The above figures were given by Ralph Hitz, dynamic president of the NHM group, in an exclusive interview with *The Billboard*. "I have faith in entertainment and believe it is a great medium for drawing people to a hotel's

main dining rooms or cocktail lounges," he declared. "Not only that, but the entertainment can pay for itself if handled right."

The old preprohibition hotel idea that entertainment should be tolerated because it gave the hotel publicity and prestige, even tho it did not pay for itself, is now passe, Hitz contends. The entertainment can and must pay for itself in the NHM group. It is easy to size up an entertainment policy's strength by the number of cover charges and volume of dinner business.

### Dining Room at Profit

The dining room in the NHM hotel can normally depend upon the floor show to draw the dining crowd and the fame of the orchestra playing in the room to get the supper business, the hotel executive says. Volume brings profits and the NHM policy is to see that prices are kept at levels that will attract volume business rather than have the room partially filled at high-price levels. "By figuring on a close profit margin we can keep our prices low enough to offer a bargain show, a good band, excellent food and liquor and fine service and atmosphere," Hitz says.

When booking out talent and music (Rockwell-O'Keefe is the NHM agent) Hitz is guided by no set principles. "Rather," he explains, "the experience and knowledge of the guests' likes and dislikes gained in many years of hotel and dining room operations temper the judgment and enable the NHM to buy the right talent in the majority of cases."

"For example," Hitz continues, "the NHM is not especially partial to either swing or sweet bands. Rather, we prefer versatile bands which can play both sweet and swing music in accordance with the wishes of our patrons. The obvious thing is to book a good, solid name band that can play sweet music during dinner and swing out somewhat for supper."

### Starting Bands to Greatness

"Our hotels have started many bands off to greatness. Goodman started to climb after his 10-week Congress Hotel, Chicago, run three years ago. Don Bestor wrote his theme song while playing our Hotel New Yorker. Clyde Lucas made his New York debut at our New Yorker. Henry Busse, now at the New Yorker, made his New York debut as a band leader there in 1932. Horace Heidt zoomed high after his New Yorker engagement, as did Bernie Cummins and Ozzie Nelson years ago.

"Looking back at the bands we have been running the past year at the New Yorker, we got off to a good start with Benny Meroff's four weeks opening the fall season. Glen Gray's 20 weeks that followed were all right, with Jimmy

RALPH HITZ'S knack for wielding a million dollars' worth of entertainment so that it nets a profit to his nine hotels, which are worth \$100,000,000, has come from a lifetime of experience in jobs which included every phase of hotel operation. He worked hard to earn the presidency of the National Hotel Management Co., Inc.

At the age of 16 he ran away from school and obtained an elevator boy's post at the Hotel Sacher, Vienna. Two years later, the third day of his first visit to New York and the United States, he again broke away from parental yoke to land a bus boy's job in a Broadway restaurant. Thereafter he set his own pace working in hotels in all parts of the country. When he took over the new Hotel New Yorker in 1929 the odds were against him, but he made the hotel pay despite the depression.

Since then he has transformed several other weak sisters into profitable institutions. One of the devices of his success is the astute use of entertainment.

Dorsey's 10 weeks after that also being successful. We've recently brought in Henry Busse with a \$5,000 advertising campaign and he's set for the entire summer.

"Our music and talent budget for the New Yorker's Terrace and Manhattan Rooms runs from \$4,500 to \$5,000 a week. A large portion of this is taken care of by supper cover charges, the rest being charged off to the profit on food and liquor. We spend around \$50,000 a year at the New Yorker to exploit our Terrace Room and we are able to give our bands a real build-up. Not only do we give them advertising

and publicity, but our remote wires enable bands to get national reputations and then play one-nighters at big salaries.

### Bands Clean Up Later

"Some of our bands have played one-nighter tours after engagements at the New Yorker and were able to get \$1,000 and up a night. The New Yorker has a CBS and a WHN wire. Our Belmont Plaza, New York, has no wire at the moment, but our Congress, Chicago, has an NBC wire; our Netherland Plaza, Cincinnati, has a WLW wire; our Dallas Adolphus has a network wire; the Book-Cadillac in Detroit has a three-times-a-week network line and our Nicollet in Minneapolis gets an NBC wire. Our Van Cleve, Dayton, has a local wire. Our resort hotel at North Conway, N. H., is using only strollers.

"Altho we usually do not guarantee our entire group to bands, we offer one hotel with the promise of the others if a band makes good. Thus we keep a good band working for months and months. Of course, we use other musical talent besides the regular bands. We use alternate bands, usually tango-rumba outfits, and also book instrumental combinations (strollers) for our cocktail lounges, and bars in addition to singer-pianists or accordionist-singers who fill in the lulls between shows and band sessions.

### Novelty Acts Are Useful

"We also use occasional quick-sketch artists, palmists and other novelty acts to entertain patrons at tables. We are always on the lookout for novelties and sometimes organize colored waiters into vocal groups, as the singing waiters at the Belmont Plaza and the New Yorker's Manhattan Room. The idea is to get away from stereotyped presentation of talent and music.

"Our search for novelty induced us

to present our ice shows. A real novelty, these shows clicked from the start. The New Yorker's ice show has been running in and out for three years. The New Yorker is equipped with the only movable ice tank, installed at a cost of \$30,000. Again, looking for novelties, we brought in the Hawaiian idea and installed it at the Hotel Lexington last year when we were operating that hotel. The idea became such a rage that other hotels and night clubs have installed Hawaiian rooms."

As for the floor-show talent, Hitz declares that clean, colorful, carefully costumed shows emphasizing speed and youth are best. "Dirty or sexy entertainment is not wanted, as the bulk of our hotel dining-room patronage comes from our room guests who are mostly of the family type," he says. "Out-of-towners who want to see 'something hot' usually go to the cabarets. When they want to enjoy a more substantial evening—eat well, drink well, dance to good music and enjoy a show—they come to a hotel. Our rooms are run carefully, emphasizing fine service, because we expect repeat trade—and when you want patrons to come back you can't use night club methods!

### NHM Showmanship

"NHM hotels provide showmanship in other ways. In fact, they have succeeded to such an extent that patrons now quickly recognize NHM touches. For example, there is a midget doing a comedy cop in the New Yorker cocktail lounge—a showmanly way of handling the drunken patron problem. We have midget page boys and so forth. These hotels have even brought showmanship to the presentation of food, taking crepe suzette, long a dish for the wealthier diners, and reducing to the 50-cent class. There is a group of trained crepe suzette men (all called Tony) who make crepe suzette in a spectacular way. People like it."

## Agents Offer Maisie Bookings— Everything Fine But the Salary

Dear Maisie:

I KNOW you have had a tough time this summer and I thought you would feel better if you knew that several agents have been reading your letters in *The Billboard* and inform me they would like to book you.

Curt Berger, Milwaukee agent, writes that a recent letter from a night club



PAUL DENIS

owner made him think of you. The letter asked for "two girls doing tap dancing, strip tease, acrobatics and vocalizing at \$20 a week each."

Berger writes me that he doesn't know if you do stripping, singing, acrobatics and tap, but he's confident you could clinch the new account for him with "that high-class toe dance."

"Another thing," he writes, "Maisie is a new face in this territory and I shouldn't have much trouble booking her into any of my regular spots. I only regret that there is no mention of an option, as I know Maisie likes her options taken up. But then you can't have everything. It's nice up here in the Northern woods of Wisconsin, and maybe Maisie will get acquainted with a nice lumberjack who will take her hunting and fishing and to the picnics—maybe then she will forget about not having an option.

"I notice that Maisie didn't sign that personal management contract with Colossal International Artists' Corporation. Do you think she'd sign up with my office? I'd be willing to work on a

little lower percentage and would give her a break by only charging 5 per cent on all jobs she picks up direct. Now isn't that proof that we really love our performers?"

"Please forward this letter to Maisie so she won't miss out on this great opportunity."

SID HELLER, New York night club press agent, writes: "Tell Maisie that I'm lining up the Old Roumanian club for the fall—but will book her on one condition: that I get the salary and she works for the commission. Tell Joe Pursent or Jim Mann to top that!"

And Esther Berke, of Rochester, writes me: "There's a couple of single-girl acts using the name of Maisie, so you had better warn Maisie that they are cashing in on her fame. They both do high-class toe numbers, but we are sure they're not as good as your Maisie."

WELL, Maisie, you can see that your letters in *The Billboard* haven't done any harm. Now that you're getting better known, you should hurry up and cash in.

You ought to go over and see Joe Pursent, the agent. He says he's got a job for you at the new Honeymoon Cafe in Niagara Falls. A lot of honeymooners patronize that spot and tip liberally when the performers offer something sweet. Your high-class toe number ought to go big there. Joe says to name your own salary—up to \$30, room and board—and promises to get you top billing on the menu. Each show is listed in the menu, you know. Joe says he'll get the club owner to list you near Sirloin Steak, because that's the most popular dish and more people will see your name if it's spotted near there.

PAUL DENIS.

### Ft. Worth Spots Busy

FORT WORTH, Tex., Aug. 20.—Show Boat, dine and dance spot near here, is continuing name bands during the run of Casa Manana here to draw Casa's after-show crowds. Jimmy Garrigan's Orchestra closed last night. Joe Reichman now in for eight days. Art Kassel is booked for September 2 to 4, while Red Nichols comes in September 4 for five days.

The Den, in the Texas Hotel here, now has after-Casa Manana dance Wednesdays.

### "Drunkard" a Hit

DETROIT, Aug. 20.—Revival of *The Drunkard*, produced by Edward A. Ferguson, at the Corktown Tavern has proved an unexpected success. The show, originally slated to go two weeks, with probability of changing program to other old-time melodramas and satires, went into its 10th week currently.

### Shreveport Room Switches

SHREVEPORT, La., Aug. 20.—Roof Garden and Skyline Room of the Washington-Youree Hotel will close its season August 27. Fountain Room of the hotel expected to reopen early in September. Final program features Jackie Heller and ork.

### San Fran Club Folds

SAN FRANCISCO, Aug. 20.—The Deauville Club closed last week with Manager Frank De Goff owing musicians, bartenders, entertainers and members of allied crafts plenty. Owner of property refused to string along and locked doors when management couldn't pony up the rent.

**NIGHT CLUB**

(Continued from page 23)

The four Royal Rangers and Obidiah, novelty instrumental act, is okeh but not sock. Obidiah does comedy at the bull fiddle while the other boys offer cowboy tunes. Maryann Mercer, vocalist with the Mitchell Ayres Band, is still scoring heavily with her ballading, while the Ayres Band comes thru with swell show accompaniment and fine dance music. The band is on WOR and MBS seven times a week and the Royal Rangers are also on seven times. All broadcasts are from the Barn.

A Big Apple Dancers troupe of three teams is still here. Altho the Big Apple craze seems to be petering out, the customers still like it.

Meyer Horowitz is your friendly host.  
Paul Denis.

**Steve Brody's,  
Asbury Park, N. J.**

Dan Pinto and his Music, or the Modernairs, as they are also billed, have been holding sway at this beachfront concession since Decoration Day. They bow out Labor Day. Pinto, accordion; Charlie Hall, guitar, and Mark Marsella, bass, were at th's spot last season.

When they opened at Brody's this year, an electric organ was the feature. A violin, ably handled by Charlie Rock, has replaced the organ. He also handles the vocals, but not so well as his fiddle.

Brody's does not have a dance floor, but some of the more agile customers for franks and beer trip the light fantastic in a small spot near the band platform. Pinto's aggregation features dinner music—and it is of a very good quality.

Pinto himself is featured now and then. He is ace-high on Nola.

Sam Abbott.

**One Fifth Avenue, New York**

More intimate than most cosmopolitan cafe lounges, this salon, which is the only part of the hotel with an entertainment policy, is filled with an incomparable quiet friendliness.

Consistently, entertainment here is casual and offered intermittently as the mood of the customers may require. Bludgeon stylizing is pleasantly absent, for the guests seem to recognize divertissement without its being heavily labeled as such.

Along about 9:30 or 10 o'clock, when Earl Fox slips in behind one of the twin grands and tickles the ivories, the musical presentation is inaugurated. Clifford Newdahl, tenor who has been here for months at a time, gives out in song and personality as few can do. He has his audience well sold with a personal gusto and musical fervor. Yielding to requests, he turned on with *The World Is Mine Tonight*, added *I Love Only You*, one of his Viennese specials, and in French, *Today*. He further demonstrated his versatility with Italian songs.

Cy Walters fills in on the second piano for an interlude of semi-classical unheralded ramblings over the keyboard, with Fox sharing the spotlight. The duo, just a recent combine, is successful, Walters taking the lead on the rag-times and Fox in command when the music goes highbrow.

Frances Constock's smooth vocals and neatly taken low registers are brought on after another quarter hour lapses. She is deft with both torches and smart ballads.

Newdahl features five singing waiters for special effects with such novelty numbers as *Vieni, Vieni*. It's of his own tutoring and the guests like it.

George Clarke Jr. does a nice job fronting for the room, while George McMurray p. a.s the acts.

Sylvia Weiss.

**Martin's Rathskeller,  
New York**

This basement spot is one of many German, Bavarian and Australian atmospheric clubs in the Yorkville section. Business has been very bad and most of the clubs have trimmed their entertainment to the bone.

This club, however, is still presenting a regular floor show, altho it is mediocre stuff. The show is built around a line of four girls booked by George Caplane. The girls are not bad looking and do fairish routines in okeh costumes. Three of the girls step out for weak dance specialties.

Emsee job is in the hands of Cactus Charlie, who, with Wisconsin Slim, form the Silver Star Rangers, cowboy singing

and instrumental act, which seems so out of place in this spot. They do a bad ventriloquial number, altho they work hard and mix with patrons in friendly fashion. Little Freda Dooley is a tiny brunet who sings uninterestingly and dances a coochy rumba. Daisy Martin, a large, regal brunet, is on for songs that hardly hold attention. Robert Kuenzer leads the four-piece band that plays the show and provides the dance incentive.

Tina and Four Girls, Peggy O'Connor and Juanita compose the new show coming in next week.

No cover or minimum. Prices modest.  
Paul Denis.

**Sans Souci Grill, Hotel  
Bennett, Binghamton, N. Y.**

Binghamton's second largest hotel has brought The Londonaires into its Sans Souci Grill and is giving them a build-up as "another entertainment triumph."

The quartet is composed of pretty Linda Laws, guitar and vocalist; Al Davis, accordion; Norrie Fisk, violin and trumpet, and Neil Shadoin, string bass. The combo plays both classical and pop music, doubling from the grill into the hotel's Crimson Dining Room. Has been here for two weeks and will probably remain another two or three.

George H. Barlow.

**Rendezvous Villa, Youngs-  
town, O.**

One of two niteries in the Youngstown area playing consistent floor shows this summer and managing to keep going in spite of unusually slow steel-mill operations in the district.

A host of pretties with plenty of pep and spice compose the cast of the *International Varieties* current. "Peanuts" Baron continues as the capable emcee.

The army and navy are represented by saucy drum major Jean Martin. The Russian ballet is depicted by the Nadi Sisters and the Six Tillerettes, while a dance, *Ladies of Spain*, is done by lovely Marianna. Others on the bill are Danice Dean, Betty Hathaway, Pepita, Tanya, Cheri and Andrea.

Four shows nightly, with Billy Baron emcee. Ben Hilson and his swing Negro combo stay on to play for the dancing, which apparently is pleasing the masses.

Rez McConnell.

**Creole Gardens, Cleveland**

Newest black-and-tan spot to come to the front is Creole Gardens, which Manager Jack Taylor is making one of the popular summer spots of the town.

Current floor show is headed by Tom Myers, fast-stepping hooper, who appears solo and at the head of a bevy of well-trained chorus beauties. George Bias, silver-voiced tenor, and Marcella Carter contribute to the vocal portion of the program. Good repertory and splendid renditions mark their work. Six Bits of Rhythm is the title applied to the sextet of dancing, musical and singing performers who hold over but offer an entirely new routine. Their act is the highlight of the evening. Mae Miles and Morrison and Mays, dancers, round out the bill.

Manager Taylor has started a colored amateur night as a regular Wednesday feature.

H. R. Hoyt.

**Rancho San Pablo,  
El Cerrito, Calif.**

This spot, opened last November, is located about 20 miles from San Francisco. Show had a line-up that savored of straight vaude, with Hoctor and Shayne, tap dancers; Ray Farker and "Porthole," ventriloquist act; Barbara Blaine, a smart acrobatic dancer, and Mack Pepper, emcee, providing the talent.

Show is small. Hoctor and Shayne, mixed dance pair, are the openers. Their routines are clever, but both need improvements in wardrobe.

Ray Parker and "Porthole" are good novelty. Parker works with something different in dummies and uses an amplifier. The pair start with the usual cross-fire talk and finish with a mental act. However, this could be improved if Parker would ask for articles out of guests' purses instead of helping himself with quick apologies.

Barbara Blaine offers acrobatic and control work that is far and away better than dancers of this type. With smart

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wardrobe and excellent orchestrations, her act sells.

Pepper emcees and works hard. Now in his fourth week, having replaced Lou Ashe, who returns September 28.

Orchestra is that of Carlton Ackley and consists of a crackerjack six combination. These boys were formerly with Roger Burke at the Sir Francis Drake Hotel, San Francisco.

Three shows are given nightly with Monday off for the acts. Entire show and band booked by Sam Rosey Agency, of San Francisco.

W. M. Pechart and Dave Kessel, owners, have put \$100,000 into the club, which is done in Monterey Spanish architecture. *Edward Murphy.*

### Royal Palm Club, Miami

Despite small play from cash customers the Royal Palm Club has managed to keep the rep of being Florida's most famous night spot by presenting a lavish midsummer revue produced by Livonia Warren.

Arthur Childers, owner, has installed many innovations, including candid camera night, movie night and also has opened Rumba Room in the darkened casino to help lasso the Cuban tourist trade.

Heading the current bill is Lu Anne Meredith, dancer, who has both looks and fast-stepping feet. Marque and Marquette, dance team, are standouts in their *Dances of the Nations* number. Flea Madden, billed as the "Mad Drummer," lends comedy as well as noise with his versatile stick rapping on a stove, pots and pans. He is doubling from the orchestra. Molly Hoban, doubling from the line, turns in a pleasing waltz routine, as does Alice Weck, also doubling.

The whole bill, altho not as star-studded as winter presentations, is popular in this area. Mannie Gates and orchestra, with Marilyn Duke, handle the music assignment very well. Club plans closing soon for alterations in preparation for expected heavy winter play. *Virgil E. Pierson.*

### Hollenden Vogue Room, Cleveland

One thing you can count upon Manager Dick Marsh, of Hotel Hollenden, for a certainty. When he frames a floor show for his Vogue Room, he is going to give you a novelty. It may be a magician like Paul Rosini, who established a record run there. It may be a pony or a roller skating act. Just now it is a parrot.

John Tio is not unknown to fame. He appeared on several broadcasts. Now with his owner, Francis Abella, he has gone night club. Seventy-five words are claimed for his vocabulary, but he doesn't display them all. He gives a Scotch word or two, imitates Bing Crosby and Schnozzle Durante, and is quite agreeable when in the mood. During the present engagement, John has shown no fits of prima donna temperament. By way of variety, he does a few acrobatic tricks on his steel perch.

Highlight of the bill, despite Tio novelty, is Sara Ann McCabe, a most personable miss with a mellow contralto, a welcome change from blues singers and raucous swing shouters. Held over for another week are the Loria Brothers, who wear Mexican costume and play pop tunes in Mex style with castinets and gourds. Their rendition of *Alexander's Ragtime Band* would puzzle Berlin were he to hear it.

Sammy Watkins holds forth with his

band—it has become a fixture—and George Fox, veteran theatrical manager and director, appears as chief greeter and permanent glad-hander for the management. *H. R. Hoyt.*

### Colonial Tavern, Asbury Park, N. J.

This boardwalk concession has a five-piece band, the remnants of a 14-piece aggregation. Boys are students at Franklin and Marshall College, Lancaster, Pa.

The boys, led by Ken Nessler, who also plays sax, are doing all they can to turn out good dance music. Nick Vlachos, at the piano, improvises and fakes a lot—the others do what they can to follow. Dalton Burnette, bass, has the earmarks of a good musician.

The freshmen are not heinous, because they do, at times, offer some good danceable music. They did fair on *Little Lady Make-Believe* and *Lovelight in the Starlight*. A jitterbug requested *A Tisket, A Tasket*, and the boys went to town. Their trouble seems to be lack of confidence, training and encouragement. If the tempo were speeded, the music would be consistently good.

Presiding at the piano while he sings is Billy Hogue. He's been here for many weeks. He drew applause often.

(At this point the management sighted the reviewer taking notes. Because of a suit filed recently against another tavern in Asbury Park, the writer was mistaken for an ASCAP spotter and asked to leave. A conference outside the tavern righted everything, but it took a lot of denying.) *Sam Abbott.*

### The Subway, Kansas City, Missouri

One of the most unusual night spots in the nation, located in the heart of Kansas City's Negro business section. Ofays as well as colored persons are consistent patrons, however, because of the wide variety of entertainment offered.

Small house band, colored, holds forth, and the room is fairly quiet until after midnight. Shortly thereafter the musicians get off work at spots around town and make a bee line for the Subway. Then the fun begins.

Jam bands form like mushrooms, springing up all over the place, with whites and colored playing side by side. Traveling bands often stop over.

No minimum, covert or admission. Business reported excellent. Only acts used are those formed spontaneously. *Dave Dexter Jr.*

### Cocoanut Grove, Ambassador Hotel, Los Angeles

Ace hotel spot here, booked by MCA, enjoying a nation-wide reputation. Room has been popularized in several pictures and is widely patronized by a class trade. At this moment it is probably the only hotel room using name bands consistently and spending some money for standard acts. Spot's picturesque atmosphere attracts the spending visitors. A \$1 cover is in effect for late diners, but food and liquors are popularly priced.

Only one show nightly (except Sundays) and it doesn't get under way until near midnight. Main attraction is the dance music, at this time furnished by Leo Reisman's Orchestra. Band continues from 7 p.m. till 2 a.m. and during each session has a variety of tunes

that please just about every type of dancer. Reisman's Orchestra smacks of topnotch caliber, both in instrumentation and showmanship. It is full of orchestral beauty and is overstocked with pop tunes, both old and new.

Floor show attraction is the dancing of Georges and Jalna, a big-time dance pair who score with versatile concoctions. Their waltzes look best in this environment, enhanced by some beautiful lighting.

Current bill will close September 5 and on the following night Anson Weeks' Orchestra opens an indefinite engagement. Show will include Morton Downey and Dr. Hoffman, the "think-a-drink" magician who just closed a widely publicized engagement at the local Orpheum Theater.

Cocoanut Grove business has been improving lately. Fridays have been the strongest nights of the week. John Brown is personal manager of the room. *Sam Honigberg.*

### Rockefeller Barn Becomes A Sort of Highbrow Club

CLEVELAND, Aug. 20.—Latest bit of property to enter the entertainment field is the stable of the old John D. Rockefeller estate on Euclid avenue, which is to be turned into a restaurant under management of Stables, Inc.

Mrs. Mary Craig, president and treasurer, will act as manager, while Simon J. Green, secretary and attorney, will attend to other angles. Basement will be stag bar and tap room. Ground floor stalls will be converted into bar, dining room, cocktail lounge and booths. Dining room is on same floor. Top floor is for dance hall and living quarters. Lease stipulates that no night club can be conducted there, but orchestra and entertainment will be featured during the day.

### Opening Strand Band Show Is Set; Ritz Bros. Maybe

NEW YORK, Aug. 20.—Harry Gourfain, indie vaude producer, will stage the shows at the Warner Strand, beginning Friday. Opening pit band show will have Ben Bernie's Band, Lila Deane, Harris and Shore, Betty Bruce and Art Frank. Film will be *Boy Meets Girl*.

Warner denies it is planning to bring film names east for p. a.'s at the Strand. It had been reported that Patsy Kelly, Claude Rains and Hugh Herbert would play the Strand next month.

Ritz Brothers may be booked for a later bill, but their asking price, \$15,000 guarantee, or \$12,500 and a percentage, is holding up the deal. Loew's State is also interested in the Ritz Brothers, who grossed \$53,000 at the Chicago, Chicago, last week, doing six-a-day all week.

### "Society Swing Music"

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Booking direct—Personal Representative,  
J. D. TEEGE.

## Remote Wire Ban Freezes Name Orks Out of Chi Hotels

CHICAGO, Aug. 20.—Local hotels are beginning to get a taste of the headaches in store for them this fall with their band bookings due to the mutual ban on remote radio wires. Sherman Hotel is now in the process of trying to book Buddy Rogers' Ork for its College Inn, but Buddy is nodding his head the wrong way until they can promise to put the room on the map with a remote net pick-up. Hal Kemp has already signed to wave the baton at the Drake Hotel, October 8, but is beefing loudly about the sans wire arrangement.

Hostelries refused to keep their air lanes open after last January 15 when all three nets imposed a \$100-per-week service charge. Managers affected went into a huddle, emerging with a gentlemen's agreement boycotting the wire

charge. Altho, to date, none of the involved parties have gotten together about fall plans, it is understood that name bands' refusals to play in Chi without a net hook-up is causing the innkeepers to think about reconsidering their action.

Net outlets have experienced no suffering from the ban, doing a bigger remote biz than ever this summer on road spots and local niteries, and fall prospects look good so far, too, without hotel rooms. Nearly all the ace night spots are set with wires now. New Colony Club, which opens September 7 with Hugo DePaul and Jose Manzanaras, will air both outfits over WGN. Most of those not set yet have already expressed a desire to plank down the \$100 for air rights.

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# Vaudeville Notes Para Booking 20 Theaters; Mostly On-Off

NICK LUCAS and Phil Harris and band headed the vaude bill at the Lyric, Indianapolis, two weeks ago and broke Eddy Duchin's former top record for that house. Lucas goes into the Paramount, Des Moines, August 26, followed by State-Lake, Chicago, week of September 9; Colonial, Dayton, September 9; the Jubilesta, Kansas City, September 17 and 18.

SAM SHAYON, of F. & M. Agency, has been readying another unit to play fairs for George Hamid. . . . PETERS SISTERS opened in London August 22 in a unit produced by Unit Productions, Ltd. . . . FELICE GREENBERG, of F. & M., left last week for San Francisco for a month's vacation. Will then join Al Pearce in Hollywood. . . . GAE FOSTER is staging two new numbers for the Ice Follies now playing the Auditorium, Atlantic City. The ice show returns to Hollywood next month to make a picture, deal set thru MCA.

WINTER SISTERS open at the London Palladium August 29. . . . THE YACOPIS, current at Billy Rose's Casa Manana, New York, have been signed for a series of fairs thru the George Hamid offices. . . . GENE AUSTIN has started a series of personal appearances in conjunction with his picture, *Songs and Saddles*. Tour will last about 10 weeks and will consist mainly of one, two or three-night stands, with possibly one or two full weeks. . . . PAUL KIRKLAND sailed last week on the Columbus on his way over to begin his date at the Scala, Berlin.

CHANG and his Magic Violin are appearing on the air around Vancouver and will shortly start a theater tour on the Coast. . . . EDWARDS SISTERS have started their Tivoli Circuit dates in Melbourne. . . . LES FREDERICKSON is the emcee attraction at the Outdoor Theater, Santa Cruz, Calif., with his partner Poppy and the Mysterious Pay also featured. . . . REIS AND DUNN, Kirby and Duval and Moro and Yaconali head the cast of the new Frank Neil show, *Parade of Stars*, that opened at the Tivoli, Sydney, Australia, latter part of July.

BENNY GOODMAN goes into the Tower, Kansas City, Mo., week of September 16 as opposition to the K. C. Jubilesta which MCA handled last year. L. G. Dickey is booking the Jubilesta this year. . . . RUDY CAPPY is a 14-year-old singing find of Harry Dell, New York agent, who says the kid's terrific. . . . CHESTER HALE is readying another troupe for London bookings. . . . KIT KAT REVUE is the latest unit to tour one and two-day RKO stands in the New York area. . . . IKE ROSE'S MIDGETS made the circuit so successfully that it is making a return tour that will keep it busy until September 6. Two shows a day and mostly two-day stands.

JACK CARR, original *Dead End* policeman, and the *Dead End* kids opened August 16 at the Golden Gate, San Francisco, in a sketch called *The Young Muggs*. . . . KEN MAYNARD has a 25-week p. a. tour set for him by the William Morris Agency. Route will take in Cuba, Jamaica, Mexico, Central and South America. . . . BOBBY BREEN, kid star, will do a p. a. at the Golden Gate, San Francisco, week of August 24 with the world premiere of *Breaking the Ice*, his new picture.

LOWE'S STATE, New York, has Mal Hallett's band and Joe Morrison lined up for the September 29 week. Morrison opens September 2 at the Capitol, Washington. . . . FIVE RILEYS play the State September 22. . . . ANDREWS SISTERS skedded for the Pittsburgh Stanley August 26. . . . LARRY CLINTON does a week at the Earle, Philadelphia, September 9.

THE DEMARCO'S, dance team, have split. Renee, filed a separate maintenance suit against her husband in a Hollywood court, seeking an allowance. Antonio De Marco is employed at present as a dance director at a reported salary of \$2,500 a week. . . . DOUGLAS GILBERT, New York newspaperman, is writing a history of vaudeville which will come out in the fall. . . . DORYCE AND FREDDY DREW are extending their vacation on Lake Charlevoix, Mich., until mid-September. . . . W. G. VAN SCHMUS, managing director of Radio City Music Hall returned last week after a six weeks' tour abroad.

NEW YORK, Aug. 22.—Paramount is now spotting bands, units and attractions into at least 20 houses on and off. It is probable that this number will increase when the fall season is in full swing.

Key houses are the local Paramount, playing name bands, personality attractions and specialty acts, and the Chicago, Chicago, playing name bands and acts. The rest of the houses are given shows whenever Paramount can pick up something good on either a straight or a percentage deal. Altho Paramount avoids percentage deals at its local Paramount and at the Chicago Theater, it goes in for percentage arrangements at most of its other theaters. Benny Goodman goes into the Orpheum, Minneapolis, September 30 on a percentage. Goodman's last date at the local Paramount, on one of the theater's few percentage dates, was for \$8,000 and a split. Goodman walked out with \$13,000.

Rudy Vallee, who rolled up a high gross at the Orpheum, Minneapolis, last week, goes into Shea's, Buffalo, September 30 on a percentage deal.

Horace Heidt's unit goes into the Paramount, Des Moines, and the Capitol, Cedar Rapids, week of September 16, followed by the Orpheum, Omaha, September 23 week. Plays Minneapolis on September 9.

Paramount booked the first unit of the new season when it spotted *St. Moritz Ice Follies* into the Paramount, Springfield, Mass., Thursday for a week.

Other houses to whom Harry Kalchheim, Paramount booker, has been giving shows this summer are Paramount, New Haven; Rialto, Joliet; Palace, Peoria; Orpheum, Springfield, Ill.; State, Winona; State, Eau Claire; Newman, Kansas City; Paramount, St. Paul, and the Southern houses: Austin, Dallas, San Antonio and Fort Worth.

The Metropolitan, Boston, and the Michigan, Detroit, which played shows last season, will probably return to a combo policy next month, but no date has been set.

Locally the Paramount Theater will play Tommy Dorsey for the third time this year week of September 28. Connie Boswell, making her Broadway debut as a single, will be on the same bill. The Raymond Scott, Mark Warnow, Maxine Sullivan show has been definitely set week of October 12.

## G-B To Open Vaude Shows in 70 Spots

LONDON, Aug. 20.—Gaumont-British Circuit early in September is expected to introduce a vaude policy in 70 of its own and allied pic houses. Stage shows are to run from 15 minutes to an hour on a three-a-day schedule. Name acts and band presentations will be used in the larger houses, while the smaller suburban houses and theaters in the sticks will employ standard acts.

George Black and Val Parnell will supervise bookings in some of the larger London houses, which means that American acts may play these dates after their Palladium and Holborn contracts expire. Most houses will reintroduce pit orchestras, but in some cases only accompaniment for the acts will be by means of the house Wurlitzer, a popular feature in British movie houses.

## AFA, Agents Urge New Michigan Law

DETROIT, Aug. 20.—Committees have been appointed by the American Federation of Actors and the members of the theatrical booking agencies to take the necessary steps to present at the next regular session of the State Legislature an amendment designed to give better protection to actors and booking agencies.

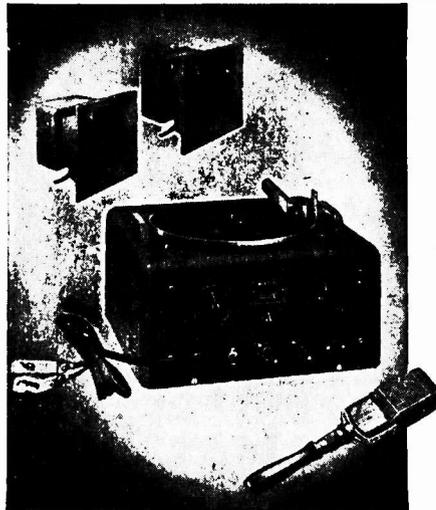
When such a bill has been made ready for presentation Joseph F. O'Sullivan, superintendent of Private Employment Bureaus, has announced full co-operation of his bureau in securing its presentation in the Legislature.



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## Grosses

Flesh attractions continue to bolster theater revenue last week.

Ritz Brothers, playing at the Chicago Theater, Chicago, drew a gate of \$53,800, where the weekly average is normally around \$32,000. *Gateway*, the picture presentation, had little to do with the draw as it was unsuccessful in other cities. The Ritzes did six-a-day all week.

Rudy Vallee, appearing at the Orpheum, Minneapolis, last week for five days with the pic *Fast Company*, grossed \$21,000. House has a normal take of \$4,800.

Major Bowes Collegiate Unit at the Palomar, Seattle, grossed \$5,300. Average take is \$4,500.

Bela Lugosi has been making p. a.'s at the Regina Wilshire Theater in Beverly Hills in conjunction with a triple feature horror bill (*Son of Kong, Dracula, Frankenstein*). First week grossed \$3,000 and expected to do as well the second.

Ted Fio-Rito, playing the Palace, Milwaukee, with *Passport Husband*, did \$5,400. Average is \$5,400.

Major Bowes *Third Anniversary* troupe at the Riverside, Milwaukee, upped the house norm by \$600 with a \$5,000 gross.

Ozzie Nelson's Band, with Harriet Hillard and *Professor, Beware!* at the Stanley, Pittsburgh, did well with a \$19,000 take. One thousand dollars above average.

## Wilmington Vaude Resumes

WILMINGTON, N. C., Aug. 20.—Royal Theater has just opened after undergoing several weeks of extensive remodeling and renovation. House presents pictures and vaude.

## Kemp Time Opens; 5 B Unit Weeks; Name Bands, Too

CHARLOTTE, N. C., Aug. 20.—Kemp Time, operating as the Southern Attractions, has booked only five weeks of vaude this fall for B units. This time last year it had 15 weeks set.

Tour begins September 15, and itinerary covers Virginia, North Carolina, South Carolina and Birmingham, Ala. Shows booked for this route include Dan Fitch's *Jitterbug Jubilee*, Ed Gardner's *Strens in Silk*, Linton De Wolfe's *Everybody Swing*, Ross Russell's *Shanghai Nights* and Lou Walter's *Club Cascades Revue*.

Also included in Kemp's plans is a continuation of policy on name bands and Class A units to be booked in the following houses: Granada, Bluefield, W. Va.; National, Greensboro, N. C.; State, Winston-Salem, N. C.; Carolina, Durham, N. C.; State, Raleigh, N. C.; Carolina, Charlotte, N. C.; Carolina, Spartanburg, S. C.; Carolina, Greenville, S. C.; Carolina, Columbia, S. C.; Bijou, Knoxville, Tenn.; Bijou, Chattanooga, Tenn.; Plaza, Asheville, N. C.; Paramount, Montgomery, Ala.; Lyric, Birmingham, Ala.

## Zasu Pitts for Cleveland

CLEVELAND, Aug. 20.—Palace Theater will play Zasu Pitts week of September 9 or 16. The house recently played Martha Raye and did big business.

It is the only RKO house taking occasional shows now. The Palace, Chicago, is the only regular RKO vaude spot still going.

## Paramount, New York

(Reviewed Wednesday Evening, Aug. 17)

There's no mistaking the syncopated tastes of Para patronage. Call it swing or what you will, the musical style must have plenty of oomph. And unless it packs that rhythmic punch the orchestral interludes are only lulls. No denying that Phil Spitalny and his melange of musical maids make distinctive melodies. But for all their well-versed playing it was only the hotcha warbling of Ginger Harmony that stood them on edge of their seats.

A newcomer to the Spitalny school, Miss Harmony is a singer with beaucoup tabasco for tonsil polishing. Given to violent-voiced vocalizing and Susie-Q stances, she causes undue excitement with a rowdy *Ol' Man Mose* and has 'em still stomping for more after obliging with *I'd Do Anything for You* and *I've Got Swing for Sale*. Returns later when the band presents its best in the novelty offering, *A-Tisket A-Tasket*, and really breaks it all up. House makes her return for extra choruses. A logical time to ring down the rag, but Spitalny continues with Ravel's *Bolero* for the finale. But the climax had already been reached and house wasn't in the mood for it.

Band, numbering 22 instrumentalists and Three Little Words, Maxine and Miss Harmony for the song slinging, play mood-inspiring music. While it has struck a welcome chord via the air lanes, their overly orchestrated and richly tone colored arrangements fail to find the proper response here, house being one that is steeped in swingeroo. Apart from the pop numbers featuring Evelyn and her Magic Violin, the specials fail to register. Might be that Spitalny fails to sell 'em right. Depends entirely on the gals, not even announcing the selections.

The deep-throated Maxine is not only eye-compelling but makes 'em give a listen for *The Man I Love* and with the gals in glee club formation, *Shortnin' Bread*. The Three Little Words, harmonizers, gather salvos for themselves with the novelty lyrics for *Russo-Hotski*, *That's Why Dark Eyes Were Born* and a rustic *We'll Never See Our Old Kentucky Home*.

Spitalny, however, doesn't have to carry the show. Apart from the screener, Bing Crosby's *Sing, You Sinners* (Paramount), movieland's Zasu Pitts is on tap for a personal. Has Cliff Hall feeding her lines for inane gags, but it's strictly the look-see that counts. Might have meant more if she did a sketch from a flicker. As it was, she stalled for time until everybody had a good look. Well received, nevertheless.

With all this femininity, there's a welcome respite in Louis De Pron. A feather-footed hooper, he operates a genuine pair of tap tootsies. It's in the Astaire style and clicks as a solo outstander.

In toto there's enough to keep the bill intact for a fortnight before Eddie Duchin and the Three Stooges take over. Chick Webb's solo week preceding, with the weakie *Give Me a Sailor*, hit a high score with \$39,000. M. H. Orodender.

## Palace, Chicago

(Reviewed Friday Afternoon, Aug. 19)

A pleasing family bill patched up neatly to go with the sentimental

## Vaudeville Reviews

*Mother Carey's Chickens* pattern on the screen. Bill Robinson is the sole box-office potentiality, altho the picture label known in book form to many readers may attract some kid trade.

Robbins Family, acrobatic trio, proved a strong opener. The two men and girl are wizards at sock tricks that are above the run-of-the-mill variety.

Texas Jim Lewis and his four musical cowboys had little trouble selling their tuneful ditties. Their homespun delivery and sincerity injected in their work make them a topnotch cowboy turn. Among their clicks are cleverly arranged lyric numbers, yodeling fare and *The Twelfth Street Rag* played by Texas on a nondescript bell and horn contraption.

Lorraine and Rogan, comedy dance team, reach out into the gag field for an opening. Man singles with a soft shoe satire and joins Lorraine in a hilariously routine version of a waltz to *Blue Danube*. Girl makes a funny sight of herself, and her ability of shooting her torso out of gear is an added comedy asset.

Bill Robinson, next-to-closing, is still the gentleman dancer who does not have to kill himself with intricate steps. He turns on his million-dollar personality, unloosens a few harmless stories, a light dance strut or two and stops the show cold.

The Great Gretonas, high-wire act, close with thrilling acrobatic and bicycle exhibitions. Few acts of this type around and when one does show up it is a welcome addition on any bill.

A tribute to Danny Russo, the veteran orchestra conductor, must be paid at this time. He plays his final show Thursday night after 19 years of conducting to nurse his Hollywood ranch for a stretch. Acts around here will miss his able leadership in the almighty pit. Sam Honigberg.

## State, New York

(Reviewed Thursday Evening, August 18)

No outstanding name on the marquee this week. Bill, as a whole, is a bit on the disappointing side but, happily, it is bolstered by a very strong *Algiers* on the screen. George Hall's band, with Dolly Dawn, is top attraction, Roscoe Ates being added as a second rung p. a. feature.

Opener is Van Cello, assisted by Mary McKettrick, in standard curtain raiser—barrel rolling and plain and fancy balancing stunts from a Risely position. Most of it is effected by being tempoed to the accompanying music (incidentally, very good), but there is nothing of startling nature. Whatever there is, however, is showmanly presented and goes over very well.

Three Chocolateaters, colored trio in comedy eccentric dancing, fill the deuce spot to perfection and carry off evening's best response. Boys work smoothly together and at a good gait, and their particular style makes for swell sight comedy touches. Their *Peckin'* and *Skrontch* closer (they introduced the *Skrontch* at the Cotton Club), is nimble and mirthful nonsense and catches on for a near show-stop.

Del Casino seems to hurt his own ef-

forts by a lack of stage presence and showmanship, due, of course, to this being his initial stage appearance. Otherwise his end was gained thru smooth, tho uneventful, sailing. He does well by his reputation as a radio and night club favorite with several of the more romantic pops, including *I Let a Song Go Out of My Heart*, *I Hadn't Anyone Till You*, *How Deep Is the Ocean?* and *Sorrento*, in Italian. The good-looking youngster has a mellow baritone with a soothing quality well suited for the languid pashies he dispenses.

Without the special characterizations, scenes and situations that go with his film appearances, Roscoe Ates is not quite the funny stutterm that we have come to know. Using his stock in trade lavishly in dialog and gags, he provokes but ordinary chuckles. He attempts hoked playing of several instruments and is also abetted by Miss Ray as straight for his patter. Miss Ray gets by with a special number but her singing does not come up to her main service of foil and s. a. decorativeness.

With a reputation as a dance band amassed after a consecutive run of seven years, plus a wire and Dolly Dawn, from the Taft Hotel, Hall gives out with surprisingly undistinctive music. It leans toward loose, over-arranged hot playing. Ditto the novelty numbers attempted by several bandmen. Dolly Dawn is, of course, the lodestone of the outfit, the ample miss equalling, if not surpassing, in point of following's the popularity of the band proper. Her style a cross between swingeroo and blues shouting, she goes to town with *Walking Stick*, *A Tisket A Tasket*, *Beat It Out*, *Butcher Boy* and others, and has little trouble working up her jittering admirers. A little less coyness on her part, considering everything, may go far toward winning those who don't see very much in her ebullient swing singing.

House good last show Thursday.

George Colson.

## Chicago, Chicago

(Reviewed Friday Afternoon, Aug. 19)

Also on the bill here these days is a stage briefie sandwiched in between showings of *Alexander's Ragtime Band*. And because it is the customary thing to do in a combo house, it limits the acts to only portions of their efforts. Long picture is in this house because of the large seating capacity; now in its second week and may remain a third.

Adrian and the house ork front the ship-deck setting and greet first the 12 Aristocrats in a musical comedy routine, its deft execution speaking well for the accomplished dance group.

Condos Brothers stay on for one lightning-speed tap routine, their peppery feet doing all the work. Senor Wences follows with a delightful ventriloquist novelty, preparing the dummy in front of the audience and throwing his voice in several directions. In no time he makes an amusing little character out of the doll and nets heavy giggles with his well-timed lines. While the Senor's own stage personality does not project too sharply, his dummy partner makes up for that deficiency. Closes with a spinning-tray bit that makes for a flashy exit.

Don Cummings, who introduces the acts, scissored his act considerably for this date and as a result doesn't build up to his usually strong finish. Also, the gags between rope tricks can stand some fortification.

The 12 Aristocrats bring an agreeable finish with a tap-adagio routine, spiced with a couple of stock tricks.

Business very big second show opening day. Sam Honigberg.

## Palladium, London

(Week of August 8)

Current 12-act line-up constitutes one of the strongest programs ever here. Fats Waller and Bert Wheeler are the co-headliners and four other American acts are in support.

Five Marywards, male Continental teeterboard acrobats, follow the opening by the line girls with a fast-paced and thrilling routine. Wheeler and Wilson, English front cloth comedians, who have been playing the smaller houses for two decades, get their first break at a class West End audience. Comics make a solid hit with a topical and funny act.

Chester Fredericks and Gloria Lane register heavily with a well-routine-

novelty dancing act with touches of comedy. Boy is a corking acro and legman dancer, while the girl fits in nicely. Elsie and Doris Waters, cockney comedy team of radio fame, are naturals for this house.

Lowe, Hite and Stanley, making their London debut, present an amazing sight. Trio consists of a dwarf, a giant scaling seven feet nine inches and a man of normal stature. Added to their comic appearance, the trio has something to offer. Their clowning and dancing put them over. A sensation and okeh for any spot in Europe.

Fats Waller made his first bow to an English audience. Capital headliner, the colored swing and rhythm pianist turns in a swell performance and is forced to encores and a beg-off speech. George and Jack Dormonde are standard with their clowning and cavorting on unicycles. Bright session of comedy has them laughing out loud.

Bert Wheeler, flicker and vaude comic, with Franchetta Malloy and Hank Ladd, is the only holdover. Act is merry and bright and exploits a new angle in comedy. Wheeler is one of the most likable and original comics to hold this stage for many a day. Chalks up a near show-stop.

Harris Twins and Loretta, two boys and a girl, have a grand act that brings the house down.

Will Carr, with male assistant, closes with a session of difficult foot juggling and tricks.

Business excellent, despite adverse weather. Bert Ross.

## Lyric, Indianapolis

(Reviewed Friday Afternoon, August 19)

Lyric management is offering its patrons a four-bell stage show this week, the chief ingredients of which are comedy and novelty.

Heading the comedy angle is Tony (Oswald) Labriola, making his first p. a. here. Oswald is a smooth worker, depending more upon his delivery, which is sprinkled liberally with his characteristic "Ooooh, Yeah," than on new material. He is straightened by Ernie Stanton. The turn, while it garnered a lot of guffaws, finished lamely, with Oswald on one side playing his accordion, while the center of the stage was taken by a girl in a tap-dancing routine. The finish left the audience wondering, "Is that the end?"

Also high in the comedy department is the turn of Doug Leavitt and Ruth Lockwood, veteran vaudevillians who do their hilarious skit about the two hard-of-hearing folks at a baseball game. Miss Lockwood is also good in an impersonation of Mae West, and the two combine their talents for a somewhat mediocre sketch based on the hypothesized marriage of a radio announcer and a torch singer, which serves to resurrect any number of tried and true gags.

Surprise hits of the show proved to be the Titan Trio, extraordinarily good acrobats, whose stunt of performing their feats in slow motion brought down the house in a thunderous ovation. A swell act.

Show also includes a clever dancing turn by Jans and Lynton, in the curtain-raising spot, and male singing by Campbell's Singing Ambassadors. Show is a real treat from every angle. House was comfortably full in spite of the fact that Douglas Corrigan, aviator, was in town at the time. Pix was *Keep Smiling*, with Jane Withers. H. Kenney.

## Radio City Music Hall, New York

(Reviewed Thursday Evening, August 18)

This week's stage effusion is the kind that makes this house the "showplace of the nation," something to be gaped

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at in amazement by out-of-towners viewing it for the first time. Impressive, beautiful and awesome in its production technicalities, current show is among the best done here in some time. Coupled with one of the grandest pictures to come out of Hollywood in weeks, *Four Daughters*, this is a bill worth anybody's money.

Lack of name entertainers places the burden of the 40-minute performance on the production department and it delivers with a vengeance. Most awe-inspiring trick in the Music Hall's bag is the wandering orchestra routine, and Erno Rapee's men are currently doing everything but going thru the roof. Production is titled *The Brimming Stein*, and it's a tribute to Leonidoff and his co-workers that the old-hat rigmorale of drinking songs and gypsy music is made to seem new and fresh.

Robert Weede and the Glee Club open with Romberg's *Serenade* and *The Drinking Song*, doing them as well as they were ever done in the numerous *Student Prince* productions. Backdrop is beautiful and grouping of the men in front is highly artistic. Lovely eye-pictures are the thing here this week, and this is the first of four superlative ones.

*Slavonic Rhapsody*, with Valya Valentinoff and the Corps de Ballet, follows, and it's at this point that the orchestra starts its peregrinations. Up out of the pit, across the stage and all the way back, with the set for the gypsy dance coming in from the wings in a way that produced audible oohs and ahs. Ballet number is well conceived. Erna Rubinstein follows with a violin solo of slavie rhythms, played with a brilliance of technique and tone worthy of Carnegie Hall.

Last number brings on the Rockettes, for whom the well of adjectival encomiums starting with inimitable and ending with incredible has long since dried up. In a dress parade routine they present a picture that can be described only as thrilling perfection. Orchestra for this number rises on a rear platform, with a drop depicting the exterior of a tavern in front, men appearing to be playing on a balcony. Effect produces more audience fluttering.

Settings this week by Bruno Maine.  
Daniel Richman.

### Earle, Philadelphia

(Reviewed Friday Evening, August 19)

The show at the Earle this week could be called a "Tony Martin Cavalcade." The handsome 20th-Century Fox crooner, leading a band of better-than-average musicians, sings snatches of the songs that brought him success on the screen interspersed with chatter about what happened when he gave out with this or that particular ballad. As he broke into *When I'm With You* the audience broke into protracted applause. Handsome Tony acts as emcee as well as maestro for the band. He also does a solo on the sax. All in all Martin gives the customers more than their money's worth.

Besides Martin the bill had Larry Blake, who puts on an excellent act impersonating movie stars. On Blake's repertoire are take-offs on the Barrymores, Edward G. Robinson, Charles Laughton, and he even does Garbo.

Lola Jensen, a husky-voiced canary who can also dance, puts the feminine touch to the bill. But the greatest surprise was the Honeys—three men and three girls—Australian acrobatic act that's about tops. The Honeys stopped the show and had to take two encores.

Homer Rhodes, with his "singing guitar," does a solo with *Star Dust*—the next-to-closing number. The show ends with a Hawaiian number. A lovely blonde does a hula number—but, alas, she does her hip-swinging in back of the stalwart Martin guy and no one down front could see her. Stage show ran 55 minutes. Picture was MGM's *Rich Man Poor Girl*—better than average Earle fare. Business very good.

St Shaltz.

### Palomar, Seattle, Wash.

(Reviewed Wednesday, August 17)

With Jerry Ross, emcee and manager, back from his two weeks' vacation, the Palomar offers one of its most entertaining bills of the season. House packed today, downstairs and up.

Highly original, colorful and far and away the most artistic portion of the program was the fencing tap-dance by the dueling duet of Dick and Beverly Barclay. Attired in scarlet jackets and

stunning crimson capes, they fight a dignified dancing duel, clashing the swords while beating time with their heels. If this part of the act were expanded the Barclays would have real headline material.

Besides this pleasant surprise midway in the bill, the menu is heavy with headliners—Flagg and Arnold, bronze hand-to-hand balancers, in top position; Billy Barty and his two sisters, Evelyn and Dolores, the elder gal a good pianist, and the younger a violinist and dancer, assisted by Fatty Layman, old Universal comedy star, and Audrey Dennison (Miss Versatile), as shapely a contortionist dancer as ever graced the Palomar boards.

Billy Barty captivated with his Mae West, Joe Penner and other Hollywood impersonations, while Fatty told a number of stories, which made him remembered by veterans. Pulled a big hand.

Program openers are Billy and Grace Carman, xylophonists, who put on a splendid front in costume and playing style. Interpretation of *Alexander's Ragtime Band* showed their mastery of their stylish "tea-wagon."

Joe Penner in *Go Chase Yourself* and Mauch twins in *Penrod's Double Trouble* were the first-run film features.

C. M. Littlejohn.

### Wintergarten, Berlin

(Month of August)

In spite of the heat wave which spread thru Germany, this month's show is playing before almost sold-out house.

The Balzer Sisters show astonishing dental acrobatics on the flying trapeze.

Maria Neglia produces herself as an accomplished artist on the violin, preferring Italian composers. She is only 10.

The Four Bennos are local comics who made good.

Nina is another American on the bill and she astonishes everybody with her almost unbelievable contortions.

The Two Myrons are foot acrobatics. A clever act.

Next is a good choir made up of boys' voices for which Germany is so famous. It is the Mozart Boy Choir from Vienna, under the direction of Dr. Georg Gruber. The many encores were proof there is a place for similar acts in variety, altho the German passion for music plays an important part.

Rita and Charley Jenkins, American dancers, take us back to modern vaude. Altho the public demands much thru the influence of the many dancers it sees in pictures, they succeed in offering original ideas.

Joe Fanton, once famous in USA for his so-called toe-to-toe trick, proves that he has lost nothing from his former brilliant cleverness.

Betty and Freddy Roberts are billed as the Riviera dancing partners. Have been seen in almost every town of importance and are fine dancers.

In October the house will celebrate its 50 years of existence, which is almost identical with half a century of German vaudeville.

Dietrich Schulz.

### Apollo, New York

(Reviewed Monday Evening, August 15)

Current show runs longer than usual, rounding out 85 minutes, but offers less in the way of real entertainment than normal for the Harlem Apollo. Particularly short on comedy and production effort, it remains for Ace Harris and the Sunset Royal Band to lift up the show and send them out thinking they've really seen something.

Opener is especially bad, production number built around the current globe-girdling craze and leaning too heavily on a weak comedy performance by Swan and Lee as a pair of triumphantly returning flyers recounting the details of their flight thru special unfunny and more than usually blue lyrics. Norman Astwood isn't much help as the welcoming mayor, and neither are a couple of poor chorus routines. Only interest in the number is Connie Joyce's more than capable acro routine. Girl looks good and does a creditable job.

Paul Robinson and his Harmonica Champions, six boys, will cause Borrah Minevitch no loss of sleep. Robinson works first as a single, frantically pulling harmonicas of assorted sizes and shapes out of his pockets and relying too much on glissando for effect. Imitation of a scene between a pair of newlyweds, husband coming home late and staggering, wife first angry and then in tears, is better and fairly amusing. Six champs follow with *Limehouse Blues*; *Musta, Maestro, Please* and *St. Louis Blues*. Large-size harmonicas are imposing, but

the sounds they produce aren't. Bit of clowning is a poor attempt to ape the Minevitch gang.

Carlos and Carmencita do nice work in an adagio during show's only other production number, titled *Sinbad the Sailor*. Couple are costumed badly but overcome that handicap with some good torso-flinging. Astwood has an indigo song which, like most of the breed, is unfunny and forced. Swan and Lee follow with the only skit of the show, scene in a police court. Far too long, but with a humorous moment or two.

It's at this point that Harris and band come to the rescue. This 13-man combo has plenty on the rhythmic ball and impressed very favorably with their swingology, showmanship and appearance. Harris plays an excellent piano, sings ingratiatingly and emsees in a personable style. Standout band arrangements were *I Surrender, Dear*, semi-symphonic; *Remember* and Floyd Smith's singing guitar on *Song of the Islands*. Boys backed up Harris' vocal for the Berlin number in effective glee club fashion. Arthur Simpkins' rambling tenor on *Trees, Without a Song* and *Ah, Sweet Mystery of Life*, interrupted the band's otherwise superior performance. If Simpkins made up his mind to stay in one register he might be worth listening to, but his combination of low blasting and high whispers is disconcerting and none too good, and his phrasing is worse.

Miller Brothers and Ford close the show with a fast acro tap routine on boxes and levels of various heights. Finale is an applause-getter, with the boys doing some fast stepping on a four-foot-high one-foot-wide platform. Trio looks good in tails.

Terrific heat on night caught had the house, non-air-conditioned, only half full.

Daniel Richman.

### Burlesque Review

#### Capitol Follies, San Francisco

Billed extravagantly for three weeks, *Beauty and the Beast*, feature of the current strip-please routine, lives up to its name in providing an erotic thrill.

The sketch begins with plenty of tomtoms. And when beautiful Marian Morgan, billed merely as *The Beauty*, begins to weave her torso the thermometer goes up perceptibly.

Much of the Morgan writhings are

done in white light with the lumbering ape, *The Beast*, a few steps behind. Of course, the thing ends with the Beauty-Beast embrace.

Preceding part of the show dished out the strips in rather restrained fashion. Pat Patee did one animated chcrus of terping. Jean Caton did two choruses of mild disrobing. Helen London didn't strain with hers and Kitty Ellis and Hazel Walker weren't too enthusiastic.

Comedy was pretty clean, with Frank Silk scoring neatly. *Wine or Else*, with its changing of wine into water and vice versa, pleased. Hazel Walker's bit in *Lost My Man* went over okeh. Scene supervisor Buster Lorenzo sold his songs with the usual finesse, disdaining the house mike. House was fair.

Edward Murphy.

### Talent Agencies

CHICAGO bookers and agents are holding their annual golf tournament at the Medinah Country Club, that city, Wednesday (August 24). Jack Kalcheim in charge of the affair.

MAX AND HELENE VOLAN office, Syracuse, N. Y., recently made the following placements: Marlowe and Marlene, Adrian Sisters, Jo Jo Parker and Helen Gray at the Club Lido, Syracuse; Musical Lou and Laura Van Plant at the Hoffbrau, Syracuse; Betty Lawton at Hodges' Tavern, Binghamton, N. Y.; Little Jo Little, Helen Nolan and Chickie LaBell at Twin Elms, Sidney, N. Y.; Gene Arlington and Joe Reno at Spot Grill, Syracuse; Gordon and Scott at Green Top, East Syracuse, and Marquise and Abrams, Henri's Grill, Syracuse.

GUS SUN BOOKING AGENCY, Detroit, has added Jack Davis, emcee, to the local staff, in charge of the club department, and Shan Austin, orchestra leader, heading the orchestra department.

STEVE FORREST, Pittsburgh booker, reports fall business outlook better, with heavy inquiries about talent for conventions and club parties.

HERMANOS LARA is opening an office in Mexico City, dealing exclusively in American acts. Business is on the upgrade in the Mexican capital, Lara reports, with three new niteries slated to unveil there this week.

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# Dows Resume Fall Bookings

**NEW YORK, Aug. 20.**—Al and Belle Dow have resumed spotting attractions into the State, Hartford, in which they are partners. House will again run eight-act bills or units, along with subsequent-run films. House starts with Ozze Nelson and band and Harriet Hilliard September 1 for six days. Follows with Sophie Tucker September 7; the *International Ice Carnival*, from the International Casino here, week of September 29. Chick Webb and Ella Fitzgerald are set for September 18 week. Three Stooges and Ben Blue will head shows in October.

Dows also are partners in the operation of the Shubert, Newark, and plan resuming policy of alternating units, vaude and legit next month. Walter Reade's Paramount, Asbury Park, picks up another vaude show Labor Day week. The Palace, Stamford, Conn., resumes September 15 with a flexible policy of occasional attractions.

The Capitol, Wheeling, W. Va., is still being booked by the Dows, who supplied the Loew-Globe, Bridgeport, with Sunday vaude this past season.

## Memphis Takes More Vaude

**MEMPHIS, Aug. 20.**—Finding a short stay by Cub Calloway and ork highly successful, the Orpheum Theater brought in Jack Fine's *Say, Can You Swing?* unit for a four-day stand last week and promises continuous flesh if attendance remains high. In the Fine company are Dorothy King, Jeannette Reed, Radio Ramblers, Burke Sisters, Al Belasco and Sara Jane and all-girl ork. Theater will also continue half-and-half policy, which was discarded for flickers alone for the summer months. It was originally planned to return vaude around the middle of September.

## ON PUBLICIZING

(Continued from page 18)

band leader. If you are planting a seemingly legitimate yarn which is actually a phony tell the editor. He'll use it anyway if it is good for his paper. It is only human nature for an editor to resent having someone else point out to him that he had used a phony yarn which he had accepted from you in good faith.

## THEATER COUNCIL

(Continued from page 3)

ATC powers and authority the lack of which has been a deterring factor in its activities—or lack of them—thus far. Unlike last year's confab, the September conclave will be run on an organizational basis, with the administrative council preparing in advance finished plans for every proposal to be taken into consideration. It will not be a free-for-all speakers' day. Only designated spokesmen, solicited as authorities on a particular phase of the business, will be billed for time. Such was decided at Thursday's meeting of the executive committees of the ATC.

On the first day Council will offer its report on the ticket code, playwrights' fellowships and actors' auditions, its only concrete accomplishments growing out of last year's bull session. There after will follow a road revival plan which is listed to include an advance merchandising man to extend the subscription plan, possibility of making greater use of sell-outs for organization benefits and a practical promotion tie-up with colleges. Antoinette Perry, who has conducted the ATC auditions during the year, will detail a plan for absorbing the selections on the road. Convention will take into consideration, too, World's Fair participation.

Further programming has been assigned to a committee which will report again at the August 24 meeting of the ATC. Members of the committee are Brock Pemberton, Warren P. Munsell, Paul N. Turner and Lawrence Langner.

## BALLROOM BUSINESS

(Continued from page 17)

dance do not expect to pay a parking fee in addition to the gate charge. It might not be out of place to mention that the bands at the Pla-Mor broadcast nightly from the band stand.

A local station, KITE, uses the ballroom for a sustaining program which commands a large audience. Thus the radio wire serves as a unique program feature for the station and at the same time helps publicize our spot. Visiting hands jump at the chance to broadcast, too, for it helps advertise them as few other mediums are capable.

Another little plan I worked out at the start of the season a year ago was to have each maestro, during his date, announce the coming of the next attraction and give it a boost. Not once did I have trouble along this line, each wand waver co-operating very nicely both over the air and by use of the public-address system in the ballroom.

**Experience the Teacher**  
 A ballroom manager, like anyone else, learns by experience. Realizing there are numerous twists of the trade with which I have not yet become acquainted, I look back and realize further that what knowledge I now have has been gained solely thru experience and experience alone.

Every few months I take a trip to Chicago, Cleveland, New York and other large cities to sign bands and learn of new trends in ballroom management. The practice has been valuable and I plan to continue it each year. Learning to know other managers makes each jaunt all the more enjoyable, for our problems are virtually the same thruout the United States and Canada.

Lest I appear ungrateful for the valuable assistance it has given me down thru the years, I should like to mention *The Billboard* and its many pages of informative, accurate material for men in the ballroom field. Weekly reading of the grosses compiled by bands on tour is in itself an invaluable service to managers and operators, and it is for that reason that I am only too happy to work with Dave Dexter Jr., Kansas City correspondent for *The Billboard*, in giving him box-office takes and the like for publication so that other men like myself will benefit as I do from their reports.

Operating a large ballroom is a tough job but a swell one. The measure of success of a room like Kansas City's Pla-Mor is dependent upon many different things, as I have enumerated here, but certainly the man in charge is one of the most important factors of all. Consistently good box-office grosses can be achieved by any operator who takes a real interest in his work and who believes the future of a well-governed neatly appointed ballroom is even greater than has been its past.

## GOING GREAT

(Continued from page 14)

the way of the *Charleston* and the *Black Bottom*, and something tells me that the time is about ripe for another invasion of Carnegie Hall with "something different" that will be of the caliber of the *Rhapsody in Blue*—but more about that a little later.

**Won't Swallow Jonahs**  
 Altho records haven't been selling to the tune of 2,000,000 copies like *Whispering*, nevertheless, all kinds of records have been made, calling for the enlargement of seating capacities with the blessed exception of that of my trousers.

Today, to be going great guns, that is, to be a "top" man, you've got to keep things spinning with a sustained whirl—American audiences want a whole of a show and won't swallow any "Jonahs." Today it almost seems that you have to give the public tomorrow's music yesterday.

## SUGAR'S DOMINO

(Continued from page 4)

that earn anywhere from \$400 to \$600. . . . After that there's a drop as sheer as the side of a cliff. . . . No steps to mark the flight to the \$75 and \$100 teams. . . . A very curious situation indeed when one considers that of all branches of performing still surviving, ballroom dancing entails more expenditure, more time, more effort and more attention to every minute detail. . . . Only a few scale the top and those that don't are far worse off than the lesser lights in other branches. . . . Which shows what determination there is in the human frame. . . . The odds are piled

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against them and still they keep on coming with the eagerness of children drawn by the strains of the Pied Piper.

## BROADWAY BEAT

(Continued from page 6)  
 circularize this list when they open at a new spot.

**THE GLOBE THEATER** displays a big banner boasting it plays first runs only—and is playing now, Charlie Chaplin in *Modern Times*. . . . Judith Allen is thinking of playing in a film version of *Brownstone*, a novel by Jack Yarmov—her press agent.

## SHORTAGE OF

(Continued from page 3)

Hotel, Denis Cooney's *Royale Frolics* and Joe Miller's 885 Club.

Falkenstein Brothers ushered in their name policy early, starting Tuesday with Joe Lewis and Terry Lawler. Bill Johnson's Bon Air Country Club will continue using strong attractions the remainder of the summer, a policy that will be in effect should the spot decide to lengthen its season.

Chez Paree, in the meantime, continues as the No. 1 spot for name acts, the William Morris office supplying an average of two and three acts per show. Current headliners include Abe Lyman, Paul Draper and Ethel Shutta.

## MCA \$17,000

(Continued from page 3)

ties remains around \$17,000, because of the one-riter of Edgar Bergen, August 23, at \$5,000 for two shows. The new *Varieties* has Jan Garber's orchestra playing for dancing and for part of the show, replacing Wayne King; Morton Downey, held over thru August 25; Sunny O'Dea, Ames and Arno, Jack Gregory and Company, Hal Silvers, Dare and Yates, the Two Olympics and Patricia Norman. The 52-girl chorus has four new numbers worked out by Dance Director Paul Osgard.

Since the local backers are in favor of running the show thru Labor Day week, MCA is considering W. C. Fields, Judy Garland, or Frances Langford as possibilities for Labor Day week-end. It is understood MCA favors closing the show August 25, if it is impossible for them to book big enough name attractions for the extra 10 days wanted by backers.

All seats for the first performance of Bergen August 23 were sold out immediately after they went on sale August 8. The second show also is expected to be a sellout. Because of the heavy demand for tickets, MCA decided against upping prices for the one-riter. MCA president, Jules Stein, is to accompany Bergen from the Coast August 23 to see the local enterprise for the first time.

Casa Manana is featuring special nights for out-of-town groups. William Green is handling the publicity for these nights, as well as for the show.

# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

**T**HE much-discussed matter of a magic society for professional magicians only has been revived, this time by George Newmann, veteran magician-mentalists, who writes as follows: "Had a letter from George Marquis, who approaches me on the matter of forming a professional magi's association. This is an idea I've long had in mind. Don't know if a professional association would amount to much, but it would be a swell idea to get away from the huge number of would-be's and ham-fats who now call themselves magicians, when, in fact, most of them are butchers, bakers and cardstick makers and are merely curious about or interested in magic much to the detriment of the professional. Marquis wants Blackstone for dean (a good idea), with Dorny and some other celebs to function on the governing committee, with headquarters at Thayer's. It listens good on paper, and I for one wish such an organization could be formed, one which would function so as to be a power in matters pertaining to the professional field." What do you think? . . . CARL SHARPE, card wizard, tips us off on a chap named Lionel Kaye, who he predicts will go places in the magic field. Carl says the kid has an abundance of comedy, a smart choice of tricks and a sense of showmanship. . . . DR. JOHN BUELL, prez of the Society of Detroit Magicians, and Roy Bonner, pro magish, staged a special show for the Inside Stuff Hour at WWJ, Detroit, recently. Audience was composed largely of young boys. . . . BOB WEILL and Gene Gordon will hold their sixth annual Piff-Paff-Poof conclave at Fort Erie, Ont., September 3-5. Not only are all magi invited, but they are asked to bring with them any old magic junk they may wish to trade or sell.

**R**USSELL SWANN, that suave magician of ceremonies, continues to click in a big measure at the Piping Rock Club, Saratoga Springs, N. Y. Jack Noonan, who recently caught the turn, speaks of Swann as "a nearly perfect copy of what we (magicians) would like to be—a real mystifier and yet a personality. He sells both his stunts and himself." . . . FRANCIS A. NICKOLAS, now playing fairs with the Bremer Shows thru Minnesota, postals that he'll soon head south for Louisiana and Arkansas. . . . VAN THE MAGICIAN, Georgia Van Gorden and Shirley and Jerry Van Gorden enjoyed a visit with Henry Cogert, George A. Hamid representative, during their recent engagement at the Niagara County Fair, Lockport, N. Y. . . . DON GREENWOOD has just concluded a two-week stand at Gateway Casino, Somers Point, N. J., his first night club engagement since last October. Don confined himself to private engagements the past season and will resume in that channel after Labor Day around Philly. His wife and three-month-old son are traveling with him. . . . JOAN BRANDON this week winds up an extended stay at the Casino Municipal in San Remo on the Italian Riviera to move into the Casino in Biarritz, France. . . . RICARDO, magician, has teamed with a partner named Hull and the pair is doing a new turn labeled *Magical Moods of Mentalism*. They claim to be the youngest team ever to work in that capacity, both having recently celebrated their 23d birthday. Current at Lon Paccarelli's New Penn in Pittsburgh, they plan to head thru Ohio shortly. . . . C. THOMAS MAGRUM, the kid magish, on September 15 concludes a 12-week summer route thru the New England States. . . . PENNSYLVANIA IBM RINGS will stage their annual State convention at Lancaster, Pa., October 14-15.

# Burlesque

(Communications to New York Office)

## New York:

**ANN CORIO**, home in Hartford, Conn., following a European vacation, is nursing her mother, taken suddenly ill in France. Writes Ann: "Had to rush home. Ma underwent a major abdominal operation. Six blood transfusions necessary. Passed the crisis August 14 after doctors had given her up. Will be here until she recovers. Open September 4 at Howard, Boston. Negotiations are on now for a Hirst show. But if we do not come to terms I'll do added attraction work. Saw Elsie Bergere here. Former big wheel soubret. Owns a dress shop and is happily married to a local business man." . . . **HANK HENRY** and Marjorie Roye, after an all-summer stay in the Catskills, open September 16 at the Eltinge on a 10-week contract. . . . **JANE ELLISON** and Al Rothschild here from the Coast on a visit to Evelyn Myers at the Eltinge. . . . **LOYE ASTRID** held over at the Republic. Originally set for four weeks. Opens September 12 at the Columbia, Boston, for four weeks.

**BOBBY MORRIS** heads the cast of the first Hirst circuit show that opens at the Howard, Boston, this week. Supporting him are Lew DeVine, Richard Dana, Paddy Cliff, Ned Walsh, Evelyn Taylor, Irene Cornell and Sherry Britton. . . . **HERBERT AND MORTIMER MINSKY'S** plans for the coming season are to return their Oriental to last season's pix policy and then turn their attention to a nitery upholstered with burlesque features in the '30s. . . . **EVELYN MYERS** is the only strip-tease headliner so far known to request and get a next-to-closing spot for her specialty. Nixed the finale spot at the Eltinge because of the usual diminished attendance in the last show. . . . **ALLEN GILBERT** will produce at the Star, Brooklyn, which opens September 2 for the season. **UNO.**

## Chicago:

**MILT SCHUSTER** reports that during a meeting of the Western Managers' Association held here last week the following houses signed contracts to use circuit principals for the circuit season: Rialto, Chicago; Gayety, Cincinnati; Roxy, Cleveland; Palace, Buffalo; Casino, Toronto, and Gayety, Detroit. . . . **HARRY HIRSH** reopens the Gayety, Minneapolis, August 26 with a stock policy. Opening cast includes Joe DeRita, Harry (Boob) Myers, Harry Jackson, Ray Dean, Dorothy Sevier, Margie Lee, Roy Cummings, Mile, Starlette (formerly Dagmar), the Marfields, Violet Jordan and Valerie Parks, featured attraction. . . . **CHARLES FOX**, former manager of the Gayety, Milwaukee, was a local visitor. . . . **MARNE** has moved from the 606 Club into the Rialto.

## Here and There:

**FRED (FALLS) BINDER**, comic, is due back at his Cincinnati home this week after a summer's vacation in Florida. He expects to head back east shortly after Labor Day to begin scouting for a post for the new burly season. . . . **SNOOZE KINIARD**, veteran comic, is confined at Veterans' Hospital, Fort Snelling, Minn. Friends may write him to Building No. 1 BE, Room 357, Veterans' Hospital, Minneapolis. He'll be there for some time. . . . **EDDIE LANE**, former juve with Ed Ryan's *Girls From the Follies*, is en route with the Augler Bros.' tent show thru Minnesota. . . . **MORRIS ZAIDINS**, manager of the Gayety, Cincinnati, is back in town awaiting the opening of the house, tentatively slated for September 2. His boss, Arthur Clamage, was in Cincy the past week talking things over with the various union heads. While in town he managed to crack *The Cincinnati Post* with an optimistic yarn on business conditions.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

"I READ A NOTE in your column recently about Billy Delano's carrying his b. r. in the pocket of his first-part trousers, giving everyone the impression he was deformed," writes Milt Ludwig from Troy, N. Y. "It was worse than that," continues Ludwig. "He carried a roll in both pockets, and I'll say that if he had not had them the show would not have moved at times. The show played Vermont the winter of 1923 and we bit plenty of bloomers, as the boys who trouped with us can verify. I believe we had the first motorized show on the road, with a b. and o. and street parade at noon and a concert at night. It was in Vermont that Bill broke three ribs doing his tipping act on borrowed props. I trouped with Bill, doing a premier end, season of 1923-'24. Would like to read a line on some of the boys who were with us."

"DO YOU REMEMBER," queries Walter Brown Leonard, "when Manuel Roman sang *A Dream of Boyhood Days* on the Lew Dockstader Show? When Lasses White and Slim Vermont were different, yet two of a kind? When Billy Kersands and Tommy McIntosh were premiers on the end with Ca'ender's Colored Minstrels? When Chauncey Olcott sang *The Old Street Lamp* with T. W. P. Minstrels in blackface? When Sanford B. Ricaby took out the William H. West Big Jubilee Minstrels? When Paddy Crowley, George Hanson, Ted Brown and Martin Burk were included in the ensemble of Sam Griffin's Premier Minstrels? When Gus Hill took out the Lady Bountiful Minstrels? When Hattie Carmentel, Henrietta Wheeler, Bijou Russell, Winnie Crawford, Gertrude Snyder and Alice Rector were the end ladies?"

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

## Eight Teams Still Going In Pop Dunlap Walkathon

**WASHINGTON, Aug. 20.**—At this writing eight couples still remain in the Pop Dunlap walkathon at Silver Spring, Md., and business continues good despite the fact that the contest encountered 17 straight days of rain. To date every Wednesday, one of the big feature nights, has been greeted with a downpour of rain. Show recently put up three new canvas middle pieces and two new ends. Contest will probably get thru Labor Day and within less than two weeks the next Dunlap spot will open. Arrangements have been completed and contracts signed. Next show will be Dunlap's last for this season and perhaps for several years due to his activities at the coming New York World's Fair. Teams remaining in the contest at this writing are Stanley West and Maxine Lang, Clyde and Angie Hamby, Louie Merideth and Viola Comerford, Billy Willis and Ruthie Carroll, Elmer (Sparkplug) DuPree and Jennie Bush, Hughie Hendrixson and Patsy Paterson, Harry Hamby and Opal Fertig and Jack Berquist and Millie Bungers. Operating staff remains the same, with Roy Meyers handling comedy from the outside.

## Beaumont Show Still Going

**BEAUMONT, Tex., Aug. 20.**—Beaumont Walk-a-Show, under auspices of the Trade and Labor Assembly, enters its second week in the building at Pearl and Gilbert streets, where 2,500 seats have been installed, together with a cooling system. Twenty teams of singers and hoofers started off the show under direction of Dannie Brammer. Monte Hall is emceeing and Brammer is handling skits and plays. Art Wolf is in charge of "owl shows," with music by Gus Burge and ork. Labor Assembly is sponsoring the show to raise funds for convention of State units.

**IT IS BEING** banded about in endurance circles that Johnnie Hughes, contestant, was killed in an auto accident in New York about a month ago, but to date we haven't had a verification. Can anyone give us the true dope? Last we heard of Johnnie he was walking in the Zeke Youngblood show.

**IN REPLY** to Lqu DeVine's recent inquiry, Peggy Thomas postals that she has temporarily forsaken the walkie business and is now en tour with the Mighty Sheesley Midway, carnival organization, where she is operating a concession.

**BUS STEWART** and Bonnie Lucas, who recently finished with the Zeke Youngblood contest in Paris, Ill., are vacationing in Fresno, Calif., but expect to return to harness soon.

**EMORY HAMBY** is at home in Austin, Tex., after competing in the recent Beaumont (Tex.) walkie. He would like to read a line in this column on Jimmie Ferenzi, Minnie Falvo, Joe Gruber and all his friends who walked with him in the Austin, Houston and Beaumont shows.

**AFTER EIGHT YEARS** of emceeing with various endurance shows from Coast to Coast Dud Nelson is visiting relatives in Redding, Calif., and plans to remain in those parts for the remainder of 1938. His last two shows were with George W. Pughe in Shreveport, La., and Kilgore, Tex. Dud says he'd like to read a line here on old associates.

**PEGGY LARRY** writes from Shreveport, La., that word is making the rounds there that Dale Thorpe, who copped top honors in the recent George W. Pughe show in Kilgore, Tex., was instantly killed in an auto accident in Kansas City, Mo., recently while visiting at his home there. To date the endurance edito: has had no report on the accident. Will someone please tell us what's what?

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AFTER PRESENT SHOW CLOSSES.  
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**STAR THEATRE**  
Jay and Fulton Streets, Brooklyn, N. Y.  
Apply commencing Thursday, August 25th  
See **ALLEN GILBERT**, producer  
Theatre opens Friday, Sept. 2nd, 1938

## Fairs Pan Out Okeh for McOwen

BEATRICE, Neb., Aug. 20.—Business with the consolidated Hazel McOwen Players and McOwen Sisters' companies continues at a satisfactory pace, what with crops in this section in a healthy state and the natives displaying a tendency to spend.

The fair date at Oakland, Neb., panned out okeh, with the next fair stand, Bartlett, Neb., giving the troupe a fair measure of business. Show opened well at the fair here this week, and the final check-up tonight is expected to show a substantial profit. Local fair secretary arranged a good line of accompanying attractions.

The hauls on the fair dates have been long, but Harry Ballard and his tent crew have experienced no difficulty in getting in and up on time. Georgann Tool, juvenile performer, continues to score with the natives of the established McOwen territory.

## Thomas Community Players Wind Up on Picnic Dates

MILLER, Mo., Aug. 20.—G. W. (King) Thomas Community Players last week finished their picnic dates for the season in this town. Troupe played celebrations and picnics exclusively since the second week in June and, with one or two exceptions, found them satisfactory.

Strangely, the company's biggest picnic date was Hog Eye, Mo., a cross-road stand, where Congressman Dewey delivered an address as a feature of an all-day event which began at daybreak.

Manager Thomas reports that he is putting on all new canvas within a few days and adding some new rolling stock. Business, he says, has been okeh to date, despite adverse business conditions in general.

## CURTISS SHOPRINT

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## MAJESTIC SHOWBOAT

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## WANTED

Rep. People, all lines. Double Orchestra and Specialties. Novelty Acts. Small sure salary. Twice each week in money. Not promises. Long season. Boss Canvasman who doubles Orchestra or parts. J. A. OGLE, Camden, Tenn.

## WANT

Blackface that can change for week. Want Man with Talking Pictures change for week. All winter's work. For Sale—200 Folding Chairs, 100 2-person Benches, \$1 each. GEO. HARRIS, General Delivery, Paducah, Ky.

## THE PRINCESS STOCK CO. WANTS

A-1 Sax and Clarinet, also trumpet man that does parts. Other useful people that double. Write or wire E. C. WARD, Care of Princess Stock Co., Appleton City, Mo.

## Bisbee's Comedians Want

General Business Man doubling Sax or Dancing Specialty, or can place Team doing real Dancing Specialty. Preference if double orch. J. C. BISBEE, 25, 26, 27, Clinton, Ky.; 29, 30, 31, Bruceton, Tennessee.

## MAXIE CAPP

Contact me, Walkathon, Bloomington, Ill.  
PETE HENRY

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## Rep Ripples

RITA ZANE, daughter of Betty Zane, is confined in General Hospital, Jamestown, N. Y., where she underwent an appendectomy August 13. Rita, who is registered there under her married name, Rita Sayer, would appreciate hearing from friends. She was stricken while dancing at the Hotel Edward, Jamestown. . . . R. F. HAYES, veteran advance agent, closed recently with Fred G. Brunk's show at Durango, Colo., and is now blazing the trail for Goff's Comedians thru West Texas. . . . RECENTLY AN Eastern tent showman hired a team which had given this writer's name as a reference. Without checking on the reference, however, the tent manager wired the team money to come on. The team, so the report goes, showed up with the male member three sheets to the wind. After several days on there, during which time the actor remained inebriated, kicked the hell out of his wife and wound up with bashing in another actor's molars with a brick, the show owner was forced to give the team its notice, with the latter no little in debt to him. In a letter to this desk the show owner kindly absolves us of all blame but intimates that we might be a bit more careful next time. The whole shebang could have been avoided had the manager taken enough interest and time to check up on the team's reference. We have no control of an act using our name in vain. . . . JACK AND EVELYN BENNETT, repertoireans, report that they're putting in a ducky season with the Ta-Co Medicine Co. now touring the Texas country. . . . MR. AND MRS. D. D. RANKIN, after a motor trip thru the East, are visiting their daughter in Van Houten, N. M., en route back to the Coast. They leave Van Houten September 1.

KATHERYN ARMSTRONG-HOLT, former character woman and now a resident of Phoenix, Ariz., is visiting her daughter, Dorathea Holt (Mrs. Orion Marr), ingenue with Skippy Lamore's Comedians touring Michigan and Ohio. . . . WALTER LITZKOW, after terminating a long contract with the Jensen Players in the Dakotas, is sojourning in the fishing spots of Northern Minnesota. . . . MR. AND MRS. GENE COBB have closed with the Frank Smith Players in Illinois. . . . HATCHER PLAYERS No. 2 are playing their contracted fair dates thru Iowa. . . . Crago Players opened a six-week engagement August 13 at Winona, Minn. Policy will be two bills a week at popular prices. . . . HAL STONE PLAYERS, who have played Iowa and Nebraska all season, will begin their long trek south soon. They will play Louisiana this winter. . . . SID KINGDON continues to play, to satisfactory business on his North Missouri circle, and he reports that prospects are bright for the fall and winter. . . . MR. AND MRS. H. V. DARR have joined the Nig Allen Players, circling in Western Kansas. . . . MORGAN-HELVEY PLAYERS, after playing Iowa for several weeks, have returned to their Illinois territory. . . . GENEVIEVE MARTENS, who deserted the field two years ago to enter commercial lines in Rockwell City, Ia., spent several days in Kansas City recently visiting old friends. . . . NEIL SCHAFFNER PLAYERS opened a week's engagement at Baldwin Park, Quincy, Ill., August 21. . . . JAMES TODD PLAYERS are said to be doing good business on their Nebraska circle, with headquarters at Spencer.

CLYDE J. WHITE, ex-agent, now owner of the Midway service station and camping grounds at South Boston, Va., scribbles that he enjoyed a visit August 14 from agent Fred Harlow and on August 16 tore thru a mess of fried chicken with Dick and Joe Royster, who stopped off at the camp. The Roysters now have their vaude and picture show in that territory. White infos that the Royster unit will play his camp grounds

for a week just as soon as the tobacco marts open. . . . LOW-LOIS SHOW begins on an Iowa circle in September. . . . EMILE LOWMAN, who will open on a loop out of Atlanta next month, has three new bills by E. F. Hannan. . . . JEAN GATES, daughter of Mr. and Mrs. Frank Gates, of the Gates Family Show, has returned to Rhode Island after a summer with the outfit. . . . LAURA CHASE, former Midwest character woman who retired two years ago to operate an apartment house in Kansas City, Mo., underwent a major operation at Menorah Hospital there last week. Her condition is alarming. . . . HARRY AND SUE DIXON are recent additions to Jack Hart's Comedians. They were formerly with the Roe Nero Show. . . . BILLY AND HELEN VAN SANDT spent a couple of days in Kansas City last week, shopping for a house car and other things. . . . FRANK SMITH PLAYERS after playing Missouri for several weeks have returned to their regular Illinois territory. . . . JACK KELLY PLAYERS are scheduled to close the season soon in Michigan. . . . KENNETH WAYNE, manager of Wayne's Theatrical Agency, Kansas City, is away on vacation. He is combining pleasure with business by visiting many of the shows in the Midwest. . . . B. L. DICKSON is now manager of the Balhazor Players No. 2 unit, working a loop of towns in South Dakota with Redfield as the base.

## Heffner-Vinson Hi-Lites

WAYNESVILLE, N. C., Aug. 20.—Twentieth week of the show's 20th jubilee tour found us in the Tar Heel State, where business is fair in spite of the usual rain. Cookeville, Tenn., was lost due to a terrific rainstorm. A good town and we hated to pass it up.

One of the canvas crew was badly knifed by a local troublemaker during the show at Harriman, Tenn., and the lad was left behind in the hospital there. Hoxie Tucker, boss canvasman, has rejoined, almost recovered from wounds sustained when shot by an unruly townner in Kentucky recently.

George D. Bartlett and Billy Armond were visitors at Sevierville, Tenn. Both are associated with the Roxy Theater, Knoxville. Armond was formerly on this show.

Cowboy Gwin has been busy recently entertaining old trouper friends, among them Frank (Pop) Miller, formerly with the Melville and Tolbert shows and now residing at Marlon, N. C.; Bob Harris, of Asheville, N. C., formerly with Gwin on Charley Fulcher's ork, and Tom Matney, formerly with the James Adams Floating Theater.

Buddy Hawkins and Arline Beyers left after the show at Marlon for a hurried visit to the former's home at Bristol, Tenn.

Cowboy and Dorothy Gwin and the writer enjoyed a pleasant visit to Asheville, N. C., Sunday.

Paul and Dixie Hirbert are still attempting to train Booger Boy, with little results so far. AL PITCAITHLEY.

## Billroy's Briefs

WAHPETON, N. D., Aug. 20.—Tho our itinerary doesn't include this State, it is adjacent to the scheduled spot, Breckenridge, Minn., and because of lack of accommodations in Breckenridge we find ourselves parked in one State and the outfit in another. Better yet, tho, the day before playing here saw us showing in one own living in another and broadcasting in still another. How we do get around.

Things to wonder about: Why George Kirk, of the Hamilton Show, deserted the clothing business this year to rejoin aforementioned show? If Dody Franz, of the same company, still has her kitty cat. Tom? If a certain party we know will ever regain the comfort and security he once knew in Pennsylvania? Why Raymond Kind and friend wife haven't honored us with their promised visit this season? Why Archo and Edith Farley object to our having disclosed the information (gleaned from them) in the write-up preceding this? JOHN D. FINCH.

## Bethel Has Alexandria House

ALEXANDRIA, Tenn., Aug. 20.—After an illness of nearly a year, part of which time was spent in a Nashville, Tenn., hospital, Eddie Bethel has taken over the operation of The Playhouse, local theater and amusement center. Before stricken ill Bethel operated a nitery on the Gallatin road between Nashville and Old Hickory, Tenn.

## Vic Spouse Tenter To Tour Southland

PATTERSON, La., Aug. 20.—Vic Spouse Tent Show is undergoing a complete overhauling in quarters here and considerable new equipment, including a new truck, is being added in preparation for the opening of a fall tour thru Louisiana, Mississippi, Alabama, Georgia and Florida.

The unit will be ready to hit the road around September 15. Work in quarters is in charge of "Cowboy Benny" Kerr.

Rehearsals will begin here September 1. Casting has already begun, and the troupe will work a break-in date at the local Arcade Theater before hitting out under canvas.

Jean Carpenter (Mrs. Spouse) will be company manager, and the canvas will be handled by Ben Kerr.

## Van Arnam Notes

ST. ALBANS, Vt., Aug. 20.—Show played its last date of the season in New England territory here yesterday. On the whole New England has been good to the show, and despite hard times we did okeh. The one thing that hurt most, however, was the rain, and it seemed as tho it was always on hand in the best towns.

Show's line-up remains the same and everything is going along fine. New chef has worked wonders in the cook-house. Contracting Agent Jack King reports that he visited Cannon's Comedians in Lambertville, N. J., and enjoyed the show very much, especially Frank Cannon's work at the piano, the Reed Sisters and Buddy Cannon's work on the stage. King also visited Jimmy Simpson's two colored shows and Dr. Robinson's Silver Minstrels. He reports that all organizations were doing okeh. At Havre de Grace, Md., he saw the Original Floating Theater and remained over for the show. Cast includes Cotton and Mrs. Watts. King also reports that he met Charlie Hunter at Chesapeake City, where the Hunter & Pfeiffer Showboat under canvas was playing to good business. Randolph Paul, formerly with Van Arnam Minstrels, is with the organization. From now on we're headed for Opa Locka, Fla., we hope. BILLY O'BRIEN.

## Ted North Players Begin Salina Run

WICHITA, Kan., Aug. 20.—Ted North Players have closed a highly successful nine weeks' engagement here in their attractive tent theater at South Broadway and Franklin road, their old stand for many seasons.

North attraction opened a limited engagement August 15 at Salina, Kan.

## Wayne Books Fox Hunt

KINGSTON, Mo., Aug. 20.—This little North Missouri town celebrated its 28th Annual Fox Hunt August 9-12. Entertainment was booked by the Wayne Theatrical Exchange, Kansas City. Entertainment personnel numbered 65 persons, including many Midwest rep and tab folks. Kenneth Wayne had charge of the various productions. Some of the featured performers included Harry Von Faussen, Larue Kemp, Elmer and Elvira, Mack and Mack, the Dancing Darlings, Ross the Magician, the Wear Wildcats and the Three Stars.

## Silver Family in Reunion

GREENVILLE, Mich., Aug. 20.—The Silver Family, well known in the tent show field and who for many years operated their own attractions, held a reunion August 7 at the home of Bert C. E. Silver in this city. Those who attended the get-together were Bert C. E. Silver, Mr. and Mrs. Sandy Copeland (Frances Silver) and daughter, Marjorie, of Greenville; Mr. and Mrs. G. Earl Silver and son, Dick, of Oklahoma City; Mr. and Mrs. H. R. Martin (Laura Silver) and son, Bobby, Greenville; Mr. and Mrs. R. B. Peterman (Pearl Silver), son, Charles, and daughter, Maxine, of Lansing, Mich.; Mr. and Mrs. Stevenson (Ruby Silver), of East Lansing, Mich.; Mr. and Mrs. R. E. (Dick) Silver and son, Bud, and wife, Bert Silver, now 78 years of age, has been in show business all his life. His father, Dick Silver, was one of the country's first minstrel performers.

**ACTS, UNITS AND ATTRACTIONS**

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

**A**  
Adrian, Irls (Leon & Eddie's) NYC, nc.  
Alfredo & Dolores (Bal Tabarin) NYC, nc.  
Allen, Stuart (Essex House) NYC, h.  
Allen, Ed (Palmer House) Chi, h.  
Ambrose, Ruth & Billy (Stanley) Pittsburgh, t.  
Anderson Sisters (Plantation) NYC, nc.  
Andrade, Raymond (Biltmore) NYC, h.  
Arden, Dolly (Tower) Kansas City, Mo, t.  
Arden, Jean (New Penn) Pittsburgh, nc.  
Arens & Martinez (Monte Carlo) NYC, nc.  
Aristocrats, Twelve (Chicago) Chi, t.  
Armon, Dorothy (Chez Ami) Buffalo, nc.  
Arn, Vera (S. S. Bear Mountain) Battery Park, NYC, s.  
Arnold, Floyd (Greenhorn Tavern) Hickman Mills, Mo., nc.  
Ash, Paul (Roxy) NYC, t.  
Ashburns, The (Providence-Biltmore) Providence, h.  
Ates, Roscoe (State) NYC, t.  
Atlas, Joe (Plantation) NYC, nc.  
Austin, Gene, with Candy & Coco (Tower) Kansas City, Mo., t.

**B**  
Bailey Sisters (Edgewater Beach) Chi, h.  
Baines, Pearl (Kit Kat) NYC, nc.  
Baker, Belle (Riviera) Fort Lee, N. J., nc.  
Banks, Sadie (Old Roumanian) NYC, re.  
Baptie & Lamb (New Yorker) NYC, h.  
Barnes, Lillian (Sabbette's) Atlantic City, nc.  
Barth, Ruby (S. S. Bear Mountain) Battery Park, NYC, s.  
Bartlett, Wayne (Gordon) Rome, Ga., t.  
Bass, Paul (Chateau Moderne) NYC, nc.  
Bates, Lulu (Meadowbrook) Saratoga, N. Y., nc.  
Beaucaire, Pierre (Monte Carlo) NYC, nc.  
Bee, Kenrey (Cafe de Paris) London, nc.  
Behan, Arthur (Gay Nineties) NYC, nc.  
Belmont Balladeers (Glass Hat) NYC, nc.  
Bennet, Eudel (Old Roumanian) NYC, nc.  
Bent, Jerry (Turin's Inn) Hazleton, Pa., nc.  
Benita, Francis (Sharon) NYC, h.  
Berk, Irving (Roumanian Village) NYC, nc.  
Bernie, Al (Stanley) Pittsburgh, t.  
Berry's, Harry, Sunkist Vanities (Princess) St. John, N. B., Can., t.  
Birse, Daria (Russian Kretchma) NYC, re.  
Bishop, Gordon (Jim Otto's) Hollywood, Calif., nc.  
Blaire, Kay (Arcola Inn) Arcola, N. J., nc.  
Blake, Billy (Riverside) Milwaukee, t.  
Blake, Larry (Earle) Phila, t.  
Blakstone, Nan (Club 17) Hollywood, nc.  
Blanchard, Jerry (18) NYC, nc.  
Blane, Rose (Chez Paree) Chi, nc.  
Blue, Ben (Casa Manana) NYC, nc.  
Boots & Saddles (Afrique) NYC, nc.  
Boran, Arthur (Lake Tarleton Club) Pike, N. H., nc.  
Borg, Ings (Jimmy Kelly's) NYC, nc.  
Borgia & Oliver (Coq Rouge) NYC, re.  
Bourbon, Ray (Rendezvous) Hollywood, nc.  
Bouvier, Yvonne (St. Moritz) NYC, h.  
Bowes, Major, Show (Loew's Broad) Columbus, O., t.  
Boyettes, The (Club Del Rio) Manoa, Pa., nc.  
Brice, Rhoda (Village Brewery) NYC, nc.  
Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis.  
Brown, Dolores (Black Cat) NYC, nc.  
Bryants, The (Casa Manana) NYC, nc.  
Burns & White (Hi-Hat) Chi, nc.  
Burns & Burnache (Park View) Gouverneur, N. Y., 13-31, h.  
Byrd, Muriel (Glass Hat) NYC, nc.  
Byrnes, Jimmy & Jerre (Blackhawk) Chi, nc.

**C**  
Campbell, Aaron & Carolyn (McGuire's) Champaign, Ill., c.  
Campbell & Co. (Lyric) Indianapolis, t.  
Cantatore, Maria (Gamcock) NYC, c.  
Cairns, Killian (S. S. Bear Mountain) NYC, s.  
Carlos & Carito (Villa Venice) Northbrook, Chi, cc.  
Carman, Lillian (President) Swan Lake, N. Y., h.  
Carr, Billy (606 Club) Chi, nc.  
Carter & Schaub (Jimmy Kelly's) NYC, nc.  
Carver, Zeb (Village Barn) NYC, nc.  
Casino, Del (State) NYC, t.  
Cavalli, Katherine (Le Mirage) NYC, nc.  
Chandler, Evelyn (International Casino) NYC, nc.  
Chavez, Alfonso (Trocadero) NYC, re.  
Chocolaters, Three (State) NYC, t.  
Clancy, Patricia (Wivel) NYC, re.  
Clifford, Pete (Swing) NYC, nc.  
Cobey, Lew (White) NYC, h.  
Cocco, Gabriel (Ambassador) NYC, h.  
Cole, Walter (Arcola Inn) Arcola, N. J., nc.  
Cole, Jack (Radio City Rainbow Room) NYC, nc.  
Collette & Barry (St. Moritz) NYC, h.  
Collette, Jean (606 Club) Chi, nc.  
Colligan, Bill: (Crisis) NYC, nc.  
Collins, Frank (Jim Otto's) Hollywood, nc.  
Colton, Betty (Swing) NYC, nc.  
Comstock, Frances (One Fifth Ave.) NYC, h.  
Condos Bros. (Chicago) Chi, t.  
Cook, Aileen (Elysee) NYC, h.  
Cooper, John (Kit Kat) NYC, nc.  
Coralli (Bublichki) Hollywood, nc.  
Crackerjacks, Four (Paradise) Atlantic City, nc.  
Crane Twins (Astor) NYC, h.  
Crump, Pleasant (Glass Hat) NYC, nc.  
Cummings, Don (Chicago) Chi, t.

**D**  
D'Arcy, Jean (McAlpin) NYC, h.  
Dalton, Jack (Monte Cristo) Chi, re.  
Daniels, Jean (Plantation) NYC, nc.  
Daniels, Patney (Furnace) NYC, nc.  
Daniels, Eddie (Geo. Washington) Jacksonville, Fla., h.  
Darell, Jane & Lee (Sawdust Trail) NYC, nc.  
Dario & Diane (Piping Rock) Saratoga, N. Y., nc.  
Datsko, Yasha (Russian Art) NYC, re.  
Davis, Eddie (Leon & Eddie's) NYC, nc.  
Dawn, Dolly (State) NYC, t.  
De Angelo & Porter (Casino De La Plaza) Havana, Cuba, nc.  
DeFron, Louis (Paramount) NYC, t.  
Dean, Joey (Sabbette's) Atlantic City, nc.  
Dell & Hamory (Essex House) NYC, h.

**Route Department**

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

**EXPLANATION OF SYMBOLS**

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

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

Del Carmen, Maria (Havana-Madrid) NYC, nc.  
Delahanty Sisters (Mac Nite Club) Germantown, O.  
Delmar, The Great, & Co. (Fox Paramount) Idaho Falls, Ida., 25-27, t.  
Denis, Clark (Bon-Air) Chi, cc.  
Dillon & Parlow (El Mido) Vallejo, Calif., nc.  
Dimitri & Helen Virgil (El Gaucho) NYC, nc.  
Dio Trio (La Cava) NYC, re.  
Dion, Ilias (Bertolotti's) NYC, nc.  
Dittman, Grace (Palmer House) Chi, h.  
Dixon Bros. (Tower) Kansas City, Mo., t.  
Doane, Barbara (Meadowbrook) Saratoga, N. Y., nc.  
Donnelly, Harry (Gay Nineties) NYC, nc.  
Dorita & Valero (El Chico) NYC, nc.  
Douglas, Dorothy (Gray Wolf Tavern) Sharon, Pa.  
Downey Sisters (Jim Otto's) Hollywood, nc.  
Downey, Morton (Casa Manana) Ft. Worth, nc.  
Draper, Paul (Chez Paree) Chi, nc.  
Drayton Sister & Jack (Tiny's Hi-Hat Club) San Francisco, nc.  
Drew, Charlie (Lombardy Bar) NYC, re.  
Drysdale, Grace (Colosimo's) Chi, nc.  
Duffy, Bobby (New Yorker) NYC, h.  
Dumont, Valerie (Village Casino) NYC, nc.  
Durkin, Nellie (Weismantel's) Brooklyn, N. Y., a.

**E**  
Egbert, Marlon (Plantation) NYC, nc.  
Elaine & Henry (Garbo) NYC, re.  
Ellis, Kay (Jim Otto's) Hollywood, nc.  
Ellis, Marge (Paradise) NYC, cb.  
Endor & Farrell (Clover) Hollywood, nc.  
Evand, James (Beverly Hills) Newport, Ky., cc.

**F**  
Farrell, Bill (Place Elegante) NYC, nc.  
Faulkner, Lorraine (Afrique) NYC, nc.  
Fawn & Jordan (Park Central) NYC, h.  
Fay, Vivian (Roxy) NYC, t.  
Frey, Mickey (Garbo) NYC, re.  
Ferguson, Bobby (Wonder Club) New Orleans, nc.  
Fern, Vera (Paradise) NYC, re.

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

**G**  
Gainsworth, Marjorie (Versailles) NYC, nc.  
Garr, Eddie (Riviera) Fort Lee, N. J., nc.  
Geraldine & Joe (Colosimo's) Chi, nc.  
Gerrits, Paul (Bon Air) Chi, cc.  
Gilbert, Paul (Chez Ami) Buffalo, nc.  
Gilmore, Buddy (Black Cat) NYC, nc.  
Gilmore, Amelia (Wivel) NYC, re.  
Glover & LaMa (Stevens) Chi, h.  
Going Native (Capitol) Washington, t.  
Gonzales & Menen (McAlpin) NYC, h.  
Grafton, Gloria (Arrowhead) Saratoga, N. Y., nc.  
Granados, Asuncion (El Chico) NYC, nc.  
Grauer, Bernie (Gay '90s) NYC, nc.  
Gray, Jack (Park Lane) NYC, h.  
Green, Al (Pioneer Nut) NYC, nc.  
Green, Bennett (Meadowbrook) Saratoga, N. Y., nc.  
Green, Ginger (Continental) Kansas City, Mo., nc.  
Greenway, Ann (Riley's) Saratoga, N. Y., nc.  
Gordon, Paul (Riley's) Saratoga, N. Y., nc.  
Gretonas, Great (Pal.) Chi, t.  
Grey, Betty (Bismarck) Chi, h.  
Griffith & Wells (Royal Grill, Sherwood), Burlington, Vt., h.  
Griffith, Edith (State-Lake) Chi, t.  
Grogan, Willie (18) NYC, nc.  
Gulzar, Professor (New Yorker) NYC, h.  
Gyldenkrone, Baron Ebbe (Garbo) NYC, re.  
Gypsy Four (Blue Danube Grill) Chi, nc.

**H**  
Hale, Teddy (Kit Kat) NYC, nc.  
Hale, John (Sni-a-Bar Gardens) Kansas City, Mo., nc.  
Hall, George, & Orch. (State) NYC, t.  
Hammond, Earl F. (Eskimo Troupe (Ice Follies of 1937) Atlantic City.  
Hanneford, George, Family (Steel Pier) Atlantic City June 26-Sept. 15.  
Harrington, Pat (Club 18) NYC, nc.  
Harris, Muriel (Villepigue's) Sheephead Bay, Brooklyn, re.  
Harris, Phil, & Orch. (Stanley) Pittsburgh, t.  
Harrison, Spike (Gay '90s) NYC, nc.

Hart, Walter (Finocchios) San Francisco, nc.  
Hart, Sylvia (New Penn) Pittsburgh, nc.  
Harvey-Haxton & Ross (Chez Maurice) Dallas, nc.  
Herman, Shirley (Nomad) Atlantic City, nc.  
Hewitt, Buster (Progress) Atlantic City, nc.  
Hill, Florence (Plantation) NYC, nc.  
Hilliard, Harriet (Earle) Washington, t.  
Hoffman, Lou (Villa Venice) Chi, cc.  
Holbein, Rolf (Roxy) NYC, t.  
Holland & Hart (Dorchester House) London, h.  
Hooton, Don (Palmer House) Chi, h.  
Hope, Nick (Wivel) NYC, re.  
Hopkins, Bob (Chez Ami) Buffalo, nc.  
Hourckle, Johnny (Bal Tabarin) NYC, nc.  
Howard, Joseph (Bill's Gay '90s) NYC, nc.  
Hoysradt, John (Radio City Rainbow Room) NYC, nc.  
Hubert, Fritz & Jean (Earle) Washington, t.  
Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.  
Hug, Franz (Riverside) Milwaukee, t.  
Humes, Helen (Famous Door) NYC, nc.

**I**  
Jackson, Half Pint (Black Cat) NYC, nc.  
Jackson, Stone & Reeves (Colosimo's) Chi, nc.  
Jacobi, Anita (Beverly Hills) Newport, Ky., cc.  
James, Freddie (Surfside) Long Beach, N. Y., nc.  
Janet of France (Janet of France) NYC, re.  
Janis, Helen (Bal Tabarin) NYC, nc.  
Jans & Lynton (Lyric) Indianapolis, t.  
Jarvis, Sam (International Casino) NYC, nc.  
Jeffers, Dorothy (Leon & Eddie's) NYC, nc.  
Jerry & Turk (Lookout House) Covington, Ky., nc.  
Johnson, Billy & Betty (New Penn) Pittsburgh, nc.  
Johnson, Mae (Surfside) Long Beach, N. Y., nc.  
Jonay, Roberta (Sni-a-Bar) Kansas City, Mo., nc.  
Jones, Bobby (Black Cat Casino) Wilmington, Del., nc.  
Jones, Owen (Leone's) NYC, re.  
Joyita & Maravilla (El Chico) NYC, nc.

**K**  
Kaleolani, Alvin (Biltmore) NYC, h.  
Kalani, Kay (Hawaiian Paradise) Hollywood, nc.  
Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.  
Karson's, Maria, Musicals (Circle Bar) E. Dubuque, Ill.  
Kaye, Johnny, & Playboys (New Yorker) Houston, nc.  
Keith, Sally (Nomad) Atlantic City, nc.  
Kelly, Paula (Rainbow Room) NYC, nc.  
Kemble, Letty (Bertolotti's) NYC, nc.  
Kennedy, Buddy (Village Barn) NYC, nc.  
Kenney, Billy (Cortez) El Paso, Tex., h.  
Kermit & Demris (Sagamore Roof) Rochester, N. Y., h.  
King, Bob (State-Lake) Chi, t.  
Kirk, Joe (Leon & Eddie's) NYC, nc.  
Knapp, Margie (Terrace Beach) Virginia Beach, Va., nc.

**L**  
La Franconi, Terri (Palmer House) Chi, h.  
La Rue, Sylvia (Delevan Club) Buffalo, nc.  
Lackore, Jimmie (Black Cat) Wilmington, Del., nc.  
Lamb, Gil (Walton) Phila, h.  
Landes, Jean (Riley's) Saratoga, N. Y., nc.  
Lane, Don & Betty (Leon & Eddie's) NYC, nc.  
Lane, Mary (Jimmy Kelly's) NYC, nc.  
Law, Jackie (Cluquet Club) Atlantic City, nc.  
Lawler, Terry (Hi-Hat) Chi, nc.  
Lawlor, Terry (Hi Hat) Chi, nc.  
Layton, Bert (Delavan) Buffalo, nc.  
LeBrun Sisters (Chez Ami) Buffalo, re.  
Leavitt & Lockwood (Lyric) Indianapolis, t.  
Lee, Bob (Wivel) NYC, re.  
Lee, Joe & Betty (Stanley) Pittsburgh, t.  
Lee, W. J. (Traymore) Atlantic City, N. J., h.  
Leopold, Billie (Ben's) Milford, Conn., re.  
Lewis, Ann (Plantation) NYC, nc.  
Lewis, Joe E. (Hi Hat) Chi, nc.  
Lewis, Tex Jim, & Cowboys (Pal.) Chi, t.  
Lewis, Dorothy (International Casino) NYC, nc.  
Lewis Jr., Ted (Surfside) Long Beach, L. I., N. Y., nc.  
Lind, Christina (New Yorker) NYC, h.  
Lind, Bernie (Atlantic Bar) Wildwood, N. J., nc.  
Lonas, John (Spinning Wheel) Seattle, Wash., nc.  
Long, Avon (Plantation) NYC, nc.  
Lorraine & Rogan (Pal.) Chi, t.  
Lorraine & Renard (Lookout House) Covington, Ky., nc.  
Lubina, Ada (Old Roumanian) NYC, re.

**M**  
McCormick, Frank (Delevan Club) Buffalo, nc.

McKenna, Joe & Hane (Beverly Hills) Newport, Ky., cc.  
Mack, Ernie (Wivel) NYC, re.  
Mahmoud, Ali (St. Moritz) NYC, h.  
Mahon & Rucker (Grosvenor House) London, h.  
Major, Bob & Bobbie (The Studio) Clifton, N. J., nc.  
Mangean, Hazel, Four (State-Lake) Chi, t.  
Mann, Marion (Blackhawk) Chi, nc.  
Manning, Otis (Brown) Louisville, h.  
Mapes, Bruce (International Casino) NYC, nc.  
Marfield, Maxine (Bismarck) Chi, h.  
Marine, Fjola (Wivel) NYC, re.  
Marita (Old Roumanian) NYC, re.  
Marinos, Los (Trocadero) NYC, nc.  
Marlynn & Michael (Radio City Rainbow Grill) NYC, nc.  
Marquises, Three (La Marquise) NYC, nc.  
Marsh, Gloria (Jimmy Kelly's) NYC, nc.  
Martin, Tony, & Orch. (Earle) Phila, t.  
Mason, Jackie (Wonder Bar) Cincinnati, nc.  
Maxine & Clayton (Sni-a-Bar) Kansas City, Mo., nc.  
Medranno & Donna (Arrowhead Inn) Saratoga Springs, N. Y., nc.  
Meadows, Frankie (Butler's) NYC, nc.  
Mercer, Maryann (Village Barn) NYC, nc.  
Michaux, Jules (Tavern) Charleston, W. Va., cb.  
Miller, Beth (Roumanian Village) NYC, nc.  
Miller, Ted & Art (Riverside) Milwaukee, t.  
Ming & Toy (State-Lake) Chi, t.  
Miraeva, Inna (Bublichki) Hollywood, nc.  
Moffett, Adelaide (Piping Rock) Saratoga, N. Y., nc.  
Mole, Joe (Fernandez Shows) Honolulu, Hawaii.  
Monroe & Grant (Casa Manana) Ft. Worth, nc.  
Monti, Millie (Bavoy-Plaza) NYC, h.  
Moore & Revel (Bon-Air) Chi, cc.  
Moore, Lela (Tower) Kansas City, Mo., t.  
Morales Bros. & Little Daisy (Celebration) Adrian, Mich.  
Moran & Piemonte (Warwick) NYC, h.  
Morison, Alex (St. Regis) NYC, h.  
Morton, Eddy (Oriental Club) Kansas City, Mo., nc.  
Myers, Helen (New Yorker) NYC, h.  
Myers, Timmie (Edwards) Jamestown, N. Y., h.

**N**  
Napua (Lexington) NYC, h.  
Nazarenko (St. Regis) NYC, h.  
Neesley & Norman (Club Napolitan) Montreal, Que., Can., nc.  
Neilsen, Eleanor (Crisis) NYC, nc.  
Nelson, Ozzie, & Orch. (Earle) Washington, t.  
Nesbit, Evelyn (Cavaller) NYC, nc.  
Newdahl, Clifford (One Fifth Ave.) NYC, h.  
Night Hawks, Four (Edgewater Beach) Chi, h.  
Nilsson, Walter (Casa Manana) Ft. Worth, nc.  
Ninon & Villon (Villa Venice) Chi, cc.  
Nonchalants, Three (Casa Manana) Ft. Worth, nc.  
Norman & McKay (S. S. Bear Mountain) NYC, s.  
Norris, Harriet (Alabam') Chi, nc.  
Novello Brothers (Palmer House) Chi, h.

**O**  
O'Connor, Ann (Leon & Eddie's) NYC, cc.  
O'Day, Darlene (Bismarck) Chi, h.  
O'Dell, Dell (Arrowhead Inn) Westchester, N. Y., ro.  
Odeta & Kahala (Biltmore) NYC, h.  
Odom, Susie (Wivel) NYC, re.  
Orella-Pete, Princess (Paradise) Atlantic City, nc.  
Ortego, Rosita (Villa Venice) Chi, cc.  
Oswald, with Ernie Stanton (Lyric) Indianapolis, t.  
Owen, Guy (International Casino) NYC, nc.  
Oxford Trio (Astor) NYC, h.

**P**  
Palmer, Jay & Doreen (Bartlett Club) Rochester, N. Y., nc.  
Pancho & Dolores (Havana-Madrid) NYC, nc.  
Parker, Muriel (Tamarack Lodge) Greenfield Park, N. Y.  
Paris, Frank (Earle) Washington, t.  
Patterson, Trent (Whirling Top) NYC, nc.  
Peaches & Palmer (Black Cat) NYC, re.  
Pepper, Jack (State-Lake) Chi, t.  
Perzade & Jetan (Billiken's) Lake Cossayuna, N. Y., ro.  
Petty, Ruth (Villanova) Saratoga, N. Y., nc.  
Pierce & Harris (St. Regis) NYC, h.  
Pitts, Zasu (Paramount) NYC, t.  
Plaza, Trini (Gaucho) NYC, nc.  
Powell, Eddie (Jack o' Lantern Lodge) Eagle River, Wis., ro.  
Preisser, Cherry & June (Riviera) Fort Lee, N. J., nc.  
Prince Elmer: Carthage, S. D.  
Pryme, Alberta (Afrique) NYC, nc.

(See ROUTES on page 98)

# The Final Curtain

**ABELES**—Mrs. Milton M., daughter of the late Sydney S. Cohen, for several years president of Motion Picture Theater Owners of America, killed with her husband in an air crash in Kehl, Germany, recently. Survived by a brother.

**ANSFAKE**—George Washington, 81, veteran legit actor, in a New York hospital August 17. He first appeared in the old Bowery Theater, New York, in the early '80s. His last appearance was in *Dead End* Services August 20 under auspices of Actors' Fund of America. Interment in Fund plot, Kensico, N. Y.

IN LOVING MEMORY OF  
MY DARLING WIFE  
**BIRDIE BRADY**  
Who Departed This World  
AUGUST 17, 1937  
At Philadelphia, Pa.  
Gone But Will Never Be Forgotten  
By Your Loving Husband  
**GEORGE LATOUR.**

**BRAINERD**—R. H., 81, veteran theater, park and carnival man, at his home in Kansas City, Mo., August 14 from complications resulting from a fractured hip sustained in a fall last January. Until last year he had been active inventing amusement park equipment and planning mechanical appliances which grew from his trade as an electrician. Survived by a son, Arthur T., Kansas City; three daughters, Mrs. Helen Brainerd Smith, active in the Heart of America Showmen's Club, Kansas City; Mrs. Abner K. Kline, wife of the president of HASC, and Mrs. Viola Shaffer, both of Salem, Ore.; four grandsons, James R. Patterson, Kansas City; Robert Patterson, Corpus Christi, Tex.; Arthur Lamont Smith, San Bernardino, Calif., and Bruce Shaffer, Salem, Ore.; a granddaughter, Mrs. J. A. Alexander, Anna, Tex., and a great-grandson, Pat Alexander, Anna. Funeral on August 18 was largely attended. Details of his career are in the Parks Department and of the funeral elsewhere in this issue.

**CHAPMAN**—Mrs. Fletcher, 76, director of Rehearsal Club, New York, for 27 years. August 17 in Porter Hospital, Middlebury, Vt.

**COLLIGAN**—Mrs. Emma Wyman Chase, former actress, at her home in Bideford, Me., August 15.

**COREY**—John, 69, 24-hour man for Cole Bros' Circus, August 11 in Cook County Hospital, Chicago, of arterio sclerosis. Burial in Showmen's Rest, Woodlawn Cemetery, Chicago. Corey had been with large circuses for many years as 24-hour man and in other capacities. Shows that he was with were John Robinson, Adam Forepaugh and Sells Bros., Buffalo Bill, Hagenbeck-Wallace, Sells-Floto, and also represented many of the big-time road attractions playing theaters in the winter months. He was born in Loveland, O., near Cincinnati. For the past 10 years he had made his home in Johnstown, Pa., when not on the road.

**DeRUE**—Billy, 65, former minstrel man, August 5 of heart trouble at his home in Newark Valley, N. Y., after a year's illness. In private life he was known as Willis DeRue Eldridge. DeRue's parents were performers, and when 10 years old he and his brother, Bobby, with their parents, formed the act known as Four Brass Monarchs, musical turn. Later they took out the Eldridge Comedians and Concert Co., combination minstrel and vaude show. Four years later the DeRue brothers joined the W. S. Cleveland Minstrels, and later Billy appeared with the J. H. Haverly, Hi Henry, Gorton's New Orleans, Paust's Superb and Washburn's Big Double Black and White minstrel shows. At one time he and his brother teamed with Hi Tom Ward and the Fulton brothers in an acrobatic turn known as the Original Orin Fire. Later he appeared in vaudeville. In 1904 he and his brother launched DeRue Bros' Minstrels, touring with the show until 1922, when they retired from the road. For a time they operated the Newark Valley Opera House as a picture theater. He was a member of the Masonic Order, Elks' Lodge, Knights of Pythias and Order of Eastern Star. Survived by his widow, Verdine Howard DeRue; a sister, Mrs. Harry Rowland, Utica, N. Y., and his brother. Services August 8 and burial in Hope Cemetery, Newark Valley.

**DIEHL**—Mrs. Callie, 72, mother of Mrs. Cora McClellan, cookhouse proprietor with Imperial Shows, August 14 at the home of her daughter, Mrs. J. E. Cratin, Chicago, after a long illness. Also survived by another daughter, Mrs. Grace Scanlon, and two sons, Marion and Dewey.

**DODGE**—Daniel G., 21, son of Mrs.

Alfred G. Wilson, owner of Wilson Theater, Detroit, drowned August 15. Survived by his widow.

**DUNKEL**—Lucia, 23, who worked in the aerial troupe known as Cimse and Co., was killed in a fall at Casper, Wyo., August 20. Further details appear in the General Outdoor News section.

**FLOTO**—Sydney W., brother of the late Otto Floto, part owner of Sells-Floto Circus, in Peoria, Ill., August 11 of a heart attack. Cremation in Chicago August 15. Survived by a son, Sydney W. Jr., San Francisco.

**GREEN**—Clyde, 56, former owner of Empress Theater, Bellaire, Mich., August 4 at his home near that city following several months' illness. He was a charter member of the Motion Picture Theater Owners of Michigan until 1928, when he closed his theater. Survived by his widow and children. Burial in Bellaire.

**KEHL**—Frederick W., 76, oldest active dancing master in the country, of a heart attack at the home of his son in Chicago August 17. He was principal of Normal School of Dancing Masters of America. Survived by his son, Leo, and a daughter, Mrs. Annette Muller, Miami.

**MELNOTTE**—Hugh (Kirk), 51, veteran circus and vaude performer, August 10 in Mountain Sanatorium, Cumberland, Md. With his brother, John LaNole, he organized the Melnotte-LaNole Troupe, acrobatic tight-wire turn, and joined the John Robinson Circus in 1900. Later they appeared with Orrin Bros' Circus in Mexico; Sells-Forepaugh, Norris & Rowe, Sells-Floto and Ringling Bros' shows. He also appeared with his brother on the Keith, Sullivan-Considine, Pantages and Orpheum circuits. He retired from active performing about six years ago and for the past two years had been employed at Strand Theater, Cumberland. Survived by his widow, Clara, New York, former tight-wire performer and menage rider, and a sister, Mrs. Annie Reed, Cumberland. Services August 13 and burial in St. Patrick's Cemetery, Cumberland.

**MORSE**—Mrs. Jean Mahavier, 34, vaudevillian, August 11 in a hospital in Houston after a month's illness. With her sister, Mrs. Bert Sloan, she appeared in vaudeville as a member of the dance team of the Mahavier Sisters. Rites August 12 in Houston. Also survived by two daughters and her father.

**NOLAN**—Sergeant James, 63, for many years head of police department in Idora Park, Youngstown, O., in that city August 17 after a long illness. Survived by two daughters and four sons. Services and burial in Youngstown.

**O'NEIL**—Mrs. Mary, 80, mother of William O'Neil, former advance man for Howard Thurston and stage manager of Rialto Theater, Glens Falls, N. Y., for many years, August 5 at her home in that city. Services from St. Mary's Church. Burial in Catholic Cemetery, that city.

**PEABODY**—Georgia, 16, well known to showfolk as Dorothy Davis, drowned August 7 at Oakland Beach, R. I. Survived by her father, Charles Peabody; her mother, Mrs. Maurice A. Davis, bag puncher, of Rochester, N. H.; three brothers and four sisters.

## THOMAS K. HEATH

Thomas K. Heath, 85, of the noted black-face comedy team of McIntyre and Heath, died of a heart attack August 18 at his home in Setauket, L. I.

McIntyre and Heath teamed in 1874. Before that time each had played with different partners in singing, dancing and comedy turns in the hinterlands. Formation of the team was intended to be only a temporary measure to keep both occupied when their partners became ill. However, the merger worked out so well that the partnership was retained.

About 50 years ago they billed themselves as Alexander and Henry, playing in the noted *Ham Tree* skit. They were the first, or among the first teams, to dance the buck and wing—the occasion being at Tony Pastor's Theater, New York, in 1879. The team also claimed to have originated Negro ragtime in 1874. Tunes introduced by them included such classics as *Dem Golden Slippers*, *Old Black Joe* and *My Old Kentucky Home*.

The last show in which the team appeared was *America Sings*, a musical produced in Boston in 1934. The announcing their retirement many times before 1934, McIntyre and Heath continued in show business sporadically until that year. Thereafter, however, the health of both declined rapidly.

In vaudeville the team was one of the first solid headline acts and continued in that capacity for years, appearing thruout the country.

Just one year ago James McIntyre died at the age of 80. Both men were in excellent financial circumstances.

Heath is believed to have been born in or near Philadelphia in 1853. At an early age he joined a circus and in 1884 was married to Grace Margaret Speurl. A son, born in 1902, died in 1918. Mrs. Heath died in 1929.

Surviving are his niece, Mrs. Katherine Brown; his grandniece, Mrs. John T. Payne, and three nephews. Funeral services were scheduled at Heath's Setauket home August 19, with body to be placed in a mausoleum at Evergreen Cemetery.

**RENO**—William, former member of the act known as the Three Renos and at one time a trouper with the Walter L. Main Circus, July 12 in Boston. At the time of his death he was a member of the Boston Federal Theater Project. He was a member of the American Federation of Actors. Survived by his widow. Services and burial in West Roxbury, Mass.

**RICHARD**—Jean, 85, former head chef and steward of Delmonico's, New York, and during the prohibition era proprietor of Villa Richard, Fort Lee, N. J., which later became the original Ben Marden's Riviera, at his home in Fort Lee August 12. Survived by two daughters.

**RONALD**—Sir Landon, 65, noted British musician, August 14 in London after a year's illness following an operation. He had been a pianist, conductor, critic, teacher, composer and principal of Guildhall School of Music, London, from 1910 until his retirement last year. Among his 300 compositions were *Summer Time*, *A Winter's Night*, *Coronation Ballet* and *Britannia's Real*. In 1922 Sir Landon was knighted by King George V for his contributions to British music. He made his debut as pianist in a musical play, *L'Enfant Prodigue*, and in 1891 was engaged as maestro of piano and conductor at Covent Garden Theater. In 1894 Sir Landon toured the United States as conductor for Mme. Nellie Melba. Later he conducted the London Philharmonic Society and other famous English musical organizations. Survived by his widow and son, Vernon.

**ROGERS**—William F., veteran vaudeville trouper and recent supervisor of Worcester (Mass.) Federal Theater Project, recently in St. Vincent's Hospital, Worcester. He and Billy Hebert made their first professional appearance more than 30 years ago as a dance team on the Keith Circuit, later appearing with Al G. Field's Minstrels for a year. Then Rogers teamed with Bernard Granville and were headlined for several years as the Ganzy Twins. In Philadelphia Rogers married Mary Hart Rogers, vaudevillian, and they trouped as Will and Mary Rogers in a comedy skit, later joining Eddie Ford's dance act for tours of Keith and Orpheum circuits. Upon the death of Mrs. Rogers several years ago he retired from the stage and later married again. He was a member of BPO Elks and American Federation of Actors. Survived by his widow, mother, four brothers and two sisters. Burial in St. John's Cemetery, Worcester.

**ROONEY**—Arthur F., former operator of companies in New York and Chicago and at one time in vaudeville and silent films, August 1 at his home in St. Petersburg, Fla. Survived by his widow, Nellie; a brother, Edward S., and a sister, Mrs. Charles H. Mesch. Body was sent to Cincinnati for services and burial August 6.

**SAUVAGE**—William M., 71, theater owner, of Alton, Ill., August 15 in that city of pneumonia. For more than 50 years Sauvage had been associated with theatrical enterprises in Alton. Services August 18 from Alton City Cemetery Mausoleum. Survived by a son, Russell,

and a daughter, Mrs. Natt C. Galloway, both of Alton.

**SELZNICK**—D. J., branch manager for Monogram Pictures, Inc., Pittsburgh, August 9 in Montefiore Hospital, that city. He was an uncle of Myron and David Selznick, Hollywood film magnates.

**SHANNON**—Dorothy, 35, wife of James Shannon, formerly with Hennies Bros.' Shows and last year operator of an Octopus ride with Fairly & Little Shows, August 10 in St. John's Hospital, Fargo, N. D., after 17 days' illness. Survived by her parents, Mr. and Mrs. William Graybel; two brothers, William and Albert, all of Odell, Neb.; three sisters, Mrs. V. E. Chancellor, Shay, Neb.; Mrs. L. Richardson and Mrs. Mary Panko, Crab Orchard, Neb. Services August 13 under auspices of the Ladies' Auxillary, Heart of America Showmen's Club, and burial in the HASC plot, Memorial Park Cemetery, Kansas City, Mo.

**SHEA**—Dennis, 34, actor, in Ansonia, Conn., August 12 after several weeks' illness. Besides doing considerable work on Broadway, he was a former member of the summer players at Ivoryton, Conn.

**SHERMAN**—Earle F., former circus roper and bull whip artist, August 16 at his home in Utica, N. Y. During his career he toured with the Walter L. Main, Lewis Bros., Silver Bros. and World Bros.' shows. He and his wife were billed as the Australian Earles. Earle was well known to magicians, having appeared in vaudeville some 10 years ago as Earle, the "Talkative Trixter," card manipulator. He was a member of the Society of American Magicians, International Brotherhood of Magicians, past president of the Utica Conjurers' Club and veteran of the World War. Survived by his widow, Beatrice Gates Sherman; his parents and a sister, Kathryn, Utica. Services August 20.

**TAYLOR**—Ivan, 35, former manager and publicity man for Jack Leystan's *Top Hat Revue*, July 27 at his home in Grand Rapids, Mich., of a heart attack.

**WEST**—Fay, 34, former Ziegfeld and Winter Garden showgirl and daughter of Lillian Fitzgerald, comedienne of a generation ago, in Mt. Sinai Hospital, New York, August 17.

**WILLIAMS**—William (Whitey), 47, outdoor showman for 23 years, August 9 at his home, Myrtle Beach, S. C., of heart trouble. He had a concession in Tropical Park, Coral Gables, Fla., from March, 1937, to April, 1938. Survived by his widow, Claire. Burial at Myrtle Beach August 10.

## Correction

In the obituary notice of Mrs. Louise M. Slater in last week's issue it was stated that before marrying Fred T. Slater, former circus trouper, she was the wife of Riley Waters. That was incorrect. Slater trouped under the name of Riley Waters.

## Marriages

**ADLER-SYDNEY**—Luther Adler, New York stage actor, and Sylvia Sydney, film actress, in Caxton Hall, London, August 13.

**FIORE-BEEBE**—Joseph J. Fiore, euphonium player the past two seasons with the Al G. Barnes and Sells-Floto Circus and formerly with the Rochester Park Band and Joe Baisle's Madison Square Garden Band, and Glenys Beebe, school teacher and musician, recently.

**JONES-SPRADLIN**—Frank Jones, booker for Vitagraph Pictures, Detroit, and Alice Spradlin, former Vitagraph contract clerk, in Detroit August 20.

**LATTERMAN-ROSENBERG**—Phillip Latterman to Dorothy Rosenberg, vocalist with Station WCAE's Sophisticated Ladies, in Pittsburgh August 21.

**LEWIS-AVERY**—Thomas F. Lewis and Virginia E. Avery, both of the Hennies Bros.' Shows, in Owatonna, Minn., August 16.

**SIMONSEN-BERGSTROM**—Wilfred Taylor Simonsen, radio operator for Station WRJN, and Joyce L. Bergstrom in Racine, Wis., August 15.

**VILLERE-MICHON**—Peter Villere, nationally known dancing master, and Florence Michon, nonpro, in New Orleans August 12.

**VINCENT-DARLING**—Al Vincent, nonpro, and Jean Darling, film actress, better known as Marjorie Pierce, formerly a member of Hal Roach's Our Gang comedies, in Reno August 15.

**WELCH-FOX**—Robert Lyon Welch, connected with a radio advertising (See MARRIAGES on page 104)

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post

- Augustino, Mrs. Franklin, C. C. 20c
Behee, Mrs. Rose, Granger, Martha, 11c
Bowen, D. M., 80c Heck, Luther, 11c
Carroll, Catherine, Kane, Eleda
Carroll, Ruth, 8c McQueen, R. L., 4c
Castro, Dora, 3c Murphy, Warren, 10c
Conlon, J. C. Nelson, Arthur, 5c
Cox, O. C., 8c Nelson, Lew, 8c
Donner, Chas. J., Peppers, F. W., 6c
Cushing, Capt. H., 8c Winner, Lucky, 5c
Doran, Richani, 6c

Women

- Abbott, Mrs. Noel Davis, Dollie
Abby, Mrs. Marge Davis, Mrs. Leona
Adams, Alice Davis, Phyllis
Adams, Mrs. Gladys DeGafferelly, Mrs.
Adkisson, Mrs. D. DeMitchell, Mrs.
Alabassi, Countess DeWitt, Mrs. John
Alexander, Mrs. S. C. Dean, Agnes
Allen, Edith Deano, Dr. Myrtle
Allen, Peggy Deano, Mrs. Bert
Allen, Mrs. Bernard Decker, Mrs. Other
Allison, Blanche & Devoare, Mrs. Ruth
Allison, Mrs. Dickman, Marg
Anderson, Stella Dibeck, Irene
Anderson, Nitzia or Disney, Verne
Ann Dobbish, Mrs. Jos.
Anna, Mlle. Dadds, Betty
Anstett, Mrs. Dokes, Mrs.
Anthony, Mrs. Frank Dorner, Mrs. Louise
Orpha Madeline Dorner, Mrs. Louise
Anthony, Mrs. Drake, Helen
Orpha Priscilla, Bob
Applegate, Joy R. Driscoll, Juanita
Archer, Mrs. H. L. DuBois, Jeathea
Armstrong, Mrs. DuShane, Dolores
Arnhelm, Mrs. Edw. DuVell, Honey
Arants, Neane Dukes, Gladys
Baldwin, Mrs. Jack Duncan, Mrs.
Balis, Mrs. Dorothy Havana
Banks, Mrs. Dupont, Doris
Barbara, Mrs. Dyer, Sophie
Barker, Dorothy Dyer, Majie &
Barker, Joyce Kathleen Dyer, Mrs. Eleanor
Barnes, Mrs. Betty Echar, Mrs. Peggy
Barnett, Mrs. Gertrude
Barnett, Mrs. Jeanne Ellerhorst, Mrs.
Bars, Marion Emerson, Mrs.
Bartlett, Jackie Emswiler, Mrs.
Bates, Mrs. Sarah Ernestine
Beasley, Mrs. Lina Ethridge, Mrs.
Beasley, Thelma Estrella, Madam
Beck, Mrs. Marge Evans, Hazel
Bellinger, Lita Evans, Margaret
Belman, Mrs. Jack Fenton, Edyth
Bennett, Cleo Farley, Betty Albert
Bernhardt, Nella Fasutino, Mrs.
Berridge, Eileen Pearl
Bible, Mrs. O. R. Faye, Mrs. Virginia
Bill, Madam Felice, Mrs. Ernest
Bligo, Mrs. Billie Field, Betty
Birkman, Mrs. Wm. Fineman, Mrs.
Bishop, Mrs. Ada Fireman, Mrs.
Bixby, May Harold
Black, Mrs. C. L. Fletcher, Rose
Black, Pauline Flichum, Martha
Blaney, Beverly Flinn, Mrs. Alma
Bliss, Nellie Fluhrer, Mrs.
Blizzard, Loretta George
Blount, Mrs. Ford, Marie
Lucinda Forest, Mrs. Arline
Blue, Mrs. Beatrice Foster, Mrs. Ren
Black Postler, Mrs. Helen
Black Powder, Hattie Mae
Boideau, Isabel Fox, Hazel
Bookman, Edith Fox, Lillian
Brabham, Blanche Franklin, Mrs.
Brad, Mrs. Fred Franklin, Mrs.
Bridton, Mrs. D. Frantz, Mrs. Leota
Brown, Mrs. A. Fraser, Peggy
Frances Freeman, Ada
Brown, Mrs. Irene Gale, Laverne F.
Brown, Mrs. Rose Gane, Mrs. Elmer
Gibb, Mrs. John
Brown, Mrs. Zoellin Gidar, Mrs. J. C.
Gibberts, Mrs. Reba
Brynmfield, Mrs. Gleason, Mrs. Jean
Dewey Glenn, Mrs. Mae
Brydon, Mrs. Lee Gonzales, Mrs. Edna
Buckland, Christanna Gooding, Mrs. A.
W.
Burdge, Irene Goodman, Mrs.
Burkert, Marguerite Gene
Burrell, Virginia Goodwin, Jeanette
Lee Grambardella, Mrs.
Lita E.
Butler, Alice Grant, Dixie
Butler, Peaches Grant, Mrs. Hazel
Butler, Mrs. Tom J. Gray, Mrs. Roy
Byers, Patsy Green, Elizabeth
Byrd, Dorothy I. Gregory, Mrs.
Cain, Lou Chester
Cano, Mrs. Jimmie Castle, Really
Castro, Mrs. Ella Gray, Glenda
Caughy, Mrs. R. J. Grubaug, Mrs.
Cayser, Jean Gundy, Mrs. May
Cerrone, Mrs. Vito Gutschall, Althea
Chapman, Mrs. Fern Hahn, Mrs. Peg
Check, Bernice Halena, Princess
Cheeks, Mrs. Gilbert Hall, Mrs. E. U.
Children, Patzy Hamblin, Mrs.
Christensen, Mrs. Claude
Clark, Nell Hammer, Patsy
Clark, Virginia Hammerschmidt,
Mrs. Helen Clancy
Clumms, Bobbie Haney, Mrs.
Cluff, Mrs. A. G. Shannon
Coatney, Mrs. Annie Hadden, Mrs. L. H.
Coleman, Mrs. Annie Hamman, Elise
Colk, Mrs. L. D. Harmon, Mrs. Rosa
Conaway, Pearl Harp, Mrs. Roxie
Connie & Dolly Harrison, Mrs. J.
Show
Coriell, Zaza Harrison, Mrs.
Corrine, Mile Marcella
Costiglio, Antonia A. Hart, Ervil
Hads, Mrs. Rilla
H.
Count, Billie Haywood, Josephine
Conningham, Con Hearn, Mrs. Fay
& Dixie Hecks, Mrs. R. G.
Curtis, Edna Henderson, Ruth
Daniels, Mrs. Paul Danner, Irene
Darling, Jacqueline Herber, Dorothy
Davies, Mildred Hicks, Mrs.
Christine
Frances Higginlotion, Agnes

- Hill, Betty Lou
Hillburn, Mrs. H.
Hilton, Mrs. Joe
Hinckly, Mrs. R.
Hofmann, Mrs. Lottie
Holland, Jean
Holt, Leona
Hopkins, Mrs. Ella
Hoskyn, Mrs. Geo. H.
Houston, Peggy
Howard, Mrs. Harry
Hudson, Alice
Humphreys, Mrs. Edna
Huntington, Thelma
Hutchins, Mrs. Colleen
Irene, Madam
Isom, Mrs. Sophia
Jackson, Babe, Cyclist
Jackson, Mrs. L. M.
Jaffery, Mrs. M.
Jarvis, Dorothy
Jeanette, Mrs. Marion D.
Jennings, Bulah
Jewell, Mrs. Bessie
Johnson, Mrs. A. F.
Johnson, Mrs. A. F.
Johnson, Mrs. R. A.
Johnston, Mrs. Janetta
Johnson, Judith
Johnson, Orrel
Johnstone, Mrs. Fannie
Jolley, Mrs. A. C.
Jones, Alma
Jones, Mrs. Carl
Jones, Mrs. C. B.
Jones, Mrs. Virginia
Jones, Mrs. Viola
Jones, Joyce
Justus, L. M.
Kane, Eleda
Kaplin, Mrs. Sam
Karral, Kay
Kaus, Kathleen
Keller, Millie
Keller, Mrs. Richard
Kelly, Mrs. Julia
Kelly, Mrs. Doc
Kelly, Mrs. J. J.
Kelly, Mrs. Mabel
Kennedy, Mrs. H. D.
Kennedy, Hazel
Kessler, Mrs. Marion
Ketrow, Mrs. Wm.
Ketzler, Dolly
Kidd, Mrs. Texas
Kinera, Mrs. Max
Kirkland, Mary
Klingbill, Laredo
Knight, Mrs. Nady
Knott, Mrs. Johnnie
Koehler, Mrs. Harry
Kuntz, Mrs. F. E.
Knowlton, Marlon
LaGracia, Madam
Stella
LaMar, Dolores
Lalime, Mae
LaSalle, Mrs. Constance
Lafoloyore, Imilda
Lanc, Mrs. John L.
Latham, Ruby
Lawrence, Mrs. Mary
Layne, Leah
Pearce, Katherine
Lee, Lucille
Lesha, Madam
Lei Lecha, Princess
Leonard, Dolly
Leonard, Batty &
Fred
Leonard, Mrs. Bettie
Lester, Esther
Leuill, Lena
Levine, Mrs. Ren
Levyer, Mrs. Helen
Lewis, Mrs. Dick
Lewis, Mrs. Myrtle
Libby, Mrs. Frank
Lindke, Mrs. V. A.
Lindsey, Mrs. Marge
Liniam, Doris
Livermore, Belle
Lloyd, Mrs. Polly
Lobdell, Bernice
Long, Princess
Lola, Mrs. F. D.
Lovejoy, Ramona
Lovell, Mrs. Virginia
Lowery, Grace
Loving, Anna
Lucas, Bonnie
Luding, Mrs. Frank
Luikof, Lavey
Lyons, Mrs. Elizabeth
MacFarland, Mrs. Harry
MacNally, Mrs.
McBride, Avolyn
McCoy, Mrs. Betty
McDonald, Elizabeth
McGaba, Mrs. Bertha
McKee, Nancy
McKee, Mrs. R. E.
Mack, Mrs. Mabel
Madison, Mrs. Perry
Mango, Mrs. Rebecca
Mann, Mrs. A. I.
Manning, Mrs. Viola
March, Marion (Evans)
Marcus, Dorothy
Marcy, Mrs. Cora
Marsh, Mrs. Lillian
Marshall, Margaret
Mars, M.
Martell, George
Martin, Fern
Martin, Josephine
Martin, Mrs. Lydia
Martin, Mrs. Maurice
Marvni, Mrs. Rob.
Marm, Mrs.
Higginlotion, Agnes

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.

- Martin, Mrs. S. T. Sanders, Reba
Mathias, Hazel Schellenberg, Mrs. Hahn
Maxon, Mrs. E. J. E.
Meeker, Florence Schenks, Mrs. Clarence
Melton, Virginia Schmitt, Pat
Melville, Mrs. Scindric, Mrs. E. J.
Mercer, Mrs. Dot Scriber, Mrs. Jean
Metzler, Mary E. Scott, Frances
Metz, Grace Scott, Mrs. Nina
Meyers, Mrs. Aileen Seck, Mrs. Geo.
Miller, Iva Seigrist Helen
Miller, Mrs. C. M. Seymour, Mrs. E.
Miller, Mrs. Joan P. Shafer, Helen
Miller, Mrs. Lena Sheffield, Margie
Miller, Mrs. W. E. Shepar, Miss. Gay
Miller, Mrs. Jack Shermar, Mrs. Carl
Mish, Mrs. Flora Simmler, Johnnie
Mitchell, Mrs. Bertha Mae Simms, Kenner
Mitchell, Jean Belle
Monroza, Donna Sisk, Mrs. C. G.
Moorhead, Vivian Sissy, Mrs. Barney
Morales, Teresa Six, Mrs. J. Harry
Morgan, Mrs. Doug Slusser, Mrs. Earl
Morrison, Mrs. Mary Smith, Florence
Morse, Alice Smith, Gertrude
Movarecky, Angelina Smith, Madam
Murphy, Mrs. Gertrude
Mylon, Marcia Marie
Nasser, Georgia Snellen, Harriet
Natalie & Howard Snidicks, Mrs. Grace
Nazimova, Madam Neff, Velma
Nelson, Mrs. M. J. Nixson, Bunny
Nevins, Mrs. Harry Noble, Majorie
Noble, Majorie Nolte, Mrs. Martha
Norlin, Dorothy Norrth, Mme.
Norrth, Kathryn O'Brien, Mrs. M.
O'Brien, Mrs. R.
Orr, Mrs. Jack
Otte, Mrs. Elizabeth
Pargia, Princess
Parker, Dorothy
Parks, Mrs. Bill
Parrish, Mar & Billy
Parrish, Mrs. Kay
Pearce, Katherine
Pearl & Griffith
Pence, Mrs. W. L.
Pence, Agnes
Perse, Mrs. Hilda
Perse, Mrs. Leonard
Peters, Mrs. Robt.
Phepls, Mrs. Jeannette
Pickens, Mrs. Stephania
Pickens, Mrs. Inez
Pierce, Emma
Piercy, Mrs. Geo.
Piercy, Mrs. W. L.
Pittington, Frances
Poplin, Jewell
Potter, Mrs. M. O.
Price, Mrs. Jennie
Price, Mrs. Steve
Pritts, Frances I.
Pugh, Mrs. Geo.
Pullman, Dorothy
Rakova, Joyce
Randolph, Mrs. Lena
Rattle Snake, Princess
Ray, Mrs. Lola
Raye, Olga
Reaver, Mrs. Vernon
Red Horse, Mrs. Blanche
Reddings, Mary
Reed, Mrs. Dorothy
Reuro, Melita
Rhoades, Lois
Rice, Mrs. A. C.
Richards, Myrl
Richards, Nellie
Richey, Mrs. Leona (Michael)
Reigel, Mrs. Hugh
Rice, Loveta
Richardson, Mrs. Alice
Riley, Georgia
Riley, Olive
Rinehart, Mrs. Jack
Roberts, Mrs. Bert
Roberts, Dixie
Roberts, Gracie
Roberts, June B.
Roberts, Mrs. Lula
Rocco, Mrs. Hazel (Ford)
Rooney, Mrs. Cleo
Rosenberg, Mrs. Mattie
Rosenburg, Queenie
Ross, Mrs. Jack
Rossano, Helen
Rumbell, Mrs. E. J.
Rush, Florence & Fred
Russell, Mrs. Fred
Russell, Mrs. M. C.
Russell, Nelda
Sartwell, Dorothy

- Bamboola (Fire Eater)
Banor, Frank
Barbee, Jim
Barfield, Herman
Barker, J. W.
Barlow, Dick
Barlow, Edw. H.
Barnell, Dr. E. B.
Barnes, Eugene E.
Barnett, I. G.
Barney, Eugene
Barnsdale, Rich
Barrington, Jack
Barry, Geo.
Barry's Laboratories
Bartlett, Leo
Bartlett, R. C.
Bass, Abe
Batty, Joe
Bauer, Harry & Sue
Bauer, Joseph Tom
Baughman, B. G.
Baumman, B. J.
Bausum, R. L.
Baxter, Bill
Bayless, Bill
Beal, Geo. Brinton
Beall, Glenn
Beall, Wally
Beard, Boston
Beatty, O. J.
Beaty, Sam Y.
Beaux Art Agency
Beck, Don
Beckley, Paul
Beckmaine, Orville
Beeler, Marvin
Behler, Earl R.
Belano, J. J.
Bell, Herbert A.
Bell, Louis Pat
Bell, W. W.
Bellinger, Mickey
Belmasky, Trompy
Bender, Kelly
Bennett, Basil
Bennett, Bob
Bennett, H. E.
Bennett, J. C.
Bennett, Nelson
Bennett, Owen
Benson, Dr. O. N.
Benson, Jack C.
Berge, Walter (Sailor)
Berni, Jean J.
Berry, C. W.
Berry, Curley
Besser, Fred
Bever, John
Icy, Ben
Biddle, W. F. (Slim)
Big Elk, Lee
Billingsley, Ira
Bindler, Herman
Binn, Victor
Birchfield, Bob, Musician
Bizzell, B. Frank
Black Bros.
Black, Gus M.
Black, Lester
Blackie, James Wm.
Blackstone, Vic
Blais, Jack
Blake, Eddie
Blondin, Wm.
Blondin, Rellin
Blount, Clifford
Bobby & King
Boelke-Nelson
Boggs, Irwin P.
Bohannon, S. W.
Boles, Junior
Boles, Raul & Wiley
Bond, Fred
Bonsear, Perry
Boony, Big 4
Boothman, Eddie
Boothby, Geo.
Boyer, W. L.
Bowser, Billy
Boswell, E. O.
Bowwell, Freddie
Boughman, B. J.
Bourassa, Terry
Bowen, Howard
Bowen, Howard
Bower, "Tenn"
Boyle, A. M.
Boyle, J. F.
Bozo, Raggedy Ann
Bradford, M. M.
Bradshar, Paul
Braley, Archie
Branscombe, Jack
Brassfield, Bob
Braun, Chas.
Brazon, Felix
Breece, Sole Mgr.
Bremer, Bud
Brennan, Mickey
Brennan, Morrey
Brett, Howard
Bright, H. B.
Briscoe, Benny F.
Britz, Herman
Brookway, Robt. S.
Brook, Bob Rose

- Brooks, Geo.
Brown, Bill Sbrty
Brown, Fred
Brown, Geo. L.
Brown, Herman
Brown & Lynn Show
Brown, Richard
Brownell, Ray
Brownie, Cracker
Browning, Harry A.
Bruce, Kid
Brunks, Comedians
Brunner, J. R.
Bruno, Pete J.
Bryan, Charles
Buchanan, Skipper
Buchanan, Tommy
Buck, Arthur
Buck, Arthur
Bug House &
Hokum Show
Bukett, Charles
Bundy, Rudy
Bunner, Eddie
Burgess, Hiram
Burke, J.
Burkhart, Melvin
Burkhouse, David
Burkton, Duke
Burton, Jack
Burns, Bobby
Burns, (Hi-Brown)
Burns, Chas.
Burns, E. H.
Burns, Wm.
Burr, Clarence
Burt, Chester
Burt, Frank
Bush, John (Frenchy)
Bush, Prof. A.
Butter, Bill
Butter, T. F.
Buttows, W. R.
Byers, Lawrence
Cagan, Frank
Cain, J. I.
Callara, Joe
Calliff, Robt.
Cameron, Clyde
Campbell, John E.
Campbell, Lloyd
Candrea, Joe
Cannon, Buddy D.
Cannon, Frank D.
Carlson, Edward
Carlson, Frank
Carpenier, Bill
Carrington, Harold K.
Carroll, Leo
Carroll, J. Scotty
Carson, Freddie
Carter, Fred
Caruthers, Bob Lee Myra
Cary, Ray
Cash, Lester Gareet
Casiro, Harry
Cassidy, Edward
Caster, Geo.
Caswell, Johnnie
Caughley, Wm.
Cavanaugh, Edw. J.
Caylor, John
Cerrone, Vito
Cerwe, M. W.
Chalmers, Chas. S.
Chapman, Wayne
Chavonelle, Roger
Checo-Checo
Cheneweth, Jack
Chernut, Geo. T.
Cher, C. E.
Chicago, Paul
Childers, Ralph
Childs, Solie
Christ United Show
Christain, C. B.
Christensen, Joe
Christine, Ernest
Christine, Russell Co.
Church, John
Cimino, Joe
Clark, Archie S.
Clark, Bozo
Clark, Cliff
Clark, Keith
Clarkson, Al
Claude, Leo
Claude, Claude
Clayton, J. E.
Clayo, Clifford
Clements, Burley
Clifford, Lou
Clifton & Jules
Cline, John
Clint & Clark
Cobos, Thomas
Cody, J. M.
Coffey, Harry
Colb, Matt
Colborn, Harold E.
Cole, Jack
Cole, Smokey
Coleman, Andrew
Coleman, Bob
Coleman, H. S.
Coleman, W. R.
Collier, Donald
Collier, John, Comedians
Collings, Bill & Alice
Collins, D. J.
Collins, E. G.
Collins, Elbert
Collins, Lee (Tex)
Collins, Richards
Comer, Winter A.
Compton, Harold
Conarrae, Lee S.
Concello, Arthur
Condor, Frank
Coners, Jak-Bee
Conkling, Will E.
Conley, Jim, Mgr.
Conlon, J. G.
Conrad, Harry E.
Conrad, Geo.
Conrad, Robert
Converse, Art
Conway, Danny
Cook, F. S.
Cook, P. C.
Coon, Charles
Cooper, Arley
Cooper, Frank
Cooper, Malvin
Corbin, Kenneth C.
Corey, Nail
Corey, Ralph
Corkrum, O'bel
Corlew, Billy Ami

- Corn, Earl
Correa, Eric
Costello, Frank
Country, Chas. Klutz
Cowan, Dewey E.
Cowan, John E.
Cox, L. (Doughboy)
Cox, L. L.
Cox, Paul
Cox, Wm.
Crabtree, Edward
Craig, Gordon
Crago Players
Cramer, Fred
Crane, Robt.
Crawford, Nick
Crawford, Jack
Crawford, L. L.
Creator, Maestro
Cregar, Therman
Crenshaw, Edward
Crewe, M. W.
Crittenden, Wm.
Cromenes, Hollie
Cross, Lawrence
Cronin, J. L.
Crowe, Bill
Crowe, Donald S.
Crowley, Geo. C.
Cruse, Lloyd
Cruz, Dewey
Cruze, Conay
Culberth, Henry
Culley, Carl
Cunningham, Sheet
Cunneen, Wm. Writer
Curran, Mike
Curry, Bert F.
Curry, Chas.
Custer, Robt. P.
Dabbs, Cecil
Daely, Downs
Dallas, Johnee
Daly & Daly
Dams, A. C.
Dana, Gene
Daniels, Mickey
Daniels, Tex
Danny, Joseph
Danwell Troupe
Dare, Wally
Datson, Frank
Daughty, L. L.
Davis Commissary
Davis, John W.
Davis, Ken
Davis, Mickey
Davis, Roy Bozo
Dawn, Mid
Dawson, W. G.
Day, Carl E.
DeBarrie, Wm.
DeBell, Major
DeBell, Samtdae
DeCardos, The
DeLaron, Fred
DeMars, Lawrence
DeMetro, Walter
DeRay, Gene
DeRosin, Bob
Dean, M. E. (Skippy)
Debow, Jimmie
Decker, John
Decker, Earl
Decker, Toby & Peggy
Delaney, J. D.
Delaney, G. D.
Dell, C. W.
Delmaro, Joseph
Delmonte, Joseph
Delmore, Chick
Derbois, Henry J.
Derringer, K. E.
DesJardin, Tom
Devine, Harley E.
Devine, Eugene
Devlin, Robert
Dewar Jr., Donald
Digglossok, M.
Dunn, Ty (Dunn)
DiMario, Harry
Disney, Verne
Dix, Don
Dixie, Geo.
Dixon, Howard M.
Doane, Warren E.
Dobbs, Robert E.
Dodd, W. H.
Dodson, Eddie
Dolan, Ray
Donaldson, Burt
Donoghue, Chas. F.
Donnelly, James
Doonan, H.
Doolan, H. H.
Doolin, Fred
Doss, Jimmie
Doty, Phil
Dougherty, Tom
Doughlas, E. P.
Dowdy, S. H.
Doyle, Harry
Doyle, S. B.
Draper, Roy
Dray, E. R.
Dresken, Philip
Drown, R. C. Dany
DuBois, Franklyn J.
Duckoff, Concessioner
Duffy, Bruce J.
Dugan, Edward
Duke, Ralph
Dunbar, Smokie
Duncan, C. W.
Duncan, Dallas
Durgin, Elson
Dunlop, Pop
Dunlap, Ray
Duplessis, Ernest
Durrall, Toby
Dural, Herb
Duvall, Geo.
DuVal, Ray
Dun, Harry E.
Eagle Eye, Geo.
Eakin, D. R.
Earl, William
Earle Jr., Geo.
Eastman, Toby
Edwards, A. B.
Eiler, R. E.
Eldridge, Wm.
Ellis, Geo.
Ellis, Bob
Ellison, James G.
Ellison, Jimmy
Elton, E. Billy
Endicott, Gilbert
English, C. L.
English, W. H.
Enochs, Ray
Ephraim, Frank
Eppich, Ed
Etzel, John
Etzel, Stephen S.
Evans, Erwin
Evans, Chas. Stanley
Evans, E. C.
Evans, Geo.
Evans, Joe S.
Evans Jr., Robt. L.
Evens, Davey
Eysters, Harry
Ezario, Joseph
F. H. M.
Fabry, Steve
Faber, Frank
Fairbanks, G. E.
Fallan, Charles
Fallon, Hal
Farmer, Joe
Farnsworth, W. M.
Farquer, Charles
Farrall, James B.
Farrall, John
Farrington, J. L.
Faust, Jack
Fayscoux, Neal
Fee, Leslie M.
Fegan, Edward L.
Felton, King
Fendrick, Bozie
Ferguson, Danny
Ferrer, Harry
Ferris, Howard Buzz
Ferris, Lester
Fexow, Bill
Filby, H. Garth
Finch, Harry
Finn, Tobias
Fitzgerald, Babe
Flanagan, Edna
Flanagan, Frank
Fleming, J. H.
Flyn, J. Francis
Folk, Carl J.
Fonda, Gordon
Fondow, Claude
Fontaine, Pat
Ford, Prof. C.
Ford, G. L.
Ford, Eddie
Forrest, Dr. Joseph
Fort, Harold M.
Forwold, Albert
Fowler, Merlin H.
Fox, C. F.
Fox, John
Fox, O. O.
Foxworth, Dec
Foye, Dr. John E.
Francisco, Amer. Novelty Co.
Frank, Geo.
Frank, M. J.
Frank, Toney
Frank, Miller
Franklin, Berry
Franklin, P. J.
Fraser, Owe
Frazier, Cecil
Friedrich, Jos J.
Freels, Buck
Freeman, Chas. F.
Freemans, Thesa
French, Chas. D.
Friedrichsen, Fred
Fry, James E.
Fudger, Geo. A.
Fuller, Robert
Gardner, Joe
Gardner, Ed
Furati, Frank
Gains, T. W.
Gale, Larry
Gallagher, Eddie J.
Gallagher, Jack
Gamble, Curley
Gann, James
Gannon, Joe Patrick
Gardner, Orville
Garlock, E.
Garner, Bryant R.
Garner, Joe H.
Gates, Aron
Gauch, John
Gayle, Gus
Gearhardt, Arthur A.
Geller, Wm.
Gentry Bros.
George, Joe
Gerber, G. A.
Gerber, Joe Red
George, Jimmy
Germond, W.C.
Gilbert, Art
Gilbert, Harry L.
Gilbert, Sidney
Ginsberg, Sam
Ginsberg, M.
Gladstone, Eddie
Glasscock, D.
Glenn, Jack
Gluskin, Sam
Godfrey, Jerry
Godsey, J. O.
Godfrey, Lonnie
Goff, Neil
Goglia, Joe
Goldberg, Joe
Goldberg, Murray
Golden Gate Show
Goldstein, The
Goldstein, Morris
Goll, Wm. F.
Gouib, M.
Gouib, Blakie
Good, Milt
Gooding, Mr.
Goodman, Harry
Goodfaugh, Johnnie
Goodwin, Arthur C.
Goodwin, John Blakie
Goralick, Sam
Gordon, Alvin
Gordon, C. O.
Gordon, Geo.
Gordon, Harry
Gordon, Robt. A.
Gorman Jr., James F.
Gorman, Sunset
Gorman, Amus. Co.
Gory, Gene & Roberta
Gouldsberry, Paul T.
Gourfain, Harry, Mgr.
Gowda, Leo
Grabel, Walter
Grabs, Louis
Grady, Richard G.
Graham, David
Graham Jr., A. C.
Gramberg, Ray
Gramick, Chas. Joy
Granger, L.
Grant, Bill
Grant, Bobbie
Grasnik, Alex
Graves, A. B.
Graves, Jammie
Gravette, Horace
Gravito, Frank
Graybill, Mamie

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# Hartmann's Broadcast

IN OUR issue of July 16 we mentioned some of the ridiculous statements about the future of the circus made in daily newspaper editorials, such as "the day of the circus in America is over," "the circus has been on the down-grade in this country for 20 years," and "the complete failure of the circus to introduce anything fundamentally new in the way of entertainment in two decades or more is to blame."

We said then and we say now that the circus is just as popular today as it probably has ever been — and it will continue to be popular, for there is nothing that can take its place. We also said that general business conditions, plus rain and cold weather in the spring, have been its main complaint — and what business is there that hasn't suffered?

In substantiation of our statement about the popularity of the circus, we quote an editorial from *The Times-Herald* of Newport News, Va., dated August 10, and for the benefit of those who do not know, the show referred to is Robbins Bros.' Circus. The editorial headed *Will the Circus Survive?*, reads: "The circus is getting to be a rarer thing than it used to be and the circus parade is getting to be rarer still, yet yesterday Newport News witnessed a circus and turned out in relatively large numbers considering the weather and other factors, to see the traditional trappings of the 'big top' and its variety of actors, plus the intriguing antics of wild and trained animals, the equestrian performers, the funny clowns and all the other things that go to make up that hodge-podge of fun and frolic that is known as circus."

Moreover, the circus had shown to capacity crowds in Richmond and had found it necessary to put on a second night show there to supply the demand. "The success of this circus, in contrast to the general trend, with big shows merging or leaving the road early in the season when the going becomes tough, suggests that the competitors of the circus, the movies and other forms of amusement, have not made the inroads on circus demand that is indicated by the plight of most shows. Certainly, the throng of spectators at the parade here yesterday did not indicate a diminishing interest in the circus. What's more, they saw the old-fashioned kind of parade, with a perspiring operator tooting away on the almost extinct steam callope despite the heat, and in the true circus tradition."

"All of which leads to the belief that the circus need not die but rather that it will succeed as it is itself, a page from out the past history of American amusement. As it is unique and dif-

ferent and 'old-timey' if you will, it would seem to preserve its niche despite the advance of competing forms of amusement. It need not even yield to the movies in the case of such entertainers as Hoot Gibson, who appeared here, trusting to the appeal of seeing in the flesh one who has hitherto been available only in cinema theaters. If the circus will continue to be itself, indeed, it bids fair to weather the adverse conditions it faces in a generation of sophisticates who can find entertainment nowadays at virtually every corner."

The *Times-Herald* editorial writer sure knows his circus. We congratulate him upon his efforts.



A. C. HARTMANN

IN THE early spring the Crystal Exposition Shows appeared on the outskirts of Bristol, Tenn. When the city officials paid the show a visit and found a clean midway they invited it to play a return engagement. This was done the last week in July, and it was the first carnival in the city limits in many years. A lot within two and one-half blocks of the heart of the city was used.

This information comes from Irby Haynes, a Bristolite, who declares that in the Crystal organization he found one of the cleanest shows he has ever had the pleasure of visiting, adding: "When others learn to clean up and have a decent show they will be better off."

BUSINESS in the Water Valley section of Mississippi for Buckeye State Shows is slow and Manager Joe Galler feels that it will not open up until about September 15. Heavy rains have played havoc with the cotton crop and natives are therefore holding on to what money they have until they can see their way clear on the harvesting end.

THE STORY of how Beverly White, press representative of the Goodman Wonder Shows, left the newspaper profession to enter the show business is interestingly told by Paul Light in his column, *So What!*, in a recent issue of *The St. Paul Dispatch*.

Light gives his friend Bev. credit for being the only one he can think of where a tragic event made a lasting impression upon a reporter, in whose ranks such things are looked upon as part of the day's work. The tragic event was the *Iroquois Theater fire* in Chicago in which 512 persons lost their lives. Bev. was reporter for *The Chicago Tribune* at the time, and, according to Light, "he still shudders when he talks about it. He can still name the firemen, the policemen and the fellow reporters who worked on the story. He still remembers that the first alarm was turned in at 3:32 p.m. on December 30, 1903; that the play was *Mr. Bluebeard Jr.* with Eddie Foy as the star; that he, himself, arriving a few minutes after the alarm, realized what a great catastrophe it was and telephoned back to the office for help."

As Light says, it was the smell of burning flesh that drove Bev. from the newspaper game. After the fire he went to the office, wrote his story—and turned in his resignation. Next Bev. became a press agent by joining Ringling Bros.' Circus, Light says.

# Notes From the Crossroads

By NAT GREEN

ALWAYS alert to opportunities which a spell progress, trade stimulation and advancement generally, Chicago has taken cognizance of the approaching world's fairs in New York and San Francisco. These events, which will prove meccas for transients and tourists, might be expected to cut into the tourist business of Chicago during 1939. But with the inauguration of a huge publicity campaign by Chicago's New Century Committee it is expected that these world's fairs will help Chicago. Obviously the people of the country will be travel-minded next year thru the huge campaigns of the two fairs. The activities which Chicago's New Century Committee has inaugurated for this year and its intensive program for 1939 are expected to result in an effective stimulation of the city's tourist business. Any such stimulation will, in the natural course of events, benefit showmen in many ways. Numerous planned outdoor events will provide employment for many performers, showmen and concessioners. Decorators, supply houses, fireworks firms all will benefit in increased sales.



NAT GREEN

One of the early promotional activities is a Farmers' Day soon to be held at Soldier Field. In this 4-H Club members will take a prominent part. There will be exhibits of farm-home equipment and models of new "streamlined" farm appliances. A play emphasizing improvements in farm-home equipment will be staged. An advance publicity stunt will be a milking contest in one of the Hotel LaSalle ballrooms. A "Search for Beauty" contest is to be held to select two beautiful girls to be guests of honor at events to be staged during the winter. With railroads, radio stations, theaters, newspapers and all civic organizations giving full cooperation, the committee bids fair to do a bang-up job of stimulating trade in the Chicago area.

When business is good on the midway you can generally find the general agent on the lot. . . . J. C. McCaffery spent most of the week at Illinois State Fair—so-o-o business must have been okeh. . . . Frank Braden, of the Al G. Barnes-Sells-Floto Circus, in from Aberdeen, S. D., headed for St. Louis and points southwest. . . . Show, says Frank, is moving on time and doing excellent business. . . . For that four-day stay in St. Louis he's providing himself a seersucker outfit, which is the nearest thing to pajamas that can be worn on the lot. . . . J. D. Newman left for New York late last week and after a short

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stay intended to go to the West Coast. . . . Steve O'Connor, former newspaper man, and Ben Orloff, publicity man, are promoting an air thrill circus. . . . Fifteen members of the commission for the Illinois exhibit at the 1939 Golden Gate Exposition are in San Francisco inspecting the site for the Illinois building. . . . A feature of the Illinois exhibit will be a huge diorama showing New Salem, Ill., as it was when Abraham Lincoln started to practice law there. . . . R. L. Lohmar, general agent of Hennies Bros.' Shows, in Chi preparing for the show's eastward moves. . . . Klara E. Knecht back from a New York sojourn and expects to remain in Chicago for some time.

Zoos are the especial interest of Karl Kae Knecht, cartoonist, circus fan and director of Evansville (Ind.) Zoo. Last week Karl and Mrs. Knecht were guests of Director George Bean, of Brookfield Zoo, where Mei-Mei, famous panda, is quartered. Karl regards Brookfield Zoo as one of the finest in the country. Incidentally, it looks as if Mei-Mei will have to get along without a companion. Mrs. Ruth Harkness has written the zoo from Shanghai that China will no longer permit exportation of pandas.

Trimmer, Frank Van, Billie Yniestra, Fernin Volgarano, Michael Walsh, Jack Weber, E. R. White, Billy

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White, Jack "Happy" Wilson, H. L. Yose, Prof. Zingaro, Frank Zupan, Samuel Alvarado, Mr. Ambrose, James Anderson, Charles Arnhem, Edward Avery, Tommie Bailey, F. R. Beehee, Boh Belden, Harry Bell, Charlie Bengston, Carl Berry, L. M. Bloom, Oscar Bradley, Niles Brady, D. & Mrs. Lorraine Brandys, Edward Brent, Jack Larry Bunch, Mr. & Mrs. Carey, R. E. Carr, Earl Cattichers, Les Chisholm, James Claire, Hans Cole, George L. J. Conley's, Ted Dennis Cox, Claud M. Curtis, Rube Day, Doc DeForrest, Dr. Harry Edwards, G. A. Elders, U. Eldridge, William Evans, Chas. S. Feinstein, Benny Fenstel, Joseph B. Fink, Harry Forrest, Charles (Barnett Bros. Circus)

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Men Adams, George V. Fowler, Jack A. Frasky, Art Gailer, Ted Gardner, W. M. (Doc) Garn, Jack Garrett, Jack Goldstein, A. Groves, Johnnie Hall, Edward L. Hamblin, Claude Hand, Leonard Hayes, Harold Helman, Maurice Hendricks, Joe Holzer, J. A. Howe, Rex Hudson, Harry A. Huff, Lewis Hutton, M. C. Kirk, Frank Krotz, Geo. Kuhn, Fred Lamb, R. Scott LaPurl, Charles Leonard, Harry Lockman, B. E. (Clown) Lynch, Eddie McCrorey, J. M. McGregor, Harold Martin, Terry Marx Jr., Phil Maye Jr., D. J. Miltona, Leon

# DOWNIE REOPENS BIG

## Columbus, Ga., Is First Stand

Charles Sparks states business far ahead of expectations—new features

COLUMBUS, Ga., Aug. 20.—Playing to exceptionally good business, Downie Bros.' Circus, under management of Charles Sparks, returned to the road here Monday. While many of those who were with the show in the spring are back, there are several additions, and show's entertainment value was generally conceded stronger at the reopening.

Mr. Sparks was pleasantly surprised by the capacity matinee, despite intense heat, and the huge night crowd. "If Columbus is an example the South is going to be very good," he commented. Business at the opening stand was far ahead of expectations, he admitted.

Show moved from Macon quarters early Sunday, and the fairgrounds lot was used here. There had been only two days' rehearsal, but performance moved with midseason smoothness. Much new paint was in evidence.

Among new features that won much applause were the Riding Guides, formerly with the Big Show, and Chester Barnett's clown numbers.

From Columbus the show made a week (See **DOWNIE REOPENS** on page 45)

## WPA Has Good Date at Brooklyn

BROOKLYN, Aug. 20.—The WPA Federal Theater Circus closed its week's run here August 13, business being very good.

Several new acts joined here. Brooklyn papers and the Brooklyn sections of the Manhattan papers were again generous with space and pictures. Visitors included William Hausberg II, of the Circus Fans' Association, and Holman Harvey, director of information for federal project No. 1. Harvey is a member of the staff of Paul Edwards, administrative officer of the local white collar and professional projects, reports Wendell J. Goodwin.

## American Acts With Belli

COPENHAGEN, Aug. 22.—Two American acts, Howard Nichols, hoop juggler, and Manning and Class, wire-walkers, are with the Danish tent circus, Circus Belli, which has been playing a long stand at Aarhus. Other acts on the bill are Ernest and Albert Schumann, Liberty and high school horses; Togare and his tigers; Three Grigettis, aerial; Little Charlie's miniature circus; Two Sailor Boys, acrobats; Asgard Troupe, trampoline; Pintoro's champagnees; Maggie Sisters, acrobatic dancers, and Carroll Trio, musical clowns.

## Fair Business for Silver

PERRYVILLE, Md., Aug. 20.—Silver Bros.' Circus finished playing three weeks on the Eastern shore of Maryland. Business fair. Canning houses are working full time; melon crops are fine.

Al Kadel and his band, with Kaus carnival, stopped off here August 13 on their way from Chester, Pa., to Charlottesville, Va. Kadel was formerly band leader with Silver.

## New Series of

### Legal Opinions

In this issue, in the Carnival Department, is the sixth of a new series of legal opinions of special interest and benefit to park and show owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



N. D. BURKHART, who was in charge of the front door on Cole Bros.' Circus. He had been with the show since it was organized.

## Jay Gould's Show Having Good Biz

ELBOW LAKE, Minn., Aug. 20.—Jay Gould's show is having fair crowds in the afternoons and big at night. Weather has been ideal. Only one show has been missed on account of rain. Frank Cary and wife visited at Glencoe, Minn., home of the Goulds, and spent the day with Roy Barrett. Art Concello, Ray Harris and Terrell M. Jacobs, of the Barnes show, were visitors at Perham, Minn. The bull, "Baby Mine," will be at the Iowa State Fair, Des Moines, following which it will return to the show.

The Gould show has circus revue in afternoon and girl revue at night.

## Atterbury Heading For Cotton Country

IROQUOIS, S. Dak., Aug. 20.—The Atterbury Circus is in the midst of the wheat harvest in this State. Matinees are light, night houses fair. Show will head south for the cotton country.

George L. Barton, general agent of show past two seasons, was taken to (See **ATTERBURY HEADING** page 97)

## Mix on Straw in Kansas City; Attendance Two Days 21,000

KANSAS CITY, Mo., Aug. 20.—Tom Mix Circus went big here last Friday and Saturday, several hundred persons catching the show's offerings from the straw. Attendance for the two matinee and two night shows totaled 21,000, and weather was ideal.

Mix did not appear at any of the shows here. His daughter, Ruth, who will become the feature attraction when her father sails for Europe next month, rated top billing on the grounds, altho newspaper advertisements both days informed the public Mix would appear. Miss Mix went over well with her congress of cowgirls. The unit will provide top entertainment after Mix leaves the States to open at the Palladium in London September 12.

Dan Pyne, press agent, netted good publicity breaks in the *Journal-Post*, *Star-Times* and over Station KCMO. A feature was a long radio interview with Miss Mix.

Two suits filed in Circuit Court of Jackson County last week have been dropped, according to Pyne. They were instituted as "protection" in the event other suits were filed with attachments on the show, said Pyne. Engagement here was sponsored by the Fifth Ward Democratic Club, Inc.

Show moved to Manhattan, Kan., in the heart of the wheat belt. Business

## Biz Holding Up Splendidly For Barnes Show

FARGO, N. D., Aug. 20.—Business in the Northwest has been entirely satisfactory for the Barnes show, which played here August 12, according to Roland Butler, general press representative.

"Beginning with Duluth, Minn., and continuing thru Bemidji, Minn.; Grand Forks, Devils Lake, N. D., and Fargo, business has been holding up splendidly for this time of year," Butler said. "We have no complaints and everything on the show is harmonious from the angle of labor. The present set-up is entirely the result of economic situation and every performer and worker seems to be doing his best to keep his job and make the best of everything."

### Showfolk Pay Tribute

WAHPETON, N. D., Aug. 20.—With Jack Earle, giant, as spokesman, showfolk from the Barnes circus bowed their heads in a country cemetery near here at 11 a.m. August 14, over the graves of two circus employees, killed 41 years ago. On June 10, 1897, two workingmen, Charles Walters and Charles Smith, were killed while setting up the Ringling Bros.' Circus tent. The men were crushed when lightning struck the center pole. A third man, Charles Miller, head property man, was injured in the same accident and died a year or two later.

Preceding Earle, the show band played a selection. Earle introduced Reverend Cox of Breckenridge, where the show played August 14. Stressing neighborliness, he said the little acts of life show this spirit and he urged his listeners to closer sympathies.

"Neighborliness is a trait of show people the world over," he said, deeming it a privilege to have a part in this ceremony.

The band closed the service with taps. Lending a special interest to the ceremony was the appearance of Johnnie Tripp, Ringling Bros.' clown, who was with the show for 40 years and who helped to buy the broken column shaft, which marks the burial spot in the Wahpeton cemetery.

Performers placed a huge wreath of flowers on the graves.

### Ruth Mix Rechristens Bear

TOPEKA, Kan., Aug. 20.—Named after Tom Mix, the new bear in the Gage Park Zoo here was found to be of the feminine species, hence it was decided to rename her ladyship.

The press agents, headed by Edw. L. Conroy, suggested to Park Commissioner Harry Snyder to name the bear after Ruth Mix.

When Miss Mix and the Tom Mix entourage were moving from Kansas City to Manhattan last Sunday it was arranged that Ruth stop at the park in the afternoon and rename the bear Ruth Mix.

The *Topeka Daily Capital* played the story up with pictures, and Ruth, accompanied by her personal manager, William Walsh, and Dr. George W. T. Boyd, officiated at the rechristening ceremony.

Miss Mix will return to Hollywood at close of season to continue her screen work.

## Accidents Don't Stop Mix, But Crowds Do

MARSHALL, Mo., Aug. 20.—This town of 8,000 had a day of excitement when Tom Mix passed thru en route to Kansas City.

Mix's car collided with one driven by a local man, damage amounting to a smashed tail light on the home-town car. Mix, attired in cowboy regalia, jumped from his car, paid the damage on the spot and prepared to leave with an apology. But the crowd on the town square discovered him and detained him an hour with requests for autographs and handshakes.

Marshall rarely plays host to the circus. It's too small for the larger shows. It was Mix's first personal appearance here.

## Mighty Haag Biz Up as Ga. Entered

JESUP, Ga., Aug. 20.—Thru a quick succession of long jumps, the Mighty Haag Circus moved from the mountains of Western North Carolina to the tobacco belt of South Georgia. An over Sunday run of more than 100 miles from Thomson brought the show to tobacco territory at Metter.

Show, now in 21st week of season, has played to spotty business in recent weeks, but South Georgia is better.

Norma Rogers recently joined with her wire act. "Doc" J. M. Hefferan is the new legal adjuster. Show has eight-piece band, directed by S. W. Floyd.

Mrs. Alice Haag, widow of the founder, is actively in charge of show and usually is first up on the lot and stays until show is loaded at night.

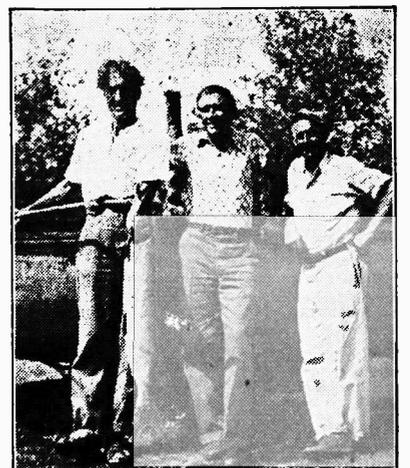
## Hiler Joins Richard Show

KEYSVILLE, Va., Aug. 20.—Ed Hiler, who was general agent of Newton Bros.' Circus, joined Richard Bros.' Circus August 12 in the same capacity. He stopped over at Rainelle, W. Va., and caught matinee of Haag Bros.' Circus and found business good in that section.

GRETNA, Va., Aug. 20.—Richard Bros.' Circus was here August 18. Due to extreme heat and small crowd on lot, afternoon show was called off. Equipment looks good. Lester Patterson is legal adjuster, Oklahoma Jerry Burrell has the concert, Blackie Fredericks the banners. Program is under direction of George Barton, who also presents five acts in big show. The writer, Rex M. Ingham, visited with a number of the folks.

## Night Clubs for Silvers

FORT WORTH, Tex., Aug. 20.—Hal Silvers, wire performer who was with Cole Bros.' Circus until show returned to quarters recently, went into the Casa Manana Varieties of 1938 here August 12 for a two weeks' engagement. He intends to play other night clubs this fall and winter until Christmas, when he probably will go to Europe for engagements.



THIS MUSKIE, 14½ pounds, was caught by Norman Orton, of the Four Ortons, at Bobcaygeon, Ont., Can. Left to right: Myron Orton, Norman, and Bernie Potter, formerly of the Peerless Potters. They will leave here at the end of the month to play some fairs.

**With the Circus Fans**  
By THE RINGMASTER  
CFA

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.  
Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.  
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

**ROCHELLE, Ill., Aug. 20.**—The last of the famous Byrnes Brothers, residents of Norwich, Conn., who years ago played in *Eight Bells*, recently passed away and the property used in the production was sold to a junk dealer. Walter M. Buckingham bought some of the scenery for use on the stage of the auditorium in the Masonic Temple. He states that in the props were many interesting objects. He found a crayon photo of John Byrnes, owner of the show, which he gave to the Charles Sparks Tent, which presented it to the Norwich Lodge of Elks, of which he was a member. In this show was a horse built up on two men and among the relics he found the mold from which this horse was made. This was obtained for the Sparks Tent and later presented to Bill Potter (Harrdig), juggling clown, who was on Cole Bros.' Circus and is a native of Norwich. Potter intends to make up a horse to use in his work later on. Buckingham also obtained a set of the show's lithos, one sheet and half sheet in size, 21 in number.

George H. Barlow III, of Binghamton, N. Y., had charge of the Quaker Lakes carnival held August 19 and 20. Animals from Clayton's Circus were used.

Plans are under way for a Circus Fans' meeting in Binghamton early in September. Invitations will be extended to President M. D. Hildreth and other Fans from New York State and New England.

The WPA Federal Theater circus has issued a special courtesy card to all members of the C.F.A. Each card is filled in with the member's name and bears the signature of Paul Edwards, administrative officer, Federal Project No. 1.

**Robbins Covering Plenty Territory**

**MIDDLESBORO, Ky., Aug. 20.**—In 15 weeks Robbins Bros.' Circus has been in 12 States and five Provinces of Canada.

As has been the custom, Mr. Lauterbach, Petersberg, Va., jeweler, gave a party after the night show in the rear of his store.

At Lynchburg no parade was held. This was announced in advance thru the newspapers. This city is almost impossible to parade in because of the steep hills. J. M. Tyree, who was out this season with the McCoy show, lives in Lynchburg and was willing to aid in any way he could for the Robbins engagement, as were Mr. and Mrs. Roland Hamner, who run the billposting business there.

Visitors at Lynchburg included that old-time trouper, J. C. Kelley, 78, who last trouped with Chester Monahan's Gollmar Bros.' show as legal adjuster. He is now a guest at the National Elks' Home at Bedford, Va. Also at Lynchburg was E. O. Heritage, brother of the well-known showmen, Arthur and Al Hoffman. Heritage had driver from his home town in Burlington, N. C., accompanied by Casey Holt.

At Roanoke, Va., Manager Jess Adkins invited a number of former showmen, who are at the National Elks Home, to see the circus. A bus load came over from Bedford in the morning. The "boys" had lunch in the cookhouse, saw the show from the center reserved section, had supper following the afternoon show in the cookhouse and then returned to Bedford. They were John Smith, Charles O'Neil, John Connor, M. D. Neld, Fred Rosar, Grant Sauer, John Talbort, Fred Green, P. J. Griffin, Bill Arlington, Fred Leslie, John B. Weisiger, Boss Barry, J. P. Adkins, Charles Conover, Andy J. Seaman, Fred Sutton, Bill Cole, Jim Howard, G. W. Cushman, W. N. Thomas, Gus Robicheau, B. Badger and E. Harry Doane.

Roanoke was really a "good will" day, when 100 veterans from the Government Facility took in the afternoon show as guests and a party of some 20 crippled children saw the circus from the reserved section. The children were brought to the show by *The Roanoke Times* and the circus.

Another oldtimer who showed up at Roanoke was Cy Cleveland, who lives with his nephew, Mr. Clark, on Salem road, RFD No. 3, Roanoke. Cy admitted his feet itched, but his health is none too good.

**Model Builders' Activities**

**ST. JOSEPH, Mich., Aug. 20.**—Russell T. Warner, Reading, Pa.; James F. Malatto, Philadelphia; William H. Walton, Homestead, Pa.; Lawrence P. Brady, New York City; Kenneth D. Hull, Los Angeles, and Eddie Smart, M. Vernon, Me., recently joined the Circus Model Builders. Walton had a complete miniature circus in 1893. Frank J. Walter, Houston, Tex., has been made an honorary member of the association. His seventh annual underprivileged children's circus played to more than 3,000 and he was presented with a gold medal by the children.

Charles E. Doelker, Harrisburg, Pa., and Harold U. Moore, Reading, recently visited Robert D. Good at Allentown. Good visited Frank B. Updegrove Jr. at Boyertown, Pa. When the Big One was at Binghamton, N. Y., Henry W. R. North had dinner with George H. Barlow III and saw his Barlow & Bailey Circus.

Bert Backstein, Decatur, Ill., saw Barnes show at Decatur and Springfield, Ill. Mr. and Mrs. Terrell Jacobs were his guests at dinner and he gave a model R-B baggage wagon to Jacobs.

Charles H. Bennett, Berwyn, Ill., saw Barnes at Joliet; also visited Gordon M. Potter at St. Joseph and looked over Gordon Bros.' Circus. Potter saw Barnes in Kalamazoo and South Bend and visited with Terrell Jacobs. George H. Graf, Peru, Ind., also saw Barnes at South Bend and visited with Jacobs. Graf caught Cole Bros. at Williamsport, Pa.

Bruce M. Sauter, of New Hartford, N. Y., has seen R-B, Cole Bros., Tom Mix, Newton Bros., Barnett Bros., Lewis Bros. and World Bros.' shows this season. George B. Hubler, Dayton, O., has completed three new wagons for his Sterling Bros.' Circus. Kenneth Audibert, of Littleton, N. H., saw Cole Bros., Robbins Bros., Newton Bros. and World Bros. this season.

Charles N. Sateja, Camden, N. J., played dance engagements in Pittsburgh

and Atlantic City. He visited William R. Brinley and saw his circus which is on exhibition at Millon-Dollar Pier in A. C. Also saw Robbins Bros.' Circus at Morristown, N. J., and visited Clarence E. Pfeffer at Johnstown, Pa. Pfeffer saw the Mix show in Indiana, Pa. Osborn Schleentz, Long Branch, N. J., saw Richard Bros.' Circus. Has completed several wagons for his show.

Verne Fussell, Cedar Rapids, Ia., saw Hagenbeck-Wallace when it played his city. Charles L. Stern, Austin, Minn., saw H-W at Mason City, Ia. Charles H. Bennett and John R. Shepard visited Brookfield Zoo. Shepard saw Mix show at Evanston. Potter visited Bennett and Shepard recently, also saw Lewis Bros. at Benton Harbor.

Anyone interested in the Circus Model Builders and Owners' Association should write John R. Shepard, secretary-treasurer, 440 North Parkside avenue, Chicago, Ill.

**Here and There**

**SPRINGFIELD, Mo., Aug. 20.**—Ansel A. Skaggs, former circus man, is in real estate business in a big way at St. Louis.

William Hinchey, M. S. Mavish, A. W. Mitchhart and W. M. (Bill) Finks, former candy butchers, in oil manipulations in Salem, Noble, Lawrenceville fields in Illinois.

A. Grohe, once a promoter of indoor circus events, has located in Centralia, Ill. Is president of an oil refinery company and owns three big wells.

P. H. Jackson, in former days popular as comedian with Rusco & Holland Minstrels, is now pastor of a church at Muscatine, Ia.

Ray Lewis, who was announcer, promoter and booking agent, is advertising director of Union Labor Record at Springfield, Mo. Also in Springfield is Edwin W. Hoffman, an old John Robinson representative at Cincinnati. Is in insurance business.

Julia Novinger, once queen of four-horse chariot drivers, lives in Columbus, O. Is owner of valuable properties.

A. L. Gates, old school circus prominent, resides at Fort Madison, Ia. Has agents all over country selling a boiler washing compound, his invention.

Jack Rooney, when in circus business as contracting agent, front-door director and trainmaster, gets his mail at Mineral Springs, Tex. Is in politics.

Ed J. Moeller, who started sign writing on circuses, has "Painted Signs for All Purposes" company in Davenport, Ia.

L. H. Rowland tours Iowa for the State Accounting and Tax Department. When young man traveled with circuses as agent and publicity purveyor.

DOC WADDELL.

**Many Rail Shows in 1909**

Evansville, Ind.

Editor *The Billboard*:  
With only three railroad circuses now on the road, it is interesting to note how conditions have changed in the white top world in the past 25 years. Season 1909 there were 20 railroad circuses and profitable business for all. The shows at that date did not have to contend with union labor, increasing railroad rates and other troubles of the present day.

Following is list of circuses on rail in 1909: Barnum & Bailey, Ringling Bros., John Robinson 10 Big, Sells-Floto, Hagenbeck-Wallace, Norris & Rowe, Buffalo Bill's Wild West, Miller Bros.' 101 Ranch Wild West, Yankee Robinson, Campbell Bros., Dode Fisk, Sparks', Sun Bros., Mighty Haag, Howe's Great London, Frank A. Robbins, Gollmar Bros., Gentry Bros. (two separate shows), Leon W. Washburn and Tom Wiedeman's. There were a dozen or more of the old-time wagon shows. The prominent ones that I recall were M. L. Clark & Son, Lamont Bros., James Shelby, Al F. Wheeler's, George S. Ely and Rose Killan. Some of those old wagon show titles

(See *MANY RAIL* on page 97)

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# Under the Marquee

By CIRCUS SOLLY

**WILLIAM GOODMAN** cards that Haag Bros.' Circus had a big day at Grundy, Va.

**LEON LONG**, magician, says he made parade with P. G. Lowery on Robbins Bros.' Circus at Harlan, Ky.

**PHYLLIS DARLING RUMBELL** left Lewis Bros.' Circus to go to a hospital in Philadelphia for sinus trouble.

A NUMBER of dailies thruout the country have been publishing fine editorials on "Save the Circus" movement.

**E. E. STAATS** cards that Staats Bros.' Circus will be on road again next season as a wagon show.

**ROXY FIBER**, who was with Cole Bros.' Circus, is visiting his wife's folks at Plainfield, Conn. Will play some New England fairs.

THOSE "BROS." circuses have had a tough time of it this season and closed—Downie Bros., Ringling Bros., Cole Bros., Harris Bros., Newton Bros. All in all, it has been a tough season for the circuses with "Bros." as part of their titles. (Downie is again on the road.)

**CHUCK LANKFORD**, who was with Cole Bros.' Circus, has joined Eldridge Rumley and is making fairs with novelities.

**REX DE ROSSELLI** is now on press staff of Robbins Bros.' Circus, replacing F. Bernie Head, who has returned to his home town, Hot Springs, Ark.

**JOE VANI**, with Kenneth Waite Troupe, was entertained by Larry Sloan and family, friends of Chester Sherman, while playing the State Fair at Springfield, Ill.

**L. B. GREENHAW** and Claude Morris visited Frank Bynum and wife at Dodge City, Kan., while billing Parker & Watts Circus. Bynum, former showman, has Western Kansas and Northern Oklahoma territory for Goodrich Tire Co.

SOME BILLPOSTERS who covered up opposition circuses' paper and some carnivals' paper are not putting up paper now for the circus they were with. Also probably they wish now that they had not been so unkind to the opposition.

THE BOYS on advance car of Robbins Bros.' Circus were guests of Stan Reed, of Cumberland Valley Shows, at Wartace, Tenn. Reed is a former circus agent and he talked over old times with Clyde Willard and others.

VISITING NOTES—J. R. Conway and Herbert A. Douglas saw night show of Robbins Bros.' Circus at York, Pa. Some of the Harris folks were over. Douglas also attended Robbins at Easton and Lancaster.

CHILDREN from St. Vincent's Home, The Guardian Angel and Holy Epiphany orphanages, Leavenworth, Kan., attended Russell Bros.' Circus there. This was made possible thru generosity of the Central Labor Union and primarily thru the efforts of Mr. and Mrs. L. B. (Doc) Holtkamp, managers of Rainbow Inn.

IT IS PRETTY tough on a traffic manager to have his circus close without his knowing it. It is also a bit off for him not to be allowed the privilege of making the railroad contract for the home run when it folds.

THE TRIBUNE-TELEGRAM Youth Activities band of Salt Lake City, played a brief concert at 1:30 p. m. in front of the big top at the fair grounds there August 18 and at 2 o'clock signaled the opening of the performance by marching around the hippodrome track. Also guests of Manager Howard Y. Bary were boys and girls from Kearns St. Ann's orphanage.

**L. T. BERLINER** was the guest of the Beers-Barnes Circus at Tionesta, Pa., August 17 and reports one of the finest of the smaller shows. The top is brand-new. Show provides grand-stand chairs for reserves. The elder Mrs. Beers' son is in a Salamanca (N. Y.) hospital as a result of injuries from his bears. No performances have been missed this season.

**MRS. L. L. INGHAM**, of Washington, D. C., has returned home after visiting

her son and wife, Mr. and Mrs. Rex M. Ingham, owners of Rex's at Ruffin, N. C. Other recent visitors were Bill and Margaret Bagby (Maxwell and Henry), on their way south from the Berry show in Maryland to another tent show in South Carolina. Mr. and Mrs. Earl Backer, owners of Backer's Famous Minstrels, were at the Inghams several times while the show was in Reidsville.

CROP PROSPECTS in Canada this season are the most promising reported for several years. During the spring the weather thruout the Dominion was generally favorable for agricultural operations, most crops have made excellent progress and are in much better condition than last year. This is true of all sections of the country with the possible exception of British Columbia.

THE FOLLOWING appeared in a recent issue of the Post-Gazette, Pittsburgh, under "Flashbacks": "Read this advertisement of Forepaugh's, Old Timer, and live again in the days of the circus parade. Seventy years ago: 'Gorgeous street parade; 22 superb cages painted in green and gold, with splendid views, used to transport the animals and drawn by 150 fine draught horses, plumed, decorated and caparisoned, all preceded by the Colossal Car of the Conqueror, containing the silver cornet band, and followed by the finest Cavalcade of Horses ever led through any portion of the world; each van ornamented with ensigns; banners of every country floating in the air; standards of all nations; a procession a mile long representing a capital of \$300,000.' (Old-Timer, what's wrong with the above description? Why, man, the writer left out the callope—steam organ to you.)"

## Rowin, Hurley Preparing Miniature Show for Fairs

FORT WORTH, Tex., Aug. 20.—The miniature circus, built by Ted Howin and George Hurley, which was on display on the Boardwalk at Casino Park on Lake Worth near here thru July 4, is now in quarters, where the wagons are being repainted and more features added in the big top.

Hurley and Rowin are putting the layout on a truck so that the circus may be exhibited at fall fairs in this section in such a way so that it will not have to be torn down and reassembled at each fair.

## Be Not Discouraged— The Circus Will Live

By L. B. GREENHAW

"These are the times that try men's souls. The summer soldier and the sunshine patriot will, in this crisis, shrink from the service of their country; but he that stands it now deserves the love and thanks of men and women."

These historic words, written by a great American over a century and a half ago, may well be applied to the dilemma in which the circus finds itself today.

The circus profession is peculiar in that it requires greater unselfish group effort than any other business or profession and to participate in such effort is indeed a rare privilege, for the noblest work and service we can share is selfless service to the group to which we belong. The most glorious, inspiring pages of human progress are the recordings of the unselfish ones who gave their all for their group and for humanity in general. Service to the group—giving your all so your brothers may continue in peace—forgetting self that your colleague may labor and his children enjoy the fruits of his labor—these are the noblest activities in which man may engage himself. This is the real meaning of the maxim, "The show must go on." But when these are not forthcoming in a profession such as ours there is only one inevitable end and that is destruction.

The circus as an institution was not built by outsiders or dissenters, or by summer soldiers or sunshine patriots, but was created and has been carried on by a group of men and women who sacrificed self and the comforts of life



The upper house of the Kansas City (Mo.) City Council passed an ordinance reducing the circus license from \$500 to \$300 a day for the first day and \$200 for the second day. . . . Sells-Floto Circus' annual watermelon feast was given by Will Christman at Terre Haute, Ind. . . . John McClosky and Ester Wilson, aerial performers of Terre Haute, signed with Sells-Floto for remainder of season. . . . Howe's Great London Shows and Van Amburg's Trained Wild Animals, Inc., filed a petition in the Superior Court of San Francisco to change its name to Golden Bros.' Wild Animals, Inc. . . . George Tipton, who had been in charge of the John Robinson commissary department, joined Sells-Floto Circus to take over the cookhouse.

Frank McGuyre, legal adjuster, rejoined Mugivan, Ballard & Bowers. . . . Peter Rogers was in charge of the canvas for the Joe Bren Production Co. . . . Lockery Bros.' Dog and Pony Show, after encountering 51 days of rain out of 57 days on the road, disbanded in Newton, Ia. . . . Margaret Walton, only woman press agent with a circus in 1923, visited The Billboard's Cincinnati offices. Was ahead of Al G. Barnes Circus. . . . Mrs. Hessie Howard, wardrobe mistress, closed with Christy Bros.' Circus at Logan, W. Va., August 13. . . . Fred (Happy) Myers closed with Gentry-Patterson Circus at Aurora, Ill., because of ill health. . . . Al Pitcher, contortionist, was playing home-comings, fairs and picnics in New York.

Jean Delmar was in Buffalo framing a new trapeze, ring, bar and balancing act with Mildred Thoman. . . . G. W. Christie closed as agent for Burlingame Bros.' Circus at Marlinton, W. Va., August 14. . . . Louis Bartelmes, of team of Louis and Bessie Bartelmes, known in circus and vaude circles, died at Williamstown, N. J., July 27 of blood poisoning. He had trouped with Barnum & Bailey, Lemen Bros.' and M. L. Clark circuses. . . . Moses Callahan, 80, formerly clown on John Robinson Circus, died at Jobe, W. Va., August 8. . . . Billy Exton closed with Sells-Floto Circus to become exploiter for the Detroit branch of the Famous Players-Lasky Corp. . . . Bert Proctor left Sparks Circus to assume position of bandmaster with Coburn's Minstrels.

that the institution might grow and prosper and enjoy the love and respect of our countrymen. The valiant men and women who constitute the circus profession are not made of dross or putty, or anything that will wither in the sun or freeze in the cold, but are created out of the strongest metal, likened unto steel that may bend, but will not break. Men and women so constructed and so endowed do not easily become panic stricken, nor are they likely to be driven to desperate acts which tend to destroy. They draw together their forces and stand like a stone wall, and after the onslaught has spent its force they will gather together their forces and begin to rebuild and rehabilitate the circus. They know that panics or near panics are sometimes good, in that they purge the ranks of the weak and the dissenters so only they, the strong, will survive to carry on. These are the ones who will rejuvenate the circus and rebuild it into a greater institution than ever before.

### Must Band Together

In order to preserve that which is worth preserving those who are strong must band themselves together. They must adopt the watchword, "Keep the faith and work for that which is good." Then can we guide our great American institution—the circus—thru the dangers of the present shoals. The circus is impregnable. It shall live on.

"That which is good shall not perish from the earth."

## Dressing Room Gossip

**PARKER & WATTS**—There have been so many new people added to our performance in the last few weeks that it has made a noticeable difference in the size of our backyard with all the new cars and trailers added. We had our first duststorm of season at Scott City, Kan. The natives didn't seem to mind it, for they came out to see the show. Charlie Oliver and his cookhouse crew had a hard time, but did a good job serving meals in the dust.

Bill Noble bought a beautiful horse in Garden City. The Connors are now doing three slides—Al and Jimmie, foot slides, and Bertha, iron-jaw slide. Lee Hinckley and wife are wearing smiles since they have seen Oklahoma appear on the route card. Latest additions from the railroad show ranks are Frank Segar, who was trainmaster of the Tim McCoy show, and Mike Tabor, of the Cole show.

JIMMY THOMAS.

**ROBBINS BROS.**—Bathing pools are getting a play from the folks. Lemonade seems to be the favorite drink in the dressing rooms. Performers and ushers settled a baseball game by playing off a tie, performers winning, 10 to 3. Leo Kerns and Rose Walleit visited their home in Havre de Grace, Md., when show was at York, Pa. Dr. L. C. Holland, dentist of Suffolk, Va., visited and presented the performers with two cases of Coca Cola. Other visitors were C. R. Redrick; R. B. Lloyd and his two sons; Tommy O'Neill, old-time clown, also Joe Price, showman.

Joe Lewis and Paul Jerome have a new strip number, which is used for a finish bit after the clown band. In addition to Clyde and Harriett Beatty and Otto and Hanna Griebing, Mr. and Mrs. Kinko, Prince Paul, Helen Sharron, Betty Stevens, Gen Jacyna, Capt. Bernardi, Prince Sultan and Bek Shamanoff joined at Bluefield, W. Va. Kinko is seen looking at the baseball scores. Happy Kellems, clown, is scoring with his WPA gag.

Freddie and Ethel Freeman have had many visitors. At Plainfield, N. J., May Wirth spent the day with them, and at Norwich, Conn., they were visited by Walter M. Buckingham, CFA secretary, and wife. "Bucky" entertained Mr. and Mrs. Rodney Harris and the Freemans. Ella Harris, Betty Stevens and Gen Jacyna are working in the bull act.

VAN WELLS.

**TOM MIX**—Like the proverbial Tom Sawyer, I have induced Ernestine Clarke to write my column this week. She says: "The week brought us very hot weather and on every occasion the gang dashes for the nearest swimming pool. Catherine Clarke just came out of the flying act with a ruined pair of tights from an unexpected slide along the net. Ruth Mix and Danny Gordon blew the arrows coming into Clinton, Mo., and since have been offering all kinds of excuses. C. W. Webb, Bob O'Hara and Mrs. Bud Anderson attended the show at Clinton. Mrs. Anderson paid a visit to the trailer and stated she was on a tour of visits to various shows, and while visiting Russell Bros. at Garnett, Kan., she joined the party to catch our afternoon performance. Sidney Antell, cornet player, is a new addition to the big show band. Ruth Mix visited old friends in Kansas City. She attended Loretta Academy in that city. The father of one of her school pals, Mary Elroy, purchased 1,000 tickets for the Saturday afternoon performance. John Guthrie, showman, spent two days on show as guest of Tom Mix."

DR. GEORGE W. T. BOYD.

## Newton May Play Fairs, Celebrations

AKRON, O., Aug. 20.—William Newton, manager of Newton Bros.' Circus, which closed August 10, informed a representative of The Billboard here that he may carry on, contracting his elephant and other trained stock at fairs and celebrations.

Several trucks, big-top canvas, some seats, poles and other equipment have been stored temporarily at the Bill Myers horse stables here.

Using the kid-show top, Newton moved a small part of his equipment, including the trained stock, to near-by Minerva, where he hurriedly framed a small circus for the midway at the Minerva Home-Coming Celebration this week. Other Newton attractions were two pit shows and a pony track.

Repairs are being made to the equipment damaged by the storm last week. Trucks and cages are being repainted.

# The Corral

By ROWDY WADDY

A TWC-DAY rodeo will be a feature of the Milan County Fair to be held this fall in Thorndale, Tex.

BOB KING of the Fort Peck Rodeo Co., writes from Morrisonville, Ill., that business in that territory is good and that all on the show are wearing black hats, no white ones.

MA AND PA SHERMAN, who recently closed with the Wild West Concert on World Bros.' Circus, were the free attraction at the Oswego Fair, Oswego, N. Y., last week.

WINNERS at the recent two-day Wood Mountain (Sask.) Rodeo: Saddle Bronk Riding—Cliff Anderson, Carl Olson, Bill Prior. Bareback Bronk Riding—Jim Barret, M. Dillabough, Jean Anderson. Steer Riding—Gus West, Bill Soveran. Wild Cow Milking—Joe Ogle.

WINNERS at the seventh annual Carmangay (Alta.) Stampede: Bronk Riding—Jerry Ambler, Waldo Ross. Bareback Bronk Riding—T. Baird, Jim Wright. Steer Riding—R. Clancy, D. Thomas. Calf Roping—Sandy Connell, B. Andrews. Amateur Bareback Bronk Riding—A. Redlon, Duke Melon.

RESULTS of the 24th annual Bruce (Alta.) Stampede: Saddle Bronk Riding—Tom Coles, L. Greenwood, H. Burke, L. Ritland. Wild Cow Milking—B. Jamieson, J. Sterling, S. Mohr. Colt Decorating, C. Haberle, W. Matier, H. Burke. Loose Rope—T. Coles, Ted Holden, J. Thrush. Wild Horse Race—Roy Evanson, Lars Ritland.

TEX MORIARTY letters from Boston that he is feeling fine and completely recovered from the illness which confined him in the Government Hospital there for three years. He says he's been out of the hospital for two years and adds that he would like to read notes in this column from his many friends in the business.

RESULTS of the Vanguard (Sask.) Stampede: Bronk Riding—Hap Leary, Slim Bjorkland, Bill Pryor. Bareback Bronk Riding—Hap Leary, Jack Marsh. Calf Roping—Ben Jahnke, Slim Young, Les Willis. Steer Riding—Ben Jahnke, Slim Demontroy, Cliff Pryor. Wild Cow Milking—Ben Jahnke, Bill Butcher. Wild Horse Race—Joe Trotter and Stewart Grant split first; Rene Pidgeon.

WINNERS at the Castleview (Alta.) Stampede: Saddle Bronk Riding—Mike Yagos, Clark Lund and Charlie Yagos split second. Bareback Riding—Charlie Yagos, Thoral Betts. Steer Riding—Jene Robinson, Jim Jackman, George Hassett. Calf Roping—Roy Barrd, Jim Wells. Wild Cow Milking—Dick Blackmore, V. Victor. Best Bucking Horse—Buster Truitt, John Yellow Horn. Pete Legendre directed the arena.

RESULTS at the annual Gem Colony (Alta.) stampede: Bronk Riding—Arnold Montgomery, Tom Pickett, Pat Christenson, Andy Hood, Wally Lindstrom. Bareback Bronk Riding—Ted Blazier, Arnold Montgomery, E. Ovlate. Steer Riding—A. Boyer, S. Bailey, G. Nielsen. Calf Roping—Joe Bear Robe, W. Adams, M. MacDonald. Wild Cow Milking—Tom Peake, Tom Hodgson, Jack Peake. Steer Decorating—Albert Galarneau, Frank Shield, Homer Evans.

WITH FINE weather prevailing, more than 3,000 persons attended the Valley Ranch Rodeo in Pecos, N. M., August 8, according to Marjorie Grant. Results: Steer Riding—Jay Kirkpatrick, Bubs Gulick, Carl Cannon. Bareback Riding—Carl Cannon, T. Knight, Shorty Turnbull. Bronk Riding—Rex Gaunt, Carl Cannon, Bubs Gulick. Calf Roping—Jay Kirkpatrick, Bee Lewis, Brooks Gray. Wild Cow Milking—Brooks Gray, Rey Meyerick, R. W. Gray.

WINNERS at the recent Medicine Hat (Alta.) Stampede follow: Bronk Riding—Clark Lund, Herman Linder (tied), Douglas Bruce and Urban Doan split fourth. Bareback Bronk Riding—Muff Doan, Herman Linder, Urban Doan. Calf Roping—Warner Linder, A. M. Burton, Jack Cochlan. Steer Decorating—Floyd Peters, Andy Lund, Slim Hill. Steer Riding—Urban Doan, Jim Robertson, Andy Gibson and George Jenkins split fourth. Wild Cow Milking—Floyd Peters,

Tom Hodgson, Bud Williams. Wild Horse Race—Bob Johnson, Clark Jackson, Chuck Kemp. Canadian calf-roping championship time of 17 4-5 seconds, held by A. M. Burton, was bettered by Warner Linder when he roped and tied his calf in 17 1-5 seconds.

A RODEO will be the grand-stand attraction at the Ouachita Valley Fair to be held this fall at West Monroe, La. The old rodeo grand stand at McGuire Park, Monroe, has been taken down and rebuilt on the fairgrounds. Tentative plans call for two performances a day and John Birdson, manager, says he believes the rodeo will help establish a new attendance record this fall.

A FEATURE OF the 20th annual San Luis Valley Ski-Hi Stampede in Monte Vista, Colo., August 3-5 was Hugh Bennett's performance in the finals of the bulldogging event. He bulldogged his steer in the record time of 5.4 seconds. Results: Bronk Riding—Turk Greenough, Fritz Truan, Herman Linder; Milt Moe and Paul Carney split fourth. Calf Roping—Ted Powers, Tom Taylor, Everett Bowman, Roy Lewis. Bulldogging, Shorty Creed, Hugh Bennett, Everett Bowman, Milt Moe. Steer Riding—Fritz Becker, Paul Carney, George Mills, Herman Linder. Stampede committee included W. F. McClure, chairman; John H. Beatty, secretary; W. H. Fassett, Glick Halgler, Fred Cameron, J. Frank Goff, Roy Hocker, W. G. Erickson, Abner Farrow.

HENRY STAMPEDE and Stockmen's Reunion in Soda Springs, Ida., August 4-6 attracted a crowd estimated at 10,000, according to Henry Woodall, assistant secretary. Show, which is owned and produced by about 100 live-stock men, had the following officials: Wild Bill Lasley, president; Willard Bitton, vice president; S. E. Matthews, secretary; Henry Woodall, assistant secretary; Everett Colborn, arena director; Pete Kersch, Willard Bitton and Breezy Cox, judges. Rose Breton presented her bronk riding exhibition every day. Colborn and Sorenson furnished the stock. Results: Bronk Riding—Stub Bartlemay and Buck Petersen split first. Bareback Bronk Riding—Ceel Jones. Bull Riding—Jimmy McGee. Calf Roping—Harold Jackson. Bulldogging—Harry Hart.

RESULTS OF the recent four-day, eighth annual rodeo in Butte, Mont.: Bronk Riding—First go round, Jackie Cooper, Bill McMacken, Ray Mavity, Bill Sievers. Second go round, Floyd Stillings, Ray Mavity; Nick Knight and Jackie Cooper split third and fourth. Finals, Jackie Cooper and Ray Mavity split first and second; Floyc Stillings, Bob Walden. Bareback Bronk Riding—First day, Buttons Yonnick, John Elic; third and fourth places were split 10 ways. Second day, Hubert Sandall, Jim Patch, Buttons Yonnick; fourth place was split nine ways. Third day, Buttons Yonnick; third, fourth and fifth places were split nine ways. Fourth day, Hubert Sandall and Ralph Stanton split first and second; Buttons Yonnick; fourth was split five ways. Finals, Buttons Yonnick, Hubert Sandall, Ralph Stanton, Jim Patch.

DAY MONEY winners for the last portion of the 15-day second annual Rodeo and Wild West Combined at Suffolk Downs, Boston, under direction of George A. Hamid and Col. Jim Eskev. (Results are from August 4 thru the 14th and are for evening performances unless otherwise indicated.) Steer Riding—Fifth day, Jack Kennedy and Omer Whitesell split first and second; Frank Quirk. Sixth day, Red Lund, Buck Dowell; Poley Doucet and Curly Hatchell split third. Seventh day (matinee), Frank Quirk; Jack Wahley, Jack Kennedy, Buck Dowell and Poley Doucet split third. Seventh day, Poley Doucet, Frank Quirk, Jack Wahley. Eighth day (matinee), Frank Quirk, Poley Doucet; Red Lund, Curly Hatchell and Jack Wahley split third. Eighth day, Frank Quirk, Curly Hatchell, Red Lund. Bronk Riding—Fifth day, Dave Sanford; Buster Eubaker, Pat Plaskett and Francis Davies split second and third. Sixth day, Red Lund and Francis Davis split first and second; Jack Jackson. Seventh day (matinee), Pat Plaskett, Francis Davies; Floyd Lingle, Buster Eubaker and Jimmy Downs split third. Seventh day, Pat Plaskett, Pete Forrester; Floyd Lingle and Buster Eubaker split third. Eighth day (matinee), Jimmy Downs, Francis Davies and Dave Sanford split first and second; Red Lund and Floyd Lingle split third. Eighth day, Francis Davies and Peter

(See CORRAL on page 87)

## L. A. Circus, Rodeo Combo Is Good Draw

LOS ANGELES, Aug. 20.—Huge crowds attended the two performances of the combined circus, wild west and rodeo in Gilmore Stadium here last Sunday, under direction of Larry Sunbrock. Total attendance was estimated at 38,000 with ticket prices at 55 cents and \$1.10. In addition to Sunbrock, officials for the colorful and variegated event included Andy Juaregui, who provided the stock and directed the arena; Dick Bartlett and Mayon Pope, emsees; Gus Mack, equestrian director; Francis Burkhardt, pageant director, and Chief Many Treaties, in charge of Indians.

Program: Event No. 1—Pageant of the Old West. No. 2. Brahma Bull Riding: (Winners on points for two shows), Bud Cook, Frankie Snyder, John Troll. No. 3. Pena Troupe in Arabian tumbling, Riskey and pyramid acts, Sioux Indian war dances and tribal ceremonies featuring Chiefs Thunder Cloud and Many Treaties. No. 4. Victor McLaglen's Light Horse Girls' troupe, military and formation drills; Prince Alert, high school horse. No. 5. Bareback Bronk Riding: Winners, Frankie Snyder, Johnny Snyder, Frank Mendez. No. 6. Si Rittner and Funny Ford; Captain Webb's mounted whites. No. 7. Trick Riding featuring Alice Van, Hazel McCart, Parris Williams, Al Delamore, Bill Gaffney and Jack Williams; Trick Roping featuring Andy Juaregui and Buck Dickabee. No. 8. Cowboy Derby. No. 9. Bouncing Browns, trampoline; Sampson, aerial bars. No. 10. Steer Wrestling: Winners, Holloway Grace, Chick Hanan, John Mendez. No. 11. Parana Troupe, ground acrobats and clown number. No. 12. Dare Devil Hall, motorcycle, flying, jumps and wall crash. No. 13. Relay Race, Victor McLaglen's Light Horse Troupe. No. 14. Quick Change Saddle Race. No. 15. Wild Cow Milking: Winners, John Mendez, T. B. Paxton, Hugh Strickland. No. 16. Cowgirls free-for-all race and cowboys tug-of-war. No. 17. Flying Gaskills. No. 18. Major Bales and girls, high school and menage horses. No. 19. Calf Roping: Winners, Johnny Snyder, Hugh Strickland. No. 20. The Colimas, shoulder perch and head and hand balancing. No. 21. Saddle Bronk Riding: Winners, Harry Logue, Frankie Snyder, Frank Mendez. No. 22. Roman chariot and standing races. No. 23. Trouping of colors.

## President's Address At Fans' Convention

Address of Melvin D. Hildreth, president of the Circus Fans' Association, at the 13th annual convention of that organization at Madison, Wis., August 2.

The American people admire tradition. They admire tradition not because of any blind subservience to the past, not because of a worship of days that have gone before, not because of a fear of the future, but because honored tradition is a reflection of the past upon the present.

We respect American traditions; the tradition of the Declaration of Independence, of the Constitution, of the work of the founding fathers. We respect the tradition of democracy. One thing seems to be plain, the deeps of democracy which have appeared to be calm are being stirred by storms of attack on fundamental American principles. It clearly is a time for reaffirmation and reassurance in the historic faith of democracy and for wise guidance as that faith, anchored firmly to the past, finds new expression in the change and progress demanded by the future.

Tradition, however, is not only confined to respect for governmental institutions. We honor tradition in the arts and in morality. Moreover, we honor tradition in entertainment. Traditional amusement is just as much respected as are those other traditions which have made this country great. Among the traditions of our republic none is more beloved and honored than is the traditional amusement of the circus. It has become an American institution. Born with the republic, admired by George Washington, it has come down to us fundamentally unchanged as the one amusement so clean that it alone has never needed the directing hand of the censor.

### Courage Needed

There are forces unloosed in this world today which have for their object and purpose the destruction of de-

## Dexter Fellows

(CSSCA)

## Tent Tattles

By FRED PITZER

NEW YORK, Aug. 20.—We take our chapeaus off to the members of the Lillian Leitzel Tent in Bradford, Pa., for their cleverness in carrying on with an imaginary show, the Mighty Watson Shows, an outfit owned by the CSSCA in that oil town. This show has its regular route and often plays day and date with some of the bigger ones. It has experienced all sorts of labor troubles and before long its members will be doing picket duty. There are some legal complications about its purchase and . . . well, who says only kids have imaginations. The show also has its own letterhead and the pictures of the head men are strung along the top. There's Hanley, Haggerty, Heckel and Hyde (the H. with everything) besides Casey the Limestone Inn man, where the winter quarters of the L. L. Tent are located. Under this group of smaller pictures is a larger picture of Lewis E. (Pappy) Mallory III, who is the active manager for 1938. On the right of the letterhead is a list of some of the key men and their show titles. Then comes the L. L. Tent insignia and underneath this is printed "General Offices and Winter Quarters, Bradford, Pa." And all the while Jim Schonblom is hiding under the lounge.

Our barker, Jolly Bill Steinke, is getting better on the air with each broadcast. His Junior News seems to be taking hold and so it should, for it has pep, is informative and keeps the activities of youth in the foreground. Bill has quite a few sponsors nibbling and it is a sure-fire program if tied up with commercial promotion. Good luck to you, Bill, and don't let down for a minute. There are millions of kid boosters for Junior News all over the country.

Ches Goldston sends a news picture of the 500 orphans taken to Robbins Bros. Circus when it played Richmond, Va., recently. Charley Somma, Fritz Sitterding and Ham Watson (what a trio) were on the arrangements committee to see that all the orphans of the various institutions in Richmond were given tickets to attend the circus. It was a big success, particularly as it brought plenty of sunshine and happiness into hearts otherwise saddened. But the W. W. Workman Tent has a habit of doing big things of this kind.

There are forces unloosed which have for their purpose the destruction of an institution of democracy—the circus. It will require courage to save this institution, but we must at all times bear in mind that the American people bow before courage. An underlying sense of fairness pervades our national spirit. Even where egotistic interests are involved there is an ability to distinguish between the false and the true. Moreover, our national complex is marked by an unusual degree of emotional fervor, capable of rising to crusader heights. No wonder therefore that an entire nation rises with an overwhelming and positive command to save the circus.

The circus belongs to the people of the circus world; they alone should guide its destinies.

It is fitting and proper that in these critical days we should meet in Wisconsin, which gave birth to the circus. It is a far cry from those early days of James A. Bailey, when that astute and capable showman was annoyed at the growing power and strength of the Ringling brothers. In Milwaukee he published an advertisement referring to the Ringling brothers as the "backwoods showmen from a backward State." He forgot that Baraboo was in the same Wisconsin as was Milwaukee, and the citizens of Wisconsin rallied to the defense of the Ringling brothers. They tore down Bailey billboards, they almost drove the show from this State, but everywhere they extended a welcoming

(See PRESIDENT'S ADDRESS page 90)

**BEN The Rodeo Tailor**  
 Western Clothes Made to Order For  
**COWBOY, COWGIRL AND CHILDREN.**  
 The Better Dresser Wears BEN'S Clothes.  
**WRITE FOR NEW FREE CATALOGUE.**  
 3208 W. Columbia Avenue, Philadelphia, Pa.

# BIG OUTLAY IN N. O.

## \$400,000 Spot Planned by Batt

Pontchartrain operator to take new site with option given for lease renewals

NEW ORLEANS, Aug. 20.—A new \$400,000 amusement center is promised New Orleans by Harry J. Batt, directing manager of Pontchartrain Beach, and the levee board, owner of the renovated lake front in the rear of New Orleans, in an announcement made jointly this week. The project, replacing the existing beach, which will be turned into a residential parkway, will be about two miles farther east on the lake shore and will include installation of a large beach and construction of a larger boardwalk, new rides and concessions, casino, salt-water swimming pool, bathhouses and picnic grounds.

The new park is to be leased to Playlands, Inc., operator of Pontchartrain Beach, for 10 years with option of two successive five-year renewals. Manager Batt plans a more thoro outlay in the near future.

Despite the wettest August in years, Pontchartrain Beach has been fortunate in having little rain at nights and patronage has held up well with the record figure of last season. Features this week include contest for selection of Junior Miss New Orleans and a jitterbug dance contest, a weekly feature since late July, in the casino.

Sunday will end a three-week engagement of A. E. Selden, "The Stratosphere Man," and for the final three weeks the Flying Behrs will be presented. As during his other appearances at the beach Selden gave his annual banquet there this week. Included in the party were Mr. and Mrs. L. B. Selden, Tampa, brother and wife, whom the "Stratosphere Man" had not seen in eight years; Herb Schmeck, Philadelphia Toboggan Co.; J. W. Batt, Harry Batt, Richard J. Batt, Frank Kramer and G. C. Jones.

## Good Period in Palisades Is Attributed to Spending

NEW YORK, Aug. 20.—Palisades (N. J.) Park is having one of its best seasons despite a generally adverse park season.

Operators Jack and Irving Rosenthal are so quoted in a signed article by Robert Coleman in *The New York Mirror* in which the Palisades pilots attribute their ability to keep the spot on such a good footing to the fact that they have spent and are spending large sums in improvements and installation of novel features.

In the story are mentioned the improved caliber of free attractions and drawing powers of the Lake Placid Bob Sled ride, other modern rides, kiddie park and outdoor dance pavilion and bar.

## Craig Beach Fights Lower Spending With Exploitation

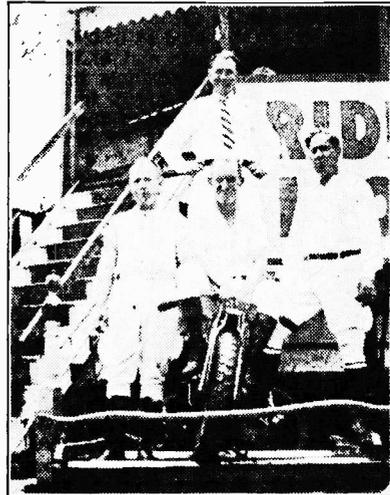
DIAMOND, O., Aug. 20.—Grosses are about 40 to 45 per cent under those of last year, reported Art Mallory, managing director of Craig Beach Park here. There have been large crowds but spending money apparently is scarce. July 4 week-end gave three of its biggest days

(See CRAIG BEACH on page 45)

New Series of

## Legal Opinions

In this issue, in the Carnival Department, is the sixth of a new series of legal opinions of special interest and benefit to park and show owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



MOTORDROME OF JOE DOBISH, located for the season at Wildwood Beach, N. J., has four members whose total careers as riders sum up to about 100 years of riding. Left, Cliff Munger, riding since 1913; center, Speedy Bauer, 1913; top, Joe Dobish, 1913; right, Cyclone Harry Baker, 1914. Excellent business is reported.

## Ocean View Has Excellent Season Under Otto Wells

NORFOLK, Va., Aug. 20.—Even with a backward early season, Otto Wells, who has operated Ocean View Park 38 years, is pleased with business so far.

"With Decoration Day and the opening practically a blank," he said, "and with no clear week-ends during June, July opened well and we had good business. August has been coming along fine and I believe that, even with adverse weather, our season will end satisfactorily. Our Sally Ann Picnic on August 17 brought out youngsters and adults equal to an excellent Sunday's business. During remainder of the season we will have numerous bargain days."

Ocean View opened the season with

(See OCEAN VIEW on page 45)

## Le Sourdsville Ride Liked

MIDDLETOWN, O., Aug. 20.—New Scenic Ride, with camouflaged locomotive and two large trailer cars, at Le Sourdsville Lake, near here, has been topping other rides there, reports Ernest Sterifthau. Trip of one mile to upper end of lake and return is made.

## Whalom Is Wrecked by Storm As Theater Crowd Is Marooned

LUNENBURG, Mass., Aug. 20.—A violent electrical storm on August 18 wrecked Whalom Park, biggest amusement enterprise in this section, on Whalom Lake, near Leominster, with damage estimated at thousands of dollars. When the storm broke an hour before midnight about 2,000 patrons were in the park, about 25 per cent of them having just left the open-air theater. Park property was torn and twisted as tho made of papier-mache. A big Roller Coaster was accorioned, many of its parts being tossed 300 yards by wind.

Fir trees 100 feet tall in a grove were uprooted. Officials said it would take years to replace them. The heavy trees boomed onto the theater, crushed parked autos and so crippled exits that for hours people in the park were marooned. State, Fitchburg, Ayer, Leominster and Lunenburg police and Fitchburg fire department responded to clear exits and remove live wires.

Another ride, the Airplane Whirl, was torn from its moorings and ruined. Concession stands with merchandise were

mowed down, and amusement buildings collapsed.

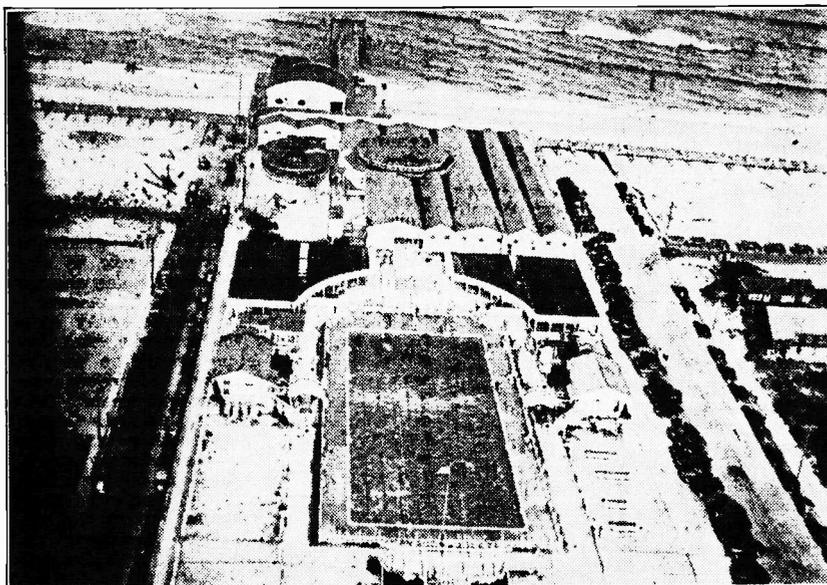
Under battery lights crews worked to clear debris, and police finally guided people out of the park. The gale swept a path thru the center of the park about 300 feet wide. The spot is operated by Whalom Amusement Co.

## Personnel of Edgewater, Celina, O., Fetes Manager

CELINA, O., Aug. 20.—Employees and concessioners in Edgewater Park near here gave a surprise party in the park for Manager William W. Bauchar, reports Carl F. Shades.

Those attending were Mrs. Earl Richards, pop corn; William Schultz, boats; William Canbs, bathhouse; Mr. and Mrs. William Butler, cigaret shooting galleries; Mr. and Mrs. Carl F. Shades, photo gallery and concessions; Robert Butler, ball game; Jack Percy, cane rack; George Canter, Mickey Mouse game; Maxine

(See PERSONNEL OF on page 45)



AERIAL VIEW OF NEW SEASIDE HEIGHTS (N. J.) POOL AND CASINO, picture showing remarkable clarity of water in the pool, lane markings being visible even at the deep end. Fifty meters long and 25 yards wide, pool has a three-meter board, one-meter board and one-yard board. Men's locker room and shower house are on the right. Women's side is on the left. Beyond the pool is the Casino, housing about 20 concessions and rides. New restaurant and fishing pier are beyond the boardwalk. Photo from Michael A. Fiore.

## Jefferson Beach Has Pass Control System

DETROIT, Aug. 20.—A plan for control of daily passes put into operation by Manager J. F. Gibson in Jefferson Beach Park is based on use of a system of numbered passes and a master control sheet in the office.

Passes are numbered serially and numbers run high. A certain range of numbers is selected daily and only executives in direct charge know the numbers to be issued each day. Passes given out are recorded on the master sheet, with number and a symbol indicating the ride they are for, which is printed on the pass card. The cards, usable over again, are of quality printed stock.

When returned, each pass is rapidly checked against the master list, and passes not turned in that day are posted on a special blacklist. Each doorman or ticket taker accepts only passes included in the range of numbers he has been given for that day; others are subject to questioning.

Persons who take passes home to use another day will find them invalid. Each pass is marked, "Please return to office if not used." As the used ones come in, they are refilled in their proper range of numbers for use when that range is called into service again. In this way no old passes can be accepted and a list of all outstanding unused passes is always available.

## Luminous Fountain Was Brainerd Idea

KANSAS CITY, Mo., Aug. 20.—R. H. Brainerd, '81, who died at his home here on August 14, had for 55 years been prominent in amusements as a theatrical electrician and maker of carnival and amusement park attractions. His best known invention was the "Illuminated Fountain With Living Statues," featured attraction at old Electric Park here for 27 years. He not only invented that "magic pictorial fountain," famed thru-out the country, but night after night for many years he occupied its control room, unseen by the public, and created all kinds of colorful pictures in lights and spray by operating its intricate switchboard.

He also made the electric fountain at Riverview Park, Chicago, and a portable fountain for carnival purposes which was one of the attractions of the Patterson-Brainerd Carnival Company, which he founded in the early 1900's.

Mr. Brainerd had been a personal friend of Thomas A. Edison. He came to Kansas City in 1880 as construction superintendent for the old Edison Light Co. here. He installed electrical equipment in scores of Kansas City buildings and in the old Auditorium, Gillis, Willis Wood and Orpheum theaters, and was chief electrician at those theaters many years. He was a charter member of the local theatrical stage employees' union.

## K. C. Has August Pick-Up

KANSAS CITY, Mo., Aug. 20.—Omer J. Kenyon, general manager of Fairyland Park here, said the last three weeks have been the best since it opened late in May. He will leave next week for Atlantic City to join George A. Hamid, thence to Toronto in connection with the Hamid-Morton Circus. John Tumino, ballroom manager and assistant to Mr. Kenyon, will take over managerial duties. Mario and Victor Brancato, Fairyland owners, report business this year about equal to that of 1937, altho the last three weeks have given them hope attendance will exceed that of last year. Park will close on Labor Day with a picnic to be attended by members of 65 labor unions. Wildwood Lakes, on the east side, continues to do better than average biz. Frank Winn, owner of Winnwood Beach, said August had so far proved the best month of the season. Lakeside Park, near Bonner Springs, Kan., is doing well.

AKRON—Ed Sheck, attorney and one of a group who form Summit Beach, Inc., operating Summit Beach Park here, has won nomination for 14th district congressman on the Republican ticket. For many years he has owned concessions in the park.

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard.)

## Bon Voyage

Owners of inclosed tanks should make a play for school trade right now. Most indoor plunges have been open all summer, altho many of them could have been closed, considering amount of noise they made to let people know they were open. One covered natatorium, however, did do a great deal of promotion with the result that b. o. reports show it cut into neighboring outdoor pools. This is St. George in Brooklyn, N. Y.

It would be wise for indoor pool men to follow operating practices of the St. George management. One thing it urges is rapid encouragement of school patronage in early fall. Now is the time for all good pool men to come to the aid of their indoor swim emporiums. Get boys and girls in the neighborhood in the habit of swimming indoors, for don't forget the majority probably have done most of their water navigation outdoors in recent days and you don't want them to become confirmed outdoor swimmers. It is a good policy to try to reach them before school opens. There's no time like the present to get them to continue swimming right thru the fall and winter at your own plunge. Clever advertising and exploitation will do the trick.

So let's toss a literary bottle of ink instead of champagne against the bow of the 1938-'39 indoor swimming season. And here's hoping you have calmer waters and clearer sailing than some outdoor pool operators closing their season after too many sieges of inclement weather.

## Bathing Beauties

Outdoor tanks went in for beauty contests this season more than ever. A few pools, such as Steeplechase, Coney Island, N. Y., with its modern Venus and grandmothers' competitish; Crystal pool, Woodside Park, Philly, with its annual Crystal queen awards, and others have always staged pulchritude meets. But for some reason many new pools have jumped on the band wagon. Palisades (N. J.) Amusement Park tank staged a so-called beautiful legs contest in July and has another beauty race slated for late this month in the nature of a contest open only to married women. Operators in Venice, Calif., recently conducted the official State-wide tourney to select Miss California to represent it in the Miss America pageant in Atlantic City. This sudden interest in beauty contests on the part of beach and pool men shows a willingness for exploitation. Of course, beauty contests by themselves have been pretty well played out insofar as having attraction values to draw customers or interest enough to entice publicity space in newspapers. Still, if given certain twists, such as a "beautiful back" contest or presenting a new way of judging, the competitish is certain to go over and acquire desired results. If this urge for beauty meets does nothing more than wake up the aquatic industry to use more showmanship in selling its wares, the thousands of pretty gals who have paraded down the runways of hundreds of pools this past month will not have done so in vain.

## Men and Mentions

Al Sanders, press agent for Wallcliffe open-air tank, Elmont, L. I., calls attention to the new roller rink being operated in conjunction with the circular aquadrome.

Paul Mcrris garnered a nice bit of newsreel publicity on his long-distance amateur swim at Playland, Rye, N. Y.

Radio City, New York, with all its buildings offering every facility possible, hasn't a pool within its far-reaching ter-

ritory. It would seem that the tens of thousands who work in that district would make prospective clients for some indoor tank.

Outdoor tank operators are urged not to forget to get Social Security cards straightened properly before they close the season. Some operators had to spend many days at their State unemployment headquarters last fall before their books could be closed because they failed to get complete home addresses of employees.

# Chi Riverview

By HAROLD HUMPHREY

Looks as tho this spot will have a whirlwind finish in the four-week home stretch. Concessioners agreed that they had a record afternoon on August 17, with crowds not much larger, but with much more mazuma in circulation. Weather the past three weeks has been perfect and starting of the Mardi Gras celebration on Saturday, which will hold forth till end of the season, promises to give a good climax to a just so-so year.

Mardi Gras here is a traditional procedure, which has been resumed this year for the first time since 1929. Each day is ushered in with a parade of floats, clowns, etc. Tie-ups with two of Chi's daily newspapers are netting plenty of space.

Lillian Robinson, operator of Ferris Wheels and three guess-weight scales, will play fairs, operating corn games. Esther Felke, of the hoop-la stand, returned from Milwaukee, where she was visiting all the little Felke tribe. Henry Belden, shooting-gallery op, is planning a quiet winter at home. Da'ny (Death Valley) Vaughn looks a little less authentic since he had to clip part of his Vandyke beard so he could manage an ear of corn without losing part of it in the bush.

# Playland, Rye, N. Y.

By J. WILSON CLIFFE

With closing date set for September 11, it's time to look over results of the season to date. Notwithstanding Jupe Pluvius and an unsettled industrial situation, Playland is still using black ink. Park will not chalk up net profits as big as in 1936-'37, even tho this year has been a record breaker for outings. Still this big Westchester spot is keeping its head above water, and that is something.

One of the big events of the past week, the two-and-one-half-mile swimming race for the Benarr Macfadden trophy, was won by Katherine Rawls, world champion, in a field of 56 contestants. Sole Playland entry was Vivian Anderson, one of the cashiers. While she did not finish in the first flight, still taking into consideration the fact that she worked every day and had little time to train, she made a fine showing. The N. Y. Daily News Harvest Moon Ball drew a large crowd to the Casino. Next big event is Children's Day, sponsored by a chain of Westchester dairies. National horseshoe pitching championships are set for September 3-5.

Current free attraction is Captain Proske's Eight Bengal Tigers, something new in Playland free acts. Free Lance Photographers' Guild descended in droves with their shutters clicking constantly. Vet cashiers of O. O. Lindborg's force are Millie (Half Pint) Nicollette, Millie Lacapera, Peggy Zumpanno, Francis Locaro, Rose Solazzo and Rose Yusi. A busy crew is the one on the Uzzell Scoota Boats. Joe Romano is manager; others are Eddie Bingo, John Amelio, Carl Marchione and Tony Ind. vere. Joe Orambour, manager of Harry Baker's enterprises in the park, has been with Baker 18 years, having held many posts. Looks like he's good for another 18 years at least. Hasta Luego!

# Palisades, N. J.

By CLEM WHITE

If the heat spell had arrived a little earlier grosses certainly would have moved further left in the books. Humidity of the past two weeks brought pool biz to where it will match last year's despite a poor start in bad weather. In the new transportation system trolleys have been abandoned and busses substituted. Change should help, as the traction company has ratioed six busses

to each car. Swing dance contests in Ray Curtis's Casino brought such results that they've been transferred to the free stage. Finals are planned there for last week of the season with cash prizes plus theatrical bookings. Doc Morris made good his boast on Saturday night of his Canada Dry Week by topping July 4 admissions.

Chief Electrician Shorty Ulrich is busy with the new frescent type of light bulb to be installed next year. Scooter and Whip are trying it now. Park looked like a Hollywood lot the past two weeks, with newsreels everywhere and Bert Nevins making three straight scores with stunts. Middles from Annapolis were guests on three days during a training cruise. Latest free-stage bookings have Harold Stern and ork for six days, Freddy Goodman and his crew for the same and Jimmy Lunceford coming for the Labor Day three-spot.

Rudolph De Vito, of the auditing staff, still aglow after notification of his CPA appointment. And Chief Gardener Mike Carrado in the same mood after a bank prez visited to ask his advice. New Lincoln Tunnel getting New Yorkers over the fast way by a bus directly from Times Square. Concentrating on that territory has brought grosses up considerably. The Wallendas, feature on the stage, scored a hit with the debut of Eva, 14 years old, and adding for newsreels 2½-year-old Marta, their daughter.

# Long Island

By ALFRED FRIEDMAN

Heat wave soared biz to a high altitude all over the Island. Property owners, however, bemoaned the late arrival of the heat spell, for had it come earlier it would have had happy consequences in renting.

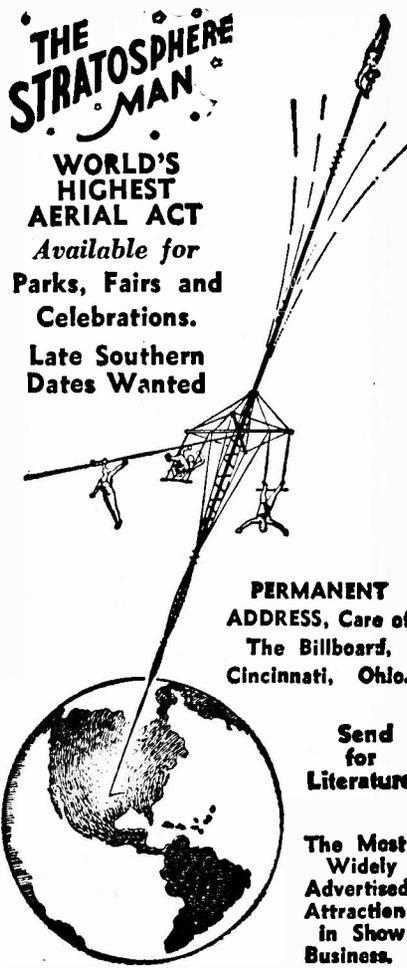
Many roadside spots coming into existence are adapting the World's Fair tone in design. One lunch wagon on Woodhaven boulevard is a replica of the World's Fair Administration Building, certainly a creative note in lunch wagons.

Grassy Point, Broad Channel, one of the top-flight night spots, closed for a spell during a shake-up in managerial operation. Former Harbor Inn, Rockaway Park, now the Harbor Rest, transforming from a nifery to a hot doggery. Oceanside Skating Rink giving added impetus to the biz area around the Roadside Rest. Rink derives trade from motorists.

ROCKAWAY BEACH: Police edict against hawking was one of the most surprising recent moves, and it does away with local business that ran into many thousands of dollars annually. Move to have a delegate represent Rockaway in the Miss America contest in Atlantic City has hit a snag. Much of the amusement equipment removed for the new road has been sold to Southern amusement dealers. Ten Boardwalk Jitterburgs paid \$5 each in fines for using the Boardwalk as a substitute for a dance hall.

# THE STRATOSPHERE MAN

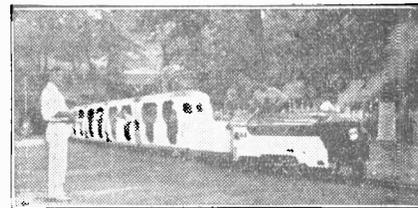
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## American Recreational Equipment Association

By R. S. UZZELL

It is quite certain that the American Museum of Public Recreation will not go to the New York World's Fair of 1939. It is felt that the expense of a building, moving the exhibits, setting them up, conducting the exhibit for the duration of the fair and then moving back to Coney Island is not justified. So your building committee is still negotiating for a permanent home for your most worthy institution.

We do want to get located where all exhibits can be safely and permanently displayed. Thus can we claim some of the time of amusement men visiting New York to pause and contemplate before backing a new ride or amusement venture which we may be able to show not feasible or how it can be modified to meet modern requirements. We should very much like to get this institution into a home of its own while W. F. Mangels can give us the benefit of his abundant experience in planning this museum and making the many costly models at his own expense.

### Starkweather on Job

The dues of our members are coming in now but we notice that the old faithful are always first to respond. Some who have been holding out promise to come thru and bring their accounts with us up to date. Committees are beginning to function now that Labor Day is approaching. The program chairman, C. V. Starkweather, has been on the job for several weeks. Send him a suggestion to North Tonawanda, N. Y., care of Allan Herschell Co.

Norman Bartlett, they tell us, has made the grade for the World's Fair. He has his contracts and has raised the money with which to build. Here is a Scotchman who never says quit. He has spent eleven years of his life on the Flying Turns and has made no money yet. Like Robert Bruce, he may put it over in his seventh attempt. This is the seventh time he has come to bat in the U. S. A. He should build the best ever at our fair, if his foundations will hold.

There has been some more monkey business in Montreal. Our little friends know what gardens to damage to crash the front pages. And why should they not earn their keep by putting the park on the front page at a time when press agents feel the heat or consider that they have shot their bolt for the season? Who said monkeys don't think?

### Beach Attendance Record

Sunday, August 14, was the first of the season in New York City when it did not rain nor threaten rain. Beach attendance was the season's record. People were packed so closely on the beach at Coney Island that the tide got in with difficulty. The estimated crowd was 1,250,000, equaling the population of Montreal, Canada's largest city, and equivalent to the entire population of that city attending an amusement park in one day.

Many employees and concessioners are getting itching feet for the road. Fairs are under way and may get a break in the weather. If they do not, some of the fraternity may walk home.

The manager of concessions of the San Francisco Exposition spent a week in New York City. He was a busy man while here but did not report what results were obtained. If there is no war, which now seems unlikely, both shows will succeed. People beyond the Rocky Mountains will give preference to California, while New York City is quite likely to roll up the largest attendance any fair has ever had.

Artificial swimming pools are getting a run these hot days. They may have the remainder of August red hot. They need it to offset the cold and rain which gave them a hard go.

CHESTER, W. Va.—After an unusually slow July and August, Rock Springs Park here on August 13 had more than 15,000 employees of Steubenville works of Wheeling Steel Corp., bringing the banner day of the season, said Manager R. L. Hand. Three special trains were run.

RAYNES BEACH, N. B., Can.—Bud Tippett, proprietor of Dominion Park here, recently was host to about 200 orphans, furnishing them swim suits and serving dinner.



MRS. HENRIETTA APNER is shown holding Gail Lynn Apner, aged 3½ months, first grandchild of Simon B. Green, one of the operators of Dreamland Park, Newark, N. J., and Mrs. Green. The tot's daddy, Morris Apner, operates Dreamland Park cafeteria in summer and a luncheonette at a big Newark high school in winter. Mr. and Mrs. Green report they will soon be leaving to winter in Miami, where there will not be so much rain (they hope). Their niece, Iris Gladys Sundel, who is in Dreamland Park office, will go with them.

## Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Aug. 20.—Crowds are again coming shoreward and what started as a slow season may wind up in a sock finish. Past week-end was what the railroads term one of the "big eight" and they predict this one will even surpass it. Two weeks ago, according to railroad figures, 50,000 came by train, and over the Friday, Saturday and Sunday period of this week trains handled 60,000. Double this for autos and the total will show why the amusement world here is optimistic after some tough breaks. Piers kept open until early morning hours. Midnight shows and late dance sessions were the order.

George A. Hamid, in town for one of those flying visits, estimated that Hamid's Million-Dollar Pier had its best week-end, with Mal Hallett proving the biggest draw of the season so far. Steel

## Mikemen Are Born!

By HOWARD STANLEY

**EDITOR'S NOTE:** We believe that Howard Stanley, author of "Mikemen Are Born!," is well qualified to write on the subject of microphone technique and practice for the amusement business mikeman. Altho a young man of 22, he has had five years' experience on microphones. He spent six months on WOR in New York and just recently completed 13 weeks on WMEX in Boston, where he attended Emerson College. At present he is mikeman for Jerry Gardner's Keano at Old Orchard Beach, Me.

**W**HETHER you've heard it or not, there's an old saying, "You can't fool 'Mike.'" By that we mean you can't fool that intensifying instrument known as the microphone. It matters not be you a magna cum laude of Harvard or an unfortunate individual who dropped out of the fourth grade because you were 16 and therefore permitted to quit school. For altho you can fool "some of the people all of the time," you can fool "Mike" none of the time. He's an extremely revealing fellow this "Mike," and to him nothing is a secret. He will tell listeners your background, character and personality. He will make stand out like a white linen suit in the ranks of Mussolini's blackshirts any faults, deficiencies or idiosyncrasies you may have. So if you want to string

Pier packed them in with Benny Goodman. Frances Arms headlined the vaudeville. All-season holdover seems to be the Ice Follies of 1938 in the Auditorium. Stan Laurel has a standing invite from Mayor Hodson of Ventnor to fish from Ventnor Pier as a result of a recent fishing expedition of the mayor and Stan. Harry Volk, of Steel Pier's press department, has been getting some mighty good breaks for his pier. Jules Falk, who presents opera at that pier, has had so many requests for a return of Arno Lindl to sing Pagliacci that he's afraid the capacity of the opera theater will not suffice when Lindl returns in two weeks.

Midget auto races at Bader Field appear to have laid an early egg, not due to promotion but lack of time to put over the idea. General Manager Samuel W. Gumpertz, of Hamid's Pier, was host to Mayor Henry Geller of Egg Harbor during Egg Harbor Night on the pier this week and the mayor invited his host to be with him as his guest during the 1938 Atlantic County Fair. The battle to remove sky advertising banners took a new turn this week when the city fathers, or rather Mayor White, went back to 1910 and found an old ordinance that says such advertising is against the law, but the banners are still going.

## Park Free Acts

FLYING BEHRS were scheduled to open on August 21 at Pontchartrain Beach, New Orleans, for two weeks, reported Jerry Wilson, manager of the act.

SATANELLOS, aerialists, are in Summit Beach Park, Akron, Park Manager Frank Rafal said the policy of free acts, revived this season, is stimulating attendance during slow weeks, especially at night.

TOPPING acts that will be presented at the annual Fireworks Carnival and Festival of Light in Coney Island, Cincinnati, August 26-September 5, will be the Wallendas, high wire bicycle-balancing act; Satanellos, featuring motor-driven gyrostatic revolving rigging, and Bob Eugene Troupe, aerial bars.

## With the Zoos

JACKSON, Miss.—A sphynx baboon is a new arrival in Livingston Park Zoo, reported I. E. Bennett, curator. The young male is one of several of his type born in the zoo and officials do not expect trouble in rearing him. Several deer have recently been born.

FORT WORTH, Tex.—Animals in the zoo in Cisco, Tex., were moved to Forest Park Zoo here when Cisco Zoo was disbanded, including two black bears, panther, fox, two coyotes, several other animals and a few birds. Three cubs were born to Martha, one of the lions in

Forest Park Zoo. Hamilton Hittson, zoo-keeper here, has recovered from an appendicitis operation. Julian Frasier, attendant for the past six years, has been promoted to assistant keeper. Byron Buckerdige Jr. is new attendant and educational director, succeeding Harry Rand, resigned.

DETROIT.—A memorial fountain to the late Horace H. Rackham, philanthropist, will be erected in Detroit Zoo, it was voted by city council. Expense will be borne by the Rackham Fund, which recently donated several million dollars to the University of Michigan. Besides a mile-and-a-half-long miniature railway and passenger-carrying elephant, John T. Millen, superintendent of the zoo, offers visitors something new in transportation. Latest vehicles are 14 tortoises, immediately placed in employment to give rides to visitors, especially youngsters. Arrivals are described as "comparatively young," about 40 to 50 years old, and weighing about an eighth of a ton apiece.

KANSAS CITY, Mo.—Patronage in Swope Park Zoo is picking up consistently, thousands flocking there on Sundays and many take picnic lunches to make a day of the visit. There have been no recent new arrivals, according to Tex Clark, zoo superintendent and former circus man. Attendants are wearing new jackets, white trimmed in green, which were ordered recently by the city.

MILWAUKEE—Park commission has granted Ernest Untermyer, director of Washington Park Zoo, his request for \$300 for a new oven in which to bake 200 pounds of bread daily for animals.

SAN FRANCISCO—About 100 mammalogists, here for a three-day meeting of the American Society of Mammalogists, took time out to visit San Francisco Zoo. Park Commissioner Herbert Fleishhacker entertained the visitors. Director Edmund Heller explained highlights of the zoo. Paul Rode, scientist from the Natural History Museum in Paris; Magnus Degerbol, Copenhagen, and Birger Bohlin, University of Sweden, were European members.

SILVER SPRINGS, Fla.—A 12-foot crocodile that has arrived at Ross Allen's Reptile Institute here was caught off the Florida Keys in a seine by a fisherman and purchased by Mr. Allen, who says it is an unusually fine specimen, its head measuring 21 inches and its teeth so long they protrude above the top jaw. Alligators and crocodiles are both found in Florida, but crocodiles are more scarce and confined to the extreme southern part of the State.

SALT LAKE CITY.—In Liberty Park Zoo and aviary, the new seals, which have been a real attraction as well as real worry, have been named Corrigan I and II, because they take off without leave. Now a six-foot fence keeps them in, temporarily at least. The new \$5,000 aviary, donated by Mr. and Mrs. Russell Tracy, is open. E. M. (Dutch) Shider, at Hugel Gardens Zoo, is drawing his quota of daily visitors, having Princess Alice, elephant, perform.

NEW ORLEANS.—July established new high daily attendance at Audubon Park Zoo, said Frank Neells, superintendent. New cobra and kodiak bear and monkey island were listed in order as most popular attractions. The zoo's first cobra is reported eating well and unusually active.

## Park Gleanings

PEWAUKEE, Wis.—Ted Toll's Waukesha Beach has been host to 250,000 patrons so far this season. Spot has been using promotion features, such as 2-cent day for kids on Saturdays and 5-cent nights on Saturdays for adults, with daily spot announcements over WTMJ, Milwaukee.

DETROIT.—A two-color circular was sent out by J. F. Gibson, managing director of Jefferson Beach Park, on the contest for Miss Michigan, who will be sponsored by Jefferson Beach to the Atlantic City Miss America contest. Arrangements have been made by Gibson for Mrs. Catherine J. Reves, associate correspondent for *The Billboard* in Detroit, to be chaperone for Miss Michigan during the week in Atlantic City.

JAMAICA, L. I.—Hughie Starr, once known as "the world's champion cake" (See *Park Gleanings* on opposite page)

### Qualities of Good Mikemen

What three qualities make a good mikeman? This question I asked a few men working on microphones or employing mikemen. Two of the better replies, altho not quite complete, came from Old Orchard men. Frederick E. Dittmer, one of New England's ablest beano operators, and Thomas E. Morrissey, manager of Jerry Gardner's Keano, the same establishment which last year attracted 35,000 patrons to a beano game in the Boston Garden. Mr. Dittmer says a mikeman should possess enunciation, clarity of voice, expression and naturalness; all noble qualities. Mr. Morrissey favors softness of voice, clarity of speech

### Qualities of Good Mikemen

(See MIKEMEN on page 81)

**\$340 A DAY**

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1,000 a week at Buffalo—  
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the State of New York,  
\$1,500 weekly for Pennsyl-  
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### Grand-Stand Shows

NATIONAL Barn Dance from Station WLS will be a one-day special attraction at the 1938 Montgomery County Fair, Hatfield, Pa. Balloon ascension, Hoaglan's Hippodrome and other acts will be presented daily.

HAVING been with the Art B. Thomas Shows' No. 1 unit since May, Harvey and Dale, "Songbirds of the Gay 90s," report they will close in Lennox, S. D., on October 2.

VIRGINIA SENIOR, "Sky-High Girl," reports that a recent trip east was very successful, two weeks being played in Woonsocket, R. I., and Norwich, Conn., for Al Martin. Now in the Middle West, she reports she has eight fairs in Illinois to follow.

LATE of Cole Bros.' Circus, Ernie Wiswell and his World's Funniest Ford will be with Austin C. Wilson Thrill Shows at Eastern and Southern fairs.

SUNDAY during the 1938 Orangeburg (N. Y.) Fair, celebrating the 95th year, has been designated as Thrill Day by Secretary C. O. Poole, who contracted with Austin C. Wilson's Hell Drivers and Thrill Show.

C. A. KLEIN, who has been contracted for the grand-stand show at Dayton (Pa.) Fair, will present Klein's Rhythm

Revue, with six-girl line and swing band; Arnold's Barnyard Frolics; Barney and Jimmy Arensen, comedy acrobats; Lillian Strock, aerialist, and other acts.

AT La Crosse (Wis.) Interstate Fair, August 9-13, were Moran and Wiser, hat and club jugglers; Stephen Brothers and Big Boy, trained bear, and Four Monarchs of the Air, aerialists.

B. WARD BEAM'S musical comedy, *Hats Off*, which went to Cortland (N. Y.) Fair after playing fairs in Celina and Warren, O., is staged by Johnny Loneragan and has a chorus of 20. Music is furnished by Jules Lenzberg and George Epstein's melodies on the electric organ are featured. McNally and Ryan form a comedy team. De Quincy and King stage a ballroom dancing act. Gail Kane is ingenue and Don Wolbur is juvenile singing lead. Outstanding numbers are a Snow White scene; Dance of the Mannequins, done in strobolite, and a modernistic finale.

AMONG acts at the 1938 Virginia State Fair, Richmond, will be Hamid-booked presentations, Eric the Great, high pole; Billy Ritchey's Water Circus; Roxette Revue; Five Albanis, motorcycle aerialists; Slivers Johnson's Fantastic Ford; Lucky Teter and his Hell Drivers and International Fireworks Co. displays.

MARCUM'S free acts, having opened the season at Noble (Ill.) Home-Coming on August 19 and 20, report numerous fair bookings thru Illinois, Indiana and Missouri, where they have played for seven seasons, and that Eugene and Freda Marcum will present a new novelty act.

MRS. ROSELLA HIGGINS, formerly of Marriott Troupe, recently returned from a foreign tour and with her husband, Great Eugene, is making a 16-day appearance in Chicago as the Two Rozellas, high pole.

A LONG JUMP between fairs was made by Joe Basile and his Madison Square Garden Band when an engagement at Niagara County Fair, Lockport, N. Y., was ended on August 13. The conductor and band appeared in the Grand Lodge of Eagles convention pa-

rade in Cincinnati on August 14, and the band left there that night for opening of Genesee County Fair, Batavia, N. Y., on August 15.

CAPTAIN HAPPY'S Midget Auto Thrill Show was among featured acts at Michiana States Fair in Playland Park, South Bend, Ind., on August 1-6.

FOUR O'HEARTS, Crash Dunigan's high thrill act which recently closed with West's World's Wonder Shows in Pittsburgh, is a feature with De Luxe Shows of America in Watertown, N. Y., week of August 22, to be followed by an engagement at the Elks' Annual Fair, Willimantic, Conn., and then fairs under the Frank Wirth banner.

### Reading Space Demand Big; Merchandise Games Is Rule

READING, Pa., Aug. 20. — Largest advance sale of indoor display space in history is reported by Secretary Charles W. Swoyer for this year's 24th Reading Fair. Virtually every foot in three large buildings is taken and officials authorized erection of a big tent for the overflow. A second tent may be necessary.

Sale of outdoor space compares favorably with other years. Almost the entire main midway is sold out. In accord with the policy introduced last year nothing except merchandise may be offered as prizes. Money games and controlled devices are barred.

Instituted by President J. Stanley Giles, former commissioner of police, the edict forbidding money games showed favorable results in 1937. Only one complaint was lodged throughout the week, as compared with 50 the previous year.

URBANA, O.—Champaign County Fair here on August 9-12 set a new attendance record with more than 60,000, said President O. B. Proctor, who recalled that a few years ago abandonment of the fair had been considered.

RICHMOND.—Northern Neck Fair Association, Inc., Warsaw, Va., received a charter from the State corporation commission to conduct a fair for certain counties as a non-stock corporation. Tom Coppedge, Lillian, Va., is president.

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WABASH COUNTY FAIR  
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# Is the Fair-Carnival Business a Partnership?

By L. B. HERRING JR.

**T**HE answer to this question is an emphatic "yes," but neither party to the contract which undoubtedly exists has given that contract or the situation it represents the recognition it is due.

History of the show business is spotted with instances where carnivals have been organized and played a season or two on their own, disdaining the premises of the fair. There have been some carnivals that made money without playing fairs, but the most outstanding carnivals I have ever known included as many fairs in a season as they could possibly get on the dotted line.



L. B. Herring Jr.

A similar sprinkling of pages may be found in the record of the fair business in this country where fairs went blithely along without benefit of shows or rides and on occasion laid claim to having earned a profit. There usually is a bug under the block. Deduct county and State subsidies from such fairs and you'll soon find them well down in the sizable hole.

How did the "lone-wolf" carnivals get by without teaming with the fairs? By good weather breaks almost entirely. Otherwise it is practically no more than a matter of time before they, too, fold up.

## Not a Pretty Picture

Most successful carnivals play fairs. Most successful fairs play carnivals. It is not hard to assume therefore that neither can get along successfully without the other. The co-operative results suggest that conclusion, so let's follow the proposition from there, looking into some of the details.

The picture is a far cry from pretty. Many fair committees represent to the

**L. B. HERRING JR.**, secretary-manager of South Texas State Fair, Beaumont, and a director of the International Association of Fairs and Expositions, declares he has been in amusement business "ever since." A native Texan, born in Rosebud on February 20, 1896, he began selling peanuts and pop corn in theaters as soon as he was big enough to make a noise. He was a stagehand, projection machine operator, manager of vaudeville and picture houses and played in orchestras. He is a life member of IATSE No. 183, having been presented with a silver card.

He has been connected with South Texas State Fair since 1919. His wife, Hazel Douglas Herring, is not active in fair work. They have two sons and a daughter, or, as he puts it, "two boys and one expense account." He is a member of Masonic bodies and of Beaumont Chamber of Commerce, Rotary Club and Young Men's Business League.

Among his hobbies—hunting, fishing and baseball—is also the culture of roses. He has 1,100 rose bushes on the fairgrounds which he personally attends daily. Not a rose is sold nor is one ever found in his office. All blooms are given to hospitals, churches, schools and friends of the fair who are ill.

carnival owner in elaborate figures of speech the kind of an exposition he will get when he sets up in dear old Podunk. They bear down on the special days on their calendar—one for all the school kids, coming in from miles around; another to be Governor's Day, when the chief officer of State will be on hand with bells on.

Mr. Carnival Man decides it will be profitable to play Podunk, so he makes the engagement and signs a contract

specifying so many rides, so many shows and so many concessions at so much per. The fair committee does not in some instances bind itself to hold a fair. At any rate, Mr. Carnival Man arrives in Podunk, sets up and prepares for business. The committee looks the midway over, finds a ride or show or concession short of the specified number listed in the contract and then proceeds to give him hell for failure to live up to the terms of "his" contract.

The fair opens and the wheels start going round. Governor's Day comes but the chief officer wires, "Sorry, unanticipated and urgent business of State" precludes his presence at dear old Podunk. He'll be there sure next year (if they re-elect him). That's tough for the carnival man and the fair. School Day rolls around but there is a hitch. The school board decided a half holiday will be enough, holidays being what they are, so the carnival man takes another bat on the whiskers and suffers in silence.

## Each One Needs the Other

The foregoing dark picture is a direct result of the carnival man's failure to realize that he is a part of the fair business and the fair man's failure to realize that he is a part of the carnival business. Incidents on the midway: An insult to a fair patron who turns out to be Mr. Gotrocks loses \$100 worth of business to the fair and the carnival man over a 20-cent ticket. The carnival man simply didn't see the incident as the fair man saw it or it would not have happened.

On the other side of the picture again there is Mr. Gotrocks, prominent local business man, who comes out and wants that choice spot for his church or lodge eating emporium. He's an influential citizen. The organization he represents is composed of the finest people in the city and "it is worth a lot to the fair to have their good will and support," therefore the price of the space rental should be a little less to his group, so Mr. Fair Man pushes aside the "road boys" in order to take care of Mr. Gotrocks.

It is a fact that the carnival man sitting on the back of the lot frequently represents a larger investment than the fair association, its buildings and grounds combined. The fair secretary or a committee is not dealing with a bunch of roustabouts, but real business men, and by the same line of reasoning the secretary or members of the committee are not a bunch of hayshakers. The fair secretary and the carnival man need each other. Neither can successfully get along without the other. Each should co-operate more with any plan for solving their respective and common problems.

## Creating a New Position

It is my unqualified conviction that each staff, the fair association and the carnival, should include a man with former experience in the other field. Sooner or later some show, with a vision ahead of its fellows, is going to place on its staff a public relations expert or contact man. He will not be a general agent, advance agent or purchasing agent or special promoter. He will do nothing except go about promoting a harmonious, co-operative relation between show and fairs. He and the fair secretary will talk each other's language. They will swap information, iron out problems between themselves, and the result will be more money and smoother going for all concerned.

Such a man will be welcomed for the news he brings of how they do things in other parts of the country, and he in turn will appreciate and put to advantage the viewpoints and tips he picks

up from the man on the other side of the table.

Both carnival and fair men will be a lot better off when more carnival men get in the fair business and more fair men get in the carnival business.

Is the carnival-fair business a partnership? Yes.

## MUCH MIDWAY

(Continued from page 46)

ette show to be known as Sarg's Enchanted Forest, Dr. Herbert Couney's Incubator Show, Midget Village of Morris Gest and Irving Friedman, Science and Crime, Winter Wonderland of Robert Sipchen, Parachute Jump of International Parachute Co., Sam Grisman's Cuban Village, McConnell's South Sea Village, Dodgem Corp.'s Auto Dodgem, Harry G. Traver's Laughland and Stratoships, Holland Village, Dufour & Rogers' Strange as It Seems; Children's World, kiddyland, Frank W. Darling; Norman Bartlett's Aerial Joy and Flying Turns, guess-weight scales of Roy E. (Pop) Dunlap, International Mutoscope Reel's coin scales, Savoy Ballroom of Moe Gale, Cliff Wilson's Live Monsters and Billy Rose's show in the Marine Amphitheater.

In the line-up of concessions not yet under contract but which have been allotted space and are all set save for actual signing are Admiral Byrd's Penguin Island, American Indian Village, Adventures of Flash Gordon, Bathysphere, Jack Sheridan's Living Magazine Covers, Frank Buck's Jungle Camp, French Village, Naval Spectacle of McConnell, Daniel Bernham's Lama Temple and the Surrealist House. Traver and Baker are all set for the Magic Village, Coaster ride, Speed Cars, Serpentine ride and other devices which will give them the most attractions in the amusement zone. Others set are the Sky Ride, Adventure Building, English Village, Monte Carlo; Greenwich Village, to be staged by Morris Green, and new Water Bugs ride, recent creation of Hyla P. Maynes.

According to reports, it looks as tho a Humpty-Dumpty ride and Alpine Mon-o-Rail, scheduled for space, will be replaced with other devices, while East Indian Village probably will be abandoned in favor of a Chinese Village.

## Plenty of Villages

Winter Wonderland will be along Swiss lines, while other villages to be erected will be Old England, French, Cuban, American Indian, Chinese (probably), Holland and South Sea. Others of village type will be Greenwich, Midget, Magic and Enchanted Forest. Villages are spotted in strategic spots, with supporting amusements to be grouped around them.

P. Ballantine & Sons, brewers, have signed for a restaurant at head of the midway to cover an acre and a half and to cost \$350,000. Max and Robert Eitel, Midwestern hotel men and restaurateurs, will manage it. Eitels had restaurants at the World's Columbian Exposition, A Century of Progress and Dallas expo.

On August 12 the last rivet was driven into the Perisphere and Trylon with ceremonies. Covering of the theme center structures has begun and is expected to be complete by November.

## Whitney Point in New Mark

WHITNEY POINT, N. Y., Aug. 20.—Broome County Fair, slated for August 2-5 and which closed belatedly August 7, broke all attendance records in its 68-year history. Exact figures are not yet available, but officials are talking of a new grand stand and other expansion for next year. Bad weather broke on auto race day, which was to have closed the fair last Saturday. Rain forced postponement to Sunday and 3,000 turned out for events, which would have drawn three or four times as many on Saturday.

JACKSON, Miss.—Representatives of 25 surrounding counties elected R. L. Goodwin, Forest, Miss., president of Southeast Mississippi Live-Stock Show, to be held in Forest next spring; Walter Spivee, Newton, vice-president; V. R. Lackey, Forest, secretary-treasurer; F. P. Amsler, Forest, general manager. Premiums of \$3,000 were approved and plans mapped for erection of barns on the recently acquired 20-acre tract.

## 1939

### CANADA WANTS NEW ATTRACTIONS

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## BLOOMSBURG FAIR

### SEPT. 26 to OCT. 1 (Day and Night)

AUTO RACES SATURDAY.

Tuesday-Friday—Children's Days—50,000 Free Tickets. Friday—"Lucky Teeters"—Attendance over 100,000—Premiums \$18,000—Free Attractions \$15,000. Featuring George Hamid's "REVIEW OF TOMORROW"—Shows and Rides by Strates' Shows Corporation. Desirable Space for Legitimate Concessions. No Diggers, Nail Drivers or Mitt Camps. Bingo and Custard sold. All Concessions under supervision of Mr. J. F. Murphy. Bloomsburg, Pa.

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Danville, Illinois.

**Moto-Scout as Concession**

CHICAGO, Aug. 20. — Moto-Scout Speedways are being developed into a new type of concession and have been making appearances on fairgrounds. Walter McKee, special representative of the Moto-Scout Co., reports that on a recent Eastern trip he noted a large number of Scout speedways or tracks. It appears that dealers in various towns built the tracks to demonstrate Moto-Scouts and soon found the ride to be so popular that the public was glad to pay for tickets. Moto-Scouts, he said, were originally planned for use as commercial vehicles, and the concession angle apparently has been developed largely by accident.

**Maine To Have Fed Exhibit**

LEWISTON, Me., Aug. 20.—In an effort to bring it back to State supremacy Maine State Fair will be conducted as a scientific, agricultural foundation, with agriculture as the basic department, and there will be a large entry in the baby-beef class and more premium money for 4-H Club exhibits paid than the total of all other Maine fairs, said Frank W. Winter, manager. There will be a \$25,000 Federal Extension Service exhibit.

**Increase in Milford, Mich.**

MILFORD, Mich., Aug. 20.—Oakland County Fair here on August 10-13 had an increase of about 50 per cent in attendance over last year, officials reported, with total about 12,000. The fair's second year of a free-gate policy is considered a success by a majority of the board. The fair has had to rebuild patronage from days of a 50-cent gate. Grand-stand attendance showed satisfactory improvement with a total of 7,500. Northwestern Shows reported business 50 per cent off. Grand-stand show, booked by Jack Dickstein, of Gus Sun office, included Jack Davis, emcee; Wyoming Duo, Wynn Twins, Margie Richmond, Tojo, Three Arnolds, Fitz and Carroll and Two Kays.

**IONIA BATTLES**

(Continued from page 46)  
and equipment, came the largest Wednesday crowd in the 24 years of fair history, topping even the 1937 record. Parking lot had suffered greatly because of rain and when autoists sought dry spots State police were unable to keep traffic moving Wednesday night. Lines of cars stood more than two hours before officers succeeded in opening lanes.

**Largest Monday Crowd**

Grand-stand reserves were sold out far in advance of the night show and more than 1,000 temporary race-track chairs were sold. Additional seats were placed for two performances Thursday night and first-performance tickets were sold out at 11 o'clock Thursday morning. With recovery of attendance and receipts on Wednesday and anticipated sell-outs for Thursday and Friday, Secretary Chapman said new records should be reached. Wednesday recouped the first two days' losses and the fair went into the remaining half with a record equal to that of 1937, one of the best in history.

Heavy rain on Monday failed to discourage fairgoers, who witnessed a deliberate airplane crash by Capt. Frank F. Frakes before more than 11,000, largest Monday crowd in history.

**Wednesday Estimate 60,000**

Rubin Gruberg, president of Rubin & Cherry Exposition, said substantial gain had been made by rides and shows after the big Wednesday. Decreases of 30 per cent in grosses on Monday and Tuesday under 1937 were recorded, but were virtually wiped out by Wednesday's gain. A second Children's Day with half prices was scheduled for Saturday.

Secretary Chapman said more than 100,000 had attended on the first three days, about the same number as in 1937, and that with good weather for the remainder of the week the 1937 total of 280,000 might be surpassed. Wednesday attendance was estimated at 60,000 with more than 14,000 autos coming in the main entrance, not including those on the private parking lot. For the sixteenth consecutive year Barnes-Carruthers presented the night revue. *Belles of Liberty* is regarded by M. H. Barnes as the most expensive and largest of his career. Concessioners reported light business on the first two days and many reported stocks damaged by rain. They said Wednesday was one of their best days this season.

**DUKE DOES**

(Continued from page 46)  
the public was the watch word. The traction line purchase admitted everyone at the end of the midway. The path led past executive offices to the grand stand. Just beyond the grand stand are many fair buildings. Bringing up the rear of the joy zone is Machinery Hill. All enter into an ideal composite. Long before opening day there had been a great advance sale of tickets. Sunday afternoon proved a grand-stand turnaway when auto races were featured. Rain spoiled the night for Ernie Young's Revue. Mr. Molesworth is profuse in praise of his assistants. Office details are handled by Mrs. Molesworth. With all apologies for such a comparison, she took to the work like Mabel L. Stire, Jackson, Miss., or Ethel Murray Simonds, of Muskogee, Okla.

**Methods Are Studied**

J. A. Grimsley, the "Judge," hostly athletic instructor in Mason City schools, qualified as a great organizer and director in active operation of the fair. He had charge of exhibits, concessions and machinery, was here and there all the time, and, strangely enough, never hard to find, and never found without a smile on his face. He did a Trojan's work and did it well. Numerous fair secretaries and other officials came, saw and were conquered by the Methods Molesworth. Work on further improvements, including a subway to the infield of the race track to a parking ground, is now in order. There are now two auto entrances to the fair. This, no doubt, will provide a third.

Among visitors were Secretary J. H. Peterson and Jay Roberts, advertising manager, Clay County Fair, Spencer, Ia., and Secretary Andrew C. Hanson, Freeborn County Fair, Albert Lea, Minn.

**ILLINOIS INITIAL**

(Continued from page 46)  
been appropriated by the Legislature for competitive awards.

**Space Is All Taken**

Grand-stand attendance for five days, said officials, ran considerably ahead of last year. Except Monday and Tuesday nights there were capacity audiences. Every available foot was used for exhibit and concession space, and O. R. Fleming, superintendent of concessions, said many exhibitors and concessioners were turned away. Much additional space was given to exhibits and concessions this year.

Three radio stations, WTAX and WCBS, Springfield, and WLS, Chicago, erected plants on the grounds and kept up an almost continuous broadcast of the events. WLS National Barn Dance broadcast on opening night had a cast of 50 in three and one-half hours of airing and stage entertainment before the grand stand. On Saturday afternoon, August 13, Jimmy Lynch and his Death Fighters gave a thrill show. On Sunday, August 14, Veterans' Day, estimated attendance was given as 130,000, about 20,000 more than on the day last year. On Monday to Friday afternoons four harness and one running race were run and acts worked, with the exception of the Hawaiian Extravaganza. Society Horse Show nightly in the Coliseum from Monday to Friday drew heavily. Night grand-stand shows from Monday to closing night featured the Hawaiian Extravaganza, acts and fireworks. This afternoon auto races were presented by Ralph A. Hankinson at the fair for his fifth successive year. Assisting him were Bill Breitenstein, Jim Malcne, George Kinum and Jacob Marks. Closing day tomorrow will see national championship motorcycle races and junior and juvenile drum and bugle contests.

**Belmont Again Directs**

E. K. Fernandez's Hawaiian Extravaganza, brought to America by Sidney Belmont, is a departure from usual grand-stand revues, the troupe making its American debut on the night of August 13. The 70 native Hawaiians do a great variety of Hawaiian interpretative dances, including hula, gourd, bamboo, temple, Polynesian, sword and others. An orchestra of 15, choral group of 20 and dance group of 30 perform before distinctive Hawaiian scenery and lighting effects with "rainbow falls" as atmospheric background. Routine of the Fernandez extravaganza comprises 19 numbers, show running one hour and 30 minutes, including Kamehameha March song, entire company; *Hula Blues*, Waikiki Serenaders; *Kolopa*, hula song,

Kanoe Nahulu; duet, *Waiting for Thee* and *Beautiful Kahanna*, A. Anakalea and A. Kamaki; hula ensemble, Lilitu E. Waikiki Sweethearts, 30 dancers; *Sweet Lei Ilima*, song, Ilima Naone; *I Want To See Some More of Samoa*, dance by Leimaala; *Atuana*, chorus, Fernandez Girls' Glee Club; *Sirasiva Dance* by group of Polynesians; *Lei Giordina*, song, by trio, Misses Kullalani, Laheta and Kullai-kanuu; *Olapa*, ancient Hawaiian dance, Kilauea Dancers; steel guitar solo and song, David Nalu and Uheuhene; hula ensemble, Kona Hema Oka Lani, 30 dancers; "May West of Hawaii Dance," Makalika Palaunu; ancient hula dance, three children; Hoonanea, descriptive dance, Kullakani; war dance by group of male Polynesians; hula ensemble, Leahl, 30 dancers; medley of native songs, finishing with *Aloha Oe* by entire company. "Sunshine," ridden by Miss Mary O'Neill, and "Royal Mack," ridden by Lee Engelking, gave a display of high-school horse training on the track. Col. Armin Hand and his American Legion Board of Trade Band furnished music with the exception of that for the Hawaiian Extravaganza, which carries its own music.

Acts that performed in turn were Senloretta, high pole; Eddie Billetti Troupe, high wire; Bench Bentum's Diving Sensations, in which appear Little Jack Bentum, Johnnie Billalo, Pauline Black, Eileen Grant, Jerry O'Brien and Miss Bentum, and Seven Peerless Potters, flying act. Show was closed with displays furnished by Elkie Fireworks Co. Free acts were furnished by Belmont Amusement Service, Gus Sun Exchange, Ernie Young and Barnes-Carruthers.

**B. & G. Shows on Midway**

Beckmann & Gerety Shows in "Happy Hollow," the midway, added a Boomerang ride and a new Blimp ride, designed and built by Cyril Mercier. All regular rides and attractions of the shows were in the line-up with some additional attractions booked for this date. General Manager Irwin said the Beckmann & Gerety Shows had more attractions than any carnival which has played the fair. Midway business on the first four days was about 7 per cent under corresponding days last year. However, 1937 saw an all-time high in carnival receipts, so Fred Beckmann and B. S. Gerety were not disappointed in the slight falling off, believing that big days to come in the engagement might still equal the all-time high of last year. Much credit for the 1938 success was given J. H. Lloyd, director of agriculture; B. W. DeBord, assistant director; General Manager Irwin; William Ryan Jr., assistant manager; O. R. Fleming, superintendent of concessions; staff of superintendents and the fair's publicity office with 18 in the personnel, headed by Edward J. Lonergan.

Among visitors were Harry Templeton, Levi Moore, E. J. Barker, Indiana State Fair, Indianapolis; P. T. Strieder, Alabama State and Florida State Fairs, Birmingham and Tampa; M. E. (Pat) Bacon, Aurora (Ill.) Fair, and Mrs. J. F. Breitenstein, mother of Bill Breitenstein. She is 88 years of age, lives in Jacksonville, Ill., and greatly enjoyed her visit to the fair.

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WORLD'S HIGHEST AERIAL ACT  
Available for Parks, Fairs and Celebrations.  
Late Southern Dates Wanted



PERMANENT ADDRESS, Care of The Billboard, Cincinnati, Ohio.

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The Most Widely Advertised Attraction in Show Business.

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OCTOBER 17 - 22  
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ACTS SENSATIONAL  
O. R. WOOD, Chairman  
**COLBERT COUNTY FAIR**  
Tuscumbia, Ala.

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**POLK COUNTY FAIR**  
WEEK SEPTEMBER 12TH  
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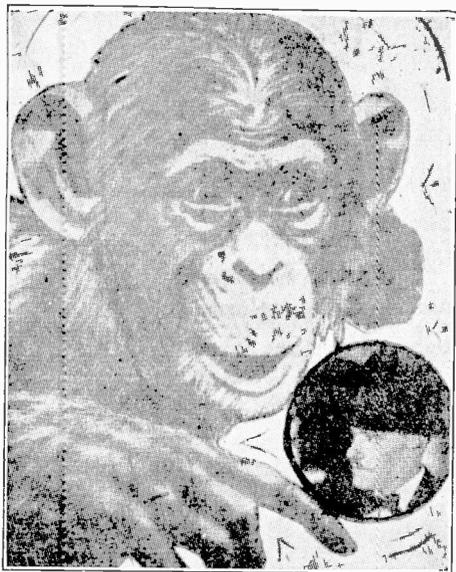
**FOUR O' HEARTS**

A DOZEN MINUTES OF WHIRLWIND AERIAL DARE-DEVILTRY.  
ALL FEATURE TRICKS — WORKING HEIGHT 110 FEET.  
NO POSING—NO STALLING.  
Some Available Time.

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Good locations open in Buildings for Exhibits, Jewelry and Novelty Stands. Desirable locations open for Lunch and Refreshment Stands. Also for Merchandise Wheels and other Legitimate Concessions, at reasonable rates.  
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# JAYDEE THE GREAT THE OLD APE MAN AMAZING TRAPEZE NOVELTY

Presents somewhat terrifying appearance in his costume of an Ape and performs stunts so like the animal he represents that perhaps the best way to describe it would be to say that he positively "Apes the Apes."

SOMETHING NEW and THRILLING! And yet containing plenty of Comedy. His contortion and balancing work positively defies description. Finishing with complete dislocation of shoulders while in a contortion posture.

Positively the highest aerial contortion trapeze act on pole 100 feet high. A. F. A. 100%. Write or wire.

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SEPT. 5-6-7-8-9-10

BILLED FOR 50 MILES. DRAWING POPULATION 80,000. BIGGER AND BETTER THAN EVER. COMPLETE CHANGE OF PROGRAM EVERY DAY. OUTSTANDING FREE ACTS, PLUS POPULAR RADIO STARS FROM KDKA, OF PITTSBURGH. WANTED—Rodeo or Daredevil Grand Stand Show to contact immediately. WANTED—Independent Midway Shows of all kinds. Can place Wheels, Spindles and other Legitimate Concessions. Ball Games, Shooting Gallery, American or Gypsy Palmist, Refreshments, Ice Cream, Frozen Custard, Floss Candy, Pop Corn, Peanuts, Cook House, Bingo, Diggers, Percentage, Novelties, Scales, Grab, Fish Pond, Duck Pond, Penny Pitch, Arcade, etc. WILL BOOK Kiddle Ride. All other Major Rides are booked. FOR SALE—Grand Stand exclusive for Eats, Drinks, Pop Corn, Peanuts, Candy. Will consider two more Free Acts. Address all communications to W. A. ALLSHOUSE, Secy., Somerset County Fair, Meyersdale, Pa.

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**ATTENTION!** **ATTENTION!**

WE HAVE SOME OPEN DATES FOR SOUTHERN FAIRS. LADY AND GENTLEMAN — TWO FINE PLATFORM ACTS. A GREAT HOOP-ROLLING ACT AND AN OUTSTANDING COMEDY ACT. Live and Let Live Prices.

**TAYLOR TROUT CO.** **THE JESTING JUGGLERS**

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Two beautiful girls, 100-ft. high aerial act. A few open dates. Wire or write AL MARTIN, 96 Broadway, Boston, Mass.

### Attention Fairs!! THE FLYING LAMARS

America's outstanding flying return act. Two men, one girl. A few dates open in September and October. Wire or write AL MARTIN, 96 Broadway, Boston, Mass.

### Attention Fairs!! THE GREAT WOLANDI

America's greatest single high-wire act. Fifty feet—no nets. A few available dates open. Wire or write AL MARTIN, 96 Broadway, Boston, Mass.

### Attention Fairs!! THE DIVING GORDONS

America's greatest water revue. Six people—4 girls, 2 men. Concluding with high fire dive. Open weeks of September 18 and 25. Wire or write AL MARTIN, 96 Broadway, Boston, Mass.

### Attention Fairs!! THREE MILOS

"Miles In The Air"  
Featuring two girls and one man doing the most unusual and sensational act ever to be presented at the top of a 125-foot rigging. Few available dates open. Wire or write AL MARTIN, 96 Broadway, Boston, Mass.

## WANTED

Shows, Rides, Concessions

### Lincoln County Free Fair

September 14, 15, 16.

**GASTON FRANKS, Secretary,**  
Chandler, Okla.

### Tablet Honors Fair Founder

PITTSFIELD, Mass., Aug. 20.—Dedication by Berkshire County Pomona Grange No. 6 of a memorial to Elkanah Watson, "Father of the Agricultural Fair," here on July 20, was attended by about 500 at ceremonies in City Hall Park. The plaque is gift of Kelton B. Miller, publisher of *The Berkshire Evening Eagle*, and stone a gift of the Grange. The bronze tablet on a boulder was unveiled by Mrs. Lawrence Redway, Ossining, N. Y., great-great-granddaughter of Watson. She was introduced by Charles H. Brown, gatekeeper Massachusetts State Grange, who gave the dedicatory address. Alfred W. Lombard, secretary of Massachusetts Agricultural Fair's Association, spoke on behalf of fairs.

### Caledonia Scores Increase

CALEDONIA, N. Y., Aug. 20.—Attendance was boosted by 5,000 over 1937 when 22,000 paid admissions were chalked up for Caledonia Fair on August 9-13, said Secretary G. H. Cullings. Hamid acts included Polly and Her Polly Anns, Farmer Brown and Pigs; Waldos, acrobats, and Donahue and LaSalle. Strates Shows drew crowds but spending was off. A Skooter and the Bomerang were added. Billie Smith, lion trainer in the Motordrome who was clawed, is on the mend. Despite a day of rain, Secretary Cullings said receipts indicated a much better financial year than last. Funds will be used for improving grounds.

## Fair Grounds

WHARTON, Tex. — Wharton County Fair Association has let a contract for a stucco building, 45 by 75 feet, for agricultural exhibits. This will make a total of 12 permanent buildings, largest being the hall of industry, 60 by 212 feet, of stucco. At the 1938 fair, 11th annual, Bill H. Hames Shows will be on the midway, reports Fair Secretary-Manager H. C. Copenhaver.

HORTONVILLE, Wis. — Commercial Men's Club approved a proposal to purchase the fairgrounds here for \$1,500

as a community park and entertainment center. Fair association discontinued fairs because of financial difficulties.

MADISON, Wis.—Payment in full of bills remaining from last year's financially unsuccessful Dane County Fair is being made out of a \$2,500 appropriation recently turned over to the agricultural society by the county board, said H. M. Jones, manager of the 1938 fair.

SPRINGFIELD, Mass.—Royal Canadian Black Watch Band, Montreal, Capt. H. G. Jones, conductor, will open the 1938 Eastern States Exposition here with concerts, afternoon and night, in the Coliseum. It will be the first appearance of the organization in Central New England and one of few appearances it has made in the United States.

BRANDON, Miss.—Plans are being pushed for the first annual Rankin County Fair and Live-Stock Show in this county seat, 12 miles east of Jackson. President G. H. Sherrill said the county board appropriated a generous sum for prizes. Additional funds are being sought thru a county-wide membership drive under Lee McGilvra.

JACKSON, Miss.—A \$15,000 exhibit building, projected for Mississippi Negro Fair Association here, would be erected thru public subscriptions and a WPA grant. H. N. Harris is president, H. H. Young, secretary, and Jim Wilson, general manager of the association, which owns the plant.

DELAWARE, O.—Purchase of old Delaware County Fair grounds at near-by Powell by O. L. Grace for \$2,500 was announced by the fair board. The 30 acres include a half-mile track, grand stand, 70 box stalls and other buildings. New owner said he would leave the track as it is and may hold running and harness races. A fair was held on the site for 29 years. The 1938 fair will be on new grounds near Delaware.

MCCOMB, Miss.—A live-stock exhibit hall to be erected for the 1938 Pike County Fair here will be 150 by 100 feet, built as a WPA project. J. W. Harrison, county farm agent, is co-operating with President A. B. Williams; Junior O'Mara, secretary, and Dr. William Neville, finance officer.

LOUDONVILLE, O.—For the 1938 annual, which will be the 50th Anniversary Free Street Fair, directors of Loudonville Agricultural Society are considering an elaborate premium list in form of a souvenir program, a horse show and more extensive decorating. Secretary O. K. Andress reports full co-operation from merchants.

PORT WASHINGTON, Wis.—Ozaukee County Fair, which closed here on August 14, was declared by the board to have been most successful since 1869. Three-day event, which featured a long midway, daily parade, rides and concessions, attracted 12,000.

MERRILL, Wis.—Reduced auto parking charge from 15 to 10 cents and grand stand from 35 to 25 cents at Lincoln County Free 4-H Club Fair on August 8-11 resulted in reduced profit compared with 1937, according to preliminary report. Grand-stand attendance was 6,516, an increase over last year, while total fair attendance was about the same as in 1937, as were concession receipts.

HATTIESBURG, Miss.—Secretary Fred P. Wilson announced that the 1938 annual Forrest County Fair, which for more than 25 years has been held at Peddle, will hereafter be on new grounds on Lake avenue here. Joe Galler's Buckeye State Shows have been contracted.

FORT WORTH, Tex.—F. M. McFalls' shooting gallery at Casa Manana on the Fiesta grounds here for the third year is being operated by J. K. McGaughy and Roy Smith, both formerly with McFalls' gallery in Casino Park near here. McGaughy operated the McFalls gallery during the 1936 Frontier Centennial and 1937 Frontier Fiesta. J. R. Wilkinson, who operated one of the novelty stands at Frontier Fiesta for Al Humke, has novelties at the spot this year. Tom Daly has the three eat and drink stands.

STURGEON BAY, Wis.—Grand stand on Door County Fair grounds here has been enlarged to 1,500 seating capacity and equipped with portable judges' stand, floodlighting and public-address system. Improvements include a 72-foot addition to the cattle building.

## Premium Facts

(Data collected from lists received by *The Billboard*)

WADENA, Minn. — Wadena County Free Fair, 30th annual, August 15-18. 56 pages. Officers: Arthur Matti, president; Bert Veden, vice-president; Whitney Murray, secretary; Carter Stedman, treasurer. Grand - stand admissions: Adults, 50 cents; children, 6 to 16, 25 cents; advance sale, three adults for \$1; autos, 25 cents. Attractions: Grandstand show. Midway: Arrowhead Amusement Co.

LE CENTER, Minn.—Le Sueur County Fair, 61st annual, August 19-21. 44 pages. Officers: John Sprey, president; J. L. O'Connell, vice-president; C. C. Cram, treasurer; W. J. Baker, secretary-manager. Admissions: Adults, 25 cents; children under 12, free; grand stand, adults, 25 cents; children, 10 cents; autos and parking, free. Attractions: Grandstand show. Midway: Shows and rides.

FAIRFIELD, Ill.—Wayne County Free Fair, sponsored by American Legion Post, August 24-27. 100 pages. Officers: John W. Bonner, president; Edgar Amrine, Joe Merritt, vice-presidents; Dr. U. F. Johnson, secretary; W. Homer Boze, treasurer; A. I. Steiner, general manager. Admissions: Society Horse Show, adults, 25 cents; children, 15 cents; auto parking, 10 cents. Attractions: Society Horse Show, amateur contest. Midway: L. J. Heth Shows.

FAIRBURY, Ill.—Fairbury Fair, 60th annual, August 24-27. 96 pages. Officers: P. J. Keck, president; Ed Yeagle, vice-president; K. V. Keck, treasurer; George H. Decker, secretary; H. W. Meisenhelder, assistant. Admissions: Day, adults, 40 cents; children, 10 to 15, 25 cents; night, adults, 25 cents; children, 10 to 15, 15 cents; grand stand, 25 cents. Attractions: Grand-stand show, Joe J. Smith's *Frolics of 1938*, Pine Ridge Polles, Three Royal Hawaiians, Leroy and Educated Canines, Great Zorsky, Freckles and Buddy, B. Ward Beam's Congress of Daredevils, harness racing. Midway: Zimdar's Shows.

LEWISBURG-RONCEVERTE, W. Va.—Greenbrier Valley Fair, 18th annual, Home-Coming Week, August 29-September 3. 102 pages. Officers: J. B. Sydenstricker, president; Ross H. Tuckwiller, vice-president; C. E. Boone, treasurer; W. L. Tabscott, secretary. Admissions: Adults, 50 cents; children, 7 to 14, 35 cents; grand stand, day, adults, 50 cents; children, 7 to 14, 35 cents; grand stand, day, adults, 50 cents; children, 25 cents; night, general, 25 cents. Attractions: Grand-stand show, George A. Hamid-booked acts; revue, Polly and Her Polly-anns; White Brothers, Olympic Girls, Brengk's Golden Horse, Peerless Cronins, Joe Basile's Madison Square Garden Band, harness racing, Horse Show, fireworks. Midway: Marks Shows.

NORWALK, O.—Huron County Fair, 18th annual, August 30-September 2. 96 pages. Officers: J. I. Liles, president; N. W. Lee, vice-president; A. D. Sanders, treasurer; J. F. Henninger, secretary. Admissions: General, 25 cents; grand stand, 25 and 50 cents; bleachers, 15 and 25 cents; box seats, 50 cents. Attractions: (See PREMIUM FACTS opposite page)

## BALLOONS

Parachutes, Inflators, new and used. Specify rider's weight. Ascensions and jumps from Airplanes furnished.

**Thompson Bros. Balloon & Parachute Co.**  
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Established 1903.

## MEDARYVILLE COMMUNITY FAIR

SHOWS AND INDEPENDENT LEGITIMATE CONCESSIONS WANTED SEPT. 3-10.  
HAROLD ROWE, Secretary-Treasurer,  
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## CARNIVAL WANTED

For Washington County Agricultural Fair, October 17 to 22. Must be Legitimate and up to date.  
DR. CLAUDIUS McQWAN, Secy., Plymouth, N. C.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

WHEN Wal-Cliffe Roller-drome, Elmont, L. I., reopens on September 10 with additional floor space of 7,000 feet and new lounge and rest rooms, the rink will have total floor space of 24,000 feet, reports Al Saunders, its press agent. First year of the rink is said to have been very successful. Nightly 20 skating numbers will be run with electric organ for music and an orchestra on special nights. Skating acts and other features are to be presented. Average has been about 1,500 skaters nightly, with more on feature occasions.

W. H. CARPENTER, who operated Tuscora Park Roller Rink, New Philadelphia, O., opened a rink in Riverside Park, near Uhrichville, O. Building has been recon-ditioned, floor improved and new equip-ment added.

TWO Kays, skating duo, are playing fairs in Michigan, featuring a blindfold number.

JESS BELL, well-known skater, has been appointed manager of the rink in Walled Lake (Mich.) Amusement Park, succeeding the veteran Jack Fotch, who expects to reopen his rink in Clarenceville, near Detroit, in the fall.

THREE WHIRLING BEES, Buddy, Betty and Bob, recently played Hotel Chanticleer, Westbrook, Conn.

WHIRLING WOODS, Woodie and Betty, opened with the new August show at Leon and Eddie's, New York. They recently played Natillas Beach Club, Long Island; Gayety Theater, Boston; Gorman's Silver Glen, New Jersey, and Bal Tabarin, New York.

IN a letter to the G. L. Morris Corp., George Adams, of the act The Whirling Dervishes, declares that a roller-skating mat recently purchased from the corporation is the smoothest and fastest he has ever seen and adds much to the offering of the skating trio.

AFTER a several weeks' fishing trip to Hubbard Lake in Northern Michigan, William F. Sefferino, operator of Sefferino's Roller-drome, Cincinnati, has returned and is busy preparing for reopening, reports Bill Sefferino Jr. Floor has been given a new surface, special lighting with more than 700 miniature bulbs has been installed and an electric organ will be added to orchestral equipment. Pre-season nights will be on August 27 and 28, with regular season starting on September 3. It is announced the same prices will prevail and that there will be no price-cutting, it being declared one rink in the vicinity has been going for as low as 20 cents. As a member of the Roller Skating Rink Operators' Association of the United States, the Roller-



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**PROFESSIONAL "ROLLER SKATING MATS"**  
Enthusiastically endorsed and recommended by Leading Acts.  
Maple Hardwood, Roll-Up. Unexcelled Quality. Custom made to your order at reasonable cost. Write us your particular requirements.  
**THE G. L. MORRIS CORPORATION**  
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**NEW SKATE NOVELTIES**  
For Your Rink  
**NEW LOW PRICES**  
Write for Free Circular.  
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872 Broadway, N. Y. C.

drome has been included in the coming itinerary of Jim and Joan Lidstone, English brother-and-sister team of figure and dance-step skaters, who are to make a tour of the States in the fall.

More roller rinks are operating in Eastern Ohio than at any previous time in history and plans are for the opening of at least a score within a 50-mile radius of Canton, O. Amusement park rinks are operating in Summit Beach Park, Akron; Meyers Lake Park, Canton; Chippewa Lake Park, Medina; Puritas Springs Park, near Cleveland; Springfield Lake Park, near Akron; Tuscora Park, New Philadelphia; Riverside Park, near Uhrichville; Brady Lake Park, near Ravenna; Moxahala Park, Zanesville, and Buckeye Lake Park, near Newark. In many instances park operators abandoned dancing this summer and installed rinks. Other parks, after closing on Labor Day, plan to convert dance places into roller rinks. Labor Day will herald opening of the fall season in downtown rinks in a dozen Eastern Ohio cities and several new rinks will be opened. Roller skating has been a chief factor in numerous amusement parks this summer, with a slump in ride and concession patronage.

"NEWPORT, the fashionable resort, is all excited and thrilled over the proficiency as a roller skater of Gloria Vanderbilt, much-publicized young heiress," writes Earle Reynolds. "Last winter while the Helen Reynolds act was playing Loew's State, New York, I was over at the Ice Club, one morning and told an old-time instructor that I liked the way that pupil of his was doing her edges on the ice. When he told me she was Gloria I told him to tell her to drop over to Loew's and see eight girls who were professionals do their stuff. As soon as she had had a couple of hours of ice she and a party came over to the theater. Newport may forget that a good ice skater, who can master the edges in tempo, can very soon master them on the rollers. Probably the first skates the little girl ever had on were rollers, and, in going onto ice with high-class instruction and then onto the rollers, it is a certainty she will be a fine artist. As I saw her glide out alone on the carnival floor in a Chinese boy's costume and skating her edges with perfect ease to waltz tempo, I realized that she had mastered the tricky ballbearings to a point bordering upon perfection. Most all expert ice skaters first got their skating stroke on the rollers. When I was in Berlin, Germany, in 1910 at the Wintergarten I was invited to the American Roller Rink, then managed by England's greatest producer of today, C. B. Cochran, and while there I spied a blond girl trying hard on the rollers. This little lady was Charlotte, greatest of ice champions to cross the Atlantic. I had the pleasure of showing her how to do a few spins. Two years later when I returned to the Wintergarten I saw across the street on Fredrickstrasse in Admiral Palace Ice Rink the best ice revue I had ever seen, with Charlotte as the star. Later she was brought to America by Mr. Burnside as his star in *Hip, Hip Hooray* in the New York Hippodrome and it was this show that popularized ice skating in America, where it has gone forward slowly but surely until the advent of Sonja Henie some five years ago, when it reached its peak. Now we have more Sonja Henies than you can shake a stick at and they all have the same routines, out with a jump, a Paulsen down into the duck spins, etc. I am informed that Mr. Dibbler, of Madison Square Garden, will have the garden as a cool spot for visitors to the World's Fair and will have the big show of Shipstead and Johnson, two guys who make me laugh, no matter how many times I see them. Word has come that old Iceland Rink on 52nd Street near Broadway, New York, will open in the fall as an ice rink and night club."

**PREMIUM FACTS**  
(Continued from opposite page)  
tions: Grand-stand show, Carmen and Cowley, Lillian Strook, harness racing. Midway: Shows and rides.

HUNTINGDON, Pa. — Huntingdon County Fair, August 30-September 3. 86 pages. Officers: George W. Fisher, president; I. G. Owens, Earl Hall, vice-presidents; S. E. McElwain, secretary; Grange Trust Co., treasurer; James C. Morgan, business manager. Admissions: General, 25 cents; children under 10, free. Attractions: Grand-stand show, Hamid acts, musical revue, County Horse Show, Ohio Display fireworks. Midway: W. C. Kaus Shows.

# Agricultural Situation

Condensed Data From July Summary by U. S. Department of Agriculture, Washington, D. C.

IN JULY the wheat harvest occupied the center of the farm scene. The winter wheat crop was reported in early June by the government the second largest on record, but prices are far below the figures at this time last year. Meanwhile, a full month has passed with little net change in the index of prices of all farm products combined. Prices were indexed at 92 as of June 15, the same as on May 15, after 10 months of steady decline.

In contrast, prices of commodities bought by farmers have declined little. Farmers' cash income from marketings and government payments for the first six months of 1938 totaled about 3.3 billions compared with 3.8 billions a year ago. Industry has felt the lessened farm buying power. Government agricultural news of the month included announcements of proposed limits on speculative trading in grain futures under supervision of the Commodity Exchange Administration and inauguration of cotton classing and cotton market news service by BAE.

### DEMAND: SLOW RECOVERY

Conditions in the important industries indicate that the low point of the downswing in industrial production which began last fall will be reached some time during this summer; that there will be some improvement in the latter half of 1938. But recovery is not expected to be rapid, and farm products produced this year are likely to be sold under relatively unfavorable demand conditions. The government's relief and recovery program is expected to begin to take real effect in the late fall and winter. This, together with decreased inventories, should bring a noticeable revival of activity in many miscellaneous lines of consumers' goods.

The new models should stimulate automobile buying and activity in the steel

and other industries affected by automobile output. Building construction is likely to continue as a relatively favorable factor in the situation. On the other hand, exports of industrial products to foreign countries may not continue to hold up, and the construction of industrial plants and equipment is not likely to expand much, if any, this year.

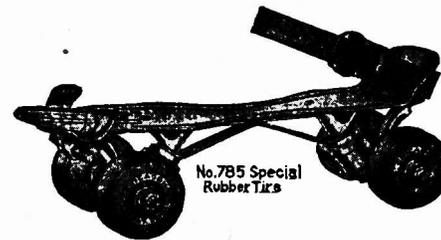
### FARM INCOME: DECREASE

Farmers' cash income from marketings and government payments increased in May but was \$57,000,000 less than in May last year. Total for the first five months of this year was \$2,800,000,000, compared with \$3,200,000,000 in the same period of 1937. The reduction, amounting to about 11 per cent, this year compared with last, has affected practically all producers except dairy-men. Cash income from marketings of dairy products during the five months' period this year totaled \$629,000,000 compared with \$601,000,000 a year earlier. Producers of fruits and vegetables have been affected most by the reduced income this year, their total from marketings having fallen off from \$498,000,000 in the first five months of 1937 to \$358,000,000 in the corresponding period this year.

In May this year there was a less-than-seasonal increase in income from marketings, with receipts from sales of crops about 23 per cent less than in May last year, and from sales of live stock and live-stock products about 5 per cent less than in May, 1937. Biggest reduction this May compared with last was in receipts from fruits and vegetables, totaling \$83,000,000 this May compared with \$118,000,000 in May last year. Slightly larger receipts from sales of hogs and chickens partially offset reduced incomes from sales of other meat animals, dairy products, eggs and wool.

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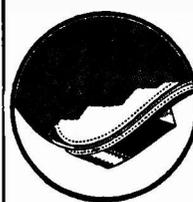


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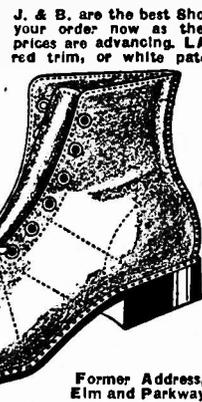
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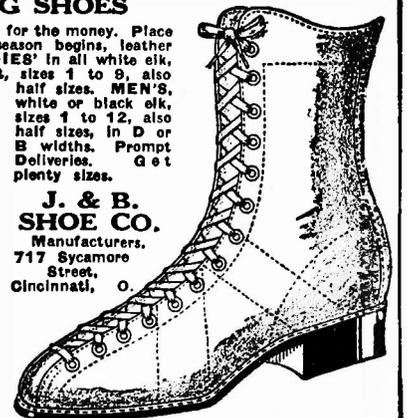
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# 100% CARNIVAL BOOSTERS

## North Coast Shows Welcomed By Newport and Taft, Ore., Officials

PORTLAND, Ore., Aug. 20.—In all his experience in the show business Harry Polish Fisher had the biggest surprise of his career at Newport, Ore. With the North Coast Shows as legal adviser and advance agent, Fisher went into Newport to book it for his company. Newport hadn't had a show for six or seven years and Fisher was told of the opposition that he would probably have in booking a carnival in that town.

After he went before the Council and explained the nature of the shows he represented, the Mayor of the town, Hon. Bill McKivitt, spoke to the Council and advised granting a permit to show the city on a very reasonable license. His argument was that he owned three picture houses which were managed by men who had been with carnivals in former days

and in his experience and acquaintance with carnival people he has found them to be 100 per cent. He explained to the Council that he as owner of a picture house and everyone connected with any line of business in the city would benefit by the many people drawn into town to see the carnival.

Thru his talk to the Council and C. L. Marsters, City Attorney, Chief of Police and the Recorder of the town interceding, the Council granted a permit. Also thru Mr. McKivitt, the City of Newport furnished the show a couple of bands, one a boys' drum corp and the other a very prominent band thruout the State of Oregon called the Sons of Beaches. They ballyhooed the carnival nightly and thru the efforts of the officials of Newport and Lincoln County, North Coast Shows had a wonderful week.

"Mr. McKivitt, Mayor of Newport," (See 100% CARNIVAL on page 55)

## Orville W. Hennies Buys 10 McCoy Flat Cars; Flies Back

CINCINNATI, Aug. 20. — Orville W. Hennies, associate owner and manager of Hennies Bros.' Shows, arrived here Thursday morning in an airplane from Washington, D. C., en route to Chicago and back to the show at Owatonna, Minn.

During the stop-over between planes he phoned E. Walter Evans, general manager of *The Billboard*, from the Lunken Airport here that while in Washington he purchased 10 of the steel flat cars from the receivers of the late defunct Tim McCoy Wild West show.

For some time past it has been bruited about that the Hennies Bros.' Shows have had in mind replacements in equipment and an expansion program of the several units of the organization. This announcement of the buying of these cars confirms all doubt to the contrary. However, Orville W. Hennies did not state to Mr. Evans when and where the cars would be delivered, altho it is certain that they will reach the Hennies quarters at Shreveport, La., before the end of their season's tour.

## Missouri Show Women's Club Has River Outing

ST. LOUIS, Aug. 20.—A large number of the members of the Missouri Show Women's Club of this city held an outing August 11 on the Mississippi River.

The S. S. President was chartered for an all-day trip, which took the party north thru the U. S. Government dam at Alton, Ill., and back to St. Louis. An old-fashioned basket lunch was the highlight of the event, but all voted that the day would have been more enjoyable if Florence Parker, the club's treasurer, had been along, she now recovering from pneumonia at her home here.

Viola Hayes came in from the Gold Medal Shows especially for the outing. Nell Allen leaves September 1 for a brief visit to Abilene, Kan. Card parties at the clubrooms here will be resumed early next month. Reported by Kathleen Riebe.

## Carnivals Retain Popularity Under Church Auspices

DETROIT, Aug. 20.—Popularity of carnivals as a means of raising funds for various types of organizations, chiefly churches and veterans' groups, is continuing right on thru the summer here. Two new permits were granted this week by the city council to College Park Post No. 327, American Legion, to hold a celebration at Joy road, near Livernois avenue, and to S. S. Peter and Paul Church at Warren and Grandville avenues.

## Press Agents White, Beverly & Gaylord Meet After Years

MASON CITY, Ia., Aug. 20.—That past of the White family in the publicity field met for the first time in years at the North Iowa Fair. Gaylord White, press agent and manager of an auto racing unit playing fairs, and Beverly White, press agent in advance of Goodman Wonder Show, met in the office of R. D. (Duke) Molesworth, secretary of the North Iowa Fair here. On the occasion of their last meeting Beverly White gave "a kid of that day" two tickets to the midway of the Beckmann & Gerety Shows. The place, Huron, S. Dak., when Gaylord's father John was secretary of South Dakota State Fair.

## Harry Stahl Gets Gold Life Membership in MSA

DETROIT, Aug. 20.—At the meeting Monday of Michigan Showmen's Association Harry Stahl, superintendent of Eastwood Park, was presented with a

(See HARRY STAHL on page 55)



KREKOS WEST COAST AMUSEMENT CO. played in Portland, Ore., during Fleet Week July 22 to August 1. The illumination of the carnival backed up by the powerful searchlights from the battleships in the harbor and flanked by the United States Repair Ship Medusa makes a most unusual carnival setting. Photo by Commercial Studios, Portland, was furnished by W. T. Jessup, the show's general agent, who states that he doubts that such a carnival night scene will ever be duplicated.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Fort Iceball, Mackenzie, Provisional N. W. Territory. Week ended August 13, 1938.

Dear Red Onion:

Off of the air-route and back on rail, the Ballyhoo Bros.' Shows practically thumbed its way north and is now located above the Arctic Circle. The city of Iceball did not live up to its name as far as the temperature was concerned but did fit in nicely regarding the attitude of the natives. The office issued orders to everyone to try to warm them up on opening night, but the more heat that we turned on to thaw them out, the harder they froze.

The mayor met the train to try to chill the bosses, who put the stall on of being froze in their tracks and knew that their train would be if the show failed to open, so they failed to give "his honor" a tumble. All during the unloading of the train and the setting up of shows and rides, writs and petitions were being gotten out to stop the show, but we never gave them a thought. When the city hall realized that they couldn't iceball the show and that no passes were left at the city hall, they decided to lay-off until they were taken care of.

The midway was well laid out on the

banks of the Arctic Ocean. The bank and Albert Islands lay some 30 or more miles northeast of the lot that had been heavily billed by our crew of 22 bill-posters and lithographers. The local newspaper, *The Iceball Icepick*, really went to town with free space due to the show giving them the first advertising that they had sold in weeks.

We were warned in advance that we would need an unlimited amount of parking space for every conceivable kind of a conveyance and vehicle. This was well taken care of and the show's ads read, "Free parking for land, sea or air conveyances." Monday's opening proved to the office that parking space is as essential to the show as the lights and billing. They came in droves from everywhere but the town that we were in. Canoes were paddled into our water parking lot, horses and wagons were driven into our hitching and livery parking space, automobiles into our auto lot and planes loaded with passengers landed and parked in our airport. When the bosses saw them coming they immediately started erecting more pay gates, one for the waterway that lay to the north, one for the horse and buggy patrons whose space for parking was to the east, one for the automobile patrons

## Tidwell Bills Circus Style

Engages W. J. Page, veteran billposter—spreads paper galore in Wichita

WICHITA, Kan., Aug. 20.—This city witnessed something new in carnival billing, with T. J. Tidwell Carnival getting a big-time advance showing. Block two-color title bills, 3, 6, 8 and 16-sheet pictorials and daubs up to 100 sheets were used.

There was a reason, as W. J. Page, 55, who first posted in 1896 with Adam 4-Paw-Sells Circus and until July 4 was manager of Seils-Sterling Circus advance car, joined Tidwell Shows after the circus closed in Iron Mountain, Mich.

He became manager of Tidwell's advance crew of four at Tonkawa, Okla. A new half-ton panel delivery truck was purchased in Hutchinson, Kan., and when the car reached here he was billing the carnival like the big tops.

Sulicide Simon, fire dive, is being given the biggest billing. Show played the South Franklin road lot the past week. B. A. Childs, second advance man, reported Tidwell expected Shorty McArdle, former manager of Ruth Edler, to join soon with "Big Jim," Will Rogers memorial 3,320-pound steer. He is being shown with stipulation a cut goes to Salvation Army orphans' homes and milk funds for underprivileged children.

Page is one of the veterans of circus advance cars. His old-time experiences (See TIDWELL BILLS on page 55)

## Babcock Show Still Operating in L. A.

LOS ANGELES, Aug. 20.—Three weeks ago the firm of Alton & Babcock Combined Shows was dissolved, the C. H. Alton unit heading for Nevada and Utah, while as usual the Frank W. Babcock unit will remain in and around Los Angeles playing its former celebrations and rodeos which it has been doing for the past eight years.

Business with the Alton & Babcock Shows and also now with the Frank W. Babcock Shows has been under previous years. All celebrations except one have fallen off from 25 to 40 per cent. Larger crowds on the midway, but people seem to be just waiting and looking for something. The show just finished an Italian celebration on the streets at Avenue 20 and Darwin street in downtown Los Angeles, and business was just fair. As usual, large crowds, but they were very careful with their spending money. Prof. LoForti and his 30-piece band gave nightly concerts, with a fireworks display Sunday night.

Before this engagement opened the Big Eli Wheel was painted for the third (See BABCOCK SHOWS on page 55)

that parked on the south, and one for the flying patrons that landed on the western side of the midway.

Nightly the midway was packed and jammed with amusement lovers. The show brought a lot of outside money to town and the town held the local money as well as the thousands of dollars our 2,000 or more people spent with the local merchants. The show enjoyed one of the biggest weeks of the season. The above is really no show news of value, so the writer will mention some of the highlights of the week.

Eskimo John, well-known ice cream venter, paddled north to visit relatives. Shorty (a ticket seller on an office show whose name they never did ask) blowed with the ticket-box receipts. The baseball team, made up of employees of the Unborn Show, played a double-header with the Two-Headed Baby team. The Unborn boys winning both games. The losers hollering foul play and claimed their competitors used big sticks for bats and umpires.

MAJOR PRIVILEGE.

# PCSA Ladies' Auxiliary Benefit Show Held in Spokane a Success

COLFAX, Wash., Aug. 20.—Owner O. H. Hilderbrand and Manager E. W. Coe gave full co-operation to a show on Hilderbrand's United Shows in Spokane, Wash., last week put on by Betty Coe, Leone Barie and Fern Chaney for sick and relief fund of ladies' auxiliary of PCSA. Performance was given in French Casino after night performance, starting at 12:30 a.m. and lasting until the wee small hours of the morning Thursday. Special Agent Morgan returned here for show and saw to it that American Legion representatives attended the performance. Finances and publicity was handled by Betty Coe, tickets by Fern Chaney and show was staged by Leone Barie.

Performance opened with Claude Barie acting as emcee and Manager E. W. Coe both giving talks on PCSA. First act to appear, Jack Ripley and Buck Ritchie, musical, playing the "Pest of the Midway." Then that long tall girl from Juarez, Mex., Dorene Summers, doing the "South Sea Island Hula." Fern Chaney and Al Bird then appeared in the skit "Their Wedding Night," followed by Mel Rennick in "The Bowers Tap." At this time Madeline Beckwith Lewis was introduced, one of the grand old ladies of the show world. She was carried on the stage by Marion Reggio and Charles Lewis. Has her foot in cast from accident. August Hustrel sang a parody that was a wow. The El Monte Trio, Buck Ritchie, Vernon Gehrke and Billie Ritchie, guitar and harmony singers, another sock act. Then appeared that grand lady May Stewart, the blind seer. Her subject was picked at random and she opened with "A platinum blond man with a wedding ring in his hand, his initials G. M." Right then Manager Coe looked at "Nine Gal" Morgan but May refused to reveal any more of what she saw. Hopi, the frog boy, entertained with a comedy, contortion and burlesque hula dance. Schroeder's Trained Dogs with Rex, the wonder dog, giving a marvelous performance of almost human intelligence. Yvonne Dunn in white evening gown,

accompanied by Marlo Ritchie, sang several popular numbers. Then appeared Bert Warren and Manager E. W. Coe, a skit called "The City Fix." Mel Rennick then panicked them with his Gypsy Rose Lee strip. A boxing bout followed, Al Bird and Ethel Dusek. Ethel won by a knockout in the third round. Alfons Hustrel presented a tumbling act, bringing the show out of a comedy vein into a round of applause. Texas Bob gave a nice exhibition of rope spinning. The human pincushion, Tommie Riley, presented a novel act showing the ladies where to put pins they did not want to lose. Another skit by that famous character actor, Bert Warren, and Fern Chaney, entitled "A Lucky Dollar Bill."

The audience was then let in on secrets of set-up day by E. W. Coe, called "Laying Out the Lot," with all the griefs and beefs, minus the cussing. The cast, (See PCSA LADIES on page 55)

## Goodman Route Meets Demands

Show treks along its tour with periodical changes to its advantage

MASON CITY, Ia., Aug. 20.—Mottled schedules have been the diet for Goodman Wonder Show folks past few weeks. This due to the fact that several stands have offered Sunday openings and one fair a four days' schedule. However, they worked to the general advantage of all concerned. This furnished week-end runs and unloading "flashes" to the townsfolk while the cities were opened for business.

Incidentally, this has given some celebrities a chance to see the shows. At Rochester one of the eminent men who always seeks the incognito demanded by his profession took a quiet but nonetheless interested trip thru the midway. He was attended by several nurses but not in their professional capacity. He is Dr. Howard Gray, of the famous Clinic Mayo staff. Having heard of the "wonders," he came along with his party to see it all. The party enjoyed the "headless girl" exhibit. Dr. Gray took more than passing interest in Julius Shuster, the man with the million-dollar hands, because the development of these was an expose to the surgeon.

At Winona the International Unit of Major Bows' products from amateurism were guests of Goodman Show. Neeley Edwards, manager of the unit, dined with Roland Richards, the press agent back with the show, in the latter's housecar. His company visited the lot later and was shown thru the midway by Richards. Many enjoyed their first meal under a canvas dome in Murphy's hostelry.

Journeying to the North Iowa Fair here, the amusement clan came ready to see and to be shown that "Duke" Molesworth was sincere when he said his first fair at Mason City would go over with a bang. They are now ready to sign any note that Molesworth knows what he is talking about.

His fair went over with flying colors. The shows arrived Saturday evening and spread for a Sunday opening. The fairgrounds were jammed with people from before noon until an untoward fit of the weather man sent folks scurrying home with a deluge of major proportions. But there being a natural incline to the fairgrounds there was quick drainage that did not dampen the business of Monday. Thus it was until the swan song when all went home satisfied and voting North Iowa Fair an exposition worthy of watching.

Sad news came to the show with the announcement of the recent death of Richard Brenner in New York. Mr. Brenner was of the Family Goodman earlier in the year and had many friends within the roster of the show. The following week a Sunday opening in Peoria, Ill., the town that in the spring is mecca for all outdoor showfolks. Goodman going to try the "summer treatment" on the city of tractor factories and stimulant creatories. That last word is what Louis Leonard would call a "\$1 chatter." Reported by Beverly White.

## Redding Meets Old R. R. Mate Amid Midway Glamour

IONIA, Mich., Aug. 20.—Friendship bridged the gap of 32 years' separation as Joe Redding and Lane Wilhelm clasped hands on the midway of the Rubin & Cherry Exposition in Battle Creek, Mich., last week.

They had not met since Joe, at the age of 14, shoveled coal into the fiery maws of iron horses driven by Lane on New York Central freight hauls out of Michigan City, Ind., their home town.

Now Joe is general manager of the Rubin & Cherry enterprise, while Lane, faithful to his calling of yore, is a regular pilot on the New York Central's crack Wolverine.

Lane and his wife motored from their Kalamazoo home to visit the exposition in Battle Creek, and he at once recognized Joe when they encountered on the midway.

Forgotten momentarily were the shows, the rides, the lights and the music while the engineer and the former fireman discussed railroading adventures of 32 years ago. Reported by Ralph Williams.

## Newspaper Praises Skerbeck For Having Clean Carnival

MILWAUKEE, Aug. 20.—Joe Skerbeck, who suffered a \$4,000 loss when a truck, house-trailer and Merry-Go-Round burned up while showing in Tomahawk, Wis., received a swell pat on the back from *The Leader* in that city, which declared: "That clean, well-managed carnivals are patronized is proved by the crowds that have been attending Joe's new 1938 outfit. His carnival is always welcomed by Tomahawk men, women and children. Parents do not have to worry about what their children are going to bump into." Within a day after the fire, Skerbeck had a new Merry-Go-Round on the grounds.

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Northwestern Shows Off 50 Per Cent at Milford

DETROIT, Aug. 20.—Ray E. Meyers, assistant manager of F. L. Flack's Northwestern Shows, reports first poor business of season since show went on road last week at Oakland County Fair, Milford, Mich. Business on midway was off 50 per cent from last year, he stated, when they played same engagement, altho fairground attendance showed an increase. The crowd was evidently not in a spending mood for midway attractions. Principal cause of drop in receipts was too hot weather during daytime, in Meyer's opinion, keeping crowds from building up a good afternoon gross.

The shows moved from Milford to Angola, Ind., for an American Legion celebration opening Monday. Show is also booked for Ingham County Fair, Mason, Mich.

W. J. Williams in Cincy

CINCINNATI, Aug. 20.—W. J. Williams, owner and manager of the Reading United Shows, came here this week from Lexington, Ky., where the show is playing the colored fair. He made the visit on business for the show and to especially call at *The Billboard* office, which marks one of the few times in recent years that the pressure of business has permitted him to visit the Queen City.

In speaking of his shows, Williams said: "I am the son-in-law of E. Z. Reading, who founded the shows some 38 years ago in Kansas. He is now 73, about as spry as ever, is around the show but no longer active in its management, leaving that to myself and Mrs. Williams, who is concession manager and also has the cookhouse. Her hobby is to see that our workmen and others on the show get the very best of food.

"Business with our show has been very spotty, but now that we are playing fairs I feel certain of a more consistent flow of the coin into our office wagon."

# The Press and Outdoor Shows

**T**HE Association of Non-Metropolitan Editors recently held its annual convention at White Sulphur Springs, W. Va. Among the attendants were editorial leaders of an independent group of 48 Midwestern smaller town newspapers, with circulations from 5,000 to 20,000 and located in cities of 10,000 to 80,000 population. This group held an informal non-public "policy conclave," which the writer, a former circus press agent, attended in his capacity of publisher of a news syndicate service used by most of these papers. We obtained permission to give a short review of one of the most interesting questions that came up for debate, namely, *Our Relations to the Outdoor Show World*, provided that no individual names of newspapers or editors would be mentioned in this symposium on outdoor show questions.

## Friendly to Clean Shows

It is gratifying to hear that out of the 48 newspapers only two editors declared themselves as opposed to outdoor shows outside of a big circus. Both newspapers, one in West Virginia and the other in Indiana, are known to every show press agent as impossible to open to show publicity. The editors of the other 46 papers were unanimous in their sentiment that they had no objections to outdoor shows; in fact, they welcomed them provided they were clean and gave the public its money's worth. It was insisted on all sides that the size of a show had nothing to do with its newspaper reception. A clean small show was declared to be just as welcome as the biggest one. But nearly every editor had some kind of a grievance to make and we are going to give here excerpts of the complaints made and also suggestions of the editors.

## Too Many Follow Each Other

Half of the editors agreed that too many outdoor shows follow each other in medium-sized towns, aggravating the merchants and hurting themselves. One typical case is an Illinois town of 20,000 where four carnivals, a big circus and two smaller motorized circuses have exhibited this season.

**SUGGESTION:** Advance agents should get in touch with the editor of the

paper before booking a town to find out how many shows he is following in and how local conditions are. Every editor would willingly give this information.

## Auspices Not Always Desirable

General opinion of the editors was that auspices were very often a hindrance to the show because organizations sponsoring carnivals and circuses, as a rule, appealed so often to newspapers for publicity, that the editors frequently turn a deaf ear to their appeals. The debate showed that editors are thoroly familiar with contracts made with auspices. Our objection that outdoor shows could not book a number of towns except thru auspices was answered with the assertion that such city ordinances were silly, because a clean show could not be kept out of a town on an independent booking if an organization would be allowed to bring it in.

**SUGGESTION:** Clean outdoor shows should depend more on independent bookings, paying their own licenses and local expenses, instead of playing under doubtful auspices of no drawing power or influence. Show agents should ascertain before booking how often auspices have appealed to public and newspapers for support during the last year.

## No Exaggerations Wanted

The majority of editors complained bitterly about the misinformation given by advance agents and in advertising copy. A number of typical cases this season were cited. One agent stated that his carnival had "75 paid attractions." There were exactly 42 tents, including all single concession stands, on the grounds when the show put up. A motorized circus advertised "three herds of elephants," while the circus carried only three elephants altogether. Another circus advertised "400 people, 120 horses," while a check-up in the cook-house showed 143 people and in the horse tents 34 horses. Exaggerations in regard to size and rolling stock were frequent, and so forth.

**SUGGESTION:** Show agents and owners should be aware that newspapers check up on these statements and notify the members of their State organizations about this misinformation. Tell the truth and nothing but the truth in regard to the size of organization and attractions and the newspapers will cooperate more freely.

## Billing Too Far Ahead

The editor of a good-sized Illinois daily brought up the question of show billing. He stated that in his opinion a great deal of opposition to outdoor shows was created by billing too far in advance. Show paper cannot stand up under the weather for such a long time and presents a sorry sight in a town, creating dissatisfaction by being an eyesore. Show bills should also be put up only where they are of real benefit to the show, but not all over alleys and inaccessible places. He thinks that no other business would allow such a waste of good advertising material.

**SUGGESTION:** The real billing for an outdoor show should not be done until about a week before the show opens in a town, except for some 24-sheets earlier to announce its coming. In all seriousness it was suggested that circuses should reverse their present methods by doing only country routes two weeks ahead and have the bill car do the real billing not more than one week ahead. The editors claim there would be more paper alive for a longer time, and the show would get much more benefit out of such a billing than under the present methods, and local objections to billing would be minimized.

## Should Live Up to Promises

Several editors complained about show managers not living up to the promises and agreements made by their advance agents. They say that there is too much "passing the buck." The contracting press agent of a big circus, so it was stated, promised that the "next

man" would take care of the newspaper passes. The story man claimed this matter would be handled by the "next man" on the morning of the show date, but "the next man" never came near the newspaper office. The advance agent of a smaller circus ordered \$25 worth of advertising, but the show refused to pay because the order was not confirmed by the show manager. Passes issued to newspapers for carnivals were not accepted on a number of individual shows because they were "independent" and did not belong to the carnival owner.

**SUGGESTION:** Show owners should give advance agents full and complete instructions how far they can go in their agreements and promises, and advance agents should not go any farther than allowed. If restrictions are put on the agent by the show owner he should frankly explain the situation to the editor and he always will have a friendlier hearing than by trying to fool newspapers.

## Not Enough Advertising

Editors complained in general that a great many press agents of outdoor shows have not the faintest idea about the value of well-timed ads. The old-time press agents of the bigger circuses know exactly what they are doing, the editors claimed, but many of the newcomers, especially those representing carnivals, have a lot to learn. It is foolish, the editors stated, to expect a full week of publicity for a carnival by placing an ad for the opening day only, regardless of the size of the ad. Advertising should be spread over the week, up to and including Friday, even if the ads have to be smaller. No newspaper expects a show to go over its limit on buying space, but newspapers should be treated more liberally with advertising than at present.

**SUGGESTION:** The advance or press agent of a show should get together with the business manager of a newspaper and put his cards on the table. He should tell the newspaper frankly what he is allowed to spend and any business manager will be only too glad to help the agent work out a schedule that would benefit the show.

It is also suggested that shows pay more attention to the quality of their advertising mats. To get the best results from their ads they should have first-class mats. These cost only a few cents more and will do a great deal more good. Many ads are now spoiled by cheap mats.

## Publicity Copy Bad

Practically every editor present complained about the quality of publicity copy presented by show agents. They claim that most of the copy submitted is so badly written that it has to be practically rewritten by the editors. There were also complaints that most of the publicity stories were much too long and long-winded, thereby losing all their effect on the newspaper reader who today wants stories concise and to the point.

**SUGGESTION:** Pay attention to qualities of stories and not to their length. A newspaper would rather run three short stories than a long one. Give the most important facts in the first three or four paragraphs of the story so the editor can cut it to his space requirements without any trouble and without damaging the contents.

Interesting pictures of the show are much better publicity than too much reading matter. Always have a few good cuts of newspaper screen handy when going to see an editor, and do not try to see him in his busiest hour. See the editor of an afternoon paper between 10 and 11 a.m. and the editor of a morning paper between 4 and 5 p.m., which are the best hours, and do not try to intrude on him when he is busy.

## Ex-Newsmen Not So Popular

Here came the question if ex-newspaper men were as welcome in newspaper offices as show press agents, and to our surprise we were informed that they were not. As the editor of one of the

biggest newspapers in the group put it: "The older former newspaper men who have a long newspaper experience and have good judgment are, as a rule, all right, but so many of the bright young men who have worked a few years as cub reporters and are now press agenting try to tell us how to run our newspapers. When the press agent of a show comes to us we are usually glad to see him and talk to him, but he rather should be a showman and part of the show he represents. We love to meet these men who know of what they are talking, who have traveled wide and far and bring some of the glamour of show business into our often drab editorial rooms."

## Pay Bills at News Office

A complaint was made about methods of a number of outdoor shows in paying their bills for advertising. It was stated that collecting of advertising bills on the showgrounds was a nuisance. Too often collectors of newspapers were given the run-around and had to spend hours and make several trips to the showgrounds before the bills, mostly small amounts, were paid by the show treasurer, often even under grumbling protests and abuses of the collector.

**SUGGESTION:** The show treasurer knows or should know what a newspaper bill amounts to and he should give the money in the morning to the press agent back with the show so he can pay it in the business office of the paper when he goes to see the editor. Any business manager will report immediately to the editor that the bill has been paid, and this will naturally help the press agent to get publicity. Show owners would be surprised how much a little thing like this would help them in any town.

## Carnival Pay Gates Okeh

Carnival pay gates are not objectionable in the eyes of the editors, because they say it keeps the riffraff out. However, they say that very often complaints are made by patrons that they have to pay 10 cents just to be allowed to walk around the grounds and spend their money. It was suggested that these objections would easily be overcome if a 10-cent coupon would be issued for every paid admission, to be accepted as money anywhere on the midway, or it would even do if they would be accepted on certain carnival-owned shows, rides or stands. The editors overlooked the fact that the better carnivals today have free acts to justify the gate.

## Won't Stand for Money Gambling

The editors were unanimous in their opposition to open money gambling or indecent blow-offs in any show on midways of circuses or carnivals. They are not opposed to legitimate merchandise concessions that work for a dime and throw merchandise out, but they will under no circumstances stand for money-gambling games. They agreed that their newspapers would not only stop all publicity for such a show and expose the objectionable features, but also notify every other newspaper in their group of the character of the circus or carnival in question. They will not take complaints of townspeople alone for granted, but will make in every case their own fair, individual investigation before they strike, and strike they will!

Our objection that it takes crooked local town or county officials to create such a condition was waved aside by the remark, "These officials would not be approached by the show fixer if the show was not prepared to do the dirty work!"

## Conclusion

And here the case of the newspaper editors rests. Many of their complaints are doubtless based on at least some facts, others are absolutely justified and others cannot be upheld at all. But here is a mirror held up to the outdoor show world, and it is not an exactly pretty picture that we see in the looking glass. What are we going to do about it?

## For Sale

NEW KIDDIE RIDE — \$500.00  
TOM LONG  
Hebron, Maryland.

# Insurance

- CIRCUS
- FAIRS
- RIDES
- TRUCKS
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- CARNIVALS
- CONCESSIONS

Showman's  
Insurance Man

## CHARLES A. LENZ

Permanent Address,  
440 Insurance  
Exchange Bldg.,  
Chicago, Ill.

CHICAGO — BOSTON

# Line o' Two of News

**MACON, Ga., Aug. 20.**—R. E. Stewart, general agent of Barfield's Cosmopolitan Shows, was here this week. He stated to a reporter that he closed contracts for the fairs at Dalton and Colquit, Ga., which complete the Barfield route for the season running well into November.

**WARSAW, Ky., Aug. 20.**—Among recent additions of Kline's Greater Shows staff were Bill Dollar, as general agent, and Harry B. Saunders, as special representative. Robert R. Kline is owner-manager.

**CINCINNATI, Aug. 20.**—Gerry Cohn, of the Fulton Bag and Cotton Mills, of Atlanta, was in the city this week and a visitor to *The Billboard* office. He reported that canvas sales were good.

**COLUMBUS, O., Aug. 20.**—Hennies Bros.' Shows have been booked here for a five-day stand on the circus grounds following the engagement at the Michigan State Fair, Detroit. This will be the largest carnival ever to exhibit in this city.

**CINCINNATI, Aug. 20.**—D. B. Starling, who has been handling the press for W. R. Harris' Model Shows, was in the city this week on business and visited *The Billboard* offices.

**CINCINNATI, Aug. 20.**—R. L. Lohmar, general representative of Hennies Bros.' Shows, was a business visitor here this

week for a day and made his headquarters at the Netherland Plaza Hotel.

**DETROIT, Aug. 20.**—Mrs. Mary McMillen is in Grace Hospital recovering from an operation for an acute attack of appendicitis last Saturday. She is the wife of Edgar McMillen, vice-president of Michigan Showmen's Association and sergeant at arms of Local 33, IATSE.

**RITTMAN, O., Aug. 20.**—J. R. Edwards Attractions concluded its still dates here August 13 and moved to Berea, O., to inaugurate a season of Ohio fairs. Jack Lyston's All-Boy Revue joined here and is being offered under a top. New seats have been added as well as piano and other stage equipment. Data here was unusually poor as compared to former years.

**DETROIT, Aug. 20.**—Jack Maxwell and Vic Edwards, concessioners, are in Providence Hospital suffering from injuries sustained in an automobile collision which occurred last week while they were driving from Detroit to attend the fair at Milford, Mich.

**CINCINNATI, Aug. 20.**—Mrs. Frances Lauther, wife of Carl J. Lauther, of side-show fame, passed thru here on August 18, going from the Johnny J. Jones Exposition in Bloomington, Ill., to her home near Richmond, Va., called there by illness of her mother.

numerous concessions, plenty of free acts, and play in Oregon, Washington and California.

"In the show business my motto has been: 'Boost a booster and knock a knocker,' so I take this means of boosting all of the above-mentioned officials who are really 100 per cent boosters for a carnival.

"Nightly at Taft parties were given at Frenchy's Cafe, operated by an old trouter. His hospitality and good meals were appreciated by everybody. J. D. Schmitt and the proprietor threw many a party at Frenchy's for showfolks and officials.

"And one more word about Bill McKivitt. He is the owner of three Oregon picture shows: Lincoln at Taft, Lakeside at Ocean Lake and the Midway at Newport. All you have to do when you go to see a show in one of his theaters is say, "Mayor, I am a carnival boy," and the doors will be thrown wide open to you."

## TIDWELL BILLS

(Continued from page 52)  
were revealed in a featured story in *The Evening Eagle* with his picture. Page renewed his acquaintance with Burt Heard, of Wichita, retired, who was a co-worker on the 4-Paw show 27 years ago.

Page was on the No. 2 advance car of both 4-Paw and Ringling Bros., and later with Bert Andrews on the No. 1 Gentry Bros.' Dog and Pony Show; No. 1 car of Ringling until 1916 under Tommy Connors, and retired for seven years after two years with Sells-Floto. He re-entered show business with the Willard Magic Show and was with Sells-Sterling until the close. He lives at Fort Worth.

He said he is prepared now for 100-sheet stands without duplication, and the boys on the show say "best line of carnival paper on the road today."

**WICHITA, Kan., Aug. 20.**—The T. J. Tidwell Shows opened a week's engagement Monday on South Broadway and Franklin road, same grounds where Ted North Players pitched their tent for nine weeks. Show features rides, shows and free attraction, Captain (Suicide) Simon, in his spectacular fire dive. This carnival is well known here.

Wichita has had carnivals galore this summer, and most of them reported they did satisfactory business.

## BABCOCK SHOW

(Continued from page 52)  
time this season, which keeps it looking like new all the time. The show is now contracted up to and including the first week in October and moves on eight trucks.

Staff: Frank W. Babcock, owner and manager; Jack Peabody, assistant manager; Walter Hanner, secretary-treasurer; Ed Covington, general superintendent, and Doc Hall, general agent, who reported this news.

# American Carnivals Association, Inc.

By MAX COHEN

**ROCHESTER, N. Y., August 20.**—With in the last few days there has come to attention of ACA office matter of filing of a petition by residents of a large Eastern city complaining of conditions created by a show which recently played a lot in neighborhood of petition signers.

We have often felt that local townspeople in any community have preconceived anti-show feelings on general principles and have discussed this phase of subject at some length in this publication. (See *The Billboard* for December 29, 1934, article entitled "Ye Olde Tyme Fallacies Again Exploded"). But in instant situation we have concluded in part, at least, local point of view was correct. We found, upon investigation, that complaint was based in part upon fact that show upon leaving town neglected to clean up the lot and left it as an eyesore to neighborhood, which in particular case is highly residential.

Showfolks should realize that like the adage of old, "large oaks from little acorns grow," that as result of small complaints large results accrue and communities are closed to shows. It is one thing for effort, organized or otherwise, to open closed communities; but isn't it far better to keep towns open? A little careless act, to which you attribute no importance at time of commission, may catch up with you following year when you have in all likelihood forgotten it. A little good judgment, seasonably shown, will cut down number of future tribulations.

The response from membership in connection with visitations has shown marked improvement and we are delighted with replies we have been receiving. Our schedule for the immediate future includes visits to World of Mirth at Watertown, Ideal Exposition at Oswego and Strates Shows at Caledonia, N. Y.

## Art Lewis Reports Canada Dates Good

**VALLEYFIELD, Que., Aug. 20.**—Completing its third week in Canada, the Art Lewis Shows reports business good, with three more exhibition dates in the Dominion before returning to the States for its scheduled fairs. From Quebec City the show will jump to Great Barrington, Mass., and from there into North Carolina.

Itinerary of the show this season has carried it from the southern tip of Florida to the northern part of the province of Quebec, which Lewis believes represents a greater total of miles and territory covered than any show with the exception of the Royal American.

## PCSA LADIES'

(Continued from page 53)  
Mel Rennick, B. P. Cane and Pee Wee Marrion. One of the highlights of the show was Everett Mitchell presenting Jack Baird, the mechanical man, in an exhibition far removed from the one presented in the Mystic Temple, held audience spellbound until Jack stepped out of character. Billie Ritchie again appeared in an exotic dance of Salome. Betty Coe and Leone Barie were then introduced. Took a bow to a thundering applause.

The only regrets of the night were the

# 15 Years Ago

(From *The Billboard* Dated August 25, 1923)

Smith Greater Shows' opening on new lot in Roanoke, Va., was highly satisfactory. . . . Matthew J. Riley Shows were clicking in Pennsylvania territory. . . . Percy Martin closed with Smith Greater Shows in Morgantown, Va., to devote his time to another line of business. . . . Rain failed to dampen spirits of Kenosha, Wis., citizens and as a result, Con T. Kennedy Shows had a week of splendid business there. . . . Brown & Dyer Shows went into Buffalo after a highly successful week-stand in Lackawanna, N. Y. . . . A. H. Barkley raided Coney Island and carried off a talker, two ride men and a ride executive. He took them to Toronto. . . . Ward (Dad) Dunbar, after a vacation in Ishpeming, Mich., returned to a ticket box on Greater Sheesley Shows.

Joseph Bradley rejoined the Tom Atkinson Dog and Pony Show on Coast after a few weeks' absence in Southern California. . . . Russell B. Stager, better known as Red Burke, formerly with O. K. Hagar, of motordrome fame became a yeoman first class in the U. S. Navy and was in training at Newport, R. I. . . . Lew Dufour Exposition Shows had just succeeded in obtaining contracts for five big fairs in Maine, State Fair of New Hampshire at Rochester and Brockton Fair at Brockton, Mass. . . . H. Ike Freedman, general agent for Brown & Dyer Shows, concluded shows' bookings for remainder of season. . . . Wade & May Shows were playing to huge crowds nightly in Noblesville, Ind.

Despite much rain, Morris & Castle Shows played to highly satisfactory business in Madison, Wis., under Modern Woodmen Drill Team auspices. Pacific Coast Showmen's Association was presented with a check for \$1,500 by Walter McGinley. It was his donation in purchase of a plot in Evergreen Cemetery. . . . Edward R. Salter, of Johnny J. Jones Exposition, celebrated his "34th" birthday anniversary. . . . Howard Herman and Louis Gloth, concessioners, closed with Gerard Greater Shows in favor of making a few fair dates independently. . . . Mr. and Mrs. Charles Camm, former a punch and magic worker and latter with her trained cockatoos and other birds, were at home in Cincinnati preparatory to working Cincinnati Fall Festival.

absence of Margaret Hilderbrand and that prize-winning baby Betty Joan as the late hour of the show found her too sleepy to attend. A wire received from O. H. Hilderbrand wishing success for the girls received a big hand.

The concert presented by Charles Lewis and Aaron Strickland, featuring Betty, famed movie chimpanzee, went over with a bang. Fred Stewart, stage manager; Heavy Wyatt, electrician; Everett Mitchell and Arlene Marrion, reception committee. Hazel Fisher and Verna Seeborg donated the peanuts, proceeds went into the fund. The girls want to thank the entire personnel of Hilderbrand's Shows for their interest shown. One of the most enjoyable nights as well as a bang-up show was the comment of those lucky enough to attend. Reported by Claude Barie.

## WANTED FOR BANTLY'S ALL-AMERICAN SHOWS

CONCESSIONS—Grind Stores, Cigarette Shooting Gallery, Fish Pond, Long Range Lead Gallery, Merchandise Wheels that will work for stock and throw it out. SHOWS—Can place, with or without own outfits, Grind Shows of all descriptions. Will make an attractive proposition to a Colored Musical Show with Band, a real Athletic Show, a Big Illusion Show, a Monkey Circus or Animal Show of any kind that can entertain children. Remember this Show positively plays the winter at the ONLY Amusement Park in Key West, Fla. We offer to all who join now a real route of Fairs and Celebrations with the winter date in Florida. Charley Tasha can place Girls and Talkers for his Posing and Musical Revue. Ray Marsh Brydon wants to hear from Sandy Hogan, Norman Whitset, a real Candy Salesman and Acts of all kinds for the biggest Freak and Novelty Show ever operated. HAVE FOR SALE Complete set Double-Deck Banners and Doorway for Side Show, one 5 KW. Universal Light Plant, brand new. Have 5 beautiful red, white and blue Ring Curtains, well made and new, for 30 to 40-foot rings; will sacrifice. All replies to BANTLY'S ALL-AMERICAN SHOWS, now playing Central Pennsylvania Firemen's Convention, Du Bois, Pa.; Week of August 29, Centennial and Home Coming, Williamsport, Pa.

## SIDE SHOW AT LIBERTY PALACE OF WONDERS, CONEY ISLAND, N. Y.

Featuring the newest and greatest box-office attractions in the business. Also organized Hawaiian or Girl Show. Desirous of booking with good Carnival after Labor Day..

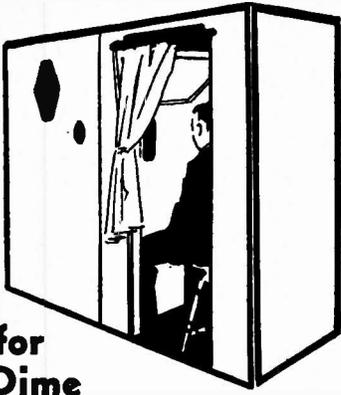
Write or Wire **DAVID ROSEN** 3780 Surf Ave., Coney Island, N. Y.

# ORGANS RECONDITIONED

During the closed season have your band organs overhauled and reconditioned by the old and reliable concern. Estimates cheerfully given. New and factory reconditioned organs for sale.

**THE RUDOLPH WURLITZER CO.**  
NORTH TONAWANDA, N. Y.





**4 for a Dime Direct Positive Camera**

Makes popular size pictures. 1 1/2 x 2, directly on paper while customer waits. Complete with highest grade camera and super speed F:3.5 lens. **\$140.00**

**BURKE & JAMES, Inc.**  
221 W. Madison St., CHICAGO, ILL.

Barnum Circus. We are back on the road again operating photo gallery with William Glick's Ideal Exposition Shows. Best wishes to *The Billboard*.

**MONUMENTS TO THE LIVING:** To all in the business who are trying to put the carnival on a higher plane as to business methods and entertainment value.

**All Boy Revue**

**JACK LEYSTAN** letters from Sandusky, O.: "My All Boy Revue opens with J. R. Edwards Shows to play Ohio fairs. This is the first All Boy Revue to appear on any midway under canvas. We hope to open a new field of work for female impersonators thru this new endeavor. Members of the company have played night clubs for past three years. Presentation will be as a male follies in the fall and I will manage the complete production with 10 male principals. Members of the initial troupe are Terry LaMonte, emcee; Billy Hayes, prima donna; Lanny Brice, comedian; Bobby Allan, premier danseuse, and Patsy Baker, Bobby Royce, Billie Irwin, Buster Bront and Francis Lotte. Cliff Smiley is piano player."

**THERE** is no such show with a carnival as a Circus Side Show. However, there are circus-style side shows with carnivals. Some showman in the future will call them carnival side shows because they are with carnivals. Let us see what Ray Marsh Brydon is going to do about this.

**BUGS BROOKS** cards from Barberton, O.: "Still have my girl show with Win-



**NANCY GRUBERG**, daughter of Max and Mrs. Rose Gruberg, of Gruberg's World's Exposition Shows, who during the summer spends her vacation with her parents. In the school season she pursues her educational activities in Philadelphia, Pa., the Grubergs' home town. Photo, furnished by Dick Collins, shows press agent, was snapped in Warren, Pa., recently and shows Nancy smiling at the business her mother is doing with her bingo concession in which she is employed until school opens.

ters Attractions. Doing fair business. Elsena, featured dancer, and Princess Sophie is doing Oriental dances. My show seems to be doing better since we put in posing acts. Move into West Virginia for some fair dates. Business is bound to get better.

**CAT SHOWS:** The idea is to have the largest number of stray cats in the world in one screen-covered pit. Red Onion thinks it would be a hit.

Many in the business would like to see candy wheels again if only to hear Mrs. William Glick say to a winner, "A little boy got it." It made no difference to her if the male person was 8 or 80, he was always to her a little boy. Mrs. Glick now has other kinds of concessions with the Ideal Exposition Shows.

**BEN BENO**, "the man and the chair in the air" free act with Kline's Greater Shows, visited *The Billboard* office last week. He came in from Warsaw, Ky., where the show was playing a fair date. Bob Smart, who has the girl show, also with Kline, visited later. He was in Cincinnati looking for talent to enlarge and strengthen his performances.

It seems kinder out of place for a railroad or modern motorized carnival to carry and present a "snake-eating" attraction. How does this sound to you?

**CHARLES G. DRIVER**, of the O. Henry Tent and Awning, Chicago, celebrated his 40th wedding anniversary August 17. Employees and friends of this popular tent manufacturer gave him a big party at his home. Both Driver and Bernard Mendelsohn, of the same firm, were in Springfield, Ill., August 18 visiting their many friends on Beckmann & Gerety Shows.

**FRED HOLT**, of Cumberland Valley Shows, cards from Wartrace, Tenn.: "While the advance of Robbins Bros. Shows was billing Shelbyville, Tenn., the car laid here, and our agent, Stan Reed, former circus agent, renewed many acquaintances. A big time was had later when Reed entertained the car crew on the lot. Bill Blackwell, car manager, and Stan Reed at one time were with the John Robinson Circus."

**Human Beings of America!**

It has been a lot of fun and pleasant work being the carnival editor of *The Billboard* from August 20, 1936, to August 20, 1938. No man could wish to work with or for better bosses than E. Walter Evans, general manager, and A. C. Hartmann, editor of the outdoor departments, have proved themselves to be. Both business and editorial contacts with them have been effected during the two years without any discord whatsoever. Same value in co-operation goes for Charles Earl Synder, foreman of the composing room; C. J. Latscha, advertising manager, and B. A. Bruns, circulation manager; Claude R. Ellis, Charles Wirth, Bill Sachs and Robert Doepker, editors; Foster Holt, Carl McKenzie and Albert Schneider, of the editorial department, have given splendid co-operation and are grand men to work with.

Now for the Human Beings of America: On April 25, 1937, while in a nice quiet drinking parlor in Cincinnati your humble servant met a gentleman who gave his name as A. A. Ryberg. We talked about things in general and what could be done for the good of humanity. The writer was very much touched by Mr. Ryberg's ideas. With tears in his eyes this same writer suggested the formation of an organization to be known as the Human Beings of America. We then and there elected Mr. Ryberg president. Time passed, no meetings were held and the officers were never designated. However, in leaving the employ of *The Billboard Publishing Co.* the matter of selecting the officials and board of directors can easily be done, as all with whom yours truly has worked easily qualify for membership in the Human Beings of America.—William Judkins Hewitt.

**OUR CARNIVAL FRIEND** Irving J. Polack has made good in the fraternal circus business. His show has been out five years continuously, and he is still going. Moral: Carnival men of ability can make money with a circus.

**SPEAKING OF FREE ACTS:** C. Guy and Melvin G. Dodson have several outstanding ones on their show and they



**JEFFIE JEAN WARD**, the idol of her father, John R. Ward, owner and manager of the shows bearing his name. She graduated from the Mann Private School, Memphis, at the age of 17, and is seen above in her graduation dress. At present she is taking dancing lessons in New York and vacationing on her \$500 graduation present from her mother, who also gave her a wrist watch. Jeffie Jean will enter Columbia University in the fall. She was born on the road in the carnival business and is capable of official duties around a show and knows the operations of every concession in the business. For several years she was *The Billboard* sales agent on the John R. Ward Shows. Her father says she is loved by all and that he is truly proud of her accomplishments and future ambitions.

are presented in a thoroly showmanlike manner. None of them do any stalling when it comes time for them to go on. They make it quick and snappy. Just in the right tempo for show patrons of the present day. Also a good brass band plays for the acts and this counts for a whole lot too.

There are several carnival on the Pacific Coast that need good press agents, but some of the owners and managers of them do not seem to think so. However, it would not detract from their shows if they should happen to modernize their press departments.

**B. H. NYE**, formerly with Leo M. Bistany's Orange State Shows, letters from Clifton Forge, Va., that he is going into Ohio to handle a celebration for a committee. This Our Midway takes as an announcement that Nye is going to be

**EVANS MONEY MAKERS**  
Rely on Evans 48 Years' Experience for Latest and Best Amusement Equipment.

**SHOOTING GALLERIES**  
IMMEDIATE DELIVERY.  
Complete Line of Shooting Galleries. Supplies for All Makes.

**EVANS DICE WHEEL**  
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

**PADDLE WHEELS \$7.50 up**  
of All Kinds

**EVANS ALUMINUM MILK BOTTLES**  
Far superior to old wood bottles. Sound like falling glass when knocked over.  
**\$10.50 PER SET**

**FREE CATALOG**  
**H. C. EVANS & CO.**  
1520-1530 W. Adams St., Chicago, Ill.

**OCTOPUS LOOP-O-PLANE**  
**TWO BIG WINNERS**  
PERMANENT OR PORTABLE.  
EYERLY RIDES GUARANTEE BIG PROFITS

**EYERLY AIRCRAFT CO., Salem, Oregon**  
ABNER K. KLINE, Sales Manager. Lusse Bros., Ltd., Blackpool, England, European Suppliers.

**Concession TENTS**  
Give Measurements as Indicated BUY from Factory SAVE Money

**POWERS & CO., INC.**  
26th and Reed Sts., Phila., Pa.

The Last "Word" in Your Letter to Advertisers, "Billboard".

on his own now. Being as he is rated as one of the best general agents he should have very little trouble promoting celebrations. However, this is not a new field of endeavor for B. H. Nye.

**HENRY CULBREATH!** N. E. Wilson wired from Greenwood, S. C., August 14 that he wants you to wire your home as soon as possible. This could not go in last issue of *The Billboard* because nothing can be put in a paper after its forms have gone to press. Anyone should know that much.

**NEW ARRIVALS** on the Miller Amusement Co., of which Ralph R. Miller is owner and manager, last week at Alexandria, La., were Cecil Horton, with string game; Harry Newcome, ball games; Mrs. A. Borleling, photo gallery, and Wallie Blair, with girl show and pit show.

**COUNTING** receipts of a concession in the presence of midway patrons leads to wrong impressions. Stop it! Anyone who can't help the carnival business should get out of it.

**J. PHILLIP PARKS**, accompanied by Letha May Parks, visited *The Billboard* office last week. He stated that he had the girl show with Cunningham's Exposition Shows with which he closed at end of Woodsfield, O., engagement. He said that in 1906 he was a balloon jumper.

**CHARLES SEIP**, *The Billboard*'s sales agent on Zimdars Greater Shows, letters from Frankfort, Ind.: "My many friends gave me a royal time on my 80th birthday August 13. Presents were numerous, cigars plentiful, and all kinds of things that go to make up a cup of good cheer. All this makes me feel like a two-year-old and in readiness for a few more laps in the race down the road of life.

**WHY NOT PLAY NEW YORK:** New York is the largest city in America and yet its inhabitants have never seen a

If properly handled it will be as good as a season's work. Let's say the "Milk Fund" there as an auspices.

A carnival manager one time wired his general agent on Saturday morning as follows: "Stop being like a snail. Be like a Mexican jumping bean and get a town for next week." The general agent wired back: "Everything okeh. Send money."

**ART LEWIS**, general manager Art Lewis Shows, lettered from Saint Hyacinth, Que., Canada: "Our show has entered Francs, playing the exhibition here. About one out of every 100 here speaks English. We have a big show now and just started to get some business. Now on our second fair and have 12 more to play. All the folks on the show are looking forward to a good season from now to closing time. F. Percy Morency, as all know, is a real Frenchman and he is perfectly at home in this territory. Best wishes to all on *The Billboard*." Art sent in a complete route, all fairs, until November.

**"THE WORLD ON PARADE!"** Our Midway recently received four of L. C. (Ted) Miller's photo cards of scenes and personalities of the Cetlin & Wilson Shows. The three that came from Lewis-town, Pa., show the Charleroi (Pa.) Camera Club taking scenes; George Conatser, lot superintendent, and George W. Hamilton, business manager, and workmen setting up the Skooter ride, Ridee-O in action, and George Hirschberg, shows' secretary. One from Uniontown, Pa., shows men driving stakes for setting up a top, and Neal Hunter, shows' traffic manager. Ted Miller is always trying to do things, and he generally does them and is strong on rotogravure features.

will be recalled by many that he had magic and illusion shows with James T. Clyde's World at Home Shows and the late Johnny J. Jones Exposition. It might be well for a showman of his talents to return to the carnival fold. If he should he would get a big welcome. When Red Onion was manager of the World at Home Shows for Clyde he spent many pleasant hours with this artist and his loyal and royal family and also since the days of 1915.

**VALUE OF KEEPING ROUTES IN:** A man writes from Chicago: "Kindly give me the route of — Shows for next four weeks. I have a show and some concessions I wish to place with them." The *Billboard* gets hundreds of letters during a season asking for show routes. The requests in the majority are of a strictly business nature too.

**JOHN T. HUTCHENS**, general manager of his Modern Museum, letters from Alblon, Ill.: "My recent advertisement in *The Billboard* got me the attractions I wanted. My museum is now in its 16th week of the season and have played three fairs and find business the worst I have seen in 20 years. Show has had but three weeks' business in 16. At present it does not look any too good for fall fairs in this section, in which I have four more weeks booked, then south. Have made more changes in people this season than I have had altogether in last five years, and have had more disappointments in people than during all my years in show business. However I have not missed a pay day."

**A "Particular" Meat Makes Max Goodman a Speaker**

**MILTON M. MORRIS**, general manager, and others with the Goodman Wonder Show, have tried consistently to break the timidity of Max Goodman in the matter of public speaking. At Winona, Minn., recently, Morris got Goodman in the middle.

Leo Ctibor, manager of a show printing house, came on the lot and asked Morris to address the Lions' Club at a weekly meeting. "Going to have anything to eat?" queried Morris.

"Plenty," was the reply. "Then you want Max Goodman." Goodman accepted the bid. Suddenly an embarrassed hush fell over the Lions. Someone remembered that Goodman was a Jew.

Timidly one of the club members apologized, stating that while the next course was pork, Mr. Goodman could order anything he desired.

"I didn't ask what you have. Just put it before me," replied Goodman, releasing one of his justly famous stentorian roars of laughter.

That knocked the lid off all care. Goodman offered a rollicking, jesting speech that left all in a good humor. The Lions voted Max a wonderful, entertaining extemporaneous speaker.

No more will his delegates make his speeches. He, as a talker, has found himself.

**JOHN M. SHEESLEY**, general manager of Mighty Sheesley Midway, is given credit by many for being the originator of the New Deal fair idea and doubtless is. Floyd Newell, his press agent, was going to help John M. write the complete history of the New Deal fair origination, but he never did. John M. thought out another good idea in Richmond, W. Va., in August 1937. He wanted to create a celebration for that community, so he titled it Spuds and Splinters Festival, and at the same time he made all the business men Admirals. Event was a big success, even tho his show was rather large for a town its size. In fact, it was such a success that the business men decided to hold it annually. So it can be seen what just one idea will start.

**IF ALL CARNIVAL PRESS AGENTS** were as careful in the preparation of their news copy as Gaylord White, Jack E. Dadswell, Walter Hale, Ralph Williams, Walter D. Nealand, Carleton Collins, Lester Kern, R. F. McLendon, Francis F. Healy, Gladiola Healy, Starr DeBelle, Jim McHugh, Walton de Pellaton and a few others they would get along better with newspaper editors.

**BERT MINER**, master mechanic and general all-round man on a carnival, is about everything on Dodson's World's Fair Shows. He designed the "Globe" main entrance for the show, which is decidedly out of the ordinary. Our Midway also understands that O. K. Hager, also a good mechanic, assisted ma-

**AFRICAN DIP GETS TOP MONEY**



**FAIRS—PARKS—CARNIVALS**  
Was in Big Money Class at Century of Progress. Portable—Easy to Put Up and Take Down. \$125.00 complete with tank. \$100.00 without tank. F.O.B. Chicago. \$50.00 Dep., Bal. C.O.D.  
**A. M. COOLEY**  
1434 W. Adams St., Chicago, Ill.



**EDNA KANTHE AND BABET**, juvenile members of Crafts 20, Big Shows, whose birthdays were celebrated recently at Lake Merced, Calif. All the roads leading from the show lot to the picnic grove were posted with guide signs which read to "Babet and Edna's Picnic." A record crowd attended and no one was reported lost while en route to the festivities. Photo furnished by Roy E. Ludington.

**WANT**  
FOR 4 FALL FESTIVALS ON THE STREETS  
RIDES—Merry-Go-Round or Chair Plane. Any Show with Own Outfits except Girl Shows. 25% of gross. CONCESSIONS—Bingo, Pitch-Til-U-Win, Fish Pond, Cigarette Shooting Gallery, Hoop-La, Stock Wheels or any other Games. Small Free Act. West Union, O., August 29; Winchester, O.; Seaman, O.; Junction City, O., follow. Wire  
**JACOB PRYOR'S AMUSEMENT CO.**  
French Lick, Ind.

**BREMER SHOWS WANT**  
CONCESSIONS AND SHOWS.  
PLAINVIEW, MINN., FAIR, AUGUST 25-28.  
RICE LAKE, AUGUST 31-SEPTEMBER 4.  
WASHBURN STREET FAIR, SEPTEMBER 5-7.  
AMERY FALL FESTIVAL, SEPT. 8-9-10-11.  
And Others To Follow.  
Address Per Route.

**READING'S SHOWS**  
Fair, Gallatin, Tenn., this week; Fair, Hartsville, Tenn., next week. Need Stock Concessions, Ball Games, Photo, Pitch-Til-Win, etc. People for Minstrel Show and Side Show, also Ride Help wanted.  
**W. J. WILLIAMS**, Manager.

**KEYSTONE SHOWS**  
Want for the following fairs: Indiana County Fair, Indiana, Pa., August 29 to September 3; Oakland, Md., K. of P. Annual Round-Up, September 5 to 7; Toe River Fair, Spruce Pine, N. C., September 12 to 17; Hall County Fair, Gainesville, Ga., September 19 to 24; Cherokee County Fair, Murphy, N. C., September 26 to October 1; Cherokee Indian Fair, Cherokee, N. C., October 4 to 8; Elbert County Fair, Elberton, Ga., October 10 to 15; Walton County Fair, Monroe, Ga., October 17 to 22. Followed by fairs until Thanksgiving week.  
Can Place Ferris Wheel, Pony Ride, Fun House or any worth-while money-getting shows not conflicting with what we have. Want Performers, Girls and Musicians for Minstrel or will book organized Minstrel Show and furnish outfit. All legitimate concessions open. No exclusives. Want Foreman for Chairplane and Ride Help, also experienced Griddle Man for Mickey Sakobie's Cookhouse. All address KEYSTONE SHOWS, Apollo, Pa., this week, or **WILLIAM COOKE**, Fairgrounds, Indiana, Pa.

**FOR SALE**  
**DUAL LOOP-O-PLANE**  
Perfect condition, flashy lighting and complete with rigging, etc., ready to set up and do business. Available with 1935 Truck with custom body which carries entire ride on one load. May be seen at Presque Isle, Me., Fair next week and at others to follow. Price \$1,800 cash and Truck, \$150.00.  
Wire - **DICK SMITH**  
At Presque Isle, or write 786 Cabot St., Beverly, Mass.

carnival the like of the large ones of today. There are several big ones that would doubtless prove an amusement sensation in that city. F. H. La Guardia is the mayor and New Yorkers call him a good mayor. Why not invite him to visit your carnival and see if you can sell him the idea of helping to get your show in New York for a month's run.



**P. W. SPARKS AND WILLIAM MEEMS**, animal men, are seen here posed with a 14-foot python, which they later shipped to a snake farm in Maryland. They are now operating an animal and snake farm near New York on the Hudson River. Photo taken in Orangeburg, N. Y., August 10 and furnished by Sparks.

The owners of a big athletic field put the ban on carnivals. Because the last carnival that used it did not keep its agreement to leave the grounds smooth and free of rubbish as they were when the show moved on them. Another good location gone. What is the matter with show business?

A GOOD PRESS NOTICE sent in by Walton de Pellaton when he was with a show in Portland, Ore.: "The free attractions alone are worth the price of admission charged. The reckless performances of the aerial artists held the crowds spellbound. The attractions are clean, the shows entertaining and the rides are all modern. We heartily recommend a visit to this mighty show that fully covers the entire circus lot. It is a most unusual carnival with most unusual features and the committee should be congratulated in obtaining this new and outstanding show for its celebration." Every carnival should merit praise like the above the next morning in the newspapers after it opens in every town or city.

**HARRY JANSEN**, professionally known as Dante, internationally known and world-touring magician, in times past loaned his subtle art and compelling personality to the carnival business. It

terially in building this front. Bert has some new ideas for putting a band stand over the entrance arch of this globe front. It has been suggested in *The Billboard* by this columnist that band stands be built up on wagons or trucks and that they be made one of the construction features of a carnival. Some day someone will build such a band stand, but it is hard to tell when as it takes a long time to get ideas thru some people's heads.



TWO CUTE CHILDREN and each 2½ years old. Martin Tashgy, son of Mr. and Mrs. Charles Tashgy, is holding hands with Onita Ann Rodgers, granddaughter of Mr. and Mrs. Harry DeVore. All are with Bantly's All-American Shows. Photo, taken recently on the show lot at Waverly, N. Y., was furnished by Harry E. Wilson, shows' press agent.

GROVER WHALEN could get a lot of ideas for the New York World's Fair if he would hold a convention in New York and invite the leaders in the circus, carnival, fair, exhibition, amusement park and pier business to look the plant over. He could also get plenty of news stories in all the newspapers and *The Billboard* if he would do such a thing. However, he might ask what men in the lines mentioned above know about world's fairs. Here is a suggestion for a title for the midway of the New York World's Fair and it is "Amusement Americana." The San Francisco Golden Gate International Exposition offered a prize for a midway title and got one. Larkland and Lark Lane are not bad titles for world's fair midways even if Red Onion does say so himself.

A workman on rides with a carnival wrote recently and said he is a very disappointed man as the I O U he received was not gold plated. He added that the manager of the carnival he was with bought some new trucks and a grand automobile and that he has his suspicion that they were purchased with the money he chiseled his workmen out of. If this is true it is certainly not the right thing for any man who employs labor to do.

but made it somehow. Since then I have never been without a house car, living in one continuously ever since. The old house car is still in good repair but has not been used since the fall of 1911. When the Model T Ford came out (that was some car) I then put another house on it and used it. Trucks were not built at that time except by assembling them from units. Would like to hear thru *The Billboard* from some who were old-timers using some of the early equipment."

If memory serves Red Onion accurately carnival showmen were the first to give recognition to moving pictures, referring, of course, to the late William H. Swanson, W. M. Madison and others. They presented moving pictures under black tops as single attractions or as features of black top shows such as the "Red Dome" show made famous by Swanson. It was also outdoor showmen who first gave recognition to airplanes and dirigibles. Among them were the late Harry F. McGarvie, George H. Hamilton, Harry E. Tudor and John S. Berger. Now inasmuch as carnival and general outdoor showmen first put over motion pictures, airplanes and dirigibles, they should look to the future and see what they can do about television. Television is near at hand and it is Red Onion's prediction that it will revolutionize show business. With television the artistry of magicians, acrobats, jugglers, contortionists and aerialists can be pictured on the stages or in the homes while they are performing in remote parts of the country. Outdoor showmen have been farsighted in the past, so let them march into the future and put television over.

There are any number of vaudeville novelty acts that would make good side-show attractions. Some at liberty are actually looking for work. An advertisement in the vaudeville section of *The Billboard* will put side-show managers in touch with them. Why not add a few more working acts to your shows, Mr. Side-Show Managers? Just remember that magic, juggling, shadowgraphs, paper tearing, sand and rag pictures and the lemon trick cannot be broadcast and that the public likes and will pay to see such acts.

DO YOU REMEMBER WHEN by Leon Murrell Hewitt: W. S. Layton's Mighty Midway Carnival and Fireworks Co. opened its 1903 season at Newport News, Va., April 13, the same day the U. S. Battleship West Virginia was launched in the shipyard in that city. W. S. Layton was owner and manager of this organization; Mrs. W. S. Layton, secretary and treasurer; Bert Hoss and Manning B. (Bert) Pletz were special agents and promoters. The show played the following week in Newport News and then moved to Berkeley, Va., which is now a part of the city of Norfolk. . . . On the letterhead of the Monumental Amusement Co., season 1904, was this line as caption, "A Modern Amusement Enterprise Conducted by American Business Men of Brains, Energy and Hustle." James E. (Jimmy) Finnegan, R. L. (Texas) Harrison and Gilbert (Doc)

Great Skill-O & Roll-Down Shows

Two Silly Islands, State of Inertia. Population, 100,000,000 to draw from. August first to last. Location, special lot made by tearing down the business section of the town. Auspices, Grave Diggers and Crutch Makers' Association. Attendance, more people than could be counted. Pay gate \$1. Weather, rain for 31 days. Bustness, a good season's take.

The Great Skill-O & Roll-Down Shows of several hundred cars moved in on time from Jack Knife, State of Coma, and all was ready to go at sun up Monday, and a few minutes later the crowds came and kept coming day and night for the entire engagement. General Manager Ugo Straight bought a new semi-trailer and painted the Merry-Go-Round ticket box. Mrs. Straight bought out a Five and Ten store and used the merchandise in her corn game. Second day of this engagement she was out of stock. The Five Flying Ginsbergs joined as free attraction. Their juggling of three knives proved a sensation on opening night. After that the masses did not seem to care what they did. Flap Jack, new cookhouse operator, did so much business he did not have time to wash dishes, so he just broke them up and bought new ones. Everybody on the show is looking back at the good fairs they have played and forward to the good ones they are going to play. Hot Juice, chief electrician, has completed the neonization of the office wagon and will start on the shows and rides soon. Tillie Few Clothes is now ballyhooing on the front of All-the-World-Loves-a-Lover girl revue. She features her famous persimmon dance and does it cutely. Visitors: Shorty, Blackie, Whitey, Moe, Gimpy, Red, Blondie and others too numerous to mention. Committee co-operated 1,000 per cent, and invited the show to come back in 20 years. Management is making plans to enlarge the front marquee from 100 to 500 feet for the other stands in this State. Rain spoiled what all on the show are confident would have been the best date of the season.

RED ONION.

G. W. THOMAS, of Community Players, lettered Bill Sachs from Miller, Mo.: Notice an item in the carnival department of *The Billboard*, issue August 13, that a Mr. Applebaum claims to be the originator of the house trailer idea. However, in the spring of 1909 I took to the road with a house car and played Iowa that season. The car was built from what was then called a Model S Ford and joined to a unit called Smith form truck and was built into a living truck. At that time it was a 'freak' and natives came from all around to see the house on wheels. I had plenty of trouble getting over the Iowa mud roads with it,

**LOOK! LOOK! LOOK!**  
**WHAT 1c WILL BUY**  
 GOOD CANDY—Flashy Colored Boxes. FOR Shooting Gallery, Fish Pond, Slum Spindle, Country Stores and all Concessionaires using  
**GIVEAWAY MERCHANDISE**  
 Choice of Boxes—"Arabian Nights," "Days O' Gold" and "High Jinks."  
 \$10.00 per Thousand Packages.  
 \$2.50 per Case of 250 Packages.  
 25% Deposit With Order.  
**CASEY CONCESSION CO.**  
 1132 S. Wabash Ave., Chicago.

Flagg were the owners and managers. William Judkins Hewitt was general agent for a while and booked this carnival in Pineville, Ky., which was the first one to play that town and it was a big winner. Early in the season the show played Alabama, Tennessee, Kentucky, Ohio and one town in Indiana, which was Jeffersonville, where the show closed the week of July 4. Too many partners and gyp concessioners were held responsible for the disbanding of this Monumental Amusement Co. . . . Mike Smith had the colored minstrels with the K. G. Barkoot Shows in 1906 and with A. T. Wright, J. M. Kinsel, W. M. (Kid) Cummings organized and managed the Coney Island United Shows following the closing of the Barkoot Shows the fall of that year. K. G. Barkoot and his brother, Habib (Babe), then went to Norfolk, Va., to get an attraction ready for the opening of the ill-fated Jamestown Exposition. This venture proved very disastrous for the Barkoots.

TO R. S. UZZELL, the amusement park expert: You some years ago asked the writer what form future amusement parks will take and where will they be located. This is the reply: They will be built on mountain tops to which patrons will fly in airplanes. The distance from large centers of population will not have to be taken as a serious drawback to their success. It will take at least 5,000 words to elaborate on this plan for the amusement park of the future; suffice to conclude, Natural Gravity Scenic Railways will be one of the features. In these parks there will be woodland theaters presenting vaudeville, dramatic and musical productions. In lieu of woodland theaters tent theaters will be used. In 1935 the writer happened to be in Middlesboro, Ky., and heard of the Pinnacle near there, and at that time it was said that the Sky Ride from the Century of Progress, Chicago, would be brought there and erected as the beginning of a "mountain top" amusement park, but the plan was abandoned. The Pinnacle is in Cumberland Gap, between Kentucky and Virginia, and is on the Tennessee line. Look this over, R. S. Uzzell, and other men in the amusement park business who are looking for a change in locations from hot congested centers.—Red Onion.

Life of Ugo Straight, The Skillo Operator

Ugo Straight first saw the light in a humble log cabin snugly situated on a mountainside in Arkansas (all great men were born in log cabins). He was born to poor but honest parents named N. G. (Nogo) and Bingly Straight, who together worked diligently swapping horses and trading mules to accumulate enough money to make both ends meet, as well as lay enough of their hard-earned money aside for the sole purpose of giving their only offspring and heir a college education.

At that time father Nogo knew nothing about a G on a joint, but he did know the gaff on a mare with the heaves and knew that it didn't pay to try to swap off a sway-backed mule unless the animal was well padded with blankets and carried a saddle. The first nine years of Ugo's life were uneventful ones. He trudged off to the country school some miles away, learning his A B Cs and doing a few chores around the place. At the age of 10 he decided to give up further schooling against the wishes of his parents.

The next six years found the hero a day dreamer with mythical fortunes always in his grasp. He idled in the hills and woods, robbing bird nests, fishing and helping his father at the still. His father often remarked: "That boy will make a great roadman some day. He is too lazy to work and will promote anything that he can get his hands on." At the age of 16 Ugo saw his first carnival. Accompanied by his father, they rode a mule double some 30 miles to a county fair. After hitching the saddle mule to a post the two Straights spent

**SENOR FLORESQUE**  
 The Earth's No. 1 Aerialist extends 1,000,000 thanks to MR. MAX GOODMAN, including his co-workers and friends on the GOODMAN WONDER SHOW for their grand co-operation during my 10 weeks' wonderful spring engagement with that show. Now about to conclude a highly successful 11 weeks' engagement at HAMID'S MILLION-DOLLAR PIER. This super-thrill sensational act is available after Labor Day. Write now! SENOR FLORESQUE, Hamid's Million-Dollar Pier, Atlantic City, N. J.

**POPCORN CONES**  
 Have FLASH that brings in the CASH! Sold by Pop Corn and Paper Jobbers from Coast to Coast.  
**BRITZIUS MFG. CO., Dover, Minn.**

**TRAILERS**  
 ROYAL COACHES  
 Perfection on Wheels and ALMA SILVERMOONS  
 Most Livable of All  
 Sold On Convenient Terms.  
 Send for Circular.  
**ORR & ORR**  
 2634-36 S. Michigan Ave., Chicago.

the day riding on the Merry-Go-Round. This visit really caused the family to give up country life, Ugo insisting on his parents' moving to the city where life really could be enjoyed. City life gave the young hero many opportunities to gain a worldly education. Carnivals were weekly events, and he spent his time mixing with the Smart Money boys, learning the jargon of the road and the ins and outs of a traveler's life. He also picked up the local easy-money ways and means and at the age of 18 was considered the best cue shot in the town. He not only filled his brain with come-easy-go-easy information but kept a book filled with information of value such as the percentage on dice, the best bookies and bets, as well as some 200 names and addresses of local hashers and chambermaids. During the years that followed Ugo (See LIFE OF UGO on page 68)

## Rubin & Cherry (Railroad)

Battle Creek, Mich. Week ended August 13. Auspices, American Legion. Weather and business, good.

This last of '38's still dates for Rubin & Cherry Exposition found all in eager readiness for a triumphal entry Sunday into Ionia, Mich., whose free fair has had its midway supplied exclusively by this organization for more than a decade. Nat Worman's shop has been working overtime building and rebuilding equipment. A paintbrush-wielding army has transformed midway. Much new canvas is in evidence. Mr. and Mrs. Henry Boers awaiting arrival of their daughters, Theodore and Teresa, from their St. Louis home. Morris Redding, of Niles, Mich.; Frank Redding, of Michigan City, Ind., and Mrs. Ethel Boss, also of Michigan City, brothers and sister of General Manager Joe Redding, visited him with their families. Mrs. Annie Gruberg returned from a visit of several weeks in Philadelphia and Atlantic City, N. J. Colleen Humphreys joined Tops of 1938. Margaret Berg operating a ball game. Showfolks made a fad of visiting Battle Creek's famous food factories and comparing their souvenirs. Jack E. Dads-well busy with a vast amount of photographic equipment, snapping show individually and collectively. Willie Austin and his colored swingsters receiving scads of fan mail following local radio appearance. RALPH WILLIAMS.

## Strates (Railroad)

Caledonia, N. Y., Annual Fair. Week ended August 13. Weather, good. Business, bad.

First fair date of season for Strates Shows about 50 per cent off from last year. One day, Wednesday, was lost entirely by heavy rain which lasted all day. Fair crowds attended but did not seem to have money to spend. Auto races Saturday night kept patrons in grand stand until 11:30 p.m., thus practically spoiling shows' Saturday night play. Visitors to see General Manager James E. Strates during week were Glenn Grinnell, secretary, and Dean Page, concession manager, of Batavia (N. Y.) Fair; Victor Faucett, secretary, and Mr. and Mrs. Clarence Perry, of Bath (N. Y.) Fair; Al Phleeger and wife, secretary of Dunkirk (N. Y.) Fair. Max Cohen and family, of American Carnivals Association, visited Saturday night. Hal Smith and wife,

# 3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$5.25; 50 cards, \$8; 75 cards, \$6.50; 100 cards, \$10; 150 cards \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

# 3000 KENO

Made in 80 sets or 100 cards each. Played in 8 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

## THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Lapboards, white cards, 3 1/2 x 14. Per O. . . . 1.50. Stapling Bingo Cards on same, Extra, per O. . . . .50. Bingo Card Markers, in strips, 25,000 for . . . . 1.50. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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**THIS WEEK and EVERY WEEK**

# Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Rochester correspondent of *The Billboard*, also visited Saturday and had a long chat with writer. Secretary Harold English was noticed around horse stables all week admiring racers. Harold is a real lover of horses. Sid Smith joined here with his Chinatown Dope Expose show and was one of top-money shows during week. Billie Smithly, of Lion Auto Drome, was clawed by King, one of group of lions she works in her act, Saturday night. She was rushed to a hospital, where physicians were forced to take five stitches in wound over her left eye. BEN H. VOORHEIS.

## Huggins' West Coast

Seattle, Wash. August 8-13. Auspices, Forty and Eight Exposition. Location, Denny Regrade. Weather, rain Saturday. Business, fair.

Show opened here on downtown location for third time this season, real achievement on part of General Agent Harry L. Gordon. Altho attendance was somewhat light on opening nights, customers spent freely. Cloudy weather all week finally resulted in heavy rain all day Saturday and completely washed out night play. However, Manager Huggins was satisfied, considering fact that this was first time this show has lost a single

his fire dive. Jack Green, formerly on sound car, left show. Three Frederickson Girls entertain midway dally with comedy capers, Ma Frederickson often joining girls to make it a foursome. CARL FOREMAN.

## O. J. Bach

Ticonderoga, N. Y. Week ended August 6. Auspices, Jeffers Hose Co. Weather and business, good.

Weather behaved itself during show hours, altho several heavy daytime showers made it necessary to haul quite a few loads of shavings onto midway. Shows, rides and concessions had a good week considering economic conditions.

Weekly social party was jointly emceed by Tom Horan and Lee Taylor, of short-range lead gallery. The boys arranged for party at a near-by rustic lodge and provided many novel stunts which pleased and amused crowd. Jack Woeffle managed floor, and music for dancing was provided by Art Pottery and his Swing Band, a clever group of local musicians. Visitors: Mr. and Mrs. Ernest Hodgdon and Phillip C. Sills, latter foreman of Merry-Go-Round for many years on old Nat Reiss Shows. Vivian Garlook on for visit with her parents, the Ben Garlocks. Mr. and Mrs. Bill Delaney,

Spanish War Veterans. Business, fair. Weather, good.

Commonly known as "Hangtown," named such because gun and hangman's noose were only known law and order. Here Studebaker built his first car, and his shop still stands today as if just closed for evening. Today population of 5,000 people, many who at one time ferreted soil for most precious of all metal, gold. This stand proved much better than previous year. Changing grounds around made it much harder to locate show. Weather was very hot, registering about 110 entire week. High spot of week was a softball game between ride men and the concessioners. Ride men won by wide margin. When concessioners were approached by management and asked why they lost, answer was, "Well, you see there was no gaff on the joint." Scooter was big favorite among rides, Octopus taking second place. Fad of week was frog hunting. Immediately after show closed at night writer and Jack Lindsey, of bingo; Babe Collins, of Penny Arcade; Leroy Belleja and Treetop and Jumbo, concessioners, with their wives, drove 25 miles to a private lake, and after rowing all night with spear in hand, returned with 12 small frogs and Jack Lindsey with two toads. WILLIAM HOBDAV.

## Greater American

(Motorized)

Galesburg, Ill. August 6-13. Location, Allen showgrounds. Auspices, American Legion. Business, poor. Weather, fair and hot.

This stand one of worst of season. Very few people on midway and what came were merely onlookers and not spenders. Show moving into Missouri for fairs. Everyone on show in sympathy with Sandy Hogan and wife. Mrs. Hogan's brother was killed in airplane crash in California. Owner C. A. Vernon recently purchased revolving spotlight capable of throwing a light beam 25 to 35 miles. This light makes public come to see just what it is. Harry Brown, who has three concessions on gift-giving row, is doing very nice business. Roll-down agents are Bill Lewis, Spaghetti, Moco Marchbank, Lucky Mitchel and writer. Other agents are Howard Parks, Billy Allen and Roy Allen. R. A. Miller has live-dog stand and holding his own. Doc Jones has blanket store; Willie Wilson, ham and bacon; Slim Cunningham, roll-down and bird store. Agents in roll-down are Charles Good and Jimmie Allen. Jack Rowe is doing very nicely with his three concessions, which are cigaret shooting gallery, fishpond and balloon penny pitch. Mr. and Mrs. Jimmie Allen proud parents of 7 1/2-pound boy. Mrs. J. C. James has been confined to Peoria Hospital for operation which she underwent two weeks ago.

Show visited this week by Charles Ray, novelty man. Sandy Hogan's Ten-in-One has been doing very nice business, as have Mickey Wall's Paris Before Dawn and Will Adams' Show Beautiful. Show people visited Crowley's Show in near-by Burlington, Ia. Pinkey Evans and Don Johnson painting Octopus. Rabbit Baker building new pony ride. Tom Brown and C. A. Vernon on business trip to Burlington (Ia.) Fair. J. C. Wilson, owner and operator of cookhouse, is doing excellent business. Until this season he operated in Texas.

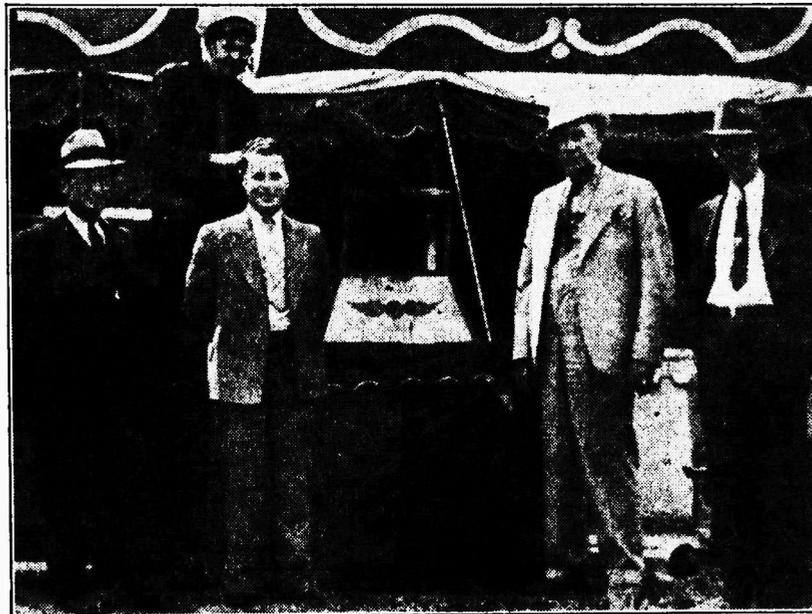
R. R. DAVENPORT.

## Kaus

(Baggage cars)

Wyoming, Pa. Week ended August 6. Auspices, Veterans of Foreign Wars. Weather, good. Business, poor.

Week of hot sultry weather with showers Monday and Wednesday which helped rather than hindered. Neither did a shower about 8 o'clock Saturday night hinder, for best crowd of week turned out. Altho there was increasingly good attendance each night, volume of business done was small. Shows registered best grosses, with Cotton Club being most popular. Front man Kirby had customers waiting in line for one performance to end and another to begin. Good while it lasted, but there was not enough of it. Motordrome continued to draw well, and Monkey Show registered a fair volume. On rides customers preferred a thrill for their money, as Loop-o-Plane and Octopus were only ones to register any business to speak of. On concession row no one would admit to doing any business. Willie Lavine was on sick list for a week but is now back on job. Painter Tex Christain is rapidly completing front redecoration. He says his plans for further beautifying show will keep him busy rest of season. Mrs.



SCENE ON HUGGINS' WEST COAST SHOWS snapped in front of Hickman's Miniature Circus during shows recent engagement in Seattle. Left to right: Harry L. Gordon, general agent; Lew Kessler, chairman of 40 and 8 of American Legion committee; W. C. Huggins, owner and manager, and Joe Glacy, side-show manager. On dallyhoo stage Milton C. Hickman and Princess, trained baby seal. Photo furnished by Carl Foreman, shows' press agent.

night by reason of rain or inclement weather in 15 weeks of trouping, something really unusual in this State. Show tore down early on move to Bellingham for American Legion State convention. Side Show and Dodgem topped midway. All shows now equipped with public-address systems in preparation for Vancouver (B C.) Exhibition. Jimmy Kling was very busy all week in his usual efficient manner, also with Vancouver in mind. Joe Glacy has gorilla-woman grind show in readiness to open in Bellingham, which Joe de Mouchelle will handle. Otto Taglieber, free act, made two fire dives this week, and W. C. Huggins added Dare-Devil Miller to free-act roster for run here. Billy Williams, ride superintendent, now running sound car in addition to many other duties in his own capable fashion. Eddie Flynn set for several grab stands in Vancouver. Jack Schaeffer and Harry Goodman are enlarging their establishments. Jimmy Smith, Freddie Preussing and Gilliper Douglas among those joining Pacific Coast Showmen's Association this week. Joe Glacy, Joe de Mouchelle and Billy Williams have been very active in securing new members this season, and it is expected that a record number of new members on this show will be accepted this season. Al Cohn is now in Heyday ticket box. Marie Scott lecturing on Leo-Cleo in Side-Show annex. Jimmy Kling and Ernie Santinni have become quite proficient in assisting Otto with

operating pitch-till-you-win and blanket store, left for fairs. Mr. and Mrs. Mearle Bucklaew, accompanied by police dog, Rex, joined with bingo game. Virgil Sastetter and Robert Bump joined with pitch-till-you-win. A. Gallardy and family came on with "strangest animal" in world show, elaborately framed on long trailer. Many enjoyed water sports, as show was located close to Lake George. LEO GRANDY.

## Golden State

Woodland, Calif. July 26-31. Weather, good. Business, fair.

This was by far weakest stand of season. Said to be so on account of sugar-beet harvest being about one month late. As this business brings into county hundreds of beet "tramps," who when they are working and getting a pay day naturally spend a little, but, alas, no money, no money, no spend. At night lot was visited by a few dozens of people with no money. Tops on midway was Dick Kanthe's Athletic Arena, Side Show and girl show taking second place. So pleased were ride men to make move they started a race between Heyday and Big Eli Wheel. Heyday ride was far out in lead until ride foreman Art Ray thought he would take a rest and brag about his achievement, and this was his undoing. Big Eli Wheel won by about 10 seconds.

Placerville, Calif. August 2-7. Auspices,

George Gurman, wife of sword swallower, joined Side Show, doing a torture-board act. Business Agent George Whitehead has become a show owner. He bought illusion show. La Belle Renee and Billie Lawson working front. Millie Lynch, fan dancer, joined Cairo show. Thelma Drayer spent week on show visiting her mother, Mrs. Elsie Drayer. Tommy McMahon, of cookhouse, had a surprise visit from his sister and brother-in-law, Mr. and Mrs. Albert Metz. Mr. and Mrs. Pete Birch, of Scranton, were visitors. Sol and Mary Salsberg spent a day looking up their many friends on midway. Mr. and Mrs. Jimmie Burns received a visit from Jimmie's sisters, Mrs. Thomas Callahan and Mrs. Agnes O'Neill. Mr. and Mrs. Bill McPhillips paid a farewell visit to their friends on midway before show moved away from their home town.

LESTER KERN.

**John R. Ward**

Albion, Ill. Week ended August 13. Edwards County Fair. Weather, ideal. Business, good.

After finishing a week in Carlyle on the streets at annual home-coming it was a relief to get where they really want a show. Committee so exceptionally nice that it made all on show glad that they are in the business. This fair profitable for everyone on show. Mr. and Mrs. S. J. Cantara are back with show in charge of cookhouse. Mr. and Mrs. Cliff Knox are proud owners of a new Charles T. Goss Chevrolet truck, as are Mr. and Mrs. Harry L. Small, who have had a nice season with their corn game. John T. Hutchens is still topping midway with his museum, and Dr. and Mrs. Warren are nearly always a close second with Maggie Murphy. Ted Sharkey is new man on show front and is getting his share of business. Mrs. John R. Ward and shows' little sweethearts, Joy and Julie, are still on show but will leave soon to go to school. Visitors: Mr. and Mrs. Charles T. Goss, Mr. and Mrs. Joe Betty, Mr. and Mrs. Orla Lashbrook and son, Buddie, from Mt. Vernon Tent and Awning Co. JIMMIE BOYD.

**W. C. Kaus**

Rome, N. Y. Week ended August 13. Auspices, LOOM. Weather, good. Business, fair. Location, Conrad's lot.

Monday night opened to fair crowd, people staying late and spending fair. Balance of week same with exception of Wednesday, lost because of heavy rain which continued thruout night. Entire week proved to be just an ordinary carnival date with patrons dividing their spending. Everything on Midway did about same with exception of new girl show, which topped shows, with posing show second. The Octopus in ride line-up with U-Drive-It cars second. Others just normal gross. Because of rain Wednesday night entire personnel of show spent night out and local theaters were patronized heavily by show people. Leon Barnard, of show and bingo, received injuries to left foot but continues to work. Billy Kaus is recovering from foot injuries. Girl show has Viola Dodge, Nina Kilgore, Ray Martin, Wade Kennels and Charles Johnson. Latter injured his foot while tearing down Saturday night and is confined in Utica Hospital.

Kaus' Social Club met Thursday night with Wynne Howell as emcee. Good program was had with several contests. Among them a needle-threading contest won by Al McDonald. A Kangaroo Court, presided over by Johnny McCarthy as Judge, sent audience into hysterics with his actions and nonsense. All members were entertained with Hawaiian music by Charles Johnson and Ray Martin, of girl show. Walter Vallance added to his custard equipment a new sterilizing system to comply with board of health regulations.

DOT GORGRANT.

**Zimdars**

(Motorized)

South Bend, Ind. Fair. August 1-7. Location, Playland Park Fairgrounds. Weather, good. Business, fair.

Highly touted South Bend Fair was somewhat of a disappointment from a general viewpoint, but rides did a fair business at night, as did most of shows. There was a grand-stand performance every afternoon but attendance was very light. Bertley's Three-Ring Circus presented acts, with Flying Nixes in Globe of Death closing performance. Several hundred orphans were entertained Thursday afternoon. Betty and Benny

Fox, world-renowned sky dancers, were guests of show during engagement. Benny Fox performed on Big Ell Wheels. Photographs were taken and run in South Bend Times. This intrepid pair will give their performance in South Bend in near future. Many visits were exchanged with Rubin & Cherry Exposition in Elkhart. Showfolks got their fill of swimming in Playland Park.

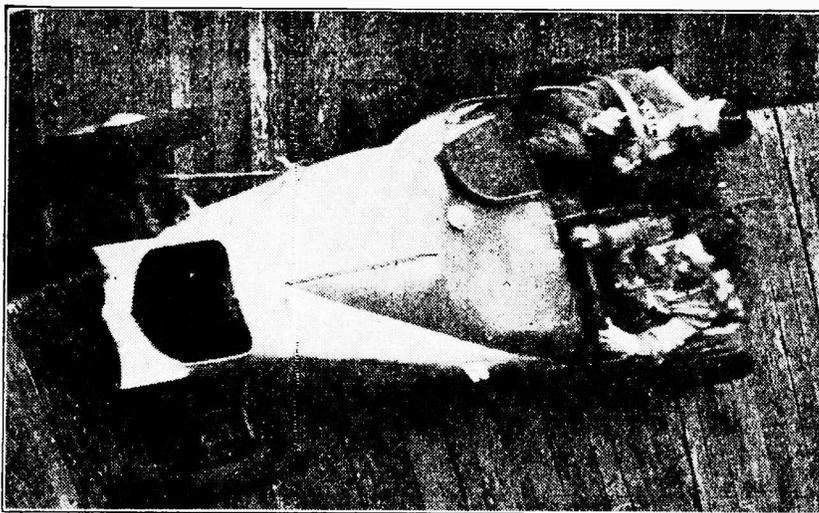
Fairmont, Ill., August 8-13. Vermilion County Fair. Attendance, good. Business, fair.

Show completed 200-mile jump with everything in and up on time. Midway was laid out on streets and much of show was left down due to lack of space. That of show that was up proved too much for stand but, nevertheless, business was better than expected. Afternoon play was very light, but visitors from many different towns and from nearby Danville, bolstered night crowds to profit-making basis. Johnny J. Jones' Exposition played in Danville with many visits exchanged. Writer has never before seen such a large display of excellent livestock at a fair of this size or at many larger fairs. Mr. and Mrs. Hayden Ellis and daughter, Juanita, parents and sister of Mrs. Harry Zimdars and Mrs. Artie Zimdars were in Fairmont upon arrival of their daughters to latter's happy surprise. After a too-short visit they returned to their home in Dallas. Equipment that was not erected was sent to Frankfort, Ind., for that fair. Zimdars purchased two more new International trucks. Privilege Man Williams, of fair board, responded 100 per cent.

BUDDY MUNN.

were liberal with space and Mount Carmel Item very good in publishing art and stories. Show billed in all above towns. Committee gave little co-operation and less help. Much trouble with ticket takers. All concessions worked and shows pleased patrons apparently. Gene-Eugene, of Aphrodite attraction, left for New York, closing engagement with show. Bill Sylvis, after trying out Look show, again failed to make it click, is no longer with organization. Eddie P. Rahn closed activities for season here, show all booked and he carries good wishes with him. Jimmy Raftery, general manager, away on trip. Dave Fineman went to hospital. First try-out of new Barkoot Co. ride, Dipsey Doodle, very successful, rode over 600 children Saturday matinee. Sally Murray, of Rochester, N. Y., has made more than good taking Lillie Dawn's place in French Casino. With Lottie May and Wilhamena Cherry and Doris Vane there are four beauties among Casino personnel. Charlie Gramlich has two new dancers in Virginia Warwick and Ruth Ritttern. Norman Warwick on tickets and Al Paulert is now managing for Charles Joy Gramlich, who will confine his activities to production and directing show. Loretta Huff joined Rainbow Frolics as a dancer. Dewey Hiff, now well again, is in charge of canvas and stage of Casino. William Weber, fully recovered, is with show again. Mrs. Rose Gruberg had fair week with Bingo and Frozen Joy. Mary Ross with Midget Village in '36 rejoined. Joe Mannheim still has everything ready on show's arrival.

DICK COLLINS.



BROADCASTING FROM THE INSIDE OF A MOTORDROME while the automobile and its passengers are whirled around inside the circular track at 50 miles an hour is, indeed, an unusual stunt. This feat is illustrated above and shows Dolly Ferris, sensational driver with the Goodman Wonder Shows, and her passenger, Samuel Levitan, the mickeman and special events director for Station KDAL, Duluth, Minn., when the show played that city recently. Levitan, while taking the place of the lion who usually rides with Miss Ferris, described his sensations to radio listeners as he was speeding at right angle on the wall. According to the broadcaster, who furnished this photo, this is the first time such a feat has been put on the air.

**Cunningham's**

Cambridge, O. Week ended August 6. Location, Madison Avenue. Auspices, Disabled Veterans. Business, fair.

John Cunningham, owner and manager, was given a surprise birthday party in girl review top after show closed on July 3. Ice cream and cakes were served. Party lasted until 2:30 a.m. Many gifts were presented Cunningham and entertainment was given. Week began with large gate and fair business. Thursday and Saturday nights were total blanks because of rain. Clint Roberts, Lester Bradley and Leshi Brothers arrived this week with five concessions. Dorothy, Hilda and J. F. Cunningham attended Woodsfield Fair Wednesday afternoon.

DOROTHY CUNNINGHAM.

**World's Exposition**

Mount Carmel, Pa. August 1-6. Auspices, West End Fire Co. Grounds, West End showgrounds. Ten-cent gate. Weather, ideal. Business, just fair.

Attendance fairly good, weather propitious, but shows and rides did not score much. After first two nights reduced all rides to 5 cents, business improved somewhat, quick nickel beating slow dime. Gate was fairly good. Majority of people came from Ashland, Shamokin, Shenandoah and Girardville, as show used newspapers in each city. They

**Ideal**

Hornell, N. Y. Week ended July 25. Weather, hot. Business, good.

Quite a big crowd every night. Wednesday, Ladies' Night, brought out several thousand of fair sex. Rain Friday night just before opening time, but there was a good crowd out. Saturday night midway was packed and patrons spent money. Several new trailers were added. Side show has new top for its private cookhouse. Joe Johnson is recognized "rummy" champ of show. New office trailer is nearly finished.

M. LASKY.

**White City**

(Motorized)

The Dalles, Ore. Four days ended August 7. Location, circus grounds. Auspices, American Legion. Business, fair. Weather, continuous wind. Pay gate, 10 cents.

The 450-mile move from McCall, Ida., practically covering entire State of Oregon, was made with several breakdowns and delays by trucks, and one day was lost by nonarrival of lighting system in time for opening. Continuous high velocity of wind kept show tops in peril all week, and only thru dint of effort on part of show employees canvas was saved from destruction. May Collier narrowly escaped serious accident first night when wind carried her across tank,

forcing her into a jackknife to prevent her from missing water. Striking bottom of tank, she was out for several moments but recovered and continued with her act rest of week. Marlo and LeFors performed their act with difficulty as wind bent their swaying pole like a reed in wind. Practically entire show personnel stopped over at Pendleton to visit Hilderbrand's United Shows, where a most generous reception was tendered them. O. H. Hilderbrand and General Manager E. W. Coe headed reception committee that conducted visitors about midway exhibiting mechanical wonders and electrical innovations installed this season. Unanimous opinion was that free attractions, Four Rockets, Eustrel Troupe and Smith's Diving Ponies, were top class and their performances enjoyed by all who witnessed them. Hilderbrand R. A. T.'s extended an enjoyable afternoon and evening to White City R. A. T.'s, climaxed by a midnight luncheon at a local cafe thru courtesy of Mr. and Mrs. Claude Barie. Lucille King was ill several days but recovered. Peggy Nelson recovered from her recent illness and departed on a visit to her home in Olympia, Wash., to recuperate. Mr. and Mrs. Bud Cross visited en route from Silverton to Pendleton. Mrs. Dolly Heldbreder, of Yakima, Wash., was house guest of Mr. and Mrs. C. F. Corey during engagement. Lucille King spent week-end visiting Mrs. Nadine J. Fromm in Portland. General Agent Arthur Hockwald returned from his booking tour in Nevada. Mr. and Mrs. C. F. Corey made trip to Yakima, Wash., to visit relatives. Johnnie Hertl made two trips to Salem, Ore., on business. Johnnie Harris joined Tilt-a-Whirl crew. Dallas Root departed for Portland. Mr. and Mrs. Murphy O'Kelly departed for Pueblo, Colo. Wildcat McCann was a nightly visitor. Frank Hens departed for Kansas.

WALTON DE PELLATON.

**Elite**

(Motorized)

Trenton, Neb., Powwow. August 1-6. Location, Fairgrounds. Business, fair. Weather, threatening all week.

Past three weeks were busy ones for all departments on show getting ready for fairs and celebrations. Show lcked

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spick and span at this stand, first celebration this season. Due to weather business was just fair. Larry Reed's Goofy Farm topped midway. Dr. Dean joined Blackie Pike's pit show as annex feature. Miss Coefelt joined Pence's Posing Show as added attraction. Prince Del Rio, human marvel, is new addition to Arendell's LaZora show. Charles Rotolo, manager, purchased a new V-8 truck and also a new V-8 motor. Motor equipment now consists of 28 trucks and trailers. Mr. and Mrs. Charles Smith are proud of their house trailer they purchased here. Opal Bogle is speediest ticket seller this writer knows of and fills position on Tilt-a-Whirl satisfactorily. Mrs. Frank Moline, of Omaha, Neb., spent week here with her daughter, Mrs. Charles Rotolo. Jess Dunn, chef, and wife, Jennie, waitress, joined Jack's Midway Cafe. Chuck Burns, new mechanic for show, is doing a nice job keeping equipment in shape. New concessioners are Mr. and Mrs. Charles Elliott, from Kansas City, with a very neat Iron Claw trailer. Their singing parrot, Popeye, entertains daily at cookhouse. Show has a mutual sick benefit club titled Squawkers' Club. Club has proved its worth by buying a first-aid kit; thus it has been able to furnish medical aid on the lot. Several members have benefited thru doctor's services that are also furnished when necessary. Jack Polk, who booked grand-stand attractions here for Barnes-Carruthers booking office, was laid up all week under doctor's care with a poisoned face caused by an insect bite and was still in bed when the show left town. Mademoiselle Florence, high pole act with show, entertained Jack Polk and wife, also Joe Melvin, Jeanne and Guille, free acts appearing in front of grand stand. DON FOLTZ.

### Burdick's

(Baggage cars and trucks)

Hamilton, Tex. Week ended July 30. Auspices, Firemen. Location, downtown. Business, good. Weather, rain early in week.

Long jump from Marlin made difficult because of muddy roads and swollen streams. Beyond Waco, unit, traveling by truck, was forced to wait until Boske River lowered enough to allow cars across. Dirt roads and rain to Gatesville, where Manager Burdick tied up for night, he and Ollie Wade going on to Hamilton to survey roads. Saw Warnken's shooting gallery in ditch, little damage. Farther on saw Burdick's house trailer in ditch. Again no damage. Wrecker to rescue from Highway Department free of charge. Back to Gatesville Monday to pilot trucks

thru. Opened Tuesday. Typical cow town, 10-gallon hats, Western spirit and splendid business. Best Saturday gross of season. Visits exchanged with Valley Shows playing Friddy. Visitors: Carl Martin, Bingo; Joe Gavin, wheel, accompanied by his wife and daughter; Mr. and Mrs. Frank Deason and Billy Henderson. Ira Burdick Jr. remained in Marlin for a course of baths, also piano under a private tutor.

Gatesville, Tex. Week ended August 6. Auspices, Firemen. Location, suburbs. Business, good.

Town not friendly to carnivals yet Burdick's reputation again stood in good stead. Splendid co-operation from committee. Saturday, repetition of business at Hamilton, with Batesville topping former by narrow margin. Many visitors from Hamilton thru week. Ride men and concessioners redecorating, getting ready for fair at Fredericksburg. LAVERNE LUTHER.

### Buckeye State

(Motorized)

Water Valley, Miss. August 8-13. Location, fairgrounds. Weather, hot and clear. Auspices, Watermelonia committee. Business, excellent.

Second consecutive year shows played watermelon carnival here. Stand was a great success. Thursday grounds were packed from official opening at 9:30 a.m. until after 2 a.m. Friday. Mr. and Mrs. James Wilkes, Secretary Starbuck's children, rejoined show here after a vacation. Mr. and Mrs. Slim Reynolds brought their Museum from F. H. Bee Shows. Mr. and Mrs. B. J. Morrison joined with their Mabel show from C. D. Scott Shows. Austin Miller, of Jackson, Miss., added as staff mechanic in charge

second time this season Hazel Fisher's mother a visitor. Betty Coe, Leone Barle and Fern Chaney presented "A-Show-Within-a-Show" for PCSA Auxiliary benefit Friday night. Manager E. W. Coe and George Morgan giving full co-operation. Gene Knowles' pony ride topped midway for kiddie rides, with Fred Thumberg, Octopus, tops for major rides. Barle's French Casino had best week of season. Stewart's Mystic Temple runner-up. Lewis' Kongo show had nice week. Mystic Temple placed Hopi, frog boy, in line-up. New nudist colony show, with novel front, opened here and is credit to midway. Owned by Fred Stewart, managed by Don Harmon. New Dog Circus, Captain C. Schroeder, manager; Flip and Rex featured attractions aided by eight canine actors; Texas Bob, rope spinning and Western novelties. Smith's Side Show added new novelties here, well patronized. CLAUDE BARIE.

### Cetlin & Wilson

Untontown, Pa. Week ended August 13. Western Pennsylvania Firemen's Convention. Location, Reagan's show-ground. Weather, good. Business, fair.

All doings for convention were held several blocks away from showgrounds, which did not do show much good. Biggest of week, Thursday, night of parade, otherwise business only mediocre. Quite a lot of painting and repairing done during week, as weather was ideal for painting and all on show took advantage of it. Visits exchanged with Dodson's Shows and numerous visitors from Frank West's Shows Saturday. Clark Queer, postmaster of Mt. Pleasant and an ardent show fan, was a visitor

Guinn, father J. C. Guinn, concessioner. Service for John Zardfonetis, who died at Corsicana, Tex., uncle of Joe C. Jones, high striker chief. Charles Beck, "Davenport's Barnum," old-time magician, contracted Doc Waddell to book his one-man show this winter under fraternal societies. Edward J. Moeller, Davenport sign expert, presented Stanley Gross with new-idea side-show banner. Otis Vaughan and Jewel Sloan back from Minnesota with new rides. Dick Austin, son of A. R. Austin, joined his father; working on diggers. For first time senior Austin presented in his rodent circus racing miniature wall-crushing cockroaches. In troupe, large-sized rat roaches ride, and rat with roaches in pyramid about him does whirling dervish stunt. Big hit with children. Jack Kincade and wife, Frances, former carnival people, now establishing in towns street gasoline scooters. Bill Reed and Max Kelso visitors. Mr. and Mrs. V. McElmore purchased a new Ford sedan. Billie Smith in charge of Webbs' new-idea ball game. Mrs. Lin Breland visited. Mr. and Mrs. C. A. Vernon, of Greater American Shows, given luncheon. George Harris band added three musicians, Homer Copeland, Barney Brazil, and Clark Ambers. GEORGE WEBB.

### Johnny J. Jones

(Railroad)

Danville, Ill. Week ended August 13. Auspices, American Legion. Weather, one night rain. Business, fair.

Due to Muncie Fair closing on Friday night, Johnny J. Jones' Exposition arrived in Danville early Saturday evening and opened for a seven-day run Sunday night. Sunday opening proved very good; wonderful Friday night business, rest of week only fair. The Commercial News that for several years had not accepted carnival advertisements or art and stories laid aside its anti-carnival policy and gave show an unlimited amount of co-operation. Business Manager Edward Hughes stated "Reputation of show speaks for itself, we are willing to co-operate 100 per cent." Members of show met at Springhope Cemetery Thursday afternoon to honor three departed showmen. Memorial services were held at graves of Clarence A. Wortham, Charles G. Kilpatrick, and John Harrison, an express agent who founded Commercial News of Danville. Beautiful floral offerings were placed upon graves of those who were once famous in realms of tented world. Manager T. M. (Tommy) Allen announced Bertha (Gyp) McDaniel has placed loud speakers on front of her Rocky Road to Dublin for self-defense. Griff Griffin, member of CFA, a great booster and aid to all showmen, spent several hours with writer in the press wagon. Jack Swift, motion picture actor and son of late Omar Swift, head of act known as Flying Swifts, a daily visitor and pal to many on show. Mr. and Mrs. Harry Zimdar, and Al Fine, business manager of Zimdar's Shows, playing close by, and many from that company were visitors. Howard Ingram, "Slate" and P. J. McLane, of Mighty Sheesley Midway, spent an evening on lot. Other visitors included Dr. Gerety, brother of Barney S. Gerety; Charles Driver and Burney Mendelson, of O. Henry Tent and Awning Co. STARR DeBELLE.



FLOODS AND HEAVY LOTS have been encountered in great numbers all over the country since the opening of the season. The above picture was taken on the F. H. Bee Shows recently at Grayson, Ky. Noted in it are Mrs. Clarence Krug, Dud Saunders, Mrs. M. Walters, Clarence Krug, Eddie Johnson and Mrs. E. E. Baker. William R. Hicks, who furnished the photo, reported that at one time the water was five feet deep in several places on the midway.

of all trucks. Pat Brown built new front for shooting gallery. Robert Epperstein left to visit his father at Kirksville, Minn. TED JOHNSON.

### Hilderbrand's

(Motorized)

Spokane, Wash. Seven days, ending August 14. New lot, corner of Monroe and Mallon, five blocks from heart of city. Auspices, American Legion. Weather, ideal. Business, good.

Manager E. W. Coe laid out lot that resembled a permanent city park, across street from courthouse. Appearance of show was highly complimented by courthouse attaches. Opening to largest Monday night of season. Each succeeding night found midway packed. Shows, rides and concessions having banner week. General Agent Pierre Ouellette and Special Agent Morgan billed town heavily. Art and stories in all papers. News photographer was on lot when set-up was in progress. Next day picture in leading paper revealed Don Jurden on Merry-Go-Round. On move here from Pendleton, Ore., cage truck carrying Lewis' gorillas and chimpanzees overturned. Madeline Beckwith Lewis was painfully injured, receiving a broken foot and several cuts and bruises. Removed to a hospital in Spokane. Thru efforts of Lot Superintendent Fred Stewart and assistants, truck arrived and show opened on time. One of leading concessioners, Al Johnson, looked across street at courthouse, whistled in Rea Jean Watson's ear, they walked across street and were married by Justice of Peace Frank Moore. For

during week. Quite a number of folks under weather with summer colds and gripe. Shows now are: L. W. Jeannette, side show; Mrs. Cetlin and Wilson, Paradise Revue; Willis Johnson, Mysteries of Bagdad; Cetlin and Wilson, Harlem; Leo Carrell, monkey circus; Doc Garfield, Hall of Science; G. M. Cooper, Night in Paris; E. Detrick, laff factory; M. Rogers, midget show, and F. J. Haragan, Ro-Lo funhouse. GEORGE HIRSHBERG.

### Crowley's

Burlington, Ia. Week ended August 13. Location, fairgrounds. Auspices, Tri-State Fair Association. No admission charge to midway. Weather, slight rain one day; rest of week, hot and dusty. Business, very poor.

Move Muscatine to Burlington quick. Up and ready Monday morning 9 o'clock. Opening, in rain. Did some business in two-hour shower. Midway packed with people, just browsed, seemingly broke. Tent theaters and rides starved Tuesday, Wednesday, Thursday, Friday; concessions worse than that. Saturday only day midway did any business, fair association advertising Saturday as Carnival Day. Publicity gave idea Saturday to be only day of it. Grand-stand offering thrived. Flash Williams and dare-devil thrill drivers featured. This group given after midnight banquet on Crowley midway. Harry Clark, old-time press and advance agent, directing head Flash Williams' thrillers, honored by his old school friend, Doc Waddell. Memorial for late Sam McFlynn, Burlington product, buried here, owner first 10 and 20-cent circus. Dinner honoring Tom

### Marks

Beckley, W. Va. Week ended August 13. Auspices, Police Uniform Fund. Location, Stanley showgrounds. Weather, hot. Business, big.

Beckley turned out en masse to attend Marks Shows, one of the real big weeks of season despite extremely hot weather and fact that opening, Monday night, was entirely lost because of rain that came at 6:30 p.m. From Tuesday on crowds increased and kept on all week. It rained Thursday until 6 p.m. and then they came in droves. One of biggest weeks of entire John H. Marks' many engagements here. Usual Tuesday night dinner to members of press with John H. Marks as host and Ted MacDowell, managing editor and columnist of "Waking Up 'Em Up With Mac"; Roy Lee Forman, State poet laureate and sports editor; Henriette Leith, society editor, and Betsy Herring, of Beckley newspapers, Morning Post-Herald and Evening Relight-Register, as the guests, in George Welch's cookhouse and subject of much favorable publicity. Beckley newspapers sponsored usual Children's Party Saturday matinee, and it was largest, by far, of many staged this

## FEATHERWEIGHT BINGO SHEETS

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.

PRICES: Minimum Quantity 1000.

Postage Extra.

Loose Sheets (not in Pads), per 1,000...\$1.25  
Numbered Pads of 25 Each, per 1,000  
Sheets.....1.50  
Largest Sheet on the market. Immediate delivery. Samples free.

J. M. SIMMONS & CO.

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## WANTED

for string of bona fide Celebrations and Fairs. Liberty, Ind., Fall Festival on the streets, Aug. 29-Sept. 3; Yorktown, Ind., Annual Fair, Sept. 5-10; Washington C. H., O., Fayette County, Fair, September 13-16—Legitimate Concessions of all kinds; Shows that do not conflict; Girls for Girl Show. Come on or wire

W. S. CURL SHOWS

Greenfield, Ohio., Week of Aug. 22-27.

## RIDES FOR RENT

Ferris Wheel, Merry-Go-Round, Chair-o-Plane, Kiddie Ride. Stands completely wired. Leased to organizations on percentage.

SCHAGRIN RIDE CO., Inc.  
MIDDLETOWN, DELA.

## NEW BIG ELI

FERRIS WHEEL AND OTHER RIDES

Open Dates after September 3d

D. J. VAN BILLIARD

122 Elm Avenue, North Wales, Pa.

year on Marks Shows' midway. Youngsters came early and stayed late and then came final night, best of year, with 8,900 paid admissions, augmented by a two weeks' pay day at mines. Midway remained open until 1:30 a.m. to accommodate crowds who came from within a radius of 25 miles. Auspices was the Police Uniform Fund of which Ted MacDowell, police commissioner, and Chief W. J. Trail were heads and who co-operated in every way with show management. Showgrounds here very small, and show condensed for this engagement, with two shows and one ride left off. A 224-mile move into here from Fairmont over mountains but everything ready by noon for Monday opening. C. Jack Shafer, monkey speedway operator, back from his Augusta, Me., "Monkey Ranch" and again in charge of his exhibit which established a new record for still-date receipts at Beckley. Mr. and Mrs. Eddie Bosworth, mentalists, joined this week with an elaborately framed booth. Mr. and Mrs. Philip Phleen are still with shows and have been since beginning of season's tour. Chris M. Smith visited at Beckley and was warmly received by his many friends. Van Wagner joined Marks Radio Unit and doing nicely.

WALTER D. NEALAND.

**Byers & Beach**  
(Motorized)

Lincoln, Ill. Week ended August 12. Logan County Fair. Weather, very hot. Business, fair.

Largest crowds of current fair season turned out. They seemed to parade around grounds in a seemingly endless stream, paying little heed to the shows or concessions, but giving rides a maximum play. Week's gross was considerably above previous week's stand, but

**Gold Medal**  
(Motorized)

Morris, Ill. Week ended August 6. Auspices, American Legion. Location, Blair's showgrounds. Weather, hot. Business, fair.

This was pinch date in order to break jump from Grand Rapids, Mich., to Waterloo, Ia. Show in at midnight and ready for Monday opening. Manager Oscar Bloom purchased a new Kiddie Airplane ride here. Show's business was just fair during week, but Saturday night was very good.

Waterloo, Ia. Week ended August 13. Auspices, American Legion. Location, Cedar River Park. Weather, hot and dry. Business, fair.

Show in early. Excellent location. Plenty of newspaper advertising and art with Sunday feature story, with five columns of pictures and two columns of story. Five spot announcements daily over radio. Two days of baseball, with a car given away only five blocks from showgrounds, hampered business badly. Even under this handicap show had a winning week. Dottie Moss with new illuminated Broadway-type cut-out letters covering entire 85-foot front of motordrome turned in best single day's gross of season. Minstrel Show, which has had an excellent season, clicked especially well here, with line-up as follows: Addison Johnson, manager; Willie Toosweet, producer; Van Epps, emcee; Clothespin Johnson, comic; Booker Samuel, trumpet; Chick Simmons, trombone; Noble Perkins, tenor sax; Dou Conway, alto sax; Freddie Jones, drummer; "Fat Head," piano; Thelma Johnson, leading lady; Lois Wilson, Lucile Turner and Alice Delph, choristers. S. W. Lake, Pennsylvania man, spent much time and money in past few weeks on his arcade. He added many new and modern ma-

**ATTENTION 4-for-a-Dime Operators — NEW, EASTMAN Direct Positive Paper!**

Here it is at last—a new EASTMAN SUPER-SPEED direct positive paper that is TWO AND ONE-HALF TIMES faster than regular direct positive paper. It will enable you to cut down your present illumination or increase your shutter speed. What's more, you'll get better pictures, because this amazing paper is more color sensitive. Finally, there is no increase in price over regular paper. Available in all size rolls and all sizes of enlarging paper.

**HURRY**—To assure prompt delivery, WIRE for your supply of this new, faster paper RIGHT AWAY! The demand will be tremendous, so play safe, wire your order NOW!

**MARKS & FULLER, Inc.** DEPT. B-25  
Rochester, N. Y., U. S. A.

**LA PEER HIGH STRIKERS—SINGLE, DOUBLE, TRIPLE**

Get the money now at Fairs with LAPEER MONEY-MAKING STRIKERS. Patrons will stand in line awaiting their turns. Select the size you want from this list.

Twenty Single Strikers Usually on Hand.	Double High Strikers Some Sizes on Hand.
17 ft. No. 1, Special at . . . \$ 49.00 230 Lbs.	17 ft. No. 10, Special at . . . \$ 78.50 400 Lbs.
20 ft. Red Only, No. 2 . . . 57.00 285 Lbs.	20 ft. in Colors, No. 11 . . . 98.00 480 Lbs.
25 ft. Red or Colors, No. 3 . . . 75.00 280 Lbs.	25 ft. Red or Green, No. 12 . . . 120.00 500 Lbs.
23 ft. Silvery Painted, No. 4 . . . 68.50 270 Lbs.	Wired Up and Down for Lights, 25c per ft.
30 ft. Silvery Painted, No. 5 . . . 83.50 360 Lbs.	28 ft. Red P'rk Mch., No. 13 . . . 142.00 560 Lbs.
23 ft. Red Only, No. 6 . . . 66.00 265 Lbs.	34 ft. in Any Color, No. 14 . . . 190.00 630 Lbs.
26 ft. Silvery Painted, No. 7 . . . 77.50 295 Lbs.	22 ft. High, in Red, No. 15 . . . 110.00 470 Lbs.
28 ft. Silvery Painted, No. 8 . . . 79.00 340 Lbs.	26 ft. High, in Colors, No. 16 . . . 130.00 520 Lbs.
34 ft. in All Colors, No. 9 . . . 120.00 430 Lbs.	30 ft. High P'rk Mch., No. 17 . . . 185.00 700 Lbs.
Wired Up and Down for Light, 15c per ft.	38 ft. High P'rk Mch., No. 18 . . . 215.00 800 Lbs.

**THREE-IN-ONE OR TRIPLE HIGH STRIKER—27 FT., ONLY \$245.00—900 Lbs.**

2 Maults with Single Machines; 3 Supplied with Doubles and 4 with Triples.

10% Allowed on Orders of \$100 or More. Immediate Shipment on All Red Singles or Doubles—4 Days on Triples. Write or Wire Your Order Today.

Silvered Reflector, Wired for Lights Over Gong, Add \$11.50.

**LA PEER HIGH STRIKER WORKS, Turrill Ave., LA PEER, MICH.**

**STAMP PHOTOS 25 for 10c (coin)**

Mail us any size Photograph, Snapshot or Kodak Film and we will make you 25 of the Popular Stamp Size Photos for only 10c (coin). Your original photos will be returned with your order. No less than 25 made from any one photo. Add 2c to your order for mailing.

**OLSON STUDIO**  
903 B. WALNUT ST., DES MOINES, IOWA.



CETLIN & WILSON SHOWS were four days getting on and two days getting off the lot at the Delaware State Fair, Harrington, Del., recently. Following 14 days of rain the above photo will give some idea of the obstacles that were encountered during this unusual downpour. P. Van Ault sent in three other pictures. One showed a tractor mired and tilted to one side, one the opposite side of the above photo picturing saggy water-soaked tents, and the other workmen in mud up to their knees wrestling with tracking timbers in an endeavor to salvage some trucks. This is the life of a showman. They finally moved and went to Uniontown, Pa. The mud has been washed off the equipment, the sun shines and the show goes on.

**THE ORIGINAL CANDY PULLER**  
← DISPLAY PULLERS

Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles.

**REBUILD MACHINES AVAILABLE**  
Guaranteed Rebuild Machines at substantial savings. All replacement parts in stock for immediate delivery.

**WRITE OR WIRE FOR DESCRIPTION AND PRICES.**

**HILDRETH PULLING MACHINE CO.**  
153 CROSBY ST. NEW YORK CITY

**FRUIT CONCENTRATES**  
FOR SNOW-BALL AND DRINK STANDS

**GOLD MEDAL FRUIT CONCENTRATES** will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.

Follow the lead of the leaders this year and line up with **GOLD MEDAL**. Send for complete details today and get started right this year.

**GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio**

fell considerably below expectations. Old Sol, out in all his fury, kept afternoon crowds off midway during fair, making show dependent upon night play. Tilt-a-Whirl had its best week of season and Big Eli Wheel turned in a good week's gross. Midway was jammed Wednesday night and about 9 p.m. a terrific wind hit the fairgrounds. Although little damage was reported, a good portion of crowd hit for remote sections when the storm came. However, those that remained helped to bring best night's gross of week. Thursday, with ideal weather prevailing, crowd that milled midway seemed totally unaware of entertainment possibilities of a carnival. Jack Moore purchased a 22-foot De Luxe Kozy Coach which was delivered in Lincoln. Carl Larson purchased a new trailer to carry band equipment and has lettered both trailers with the band's insignia. Eddie Madigan's cookhouse is proving very popular with all show people. Visitors: Writer's mother, Mrs. O. C. Trueblood, and Mr. and Mrs. C. Riley and daughter, Marlyn, of Des Moines, Ia. DON TRUEBLOOD.

**Funland**

Morgantown, Ky. Week ended August 13. Street fair. Auspices, city. Weather, clear. Business, good.

Hawaiian and Minstrel shows clicked here. Hamiter's Animal Show also went over big, and Great Meza, free act, was praised. L. E. Heth added two stock stores. F. R. Heth's joy box funhouse a consistent winner. Merica's human terror did well. New motordrome nearly completed, thanks to Superintendent Ben F. Tosh. TED C. TAYLOR.

chines, also a beautiful chrome front with two-foot-high cut-out letters illuminated with several hundred electric lights spelling words "O—Look—O." Lake opens his arcade at 1 o'clock every afternoon, turns on his radio with amplifiers and giant electric fans, then pulls up a big lawn chair and watches pennies come in. Excessive hot weather and coming dog days put a crimp in dog show plans, which may be canceled altogether. Flying Behrs left here for an engagement in New Orleans. H. B. SHIVE.

**Blue Ribbon**  
(Motorized)

Huntingburg, Ind. Annual fair. August 8-13. Weather, good. Business, poor.

With week of wonderful weather for outdoor show business, much to everyone's disappointment this turned out to be just one of those things for everyone concerned. Crowds were light and spending also poor. Top-money getter for shows was Roy Wood's Hell Riders, with Mrs. Bert Melville's Big Apple Revue close runner-up. Part of show played street fair at Ladoga, with rides recently purchased by Manager L. E. Roth. John Galligan's bingo receipts dropped way below last showing here. Mrs. John Galligan played at Ladoga with large bingo. Mrs. Dorothy Davison guest of Art and Mary Ann Alexander for week. Art completed new mouse game.

No. 2 unit. Ladoga, Ind. Street fair. August 10-13. Weather, good. Business, only fair.

Under direction of Mrs. L. E. Roth everything arrived here and was set up

in time for opening. Quite a little difficulty setting up tops on streets and many sand bags had to be used. New rides recently purchased were set up here for first time. Harry Seidler's Show Boat made a picturesque setting on street with new water scenery effects around boat. Although this was supposed to be a big date, business was only fair. Merry-Go-Round topped rides and Bert Melville's girl revue the shows. JACK GALLUPPO.

**Fairly & Little**  
(Motorized)

Chippewa Falls, Wis. Week ended August 6. Northern Wisconsin District Fair. Business, good.

In spite of long jump from Wahpeton, N. D., everything was ready and opened Monday for Children's Day. Business good entire week, the attendance fell below last year. Show closed engagement Sunday night.

La Crosse, Wis. Week ended August 13. La Crosse Interstate Fair. Weather, ideal. Business, good.

Show had best week of season. Received word Wednesday night of death of Dorothy, wife of Buster Shannon. Mr. and Mrs. Phil Little left for Sedalia, Mo., where they start playing State fairs. Many visitors were on midway from Goodman Wonder Show, playing 29 miles away. Battle among actors took place in Dodson's Monkey Show. One monkey's foot was nearly chewed off. Another

**GIBSON COUNTY FAIR**  
Princeton, Ind., Week August 28

Can place Shows except Athletic, Jig, Girl, Side Show with or without outfits. Concessions open except Diggers, Corn Game, Lead Galleries. Can place all for balance of season. Don't write or wire, come on. **ZIMDARS GREATER SHOWS, Inc.**, as per route.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
Tent 30x40 feet with side wall and poles. Sell cheap. Candy Floss Machine, latest model. Sell cheap. \$35.00 per hundred government Flags, beautiful color. Send for list.  
\$325.00 Ferris Wheel, holds 12 seats; no motor.  
\$35.00 Antonia Siamese Twins. Great money getter. We Buy All Kinds of Rink Skates! Pay Cash!  
**WEIL'S CURSIVITY SHOP, 20 S. 2d St., Philadelphia, Pa.**

**CARNIVAL WANTED**  
—for—  
**WINSTON COUNTY FAIR**  
Louisville, Miss., September 26, or first or second week of October. Ten-cent gate.

**ROYAL MIDWAY SHOWS**

WANTED Cook, must be sober, capable and neat. Also other Cookhouse Help. Capable Agents for all kind's Concessions. Have opening for Juice and Grab. Long season. Get with it for our Southern Fairs. Anna, Ill. Fair this week; Little Rock, Ark., Catholic Celebration, week of August 29.

had three stitches taken in its cheek. Mrs. Carey Jones returned after spending few days with her husband, who is sick at his home in Indiana. Reports he is doing as well as can be expected.

M. VAN HORN.

### Dee Lang's (Motorized)

Willmar, Minn. August 6-11. Location, new lot. Auspices, American Legion. Ten-cent gate and merchant tickets used. Business, fair. Weather, variable.

Show made the long jump here from Thief River Falls without mishap. Since the regular lot was much too small, a new lot was used and everything was ready for Saturday's matinee. Town was well billed and merchants' tickets well placed by Agent Bob Moorlock with the result that good crowds turned out and shows, rides and concessions did well. Sunday business held up well, but a parade and free pageant at the fairgrounds on the other side of town cut into Monday night's receipts. Tuesday's crowd was small, but it spent well. Threatening weather kept the natives away Wednesday. Thursday saw a good crowd which stayed late despite the cool weather. Rides registered well, but shows and concessions did only fair. Show day and dated with Billroy's Comedians Thursday and many visits were exchanged, with every courtesy being extended by both organizations. All in all, business was satisfactory and it gave the personnel a chance to catch up a bit on rest before starting another string of two-a-week fair dates. Mr. and Mrs. L. M. Kay and Princess Zandra joined here and were assigned to the 20th Century Follies. Blackie Adams is presenting a girl revue with his orchestra. Princess Zandra went over well with her bubble dance. Euby Cobb has been confined to his room with a slight attack of flu. Barney Williams, electrician, is satisfied that Lumite is the thing for decorative lighting and it will be used extensively hereafter. Irish Jack Lynch, who has been assisting Mickey Mansion on the front of the Ten-in-One Show, departed for some of the larger fairs. Visitors included Mr. Scott, Maury Silverman, Mr. and Mrs. Ed Miller, Mr. and Mrs. Joe Healy and Sheriff Stubbe.

RAY VAN WERT.

### W. S. Curl

Auburn, Ind. Week ended August 13. Auspices, American Legion. Weather, some rain. Business, fair.

New stand for show under live auspices. Had fine co-operation from committee and praise from city officials. Large crowds every night but spending light. Death of Amanda Whited Monday as show was setting up cast gloom over show. Joe Miller joined with blanket wheel. Doc Edwards' new monkey show got under way with arrival of several monkeys and got money. Show is operated by Bennie Hadded on front and Joe Kozziel, midget, lecturing and handling inside. Mr. and Mrs. Louis Collins left. Princess Josephine joined girl show. Doc Edwards framed new

show, "Hell on the Rio Grande." McCumber, owner of kiddie ride, doing fine job as sales agent for The Billboard. John Chapman, of Gooding Show, visited his brother, Ike, of corn game.

DOC EDWARDS.

### General Amusement

Decatur, Tex. Week ended August 13. Fifty-First Old Settlers' Reunion. Weather, good. Business, very good.

Show jumped from Newcastle. Everything ready to go Monday; however, opening was deferred until Tuesday night. Rides and concessions did exceptionally well considering general business conditions. Altho it is not a habit of this show to write in every week, everybody is getting along very well.

TEX ALLISON.

### Parade of Shows

Quitman, Tex. Fair. Week ended August 13. Weather, clear and hot. Business, best week of season.

Three road movements caused late train arrival, but shows, rides and concessions were ready to open on time. Extremely hot weather and dusty lot. However, everybody came thru smiling, as this was most profitable week of season for all. Among new cars purchased this week are those of Lillian Gudney, Tom Morris and Earl Couch. Closed here were Mrs. G. H. Miller, William McKwade and wife, Stan Stanley and wife, Harry Reynolds and wife and Paul Mahar. New faces include Ray Brewer, Jimmie and Esther Burkhart, Charley and Alma Jett, C. R. McCandell and Virgil Mills. Show received front-page review by local papers and every show and ride mentioned with excellent publicity. Airplane received special story. Besides boasting good-looking new tops, fresh painted rides and banners, a new office, several new cars and a well-dressed personnel. General Manager Lane's pedigreed bull pups, Skippy and Skipper, and the McDonalds' prize Samoide pup of lineage, Miss Flusie, are popular with committees and customers. Frank Nelson, who has giant custard machine, won bad luck prize on move here. First he broke axle on trailer, burned bearings on his truck and stripped his sedan after reaching lot at Terrell. With Frank are his wife, Sally Ann; daughter, Frances, and son, Sammy. They really dish out custard in a big way. Manager Lane made a flying trip into Southern Oklahoma. Freddy South and wife are assisting in BuShong's dining emporium. B. C. McDONALD.

### J. F. Sparks

Ravenna, Ky. Second week. August 7-13. No auspices. Weather, fair. Business, bad first of week, fair latter part.

After being besieged with rain first week in Ravenna and as location was good, it was decided to give this town a fair chance by remaining a second week. Business was very poor until Friday. Friday and Saturday business fair. A greater portion of time was spent painting rides, concessions and tuning up all motors in preparation for fair season, which begins at Germantown, Ky. The Ravenna townspeople were

very friendly, and carnival ball team engaged their team in a duo of ball game, losing both but had a wonderful time.

TOM SPARKS.

### Eric B. Hyde

Taneytown, Md. Carroll County Fair. August 8-13. Weather, good except rain Wednesday and Thursday. Attendance, good. Business, poor.

This date was a disappointment in that there were great crowds on midway every afternoon and night, but there seemed to be a lack of money. Concessions, shows and rides got very little play. There were a great number of independent concessions on midway. Mabel Mack's mule show was here and her many friends on this show enjoyed visits with her during engagement. It was greatest fair ever held in the county, best attendance and largest show ever to play the date. George E. Dodrer, secretary; Ralph Myers and Hammond Barnes, midway managers, co-operated to fullest extent.

WILLIAM C. EARLE.

### L. J. Heth

(Motorized and baggage cars)

Greenup, Ill. Week ended August 13. Cumberland County Fair. Location, fairgrounds. Weather and business, good.

Long haul from Beardstown, Ill. Show ready to go Monday. Free gate and plenty of people on midway. One of nicest fairgrounds show has been on this season. Plenty support given by fair officials. Many visitors from the Sheesley Show came over during week "Mighty Thing" playing at Matton, 26 miles away. J. J. Fontana, general representative away on trip to Alabama and Florida. Manager L. J. Heth busy in office making out books and details as to move. J. A. S. Wallace going strong with his new cookhouse. Mrs. J. Sparks busy keeping her trailer looking new. Ma Reynolds and Mrs. Friedman are decorating mentalist booth with new lighting effects. Mrs. E. Musser, owner and manager of Old Trails Theater, a nightly visitor. She closed her theater for fair week, which must be appreciated by show and fair officials alike. Show has been completely repainted for fair dates. Ride superintendent Leon Elliot has all lights on every ride burning. New Wild West arrived during this date.

THOMAS PARKER.

### O. C. Buck

(Baggage cars and trucks)

Norwich, N. Y. Week ended August 13. Chenango County Fair. Wednesday night lost account rain. Business, fair.

With everything possible to make a good fair, officials of Chenango County Fair made a desperate attempt to bring fair back on a solid basis. A raise of 25 cents on night gate brought a storm of criticism, and altho reduced to 30 cents starting Wednesday, damage was apparently done, and it was believed this kept many away. Show opened Monday night, no gate, and one of the biggest crowds of week attended and spent freely all along midway. Concessions did exceptionally well for a start. Three days of horse racing, Lucky

Teeter, Friday and Hankinson auto races Saturday, brought fair crowd days, and Winter Garden Revue and several other acts, including the WLS Barn Dance, an added feature for Saturday, pulled a fair grandstand nightly. Wednesday, however, was completely rained out for evening performance and after auto races Saturday it was time to tear down. Irving Lewis' Follies Bergere and Hollywood Models went to town here in a big way, and Jockey Rolands' motor drome also stood in top money class. Even smaller grind shows did a fair business for three big days. Buck show according officials of fair was best midway to appear there in years and every inch of available space was occupied. A cordial visitor for a few minutes was John Greenman, formerly of Cortland Fair, and well known among showfolks. Manager Buck and Billy Ritchey to Gouverneur for a day on business. Many friends of little Rae Hoover, well-known high diver will regret to learn of her illness. Being treated by eye specialist, Tom Hasson's sideshow beginning to click since fairs. Front for Carolina minstrels being rebuilt for use on Southern tour. Has been turned over to Artist Kishko for painting. Reports from the "down yonder" very optimistic. Elizabeth City, N. Car., will be first stop.

R. F. McLENDON.

### New England

(Motorized)

Troy, N. Y. Week ended August 13. Auspices, Tibbit's Cadets. Location, 119th street lot. Weather, rain first three days.

Third time this year show played under same auspices. Business fairly good last three days, especially rides. Efforts of Messrs. O'Hanley, Randall, Hannon, Birky and Gunther, committeemen, greatly appreciated. "Slim" Barry returned to lot. Tom Lobozzo bought a Lincoln. ALFRED P. YOUNG.

### Gruberg's

Lancaster, Pa. Week ended August 13. Auspices, American Legion. Location, Pennsylvania Athletic Field. Ten-cent gate. One free act. Weather, good. Business, fair.

Good weather and hearty co-operation from auspices resulted in better business here. Gate was good every night but one. There was not, however, a great deal of money spent. Robbins Bros. Circus, playing the same grounds here before we arrived, gave us splendid send-off. Lancaster New Era and Lancaster Intelligencer-Journal gave us good space and publicity after our first day here. Local radio station was generous, the writer appearing on two special 15-minute broadcasts, with Charles Gramlich and Dorothy Stone assisting. We also had five daily spot announcements. Charles Miller, station manager, and his family and announcers were frequent visitors, as were the managers of the Warner houses and the independent theater here. Rainbow Frolics, with new talent, is now in the top-money class. Ruthie Moore, Mazie King, Lillie Prescott and Lida Marcuse are proving drawing cards. Elsie Wolf has trained the Pence girls, Wilhamena and Lottie May, so well that they are the particular attractions on the French Casino. Little Doris is another clever artist. Mr. and Mrs. Earl Morris are doing well with their revamped crime show. Monroe brothers are way up there with their Hall of Science and are adding attractions weekly. Dorothy Stone, of Wall of Death fame, is a splendid broadcaster, as is Charlie Gramlich. Beulah Mavis was stricken seriously ill but recovered enough to go to next stand, where she is still taking treatment. New ride, Dipsy Doodle, got top money here. Dave Fineman was legal adjuster almost all week but relinquished the job Saturday night to our old friend Max Kane. When talking of well-dressed women we omitted to mention Mrs. Morris Stokes, another fashion plate. Nancy Gruberg, show's sweetheart, will leave soon for a trip to Pittsfield, Mass. Joe Hallender, Mrs. Gruberg's brother; Mrs. Max Glishman, her husband and children; Mrs. Gruberg's sister and family, and Mr. and Mrs. Tom Torrens, brother-in-law of Max Gruberg, were visitors.

DICK COLLINS.

## SELL MORE POPCORN NUCOL Golden Yellow



Added to seasoning, so that when popcorn is kettle-popped, it comes out a delicious and appetizing golden yellow. INCREASE SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. St. Louis, Mo.

## 27 FT. WHITE TRAVEL CAR

Ideal for show business. The last word in a home on wheels. Lovely beds, drapes, rugs, desk, radio, refrigerator, running water, sanitary toilet, shower bath, copper screens, outside tent, extra large storage space. Motor, body, tires, equipment in A-1 shape inside and out. Low overhead, 10 miles per gallon. Sacrifice for \$1,500. Don't delay. Write for picture and details. W. E. JONES, 174 S. Eureka Ave., Columbus, O.

## FOR SALE OR TRADE

A-1 Parker Three-Abreast Merry-Go-Round Will sell for cash or trade for Big Eli Ferris Wheel. Must be in good condition. Address BOX 99, care Billboard, St. Louis, Mo.

## Why Better-Operated Shows Suffer

WHY some carnivals continue to go along without any regard for discipline and the proper methods of operation that build for the future is hard to fathom. Such conduct and operations are only making the road tougher and tougher for the better operated carnivals whose owners and managers want the public to have as high a regard for them as they have for the public.

In the hope that it will result in those classed outside of the better operated carnivals "seeing the light" we reprint from *The Rochester* (N. Y.) *Times* of August 11, the objections and complaints voiced in a petition, which has been signed by more than 100 men and women and submitted to the city council, asking for a ban against carnivals in the 22d Ward. There are 10 objections and complaints mentioned, as follows:

- "1—Too much noise while in progress.
- "2—Too much dirtiness while in progress and after the show moves on.
- "3—Too much profane language by men working with shows.
- "4—The congestion caused by automobiles parking on these streets and the danger thereof to ourselves and to our children.
- "5—The parking of cars anywhere and any place they want to—even on front of driveways to our homes.
- "6—The property damage to lawns by people cutting across grass and lower gardens.
- "7—The noise of the show while in progress, causing loss of sleep by ourselves and children and the discomfort caused thereby.
- "8—Disturbances by men of the show at all hours of the morning, such as coming back intoxicated from saloons.
- "9—Men passing our homes talking about strip-tease acts and disorderly women at these carnivals.
- "10—Crooked gambling 'rackets.'"

## IMPERIAL SHOWS WANT

For the following Fair and Celebration Dates, Concessions of all kinds.  
Warren, Ill., Fair, August 23.  
Leroy, Ill., Home-Coming, August 30.  
Rock Falls, Ill., Harvest Festival, Sept. 5.

# A Major Improvement in Train Loading and Unloading

By FRANCIS F. HEALY

A NEW loading and unloading device for Royal American Shows' two special trains of flat cars, perfected by George Keightley, trainmaster, received its hardest workout during the Western Canadian exhibitions and proved highly successful. Showmen traveled more than 500 miles to watch the "mule," as it is called, in operation. Also thousands of Canadians during unloadings on Sunday lined the yards to see the device in operation.

As Keightley describes his invention, it is an "automatic pulling device or mono-rail tractor, using the sides of the flats as a rail." There is a telescoping connection between cars to form a continuous rail. Machine has arm or boom that can be raised or lowered and wagon pole hooks to it. Hitch is adjustable

and controllable by the car operator so that wagon may be steered. One machine does work of two tractors and eight men. Keightley is now making three additional mules. The device works on both curves and hills and motive power is supplied by a four-cylinder automobile engine.

Long associated with carnivals, Keightley first thought of his "mule" about 15 years ago when a young man suffered a broken leg while working on a train and was hospitalized for many months.

During winter quarters at Tampa some months ago Keightley drew up the



GEORGE KEIGHTLEY in front of the new loading and unloading device which he invented.

plans for the device and then proceeded to go ahead with it. The machine developed "bugs" and the pneumatic tires blew out because of tremendous pressure. Gradually these difficulties were ironed out and solid tires replaced the other tires.

Benefits of the new machine are manifold, first being safety and second being the lesser time element in loading and unloading. In time Keightley believes that Royal American's 152 wagons can be unloaded in two hours. He says that this is the first major improvement in train-loading methods since the days of Barnum more than a half century ago.

### First Trouped When a Boy

Keightley started with carnivals when a boy. In 1904 he had his own moving picture machine, which he used at carnivals. He enlisted in the navy and was mustered out in 1910. The navy had started an aviation division and George's proffered services in that department were spurned. So he quit and bought his own airplane. He soloed the first time he was in the air. Those were the days when there were no instructors and you learned—or else. Aviation and carnivals have always been Keightley's major interests. He did exhibition flying in 1912 to 1916, and it was at fairs that he first met show people and became interested



"MULE," as the loading and unloading device is known, in action.

# Showmen Swing to Schult!

Nearly every midway has one or more Schult Trailer whose owner is enjoying the comfort and conveniences of home right on the lot. Opportunity to relax on comfortable beds at odd moments means so much to nerves and general health. And money saved with a Schult makes a bigger roll at the end of the season.



Schult has 10 Standard and Deluxe models, including the popular NOMAD for 4 persons shown below, and the CONCESSION VENDOR for 2, pictured above. Over 22 feet of awning-covered counter space makes it ideal for refreshments, games, etc. Plenty of room for personal effects, flash, equipment and occupants. Hundreds of these jobs are making more money with less work for owners all over the country.

### WRITE FOR FREE CATALOG

or send in your ideas for a special job and free estimate to G. R. SCHUTES, who personally takes care of showmen. Write today . . . or better still, call at the factory.

## SCHULT TRAILERS, INC.

DEPT. 208 ELKHART, IND.

OUR QUALITY IS HIGHER THAN OUR PRICE

## The Best TROUPER Of Them All!



## KOZY Coach

Show folks all over America are making Kozy Coach their home year after year. There's lots of room for stretching out, and "man size" beds that will soothe your tired nerves and muscles—all kinds of luggage space and a full length wardrobe for ALL your clothes. Send for brochure—"You're Ahead With a Kozy Coach Behind"; and learn why you should purchase a coach which is time-tested and backed by a company thoroughly responsible financially.

## KOZY COACH CO.

409 E. Michigan Ave., Kalamazoo, Mich.

## THE 5 STAR HIT VAGABOND COACH



### MORE—

- ★ Safe
  - ★ Roomy
  - ★ Homelike
  - ★ Attractive
  - ★ Dollar for dollar value
- Be Sure To See the 1938 Vagabond Before You BUY.

VAGABOND COACH MFG. COMPANY  
503 Grand River, New Hudson, Mich.

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DISTRIBUTORS FOR Covered Wagon, Alma Silvermoon, Schult and Used Trailers. Before you buy get our proposition.

SHOWFOLK . . . thanks for your business. If your account with us is delinquent see us about a reduced payment plan. Let's put your account in order during the fair season. Our continuance of the Rental-Purchase Plan depends on your co-operation in this matter.

SELLHORN TRAILER HEADQUARTERS  
East Lansing, Mich. Sarasota, Fla. Alma, Mich.

**PHIL SMITH—Showmen's Representative**  
MOVE YOUR RIDES ON FRUEHAUF TRAILERS  
All Types—All Prices—All Sizes—Special Finance Set-up For Showmen  
**FRUEHAUF TRAILER COMPANY . Detroit**  
World's Oldest and Largest Manufacturers of Truck Trailers Sales and Service In All Principal Cities

in them. In 1911 he flew around San Diego, long before it was considered as an air and marine base by the federal government. Curtiss had the field there at that time.

In 1919 he joined the World at Home Shows. There were only three rides on the show and George owned the fourth, called the Frolic. He joined the army as a private and came out as a captain in the air corps, altho he also had achieved the distinction of being a major. George wants nothing of titles today.

In 1919 he went with Johnny J. Jones' Exposition and stayed until 1923. He helped bring out the first Caterpillar ride with H. F. Maynes and then joined Rubin & Cherry for 1925, '26 and '27.

### Test Pilot Later

The lure of the air succeeded the lure of calliopes and Keightley became a test pilot at Colorado Springs, and at Detroit worked with Eddie Stinson. He went to Mexico and was personal pilot for the governor of Yucatan, flying a \$65,000 Sikorsky.

Keightley built the first successful folding landing gear for planes but did not patent the device. From Mexico he went to Eastern Air Transport, later Eastern Air Lines. He was a personal friend of Capt. Eddie Rickenbacker, Elliott White Springs, Reed Landis and many others. He became airport manager at Greenville, S. C., and then started a flying school using training planes. He sold out to go to South America, but he changed his mind at the last moment in New York as he was about to sail. He was to enter the mining fields at Bolivia.

In New York, disconsolate and not knowing just where to turn, he picked up *The Billboard* and saw the advertise-

(See A MAJOR on page 68)

## HARRY COFFIN

Presents to Showmen

## COVERED WAGON



### TRAILER HOMES

Now permanently located in Cincinnati, from where I will deal direct with SHOWMEN, offering you the latest in Trailer Homes built to fit your own individual needs.

### BUY WITH CONFIDENCE

Convenient Terms Arranged

## HARRY'S TRAILER MART

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## Phenomenal Sale Values

- Now you can afford quality—comfort—service—in trailer bedding. The right size, color, style to suit your taste and needs—at prices a dealer would pay the manufacturer. Finest homespun materials as low as . . . . . \$4.95
- Living Room size, 24"x74", Each . . . . . 8.95
  - Set of Two . . . . . 17.75
  - Dinette, 18"x47", Each . . . . . 4.95
  - Set of Four . . . . . 19.75
  - Dinette and Living Room, Complete. Set of Six . . . . . 35.95
  - Cushions to match above, 18"x24", Kapok filled, Each . . . . . .95

Write for prices on "Everything for the Trailer." Our New Fall Catalog sent free on request.

## N. Y. TRAILER BUILDERS SUPPLY COMPANY

229 W. 58th St., New York City

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# The New Law of Patents Relating to Show Business

By LEO T. PARKER, Attorney at Law

**P**ATENTS may play an important and profitable role in operations of amusement parks, circuses, carnivals, other traveling shows and concessions. Also pitchmen and sellers of novelties may from practical knowledge of patent laws and methods of protecting ideas, increase profits and, in many instances, derive large monthly incomes from royalties on protected inventions.

On the other hand, many have lost opportunities of earning large profits as a result of failure, either thru neglect or lack of knowledge, to take advantage of patent laws and obtain government protection from which a monopoly for 17 years may have been perfected. And again, numerous owners and operators of amusement parks, circuses, carnivals, other traveling shows, concessions and also pitchmen are paying royalties on patented inventions when in fact the patents are invalid and payment of royalties may be avoided.

Take, for example, the well-known ice cream block covered with chocolate. The inventor collected many thousands of dollars in royalties on this patent from various ice cream manufacturers and vendors. However, the patent was declared void. Why? Simply because testimony was introduced proving that someone else had done the same thing before the inventor who held the patent.

Strange as it may seem, the established law in the United States is that any patent is invalid if evidence is given proving that anyone in the whole world previously accomplished the same or similar thing claimed by the holder of the patent.

For illustration, in one case a person collected royalties from sellers for a long time until someone discovered that a person in a foreign country had used the same devices before the United States inventor. The court immediately held the patent void.

Of course, when a patent is declared

void, no user or manufacturer is compelled to pay royalties to the patentee, or holder of the patent, but no previously paid royalties can be recovered from the patentee.

But don't be misled or deceived by inventions having imprinted thereon notifications as "Patent Applied For" or "Patent Pending." Very often these notifications mean nothing except that the inventor has attempted to obtain a patent and has not received it. Perhaps he knows that he cannot obtain a patent and continues to market and sell the devices having these notations stamped or imprinted thereon.

In other instances devices are properly marked "Patented" and yet the patent is so weak that merely omitting a screw or making other slight changes may entitle anyone to make and sell the device without any likelihood of being liable for infringement.

Frequently, a patent may show the drawing of a certain device and yet only a small or unimportant part of it actually is patented. This means that anyone may omit the part specified in the claims of the patent and make and sell the device without infringing this particular patent.

In other words, to obtain a valid, strong and basic patent the invention must be new as a whole. The United States Patent Office will not grant a strong and valid patent on any old or well-known, or previously patented, device or thing. Very frequently the inventor believes he has invented something new, but when the application for a patent has been filed he learns his mistake.

#### Kinds of Patents

The kinds or classifications of patents are as follows:

Mechanical patents issue on purely mechanical devices; Process patents protect any method of making an old or new article, whether the process is mechanical, manual or chemical; Composition patents are issued on things made from compositions or mixtures of chemicals; Articles of Manufacture patents relate to articles which are to be manufactured but do not include any of the former classes, and Design patents relate exclusively to the external appearance of an article which must be ornamental and attractive. No mechanical function may be protected by a Design patent.

#### Don't Waste Time

Then again many owners and operators waste time, effort and funds in developing and perfecting ideas when actually no protection or patent is allowable, altho the idea is new.

First, it is important to know that the higher courts have held the following things not patentable: A mere idea; a mere result; a function; things having an immoral object; a scientific principle; anything devised by mechanical skill; an aggregation of old and well-known parts; all devices that are impractical or inoperative; a system; all devices that are not new and useful, and the equivalents of known or old things.

#### Idea Not Patentable

Contrary to the belief of a majority of persons, a mere idea is not patentable. Therefore, altho a person conceives a new and important idea to do something, he cannot obtain a patent to prevent others from carrying out the idea. However, if he invents a mechanical or other practical means for utilizing the idea, he may obtain a patent on this means. And if the means is new, it is possible to obtain a basic patent that will prevent any other person, firm or corporation from using or obtaining a patent on any kind of a device or thing for carrying out the idea.

The same law is applicable with respect to a result or function. In other words, no person may obtain a patent on a result or function, but he may obtain a patent on a mechanical device or other means for carrying out the result or function.

For example, in the case of *Expanded v. Bradford*, 143 O. G. 863, the court held: "If those skilled in the mechanical arts are working in a given field and have failed after repeated efforts to discover a certain new and useful improvement, he who first makes the discovery has done more than make the obvious improvement which would suggest itself to a mechanic skilled in the art and is entitled to protection as an inventor."

In another case an inventor perfected a new system intended to interest and induce prospective buyers to make purchases. However, he did not invent any means to carry out the system and the court held that he was not entitled to a patent.

Now compare this case with another in which a carnival owner invented a system comprising a series of sheets of paper having corners cut in different designs to indicate certain States and future billings. The higher court held this system patentable because he utilized means consisting of sheets of paper having cut corners to carry out his system, and since the idea was new he received a strong and valid patent.

#### Scientific Property of Material

The fact that a person discovers properties of materials or a scientific principle does not entitle him to a patent. On the other hand, a process to do something new is patentable. For example, a person patented a new process for making ice cream. The court held the patent valid because one of the ingredients was new in the ice cream industry. However, it is not necessary to use a new ingredient or part to obtain a patent. Under all circumstances a patent may be obtained on a new combination of elements, altho all of the elements are old. If the device or thing produces a new result the ingredients or parts need not be new in any industry. The inventor may obtain a patent on the part of his invention which is new, and only that particular part.

#### Unlawful To Make, Sell or Use

A valid and strong patent is the perfect form of monopoly from which prof-

iteering, so to speak, is legalized. This monopoly has been recognized by the courts since the leading case of *Wilson v. Rausseau*, 4 Howard 646. In this early case the court decided that a patentee has the exclusive right to make, sell and use his invention for the term of 17 years specified in the patent grant.

Also in *Cantelo*, 12 Pat. Law R. 262, the exceptionally well-written opinion of the court explains the rights of a patentee in the following language:

"The patentee has the sole right of making, using and selling the articles, and he may prevent anybody from dealing with them at all. Inasmuch as he has the right to prevent people from using them, or dealing in them at all, he has the right to do the lesser thing, that is to say, to impose his own conditions. It does not matter how unreasonable or how absurd the conditions are."

This means that no person may make a patented invention for his own use, altho many persons believe the contrary. Obviously making or selling a patented invention is infringement providing the patent is valid and basic.

#### When Infringement Exists

No one who uses or sells patented devices without authority of the owner of the patent can avoid liability in damages if he fails to either purchase the patented devices outright or license them under terms designated by the patentee. In other words, if the prospective user or seller refuses to make a contract according to the terms of the owner of the patent, no matter how unreasonable the terms appear to be, then the prospective seller or user cannot in any manner have an opportunity to use or sell the patented devices until the 17-year term of the patent expires.

A very common source of legal controversy arises where two or more persons, by separate acts, attempt to obtain the benefits from a patented article without authority of the inventor. Persons in different States may make different parts of a device, but all are liable for infringement if the parts are assembled into an infringing device. Moreover, devices patented in a foreign country cannot be imported and sold in this country.

When the acts of one or more persons effect infringement all of those involved are guilty of contributory infringement and are liable for the total profits earned, plus the amount of damages incurred by the patentee. Furthermore, where the infringement is willful, the court may render a verdict in favor of the patentee for three times the profits earned by the infringers, plus three times the damages incurred by the patentee.

#### Right to License

Any person or firm which uses patented equipment under a license is bound to abide by the terms of a license contract. In this contract the patentee usually agrees to permit the licensee to use the invention for a specified period and for stipulated purposes in a limited territory. Under a contract of this nature the patentee receives payments from the licensee in consideration of the rights granted, and the licensee is bound to abide by the agreement.

Yet a license contract may be invalid and illegal for many reasons. In one recent case, 226 U. S. 20, the Supreme Court of the United States held that an agreement is illegal by which the output of a patented product is controlled by the inventor. And a license agreement is void by the terms of which a patentee endeavors to eliminate competition.

For example, in a recent case, 258 U. S. 451, the court held void a license contract which contained a stipulation by which the licensee user of patented equipment agreed not to use devices made and sold by competitive manufacturers.

From the above it is readily apparent that the law of patents is complicated. And taking all things into consideration, the chances of earning large profits from inventions are relatively small. Nevertheless, owners and operators of amusement parks, circuses, carnivals, other traveling shows, concessions and pitchmen should not overlook the fact that patents may be obtained on any new thing such as methods and ingredients for making anything, as a new beverage, food, ice cream, medicines and the like. Also, a new design of a doll, toy or other attractive thing may prove profitable and it may be patented.

**FAIRS  
10**

**Wallace Bros. Shows**

OPENING LABOR DAY

**FAIRS  
10**

**NOXUBEE COUNTY FAIR**

SEPTEMBER 5 TO 10—MACON, MISS.

Followed By

Chickasaw County Fair, Okolona, Sept. 12 to 17; Clay County Fair, West Point, Sept. 19 to 24; Walthall County Fair, Tylertown, Sept. 27 to Oct. 1; Central Mississippi Fair, Kosciusko, Oct. 3 to 8; Montgomery County Fair and Corn Show; Winona, Oct. 10 to 15; Mississippi Negro State Fair, Jackson, Oct. 17 to 22; Franklin County Fair, Meadville, Oct. 24 to 29; American Legion Fair, Natchez, Oct. 31 to Nov. 5; Armistice Celebration, McComb, Miss., Nov. 7 to 12.

Can place the following Rides: Dual Loop, U-Drive Cars, Kiddie Auto, Pony Ride. Shows: Big Snake, Fun House, Working World, Girl Show, Geek Show. Stock Concessions of all kinds. Price reasonable. John Scott, Joe Sourette, can place you. Exclusive for sale on Frozen Custard, Lead Gallery. Deposit required.

East St. Louis, Ill., Aug. 25 to Sept. 1.—Macon, Miss., Sept. 5 to 10.

## WESTERN STATES SHOWS

NOW CONTRACTING FOR 1939 AND BALANCE OF THIS SEASON EXHIBITING IN THE STATES OF TEXAS, OKLAHOMA, KANSAS, NEW MEXICO, NEBRASKA, COLORADO, WYOMING, UTAH, NORTH AND SOUTH DAKOTA.

Will finance any attraction meeting the required standards of this organization. Pueblo, Colo., State Fair, August 29 to September 2; Dodge City, Kan., Free Fair, September 5 to 10; Blackwell, Okla., Fair, September 11 to 17; Iowa Park, Tex., Fair, September 19 to 24.

Side Show Freaks and Minstrel Show Performers Wanted.

Permanent Address: 201 Austin St., San Antonio, Tex.

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is now ready for distribution by us, and sells for the same price as the regular Eastman Direct Positive Paper. 1 1/2 in. x 250 Ft., \$4.75 per Roll. All sizes carried in stock at Deep Cut Prices. We also carry a full line of Glass Frames, Folders and Chemicals; everything a Direct Positive Operator uses. WRITE FOR OUR NEW CATALOG.

HANLEY'S PHOTO COMPANY,

205 East 12th Street,

Kansas City, Mo.

Is Your Subscription to *The Billboard* About To Expire?

## Ill. Homecoming Has \$400 Profit

WENONA, Ill., Aug. 20.—First Annual Homecoming and Jubilesta, sponsored by American Legion Post and Business Men's Association here on August 4-6, was successful, about 8,000 attending and committee ring'ing up a profit of about \$400, with expenses estimated at \$1,700, reports John T. Marks, secretary. Frank J. Zulz was director.

Event, financed by an auto ticket sale, started Wednesday night with a concert by Hinkey Mariotti's Band, and Tilley Amusement Co., managed by George Warren, did fair business on the main street with five rides, including E. R. Robertsor's Miniature Train. Concessions did good business. Among those secured thru ads in *The Billboard*, one of which brought 200 replies, were Bingo, ray-o-lite gun, photo gallery and scales.

Thursday and Friday, Republican and Democratic Days, drew large crowds despite threatening weather and featured free barbecue and prize giveaways. On Saturday, Children's Day, all midway attractions went for 5 cents and contests were in charge of Neil Gregg, Gerald Metzger and H. B. Axline. Two concerts were given by Illinois Soldiers and Sailors' Orphan Home Band.

Free acts, booked thru Thomas Sacco and H. D. Hobart, latter emceeding the show, were Buddy and Jean Peterson, roller skaters; Russell and Christine Miller, novelty act; Gustin, magician; Fearless Tommy Hornsby, high wire, and Frank Hestand, assisted by Charles Skiver, balloon ascensions and parachute jumps. On the committee were Ralph Goodwin, Charles Kane, James Artman, J. A. Kurlle, Gilbert Jenkins, Frank Pickard, Elwood Davies, Dr. L. L. Bufkin, Henry Fiesburg, Jack Lawless, Ed Beckman, James Hogan, A. J. Bishop, George Dickey and N. F. Purcell.

## Long Beach Seeking Annual

LONG BEACH, Calif., Aug. 20.—Golden Jubilee Celebration, sponsored by Junior Chamber of Commerce here on August 6-13 with aim of making it an annual event comparable to Pasadena Tournament of Roses and New Orleans Mardi Gras had a parade, water carnival, queen contest, historical pageant, *Salute to the States*, and acts in Municipal Auditorium booked thru Fanchone & Marco, including Bruno Weise Trio, novelty perch and ladder; Soderberg, fire dive; Famous Barettes, acrobats and slide for life, and fireworks. Merle Carlson's Orchestra played Coronation Ball. Sheriff Eugene Biscailuz was grand marshal.

## Iowa Celebration Success

CAMANCHE, Ia., Aug. 20.—Successful 102d Annual Birthday Party staged here on August 11-13 as an advertising feature and to raise funds for park improvements, had good attendance and grossed \$650, reports Roy E. Tallman, general chairman. Expenses were \$550. Sperioli Shows had a Ferris Wheel, Whip, Merry-Go-Round, Mix-It, Kiddie and pony rides, concessions and an athletic show on the midway. Concessions and bingo did well. Free acts were Kelly, magician, and Chester Huber, whose ad in *The Billboard* was noticed by the committee. There were band concerts and a dance school recital.

## Spending Off in Ohio Spot

MAGNOLIA, O., Aug. 20.—While attendance was on par with former years, spending was not so good, said concessioners at the annual Homecoming Celebration on August 12 and 13 in city park here, again sponsored by Magnolia Band. Among concessioners were Vaughn Black, pop corn; Keller's root beer; Howard Peters, ball game; Al Bartels, blower; Bob Keener, shooting gallery; Ritchie Russell, novelties, penny-pitch and taffy, and Bill Adams, Bingo.

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**4 Sensational WISHARDS**  
 SOMERSAULTING AERIALISTS  
 Address 3706 N. Drake Avenue, Chicago.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
 (Communications to 25-27 Opera Place, Cincinnati, O.)

## Concession Sales Good at 44th Annual Homecoming in Mo.

BARNARD, Mo., Aug. 20.—Receipts from sale of concession space at the successful 44th annual non-profit Picnic and Homecoming, sponsored by town-people here on August 3-7, were \$850, reports Secretary L. D. Goforth. Weather was good and attendance the last two days was about 9,000. There were band concerts by Delman Roelofson's Mound City Municipal Band, merchant and industrial displays and an amateur contest.

Wolf & Goldberg's Ferris Wheel, Glider, Dangler, Barreplane and Merry-Go-Round were on the midway as were a mechanical farm, bird circus and Gust Karras' athletic show. Free acts were Willson-Ogler Torupe, hillbilly act, and Kay Sisters, acrobats.

Concessioners were Courtney Phillips, ice cream; Roy Dane, Snyder Brothers, Fresh, Coats, Leonard Jones and Jesse Novus, grease joints; Ben Woody, candy; E. L. Hagan and Clay M. Evans, popcorn; Fay Campbell, watermelons; Evans and Bennett, shooting galleries; Eutah, Crawford and Karras, pitch-till-you-win and string game; Kinsey, over and under; Dale Meadows, dart game; W. H. Newsher, Frank Whitney and Harford, ball games "Doc" Hook, jingleboard; C. H. Jaynes, photo gallery; J. A. Beecher, Bingo; Mrs. Bowen, cane rack and spin wheel, and Gruber, scales and novelties. Jack A. Smith had the dance floor with a five-piece band.

## Ozark Expo Gates Up; Rain at Finale

MANSFIELD, Mo., Aug. 30.—Despite rain on Saturday that cut deeply into attendance 25,000 attended Ozark Summit Exposition here on August 5-6, equal to last year's record, reports Secretary W. C. Coday. While detailed accounting has not yet been made, it is believed the event, sponsored as an advertising feature, ended in the black. It was advertised by motorcades and a program in which advertising space was sold. Admission was 10 and 15 cents. Children were admitted free on Wednesday. Concerts were given by Mansfield and Marshfield Bands.

Oliver Amusement Co., with 5 rides, shows and 30 concessions, reported good business on the midway. On the free act program, emceed by Paul Lorenzo, were Flying Howards, trapeze and trampoline; Miss Collette, equilibrist; Bacardi Trio, comedy knockabout; Wimby, diving dog; DeKohl Troupe, juggling on rolling globes, and Four Lorenzos, high act.

On the committee were John Raby, president, Mark Shipp, vice-president; Gus Rushing, Warren E. Davis, A. E. Gilley, L. L. Hyberger and Haden Coday.

## Miller Midway Is Feature

DAVID CITY, Neb., Aug. 20.—Miller Bros. Shows, with 7 rides, 7 shows and concessions were on the midway at the 16th annual non-profit Butler County Picnic and Old Settlers' Homecoming, sponsored by the Commercial Club here on August 5 and 6, reports Secretary H. H. Schauf. Committee spent about \$350 to stage the event, advertised thru the press and by hand bills. Free attractions were the Toby Players; Fearless Gregg, shot from a cannon, furnished by Miller Bros. Shows, and a KFAB broadcast, including soloists, a trio, comic political address, a quartet and a man-on-the-street program.

AT GREENVILLE (Pa.) Centennial on August 7 Jimmy Smith, featured in the Austin C. Wilson Thrill Show organizations, before crowd of 16,000 performed feats on motorcycle and automobile, and Smith and his unit appeared at Bernard Airport in Youngstown (O.) Annual Air Show on August 14.

## Milwaukee's Fete To Net Two Grand

MILWAUKEE, Aug. 20.—Milwaukee's Midsummer Festival on July 16-24 grossed \$22,500.74, including \$10,256.81 from the carnival, Beckmann & Gerety Shows, \$3,168.38 from restaurant concession, \$3,425.75 from ticket sales to amphitheater, \$2,488 from sale of patrons' certificates and \$1,150.90 from firemen-police baseball game, according to an audit by Eugene Doyle, of the city comptroller's office.

Other resources included \$1,221.34 from the 1937 festival and a \$5,000 appropriation from the county.

Against revenues of \$28,722.08, there were expenditures of \$26,513.89, leaving a balance of \$2,108.19, according to the audit, which is practically completed.

## Ill. Home-Coming Attended By Big Crowd Despite Rain

CARTHAGE, Ill., Aug. 20.—Despite rain on two days, record crowds attended the Sixth Annual Home-Coming Celebration, sponsored by the Chamber of Commerce and merchants as a goodwill gesture here on August 3-7, reports R. A. Brooks, general chairman. Expenses were about \$1,500, financed by merchants and revenue from the midway.

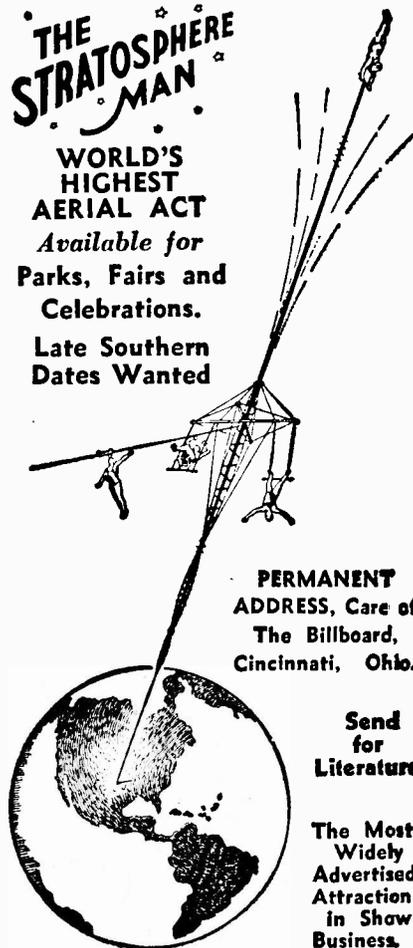
Oliver Amusement Co. did good business. Free acts booked thru Lew Rosenthal Amusement Enterprises, Inc., were Namedil Brothers, perch act; Lindeman and Boys, balancing, and *Merry-Go-Round Revue* with High Hat Orchestra and Rumba Four.

There were pet, float and bicycle parades for prizes, 4-H Club exhibit, three-legged and sack races. Other features were band concerts, queen contest, free street dancing and ball games, and prizes were awarded in blindfold boxing, hog-calling, rolling-pin throwing, amateur, watermelon eating and oldest-man-and-woman contests.

## Midway Big Draw At Shade Gap Picnic

SHADE GAP, Pa., Aug. 20.—Midway features were big attractions at the 50th Annual Picnic and Homecoming in tribute to the G. A. R., drawing about 38,000 here on August 1-6, reports Secretary Peg Ashman. Weather was ideal and rides and shows did heavy business. Held in McDonald's Grove, grounds were decorated and event was advertised with a sound truck in a 75-mile radius. C. W. Craig was manager. Music was furnished

**THE STRATOSPHERE MAN**  
 WORLD'S HIGHEST AERIAL ACT  
 Available for Parks, Fairs and Celebrations.  
 Late Southern Dates Wanted



PERMANENT ADDRESS, Care of The Billboard, Cincinnati, Ohio.

Send for Literature

The Most Widely Advertised Attraction in Show Business.

**WANTED**  
**For Iowa State Centennial**  
 Shows and Legitimate Concessions.  
 Can Use High Sensational Acts.  
**RINK WRIGHT, 121 Pearl St., Council Bluffs, Ia.**

THE PERFORMANCE SELLS IT — "Nuff Sed"  
**FOURO' HEARTS**  
 "AERIAL SENSATIONALISTS"  
 LATE SOUTHERN TIME DESIRED.

EAST. FRANK WIRTH BOOKING ASS'N., INC., 1560 B'dway, New York City.	MID-WEST. COLLINS ENTERPRISES, Elliott Hotel Bldg., Des Moines, Ia.	FOREIGN CHAS. L. SASSE, 300 West 49th St., New York City.
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**NAY LAD** — WE DINNA' WORK FOR FISH N' CHIPS — CRASH DUNIGAN.

**HARVEST FESTIVAL AND SNAKE DERBY**  
 HEALDSBURC, CALIF. — SEPTEMBER 3-4-5 — IN HEART OF TOWN.  
 WANTED—Ten Workers, Pitchmen, Sheet Writers, Novelty Men, Picture Men, Street Demonstrators, Penny Machine Men, Pennant Machine Worker, Kitchen Utensil Workers, Jewelry Workers and other Demonstrators. Rides, Side Shows and Game Concessions already booked. Downtown streets open first time in twelve years.  
 CHAMBER OF COMMERCE, Healdsburg, Calif.

**ELEVENTH ANNUAL**  
**SOUTH TEXAS EXPOSITION**  
 October 29-November 6, 1938  
 For exhibit space and inside attractions address  
**SOUTH TEXAS EXPOSITION, 2318 Polk Avenue, Houston, Tex.**

## HILLSBORO, OHIO FALL FESTIVAL

SEPTEMBER 28-29-30-OCTOBER 1  
Guaranteed To Be Bigger and Better Than  
Ever.  
All legitimate Concessions Except Rides  
Open.  
Write C. H. STEVENSON, Hillsboro, O.  
Now Booking high-class Free Acts. Write  
B. R. CLARK, Hillsboro, O.

4 Days & Nights, Sept. 14 to 18, Inc.  
**YE OLD COUNTY FAIR**  
Euclid Ave., Heart of City.  
**CLEVELAND, O., GARDEN CLUB**  
Cleveland's Biggest Charitable Show. Every five  
years. Can place Shows or Concessions that will  
commemorate with the times of pioneer days, as  
this will be a centennial in honor of Dunham  
Tavern, Euclid avenue, Cleveland's oldest building.  
Last show, French Fair, attendance 250,000 people.  
Wart as Free Attraction good Punch and  
Judy Show. Can place Shows, Freaks, Snakes, Fat  
Girl, Single Attractions, Old Fishpond, Pony Track,  
Shooting Gallery, Candy Floss and Medicine Show,  
old-time Fiddle Wheels, Striker, Big Cow, Big  
Horse, Freak Animals, Squawker Show, For M. C.  
in tent, track and cage and layouts. Address  
**SECY. OF PUBLICITY, Garden Club, 8906**  
Euclid Ave.

## BROOKSTON STREET FAIR AND HORSE SHOW

SEPTEMBER 15-16-17.  
WANT RIDES, SHOWS AND CONCESSIONS.  
Best Little Town in Middlewest.  
S. M. WYNKOOP, Secy.  
L. W. CONARROE, Concessions.  
Brookston, Ind.

## WANT

RIDES, SHOWS AND CONCESSIONS,  
September 1-2-3.

**MORTON FALL FESTIVAL**  
A. E. KLOPFENSTEIN, Morton, Ill.

## WANTED

8th Annual Labor Day Celebration and Homecoming,  
Boswell, Ind., Sept. 2, 3, 4, 5.  
Want Shows and Concessions of all kinds. Independent  
booking. We don't allow Concessions to conflict.  
Frozen Custard, Mug Joints, Bingo and Grind Stores.  
Write or wire. This Show is billed over fifty-mile  
radius.  
EDGAR BURNETT, Secy., Boswell, Ind.

## WANTED CARNIVAL

With rides and Shows for Haskell County, Okla-  
homa, Annual Farmers' Picnic and Fair, Septem-  
ber 29, 30 and October 1. Write or call **RU-  
PERT CROSS, Secy., or LEO CONARD, Pres.**  
of Fair Board at Stilger, Oklahoma.

## WANTED

Free Acts and Concessions for  
**NORTH JUDSON'S 30th JUBILEE**  
September 14, 15, 16, 17  
LOUIS J. KREN, Secy., North Judson, Ind.

## WANTED

Shows, Rides, Concessions and Free Acts for week  
beginning Labor Day, September 5, at River-by-  
Park, on the Ohio River, 4 miles west of Man-  
chester, O., on U. S. Route 52. Shows and Rides  
20 per cent. Wheels and Game Concessions ex-  
clusive \$35; \$15 down. First deposit gets the X.  
M. B. KNECHTLY, West Union, Ohio.

## WANTED A CARNIVAL

At Greenup, Ky., for Week of Sept. 5-10  
Auspices American Legion  
Write or wire T. F. MCKEE, Riverton, Ky.

## WANT MORE REVENUE for YOUR ORGANIZATION?

Read

## "BINGO BUSINESS"

A Column About Bingo in the  
**WHOLESALE MERCHANDISE  
Department**  
THIS WEEK and EVERY WEEK

by a 50-piece band and there was  
dancing to Dan Garber's Orchestra.

Free acts were Polly Jenkins and Her  
Plowboys; Frank Doss' Animal Circus  
and Skyline Thrillers, aerialists.

Ride men were Stewart Wachter, Ferris  
Wheel and Kiddie Swing; Thompson  
Brothers, Aerial Swing; Lloyd Wible,  
Kiddie Merry-go-Round, and Donald  
Runk, pony and goat rides. Lew Alter's  
oddities, Johnny Eck, half-man, and  
Arnold Raybuck's What-Is-It shows were  
on the midway.

Concessioners were Tom Hughes and  
John Ashman, cook houses; Ed Butts,  
scales and novelties; Lester Tate and  
Schweitzer, penny-pitch; Essie Tate, Ar-  
kansas ball game; Treyon, frozen cus-  
tard; Kin and Croffli, novelties; J. M.  
Ramsey and Robert Tanner, milk bottles;  
J. J. Coleman, balloon pitch; Lewis  
Weinstein and Mrs. Roeberg, hoopla; E.  
J. Evans, string game; Frank Tanner,  
photo gallery; Mrs. Wise, mule game;  
William Schreyer, dart game; P. Costella,  
mouse game; Harry Ellison, grab bag;  
R. J. Allison, ball game Brownie, jewelry;  
"Brooklyn Tommy," radio and blanket  
wheels, shoot the bee and devil's bowling  
alley; Billy Alton, cigaret shooting gal-  
lery; Harry Brown, pennant machine;  
Nellie Engstrom, high striker; Bert Heller,  
balloon dart; Johnnie Winslow, clothes  
pin pitch; Don Runk, African dip;  
Jimmy Thompson, candy floss, apples,  
popcorn and peanuts; Wachter, orange  
juice; Mrs. Williams, country store;  
Madame Selma, palmistry; Sheppard,  
Bingo and Rosenberg, med pitch.

## Shorts

**LAKEWOOD (N. Y.) Athletic Club** has  
signed the Jolly Jaiiet Shows for its  
First Annual Home-Coming. Committee  
will have a beer concession and nightly  
open-air dancing, said President Lee F.  
Krusen.

**AT ELKS' Congress of Dare-Devils** in  
Norwich, Conn., week of August 1, where  
the Diving Gordons were on the bill, a  
birthday party was given for one of the  
troupe, Miss La Chiquita, who received  
many presents, reports Chubby Gordon.

**THIRD ANNUAL Watermelon Festival**,  
sponsored by Junior Chamber of Com-  
merce, Charleston, Mo., July 25-29, was  
successful despite failure of an attrac-  
tion to show up, said Secretary W.  
Clifton Banta. Festival was financed  
through sale of advertising in a premium  
book and revenue from concessions.  
Advertising was done by handbills,  
posters, newspapers and premium books.

**ALTHO** rain curtailed afternoon at-  
tendance, there was a crowd at night at  
annual Coshocton (O.) County Home-  
Coming on the fairgrounds on August 4.  
Happy Attractions were on the midway.  
There were an amateur contest, dog  
show, square dance, CCC exhibit, soil  
conservation and merchant displays, ball  
games, band concerts and American  
Legion Drum Corps drills. Harry A.  
Caton was chairman.

**HOME-COMING and Fall Festival**  
Celebration, New Comerstown, O., spon-  
sored by Chamber of Commerce, Fire  
Department and City Band, will have a  
midway, ball games, balloon ascension,  
parachute jump and contests. John  
Atkinson is chairman.

**ANNUAL Lowell (Mich.) Showboat**,  
sponsored by Board of Trade and Ameri-  
can Legion, was a sellout on August  
3-6, playing to 45,000. Show, booked and  
produced by R. J. Marin, Del-Ray Or-  
chestrans and Attractions, had Manuel,  
slack wire; Jimmy Raschel's Orchestra;  
Madeline Lewis, dancer, and Flying How-  
ards. Norman Borgerson was manager.

**WALWORTH (N. Y.) Firemen's Car-  
nival**, attended by 2,500 on August 5-6,  
had Dave Dixon's Harlem Tramp Band,  
Holman's Merry-Go-Round and kiddie  
ride and eight concessions. H. M.  
Reynolds was chairman.

FREE ACTS, including Betty Becker,

accordionist; Mattil and Mattil, roller  
skaters, and Norman Sehn, handcuff  
escape artist, drew 4,000 at Walcott  
(N. Y.) Firemen's Carnival on August  
3-4. There were 10 concessions and  
Holman's Merry-Go-Round, Ferris Wheel  
and kiddie ride. Ralph Mason was  
chairman.

**WEST WEBSTER (N. Y.) Firemen's**  
Carnival on August 4-6 drew about  
18,000, with 30 concessions, Thomas  
Hector's Merry-Go-Round, Chairplane  
and Ferris Wheel. Louis Volk, chairman,  
was assisted by Floyd Brewer, Henry  
Steinorth, A. G. Kober, Henry Sprague,  
Art Holtz and Ed Kaler.

**BISHOP'S rides and shows and conces-  
sions** have been booked for Lagro (Ind.)  
American Legion Post Street Fair, report  
Frank Harrell and Robert Printy, com-  
mitteemen.

**J. J. EVANS**, who played two weeks  
at annual Putman Pumpkin Show,  
Zanesville, O., with his midget mule and  
trained dogs and a one-day engagement  
in Meyers Lake Park, Canton, O., on Au-  
gust 10, will play fall fairs and celebra-  
tions.

**B. H. NYE** has been engaged by the  
committee to direct a Firemen's Annual  
Celebration in Waverly, O., on the streets.

**SPONSORED** by the Lion's Club, an  
all-day celebration on Cadiz (O.) Fair  
grounds will have afternoon and night  
entertainment of fireworks, free acts and  
concessions.

**GEORGE MARLOWE**, who will direct a  
Street Fair in Lucas, O., under auspices  
of merchants, said there will be rides,  
shows, concessions and contests. Acts  
will include Marlowe, frog-contortion  
novelty, and Milo, the Mystic.

**VARIED amusements** will mark an  
Italian-American Song Festival, spon-  
sored by the Sons of Italy, in "Three  
Nights in Naples" in downtown Akron,  
O., reports Jack N. Vierling.

**WEISEMAN AMUSEMENT CO.** will  
furnish rides, shows and concessions at  
two six-day celebrations, one sponsored  
by Gordonsville (Va.) Volunteer Fire  
Co., having free acts, fireworks, parades,  
air shows and contests as added features,  
the other sponsored by Appomattox (Va.)  
American Legion.

**CIVIC Association in Shippingport,  
Pa.**, will sponsor a Home-Coming Cele-  
bration, including a midway, plan being  
to make it an annual event. Joseph  
Maloney is chairman; Carl Gardner, sec-  
retary, and Clair Gamble, treasurer.

**FRANK RUTTMAN**, special events  
promoter, who is back in Akron after  
successful events in Michigan, plans a  
number of indoor events in Eastern Ohio.  
He assisted the Russell Knisely family  
in funeral arrangements for the late out-  
door showman, with whom he had been  
associated in many promotions.

**L. B. (DOC) HOLTkamp**, former  
showman, will direct six-day Leaven-  
worth (Kan.) Labor Council Celebration,  
opening with a parade and featuring cir-  
cus acts, reports Dick O'Brien. Mer-  
chants are issuing coupons for a popu-  
larity contest, winner to receive a trip  
to Hollywood. Celebration is being  
heavily billed.

**ANNUAL Street Fair in Seville, O.**,  
sponsored by volunteer firemen and mer-  
chants, will have a parade of fire de-  
partments from near-by towns, rides,  
shows, concessions, free attractions,  
beauty contest and farm products dis-  
plays.

**AMONG ACTS** booked for a two-day  
celebration sponsored by Central Labor  
Union in Riverside Park, Watertown,  
Wis., are Gray and Dayton, French  
Flyers, Marie Kendall, Sieman and  
Archie and Arnoldo. There will be a mid-  
way and concessions.

## LIFE OF UGO

(Continued from page 59)

made a study of smart cracks, pig latin,  
money flashing, and developed a great  
contempt for rubes. To him a master  
pool shot was a slicker, but a substantial  
banker was a sucker. At the age of 22  
he received his first setback that later  
caused him to go the way of a Lucky  
Boy. At that time a midway was again  
at the fair and he was soon induced to  
play the big odds with everything in his  
favor. To his dismay he soon found  
himself without funds, and the laurels

of being the home town's wise guy  
crashed to the ground.

Resentment filled his heart. To get  
even was his one and only thought—  
but how! He saw no out to back up his  
resentment and decided to humiliate  
all with the show to get even. On a  
Sunday morning after the fair and as  
the show was loading out Ugo sat on  
the depot platform to throw slurs at his  
former benefactors, now his enemies.  
As the troupers walked by carrying their  
bags, bed rolls and what not, heading for  
the flats or day coach, he would jeer-  
ingly holler out, "Fair faker. Fair faker."  
This he kept up for several hours until  
someone sneaked up behind him and hit  
him over the head with a tent stake  
wrapped up in one-sheet dated May 1.  
The blow knocked him out, he staggered  
over to the flat cars and climbed on,  
never did regain full consciousness, and  
has been with the show ever since. He  
soon rose from the rank of a stick to an  
operator, and his life's aim has been ful-  
filled.

## A MAJOR

(Continued from page 65)

ment of a friend who owned an exhibit.  
George joined and was back in the carni-  
val business again.

Keightley is married and has no chil-  
dren. This is his first year as train-  
master, and the men on the lot declare  
that he is a good one. He may be found  
during the middle of the week with his  
underslung pipe humped over either  
aviation plans or new unloading train  
devices. A broken ankle some weeks  
ago didn't deter him from hobbling  
around on crutches in rain and mud  
directing the loading of the big flats.

## Bantly's

(Baggage cars and trucks)

**Berwick, Pa. Week ended August 13.**  
Location, ball park. Auspices, Eagle  
Fire Co. Weather, good with exception  
Wednesday night, rain. Business, very  
good.

Opened here with 2,500 paid gate ad-  
missions. Ideal location. Each night  
found business on uptrend, with Thurs-  
day night better than 5,000 paid  
admissions, which taxed lot to capac-  
ity. Attraction this night was award-  
ing of live baby by exploitationist  
Harry E. Wilson, and all shows, rides  
and concessions got excellent night's re-  
ceipts. Friday a drop in business in  
general, but Saturday brought it up to  
point where successful week was re-  
corded for Herman Bantly and per-  
sonnel. Wednesday and Saturday kiddie  
matinees were okeh. All rides and ma-  
jority of shows well patronized.

RAY MARSH BYRDON.

## F. H. Bee

**Brodhead, Ky. Week ended August**  
13. Weather, ideal except Thursday  
when it rained. Business, fair.

Show was spread out among thou-  
sands of beautiful trees here, and con-  
cessioners and showfolk all reported fair  
business. Organization received won-  
derful co-operation from the fair board,  
especially Secretary Yadon, President  
Phillips and Vice-President Bob Bird.  
Ferris Wheel again proved the most  
popular ride with Tilt-a-Whirl second.  
Kiddie Ride had its best week thus far,  
however. Alfredo Museum was top  
money show, with the minstrel and ath-  
letic shows running neck and neck for  
second money. John Denton's, bingo  
enjoyed good play. Mr. Steffin joined  
with his Mechanical City. Willis Hag-  
hart and Ray Crews also joined and had  
a good business with Girle, the cow  
with the human skin. Herman List  
opened his mouse concession and is well  
pleased with the business done. Great  
Snyder again scored with his "Cre-  
mating a Woman Alive" act. J. F.  
Sparks, of the Sparks Shows, visited.

WILLIAM R. HICKS.

## WANTED

RIDES, CONCESSIONS, FREE ACTS  
**AMERICAN LEGION HOMECOMING**  
September 21-22-23-24  
H. C. Shults, Secretary, Blue Mound, Ill.

## GOSHEN, INDIANA

**American Legion Main Street Festival**  
September 22-23-24  
Legitimate Shows; Concessions now being booked  
independently. For a hot spot wire or write  
CLIFF SNYDER.

## INDEPENDENT CONCESSIONS WANTED

FOR THE

**CORSICANA LIVESTOCK and AGRICULTURAL SHOW**  
DATES, OCTOBER 3 TO 8, INCLUSIVE.

Brand new \$35,000.00 plant situated on ideal location with plenty shade trees. Under experi-  
enced management. 10c and 15c Front Gate, with no Carnival Gate. Estimated minimum  
attendance 60,000. Address  
R. W. KNIGHT, Manager, Corsicana Livestock & Agricultural Show, Corsicana, Tex.

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**COMMERCIAL**  
**10c a Word**

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

**FORMS CLOSE (in Cincinnati) THURSDAY**  
FOR THE FOLLOWING WEEK'S ISSUE.

**AT LIBERTY**

5c WORD (First Line Large Black Type)  
2c WORD (First Line and Name Black Type)  
1c WORD (Small Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

**ACTS, SONGS AND PARODIES**

**WILL WRITE MELODIES FOR EXCEPTIONAL**  
Lyrics on royalty basis. Publishers' connections here. **AL SANDERS**, Twelve Sixty-One North LaSalle, Chicago, Ill.

**WRITE YOUR OWN WORDS AND MUSIC.**  
Particulars 10c. Melody for your words, \$1.  
**FRANK LITTIG**, 215 Mason Theater, Los Angeles, Calif.

**AGENTS AND DISTRIBUTORS WANTED**

**AGENTS—300% PROFIT SELLING GOLD LEAF**  
Letters for store windows. Free samples.  
**METALLIC CO.**, 439 North Clark, Chicago.  
tfnx

**AGENTS, DEMONSTRATORS — RUG GUIDES,**  
Darners, Embroidery Guides, Threaders. Good sellers. Samples, 2 for 25c. **COLBERT**, Box 494, Santa Monica, Calif. au27

**AGENTS TO START A PICTURE FRAMING**  
business in your home with our made to order frames. A good side line. **PICTURE SERVICE**, 221, Painesville, O.

**AIR VACUUM CLEANS AUTOMOBILES, \$7.85.**  
Nothing equal. Superior to many \$75.00 cleaners. Exclusive territory for go-getters. **BEAMAN CO.**, Denver, Colo.

**AMAZING NEW ZIPPER CLOTHESLINE—ZIP**  
garments on, off; no pins. Instant demonstration. Sure sale, big money. **DUNN MFG.**, Hempstead, N. Y.

**ASPIRIN, RAZOR BLADES, HANDKERCHIEFS,**  
Combs and Drugs. Write for price list.  
**AMERICAN DISTRIBUTING CO.**, P. O. Box 724, Knoxville, Tenn.

**BE YOUR OWN BOSS—OPERATE USED-NEW**  
Clothing Business from store, home, auto. 200%-300% profit. Everything furnished. Catalog free. **V. PORTNOY**, 566-B Roosevelt, Chicago. au27x

**BIG MONEY TAKING ORDERS—SHIRTS, TIES,**  
Hosiery, Underwear, Raincoats, Pants, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, 4922-A Lincoln, Chicago. se24x

**BIG MONEY APPLYING INITIALS ON AUTO-**  
mobiles. Easiest thing today. Free samples. Also, sideline salesmen for Name Plate and Tire Cover Transfers. "RALCO," 1305 Washington, Boston, Mass. x

**BIG PROFITS — THE PERFECT EYEGLASS**  
Cleaner. Keeps glasses clean longer. Prevents steaming. Wonderful demonstrator. Sample, 15c. **SHURBERG CHEMICAL**, Hartford, Conn. x

**BIG MONEY APPLYING INITIALS ON AUTO-**  
mobiles. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J. x

**CALL ON MANUFACTURER, JOBBER, MER-**  
chants. Steady income immediately for live wires. Staple Product. **JACOLAC DECAL CO.**, 1315 South Ashland Ave., Chicago.

**CALLING ALL MEDICINE MEN, SALESMEN,**  
Pitchers, Routers, Canvassers, Couponers, Demonstrators—Formazone Oil Indian Tonic, 16 oz., beautiful label, cost 30c, sells \$1.50. Send 30c for sample. **AMOGEN CO.**, 147 North St., San Antonio, Tex.

**CARTOON BOOKLETS — FOREIGN GIRLS'**  
Photos, posed natural, flesh color. Genuine prints. Big assortment, \$1. Samples, 25c. **ARTISTRY**, Box 625, Peoria, Ill.

**CHRISTMAS CARDS—ABSOLUTELY FINEST**  
Assortment. Fastest, easiest profits for you. Write quick for samples. **ROBINSON CARDS**, 460 Orange, Clinton, Mass.

**AGENTS AND SALESMEN**

read

**DIRECT SALES STUFF**

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

**WHOLESALE MERCHANDISE Department**

**THIS WEEK and EVERY WEEK**

**COSTS 2c—SELLS 25c. FAST SELLING NECES-**  
sity for agents, crews, demonstrators. Sample 10c. Details free. **LINNELL**, Box 1963-B, Cleveland, O. tfnx

**ENGRAVED NAMEPLATES, SIGNS, NUMBERS,**  
Ornamental Desk, Initial Plates, Enamel finish, five colors, big profit. **HILTON CO.**, 29 Portland, Providence, R. I.

**EXPERIENCED SUBSCRIPTION MEN WANTED**  
—Rural work exclusively. Attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. se3x

**FAIR WORKERS, DEMONSTRATORS—400%**  
profit. Patented Household Item. Fifteen Samples, dollar. Distributors write-wire patent owner. **WATSON HAUGER**, B-224 Ridge Avenue, New Kensington, Pa. x

**FOR BLIND MEN ONLY! FAST SELLING**  
Dime Novelty. None refuse. Cost you one cent. Samples, 10c. **CASEY**, 1481 Washington, Boston.

**GOOD MONEY—JUST SHOW SAMPLE, GIVE**  
out circulars. No selling! Starting outfit, dime. Refundable. **ERNEST CONNEVILLE**, Camp Ellis, Saco, Me.

**HERE'S SOMETHING NEW—MAKE \$100.00**  
or more weekly giving away push cards. No selling. **FLECK**, Box BB306, Columbia City, Ind.

**MAGIC RINGS—NEW ITEM, FAST SELLING,**  
big profit, real sales helps. Specialty men, concessioners, pitchmen. Write **H. ACKERMAN**, Box 72, Pontiac, Mich. Judge for yourself, sample 35c refundable. x

**MANUFACTURE AND SELL YOUR OWN MOTOR**  
Overhaul Compound. Expanding mineral supplied. Clean up with tastest selling specialty. Make as easy as a cup of coffee. Formula and enough mineral to start business. \$1.00. **XROLITE**, Kalispell, Mont. se10x

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Used Motoroil. Cheap chemical used. Formula, 25c coin. **S. GEORGE**, 285 E. Queen, Philadelphia, Pa.

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a trick deck. Mystifies. Everyone buys book to learn tricks. Pitchmen sell hundreds. Send 25c for sample, prices. **BOX 1873**, Salt Lake City, Utah.

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—Nationally known products. Deals defy competition. Samples 10c. **MONROE DISTRIBUTING CO.**, 7 Bay View Ave., Newport, R. I.

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miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico. x

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tures, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. tfnx

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Wave. Powerful demonstrator. Repeats 4 times year. Enormous field. Weight, 4 oz. Retail \$1. New, shorter time. Write **MARVAWAVE CO.**, 1122 Folsom, San Francisco, Calif.

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Business Stationery, Book Matches, Advertising Tape, Paper Towels, Drinking Cups, Pencils, Salesbooks, Labels, Rubber Stamps. Free sales portfolio. 35% commission daily. Money-making specials. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. AT, Chicago. x

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Color Sho-Cards. Fastest 25c sellers. Cost 4c. Samples, 10c. **HANSEN SIGNS**, 3129 N. Linder, Chicago.

**SPECIALTY JOBBERS' ROUTE MEN, CALLING**  
on Drug, Grocer, General and Variety Stores. Southern Manufacturer of Most Sensational 5c Item in field now expanding territory. Great existing demand tremendously increased by prevailing conditions. Sales easy, repeats quick; your profit 50%. Year round seller. Be first in your territory. Write today for details. Free delivery plan. **HUSCO-BB**, Atlanta, Ga. x

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Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. se3x

**4-COLOR PROCESS SIGNS SELL FAST.**  
Plenty profit. Sample, 10c; Trial 20, \$1.00. Free List. **JOHNSON SIGN SERVICE**, Morristown, Tenn.

**\$15.00 DAILY EASILY EARNED BUYING UP**  
Old Bottles, Magazines, Rags, Scrap Metal, Used Merchandise, Herbs, etc., for **NORTHERN COMMISSION CO.**, Buffalo-33, Minnesota.

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office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. se24x

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**ANIMALS, BIRDS AND REPTILES—IMPORTED**  
by **MEEMS BROS. & WARD**, Inc., Box B, Oceanside, N. Y. Rockville Center 5006. Write for price list.

**BIRD CIRCUS OF 4 COCKATIELS, 4 PARRA-**  
keets, 12 Canaries, complete with Props. Excellent for school work. **J. S. REID**, 1910 First Avenue, Birmingham, Ala.

**COLLIES, SHEPHERDS, BULL PUPS—SHIP**  
anywhere. Live delivery guaranteed. Guaranteed Mange Medicine, \$1.00. **BULLDOG ZOO**, 501 Rockwood, Dallas, Tex. x

**FOR SALE—"AMOS 'N' RUBY"—SMALLEST,**  
Best-Educated Pair of Mules in United States. Acts suitable for stage, fair, circus. **CLIFTON FEWEL**, Calhoun, Mo.

**IMMEDIATE SHIPMENT—\$5.00, \$10.00 AND**  
\$15.00 Dens Mixed Snakes, all kinds. Also 7-Foot Bulls, \$7.00; 6-Foot Rattlers, \$5.00. **ELLISON MITCHELL**, Naturalist, St. Stephen, S. C.

**LIVE ARMADILLOS—ALL SIZES. COMPLETE**  
Families, \$7.00; each, \$2.00; pair, \$3.50. Prompt delivery. Good feeders. **APLET ARMADILLO FARM**, Comfort, Tex. se24

**MIDGET PONY—30 1/2 IN. HIGH, 5 YEARS**  
old, black. Wrestling Bear, muzzles and pad. **BUCK BANARD**, care Billboard, St. Louis, Mo.

**MIDGET CIRCUS STOCK—SMALL TYPE**  
pure-bred Shetlands, any color. Missouri Mules that are real midgets. Matched pairs and drill teams. **FRED WILMOT**, Richards, Mo.

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old, best blood in America. Almost human intelligence, great for stage, screen or circus work. **NOSCO KENNELS**, 1103 E. Walnut St., Evansville, Ind.

**PLENTY SNAKES—ARMADILLOS, IGUANAS,**  
Gilas, Dragons, Alligators, Horned Toads, Chameleons, Monkeys, Prairie Dogs, Coati-mundis, Peccaries, Guinea Pigs, Rats, Mice, Parakeets, Wild Cats, Guinea Baboons, Puma Cubs, Lion Cubs. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. se3x

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Geared Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. se3x

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Horses, \$25.00 up; Mares, \$40.00 up; Persian Kittens, \$3.50. Send stamp. **BROOKS PONY FARM**, Belmont, Ia.

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\$10.00; Burros Colts, \$15.00; Wild Cats, \$7.00; Coyote Cubs, \$6.00; Raccoons, \$6.00; Armadillos, \$2.00; Prairie Dogs, \$2.00; Horn Toads, \$1.00 doz.; Cila Monsters, \$3.00; Black Iguanas, \$3.00; Chinese Dragons, \$7.00; large pit dens Snakes, \$10.00. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

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Novelty Trained Animals. State full particulars first letter. **KIMBALL**, General Delivery, Waltham, Mass.

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**BOOKS FOR CONCESSIONS, LECTURERS,**  
Shows, Stores, Canvassers, Pitchmen, etc., on Health, Crime, Drug Evil, Fun, Fiction, etc. Stock and special edition. Write your business. Get samples. Low prices. **STEIN PUBLISHING HOUSE**, 521 S. State St., Chicago, Ill.

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names of strangers, tell unspoken questions. Professional course mind reading, spirit writing, etc., \$1. **NORMAN**, Box 341, San Bernardino, Calif.

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Tongue, Sword, Torture Acts. Simple lesson, information for stamp. **MANLY**, 1315 Ferris Ave., Los Angeles, Calif.

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**CHICKEN FARM, ALSO IDEAL FOR CITRUS**  
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**FLASH! NEW ITEM—SHELL LAMPS, NOVEL-**  
ties, Coconut Lamps. Florida's oldest and largest manufacturer of Tropical Souvenirs. **LOS TROPICALS, INC.**, 946 North Miami Avenue, Miami, Fla. Open year around. x

**GIANT MAIL—OPPORTUNITIES, INCLUDING**  
52-Page Magazine, tips added income ideas. All for 10c. **B. KATZ**, 4254 N. Kimball, Chicago.

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shows for lodges, churches, organizations. Write **SPECIAL EVENTS PUBLISHERS**, 4 Everett Place, East Boston, Mass. se3x

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or spare time. Illustrated Booklet, 10c. Write **MARVIN STUDIOS**, 203 S. Dearborn, Chicago.

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What? Attract others of its kind. If interested, postcard **ROADMAN'S GUIDE**, 47 Miller Bldg., Toledo, O. x

**THE DEMONSTRATION OF MY "FLOSS-**  
Candy Machine" abruptly ended with the closing of the Cole Bros. Circus. I am now going into production of this marvelous piece of machinery, price \$150.00, with double-head, complete ready to plug in. **ROXY FIBER**, P. O. Box 213, Peru, Ind.

**COIN-OPERATED MACHINES SECOND-HAND**

**Notice**

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

**A BALLY TURF SPECIAL CONSOLE, FIVE**  
days used, \$40.00; Genco Football and Bally Lineup, \$8.00 each, or both for \$15.00. 1/3 deposit. **GEORGE BLOOM**, 593 W. 49 Court, Miami Beach, Fla.

**AAA-BARGAINS—1937 SKILL TIME (RED**  
Head), \$110.00; 1938 Skill Field, \$165.00; Bally Reserve, \$39.50; Mills Flash, \$44.50; Homestretch, \$12.50; Silver Flash, \$20.00. Many other specials. **MARKEPP CO.**, Cleveland, O.

**AAA-1 BARGAINS, RECONDITIONED—KEN-**  
tucky Clubs or Skills, \$150.00; 1938 Tracktimes or Skills, \$180.00; late 1937 Tracktimes or Skills, \$125.00; 14-Ft. Bowlettes, \$42.00; Rifle Targettes, \$35.00. Immediate delivery on new Winning Tickets, Multi Free Races, Triple Entries, 1938 Tracktimes. **W. E. KEENEY MFG. CO.**, 2611 Indiana Ave, Chicago.

**ALL MACHINES MECHANICALLY PERFECT—**  
Vogue, \$20.00; Silver Flash, \$20.00; Stoner's Races, \$15.00; Mercury, \$12.50; Auto Derby, \$10.00; Bumpers, \$7.50; Airways, \$25.00; Happy Days, \$7.50; Great Guns, \$15.00; Equalite, \$12.50. Third deposit with order. **SADIKOFF SALES CO.**, 123 W. 6th St., Chattanooga, Tenn.

**AMAZINGLY LARGE PROFITS! OPERATE**  
our Bingo 1c Counter Skill Game Gum Vendor. Details free. **ROBBINS CO.**, 1141 B DeKalb Ave., Brooklyn, N. Y. se3

**BALL GUM—FIVE STAR, FACTORY FRESH,**  
introductory price, \$10.75 per case, postpaid. **AUTOMATIC NOVELTY COMPANY**, Saint Augustine, Fla.

**BANG-A-DEER, USED 3 WEEKS, 4,000 SHELLS,**  
crated, \$165.00. \$1,000.00 worth of used Digger and Rotary Merchandise. **ST. CLOUD NOVELTY CO.**, 117 E. St. Germain St., St. Cloud, Minn.

**BARGAIN—SEEBURG MODEL "D'S", \$50.00.** A-1 condition. **MAPES NOVELTY CO., INC.,** 767 East 133d St., New York City.

**BARGAINS—WURLITZER P10s, \$45.00 EACH;** Rockola '36regs, \$65.00 each; Mills Do-Re-Mi, \$65.00 each; Dance Masters, \$45.00 each. 1/3 deposit. **AUTOMATIC MUSIC CO.,** Kalamazoo, Mich. x

**CANNOT BE TOLD FROM NEW—75 NORTH-** western Penny Merchandisers, \$4.50 each; 20 1 and 5-cent Combination, each \$5.50. **R. COLLINS,** 307 Wildwood Ave., Pitman, N. S.

**CLEARANCE OF GUARANTEED USED GAMES** —Bumper, Replay, Dval Baseball, East and West, Scoreboard, Around World, \$7.00; Batter Up, Running Wild, Crossline, Mystic, Chico Derby, Skooky, Skipper, \$10.00; Turf Kings, Stoner Races, Power Play, Sensation, Great Guns, \$15.00. **WESTERN SPECIALTY COMPANY,** 1206 Farnam, Omaha, Neb.

**DAVAL BUMPER BOWLING, \$115.00.** NEW and used Games and Phonographs. One-third deposit, balance C. O. D. **LONG BEACH COIN MACHINE EXCHANGE,** 1628 East Anaheim Street, Long Beach, Calif.

**DISCONTINUING BUSINESS—\$50,000 STOCK** of Paytables, Novelty, Counter and Bowling Games sacrificed for quick clearance. Advise your requirements. **AUTOMATIC,** 628 Madison, Memphis, Tenn. au27

**FIVE RIO RITAS, USED TWO WEEKS, \$50.00** each. **NEW ORLEANS NOVELTY CO.,** 238 Dryades St., New Orleans, La.

**FORCED SALE — MELON BELLS, \$60.00;** Cherry Bells, \$52.00; Bonus Bells, \$60.00; Comet De Luxe, \$35.00; Bluefronts, \$30.00; Jennings Chiefs, \$27.50; Fairgrounds, \$40.00; Galloping Dominoes, \$75.00. Half deposit required. Double Safes, \$14.00; Single, \$7.50 cash. Will allow inspection. **W. ELLERS,** Box 473, Temple, Tex.

**FOR SALE — ROCK-O-BALL ALLEYS WITH** Visible Triple Scoring Device, Seniors and Juniors, \$50.00. **BULLION,** Station "O," Box 118, New York. au27x

**FOR SALE — NORTHWESTERN MACHINES.** DeLuxe, \$14.00; Porcelain Penny-Nickel with Ejectors, \$9.50; Porcelain Penny with Ejectors, \$9.00. One-third deposit. **B. M. Y. NOVELTY SALES CO.,** 5824 St. Clair, Cleveland, O.

**FOR SALE—FIVE 1 1/4-LB. CAPACITY PENNY** Peanut Vendors, \$11.75. \$3.00 down, balance C. O. D. **DAVIS METAL FIXTURE CO.,** Lansing, Mich.

**FOR SALE — 1938 KENTUCKY CLUBS,** \$150.00; Dark Horses, \$50.00; Turf Flashes, \$50.00; Derby Days, \$45.00. All check separator models. 1/3 deposit. **B. M. Y. NOVELTY SALES,** 5824 St. Clair, Cleveland, O.

**FOR SALE—20 SIX-FOOT POKER TABLES,** like new, perfect condition. **NATHAN FABER,** 137 Beach 84th Street, Rockaway Beach, N. Y., Belle Harbor 5-0379. se17x

**FOR SALE—PERFECT CONDITION, APPEAR-** ance like new. (20) Watling Low-Type Mirror Front Penny Weighing Scales, @ \$42.50. Terms, 1/3 with order, balance F. O. B. **JOHN TRIFILLIS,** Bothwyn, Pa.

**FOR SALE—JENNINGS 1c LITTLE DUKE SIDE** Vender, \$25.00; Little Duke 1c Bell, \$20.00; Little Duke 1c Bell, nonvisible, \$15.00; Jennings Victoria, 5c Mechanism, \$7.50; Folding Stand, \$1.50; Jennings Junior Scales, \$25.00; Puritan J. P. Vender, \$5.00; Puritan Vender, \$4.00; Fields 1c Five Jacks, \$5.00; Stewart McGuire 6-Column Cigarette Vender, \$25.00. All equipment reconditioned and guaranteed. **MORGAN MITCHELL,** Zion, Ill.

**FOR TRADE OR CASH—SEEBURG SELECTO-** phones, 110 or 32 volts, also some for one and ten-cent slots. Will take Mills Modern Scales. **JIM McCORMACK,** Stanford, Ky.

**GOODBODY'S BARGAIN LIST IS WAITING** for You. We Buy, Sell or Exchange. **GOODBODY,** 1824 East Main St., Rochester, N. Y. au27

**GUARANTEED BARGAINS—1937 RED HEAD** Track Times, \$117.50; 1938 Kentucky Clubs, \$149.50; Pace's Races, black cabinet, check separator, \$49.50; Ray's Track, \$42.50; Mills Track King, \$72.50; Bally Skill Field, \$92.50; Derby Day Console, \$44.50; Bally Club House, \$37.50; Stoner's Champ, \$112.50; Bally Entry, \$59.50; Bally Reserve, jack pot, \$47.50; Preakness, \$22.50; Grand Prize, \$17.50; Mills One-Two-Three, \$52.50; Mills Flasher, \$55.00; Arlington, \$29.50; Turf Champ, \$14.50; Royal Races, \$15.00; Center Smash, \$17.50; Lite-A-Pair, \$15.00; Flicker, \$14.50; Stoner's Aurora, \$19.50 (new); Pad-dock, \$19.50. **MODERN AUTOMATIC EXCHANGE,** 2618 Carnegie, Cleveland.

**NEW REMOTE CONTROL ROCK-O-BALL** Triple Score Bowling Alleys, constructed with no coin chute. A remote control button placed in back of the bar releases ball for players after attendant presses button placed near cash register. Write for prices. **ROCK-OLA MFG. CORPORATION,** 800 North Kedzie Avenue, Chicago, Ill.

**NEW CZECHOSLOVA DICE FOR VENDING** Machines—10MM. size, 70 cents gross, postpaid. **CHIEF NOVELTY COMPANY,** Box A, Kiowa, Kan.

**NOVEMBER, 1937, POPMATS, TWO FOR** \$75.00; One for \$40.00. Good condition. These are bargains while they last. 1/3 deposit. **R. K. VENDING CO.,** 104 W. Main St., Salem, Ill.

**PEANUT MACHINES, FACTORY REBUILT,** like new, six-pound capacity, \$3.50 for sample; \$3.00 each in lots of 25. Cottlieb De Luxe Grip Scales, demonstrators, never on location, \$10.50 each. Clearing House Counter Machines, \$4.00 each. **TORR,** 2047 South 68th St., Philadelphia, Pa. x

# Show Family Album



AS CAN BE readily seen, these disciples of Izaak Walton, members of the Greater Sheesley Shows, didn't have to furnish any alibis upon their return from a fishing trip at Tallahassee, Fla., in 1920. From left to right are S. T. (Tom) Martin, privilege car manager; Ches Winters, cook-house proprietor; Capt. John M. Sheesley, general manager, and John Wallace. P. H. (Whitey) Richner, concessioner, stands in the door of the office wagon.

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.

**PHONOGRAPHS WANTED — WILL TRADE** late Bumper Type Novelty Games for: Used or New Phonographs, Electricity Machines, Gottlieb 3-Way Grip, Scales or A. B. T. Model F Targets. Write full details in first letter, also naming games wanted. **DELONG NOVELTY CO.,** Dade City, Fla.

**RAYS TRACKS, \$40.00; PACES RACES,** \$60.00; Mills 5c, 10c, 25c Slots, \$20.00; Pin Games, all you want, \$5.00. **O'BRIEN,** 89 Thames, Newport, R. I.

**SACRIFICE — 4 WURLITZER P 12s, HIGH** serial numbers, excellent condition, Cabinets good, \$59.50 each. 1/3 deposit, balance C. O. D. **MARION COMPANY,** Wichita, Kan. se3

**SACRIFICE — LATE SILVER KING VENDORS,** sold but never used, good as new, \$5.75. Used Snacks, \$15.95. 1/3 deposit. **BYRON NOVELTY COMPANY,** 2045 Irving Park, Chicago, Ill.

**SILVER FLASH, AIRWAY, CHICAGO EXPRESS,** Cottlieb Slugger, Tops, Bobs, Chicago Baseball, \$20.00; Gaytime, Bally Reserve, \$40.00; Dux, Football, Beamlite, Forward March, Mars, Jig Joy, Track Meet, \$15.00; Mercury, Tournament, Scoreboard, Stormy, Running Wild, Sensation, Great Guns, Booster, Bumper, Chicago Derby, any two \$15.00. **WEST COAST VENDING COMPANY,** St. Petersburg, Fla.

**SPECIAL SACRIFICE — W URLITZER PHONO-** graphs, excellent condition, ready to operate. Eighteen 616s, \$135.00 each, four for \$500.00; ten 616-As, like new, \$150.00 each, four for \$560.00; ten 412s, \$65.00 each. Original shipping cases. F. O. B. Wilmington. Third deposit, balance C. O. D. **C. L. WHITEHEAD,** 1205 Market St., Wilmington, N. C. se3x

**TEN GABEL ENTERTAINERS—24-RECORD** Selective Amplified, good condition, all overhauled, \$15.00 each; \$3.00 extra for crating. **NATIONAL COIN MACHINE EXCHANGE,** 2137 Tryon Lane, Toledo, O.

**THREE ROCK-O-BALL 10-FT. ALLEYS, NEAR-** ly new, \$85.00 each. 25% deposit. Delivery 100 miles, \$5.00 each. **BAILEY,** 2476 Orchard, Chicago.

**THIRTY PACIFIC MARKSMEN RAY GUNS,** perfect condition, Fifty Dollars each, F. O. B. Chicago. Third deposit, bal. C. O. D. **AMERICAN AMUSEMENT,** 736 Tilden, Chicago.

**TOM MIX RADIO RIFLES, \$99.50; ROCK-O-** Ball Bowling Alleys, 14 ft., \$49.50. Will trade for Bang-a-Deer, Hi-Ball or Late Consoles. **STEWART'S RADIO,** 135 North Pennsylvania, Indianapolis, Ind. se17x

**TICKETTE MACHINES, \$2.50 EACH. SEND** money with order. Have 25. **A. L. KROPP,** Tuscaloosa, Ala. se3

**TOM MIX RADIO RIFLES—ALMOST NEW,** used as demonstrators, \$150.00 each. **ROCK-OLA MANUFACTURING CORP.,** 800 North Kedzie Ave., Chicago, Ill. se3x

**TWENTY JENNINGS CHIEFS, SERIALS 119000** to 125000, \$25.00; Mills War Eagles, \$22.50; Mills Blue Front Q. T.'s, \$20.00; 2-36 Rockolas, \$55.00 each; 1 Bally Snappy Automatic Payout, \$15.00; 1 Jennings Sportsman DeLuxe, \$25.00; 1 Mills Post Time, \$17.50. All games are clean and A-1 shape. **HARTFORD COIN MACHINE CO.,** 1704-6 Barclay St., Baltimore, Md.

**WANTED—1938 DOMINOS, LATE CONSOLES,** Games, Five and Ten-Cent Cigarolas, Cigarette Machines. Give details. For Sale—Turf Champs, \$22.50; Used Games. **PUEBLO VENDING CO.,** 923 Carteret, Pueblo, Colo.

**WANTED TO BUY FOR CASH—USED WUR-** litzer Skeeball Alleys, Rock-a-Balls, Bank Rolls and Roll-a-Balls. Must be priced low and in first-class condition. **RELIABLE SKEE BALL COMPANY,** 2512 Irving Place, Chicago, Ill.

**WANTED—ONE COIN-OPERATED TURN-** stile, quarter slot; One Plain Turnstile for delivery before October. Also need Animals and Novelties. Tell me what you have to offer. **BILL'S,** Hobe Sound, Fla.

**WANTED TO BUY—USED PHONOGRAPHS.** Advise quantity, model, condition and best prices. **CANADA AMUSEMENT MACHINE EXCH.,** 3353 Lasalle Blvd., Verdun, P. Q., Can.

**WANTED TO BUY—100.00 USED RECORDS.** We buy Victrolas, Bumper Games, Scales, Peanut Machines, Arcade Equipment and others. Write, giving description, condition and price. **YALE AMUSEMENT CO.,** 952 Grand Ave., New Haven, Conn. se3

**WANTED TO BUY—JENNINGS TRIPLEX** Chiefs, Mills Cherry Bell and Bonus Bell in 10-cent play. State condition and price. **POST OFFICE BOX 129,** Ft. Dodge, Ia.

**3/8" BALL GUM, FACTORY FRESH, 11c BOX;** Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING,** Mt. Pleasant, Newark, N. J. se17x

**3 1938 MODEL 24s POPMATS—SELMORS,** \$4.00; Master, \$3.00; A. B. T. Target Skill, \$14.00; Snacks, \$10.00. **EXETER NOVELTY CO.,** Exeter, N. H.

**500 USED AUTOMATICS—MILLS ONE-TWO-** Three, \$50.00; Fairgrounds, \$50.00; 7-Coin Quinella, \$65.00; Keeney's Derby Champs, \$100.00; Sportsman, \$20.00; Fotofinish, \$20.00; Broncho, \$20.00; Western Paddles, \$60.00; Post Times, \$15.00; Arlingtons, \$25.00; Hialeah, \$22.50; Winner, \$10.00; Derby Day, \$15.00; Pike's Peak, \$55.00; Turf Champ, \$15.00; Royal Races, \$10.00; Heavy-weight, \$10.00; Air Derby, \$10.00; Railroad, \$15.00; Keeney's 1937 Skill Times, \$125.00—converted Models, \$100.00; Gallopin' Dominoe, 1938, \$125.00; Pace's Races, Brown Cab., \$145.00—Black Cab., \$80.00; Ray's Track, \$45.00; Keeney's 1938 Skill Time, \$165.00; Stewart McGuire 7-column Cigarette Machines, \$45.00; Liberty Bell, \$50.00. **SAM MAY & CO.,** 2011 Maryland Ave., Baltimore, Md.

**10 LITTLE DUKES—1c PLAY, \$14.50 EACH.** Mills Slots, \$7.50 and up. Write for latest list. **MARION COMPANY,** Wichita, Kan. se10x

**14 STEWART MCGUIRE 1-5c COMBINATION** Merchandisers, vend anything, \$8.50 each. **WALTON GROOVER,** 122 South Elizabeth Place, N. W., Atlanta, Ga.

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## FORMULAS

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ORGANIST—EXPERIENCED Electric and Pipe Organ. Roller Rink, Dance, Radio, Theater, Circus, Solo or Ensemble. Also as Emcee and Radio Announcer. Read, fake, transpose. Age 26, do not drink. Will furnish references as to ability and character. Available for contract October 15. Address FRANK NORRIS, 1509 Grandview, Sioux City, Ia.

TROMBONE—NAME BAND experience and references. Sight Reader, Modern Hot Style. Young, Union. JACK EVANS, Delco, N. C.

AT LIBERTY—RUSS WALDEN, FIRST TRUMPET. Available October 1st. Wishes to join dance band en route southwest. 1103 N. Oxford, Indianapolis, Ind.

AT LIBERTY—TENOR SAX, CLARINET. Sing. Want to join college band or location band. 23, reliable, union, good habits, good solid tone, read, improvise. GEORGE WM. BROWN, 205 E. Locust, Bloomington, Ill.

BASS FIDDLE WITH ALL ESSENTIALS, POSSESSING a fine ballad-type voice, good appearance, reliable, union, Age 28. Will go anywhere. Advise details. JOE CONCIARDO, Murphysboro, Ill.

DRUMMER AT LIBERTY—GO ANYWHERE. Have car; entertain; library of fine arrangements. Play good solid Drums. Write or wire CARL (JIM) STARTZIL, Scribner, Neb.

FAMILY ACT—INSTRUMENTAL, NOVELTY and Singing. Want to join unit. Play theatres, fairs, celebrations, etc. Father plays piano accordion; mother, string bass; daughter, 16, Spanish guitar, xylophone; son, 9, accordion and tenor guitar. Popular and old-time tunes, jokes, Hillbilly and Yodeling. PAN-COAST FAMILY, Delta, O.

FRENCH HORN AT LIBERTY AFTER AUGUST 23—Fairs, concert. Plenty experience, tone, union. MARK C. LEACH, Rushville, Ill.

GUITARIST, UNDER 25, TO JOIN ORGANIZED strolling unit. Must sing as soloist and if possible high tenor. Guaranteed good steady work. Union. Send photograph with application. RENO FILIPPI, Harvey Hotel, Helena, Mont.

GUITARIST, AGE 20, DESIRES LOCATION. Can read, fake; dance and radio experience, neat, sober, reliable; no panics. Wire or write HERBERT L. PYLE, Tell City Furniture Co., Tell City, Ind.

TENOR SAX-CLARINET—READ, TONE, TAKE-OFF, sight transposition, some Trumpet. Age 23. W. CAIN, 32 Laurel Ave., Du Quoin, Ill.

TENOR SAX, DOUBLE CLARINET. GOOD tone, read and modern take-off. Also good Front Man. Union, young, reliable, single. Plenty experience. State all in first. Write or wire RONNIE ROGERS, Lock Box 114, Pomeroy, Ia.

TENOR CLARINET-FLUTE MAN—AGE 26, union, 10 years' professional experience. Modern go style and big tone; read anything. Have been on one job for over a year. Desires change. ART HUNTSINGER, 1715 Eustis St., St. Paul, Minn.

TENOR SAX, CLARINET—DANCE, CONCERT, radio experience. Age 26, married, college grad, union. Prefer location or resident band in large city. Must be well-organized outfit. References exchanged. LEO ERLON, 220 Dechman Ave., Peoria, Ill.

TENOR SAX, DOUBLING CLARINET. SWEET, Hot, transpose at sight; plenty of experience, union, young, neat appearance, single, sober. Prefer hotel or club work, but will accept any reasonable offer. JIMMIE BIVINS, Albemarle, N. C.

TROMBONIST—RANCE, TONE, TAKE-OFF. Read well, double Trumpet, Featured Singer. Young, sober, reliable. Go anywhere. ART WEITE, 423 Chapala St., Santa Barbara, Calif.

TRUMPET—VOCALIST—WEST COAST PREFERRED. Well experienced, including radio. Read, phrase well. No take-off. Two weeks' notice needed. BOX C-616, care Billboard, Cincinnati, O.

TRUMPET MAN—AGE 22, UNION. EXPERIENCED in night club and large band work. Join immediately. State your best proposition. Write MUSICIAN, Gen. Del., Menominee, Mich.

XYLOPHONISTS—I WILL RETUNE KEYBOARD, replace 8 notes, refinish all notes, any size Xylophone. Guaranteed, \$9.00. XYLOPHONE SHOP, 28 Brook St., Hartford, Conn.

EXPERT ARRANGER—On Vocal, Stock, Special Dance Orchestras, Concert and Symphony Scoring. Popular and Concert Songwriting. Desire connection with organization needing services of competent all-round arranger; if necessary in "ghosting" capacity. Confidence guaranteed. Also desire collaboration with professional lyric writer having connection with standard publishers. BOX C-612, Billboard, Cincinnati, O.

HIGH TROMBONE—Playing Range to High G (Concert) in Heidt and Dorsey styles. Double and triple tongue proficiently. Single, 22, no bad habits. Two weeks' notice. Desire advancement. Write ANTON SOLARZ, Pillager, Minn.

MODERN STRING BASS—Solid Rhythm, Age 20, read and all essentials. Fully experienced. Recently with fast Eastern recording band. Prefer band playing location or one with permanent headquarters, but will consider anything reliable. Now working, but desire change. Can leave at once. Write full details. HARRY ELLIS, General Delivery, Appleton, Wis.

ORGANIST—Swing, straight. Former theater soloist. Extensive library. Long experience Hammond electric. Restaurant, cocktail lounge, skating rink preferred. JESS ROSSBACH, 111 Hawthorne St., Roselle, N. J.

TENOR SAX, CLARINET—Improvise, read, tone. Single, age 24. Have car. Reliable and experienced. Misrepresentation the cause of this ad, so tell all. F. G. WELBERT, Conway, Mo.

THREE CATANZARO BROS.—Piano, Tenor and Trumpet. Take-off latest styles. Cut anything. A good-paying job sincerely appreciated. CHARLEY CATANZARO, 402 W. 3d St., Pittsburg, Kan.

TRUMPET—Modern, fine tone and phrasing, wide range, read, "go" and union. State all in first letter. Location preferred. MUSICIAN, 832 E. Glen Ave., Whitefish Bay, Milwaukee, Wis.

VIOLINIST, AFTER SEPT. 15—Thoroughly experienced all lines. Single, reliable, go anywhere. Write, salary and full particulars. WM. C. ELDER, Derby, Ind.

AT LIBERTY PARKS AND FAIRS

A BALLOON ASCENSION—By Daring Young Lady Aeronauts. Three units available. Equipment and personnel in Ohio. CONTINENTAL BALLOON CO., care Billboard, Cincinnati, O.

BALLOON ASCENSIONS FURNISHED—Established 1917. Experienced operators. Triple Parachute Drops. O. E. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind.

BALLOON ASCENSIONS—Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. CLAUDE L. SHAFER, 4704 W. Washington St., Indianapolis, Ind.

BALLOONIST—PROF. CHAS. SWARTZ. Committees write, wire. Address Humboldt, Tenn.

TRAINED HORSE, DOG and Goat Act—Clean and snappy, with a program that is really different. Prices reasonable. Write for a personal interview. A few September dates open. Labor Day booked. Act now. ELLIOTT SHOWS, Route 7, Decatur, Ill.

BALLOONISTS AND AIR-plane Parachute Jumpers. Maine to California service. Cash bond if desired. Established 1903. THOMPSON BROS.' BALLOON & PARACHUTE CO., Aurora, Ill.

TUMBLING AT WOODS—Bozo, Raggedy Ann, Falling House. Billboard, Cincinnati, O.

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O.

AT LIBERTY FOR PARKS, FAIRS, CELEBRATIONS, etc., in Ohio, Indiana, Illinois, Missouri and Kentucky Dixie Dandy Dog and Monkey Circus. Five Dogs, one Rhesus Monkey, one large African Baboon, properly presented by young man and woman of nice appearance. Best of wardrobe, harness and properties. Running time 20 to 25 minutes. You want the best, we have it. Price right. Wire or write DIXIE DANDY CIRCUS, 3830 Drakewood Drive, Oakley, Cincinnati, O.

BALLOON ASCENSIONS WITH PARACHUTE Drops furnished for all occasions. HENDERSON BALLOON CO., Haskins, O. (formerly of Toledo).

BILLY FINKLE—"CHAPLIN'S DOUBLE." A comedy novelty that will have your people talking. Platform Act and also work among crowds. Featured at Shrine Circuses from Coast to Coast. Also act as announcer. BILLY FINKLE, 390 Arcade Bldg., St. Louis, Mo.

CARMENE'S CIRCUS REVUE—FOUR COMPLETE and distinct Free Attractions. Price and literature on request. Address BOX 21, Williamston, Mich.

FOUR HIGH CLASS ACTS—WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINKS' CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis.

ROLLER SKATERS AVAILABLE FOR PARKS, fairs, roller rinks, theatres, units, night clubs. Young man and lady; fast twirling. This act is outstanding, a real feature novelty act. Delightfully entertaining; rube, trick and fancy roller skating; colorful costumes. Write H. W. PRICE, 112 East Twelfth, Newton, Kan.

VAUDELLES CIRCUS—TEN DOGS, CATS, Monkeys. Two distinct acts and acrobatic clowny. Guarantee satisfaction for Southern fairs and indoor shows. Address Moline, Ill.

AT LIBERTY AFTER SEPT. 24—Three Acts. Tight Wire, Rolling Globe and Slack Wire. Write for prices and literature. THE CHRISTYS, Keokuk, Ia.

AT LIBERTY—Four separate Acts. Wire walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn.

AT LIBERTY—Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn.

"BINGO" SUNSHINE, Grand-stand Clown Cop. Also White-Face Clown, Walk-a-Round. Good Dates available now. Write now. JAKE J. DISCH, Packard Ave., Cudahy, Wis.

CHARLES LA CROIX—Original Outstanding Novelty Trapeze Act. A high-class Platform Free Attraction. Available for Street Fairs, Celebrations, Fairs, etc. Very attractive equipment. Special large modernistic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Platform required. Act priced reasonable. CHARLES LA CROIX, 1304 S. Anthony Blvd., Fort Wayne, Ind.

CHAS. AUGUSTUS—High-Class Trapeze Artist. Committees wanting a real feature Novelty Act as a free attraction for your celebration and other outdoor events, get in touch with me. My act can be erected on your platform and featured. I have complete and flashy apparatus and do a real act. Literature and price on request. Address CHAS. AUGUSTUS, care Dreier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

CLOWN MOTORCYCLE COP—General Clowning, Wire and Juggling Acts. Clown Dog, Comedy Horse Act, Comedy Cow Act. Hollywood experience. Aerial Grandstand Act. ART ATTILA, Billboard, Chicago, Ill.

EDUCATED AND TRICK PONY—Good looking, wonderful performer, work anywhere without harness. For particulars, GEO. E. ROBERTS, Manager Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Telephone SAGmore 5536.

FAIRS AND OUTDOOR CELEBRATIONS—Quartette, String music and sing. Platform or grand stand, and for dances. Write WEBER'S TROUPE, Broadway and Chestnut, St. Louis, Mo.

FRED AND MARIE GUTHRIE—Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Brauner, Ohio.

FUNNY FORD ACT—Fast and furious, and more fireworks than any other Ford Act. Personnel includes famous clown, expert this type of act. ART FORD, Billboard, Chicago.

HORACE LAIRD, Principal Producing Clown. Plenty of the latest Props, Parks, Fairs, Circus. Just closed with the Cole Bros.' Circus. First time at liberty in ten years. Address General Delivery, Chester, Pa.

LOOK—I HAVE LABOR DAY and a few October and November dates open with my Circus Acts and Clown Bits. CLOYD HARRISON, Billboard, Cincinnati, O.

PAMAHASIKA'S Dog, Pony, Monkey, Bird Circus. For a Good Standard Attraction. Geo. E. Roberts, Manager. PAMAHASIKA'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

SENSATIONAL HIGH FIRE DIVE—Has some open time. Address CAPT. EARL McDONALD, care The Billboard, Cincinnati, O.

THE ORIGINAL WOLTERS TRIO—Two men, one lady; three distinct acts that are tops in acrobatics, balancers and contortion. For fairs, celebrations, Labor Day open. We do not disappoint or misrepresent. Write, wire care Billboard, 54 W. Randolph, Chicago.

THEODISHIA THE CLOWN—Clowning Grand Stands. Singelo, a Free-Lance Clown. Working, thank you. Hello, Ed, Chas., Iza, Billie and Kitty. This week Le Center, Minn.

TWO ACTS — Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Bond if desired. BOX C-465, care Billboard, Cincinnati, O. au27

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—Read, Fake, Arrange. College graduate. Age 23. Radio Experience. Union. JIM MINIMUM, 705 North Street, Oil City, Pa.

PIANIST—READ, SWING, Rhythm, Arrange, Compose. 22, Union. State particulars. BOX 174, Danville, Ky.

A-1 RHYTHM PIANIST—NOW WORKING but desire a change. BOX C-619, Billboard, Cincinnati, O.

A-1 PIANIST-ARRANGER—SIX YEARS' experience organized bands. Read, modern take-off, cut shows. Write arrangements any style. Age 24, reliable. BOB DECKLAR, 529 W. Moseley, Freeport, Ill.

UNION PIANIST—READ, FAKE, ETC. ALL essentials. BOX C-597, Billboard, Cincinnati, O.

PIANIST—Want Location. Hotel, Cafe, etc. Experienced Concert and Dance. Union. Reader. Give anywhere. Write, give particulars. LARRY SCHEBEN, 520 W. Sixth, Little Rock, Ark.

PIANIST—Wide Professional Experience, desires strictly reliable, steady opening. Nothing cheap. No telegrams or postal cards, only letters stating details acknowledged. RAYMOND DEMPSEY, Franklinville, N. Y.

PIANIST-ARRANGER—Fast reader, solid rhythm. Experienced all lines. 32, sober, reliable, union. DEX BULEN, 301 Randolph, Meadville, Pa. au3

AT LIBERTY SINGERS

BARITONE SINGING EMSEE—With wide range, personality, good looks. Stage, radio and night club experience. College graduate, age 24, tall, single, sober and reliable. Correspondence welcome but strictly business. Prefer to join name band or night club work, but all offers considered. J. HALLAHAN, Box C-604, Billboard, Cincinnati, O. au27

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—TEAM: MED. REP. LADY, small parts, acts, bits, singles. Man, real vaude piano player, acts, bits, etc. Absolutely first-class. Have car. More information on request. BOX C-618, Billboard, Cincinnati.

NOW—Versatile Song-Dance Comedian, Tab, Med, Rep. Young, neat, sober. Plenty Specialties, Material, Produce, Drums (have none), Paint Scenery. Need ticket. COMEDIAN, Kearney, Neb.

PANAHASIKA'S Famous Acting Docketos — They're great. They're wonderful. They're famous. A feature for any show. Presented by the well-known Prof. Panahasika himself. Permanent address 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

PANAHASIKA'S Dog, Pony, Monkey and Bird Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Panahasika himself for this attraction. Address GEO. E. ROBERTS, Manager Panahasika's Studio, 515 W. Erie, Philadelphia. Telephone SAGmore 5536.

SINGLE MUSICAL ACT at Liberty. State best, need transportation. MUSICAL MAY MACK, 650 Portland Ave., St. Paul, Minn. Available by August 30.

THE LERCHES—Lady and gent Comedy Troupe Act; also Aerial Act. 1801 W. Main St., Belleville, Ill. au27

MASSACHUSETTS

Boston—Gift Show. Sept. 12-16. MICHIGAN Alma—Harvest Jubilee. Aug. 26. Chamber of Commerce. Decatur—Celery Festival. 29-Oct. 1. William T. Beek. Dexter—Kiwanis Carnival. Sept. 5-7. John F. Hoey. Dundee—American Legion Celebration. Aug. 21-27. M. E. Potter. Fennville—Homecoming. Aug. 26-28. R. G. Barron. Free Soil—Homecoming. Sept. 3-5. Mrs. Frank Hunt. Grand Ledge—Summer Festival. Aug. 25-27. Rev. Louis Wren. Merrill—Firemen's Homecoming. Sept. 7-10. Paw Paw—Grape Festival. Sept. 23-25. Myle Adamson. Perry—Harvest Festival. Sept. 9-10. W. T. Lemmon. Romeo—Peach Festival. Sept. 3-5. Frank Miller, 16884 Stansbury, Detroit. Van Buren—Silver Jubilee & Fair. Sept. 13-17. Weidman—Weidman Day. Aug. 27. Gerry Middlesworth.

MINNESOTA

Amboy—Corn Festival. Sept. 20-21. H. E. Salsbery. Clements—Balloon Days. Sept. 10-11. Alvin C. Jensen. Henderson—Sauerkraut Days. Aug. 27-28. Elmer Brahs. Montgomery—Kolacky Days. Sept. 24-25. Joe T. Rynda Jr. Morristown—Corn & Colt Show. Sept. 16-17. F. A. Putz. Osakis—Fall Festival. Sept. 1-3. C. H. Bronson. Waterville—Fall Festival. Sept. 9-11. Hillie C. Tiff. West Concord—Homecoming. Sept. 21-22. C. J. Ferguson. Winona—Pice Pancake Days. Sept. 30-Oct. 1. Leo Ottbor.

MISSISSIPPI

Clarksdale—Delta Staple Cotton Festival. Sept. 27-29. Mrs. E. J. Marshall.

MISSOURI

Alma—Fall Festival. Sept. 8-10. James A. G. Petering. Appleton City—Picnic. Aug. 24-26. Clay C. Neale. Billings—Street Fair. Sept. 8-10. C. L. Gray. Chillicothe—Legion Calf & Horse Show. Sept. 12-14. F. M. McCall. Ellington—Homecoming & Fair. Sept. 1-3. P. B. Smith. Excelsior Springs—Mulesta. Sept. 30-Oct. 1. Gallatin—Fall Festival. Sept. 14-17. L. O. Richesson. Hamilton—American Legion Race Meet. Aug. 23-26. R. C. Hendren. Herman—Homecoming. Aug. 27-28. F. N. Sanders. Jackson—Homecoming. Sept. 7-10. J. R. Short. Jamesport—Fox Hunt. Sept. 6-10. J. F. Jackson. Kansas City—Jubilesta. Sept. 19-Oct. 1. Lincoln G. Dickey. Lexington—Fall Festival & Farmers' Fair. Aug. 29-30. Ike Skelton. Lockwood—Fall Festival. Sept. 15-17. Fred Wilcox. Rockport—Fall Festival. Sept. 21-23. Community Club. Rolla—Lions' Carnival. Sept. 7-10. A. L. Johns. St. Charles—Pageant of Progress. Sept. 8-11. Sarcoxie—Homecoming. Sept. 9-10. Nelson Brown. Troy—Lincoln Co. Jubilee. 28-Sept. 3. R. A. Trall.

NEBRASKA

Elgin—Harvest Festival. Aug. 24-25. F. J. Stehly. Omaha—Food Show. Sept. 26-30. L. Kavan. Plattsmouth—King Korn Carnival. Sept. 21-24. Leslie W. Niel. Ravenna—Ann-e-Var Celebration. Aug. 25-27. A. E. Erazim. Utica—Fall Festival. Sept. 16-17. Commercial Club.

NEW JERSEY

Atlantic City—Golden Jubilee Encampment of Army & Navy Union. Aug. 24-27. Atlantic City—Miss America Beauty Pageant. Sept. 6-10. Belle Mead—Farmers' Picnic. Aug. 24. J. S. Gabriel.

NEW MEXICO

Lordsburg—Goat & Sheep Show. Sept. 2-3. Tom Reid, Steins, N. M. Santa Fe—Piesta. Sept. 3-5. J. D. DeHuff, Box 1078.

NEW YORK

New York—Gift Show. Aug. 22-26. George F. Little, 220 5th ave. New York—Atlantic Coast Premium Exposition. Sept. 12-16. Howard W. Dunk, 500 Fifth ave.

NORTH CAROLINA

High Point—Celebration. Sept. 5-10. R. S. Bancroft. Elizabeth City—Firemen's Festival. Sept. 12-17.

NORTH DAKOTA

Larimore—Lions' Club Celebration. 31-Sept. 1. Arnold Johnson.

OHIO

Akron—Italian Feast. Sept. 2-5. Andover—Street Fair. Sept. 9-10. Dr. E. G. Haas. Antwerp—Homecoming. Sept. 8-11. H. J. Snyder. Ashtabula—Celebration. Sept. 15-17. John J. Porter. Beach City—Homecoming. Sept. 3-5. Charles Carr. Bowling Green—Tomato Festival. Aug. 29-Sept. 1. C. M. Gallher. Canal Winchester—Fall Festival. Sept. 14-17. Charles W. Benner. Cincinnati—Food Show at Zoo. Aug. 23-Sept. 5. A. E. Scheffer. Cincinnati—Air Show at Sharonville. Sept. 10-11. Louis A. Ripley. Cleveland—Natl. Air Races. Sept. 3-5. Clifford W. Henderson. Columbus—70th Anniv. of Order Railway Conductors. Sept. 12-17. East Palestine—American Legion Street Fair. Aug. 26-28. George Kirtley. Frazesburg—Frazesburg Homecoming. Aug. 25-27. M. C. Graham.

Gibsonburg—Homecoming & Ox Roast. Aug. 24-27. Frank Otney. Holland—Homecoming. Aug. 27-28. Helen Dunn. Hoytville—Homecoming. Aug. 22-27. Cecil Dennis. Kalida—Putnam Co. Pioneer Celebration. Sept. 1-3. John W. Oninn. Lucas—Street Fair. Sept. 21-24. George Marlow. Newcomerstown—Homecoming & Fall Festival. Sept. 1-5. John Atkinson. New Holland—Legion Fall Festival. Sept. 7-10. William H. Skinner. Perrysville—Homecoming. 31-Sept. 3. Howard Butler. Salem—Legion Fall Festival. Sept. 16-17. Sandusky—125th Anniv. Celebration Battle Lake Erie. Sept. 10-11. Seville—Merchants & Firemen's Street Fair. Sept. 22-24. Shelby—Community Street Fair. Sept. 7-10. Carl Wentz. Waverly—Firemen's Celebration. Sept. 5-10. B. H. Nye. Winchester—Street Fair. Aug. 24-27. J. W. Carl.

OKLAHOMA

Enid—Cherokee Strip Celebration. Sept. 14-17. O. E. Zink. Perry—Cherokee Strip Celebration & Fcdeo. Sept. 16. Marsh B. Woodruff. Stigler—Haskell Co. Fair & Farmers' Picnic. Sept. 29-Oct. 1. Rupert Cross. Thomas—Anniversary & Old Settlers' Celebration. Last week in Aug. F. M. Perry.

OREGON

Astoria—Celebration. Aug. 31-Sept. 4. Tom Cunning.

PENNSYLVANIA

Altoona—Auto Races. Sept. 5. T. E. Allen. Clymer—Celebration. Sept. 5-10. J. T. Daniels. Johnsonburg—Firemen's Celebration. 2d week in Sept. Central Hose Co. McClure—Bean Soup & Home-Coming Celebration. Sept. 15-17. S. H. Bubb. Marion Center—Firemen's Celebration. Aug. 25-27. B. W. Thomas. Mt. Pleasant—Firemen's Fair. Sept. 10-17. Volunteer Fire Dept. Martins Creek—St. Rocco's Catholic Church Celebration. Aug. 25-28. North East—Legion-Firemen Grape Carnival. Sept. 29-Oct. 1. C. V. Green. Philadelphia—Gift Show. Sept. 28-30. G. F. Little. Philadelphia—Bryn Mawr Horse Show. Sept. 21-24. St. George Bond. Pittsburgh—Allegheny Co. Sesquicentennial. Sept. 2-24. Pittsburgh—American Legion Jubilee. Aug. 29-Sept. 10. Ridgway—Fire Dept. Celebration. Sept. 1-3. H. C. Law.

SOUTH DAKOTA

Canton—Coin Carnival. Sept. 1-2. O. M. Myers. Madison—Turtle Days. Aug. 28-27. Milbank—Farmer Days. Sept. 23-24. Sturgis—Anniversary Celebration. Sept. 2-3. Vale—Sugar Day. Aug. 27. Watertown—Play Days. Sept. 30-Oct. 1. Wentworth—Corn Days. Sept. 21-22. Whitewood—Picnic. Sept. 5.

TENNESSEE

Dresden—Potato Festival. Sept. 14-16. O. W. Beard. Humboldt—Homecoming. Aug. 22-27. American Legion. Millington—Church Fair. Sept. 12-17. Mrs. Laura Young, Lucy, Tenn. Paris—Jubilee. Sept. 28-30. Charles G. Neese. Whiteville—Harvest Festival. Aug. 29-Sept. 4. Civic Club.

TEXAS

Dallas—Southwestern Gift Show. Sept. 4-9. Fred Sands. Port Arthur—Port Arthur-Orange Bridge Opening Celebration. Sept. 7-8. R. E. McInnis. Port Isabel—Rio Grande Valley Fishing Rodeo. Aug. 25-28. J. von Ailmen. Roaring Springs—Motel-Dickens Co. Old Settlers' Reunion. Aug. 25-26. John Smith. Tyler—Texas Rose Festival. Sept. 30-Oct. 2. John Womble.

UTAH

Payson—Golden Onion Days & Homecoming. Sept. 3-5. Ray Wilson.

VERMONT

Hartland—Horse Show. Aug. 28.

VIRGINIA

Fairfax—Horse & Pony Show. Sept. 24.

WASHINGTON

Hillyard, Spokane—Hi Jinks Celebration. Aug. 24-27. E. W. Landry. South Bend—Labor Day Regatta & Oyster Festival. Sept. 4-5. W. R. Lorentson.

WEST VIRGINIA

Berkeley Springs—Tomato Festival. Sept. 3-5. Gene Miller. Clarkburg—Celebration. Sept. 3-10. Sam Corbin. New Martinsville—Centennial Celebration. Sept. 3-5. Dr. E. C. Blum. Point Pleasant—Mason Co. Potato Festival. Aug. 25-27. Wade Thabet. Richwood—Spud & Splinter Festival. Aug. 25-27. Colbert O'Dell. Weston—Grand Glass Expo. Sept. 5-8. Homer Golden.

WISCONSIN

Appleton—Picnic. Sept. 3-5. Carl Smith. Barron—Fall Festival. Sept. 15-17. Zude Jones. Boscobel—4-H Club Exhibit. Sept. 25. Helmar A. Lewis. Gilman—Fall Festival. Sept. 3-5. W. M. George. Kaukauna—Picnic. Sept. 4-5. E. E. Brewster. Mount Horeb—Fall Festival. Sept. 8-10. Jorgen M. Moe. Washburn—Bayfield Co. Farm & Forestry Festival. Sept. 3-5. Gust J. Johnson. Watertown—Central Labor Union Celebration. Sept. 3-5. Alyce Rowlands. Wisconsin Rapids—Cranberry Harvest Festival. Sept. 16-18. Geo. T. Prechette.

WYOMING

Wheatland—Days of '49 & Rodeo. Aug. 26-28. B. A. Bowen.

Coming Events

These dates are for a five-week period.

ARKANSAS

Little Rock—Celebration. Sept. 5-10. Elmer Brown, Union Labor Bldg.

CALIFORNIA

Escondido—Grape Day. Sept. 9. A. D. Drury. Huntington Beach—Black Gold Days. Sept. 3-5. William Le Gallienne. San Mateo—County Fiesta. Sept. 21-25. Chester P. Lipman. San Leandro—Dahlia Show. Aug. 27-28. American Legion. Walnut Creek—Festival. Sept. 16-18. Frank Moody. West Riverside—Harvest Festival. Sept. 2-5. Florence Goodale.

COLORADO

Arvada—Harvest Festival. Sept. 16-17. Ben Dunlap.

CONNECTICUT

Lakeville—Horse Show. Aug. 27-28.

IDAHO

Cottonwood—Idaho Co. Stock Show. Sept. 14-15.

ILLINOIS

Aledo—Fall Festival. Aug. 24-27. Harold Dittmar. Ashkum—Homecoming. Aug. 27-28. Orval Ryan. Assumption—Homecoming & Street Fair. Aug. 24-27. Bend—Homecoming. Sept. 3-5. J. W. Chuhack. Bethalto—Homecoming. Sept. 9-10. Orville Prehn. Bloomington—Soldiers, Sailors & Marines' Reunion. Sept. 15-17. Marlon B. Day. Dixon—Fall Festival & Corn Show. Sept. 27-29. H. S. Beard. East Carondelet—VFW Celebration. Sept. 2-5. Box 15, Dupu, Ill. Elmwood—Fall Festival. Sept. 1-3. R. W. Miller. Forreston—Sauerkraut Day. Sept. 22. Mayor Joseph Maas. Glenview—Glenview Days. Aug. 27-28. Otto J. Lamberg. Griggley—Corn-Colt Show. Sept. 15-17. Charles E. Stahl. Harvey—VFW Celebration. Sept. 2-5. T. C. Brown. Joliet—Celebration & Industrial Exhn. Sept. 3-5. James Kennedy. Joliet—Will Co. Republican Picnic. Aug. 28. Lacon—Old Settlers' Picnic. Aug. 25. Melvin C. Schrock. Lanark—Old Settlers' Day. Aug. 25. S. R. Brennan. Lena—Firemen's Fall Festival. Sept. 8-10. H. V. Wales. Le Roy—Homecoming. Sept. 1-3. Oscar M. Phares. Mackinaw—Harvest Homecoming. Aug. 24-25. Clyde Woodrum. Mahomet—Fall Festival. Sept. 8-10. H. K. Pasley. Mendota—Fall Festival. Sept. 14-16. L. J. Oester. Milledgeville—Community Day. Sept. 7-8. Helen Nall. Miner—Homecoming. Aug. 26-27. R. C. Theis. Niantic—Homecoming. Sept. 8-10. Palmira—Soldiers & Sailors' Reunion. Aug. 24-25. L. L. Hunt. Piper City—Legion Celebration. Sept. 2-3. R. R. Roberts. Plymouth—Old Settlers' Reunion. Aug. 22-26. J. L. McDermitt. Stonefort—Soldiers & Sailors' Reunion & Homecoming. Aug. 24-27. J. H. Greer. Strasburg—Homecoming & Barbecue. Sept. 1-3. O. A. Powell.

Taylorville—A. T. A. County Picnic. Aug. 25. Sydney Holben, Stonington, Ill. Taylorville—County A. T. A. Picnic. Aug. 25. Sol Broverman. Vandalia—Old Settlers' Reunion. Sept. 15-16. Glenn P. Curry. Warrensburg—Homecoming. 31-Sept. 3. Luther C. Paxton. Washburn—Fall Festival & Homecoming. Sept. 15-17. R. L. Pacey. Windsor—Harvest Picnic. Aug. 24-27. C. H. Miner.

INDIANA

Attica—Celebration. Aug. 22-27. L. S. Miller. Bowling Green—Old Settlers' Reunion. Sept. 2-3. McNary Hoffa. Brookston—Street Fair & Horse Show. Sept. 14-17. S. M. Wynkoop. French Lick—Fall Festival. Aug. 25-27. W. C. Ellis. Galveston—Firemen's Street Fair. Aug. 24-27. Glen C. Lawrence. Goshen—Street Fall Festival. Sept. 22-24. William F. Stoss. Knox—Celebration. 31-Sept. 3. E. G. White. Largo—Legion Celebration. 31-Sept. 3. Frank Harrel. Liberty—Carnival & Fall Festival. 29-Sept. 3. Charles Buttman. Linton—Celebration. Sept. 5-10. Robert Rancy. Madison—Catholic Church Fair. Sept. 1-3. Joseph M. Brown. Markle—Fall Festival. Sept. 7-10. Dr. C. E. Hafflich. Mentone—Celebration. Aug. 24-27. K. A. Riner. Montpelier—Street Fair. 30-Sept. 3. Clyde A. Neff. Peru—Indian Powwow at Sulphur Springs Park. Sept. 18. J. Omer Barnhart. Shirley—Fall Festival. Sept. 14-17. L. A. Massey. Silver Lake—Free Street Fair. 30-Sept. 3. Ted Brande. Veedsburg—Street Fair. Sept. 11-17. Homer Robinetti.

IOWA

Cherokee—Pilot Rock Plowing Match. Sept. 7-8. R. L. Little. Drakeville—Old Settlers & Soldiers' Reunion. Sept. 1-3. Oren Jones. Keokuk—Free Fall Festival. Sept. 19-24. John C. Fry. Marion—Legion Celebration. Sept. 18-25. A. R. McElwain. Sheldon—Air Show. Sept. 4-5. Chamber of Commerce. Spirit Lake—4-H Club Congress. Sept. 8-10. L. E. Hendrick. Waverly—Old Settlers' Reunion. Sept. 16-17. W. F. Hayes.

KANSAS

Cherokee—Homecoming. Sept. 8-10. J. B. Forsyth. Leavenworth—Central Labor Celebration. Sept. 5-10. L. B. Holtkamp. Mankato—Fall Festival. Aug. 25-27. George H. Putt. Minneapolis—Horse Show. Aug. 24-26. Osage City—Fall Festival. Sept. 1-3. Ed Schrader. Summerfield—Golden Jubilee Celebration. Aug. 25-27. J. C. Smith. Weir—Homecoming. Sept. 16-18. J. E. Donahoe. Wichita—Fall Festival. Sept. 19-24. Chamber of Commerce.

KENTUCKY

Princeton—Tobacco Festival. Sept. 1-5. R. S. Gregory.

MARYLAND

Shirley—Fall Festival. Sept. 14-17. L. A. Massey.

# 1938 FAIR DATES

**ALABAMA**

Alexander City—East Ala. Fair Assn. Oct. 18-22. Lewis B. Dean.  
 Andalusia—Covington Co. Fair. Oct. 11-15. Thos. P. Littlejohn, mgr., Troy, Ala.  
 Arab—Arab District Fair. Oct. 10-15. Leon H. Hinds.  
 Athens—Limestone Co. Fair Assn. Sept. 18-24. I. V. Legg.  
 Athens—Limestone Co. Colored Fair. Sept. 29-Oct. 1. H. T. Redus.  
 Birmingham—Alabama State Fair. Sept. 26-Oct. 1. P. T. Strieder, gen. mgr.  
 Clanton—Chilton Co. Fair. Sept. 20-24. Mel Martin, secy.; Thos. P. Littlejohn, mgr.  
 Courtland—Lawrence Co. Fair Assn. Oct. 3-8. C. C. Horton.  
 Cullman—Cullman Co. Fair Assn. Late in Sept. E. L. Horton.  
 Decatur—Morgan Co. Colored Fair. Oct. 3-8. H. J. Banks.  
 Dothan—Houston Co. Fair. Oct. 24-29. Mrs. L. J. Lunsford.  
 Enterprise—Coffee Co. Fair Assn. Oct. 10-15. Florence—North Ala. State Fair. Oct. 3-8. C. H. Jackson, secy.; Dr. E. R. Braly, mgr., Lawrenceburg, Tenn.  
 Greenville—American Legion Fair Assn. Oct. 10-15. W. J. Ray.  
 Huntsville—Madison Co. Fair Assn. Sept. 20-24. Marie Dickson.  
 Lexington—Lexington Fair Assn. Sept. 26-Oct. 1. Inez French.  
 Luverne—Crenshaw Co. Fair. Oct. 18-22. Thos. P. Littlejohn, mgr., Troy, Ala.  
 Mobile—Mobile Gulf Coast Fair Assn. Oct. 24-Nov. 1. Edward T. Rosegrant.  
 Opelika—Lee Co. Fair. Week of Oct. 3. C. B. Downey.  
 Silverhill—Silverhill Community Fair. Sept. 26-Oct. 1. A. M. Phillips.  
 Troy—Pike Co. Fair Assn. Oct. 25-29. Thos. P. Littlejohn, mgr.  
 Tusculum—Colbert Co. Fair. Oct. 17-22. O. R. Wood.

**ARIZONA**

Douglas—Cochise Co. Fair Assn. Oct. 6-8. James H. Barrett.

**ARKANSAS**

Batesville—Independence Co. Fair Assn. Second week in Oct. Robkella Case.  
 Bentonville—Benton Co. Free Fair Assn. Oct. 5-7. E. G. Luckens.  
 Blytheville—Mississippi Co. Fair. Sept. 27-Oct. 2. J. Mell Brooks.  
 Camden—Ouachita Co. Fair Assn. Oct. A. C. Hale.  
 Clarksville—Johnson Co. Fair Assn. Sept. 29-Oct. 1. G. B. Strong.  
 Danville—Yell Co. Free Fair Assn. Oct. 19-22. Lenore Abboud.  
 El Dorado—Union Co. Fair Assn. Oct. 17-22. James B. Alpuente.  
 Gentry—Home Products Fair. Sept. 30-Oct. 1. E. G. Sugg.  
 Helena—Phillips Co. Fair Assn. Sept. 12-17. L. C. Hefley.  
 Hope—Hempstead Co. Fair Assn. Sept. 19-24. R. P. Bowen.  
 Hot Springs—Garland Co. Fair. Sept. 25-Oct. 1. Ed Barnsback.  
 Imboden—Tri-County Fair Assn. Sept. 18-24. M. W. Phillips.  
 Ozark—Franklin Co. Fair Assn. Oct. 6-8. Garland D. Nichols.  
 Paris—Logan Co. Fair. Oct. 12-15. L. E. Oates.  
 Perryville—Perry Co. Fair Assn. Oct. 6-8. Dale Van Dalsem.  
 Piggott—Clay Co. Fair. Sept. 29-Oct. 1. T. W. Leggett.  
 Rison—Cleveland Co. Fair. Sept. 22-24. Havis T. Gray.  
 Russellville—Pope Co. Free Fair. Oct. 4-7. E. W. Hogan.  
 Sheridan—Grant Co. Fair Assn. Sept. 12-17. C. F. Pearce.

**CALIFORNIA**

Anderson—27th District. Shasta Co. Fair. Sept. 22-24. Ina P. Torrey.  
 Caruthers—Caruthers District Fair Assn. Oct. 6-8. C. L. Walton.  
 Cedarville—Surprise Valley. Modoc Co. Fair Assn. Sept. 10-11. J. Ray Golden.  
 Crescent City—Del Norte Co. Fair. Sept. 21-25. Chas. A. Cronkhitte.  
 Del Mar—San Diego Co. Fair. Oct. 8-15. Frank Dupree.  
 Eureka—Ninth Dist. Agrl. Assn. Sept. 28-Oct. 2. Ivan W. Fast.  
 Fresno—Fresno District Fair. Sept. 13-18. Tomas Dodge.  
 Hollister—33d Dist. Agrl. Assn. Oct. 7-9. Roy A. Hubbell.  
 Imperial—Imperial Co. Fair. March 4-12. D. V. Stewart.  
 Lakeport—49th Dist. Agrl. Assn. Sept. 3-5. Burt Heaton.  
 McArthur—Shasta Co. Inter-Mountain Fair. Sept. 10-11.  
 Madera—Madera Co. Fair. Oct. 13-16. Frank H. Davis.  
 Merced—Merced-Mariposa Fair. Sept. 29-Oct. 2. J. Emmet McNamara.  
 Monterey—Monterey Co. Fair. Sept. 22-25. V. V. Adams.  
 Orlando—Glenn Co. Fair. Sept. 27-Oct. 1. George P. Centwell.  
 Placerville—Eldorado Co. Fair. Oct. 15-16. L. J. Anderson.  
 Pomona—Los Angeles Co. Fair. Sept. 16-Oct. 2. C. B. Aflerbaugh.  
 Roseville—Placer Co. Fair Assn. Sept. 30-Oct. 2. Judge Don L. Bass.  
 Sacramento—California State Fair. Sept. 2-11. Robert Muckler.  
 San Bernardino—National Orange Show. March 18-26. Wm. Starke.  
 San Francisco—San Francisco-San Mateo Int'l Live-Stock Expo. Nov. 12-21. C. H. Sooy.  
 San Jose—Santa Clara Valley Fair Assn. Sept. 14-18. Russell E. Pettit.  
 Sonora—Tuolumne Co. Fair & Horse Show. Sept. 16-18. R. M. Doyle.  
 Susanville—Lassen Co. Live-Stock Show & Rodeo. Aug. 25-28. W. W. Packwood.  
 Tulare—Tulare-Kings Co. Fair. Sept. 20-24. A. J. Elliot.  
 Ukiah—12th District Agrl. Assn. Aug. 25-27. Edward J. James.  
 Watsonville—Santa Cruz Co. Fair. Sept. 22-25. Otto B. Larsen.  
 Yreka—Siskiyou Co. Fair. Sept. 16-18. W. L. Kleaver.

**COLORADO**

Calhan—El Paso Co. Fair Assn. Sept. 23-24. Dr. Henry C. Gage.  
 Castle Rock—Douglas Co. Fair. Sept. 17-18. V. A. Case.

Cortez—Montezuma Co. Fair. Sept. 15-17. George A. Melstrell.  
 Denver—National Western Stock Show. Jan. 28-Feb. 4. C. R. Jones, Stock Yards, Denver.  
 Hayden—Routt Co. Fair Assn. Sept. 13-14. A. E. Erwin.  
 Hotchkiss—Delta Co. Fair Assn. Sept. 13-16. George S. Roller.  
 Hugo—Lincoln Co. Free Fair. Sept. 22-24. Fred Schneider.  
 Kremmling—Grand Co. Fair. Sept. 16-17.  
 Longmont—Northern Colo. Fair Assn. Aug. 25-26. T. G. Thompson.  
 Montrose—Uncompangre Valley Rodeo & Fair Assn. Sept. 9-10. R. A. Miller.  
 Pueblo—Colorado State Fair. Aug. 28-Sept. 2. Frank H. Means, mgr.  
 Rocky Ford—Arkansas Valley Expo. & Fair Assn. Aug. 31-Sept. 2. Carl Holder.  
 Sterling—Logan Co. Fair. Aug. 24-26. Wm. J. Truitt, mgr.; Logan H. Smith, secy.

**CONNECTICUT**

Berlin—Berlin Grange Fair. Sept. 16-17. Mrs. Edith L. Griffith, Kensington.  
 Bethlehem—Bethlehem Fair Soc. Sept. 3 (carnival nights Aug. 31-Sept. 2). Rita M. Butler, Watertown, Conn.  
 Brooklyn—Windham Co. Agrl. Soc. Sept. 20-22. Walter G. Bruce, Danielson, Conn.  
 Cannondale—Cannon Grange Fair. Sept. 10. G. Evans Hubbard, Wilton, Conn.  
 Chaplin—Natchaug Grange Fair Assn. Sept. 10. Helen M. Weeks, N. Windham, Conn.  
 Chester—Chester Fair Assn. Sept. 30. Clarence F. Spencer.  
 Danbury—Danbury Fair. Oct. 1-8. G. M. Nevius.  
 Durham—Durham Agrl. Fair Assn. Oct. 5-6. John A. Jackson.

Durham (Middletown)—Middlesex Co. 4-H Club Fair. Aug. 24. Martha H. Stevens, Rockfall.  
 Fairfield—Greenfield Hill Grange Fair. Sept. 8-10. Hetty E. Lees.  
 Glastonbury—Good Will Grange Fair. Sept. 16-17. Harry A. Tomlinson, Addison.  
 Goshen—Litchfield Co. 4-H Fair Assn. Aug. 25. Mrs. Ruth Hewitt, R. D. 2, Torrington.  
 Goshen—Goshen Agrl. Soc. Sept. 5. Louise W. Blakeslee.  
 Griswold—Pachaug Grange Fair. Sept. 9-10. Augusta R. Terry, R. D. Norwich, Conn.  
 Guilford—Guilford Agrl. Soc. Sept. 28. Marie E. Griswold.  
 Haddam Neck—Haddam Neck Fair Assn. Sept. 5. Leonard J. Selden, E. Hampton, Conn.  
 Hamburg—Lyme Grange Fair Assn. Aug. 31. Curtis D. Clifford, R. F. D. 1, Old Lyme, Conn.  
 Harwinton—Harwinton Agrl. Soc. Oct. 1. Louis L. Campbell, mgr., R. F. D. 2, Box 244, Torrington.  
 Hazardville—Union Agrl. Soc. Sept. 28. B. R. Grant, Melrose, Conn.  
 Mansfield—Echo Grange Fair. Sept. 17. Fred Rosebrooks, Willimantic.  
 Meriden—Meriden Grange Fair. Sept. 16-17. Mrs. J. E. Megowan.  
 North Haven—New Haven Co. 4-H Fair. Aug. 27. Mrs. Alex Fenwick, Bethany.  
 North Stonington—North Stonington Grange Fair. Sept. 8-8. Edna M. Cook.  
 Norwichton—Norwich Grange Fair. Sept. 16-17. Dorothy W. Concklin.  
 Plainville—Plainville Grange Fair (indoors). Oct. 6-7. Wm. B. Wilber.  
 Rocky Hill—Rocky Hill Grange Fair. Sept. 15-16. Nellie C. Warner.  
 Riverton—Riverton Fair. Oct. 12. H. P. Deming, Winsted, Conn.  
 Terryville—Terryville Fair. Sept. 24. Marion C. Mattoon, Plymouth, Conn.  
 Wallingford—Wallingford Grange Fair. Sept. 9-10. Mrs. Marion Rose.  
 Waterbury—Wolcott Fair. Near Waterbury. Sept. 10. M. E. Pierpont.  
 West Avon—Hartford Co. 4-H Fair Assn. Sept. 3. Helen Carlson, E. Hartford.  
 Woodstock—Woodstock Agrl. Soc. Sept. 13-14. Freeman R. Nelson, Pomfret Center, Conn.

**FLORIDA**

Lake City—Slash Pine Forestry Assn. Nov. 14-19. J. S. Elkins, Waycross, Ga.  
 Live Oak—Suwannee Co. Fair. Nov. 7-12. Louie C. Wadsworth.  
 Milton—Santa Rosa Co. Fair Assn. Oct. 10-15. J. C. Stewart.  
 Orlando—Central Fla. Expo. Feb. 27-March 4. Crawford T. Blackford.  
 Pensacola—Pensacola Interstate Fair Assn. Oct. 3-7. John E. Frenkel.  
 Perry—Taylor Co. Fair Assn. Nov. 8-12. J. E. Powell.  
 Tampa—Pan-American & Hernando DeSoto Expo. Jan. 30-Feb. 18. P. T. Strieder, gen. mgr.

**GEORGIA**

Americus—Sumter Co. Fair Assn. Week of Nov. 7. O. P. Johnson.  
 Atlanta—Southeastern Fair. Oct. 2-9. Virgil Meigs.  
 Athens—American Legion Fair. Oct. 17-22. W. A. Hodgson.  
 Augusta—Exchange Club Fair. Oct. 31-Nov. 5. R. L. Sumerau, Jr., gen. mgr.  
 Bainbridge—Decatur Co. Fair. Oct. 10-15. T. E. Rich.  
 Blakely—Early Co. Fair Assn. Oct. 17-22. P. E. Alexander, Hilton, Ga.  
 Calro—Grady Co. Fair Assn. Oct. 31-Nov. 5. A. Edwards.  
 Carrollton—Carroll Co. Fair. Week of Oct. 3. Frank J. Searey.  
 Columbus—Chattahoochee Valley Expo. Oct. 10-15. Felix L. Jenkins.  
 Conyers—Rockdale Co. Legion Fair. Oct. 17-22. L. C. Summers, mgr.  
 Covington—Newton Co. Fair. Early in Oct. Henry Odum.  
 Dallas—Paulding Co. Fair Assn. Between Oct. 1-15. W. P. Kincaid.  
 Dawson—Southeastern Peanut Festival. Oct. 31-Nov. 5. Dallas Spurlock.  
 Douglas—Coffee Co. Fair Assn. Oct. 10-15. H. J. France, mgr.  
 Dublin—Oconee Fair Assn. Oct. 3-5. Effie M. Lampkin.  
 Dublin—Laurens Co. Fair, American Legion. Oct. 10-15. Chas. A. Hodges, Commander.  
 Eastman—Dodge Co. American Legion Fair. Week of Oct. 17. M. L. Bush.

Eatonton—Putnam Co. Fair Assn. Oct. 10-15. B. G. Thompson.  
 Elberton—Elberton Fair. Oct. 10-15. I. V. Hulme.  
 Elberton—Elbert Co. Colored Fair Assn. Oct. 17-22. Lee Roy Dooley.  
 Fitzgerald—Ben Hill Co. Fair. Oct. —. Homer Waters.  
 Gainesville—Gainesville Fair. Sept. 19-24. I. V. Hulme, Elberton, Ga.  
 Hawkinsville—Pulaski Co. Fair Assn. Oct. 24-29. Miss Elmer McEachern.  
 La Fayette—Walker Co. Fair Assn. Oct. 19-22. C. W. Wheeler.  
 Lawrenceville—Gwinnett Agrl. Ind. Fair. Probably Oct. P. V. Kelley.  
 Macon—Georgia State Expo. Oct. 17-22. E. Ross Jordan.  
 Manchester—Tri-Co. Fair Assn. Sept. 28-Oct. 1. Welby Griffith.  
 Marietta—Cobb Co. Fair Assn. Sept. 28-Oct. 1. L. R. Langley.  
 Milledgeville—Middle Ga. Fair Assn. Oct. 11-15. Mrs. F. W. Hendrickson.  
 Newnan—Coweta Co. Fair, American Legion. Sept. 26-Oct. 1. R. S. Atkinson.  
 Quitman—Brooks Co. Fair Assn. Week of November 7. Frank Benson.  
 Rome—Floyd Co. Fair. Sept. 19-24. J. L. Storey.  
 Sandersville—Washington Co. Fair. Oct. 18-22. G. S. Chapman.  
 Summerville—Chattooga Co. Fair Assn. Oct. —. O. J. Espy.  
 Swainsboro—Emanuel Co. Fair. Week of Oct. 7. R. E. Roundtree.  
 Tifton—Tobacco Belt Fair. Oct. 11-15. A. B. Phillips.  
 Valdosta—South Georgia Fair. Nov. 7-12. H. K. Wilkinson.

**IDAHO**

Blackfoot—Eastern Idaho Dist. Fair. Sept. 20-23. Eric Sundquist.  
 Boise—Western Idaho State Fair. Aug. 23-27. C. D. Rankin.  
 Burley—Cassia Co. Fair Assn. Aug. 31-Sept. 3. B. F. Mahoney, Declo, Idaho.  
 Coeur d'Alene—Kootenai Co. Fair. Sept. 22-24. Filer—Twin Falls Co. Fair & Rodeo. Sept. 7-10. Thomas Parks.  
 Gooding—Gooding Co. Fair. Aug. 29-31. C. L. Mink.  
 Montpelier—Bear Lake Co. Fair. Aug. 25-27. H. G. Nuckols.  
 Orofino—Clearwater Co. Fair. Sept. 16-17. George Johnson.  
 Pocatello—Bannock Co. Fair. Sept. 15-17. A. E. Duke.  
 Sandpoint—Bonner Co. Fair Assn. Sept. 15-17 (tentative). Ralph E. Knight.

**ILLINOIS**

Aledo—Mercer Co. Agrl. Soc. Aug. 23-27. W. W. Warnock.  
 Anna—Anna Fair. Aug. 22-27. J. F. Norris.  
 Antioch—Antioch Co. Fair. Aug. 25-27. Mrs. R. McGuire, Lake Villa, Ill.  
 Belvidere—Boone Co. Agrl. Soc. Aug. 25-27. Roy E. Moss.  
 Breese—Clinton Co. Agrl. Fair Assn. Aug. 24-28. A. W. Grunz.  
 Bridgeport—Lawrence Co. Fair. Aug. 29-Sept. 2. Sam. L. Irwin.  
 Brownstown—Fayette Co. Fair Assn. Sept. 8-10. L. A. Tudor.  
 Chicago—Internat'l Live Stock Expo. Nov. 26-Dec. 3. B. H. Heide, Union Stock Yards, Chicago.  
 Dixon—Lee Co. Fair & Horse Show. Aug. 26-28. C. R. Leake.  
 Du Quoin—Du Quoin State Fair Assn. Sept. 5-10. H. E. Strong.  
 Elgin—Kane Co. Agrl. Soc. Aug. 22-25. H. G. Lawrence.  
 Fairbury—Fairbury Fair. Aug. 24-27. George H. Decker.  
 Fairfield—Wayne Co. Fair Assn. Aug. 24-27. U. F. Johnson.  
 Henry—Marshall Putnam Fair. Sept. 6-9. R. H. Monier, Sparland, Ill.  
 Highland—Madison Co. Fair. Aug. 28-Sept. 2. Harold W. Homann.  
 Industry—McDonough Co. Agrl. Soc. Aug. 30-Sept. 1. L. E. Flack.  
 Jacksonville—Morgan Co. Breeders Fair Assn. Aug. 23-28. Roy E. Welch.  
 Jerseyville—Jersey Co. Fair Assn. Sept. 3-8. Bill Ryan, Box 548, Springfield.  
 Kankakee—Kankakee Co. Agrl. Soc. Aug. 23-26. G. T. Swaim.  
 La Fayette—La Fayette Horse & Fair Assn. Aug. 23-26. H. A. Kaser.  
 Marion—Williamson Co. Agrl. Assn. Aug. 30-Sept. 2. W. R. Miller.  
 Marshall—Marshall Community Fair. Sept. 7-10. Chas. Blundell, Jr.  
 Mazon—Grundy Co. Fair Assn. Sept. 2-5. Wayne Carter.  
 Melvin—Melvin Community Fair. Sept. 7-10. R. M. Otto.  
 Metropolis—Massac Co. Agrl. Soc. Sept. 13-17. T. E. McCartney.  
 Milford—Iroquois Co. Agrl. Soc. Aug. 24-26. A. L. Hixson.  
 Modesto—Macoupin Co. Agrl. Fair. Sept. 13-15. Ed O. Turner.  
 Moline—Rock Island Co. Agrl. Soc. Sept. 8-9. Falsely Miles, Cordova, Ill.  
 Monticello—Piait Co. Fair Assn. Aug. 29-Sept. 2. C. E. Corbett.  
 Morrison—Whiteside Co. Central Agrl. Soc. Aug. 30-Sept. 2. S. M. Dearing.  
 Mount Carmel—Wabash Co. Fair & Agrl. Soc. Aug. 23-26. Pete Rarvenstein.  
 Mount Vernon—Mt. Vernon State Fair Assn. Sept. 12-17. Joe Marquis.  
 Olney—Richland Co. Fair Assn. Sept. 5-10. A. C. Roberts.  
 Oregon—Ogle Co. Fair. Sept. 3-5. Ed Landers.  
 Paris—Edgar Co. Agrl. Assn. Aug. 23-26. C. S. Hunter.  
 Peotone—Will Co. Fair Assn. Aug. 30-Sept. 1. Milton F. Koenecke.  
 Petersburg—Menard Co. Agrl. Fair. Sept. 7-9. Lloyd W. Chalcraft.  
 Princeton—Bureau Co. Agrl. Assn. Aug. 30-Sept. 2. G. P. Sebel.  
 Roseville—Warren Co. Fair. Aug. 23-26. E. H. Kirkpatrick.  
 St. Joseph—Champaign Co. Fair. Aug. 23-26. Everett R. Peters.  
 Salem—Marion Co. Agrl. Soc. Sept. 29-Oct. 1. Fred J. Blackburn.

Sandwich—Sandwich Fair Assn. Sept. 7-9. C. L. Stinson.  
 Shawneetown—Shawneetown Fair. Week of Sept. 19. H. Mead, McLeansboro, Ill.  
 Stronghurst—Henderson Co. Fair Assn. Sept. 7-9. Ralph Butler.  
 Warren—Warren Fair. Aug. 24-27. J. W. Richardson.

**INDIANA**

Akron—Akron Agrl. Fair. Sept. 14-17. E. A. Whallon.  
 Auburn—De Kalb Co. Fair Assn. Oct. 4-8. Buster Hetrick.  
 Aurora—Aurora Farmers' Fair Assn. Sept. 30-Oct. 1. Earl H. Green.  
 Bluffton—Bluffton Free Street Fair Assn. Sept. 27-Oct. 1. Carl Helms.  
 Bourbon—Bourbon Fair Assn. Sept. 20-23. M. M. Beck.  
 Converse—Miami Co. Agrl. Assn. Sept. 13-16. D. E. Warnock.  
 Corydon—Harrison Co. Agrl. Soc. Aug. 22-26. Dr. L. B. Wolfe.  
 Covington—Covington Free Fair. Aug. 22-27. George P. Schwin.  
 Elmore—Elmore Twp. Fair Assn. Aug. 25-27. W. H. Tomey.  
 Fairmount—Grant Co. Agrl. Fair. Aug. 28-Sept. 1. John R. Little.  
 Fairview—Switzerland and Ohio Co. Fair Assn. Sept. 15-17. Walter Lee, pres.  
 French Lick—Farmers' Fall Festival. Aug. 25-27. Clarence Ellis.  
 Goshen—Elkhart Co. Fair. Aug. 30-Sept. 3. Wallace C. Manrow.  
 Hartford City—Farmers & Merchants Agrl. Assn. Sept. 20-24. Ross Daugherty.  
 Indianapolis—Indiana State Fair. Sept. 3-9. Harry G. Templeton, mgr.  
 Kentland—Newton Co. Fair Assn. Sept. 13-16. A. M. Schuh.  
 LaPorte—LaPorte Co. Fair Assn. Aug. 23-27. James A. Terry.  
 Lyons—Lyons Fair & Stock Show. Sept. 14-17. Tex Edwards.  
 Medaryville—Medaryville Community Fair. Sept. 8-10. Harold Rowe.  
 Mentone—Mentone Community Fair Assn. Aug. 24-27. Leroy Norris.  
 Pierceton—Pierceton Fair. Sept. 6-10. Henry E. Smeader.  
 Princeton—Gibson Co. Fair Assn. Aug. 29-Sept. 3. H. W. Reinhart.  
 Rensselaer—Jasper Co. Fair. Aug. 30-Sept. 2. George M. Reed.  
 Reynolds—Reynolds Fair. Sept. 7-10. Albert Geler.  
 Rockville—Parke Co. Fair Assn. Aug. 30-Sept. 3.  
 Sheridan—Sheridan Free Fair. Aug. 24-27. Tom L. Baker.  
 Sunman—American Legion Fair. Sept. 9-10. E. W. Howrey.  
 Terre Haute—Vigo Co. Agrl. Assn. Aug. 27-Sept. 1. Paul Joab.  
 Thorntown—Boone Co. Fair. Sept. 15-17. H. S. Spencer.  
 Warsaw—Kosciusko Co. Fair Assn. Sept. 27-Oct. 1. C. R. Jontz.  
 Washington—Graham Farms Fair Assn. Aug. 29-Sept. 1. Leo J. Hoefling.

**IOWA**

Ackley—Four County Fair. Nov. 19-23. Martin J. Ryken.  
 Algona—Kossuth Co. Agrl. Assn. Sept. 5-9. E. L. Vincent.  
 Allison—Butler Co. Fair. Sept. 5-8. C. H. Weld.  
 Audubon—Audubon Co. Fair. Sept. 12-16. W. G. Wilson.  
 Aurora—Aurora Agrl. Soc. Aug. 30-Sept. 1. E. D. Matteson, Lamont, Ia.  
 Cedar Rapids—All Iowa Fair. Sept. 4-9. C. D. Moore.  
 Coon Rapids—Four-County Fair. Sept. 26-29. A. A. McLaughlin.  
 Council Bluffs—Iowa Centennial Expo. Aug. 7-Sept. 5. Albert Namen.  
 Cresco—Howard Co. Fair. Aug. 29-Sept. 1. C. C. Nichols.  
 Derby—Derby District Agrl. Assn. Sept. 6-9. O. W. Norris.  
 Des Moines—Iowa Centennial State Fair & Expo. Aug. 24-Sept. 2. A. R. Corey.  
 Donnellson—Lee Co. Fair Assn. Aug. 24-27. W. A. Krellbill.  
 Dunlap—Dunlap 4-Co. Community Fair. Sept. 7-9. O. E. Bramson.  
 Elkader—Elkader Fair. Sept. 2-5. Les Oelke.  
 Fonda—Pocahontas Co. Fair Assn. Sept. 3-6. L. M. Ruck.  
 Fort Dodge—National Beef Cattle Show. Sept. 6-9. S. P. Stump.  
 Greenfield—Adair Co. Fair. Sept. 12-15. T. Howe.  
 Grundy Center—Grundy Co. Fair Assn. Sept. 6-9. C. S. Macy.  
 Guthrie Center—Guthrie Co. Agrl. Assn. Sept. 19-23. M. L. Branson.  
 Humboldt—Humboldt Co. Fair. Aug. 29-Sept. 1. Otis Nelson, pres.  
 Iowa Falls—Central Iowa Agrl. Assn. Sept. 21-22. Chas. H. Benedict.  
 Jefferson—Greene Co. Fair Assn. Sept. 20-23. George A. Stone, Grand Junction, Ia.  
 Manchester—Delaware Co. Fair. Aug. 30-Sept. 2. E. W. Williams.  
 Manson—Calhoun Co. Fair. Sept. 1-4. W. L. Wheeler.  
 Marshalltown—Central Iowa Fair. Sept. 11-16. E. B. Clinton.  
 Monticello—Jones Co. Fair Assn. Aug. 23-26. T. J. George.  
 Missouri Valley—Harrison Co. Fair. Assn. Sept. 6-9. Frank C. Burke.  
 Moville—Woodbury Co. Fair Assn. Aug. 30-Sept. 2. Veyra Oertel.  
 Nashua—Big 4 Fair Assn. Aug. 22-26. Norton Bloom.  
 National—Clayton Co. Agrl. Soc. Aug. 26-28. F. L. Lau, Garnaville, Ia.  
 Orange City—Sioux Co. Agrl. Soc. Aug. 23-26. Gerret Van Stryland.  
 Osage—Mitchell Co. Agrl. Soc. Aug. 23-26. C. E. Juhl.  
 Oskaloosa—Southern Iowa Fair Assn. Sept. 3-9. Clyde Hanna, New Sharon, Ia.  
 Postville—Big Four Agrl. Soc. Sept. 16-19. L. D. Walter.  
 Sac City—Sac Co. Fair Assn. Aug. 23-25. Chas. A. Hacke.  
 Sibley—Osceola Co. Fair. Sept. 6-9. Paul R. Nelson.  
 Spencer—Clay Co. Fair Assn. Sept. 12-17. J. H. Peterson.  
 Waterloo—Dairy Cattle Congress. Sept. 26-Oct. 2. E. S. Estel.  
 Waukon—Allamakee Co. Fair Assn. Sept. 6-9. A. M. Monsrud, Harpers Ferry, Ia.  
 Webster City—Hamilton Co. Expo. Sept. 5-9. L. L. Lyle.

West Union—Fayette Co. Fair. Aug. 22-26. Ed Bauder.
What Cheer—Keokuk Co. Fair. Aug. 22-25. E. P. Lally.
KANSAS
Abilene—Central Kan. Free Fair. Sept. 27-30. Ivan Roberson.
Allen—Northern Lyon Co. Fair Assn. Sept. 19-21. E. E. Edwards.
Auburn—Auburn Grange Fair. Oct. 7-8. Mrs. Ina Cellers.
Barnes—Washington Co. Banner Fair. Sept. 7-9. D. Linn Livers.
Belleville—North Central Kan. Free Fair. Aug. 29-Sept. 2. Homer Alkire.
Beloit—Mitchell Co. Fair Assn. Sept. 6-10. J. E. Morris Jr.
Berrinton—Berrinton Grange Fair. Sept. 1-3. Floyd W. Rogers, R. 1. Topeka.
Big Spring—Douglas Co. Agril. & Livestock Fair Assn. Aug. 31-Sept. 2. Pete Bahnmaier, Leecompton, Kan.
Blue Rapids—Marshall Co. Stock Show & Fair Assn. Sept. 27-30. H. C. Lathrop.
Buhler—Buhler Community Fair. Oct. 27-29. J. A. Johnson.
Burden—Eastern Cowley Co. Fair Assn. Aug. 31-Sept. 3. Dr. E. E. Brooks.
Caldwell—Sumner Co. Fair Assn. Sept. 14-16. George W. Murray.
Chanute—Neosho Co. Fair. Sept. 5-11. T. F. Morrison.
Cimarron—Gray Co. Fair Assn. Aug. 25-26. Charles S. Sturtevant.
Clay Center—Clay Co. Free Fair Assn. Sept. 5-10. Floyd Shoaf.
Coffeyville—Montgomery Co. Fair Assn. Sept. 5. Albert E. Reiter.
Columbus—Cherokee Co. American Legion Free Fair. Aug. 22-27. Cooper Osterhout.
Cottonwood Falls—Chase Co. Fair Assn. Sept. 28-Oct. 1. Carl A. Ballweg.
Council Grove—Morris Co. 4-H Club Fair. Aug. 24-25. D. Z. McCormick.
Dodge City—Great Southwest Free Fair Assn. Sept. 5-13. Frank Dunkley.
Garden City—Finney Co. Fair. Oct. 6-7. Ben Grimley.
Garnett—Anderson Co. 4-H Fair Assn. Sept. 1-3. Fred L. Coleman.
Girard—Crawford Co. Fair Assn. Week of Aug. 22. Walter Jones.
Glasco—Cloud Co. Fair. Aug. 31-Sept. 3. R. M. Sawhill.
Goodland—Northwest Kansas District Free Fair. Aug. 23-26. H. R. Shtmeall.
Greensburg—Kiowa Co. Free Fair Assn. Aug. 31-Sept. 3. C. A. Cochran.
Hardtner—Barber Co. Fair Assn. Aug. 30-Sept. 2. J. M. Molz.
Harper—Harper Co. Agril. Fair Assn. Oct. 18-21. R. E. Dresser.
Hartford—Hartford Fair Assn. Sept. 22-24. W. K. Thomas.
Havensville—Community Fair Assn. Sept. 22-23. F. C. Tuley.
Hill City—Graham Co. Free Fair. Aug. 24-26. Earl F. Stout, Studley, Kan.
Hillsboro—Marion Co. Fair Assn. Oct. 4-7. C. P. Ashcraft.
Horton—Tri-County Fair Assn. Sept. 7-9. H. W. Wilson.
Hutchinson—Kansas State Fair. Sept. 17-23. S. M. Mitchell.
Independence—Montgomery Co. Farm Bureau Fair. Aug. 31-Sept. 3. Mrs. Guy Kidd.
Inman—Inman Community Fair. Oct. 21-22. Fred H. Schultis.
Iola—Allen Co. Fair Assn. Aug. 29-Sept. 2. Roy W. Reed.
Junction City—Geary Co. 4-H Club Show. Aug. 30-Sept. 1. Paul B. Gwin.
Kincaid—Kincaid Farmers' Fair Assn. Sept. 29-Oct. 1. W. R. Brown.
Kingman—Kingman Co. Fair Assn. Oct. 12-15. Arthur Goerner, Zenda Kan.
LaCygne—Linn Co. Fair & Stock Show. Aug. 31-Sept. 2. Joe W. Payne.
Lane—Lane Agril. Fair. Sept. 1-2. W. O. Henderson.
Liberal—Tri-State Expo. & Co. Fair. Oct. 13-15. Junior Chamber of Commerce.
Lindsborg—Lindsborg Dist. Fair Assn. Oct. 12-13. S. E. Dahlsten.
Lyons—Rice Co. Fair. Aug. 24-26. Chamber of Commerce.
McDonald—McDonald-Rawlins Co. Fair Assn. Sept. 6-9. Dr. M. N. Miller.
Meade—Meade Co. Fair Assn. Aug. 23-26. Agnes W. Todd.
Miltonvale—Miltonvale Fair Assn. Sept. 23-24. George H. Palmer.
Minneapolis—Ottawa Co. Horse Show & Fair Assn. Aug. 24-26. F. L. Zuker.
Mound City—Linn Co. Fair Assn. Sept. 6-9. James W. Wallace.
North Topeka—Indian Creek Grange Fair. Sept. 29-30. Catherine DeBacker.
Norton—Norton Co. Fair. Sept. 6-9. Jean W. Kissell.
Norwich—Norwich Fall Fair & Festival. Oct. 3-5. D. F. Willis.
Onaga—Pottawatomie Co. Fair Assn. Aug. 31-Sept. 2. R. C. Leinbach.
Oswego—Lafayette Co. Free Fair. Aug. 29-Sept. 2. J. A. Carpenter.
Ottawa—Franklin Co. Agril. Assn. Aug. 29-Sept. 2. E. Lister.
Overbrook—Overbrook Free Fair Assn. Aug. 25-27. Gerald Coffman.
Overland Park—Johnson Co. Fair. Aug. 29-Sept. 3. W. D. Fleming.
Richmond—Richmond Free Fair Assn. Aug. 25-26. John H. Roeckers.
Rush Center—Rush Co. Agril. & Fair Assn. Aug. 30-Sept. 2. L. E. Dixon.
Salina—Saline Free Fair. Aug. 29-Sept. 3. H. N. Eller.
Sedan—Chauquaqua Co. Free Fair. Oct. 6-8. Carl Ackerman.
Silver Lake—Silver Lake Co. Fair. Aug. 31-Sept. 2. M. F. Colter.
Smith Center—Smith Co. Fair Assn. Aug. 23-26. J. D. Flaxbeard.
Stafford—Stafford Co. Fair Assn. Aug. 30-Sept. 2. E. B. Weil.
Stockton—Rooks Co. Fair. Aug. 30-Sept. 2. Carl Bray.
Sylvan Grove Agril. Fair Assn. Sept. 27-30. Ira C. McKay.
Thayer—Thayer Home-Coming Picnic & Fair. Sept. 7-9. H. M. Minnich.
Tonganoxie—Leavenworth Co. Fair Assn. Sept. 21-23. Walt Niebarger.
Topeka—Karsas Free Fair. Sept. 11-17. Maurice W. Jencks.
Valley Falls—Jefferson Co. Fair Assn. Aug. 31-Sept. 2. Bert W. Booth.
Wakeeney—Trego Co. Free Fair. Aug. 23-26. Lew H. Galloway.

Washington—Washington Co. Fair Assn. Sept. 15-17. Frank S. Trumbo.
Watson—Shawnee Grange Fair. Sept. 9-10. Roy E. Lewis, pres., Berryton, Kan.
Weiborn—Wyandotte Co. Fair Assn. Aug. 25-27. Kimball L. Backus, Court House, Kansas City, Kan.
Wellsville—Wellsville Picnic-Fair. Sept. 8-9. Carl C. Warnock.
West Mineral—Mineral District Free Fair. Sept. 7-10. R. O. Mizner.
Wetmore—Wetmore Free Dist. Fair Assn. Aug. 25-27. W. A. Busenbark.
Wichita—Kan. Natl. Live Stock Show Assn. Nov. 7-11. Dan C. Smith.
Winfield—Cowley Co. Fair Assn. Oct. 11-14. G. B. Woodell.
KENTUCKY
Alexandria—Alexandria Fair. Sept. 3-5. J. W. Shaw, 335 York st., Newport, Ky.
Bowling Green—Warren Co. Fair Assn. Aug. 31-Sept. 3. W. H. Richeson.
Carlisle—Nicholas Co. Agril. Fair. Oct. — S. C. Vaughn.
Carrollton—Carroll Co. Fair Assn. Oct. 11-14. Paul H. Williams.
Cave City—Cave City Free Fair. Sept. 22-24. Robert C. Whitaker.
Fulton—Fulton Co. Fair. Aug. 24-27. Jno. R. Wade, Trenton, Tenn.
Germantown—Germantown Fair Assn. Aug. 24-27. C. D. Asbury, Augusta, Ky.
Hartford—Ohio Co. Fair Assn. Sept. 8-10. S. A. Williams.
Irvington—Breckenridge Co. Fair. Sept. 8-10. Hodgenville—Larue Co. Fair Assn. Aug. 31-Sept. 2. A. V. Kennedy.
Lawrenceburg—Lawrenceburg Colored Fair. Aug. 24-26. W. M. Coleman.
Lebanon—American Legion Fair. Aug. 22-25. James M. Huber.
Louisville—Kentucky State Fair. Sept. 12-17. H. S. Cleveland.
Paducah—Carson Park Fair Assn. Sept. 20-24. H. N. Sullivan.
Richmond—Madison Co. Agril. Fair. Sept. 21-23. Dally Turner.
Russellville—Logan Co. Fair. Sept. 8-10. A. D. Mansfield.
Smiths Grove—Smiths Grove Fair Assn. Sept. 8-9. U. R. Rasdall.
Somerset—Pulaski Co. Fair Assn. Aug. 30-Sept. 2. Beecher Smith Jr.
Springfield—Washington Co. Fair Assn. Aug. 25-27. Joseph Polin.
Stamping Ground—Stamping Ground Community Fair. Sept. 22-23. Virgil Lucas.
Taylorsville—Spencer Co. Fair. Aug. 22-27. LOUISIANA
Alexandria—Rapides Parish Fair. Oct. 6-8. B. W. Baker.
Arcadia—Bienville Parish Fair Assn. Oct. 6-8. E. R. Hester.
Centerville—St. Mary Parish Fair. Oct. 8-9. Grace Barras.
Coushatta—Red River Parish Fair Assn. Oct. 5-8. W. H. Tyler.
Covington—St. Tammany Parish Fair. Oct. 7-10. Ralph N. Menetre.
DeRidder—Beauregard Parish Fair Assn. Oct. 12-15. C. J. Ledoux.
Donaldsonville—South La. State Fair. Oct. 9-16. Harrison Young.
Doyle—Livingston Parish Fair. Sept. 29-Oct. 1. H. A. Merrill.
Eunice—Tri-Parish Fair Assn. Oct. 20-23. E. O. Guillery.
Franklinton—Washington Parish Fair Assn. Oct. 12-15. L. R. Mills, Bogalusa, La.
Greensburg—St. Helena Parish Free Fair. Oct. 6-8. K. E. Campbell.
Hahnville—St. Charles Parish Fair. Sept. 30-Oct. 2. W. E. Simmons.
Jennings—Jeff Davis Parish Fair. Oct. 27-30. E. C. Fremaux.
Jonesboro—Jackson Parish Fair Assn. Last week in Sept. W. T. Holloway.
Lafayette—South La. Mid-Winter Fair. Jan. 13-15. E. W. Stagg.
Leesville—Vernon Parish Fair. Sept. 28-Oct. 1. J. M. Oakes.
Logansport—Interstate Free Fair Sept. 28-Oct. 1. Clyde J. Malone.
Loranger—Tangipahoa Parish Fair. Oct. 6-8. J. C. Atherton.
Many—Sabine Parish Fair. Oct. 4-8. Byron P. Belleisle.
Marksville—Avoyelles Parish Fair Assn. Oct. 14-16. Earl Edwards.
Monterey—Concordia Parish Fair. Oct. 14-15. Curtis Jacobs.
Natchitoches—Natchitoches Parish Fair. Oct. 11-15. S. B. Thornton.
New Orleans—Negro State Fair. Sept. 21-26. W. J. Huntley.
New Roads—Pointe Coupee Parish Fair Assn. Sept. 30-Oct. 2. J. Wade LeBeau.
Oak Grove—West Carroll Parish Fair Assn. Sept. 28-Oct. 1. R. E. Benton.
Olla—North Central La. Fair. Assn. Oct. 4-8. H. Vinyard.
Plain Dealing—Bossier Parish Free Fair. Oct. 6-8. Mrs. T. J. Smith, Bossier City, La.
Port Allen—West Baton Rouge Parish Fair Assn. Sept. 23-25. A. E. Camus.
Savoieport—State Fair of La. Oct. 22-31. R. Hirsch.
Shur—Calcasieu-Cameron Fair. Oct. 24-27. Dr. A. H. Lafargue, mgr.
Tululah—Louisiana Delta Fair Assn. Oct. 4-7. P. O. Benjamin.
Verda—Grant Parish Fair Assn. Oct. 11-14. Miss Odell Purvis, New Verda, La.
West Monroe—Ouachita Valley Fair Assn. Oct. 4-9. John H. Birdsong.
MAINE
Acton—Shapleigh & Acton Agril. Soc. Aug. 23-27. F. E. Young, Emery Mills.
Andover—Oxford North Agril. Soc. Aug. 31-Sept. 1. Roger L. Thurston.
Athens—Wesserrunnett Valley Fair Assn. Sept. 13-14. W. A. Dore.
Bangor—Eastern Maine State Fair. Aug. 22-27. Jos. Steward.
Blue Hill—Blue Hill Fair. Sept. 5-7. Ed. G. Williams.
Cherryfield—Cherryfield Fair Assn. Sept. 20-22. C. H. Small, Addison, Me.
Cumberland—Cumberland Farmers' Club. Sept. 19-24. H. L. Merriner.
Damariscotta—Lincoln Co. Fair. Aug. 30-Sept. 1. John N. Glidden.
Dover-Foxcroft—Piscataquis Valley Fair. Aug. 26-27. Frank A. Pierce.
Exeter—Penobscot & Piscataquis Fair Assn. Aug. 30-Sept. 2. A. W. Hill, 64 Third st., Bangor.
Farmington—Franklin Co. Agril. Soc. Sept. 20-22. Frank E. Knowlton.
Fryeburg—Fryeburg Fair. Oct. 4-6. Myron Kimball.

Gullford—Gullford Athletic Assn. Sept. 3. Donald Page.
Leeds—Leeds Agril. Assn. Oct. 4. Alice L. Russell.
Lewiston—All Maine Fair Assn. Sept. 5-10. J. J. Jacobous, 100 Washington st., Auburn, Me.
Litchfield—Litchfield Farmers' Club. Oct. 4-5. Chas. H. Harvey, Gardiner.
Livermore Falls—Androscoggin Co. Agril. Fair. Sept. 1-3. Chas. D. Dyke.
Machias—Washington Co. Agril. Soc. Sept. 13-15. J. L. Andrews, Jonesboro, Me.
Monmouth—Cochewegan Agril. Assn. Sept. 28. W. E. Reynolds.
Monroe—Monroe Fair. Sept. 6-7. G. A. Palmer.
North Waterford—World's Fair Assn. Sept. 30-Oct. 1. Roy G. Wardwell.
Pembroke—Washington Co. Pomona Grange Fair. Sept. 16-17. Alice M. Ayers, Ayers, Me.
Phillips—North Franklin Agril. Soc. Aug. 24-25. H. W. Worthingly.
Presque Isle—Northern Maine Fair. Aug. 29-Sept. 1. Clayton H. Steele.
South Paris—Oxford Co. Agril. Soc. Sept. 13-17. Stanley M. Wheeler.
Topsham—Topsham Fair. Oct. 11-13. E. C. Patten.
Union—North Knox Fair. Sept. 27-29. H. L. Grinnell.
Unity—Unity Park Assn. Sept. 13-14. E. S. Farwell.
Windsor—South Kennebec Agril. Soc. Sept. 3-5. Earle R. Hayes.
MARYLAND
Bel Air—Harford Co. Fair Assn. Aug. 30-Sept. 3. Gladden Davis.
Frederick—Great Frederick Fair. Oct. 11-14. Guy K. Motter.
Hagerstown—Washington Co. Agril. Assn. Oct. 18-22. Chas. W. Wolf.
La Plata—Charles Co. Fair. Sept. 15-17. P. D. Brown.
Prince Frederick—Calvert Co. Fair. Oct. 25-27. J. B. Morsell.
Timonium—Md. State Fair & Agril. Soc. of Baltimore Co. Sept. 4-15. M. L. Daiger.
Pimlico Race Course, Baltimore.
Upper Marlboro—Southern Md. Agril. Fair Assn. Oct. 13-15. Wm. G. Brooks.
White Hall—White Hall Fair. Sept. 21-24. H. Ross Almony.
MASSACHUSETTS
Acton—Acton Agril. Assn. Sept. 15-17. Albert P. Durkee, RFD, West Concord, Mass.
Blandford—Union Agril. Soc. Sept. 5-6. C. R. Ripley.
Bridgewater—Plymouth Co. Agril. Soc. Sept. 3 and 5. Mrs. L. B. Nichols.
Brockton—Brockton Fair. Sept. 11-17. Frank H. Kingman.
Cummington—Hillsdale Agril. Soc. Sept. 27-28. Leon A. Stevens.
Great Barrington—Barrington Fair Assn. Sept. 12-17. Paul W. Foster.
Greenfield—Franklin Co. Agril. Soc. Sept. 12-14. Whitman B. Wells.
Heath—Heath Agril. Soc. Aug. 31. Homer S. Tanner.
Littleville—Huntington Community Fair Assn. Sept. 16-17. Elmer O. Olds, Huntington, Mass.
Marshfield—Marshfield Agril. Soc. Aug. 22-27. Horace C. Keene.
Middlefield—Highland Agril. Soc. Sept. 2-3. Willard A. Pease, Chester, Mass.
Nantucket—Nantucket Agril. Soc. Aug. 24-25. Herbert P. Smith.
Northampton—Hampshire, Franklin and Hampden Agril. Soc. Sept. 29-Oct. 2. John L. Banner.
Segreganset—Bristol Co. Young Farmers' Show. Oct. 5-7. Florence M. Corder.
Springfield—Eastern States Expo. Sept. 18-24. Charles A. Nash, gen. mgr.
Sturbridge—Sturbridge Agril. Assn. Sept. 2-5. Samuel T. Sheard.
Topsfield—Essex Co. Fair. Sept. 7-11. Robert P. Trask, gen. mgr.
MICHIGAN
Adrian—Lenawee Co. Fair. Sept. 19-24. F. A. Bradish.
Allegan—Allegan Co. Agril. Soc. Sept. 20-24. E. W. DeLano.
Allenville—MacKinnon Co. Fair Assn. Sept. 3-5. Robert Saxton, Moran, Mich.
Alpena—Alpena Co. Agril. Soc. Sept. 5-9. R. J. Bushey.
Ann Arbor—Washtenaw Co. Fair Soc. Aug. 30-Sept. 2. R. H. Alber.
Armada—Armada Agril. Soc. Aug. 25-28. Harvey G. Crull.
Big Rapids—American Legion Agril. Fair Assn. Aug. 30-Sept. 3. Oscar W. Franck.
Burt Lake—Burt Lake Agril. Assn. Oct. 22-23. Chas. W. Waldron.
Cadillac—Northern District Fair. Sept. 12-16. P. B. Blebsheimer.
Caro—Tuscola Co. Fair Assn. Aug. 22-26. Carl F. Mantey.
Centreville—St. Joseph Co. Grange Fair Assn. Sept. 19-24. L. R. Schrader, gen. mgr.
Charlotte—Eaton Co. 4-H Agril. Soc. Aug. 30-Sept. 2. Hans Kardel.
Chelsea—Chelsea Community Fair. Oct. 14-15. Roy Wallis.
Croswell—Croswell Agril. Soc. Aug. 30-Sept. 2. Kyle C. Lomason.
Decatur—Decatur Agril. Assn. Sept. 29-Oct. 1. G. E. Gale.
Detroit—Michigan State Fair. Aug. 27-Sept. 11. Frank N. Isbey, gen. mgr.
East Jordan—Charlevoix Co. Agril. Soc. Sept. 6-9. Chas. P. Murphy.
Fremont—Fremont Community Fair. Oct. 14-16. Clarence C. Mullett.
Gladwin—Gladwin Co. Fair Assn. Sept. 20-23. Roy C. Austin.
Harrison—Clare Co. Agril. Soc. Aug. 30-Sept. 2. Ira P. Miller.
Hart—Oceana Co. Agril. Soc. Sept. 6-9. G. E. Wyckoff.
Hartford—Van Buren Co. Agril. Soc. Sept. 13-17. Paul F. Richter.
Hartland—Hartland Area Agril. Soc. Sept. 27-29. B. J. Ford.
Hastings—Barry Co. Agril. Soc. Week of Sept. 5. Winn Green.
Hillsdale—Hillsdale Co. Agril. Soc. Sept. 25-Oct. 1. H. B. Kelley.
Hudsonville—Hudsonville Community Fair. Sept. 8-10. Henry Van Noord.
Ironwood—Gogebic Co. Fair. Aug. 23-26. Victor F. Lemmer.
Jackson—Jackson Co. Agril. Soc. Aug. 30-Sept. 3. Ernest R. Hively.
Ludington—Western Mich. Fair Assn. Aug. 23-27. Frank Jerome.
Marquette—Marquette Co. Agril. Soc. Aug. 23-27. Milton C. Spencer.

Marne—Ottawa & Kent Agril. Soc. Aug. 30-Sept. 2. Mrs. Harvey Walcott, R. R. 2, Coopersville.
Marshall—Calhoun Co. Fair Assn. Aug. 23-27. B. D. Carpenter.
Mason—Ingham Co. Fair. Aug. 24-27. George Graham.
Muskegon—Muskegon Co. Jr. Expo. Sept. 21-24. Carl H. Knopf, mgr.
Newaygo—Garfield Community Fair. Sept. 29-30. Arnold Ackland.
Norway—Dickinson Co. Menominee Agril. Range Soc. Sept. 1-5. Amos Dishaw, Sagola, Mich.
Onekama—Manistee Co. Agril. Soc. Aug. 31-Sept. 3. George D. Walker, Bear Lake, Mich.
Paw Paw—Paw Paw Cape Growers' Agril. Soc. Sept. 9-11. Clarence Brown.
Peck—Peck Agril. Soc. Oct. 6-7. Hale Pierce.
Petoskey—Emmet Co. Grange Fair. Aug. 23-27. Harold G. Sellers, Alanson, Mich.
Pickford—Pickford District Fair. Aug. 30-Sept. 1. John H. Wise.
Plainwell—American Legion Agril. Fair Assn. Aug. 31-Sept. 3. Chas. H. Wade.
Saginaw—Saginaw Fair-Mich. Farm Products Show. Sept. 11-17. Wm. F. Jahnk.
Sault Ste. Marie—Chippewa Co. Agril. Soc. Sept. 2, 3 and 5. C. G. Walker.
Stalwart—Stalwart Agril. Soc. Sept. 8-9. R. G. Crawford.
Traverse City—Northwestern Mich. Fair Assn. Aug. 30-Sept. 2. Arnell Engstrom.
Warren—Warren Township Fair. Sept. 2-5. Joseph Lewis.
West Branch—Ogemaw Co. Agril. Fair, American Legion. Sept. 6-10. H. J. Hockett.
MINNESOTA
Albert Lea—Freeborn Co. Fair. Aug. 22-25. Andrew C. Hanson.
Alexandria—Douglas Co. Fair. Aug. 24-27. R. S. Thornton.
Anoka—Anoka Co. Agril. Soc. Aug. 29-Sept. 1. E. J. Bell.
Barnum—Carlton Co. Agril. Assn. Aug. 25-28. A. H. Dathe.
Bemidji—Beltrami Co. Agril. Assn. Aug. 25-28. F. M. Taylor.
Bird Island—Renville Co. Agril. Soc. Sept. 12-14. H. W. Mielke.
Blue Earth—Faribault Co. Agril. Assn. Aug. 31-Sept. 2. L. B. Erdahl, Frost, Minn.
Breckenridge—Wilkin Co. Agril. Soc. Aug. 29-31. E. H. Mead.
Caledonia—Houston Co. Agril. Soc. Sept. 1-3. Ed. Zimmerhaki.
Cambridge—Isanti Co. Fair. Sept. 1-4. L. O. Carlsson.
Clinton—Big Stone Co. Agril. Soc. Aug. 25-28. F. W. Watkins, R. 3, Graceville, Minn.
Fairmont—Martin Co. Agril. Soc. Sept. 15-17. H. C. Nolte.
Fergus Falls—Otter Tail Co. Agril. Soc. Sept. 1-3. M. H. Anderson.
Fosston—Northwestern Minn. Agril. Assn. Aug. 25-28. H. Algaard.
Glenwood—Pope Co. Fair. Aug. 27-30. W. H. Engebretson.
Grand Marais—Cook Co. Agril. Soc. Sept. 14-16. William Clinch.
Herman—Grant Co. Agril. Assn. Aug. 26-29. E. R. Haney.
Hibbing—St. Louis Co. Agril. Fair Assn. Aug. 26-28. George C. Pauley.
Hopkins—Henriep Co. Agril. Soc. Aug. 25-27. Jimmy Manchester.
Hutchinson—McLeod Co. Agril. Assn. Sept. 19-22. Everett Oleson.
Jackson—Jackson Co. Fair Assn. Sept. 2-5. George B. Peterson.
Jordan—Scott Co. Good Seed Assn. Sept. 15-17. Herbert G. Stratt.
Kasson—Dodge Co. Fair Assn. Aug. 22-25. O. A. Erickson.
Litchfield—Meeker Co. Agril. Soc. Aug. 23-25. D. E. Murphy, Dassel, Minn.
Luverne—Rock Co. Tri-State Fair. Aug. 2f-27. George W. Fried.
Madison—Lac qui Parle Co. Agril. Assn. Sept. 11-14. Olaf T. Mork.
Marshall—Lyon Co. Fair. Sept. 6-9. Roy W. Williams.
Montevideo—Chippewa Co. Fair Assn. Sept. 19-21. Carl Engstrom.
Morris—Stevens Co. Fair. Sept. 3-5. S. F. Tomlin.
Nevis—Hubbard Co. Agril. Assn. Aug. 29-31. Mrs. John Avenson, Park Rapids, Minn.
New Ulm—Brown Co. Agril. Soc. Aug. 25-28. W. A. Lindemann.
Northfield—Rice Co. Agril. Soc. Sept. 1-3. W. F. Schilling.
Pillager—Cass Co. Agril. Soc. Aug. 29-30. P. H. Sorg.
Pine River—Cass Co. Agril. Assn. Sept. 1-3. Alice Henry.
Pipestone—Pipestone Co. Agril. Soc. Aug. 25-28. Bert Sanders.
Plainview—Wabasha Indust. Fair Assn. Aug. 28-29. C. R. Greive.
Preston—Fillmore Co. Agril. Soc. Aug. 25-28. Chas. H. Utley.
Red Lake Falls—Red Lake Co. Fair. Sept. 23-24. E. A. Palmer.
Redwood Falls—Redwood Co. Agril. Soc. Aug. 22-25. W. A. Hauck.
Rush City—Chisago Co. Agril. Soc. Aug. 25-27. George W. Larson, North Branch, Minn.
St. Paul—Minnesota State Fair. Sept. 3-10. Raymond A. Lee, State Fair Grounds.
St. Peter—Nicollet Co. Agril. Soc. Sept. 1-4. H. E. Miller.
St. Vincent—St. Vincent Union Industrial Assn. Sept. 15-16. Mark McGovern.
Sauk Centre—Stearns Co. Agril. Soc. Aug. 27-30. J. Aschoenhoff.
Shakopee—Scott Co. Agril. Soc. Aug. 25-27. R. T. Schumacher.
Slayton—Murray Co. Agril. Soc. Sept. 1-3. W. M. Leebens, Fulda, Minn.
Two Harbors—Lake Co. Agril. Soc. Aug. 30-Sept. 2. Fred D. W. Thias.
Tyler—Lincoln Co. Fair Assn. Aug. 25-28. Jens S. Bollesen.
Waseca—Waseca Co. Fair. Aug. 29-31. E. H. Smith.
Wheaton—Traverse Co. Agril. Assn. Sept. 14-17. J. B. Bruns.
Willmar—Kandiyohi Co. Fair Assn. Sept. 14-17. Wm. O. Johnson.
Windom—Cottonwood Co. Agril. Soc. Aug. 29-Sept. 1. D. S. Schroeder.
Zumbrota—Goodhue Co. Agril. Soc. Sept. 14-17. Lewis Scofield.
MISSISSIPPI
Blue Mountain—Tippah Co. Fair. During week of Oct. 3. Lee Cox.
Brookhaven—Lincoln Co. Fair. Oct. 3-8. Sara J. Craig.
Charleston—Tallahatchie Co. Free Fair. Oct. 3-8. Jesse L. Burnett.

Clarksdale—Coahoma Co. Negro Fair Assn. Oct. 6-8. Marion M. Reid, Sherard, Miss. Columbus—Columbus Radius Fair Assn. Week of Sept. 26. W. J. Satterwhite. Corinth—North Miss.-West Tenn. Fair & Dairy Show. Sept. 26-Oct. 1. A. J. McEachern. Forest—Scott Co. Colored Fair Assn. Oct. 17-22. Ananias Ward. Hattiesburg—Forrest Co. Fair Assn. Oct. 3-8. Fred P. Wilson, Petal, Miss. Jackson—Miss. State Fair. Oct. 10-15. Mabel L. Stire. Jackson—Miss. Negro State Fair. Oct. 17-22. H. H. Young. Kosciusko—Attala Co. Fair. Oct. 3-8. Nelson Siegrist. Laurel—South Miss. Fair. Sept. 19-24. R. K. (Dick) Booth. Louisville—Winston Co. Fair. Sept. 26-Oct. 1. Mrs. R. W. Boydston. McComb—Pike Co. Fair. Oct. 5-8. Junior O'Mara. Macon—Noxubee Co. Fair. Sept. 5-11. T. S. Boggess. Macon—Noxubee Co. Colored Fair. Oct. 4-7. Joe Reed. Marks—Quitman Co. Fair Assn. Week of Oct. 3. Harry Lipson. Meadville—Franklin Co. Fair Assn. Oct. 24-29. Mrs. Bly Souleret. Meridian—Miss. Fair & Dairy Show. Sept. 26-Oct. 1. Hillman Taylor. Monticello—Lawrence Co. Fair Assn. Sept. 29-Oct. 1. A. C. Setliff. New Augusta—Leaf River Fair Assn. Oct. 6-8. C. A. Bonner. Okalona—Okolona Fair Assn. Sept. 18-23. L. M. Dossett. Pascagoula—Jackson Co. Agrl. Indust. Fair. Oct. 27-28. A. J. Franklin. Ripley—Tippah Co. Fair. Oct. 6-7. G. W. McKintstry. Sebastopol—Sebastopol Community Fair. Aug. 24-27. H. M. Gilliland. Tupelo—Miss.-Ala. Fair & Dairy Show. Oct. 3-8. F. A. Henderson. Tyertown—Walthall Co. Fair. Sept. 27-Oct. 1. D. A. Richmond. Waynesboro—Wayne Co. Fair Assn. Oct. 3-8. L. B. Walton. West Point—Clay Co. Fair Assn. Oct. 3-8. C. R. Justice. Winona—Montgomery Co. Fair. American Legion. Oct. 10-15. J. O. Cook, Jr. Yazoo City—Yazoo Co. Fair Assn. Oct. 3-8. J. N. Ballard. Yazoo City—Yazoo Negro Fair Assn. Oct. 10-15. R. J. Pierce.

MISSOURI

Albany—Gentry Co. Agrl. Soc. Sept. 5-10. Lloyd H. Patton. Appleton City—Appleton City Fair Assn. Aug. 24-26. Clay Neale. Aurora—Tri-Co. Fair. Sept. 21-24. Harry Ritchhart. Ava—Douglas Co. Fair & Stock Show. Sept. 15-17. Chamber of Commerce. California—Moniteau Co. Fair. Aug. 30-Sept. 2. James W. Roth. Canton—Lewis Co. Free Fair. Aug. 31-Sept. 3. Roland W. Martin. Caruthersville—American Legion Fair. Oct. 4-9. H. E. Malloure. Concordia—Concordia Fall Festival. Sept. 15-17. W. H. P. Walkenhorst. Dexter—Stoddard Co. Fair & Agrl. Show. Sept. 12-17. Clarence Powell. Easton—Buchanan Co. Agrl. Soc. Sept. 7-10. Henry B. Iba. Farmington—St. Francois Co. Fair Assn. Sept. 22-24. Paul H. Teal. Fremont—Fremont Fair. Oct. 7. K. C. Farman, pres. Fulton—Fulton Fair. Sept. 26-Oct. 1. R. O. Baker. Greenfield—Greenfield Free Fair. Sept. 8-10. Chamber of Commerce. Jasper—Jasper Free Fair. Sept. 15-17. N. M. Todd. Kansas City—American Royal Live Stock & Horse Show. Oct. 15-22. A. M. Peterson. Lexington—Farmers' Fair. Aug. 29-Sept. 3. Chamber of Commerce & Amer. Legion. Louisiana—Louisiana Fair Assn. Sept. 15-17. J. R. Morrison. Lutesville—Bollinger Co. Fair. Sept. 15-17. H. D. Chandler. Memphis—Scotland Co. Free Fair. Sept. 14-15. C. R. Pitney. Mountain Grove—Tri-County Fair. Sept. 29-Oct. 1. J. E. Shelby. Neosho—Newton Co. Harvest Show. Sept. 28-Oct. 1. W. H. Buehler. Ozark—Christian Co. Fair Assn. Sept. 1-3. Bruce C. Maples. Platte City—Platte Co. Agrl. Assn. Aug. 31-Sept. 2. J. Frank Sexton. Robertson, near St. Louis—St. Louis Co. Fair. Sept. 2-5. Joe Reeves. Sedalia—Missouri State Fair. Aug. 20-27. Chas. W. Green. Seneca—Seneca District Fair. Sept. 21-24. John Kelly. Shelbina—Shelby Co. Fair Assn. Aug. 30-Sept. 2. Ernest E. Key. Springfield—Ozark Empire District Free Fair. Sept. 11-17. Edwin W. Watts.

MONTANA

Baker—Fallon Co. Fair. Sept. 5-7. Gib Zeidler. Chinook—Blaine Co. Fair. Sept. 4-6. Floyd Bowen. Forsyth—Rosebud Co. Fair Assn. Sept. 12-14. Frank Barnum. Fort Benton—Chouteau Co. Fair. Sept. 8-10. L. R. Loundagin. Glendive—Dawson Co. Fair Assn. Sept. 1-3. Claude Utterback. Hamilton—Ravalli Co. Fair. Sept. 15-17. W. B. McLaughlin. Havre—Hill Co. Fair Assn. Aug. 23-25. Earl J. Bronson. Miles City—Eastern Mont. Fair. Sept. 8-10. J. H. Bohling. Sidney—Richland Co. Fair Assn. Aug. 29-31. Jack M. Suckstorf.

NEBRASKA

Albion—Boone Co. Agrl. Assn. Sept. 13-16. F. J. Millie, Loretto, Neb. Arlington—Washington Co. Fair. Aug. 25-27. Howard Rhea. Arthur—Arthur Co. Agrl. Soc. Sept. 1-3. M. B. Reynolds. Aurora—Hamilton Co. Agrl. Soc. Aug. 29-Sept. 1. H. E. Toof. Beatrice—Gage Co. Fair & Agrl. Soc. Aug. 23-26. F. Glenn Bozarth. Benkelman—Dundy Co. Fair. Aug. 24-27. Joe W. Loughlin.

Bladen—Webster Co. Fair Assn. Aug. 24-26. Frank Kral. Bloomfield—Knox Co. Fair. Sept. 11-13. Henry F. Kuhl, Plainview, Neb. Bridgeport—Morrill Co. Fair Assn. Sept. 5-7. J. Cedric Conover. Central City—Merrick Co. Fair. Sept. 12-15. Agnar Anderson. Chadron—Dawes Co. Fair & Agrl. Soc. Sept. 14-17. Carl Peterson. Chambers—Holt Co. Agrl. Soc. Sept. 13-16. Clair Grimes. Chappell—Deuel Co. Fair Assn. Aug. 23-25. S. E. Olson. Concord—Dixon Co. Agrl. Soc. Aug. 24-26. Roy E. Johnson. Crete—Saline Co. Fair. Sept. 13-16. Harry C. Belka.

David City—Butler Co. Fair Assn. Aug. 28-Sept. 1. Chas. Lemley, Rising City, Neb. Dunning—Blaine Co. Agrl. Assn. Sept. 15-17. Pete Whitescarver. Elwood—Gosper Co. Live Stock Show & Festival. Sept. 14-15. M. R. Morgan. Eustis—Frontier Co. Fair. Sept. 7-9. G. C. Hueffle. Franklin—Franklin Co. Fair Assn. Sept. 13-16. A. T. Ready, Riverton, Neb. Fullerton—Nance Co. Fair Assn. Aug. 24-26. E. M. Black. Geneva—Fillmore Co. Agrl. Soc. Sept. 14-17. Chas. G. McEachran. Gordon—Sheridan Co. Fair. Aug. 30-Sept. 2. Fred B. Fitch. Grant—Perkins Co. Fair Assn. Aug. 24-27. Chas. Marshall. Harrisburg—Banner Co. Fair. Sept. 8-9. Mrs. W. W. Downer. Harrison—Sioux Co. Fair Assn. Aug. 25-27. V. E. Marsteller. Hartington—Cedar Co. Agrl. Soc. Sept. 3-6. Edgar M. Hoar. Hemingford—Box Butte Co. Agrl. Soc. Aug. 31-Sept. 3. Frank Dee. Holdrege—Phelps Co. J. R. Fair. Aug. 24-26. Robert M. Morrison, Loomis, Neb. Homer—Dakota Co. Fair. Aug. 30-Sept. 1. Walter E. White, Dakota City, Neb. Hooper—Dodge Co. Fair. Sept. 5-8. John Wollmer. Humboldt—Richardson Co. Agrl. Soc. Sept. 14-16. F. J. Pipal. Hyannis—Grant Co. Fair & Legion Rodeo. Aug. 29-31. Ira R. Ashley. Johnstown—Brown Co. Fair. Sept. 8-10. O. C. Honnen. Kimball—Kimball Co. Agrl. Soc. Aug. 24-26. V. B. Cargill. Leigh—Colfax Co. Agrl. Soc. Aug. 30-Sept. 2. J. D. Wurdeman. Lewellen—Garden Co. Fair Assn. Sept. 7-9. Paul Temple. Lincoln—Lancaster Co. Agrl. Soc. Sept. 4-9. B. F. Preston, R. 5. Lincoln—Nebraska State Fair. Sept. 4-9. Perry Reed. McCook—Red Willow Co. Fair. Sept. 13-16. Elmer Kay. Madison—Madison Co. Agrl. Soc. Sept. 13-16. O. F. Metschke. Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 14-17. O. P. Burrows. Neligh—Antelope Co. Agrl. & Fair Assn. Sept. 1-4. David Rice. Nelson—Nuckolls Co. Agrl. Soc. Aug. 31-Sept. 2. Madison Sage. Norden—Keya Paha Co. Agrl. Fair Assn. Sept. 14-16. Chas. R. Langer. Omaha—Ak-Sar-Ben Live Stock & Horse Show. Oct. 23-29. J. J. Isaacson. Ord—Loup Valley Agrl. Soc. Sept. 12-14. Edw. L. Kokes. Orleans—Harlan Co. Jr. Fair Assn. Aug. 23-26. Elmer Watkins. Osceola—Polk Co. Fair Assn. Aug. 23-26. Jay Hastings. Pawnee City—Pawnee Co. Fair Assn. Oct. 4-7. D. W. Osborn. Pierce—Pierce Co. Agrl. Soc. Aug. 23-26. W. A. Boche. St. Paul—Howard Co. Fair. Sept. 6-9. Chas. Dobry. Sargent—Sargent Community Fair. Sept. 1-3. Scribner—Scribner Stock Show. Sept. 14-16. W. H. Hasebrook. Seward—Seward Co. Agrl. Soc. Aug. 31-Sept. 3. Stanley A. Matzke. Sidney—Cheyenne Co. Fair. Sept. 6-9. O. A. Olson. Spalding—Greeley Co. Free Fair. Aug. 22-25. Leland E. Woodley. Springfield—Sarpy Co. Fair. Aug. 25-27. Leslie S. McCamley. Stapleton—Logan Co. Agrl. Assn. Aug. 31-Sept. 3. C. F. Conhiser. Stockville—Frontier Co. Fair. Aug. 23-26. Ralph E. Lidgard. Syracuse—Otoe Co. Agrl. Assn. Aug. 30-Sept. 1. J. F. Sorrell. Walthill—Thurston Co. Fair. Sept. 7-10. Alfred D. Raun. Waterloo—Douglas Co. Fair. Sept. 14-17. Robert Herrington. Wayne—Wayne Co. Fair & Agrl. Assn. Sept. 14-17. Wm. E. Von Seggern. Weeping Water—Cass Co. Agrl. Assn. Sept. 13-16. Frank Wood. West Point—Cuming Co. Fair. Aug. 28-Sept. 1. Ed M. Baumann.

NEVADA

Elko—Elko Co. Agrl. Assn. Sept. 15-18. Hayden Henderson, Jr. Fallon—Nevada State Fair. Sept. 22-25. C. J. Thornton. Winnemucca—Humboldt Co. Fair Assn. Sept. 3-5. Millie R. Jones.

NEW HAMPSHIRE

Contoocook—Hopkinton Fair. Sept. 20-22. L. A. Nelson. Lancaster—Lancaster Fair. Sept. 3-5. Carroll Stoughton. Plymouth—Union Grange Fair. Sept. 13-15. W. J. Neal, Meredith, N. H. Rochester—Rochester Agrl. Assn. Sept. 27-Oct. 1. Ralph E. Came. Sandwich—Sandwich Town & Grange Fair. Oct. 12. Chas. B. Hoyt, mgr., Center Sandwich. Swansey (Safford Park)—Cheshire Fair Assn. Sept. 18-18. Wm. Kingsbury, Keene, N. H.

NEW JERSEY

Cologne—Cologne Live-Stock & Agrl. Fair Assn. Aug. 26-Sept. 3. Fred G. Lipe. Egg Harbor City—Atlantic Co. Agrl. Fair. Aug. 30-Sept. 3. A. G. Vautrinot. Flemington—Flemington Agrl. Fair Assn. Aug. 30-Sept. 5. Major E. B. Allen, mgr. Freehold—Monmouth Co. Agrl. Fair. Aug. 23-27. Edward B. Allen. Morristown—Morris Co. Fair. Sept. 8-10. K. E. Kostenbader.

Trenton—New Jersey State Fair. Sept. 25-Oct. 1. George A. Hamid, gen. mgr.; Harry E. LaBrique, res. mgr. Woodstown—Salem Co. Agrl. & Indust. Fair. Sept. 20-25. Howard Harris Jr.

NEW MEXICO

Albuquerque—New Mexico State Fair. Oct. 9-18. Leon Harms. Belen—Valencia Co. Fair Assn. Oct. 7-8. W. F. Ellermeier. Clovis—Clovis Bi-State Fair Assn. Sept. 28-Oct. 1. K. C. Lea. Farmington—San Juan Co. Fair. Sept. 23-24. Carl J. Eaton. Lovington—Lea Co. Fair Assn. Sept. 18-18. Bea McLaren. Portales—Roosevelt Co. Fair Assn. Sept. 14-17. W. G. Vinzant. Roswell—Eastern N. M. State Fair. Oct. 5-8. W. C. Holland. Willard—Torrence Co. Fair Assn. Oct. 5-7. Marvin R. Jones.

NEW YORK

Altamont—Altamont Fair. Aug. 22-27. Roy F. Peugh. Angelica—Allegany Co. Agrl. Soc. Aug. 24-27. L. L. Stillwell. Attica—Wyoming Co. Fair. Aug. 23-26. Henry Wagenblass, Warsaw, N. Y. Avon—Genesee Valley Breeders' Assn. Horse Show. Aug. 26-27. Craig W. Wadsworth. Ballston Spa—Ballston Spa Fair. Aug. 30-Sept. 2. James Bunyon. Bath—Steuben Co. Agrl. Soc. Sept. 13-17. J. Victor Faucett. Bristol—Ontario Co. Agrl. Soc. Aug. 24-27. Mrs. J. D. Dewey, R. D. 1, Canandaigua. Brookfield—Brookfield-Madison Co. Agrl. Soc. Sept. 5-9. C. C. Craine. Canandaigua—Ontario Co. Agrl. Soc. Aug. 24-27. James P. Donovan. Chatham—Columbia Co. Agrl. Soc. Sept. 3-7. Wm. A. Dardess. Cobleskill—Cobleskill Agrl. Soc. Sept. 19-23. Wm. H. Golding. Cortland—Cortland Co. Agrl. Soc. Aug. 22-27. Harry B. Tanner. Dundee—Dundee Fair Assn. Sept. 6-8. L. R. Haumer. Dunkirk—Chautauqua Co. Fair. Sept. 5-9. A. L. Pfeeger. Elmira—Chemung Co. Fair. Aug. 29-Sept. 3. J. E. Williamson. Fonda—Montgomery Co. Agrl. Soc. Sept. 5-8. Edward Rothmeyer, Tribes Hill, N. Y. Hamburg—Erie Co. Agrl. Soc. Aug. 22-27. J. C. Newton. Hemlock—Hemlock Union Agrl. Soc. Sept. 7-10. Glenn C. McNinch, Conesus, N. Y. Kingston—Ulster Co. Agrl. Soc. Aug. 24. E. W. Hathaway. Lowville—Lewis Co. Agrl. Soc. Aug. 23-27. M. M. Lyman. Malone—Franklin Co. Agrl. Soc. Aug. 22-27. H. Bernard Kelley. Mineola—Mineola Fair. Sept. 20-24. Fred D. Baldwin. Morris—Morris Fair Assn. Sept. 13-16. C. L. Smith. Naples—Naples Union Agrl. Soc. Sept. 1-3. Leon Cornish. Nassau—Rensselaer Co. Agrl. Soc. Sept. 14-17. Edward J. Mutterer. Orangeburg—Rockland Co. Agrl. Assn. Aug. 31-Sept. 5. W. J. Elliott, West Nyack, N. Y. Palmyra—Union Agrl. Soc. Sept. 21-24. W. Ray Converse. Penn Yan—Yates Co. Agrl. Soc. Aug. 24-26. Chas. M. Watkins. Rhinebeck—Dutchess Co. Fair. Aug. 30-Sept. 2. Benson R. Frost. Riverhead—Suffolk Co. Fair. Aug. 23-27. Frank M. Corwin. Rochester—Monroe Co. Fair & Rochester Expo. Sept. 5-10. Wm. B. Boothby. Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 5-8. Farnum P. Caird, Troy, N. Y. Syracuse—New York State Fair. Aug. 29-Sept. 10. Paul Smith, dir. Trumansburg—The Union Fair. Sept. 28-Oct. 1. Frank R. Tunison. Vernon—Vernon Agrl. Soc. Sept. 14-17. Fred C. Smith. Walton—Delaware Co. Fair. Aug. 22-27. C. O. Field. Waterloo—Seneca Co. Agrl. Soc. Sept. 13-16. George F. Jarvis. Watertown—Jefferson Co. Agrl. Soc. Aug. 25-27. K. Malady. Watkins Glen—Schuyler Co. Agrl. Soc. Sept. 14-16. Milo Hitchcock, Odessa, N. Y. Westport—Essex Co. Agrl. Soc. Aug. 23-26. Robert G. Goodnow, Crown Point, N. Y. White Plains—Westchester Co. Agrl. Assn. Sept. 14-17. Mrs. John McAllister, Scarsdale, N. Y.

NORTH CAROLINA

Ahoke—Atlantic District Fair. Oct. 11-14. J. E. Reid, Winton, N. C. Albemarle—Stanly Co. Fair. Assn. Oct. 3-8. F. B. Patterson. Asheboro—Randolph Co. Fair Assn. Sept. 26-Oct. 1. Waldo Cheek. Asheville—Buncombe Co. Dist. Agrl. Fair & Jubilee. Sept. 19-24. E. W. Pearson. Beaufort—Carteret Fair Assn. Oct. 10-15. Wm. H. Hatsell. Burlington—American Legion Fair. Week of Oct. 3. Paul H. Waddill, mgr. Burnsville—Yancey Co. Fair Assn. Week of Sept. 5. Chas. L. Proffitt, pres. Carthage—Moore Co. Agrl. Fair Assn. Sept. 20-24. Paul H. Waddill. Charlotte—Charlotte Agrl. Expo. Oct. 3-8. B. Arp Lowrance. Charlotte—Southeastern Colored Fair. Week of Oct. 17. Paul H. Waddill. Cherokee—Cherokee Indian Fair Assn. Oct. 4-7. J. L. Walters. Clinton—Sampson Co. Fair. Oct. 4-8. Norman Y. Chambliss, Greensboro, N. C. Durham—American Legion Tobacco Fair & Festival. Sept. 5-10. Mel J. Thompson. Durham—Durham Co. Fair Assn. Week of Sept. 19. G. E. Isaacs, pres. East Bend—Yadkin Co. Fair. Sept. 27-30. Hovey Norman. Elkin—Elkin Fair. Week of Sept. 19. Mrs. Ellen Browning Jr. Ellenboro—Colfax Free Fair. Sept. 8-10. Curtis Price. Fayetteville—Cumberland Fair. Sept. 26-Oct. 1. R. G. Cobb. Forest City—Spindale—Rutherford Co. Fair Assn. Sept. 19-24. F. E. Patton, Rutherfordton. Gastonia—Gaston Co. Fair. Oct. 10-15. F. A. Whiteside. Goldsboro—Wayne Co. Fair. Week of Oct. 17. E. A. Quinlan. Greensboro—Greensboro Fair. Oct. 17-22. Norman Y. Chambliss.

Greenville—Pitt Co. Fair Assn. Oct. 17-22. A. J. Grey. Hamlet—Richmond Co. Agrl. Fair. Oct. 3-8. Harold F. Brown. Henderson—Golden Belt Fair. Oct. 3-8. C. M. Hight. Henderson—Vance Co. Colored Fair. Oct. 10-15. Robert Hawkins mgr. Hickory—Catawba Fair Assn. Oct. 4-8. John W. Robinson. High Point—High Point Fair Assn. Oct. 31-Nov. 5. A. C. Ingram. Kingston—Neuse-Atlantic Fair. Oct. 3-8. N. G. Bartlett. Laurinburg—Scotland Co. Sand Hill Fair. Oct. 25-28. R. M. McLeod, Laurel Hill. Leaksville—Rockingham Co. Fair Assn. Sept. 12-17. J. L. Clayton, pres. Lexington—Davidson Co. Fair. Week of Sept. 28. Dave Leonard. Littleton—Littleton Tri-Co. Fair. Oct. 24-29. T. R. Walker. Louisville—Franklin Co. Fair. Sept. 19-24. A. H. Fleming. Lumberton—Robeson Fair Assn. Sept. 20-23. W. O. Thompson. Mebane—Mebane Six Counties Fair. Oct. 31-Nov. 5. C. S. Parnell. Mocksville—Davie Co. Fair. Sept. 28-30. P. S. Young. Monroe—Union Co. Fair Assn. Oct. 10-15. M. W. Williams. Mount Airy—Mt. Airy American Legion Fair. Sept. 5-10. W. L. Sydnor. Murphy—Cherokee Co. Fair. Sept. 27-Oct. 1. T. W. Axley. New Bern—Five-County Agrl. Fair. Oct. 24-29 (tentative). Tom C. Daniels. North Wilkesboro—Great Northwestern Fair. Sept. 13-18. W. A. McNeil. Raleigh—North Carolina State Fair. Oct. 11-15. Dr. J. S. Dorton, mgr., Shelby, N. C. Reidsville—Reidsville Fair Assn. Sept. 26-Oct. 1. Aaron Weinstein. Rocky Mount—Rocky Mount Fair. Oct. 25-29. Norman Y. Chambliss, Greensboro, N. C. Roxboro—Person Co. Agrl. Fair. Oct. 24-29. C. C. Garrett. Salisbury—Rowan Co. Fair. Oct. 11-15. Norman Y. Chambliss, Greensboro, N. C. Shelby—Cleveland Co. Fair Assn. Sept. 17-Oct. 1. Dr. J. S. Dorton. Shelby—Cleveland Co. Negro Fair. Oct. 5-8. Rev. A. W. Foster. Sparta—Alleghany Co. Agrl. Fair. Sept. 30-Oct. 1. F. H. Jackson. Spring Hope—Nash Co. Fair. Sept. 26-Oct. 1. Hobart Brantley. Spruce Pine—Toe River Fair Assn. Sept. 13-17. W. M. Wiseman. Statesville—Iredell Co. Agrl. Fair. Oct. 17-22. George Neel, mgr. Tarboro—Coastal Plain Fair Assn. Oct. 18-22. E. L. Clayton. Warsaw—Duplin Co. Agrl. Fair. Nov. 7-12. R. D. Johnson. Washington—Beaufort Co. Fair. Oct. 10-15. Brazier T. McDewitt. Weldon—Halifax Co. Fair. Sept. 26-Oct. 1. T. R. Walker, Littleton, N. C. Wendell—East Wake Fair. Oct. 3-8. G. H. Wright Jr. Williamston—Williamston Fair. Sept. 27-Oct. 1. Norman Y. Chambliss, Greensboro, N. C. Wilmington—Coastal Fair. Sept. 26-Oct. 1. Wm. A. Peschua. Wilson—Wilson Co. Fair. Oct. 3-8. W. H. Dunn. Winston-Salem—Winston-Salem & Forsyth Co. Fair. Oct. 4-8. G. C. McNair. Woodland—Roanoke-Chowan Fair. Oct. 10-15. T. E. Walker, Littleton, N. C. Zebulon—Forsyth County Fair. Sept. 19-24. E. Dabney Gill.

NORTH DAKOTA

Bottineau—Bottineau Co. Agrl. Soc. Second week in Sept. Dr. J. C. Jirikowic. Cooperstown—Griggs Co. Fair. Sept. 19-20. T. A. Marquardt. Fargo—N. D. State Fair for Fargo. Aug. 29-Sept. 3. Frank S. Talcott.

OHIO

Ashland—Ashland Co. Agrl. Assn. Sept. 22-24. P. A. Heestand. Athens—Athens Co. Agrl. Soc. Aug. 23-26. Herb J. Parker. Attica—Attica Fair. Sept. 28-30. Carl B. Carpenter. Barlow—Barlow Agrl. Assn. Sept. 29-30. C. E. Lawton. Bellefontaine—Logan Co. Agrl. Soc. Sept. 20-23. Carl C. Kirk. Bellville—Bellville Ind. Agrl. Soc. Sept. 15-17. E. O. Kochheiser. Bluffton—Bluffton Agrl. Soc. Oct. 19-21. Harry P. Barnes. Burton—Geauga Co. Agrl. Soc. Sept. 2-5. Chas. A. Riley. Cadiz—Harrison Co. Agrl. Assn. Sept. 14-16. Howard J. Coffland. Caldwell—Noble Co. Fair. Aug. 31-Sept. 2. C. J. Lorenz. Canfield—Mahoning Co. Agrl. Soc. Sept. 1-3. and 5. E. R. Zieger, 1404 Central Tower, Youngstown. Canton—Stark Co. Agrl. Soc. Sept. 5-8. Ed S. Wilson. Carrollton—Carroll Co. Agrl. Soc. Sept. 28-Oct. 1. Mrs. J. M. Scott, Harlem Springs. O. Carthage—Cincinnati—Hamilton Co. Agrl. Soc. Sept. 13-17. D. R. Van Atta, 410 Court House, Cincinnati. Circleville—Circleville Pumpkin Show. Oct. 19-22. George E. Roth. Columbus—Ohio State Fair. Aug. 27-Sept. 2. Earl H. Hanefeld, dir. Columbus—National Dairy Show. Oct. 8-15. Earl H. Hanefeld. Columbus Grove—Putnam-Allen Fair. Dec. 20-23. T. M. Tegardin. Coshocton—Coshocton Co. Fair. Oct. 4-8. O. V. Croy, Dresden, O. Croton—Hartford Ind. Agrl. Soc. Sept. 8-10. C. H. Sinkey, Centerburg, O. Dayton—Montgomery Co. Fair. Sept. 5-8. R. C. Haines. Delaware—Delaware Co. Fair. Sept. 21-24. Bruce Burgess. Delphos—Allen Co. Fair. Aug. 23-27. Art O. Wulffhorst. Dover—Tuscarawas Co. Agrl. Soc. Sept. 20-23. G. G. Krantz. Elyria—Lorain Co. Fair. Sept. 5-10. Robert J. Agate. Fredericktown—Fredericktown Community Fair. Sept. 22-24. Herbert Cocanower. Fremont—Sandusky Co. Agrl. Soc. Sept. 6-9. Russell S. Hull. Georgetown—Brown Co. Agrl. Soc. Oct. 5-7. E. A. Quinlan. Greenville—Darke Co. Fair. Aug. 21-26. Deo. S. Teaford.

Hamilton-Butler Co. Agrl. Soc. Sept. 27-28. Oct. 1. John W. Cochran. Hicksville-Defiance Co. Fair. Aug. 23-26. M. H. Bevington. Kinsman-Kinsman Fair. Aug. 30-Sept. 2. Lloyd C. Jewell. Lancaster-Fairfield Co. Fair. Oct. 12-15. Pearl G. Webb. Lebanon-Warren Co. Fair. Sept. 20-23. Lyle Stewart. Lisbon-Columbiana Co. Agrl. Soc. Sept. 13-15. H. E. Marsden. London-Madison Co. Fair. Aug. 23-26. Fred M. Guy, Irwin, O. Loudonville-Loudonville Agrl. Soc. Oct. 3-8. O. K. Address. McArthur-Vinton Co. Agrl. Soc. Sept. 7-10. John Jones. McConnellsville-Morgan Co. Agrl. Soc. Sept. 14-16. Walter W. Barkhurst. Marietta-Washington Co. Agrl. Assn. Sept. 5-7. L. E. Apple. Marion-Marion Co. Agrl. Soc. Aug. 23-26. James W. Hungate. Marysville-Union Co. Agrl. Soc. Sept. 7-10. H. A. Taylor. Medina-Medina Co. Agrl. Soc. Sept. 6-8. Jay V. Elmhart. Millersburg-Holmes Co. Agrl. Soc. Sept. 7-10. H. C. Losdon. Montpelier-Williams Co. Agrl. Soc. Sept. 13-17. A. G. Hause. Mt. Glead-Morrow Co. Agrl. Soc. Sept. 28-Oct. 1. O. E. Smith. Napoleon-Henry Co. Agrl. Soc. Aug. 31-Sept. 3. James Murray. Newark-Licking Co. Agrl. Soc. Sept. 13-17. Keith W. Lowery, Buckeye Lake, O. Newark-Huron Co. Agrl. Soc. Aug. 30-Sept. 2. J. F. Henninger. Ottawa-Fatman Co. Agrl. Soc. Oct. 4-8. Joseph L. Bricker. Painesville-Lake Co. Agrl. Soc. Sept. 14-17. Chas. J. Gray. Paulding-Paulding Co. Agrl. Soc. Sept. 21-23. W. R. Mentzer. Pomeroy-Meigs Co. Agrl. Soc. Sept. 14-16. Ray E. Gibbs. Randolph-Randolph Agrl. Soc. Sept. 30-Oct. 1. R. P. Hamilton. St. Clairsville-Beimont Co. Agrl. Soc. Sept. 8-10. Carter Thornburg. Sidney-Shelby Co. Agrl. Soc. Sept. 13-16. Ben O. Harman, Box 37, Anna, O. Smithfield-Jefferson Co. Fair. Sept. 21-23. J. O. Hayne. Smyrna-Ti-County Fair. Sept. 27-29. Scott Bond, R. D. 4, Freeport, O. Somerset-Somerset Pumpkin Show & Agrl. Assn. Sept. 27-30. A. W. King. Tiffin-Seneca Co. Agrl. Soc. Aug. 23-26. C. B. Baker. Toledo-Lucas Co. Agrl. Soc. Sept. 15-18. Charles Glann. Upper Sandusky-Wyandot Co. Agrl. Soc. Sept. 13-16. Ira T. Matteson. Van Wert-Van Wert Co. Agrl. Soc. Sept. 5-9. N. E. Stuckey. Wapakoneta-Auglaize Co. Agrl. Soc. Aug. 28-Sept. 2. Harry Kahn. Washington C. H.-Fayette Co. Fair. Sept. 13-17. George L. Gossard. Wauseon-Fulton Co. Agrl. Soc. Sept. 5-8. Orlo Whitticar. Wellington-Wellington Fair Assn. Aug. 23-25. A. R. Branson. Westerville-Westerville Ind. Agrl. Soc. Sept. 15-17. Karl H. Schott. Wooster-Wayne Co. Agrl. Soc. Sept. 12-16. W. J. Buss.

OKLAHOMA

Ada-Pontotoc Co. Free Fair Assn. Sept. 7-10. W. R. Montgomery. Alva-Woods Co. Fair. Sept. 14-17. George Felkel. Anadarko-American Indian Expo. Aug. 24-27. Edgar Halfmoon. Anadarko-Caddo Co. Free Fair. Sept. 12-17. E. T. Cook. Antlers-Pushmataha 4-H Club Fair. Sept. 16-17. R. I. Bilyeau. Ardmore-Southern Okla. Fair & Expo. Sept. 12-17. Beaver-Beaver Co. Free Fair Assn. Early in Sept. Otto C. Barby. Blackwell-Kay Co. Free Fair Assn. Sept. 13-17. W. R. Hutchison, Newkirk, Okla. Bristow-Creek Co. Fair Assn. Sept. 13-16. Fred Brawner. Buffalo-Harper Co. Free Fair. Sept. 15-17. W. E. Bland. Cherokee-Alfalfa Fair Assn. About Sept. 15. L. H. Stephens. Cheyenne-Roger Mills Co. Club Fair. Sept. 16-17. L. J. Cunningham. Cushing-Cushing District Fair. Sept. 5-10. D. H. Fisher. Dewey-Washington Co. Free Fair Assn. Sept. 12-16. J. Grindle, Bartlesville, Okla. Duncan-Stephens Co. 4-H Club Fair. Sept. 15-17. Murray Cox. Durant-Bryan Co. Free Fair Assn. Sept. 14-17. Allen Hill. Enid-Garfield Co. Free Fair Assn. Week of Oct. 24. J. B. Hurst. Fairview-Major Co. Free Fair. Sept. 19-21. W. B. Hanly. Hennessey-Hennessey Free Fair Assn. Sept. 1-3. J. W. Gramlich. Holdenville-Hughes Co. Fair. Sept. 12-17. Henry F. Polson. Hugo-Choctaw Co. Free Fair. Oct. 3-8. W. E. Schooler. Hugo-Choctaw Co. 4-H & Women's Club Fair. Sept. 16-17. C. L. Weatherford. Hydro-Hydro District Free Fair. Sept. 8-10. Mrs. Grace Felton. Kingfisher-Kingfisher Co. Fair. Sept. 14-16. R. C. Outhier. Miami-Ottawa Co. Fair Assn. Sept. 6-9. George H. Merriam. Muskogee-Okla. Free State Fair. Oct. 3-9. Ethel Murray Simonds. Norman-Cleveland Co. Free Fair. Sept. 20-22. Clarence Burch. Nowata-Nowata Co. Free Fair Assn. Sept. 5-10. E. A. Warner. Okemah-Okfuskee Co. Fair Assn. Sept. 8-10. Clarence Humphrey. Oklahoma City-Okla. State Fair & Expo. Sept. 24-Oct. 1. Ralph T. Hemphill. Oklahoma City-Okla. Co. Free Fair. Sept. 19-21. A. T. Burge. Pauls Valley-Garvin Co. Free Fair Assn. Sept. 15-17. Russell Pierson. Pawhuska-Osage Co. Free Fair Assn. Sept. 12-15. Fred Arhberg. Perry-Noble Co. Free Fair. Sept. 15-17. L. Culbertson. Pond Creek-Grant Co. Free Fair. First week in Sept. Emery E. Jacobs, Medford, Okla.

Poteau-LeFlore Co. Free Fair Assn. Sept. 21-24. C. C. Garrett. Purcell-McClain Co. Free Fair. Sept. 14-17. Ed Davis. Stillwater-Payne Co. Fair Assn. Sept. 13-16. W. Cromwell. Tahlequah-Cherokee Co. 4-H Club Fair. Sept. 15-17. Titus A. Manasco. Taloga-Dewey Co. Free Fair Assn. Sept. 14-17. Harry Butler. Tulsa-Tulsa State Fair. Sept. 17-24. H. E. Bridges. Vinita-Craig Co. Fair & Will Rogers Memorial Rodeo. Sept. 2-5. Frank Bailey. Walters-Cotton Co. Free Fair Assn. Sept. 15-17. S. A. Cook. Wetonga-Blaine Co. Free Fair Assn. Sept. 13-16. Floyd D. Dowell. Wewoka-Seminole Co. Free Fair Assn. Sept. 7-10. C. L. Sullivan.

OREGON

Burns-Harney Co. Fair. Sept. 16-18. D. C. Jordan. Canby-Clackamas Co. Fair. Aug. 31-Sept. 3. J. P. Telford, Oregon City, Ore. Eugene-Lane Co. Fair Assn. Sept. 21-24. Allen P. Wheeler, Goshen, Ore. Fossil-Wheeler Co. Fair. Sept. 9-10. Arnold C. Elbert. Gold Beach-Curry Co. Fair. Sept. 2-3. Beatrice Williams. Grants Pass-Josephine Co. Fair. Sept. 1-3. F. G. Roper. Gresham-Multnomah Co. Fair Assn. Aug. 22-28. A. H. Lea, 310 Oregon Bldg. Portland. Hillsboro-Washington Co. Fair. Sept. 1-3. Ed L. Moore. Hood River-Hood River Co. School Fair. Aug. 31-Sept. 1. L. B. Gibson. John Day-Grant Co. Fair. Sept. 22-24. Chas. Trowbridge. LaGrande-Union Co. Fair Assn. Last week in Sept. W. R. Gekeler. Monmouth-Polk Co. Fair. Sept. 1-2. Josiah Willis, Dallas, Ore. Moro-Sherman Co. Fair Assn. Sept. 23-25. LeRoy C. Wright. Myrtle Point-Coos Co. Fair Assn. Sept. 14-16. L. H. Pearce. Oatario-Malheur Co. Fair Assn. Sept. 3-5. Bill Callan. Philomath-Benton Co. Fair. Sept. 30-Oct. 1. Portland-Pacific Intern'l. Livestock Expo. Oct. 1-9. O. M. Plummer, gen. mgr. Redmond-Deschutes Co. Fair Assn. Sept. 29-Oct. 1. Clare L. Colegrove. St. Helens-Columbia Co. Fair Assn. Aug. 25-27. Earl C. Dowler. Salem-Oregon State Fair. Sept. 5-12. Leo G. Spitzbart. Toledo-Lincoln Co. Fair. Sept. 2-3. W. P. McBee. Tygh Valley-Wasco Co. Fair Assn. Sept. 16-18. J. W. Dodd.

PENNSYLVANIA

Allentown-Great Allentown Fair. Sept. 20-24. M. H. Beary. Arendtsville-South Mountain Fair Assn. Sept. 14-17. A. D. Sheely. Bedford-Bedford Co. Fair Assn. Aug. 29-Sept. 3. Albert C. Brice. Bloomsburg-Bloomsburg Fair Assn. Sept. 26-Oct. 1. Harry B. Correll. Burgettstown-Union Agrl. Assn. Sept. 8-10. J. L. McGough. Cambridge Springs-Cambridge Springs Community Fair. Sept. 8-10. R. L. Whipple. Carmichaels-Greene Co. Fair. Aug. 30-Sept. 3. Dave Trimble, Masontown, Pa. Centre Hall-Centre Co. Fair & Grange Encampment. Aug. 25-Sept. 2. Mrs. Edith S. Dale, State College, Pa. Clearfield-Clearfield Co. Fair Assn. Sept. 19-24. Wm. Brice Jr. Cochran-Cochran Community Fair Assn. Sept. 22-24. A. N. Shaffer. Columbia-Columbia Harvest Home Assn. Oct. 11-13. Lester Leber. Conneautville-Conneautville Community Fair Assn. Sept. 15-17. Kenneth Mowry. Cookport (P. O. Commodore)-Greene Township Community Fair. Sept. 15-17. E. L. Haskins, Colver, Pa. Dayton-Dayton Agrl. Assn. Aug. 23-27. J. R. Borland. Doylestown-Doylestown Fair Assn. Sept. 13-17. J. Allen Gardy. Ebensburg-Cambria Co. Fair Assn. Sept. 5-10. R. G. Davis. Edinboro-Edinboro Fair. Sept. 15-17. Biron E. Decker. Ephrata-Ephrata Farmers' Day Assn. Oct. 12-15. Fred R. Janda. Fleetville-Benton Township Comm. Fair Assn. Sept. 21-24. B. K. Horner. Forksville-Sullivan Co. Agrl. Soc. Sept. 7-10. J. R. Whiteley. Gratz-Gratz Fair Assn. Sept. 20-24. Guy R. Klinger. Greensburg-Harrod Community Fair Assn. Aug. 25-27. R. H. Amalong. Hanover-Forest Park Free Fair. Sept. 6-11. A. F. Karst. Harford-Harford Agrl. Soc. Aug. 31-Sept. 2. J. A. Williams. Hatfield-Montgomery Co. Fair Assn. Sept. 5-10. Samuel D. Conyer. Honesdale-Wayne Co. Agrl. Soc. Sept. 20-23. E. W. Gammell. Hughesville-Lycoming Co. Fair Assn. Aug. 24-27. Edward E. Frontz. Huntingdon-Huntingdon Co. Agrl. Assn. Aug. 30-Sept. 3. James C. Morgan, bus. mgr. Indiana-Indiana Co. Agrl. Assn. Aug. 30-Sept. 3. B. H. Lichteberger. Jennerstown-Jenner Fair Assn. Sept. 13-16. A. O. Lape, Jenners, Pa. Lampeter-W. Lampeter Comm. Fair Assn. Sept. 21-23. Wayne B. Rentschler. Laurelton-West End Union Co. Fair. Sept. 7-10. Aaron Hassinger. Lebanon-Lebanon Co. Fair. Sept. 5-10. C. S. Parnell. Lehighon-Lehighon Fair. Aug. 20-Sept. 3. Frank R. Diehl. Linesville-Linesville Community Fair Assn. Sept. 7-9. O. A. Porter. McConnellsburg-Fulton Co. Fair Assn. Sept. 15-17. Lloyd W. Mellott. Mansfield-Smythe Park Assn. Sept. 21-24. Frank Marvin. Manheim-Manheim Farm Show. Sept. 29-Oct. 1. E. A. Auld. Martinsburg-Morrison Cove Community Fair. Oct. 20-22. Ella S. Ebersole, Curryville. Mechanicsburg-Grangers (Picnic) Fair. Williamsburg, Aug. 29-Sept. 5. R. E. Rishwine. Mercer-Mercer Central Agrl. Soc. Sept. 13-16. J. P. Orr. Meyersdale-Somerset Co. Fair Assn. Sept. 5-8. Wm. A. Allshouse.

Millersburg-Millersburg Farmers' Fair Assn. Sept. 15-17. Nell B. March. Millersville-Manor Farm Fair. Sept. 29-Oct. 1. H. P. Siglin. Millport-Oswayo Valley Rural Community Fair. Sept. 14-16. Louis Perkins, R. D., Singlehouse, Pa. Mt. Joy-Mt. Joy Agrl. Soc. Oct. 20-22. H. M. Stauffer. Montrose-Susquehanna Co. Agrl. Soc. Aug. 24-26. Thomas M. Jenkins. Myerstown-Myerstown Comm. Fair Assn. Oct. 12-14. J. T. Auld. New Castle-New Castle Agrl. Assn. Aug. 23-26. A. C. Shoaf. New Holland-New Holland Fair. Oct. 6-8. Isaac W. Caulier. Newfoundland-Greene-Dreher Community Fair Assn. Sept. 8-10. W. B. Frisbie. Newport-Perry Co. Fair Assn. Sept. 13-15. A. K. Ludwig. Newville-Mifflin Grange Fair. Sept. 6-9. A. E. Miller. North East-North East Community Fair Assn. Sept. 29-Oct. 1. Mrs. Mildred Hendrickson. Northampton-Twin Co. Fair. Sept. 15. Robert S. Frable. Peach Bottom-Black Barren Springs Agrl. Soc. Sept. 14-16. W. F. Tollinger. Pittsburg-Allegheny Co. Fair at South Park. Sept. 12-18. Cliff J. Ryan. Port Royal-Juniata Co. Agrl. Soc. Sept. 5-10. J. H. Book. Pottsville-Schuylkill Co. Fair. Sept. 5-10. F. W. Baumus. Quakertown-Bucks Co. Agrl. Soc. Aug. 23-26. Robert L. Reinhart. Reading-Reading Fair. Sept. 11-18. Chas. W. Swoyer. Red Lion-Red Lion Gala Week Fair. Aug. 22-27. R. M. Spangler. Smethport-McKean Co. Fair Assn. Sept. 5-8. R. W. Hilton, pres. Spartansburg-Spartansburg Fair. Sept. 15-17. J. A. Whitney. Stoneboro-Great Stoneboro Fair. Sept. 1-3 and 5. Walter B. Parker. Sugar Grove-Sugar Grove Community Fair. Sept. 8-10. T. R. Sponsler. Tioga Junction-Community Fair. Sept. 30-Oct. 1. Carl H. Forrest, Lawrenceville, Pa. Towanda-Bradford Co. Agrl. Soc. Aug. 30-Sept. 3. Karl D. Shiner. Turkey Creek-Agri. Soc. Aug. 23-27. H. D. Holcombe. Tunkhannock-Wyoming Co. Fair Assn. Sept. 5-8. Percy H. Brunges. Turbotville-Turbotville Community Fair (In-door). Oct. 6-8. Harry Everett. Ulysses-Ulysses Community Fair Assn. Sept. 8-10. Don C. Ransville. Washingtonville-Montour-Delong Fair. Oct. 19-21. George W. Cromis. Wattsburg-Wattsburg Agrl. Soc. Aug. 30-Sept. 2. H. M. Burrows. Waynesburg-Waynesburg Fair & Agrl. Assn. Sept. 14-16. Ambrose Bradley. West Alexander-W. Alexander Agrl. Assn. Sept. 15-17. Paul Rogers. Westfield-Westfield Fair. Aug. 24-27. G. B. Clark. Yellow Creek-Northern Bedford Co. Fair Assn. Oct. 20-22. Howard F. Fox, Loysburg, Pa. York-York Interstate Fair. Oct. 4-8. Samuel S. Lewis, gen. mgr. Youngsville-Youngsville Community Fair Assn. Sept. 14-17. R. L. Albright.

RHODE ISLAND

Kingston-Rhod. Island State Fair. Aug. 31-Sept. 5. A. N. Peckham, mgr. SOUTH CAROLINA Anderson-Anderson Fair. Oct. 31-Nov. 5. J. A. Mitchell. Anderson-Anderson Co. Colored Fair. Nov. 8-12. J. A. Gresham. Bishopville-Lee Co. Fair Assn. Week of Oct. 31. M. B. McCutchen. Brunson-Hampton Co. Fair. Week of November 21. W. F. Hogarth. Camden-Kershaw Co. Fair Assn. Oct. 10-15. D. J. Creed. Central-Pickens Co. Fair Assn. Oct. 10-15. L. S. Griffin. Charleston-Charleston Agrl. & Indust. Fair Assn. Oct. 24-29. Emmons S. Welch. Chester-Chester Co. Colored Fair. Last week in Oct. Wayman Johnson. Columbia-South Carolina State Fair. Oct. 19-22. Paul V. Moore. Conway-Horry Fair Assn. Oct. 10-15 (tentative). Chas. R. Scarborough. Darlington-Darlington Co. Fair. Oct. 24-29. Max Isaacsohn. Dillon-Dillon Co. Fair. Oct. 24-29. Joe Cabell Davis. Florence-Pee Dee Fair. Oct. 11-15. Wm. B. Douglas. Greenville-Greenville Co. Fair. Oct. 24-29. C. A. Herlong, Greer, S. C. Greenville-Greenville Co. Colored Fair. Oct. 18-23. James A. Tolbert, pres. Greenwood-Greenwood Fair. Oct. 17-22. A. T. Pinson. Kingstree-Williamsburg Co. Fair Assn. Oct. 17-22. H. C. Crawford. Loris-Loris Fair Assn. Oct. 25-29. J. H. Yon. Mullins-Marion Co. Fair. Week of Sept. 26. C. L. Schotfield. Newberry-Newberry Co. Fair. Oct. 31-Nov. 5. J. P. Moon. Orangeburg-Orangeburg Co. Fair Assn. Oct. 25-29. J. M. Hughes. Orangeburg-Orangeburg Co. Colored Fair. Assn. Oct. 11-14. W. C. Lewis. Owings-Mt. Carmel Fair. Nov. 2-5. Andrew Saxton. Rock Hill-York Co. Fair. Oct. 3-7. F. M. Fewell. Spartanburg-Spartanburg Co. Fair Assn. Oct. 11-15. John P. Fielder. Sumter-Sumter Co. Fair Assn. Oct. 10-15. J. Cliff Brown. Union-Union Co. Fair Assn. Oct. 17-23. A. W. Vick. Walterboro-Colleton Co. Fair Assn. Nov. 1-5. E. E. Jones. Woodruff-Woodruff Fair Assn. First week in Oct. R. L. Robinson. York-York Co. Colored Fair Assn. Oct. 17-22. L. A. Wright. SOUTH DAKOTA Aberdeen-Brown Co. Fair. Sept. 5-7. Had J. Tallman. Clear Lake-Deuel Co. Fair. Sept. 7-9. Fred Seeger. Edgemont-Fall River Co. Fair Assn. Sept. 1-3. C. F. Perdue. Fort Pierre-Stanley Co. Fair. Sept. 2-4. G. E. Sumner.

Gettysburg-Potter Co. Fair Assn. Sept. 1-3. H. Hixson. Huron-South Dakota State Fair. Sept. 11-16. Edgar A. Hornby. Martin-Bennett Co. Fair Assn. Aug. 25-27. Fred A. Beers. Mitchell-Corn Palace Festival. Sept. 26-Oct. 1. Dyer H. Campbell. Murdo-Jones Co. Fair Assn. Aug. 25-27. F. J. Carpenter. Nisland-Butte Co. Fair. Sept. 1-3. Beyer Aune, Newell, S. D. Parker-Turner Co. Fair. Aug. 24-26. L. F. Collins. Sioux Falls-Minnehaha Co. Fair Assn. Aug. 29-31. Martin Graff. Tripp-Hutchinson Co. Fair Assn. Aug. 30-Sept. 3. R. E. Magstadt. Vermillion-Clay Co. Fair Assn. Aug. 30-Sept. 2. K. B. Collier. Webster-Day Co. Fair. Sept. 8-10. Halvor Thompson, Lily, S. D.

TENNESSEE

Alexandria-DeKalb Co. Fair. Aug. 31-Sept. 3. Rob Roy. Athens-Twin County Fair Assn. Sept. 19-24. Fred E. Wankan. Bolivar-Hardeman Co. Fair Assn. Sept. 26-Oct. 1. Aubrey M. Kann. Bolivar-Hardeman Co. Colored Fair. Oct. 6-8. Frank Beard. Brownsville-Haywood Co. Colored Fair Assn. Oct. 12-15. F. E. Jeffries. Byrdstown-Pickett Co. Fair. Sept. 3-10. Hollis Parrott. Camden-Benton Co. Fair Assn. Sept. 26-Oct. 1. R. L. Davis. Celina-Clay Co. Agrl. Free Fair. Sept. 15-17. Guy B. Johnson. Centerville-Hickman Co. Fair Assn. Sept. 14-17. Grady J. Carothers Jr. Chattanooga-Chattanooga Inter-State Fair. Sept. 19-24. W. M. Broxton. Clarksville-Cumberland Valley Fair & Live-Stock Show. Nov. 17-19. Louise Booth. Clarksville-Montgomery Co. Colored 4-H Agrl. Fair. Oct. 7-8. James A. Belle. Cookeville-Putnam Co. Agrl. Fair. Sept. 8-10. O. D. Massa. Cottage Grove-Cottage Grove Community Fair. Sept. 16. Dan H. Snow. Covington-Tipton Co. Fair Assn. Sept. 6-9. J. H. Bennett, mgr., Brighton, Tenn. Crossville-Cumberland Co. Fair Assn. Sept. 8-10. John Lamnack. Dayton-Rhea Co. Fair. Week of Sept. 12. Robert Kidd. Decatur-Meigs Co. Fair Assn. Sept. 15-16. W. A. Shadov. Decaturville-Decatur Co. Fair. Oct. 17-22. B. C. Dailey, Parsons, Tenn. Dickson-Dickson Co. Fair. Sept. 28-Oct. 1. C. E. Buttrely. Dover-Stewart Co. Fair. Oct. 6-7. Mabel Crowe. Dyersburg-Dyer Co. Fair. Sept. 19-24. Julia Walker. Erin-Houston Co. Fair. Oct. 1. Nathan Lowe. Fayetteville-Lincoln Co. Fair Assn. Aug. 24-26. Hiram Higgins. Franklin-Williamson Co. Fair. Sept. 9-10. Mrs. J. E. Cliffe. Gallatin-Sumner Co. Colored Fair. Aug. 25-27. Edw. V. Anthony. Greenback-Greenback Community Fair. Sept. 5-10. Wm. D. Kerr. Henderson-Chester Co. Fair Assn. Oct. 11-15. F. H. Paschal. Huntingdon-Carroll Co. Fair. Oct. 4-8. J. F. Walters. Huntingdon-Carroll Co. Colored Fair Assn. Sept. 14-17. W. A. Cox. Jackson-West Tennessee District Fair. Sept. 12-17. A. U. Taylor. Jackson-Madison Co. Agrl. Assn. (Colored). Sept. 19-24. J. E. McNeely. Jasper-Marion Co. Fair. Sept. 15-17. W. M. Cameron. Knoxville-Tennessee Valley Agrl. Fair. Sept. 26-Oct. 1. H. D. Faust. La Fayette-Macon Co. Fair. Sept. 2-3. D. Henry Piper. LaFollette-Tri-County Fair. Sept. 5-10. R. A. Wallace. Lawrenceburg-Lawrence Co. Middle Tenn. Dist. Fair. Sept. 26-Oct. 1. Dr. E. R. Braly. Lebanon-Wilson Co. Colored Fair. Sept. 1-3. J. R. McDaniel. Lexington-Henderson Co. Fair Assn. Week of Sept. 19. A. S. Montgomery. Lexington-Henderson Co. Colored Free Fair. Sept. 7-10. C. C. Bond. Linden-Perry Co. Fair. Sept. 8-10. John Goodwin. Livingston-Overton Co. Agrl. Fair. Sept. 29-Oct. 1. H. B. Smith. McMinnville-Warren Co. Fair Assn. Sept. 15-17. H. S. Wilson. Manchester-Coffee Co. Fair Assn. Sept. 22-24. David W. Shields Jr. Martin-Martin Community Fair. Nov. 11-12. Milburn Gardner. Maynardville-Union Co. Fair. Sept. 23. C. L. Loy. Maryville-Blount Co. Fair Assn. Sept. 12-17. Hugh E. DeLozier. Memphis-Mid-South Fair. Sept. 12-17. Frank D. Fuller. Memphis-Colored Tri-State Fair. Sept. 22-24. Dr. L. G. Patterson. Monterey-Monterey Free Agrl. Fair. Sept. 2-3. J. O. Johnson. Murfreesboro-Rutherford Co. Fair Assn. Sept. 7-10. Pauline Johnson. Murfreesboro-Rutherford Co. Colored Fair. Sept. 8-10. Dr. James R. Patterson. Nashville-Tennessee State Fair. Sept. 19-24. Phil C. Travis, mgr. Oneida-Scott Co. Fair. Sept. 5-10. E. C. Terry. Ottway-Greenville-Greene Co. Fair. Sept. 22-24. W. F. Bible, Greenville. Parsons-American Legion Fair. Sept. 19-24. K. K. Houston. Petersburg-Petersburg Colt Show Assn. Sept. 6-7. I. M. Davidson. Pikeville-Bledsoe Co. Fair. Sept. 29-Oct. 1. H. E. Gibson. Pulaski-Giles Co. Colored Fair Assn. Sept. 15-17. Mrs. Bertha Jordan. Ramer-Ramer Community Fair. Sept. 30-Oct. 1. Dottie Milstead. Rutherford-Rutherford Community Fair Assn. Sept. 28-Oct. 1. Wilton Roberts. Santa Fe-Maury Co. Fair. Sept. 15-17. T. S. Wade. Sevierville-Sevier Co. Fair. Sept. 20-24. John A. McMahan.

Sparta—White Co. Fair. Sept. 15-17. Wm. L. Little.
Spencer—Van Buren Co. Fair. Sept. 12-13. H. L. Hollingsworth.
Tracy City—Grundy Co. Fair Assn. Aug. 25-27. Dr. W. T. Roberts.
Trenton—Gibson Co. Fair. Sept. 7-10. Jno. R. Wade, mgr.
Union City—Oblon Co. Fair. Sept. 19-24. Fred Latimer.
Waverly—Humphreys Co. Fair. Sept. 14-17. J. S. Bowen.
Waynesboro—Wayne Co. Fair Assn. Oct. 3-8. H. L. Edwards.
Westmoreland—East Sumner Fair. Sept. 9-10. Cyrus Simmons.
Wheat—Wheat Community Fair. Sept. 15-17. Charles Arnold.
Whiteville—Whiteville Harvest Festival & Horse Show. Aug. 29-Sept. 3. G. P. Robertson.
Winchester—Franklin Co. Fair. Aug. 31-Sept. 2. J. P. Vaughan.
Woodbury—Cannon Co. Fair Assn. Sept. 16-17. Mrs. Hesta M. Cummings.

Rosenberg—Richmond—Port Bend Co. Fair Assn. Oct. 7-9. C. I. Snedecor Richmond.
San Augustine—San Augustine Co. Fair Assn. Oct. 11-15. W. C. Bovett.
Sherman—Red River Valley Fair. Oct. 3-8. Frank Thompson.
Sweetwater—Midwest Expo. Sept. 13-17. George D. Barber.
Thorndale—Thorndale Community Fair. Sept. 29-30. Mrs. Charles A. Davis.
Tyler—East Texas Fair Assn. Sept. 19-24. V. F. Fitzhugh.
Waco—Brazos Valley Free Fair. Oct. 15-24. Sam J. Evans.
Wharton—Wharton Co. Fair Assn. Oct. 18-22. H. C. Copenhaver.
Yorktown—Yorktown Fair Assn. Oct. 19-21. Paul A. Schmidt.

Oroville—Okanogan Co. Fair Assn. Sept. 3-5. Lyle A. Green.
Port Angeles—Clallam Co. Fair Assn. Aug. 25-28. W. C. Gellor.
Puyallup—Western Washington Fair Assn. Sept. 19-25. A. E. Bartel.
Ritzville—Adams Co. 4-H Fair. Sept. 2-3. George C. Burckhalter.
Spokane—Spokane Valley Fair. Sept. 1-3. Marille J. Krue.
Walla Walla—Southeastern Washington Fair Assn. Sept. 1-3. H. F. Clark.
Waterville—Douglas Co. Fair. Sept. 29-Oct. 1.

Weyauwega—Waupaca Co. Agrl. Soc. Aug. 25-28. H. W. Glocke.
WYOMING
Douglas—Wyoming State Fair. Sept. 14-17. F. E. Reid.
Pine Bluffs—Laramie Co. Fair Assn. Sept. 1-3. Doris I. Mercer.
Rawlins—Carbon Co. Fair Assn. Sept. 8-10 (tentative). H. Bretlenstein.
Torrington—Goshen Co. Fair Assn. Sept. 8-10. E. P. Perry.

CANADA

BRITISH COLUMBIA
Abbotsford—Abbotsford Agrl. Soc. Sept. 13-14. L. J. Kettle.
Agassiz—Agassiz Agrl. Soc. Sept. 14. E. C. Bates.
Armstrong—Interior Provincial Exhn. Sept. 12-15. Mat Hassen.
Burnaby—Burnaby Agrl. Soc. Sept. 19. Chilliwack—Chilliwack Agrl. Assn. Sept. 21-22. E. H. Barton.
Cobble Hill—Cobble Hill Dist. Agrl. Assn. Sept. 7-8. R. B. Moulton.
Coombs—Coombs Agrl. Assn. Sept. 14-15. J. M. Boyd, Hilliers, B. C.
Courtney—Courtney Agrl. Soc. Sept. 6-7. H. P. Allberry, Sandwick.
Creston—Creston Agrl. Soc. Sept. 5. E. W. Payne.
Duncan—Duncan Agrl. Soc. Sept. 16-17. Wm. Waldon.
Edgewood—Edgewood Agrl. Soc. Sept. 13-14. Mrs. M. E. Daly.
Fort Fraser—Fort Fraser Agrl. Soc. Sept. 5. Mrs. J. P. Myers.
Fulford Harbor—Fulford Harbor Agrl. Soc. Sept. 2. Mrs. M. E. Drummond.
Haney—Maple Ridge—Haney Agrl. Soc. Sept. 15.
Harrop—Harrop Agrl. Assn. Aug. 31. Mrs. W. J. McConnell.
Invermere—Invermere Agrl. Assn. Aug. 26-27. T. W. Turner, Windermere.
Kamloops—Kamloops Exhn. Assn. Aug. 24-25. S. H. Baker.
Kimberley—Kimberley Agrl. Assn. Sept. 6-7. E. M. Hughes.
Ladysmith—Ladysmith Agrl. Assn. Sept. 14-15. Rev. C. McDiarmid.
Lasqueti Island—Lasqueti Island Agrl. Assn. Sept. 6. T. A. Millcheap.
Little Port—Little Port Agrl. Soc. Sept. 5. Matsqui—Matsqui Agrl. Assn. Sept. 16. R. B. Whitson.
Milner—Langley Agrl. Soc. Sept. 7. W. V. Mufford.
Mission—Mission Agrl. Soc. Sept. 8. Victor Ogle.
Nelson—Nelson Agrl. & Indust. Assn. Sept. 21-23. G. Horstead.
Peachland—Peachland Agrl. Soc. Sept. 8. C. Duquemin.
Port Moody—Port Moody Agrl. Soc. Sept. 9. Powell River—Powell River Agrl. Soc. Sept. 9-10.
Prince George—Prince George Agrl. Soc. Sept. 7. C. W. Ferry.
Quesnel—Quesnel Agrl. Soc. Sept. 14-15. F. D. Thomson.
Richmond—Richmond Agrl. Soc. Sept. 15. Saanichton—Saanichton Agrl. Soc. Sept. 27-28. S. G. Stoddard.
Smithers—Bulkley Valley Agrl. Assn. Sept. 1-2. S. G. Preston.
Squamish—Squamish Agrl. Soc. Sept. 5. Surrey—Surrey Dist. Agrl. Assn. Sept. 23. T. W. Currie, R. R. 3. New Westminster.
Vancouver—Vancouver Exhn. Assn. Aug. 29-Sept. 5. Sydney C. McLennan.
Victoria—B. C. Agrl. Assn. Sept. 10-17. W. H. Mearns, Willows Park, Victoria.
Whonock—Whonock Agrl. Assn. Sept. 22. T. C. Crowe.
Williams Lake—Williams Lake Agrl. Soc. Aug. 31. Jean E. Yorston.
Williams Lake—Stork Show. Oct. 5-7. Jean E. Yorston.
Woodpecker—Woodpecker Agrl. Soc. Sept. 5.

MANITOBA

Brokenhead—Brokenhead Agrl. Soc. Sept. 16. H. B. Towle.
Kinosota—Kinosota Agrl. Soc. Sept. 14. H. H. Scrase.
Plumas—Plumas Agrl. Soc. Sept. 30. E. A. Mellersh.
Rhineland—Rhineland Agrl. Soc. Sept. 23. J. C. Sawatzky, Altona, Man.
Teulon—Teulon Agrl. Soc. Sept. 10. A. H. Campbell.
Treherne—Treherne Agrl. Soc. Sept. 28. J. R. Scott.

NEW BRUNSWICK

Albert—Albert Fair Assn. Oct. 6-7. H. H. Tingley.
Bathurst—Bathurst Fair Assn. Oct. 5. Gordon Moody, W. Bathurst.
Chatham—Miramichi Agrl. Exhn. Assn. Sept. 26-30. H. B. McDonald.
Edmundston—Edmundston Fair Assn. Sept. 20-22.
Fredericton—Fredericton Exhn. Sept. 10-17. C. L. Sypher.
Hopewell Hill—Hopewell Fair Assn. Oct. 4. O. A. Mitton, Riverside.
Keswick—Keswick Fair Assn. Sept. 27. Walter Inch, Mouth Keswick.
Maugerville—Maugerville Fair Assn. Sept. 6-7.
Moncton—Moncton Exhn. & Hort. Show. Aug. 29-Sept. 2. H. D. Lockhart.
Petitcodiac—Petitcodiac Fair Assn. Sept. 29. Walter Douglas.
Port Elgin—Port Elgin Fair Assn. Sept. 28. C. G. Allen.
Saint John—Saint John Exhn. Sept. 3-10. Mrs. M. A. Gray.
St. Stephen—St. Stephen Exhn. Aug. 29-Sept. 2. W. S. Stevens.
South Tilley—S. Tilley Fair Assn. Sept. 13-14. T. E. Walker.
Stanley—Stanley Fair. Sept. 20-22. T. Allan Best.
Woodstock—Woodstock Exhn. Sept. 19-24. R. W. Maxwell.

NOVA SCOTIA

Bear River—Bear River Agrl. Soc. Sept. 22-23. Capt. K. R. Forrester.
Bridgewater—Lunenburg Co. Exhn. Sept. 6-9. W. J. Crouse.
Caledonia—Queens Co. Fair Assn. Sept. 20-22. Fred Kempton.
Halifax—Nova Scotia Provincial Exhn. Aug. 29-Sept. 5. Frank Lordly.
Lawrencetown—Annapolis Co. Exhn. Sept. 13-16. Donald White.
Little Brook—Clare Exhn. Oct. 4-5. Arnaud S. Comeau.

UTAH

Beaver—Beaver Co. Fair. Sept. 8-10. E. A. Griffiths.
Brigham City—Box Elder Co. Peach Days & Rodeo. Sept. 8-10. W. L. Holst, mgr.
Coalville—Summit Co. Fair Assn. Sept. 1-3. Walter Shepherd, R. F. D. 1, Hoytsville, Utah.
Farmington—Davis Co. Fair. Aug. 25-26. N. P. Whitesides.
Heber City—Wasatch Co. Fair. Aug. 25-27. Jno. Barnard.
Logan—Cache Co. Fair Assn. Sept. 12-14. N. J. Crookston.
Manti—Sanpete Co. Fair. Aug. 31-Sept. 2. P. M. Smith.
Morgan—Morgan Co. Fair Assn. Sept. 8-10. Gilbert Francis.
Murray—Salt Lake Co. Fair. Sept. 3-5. Chester Bello.
Nephi—Juab Co. Fair. Sept. 8-10. A. E. Smith.
Provo—Utah Co. Fair. Sept. 15-17. M. H. Harrison.
Richfield—Sevier Co. Fair Assn. Aug. 29-31. Ray E. Carr.
Salt Lake City—Utah State Fair Assn. Oct. 1-8. E. S. Holmes, mgr.
Tremonton—Box Elder Co. Fair. Sept. 15-17. C. J. Dewey.

VERMONT

Essex Junction—Champlain Valley Expo. Aug. 29-Sept. 3. Harris K. Drury.
Hartland—Hartland Fair. Aug. 24-26. Wm. R. Jordan, mgr.
Londonderry—Londonderry Fair. Oct. 12. A. E. Phillips.
Lyndonville—Caledonia Co. Fair. Aug. 30-31. A. E. Donahue.
Rutland—Rutland State Fair. Sept. 5-10. Carl W. Olney.
Tunbridge—Union Agrl. Soc. Sept. 20-22. Edw. R. Flint.

VIRGINIA

Abingdon—Southwest Va. Fair. Week of Aug. 22. A. McBradley.
Amherst—Amherst Co. Fair Assn. Oct. 2-5. L. H. Shrader.
Blackstone—Courier-Record Fair Assn. Sept. 19-24. Alexander Hudgins.
Chase City—Mecklenburg Co. Fair Assn. Oct. 11-14. E. L. Emory.
Chesterfield C. H.—Chesterfield Co. Fair Assn. Oct. 6-8. Wm. C. Shawen, Chester, Va.
Covington—Alleghany Co. Fair Assn. Sept. 5-10. Thos. B. McCaleb.
Danville—Danville Fair Assn. Oct. 11-14. Col. H. B. Watkins.
Dungannon—Scott Co. Fair Assn. Sept. 7-10. H. L. Stallard.
Emporia—Emporia Fair. Oct. 18-22. B. M. Garner.
Farmville—Plym. County Fair Assn. Sept. 19-24. R. A. Wilmoth.
Fincastle—Botetourt Co. Fair Assn. Sept. 20-24. Cecil E. Slusser.
Galax—Great Galax Fair. Sept. 12-17. G. F. Carr.
Keller—Eastern Shore Agrl. Fair Assn. Aug. 30-Sept. 3. J. Milton Mason.
Lexington—Rockbridge Co. Fair Assn. Sept. 19-24. Curtis C. Humphris, E. Lexington.
Luray—Page Co. Fair. Aug. 23-27. N. B. Smith.
Madison Heights (Lynchburg)—Madison Heights 6-County Fair Assn. Sept. 12-17. L. H. Shrader, Lynchburg.
Manassas—Manassas Horse Show & Fair Assn. Sept. 5-6. James M. Baucum.
Martinsville—Henry Co. Fair Assn. Oct. 17-22. O. B. Hensley.
Mathews—Mathews Co. Fair. Sept. 13-17. R. W. Foster.
Norfolk—Norfolk Fair Assn. Sept. 5-10. Mrs. Mary L. Piddy.
Pennington Gap—Lee Co. Fair Assn. Sept. 14-17. Earl C. Laningham.
Petersburg—Southside Virginia Fair. Oct. 10-15. R. Willard Eanes.
Richmond—Virginia State Fair Assn. Sept. 26-Oct. 1. Chas. A. Somma.
Roanoke—Roanoke Agrl. Fair. Sept. 5-10. Carlton Poan.
Roanoke—Roanoke Colored Fair Assn. Sept. 6-12. H. F. W. Williams, R. 2, Box 6A, Forest Vt.
Rocky Mount—Franklin Co. Fair Assn. Sept. 13-17. H. F. Fralin.
Shipman—Nelson Co. Fair Assn. Oct. 11-14. R. Kent Loving.
South Boston—Halifax Co. Fair Assn. Oct. 4-8. W. W. Wilkins.
Staunton—Staunton Fair. Aug. 29-Sept. 3. C. B. Ralston.
Suffolk—Tidewater Fair Assn. Oct. 18-21. W. H. Crocker.
Tazewell—Tazewell Co. Fair. Sept. 21-24. M. L. Whittaker.
Warsaw—Northwestern Neck Fair Assn. Sept. 20-24. L. F. Altaffer.
Wise—Wise Co. Fair. Sept. 1-3. B. F. Gilliam.
Woodstock—Shenandoah Co. Fair Assn. Sept. 13-16. D. G. Dymock.

WASHINGTON

Chehalis—Centralia—Lewis Co. Fair Assn. Aug. 25-28. Thos. E. Wood, Chehalis.
Colfax—Whitman Co. Fair. Sept. 23-24.
Colville—Stevens Co. Grange Fair Assn. Sept. 8-10. A. K. Millay.
Custack—Pend Oreille Co. Fair. Sept. 2-5. E. E. Jones, Newport, Wash.
Ellensburg—Kittitas Co. Fair. Sept. 3-5. Wendell W. Prater.
Inchelium—Inchelium Ceneh Spatakum Fair Assn. Sept. 3-5. Merle Hagmann.
Langley—Island Co. Fair. Sept. 16-17. L. S. Cunningham, pres.
Lynden—Northwest Washington Fair Assn. Sept. 14-17. Jackson Elliott.
Montesano—Gray's Harbor 4-H Fair. Sept. 10-11. Arthur F. Kulin.
Mt. Vernon—Skagit Co. 4-H Fair. Sept. 9-10. Virginia Conn.

WEST VIRGINIA

Belington—Belington Festival & Fair Assn. Sept. 15-17. Mrs. J. E. McCollam.
Charleston—Kanawha Expo. & Four-H Fair. Sept. 3-11. E. M. Johnson.
Clay—Clay Co. Farm Bureau Fair Assn. Sept. 21-24. George C. Deems.
Cowen—Webster Co. Fair. Sept. 5-10. Ralph Cunningham.
Glennville—Gilmer Co. Fair. Sept. 6-9. Guy B. Young.
Belington—Belington Festival & Fair Assn. Sept. 15-17. Mrs. J. E. McCollam.
Helvetia—Helvetia Community Fair Assn. Sept. 13-15. Mrs. James McNeal.
Jacksons Mills—Jacksons Mill 4-H Fair. Sept. 20-22. R. H. Gist, Morgantown W. Va.
Lewisburg—Greenbrier Valley Fair. Aug. 29-Sept. 3. W. L. Tabscott.
Mannington—Mannington Dist. Fair Assn. Sept. 7-10. H. G. Moore, pres.
Marlington—Pocahontas Co. Fair. Aug. 22-27. Fred C. Allen.
Moundsville—Marshall Co. Fair Assn. Sept. 5-7. O. B. Bonar.
New Hope—Beaver Pond Dist. Co-op. Farmers' Club. Sept. 14-16. C. P. Hylton, R. F. D. 1, Box 78, Princeton.
Oak Hill—Payette Co. Negro Fair. Sept. 16-17. J. Edgar Jordan, Beckwith, W. Va.
Parsons—Tucker Co. Fair Assn. Aug. 31-Sept. 3. L. W. Sturim.
Pennsboro—Ritchie Co. Fair Assn. Aug. 30-Sept. 2. H. J. Scott.
Petersburg—Tri-County Co-op. Fair Assn. Sept. 14-16. C. L. Stickler.
Philippi—Barbour Co. Street Fair Assn. Sept. 7-10. M. B. Snyder, asst. sec'y.
Ripley—Jackson Co. Agrl. Fair. Aug. 25-28. Frank McGraw Jr.
Shinnston—Shinnston Inter-Community Fair Assn. Sept. 14-16. O. C. Randolph.
Summersville—Nicholas Co. Fair Assn. Aug. 31-Sept. 3. R. M. Snyder.
Sulton—Braxton Co. Fair Assn. Sept. 12-17. Earle Morrison.
Wheeling—Panhandle Regional 4-H Fair, Oglebay Park. Aug. 26-28. G. S. Myers.

WISCONSIN

Ashland—Ashland Co. 4-H Fair. Sept. 2-4. J. F. Magnus.
Athens—Athens Agrl. Assn. Aug. 30-Sept. 1. A. W. Braun.
Baraboo—Sauk Co. Fair. Aug. 30-Sept. 2. Wm. T. Marrott.
Beaver Dam—Dodge Co. Fair. Sept. 10-13. J. F. Malone.
Black River Falls—Jackson Co. Fair Assn. Sept. 10-13. Douglas J. Curran.
Bloomington—Blakes Prairie Agrl. Assn. Aug. 26-28. B. J. Oates.
Chilton—Calumet Co. Agrl. Assn. Sept. 2-5. T. Henry Weeks.
Crandon—Forest Co. Agrl. Soc. Sept. 6-9. Ray M. Ritter.
Durand—Pepin Co. 4-H Fair. Sept. 2-3. Myrtle Schultz.
Elkhorn—Walworth Co. Fair. Sept. 2-5. F. M. Porter.
Ellsworth—Pierce Co. Fair Assn. Sept. 2-5. O. A. Halls.
Friendship—Adams Co. Fair Assn. Sept. 2-4. Robert M. Roseberry.
Galesville—Trempealeau Co. Fair. Sept. 2-5. Alfred N. Sagen.
Gays Mills—Crawford Co. Fair. Sept. 8-11. Leonore Feldmann, Prairie du Chien, Wis.
Grantsburg—Burnett Co. Co-op. Agrl. Soc. Fair. Aug. 25-27. Ray G. Lidbom.
Hayward—Sawyer Co. Agrl. Fair. Sept. 2-5. J. K. Walker.
Iron River—Bayfield Co. Fair Assn. Aug. 26-28. R. J. Halvenstat, Washburn, Wis.
Jefferson—Jefferson Co. Fair. Sept. 15-18. Ernst Nass.
Ladysmith—Rusk Co. Fair. Aug. 30-Sept. 2. F. J. Manning.
Lodi—Lodi Union Agrl. Soc. Sept. 7-9. G. E. Bissell.
Luxemburg—Kewaunee Co. Fair. Sept. 3-5. Julius Cahn.
Marshfield—Central Wisconsin State Fair Assn. Sept. 4-8. R. R. Williams.
Medford—Taylor Co. 4-H Fair. Sept. 2-5. Alma C. Hanson.
Menomonie—Dunn Co. Free Fair. Aug. 20-25. R. L. Pierce.
Milwaukee—Wisconsin State Fair. Aug. 20-28. Ralph E. Ammon State Fair Park.
Mineral Point—Southwestern Wisconsin Fair Assn. Sept. 2-5. C. L. Winn.
Oshkosh—Winnebago Co. Fair & Expo. Aug. 29-Sept. 2. Taylor G. Brown.
Phillips—Price Co. Agrl. Soc. Sept. 2-5. Karl Mess.
Platteville—Big Badger Fair. Aug. 25-28. W. G. Pitts.
Plymouth—Sheboygan Co. Fair. Sept. 2-5. W. H. Eldridge.
Rice Lake—Barron Co. Agrl. Soc. Aug. 31-Sept. 4. A. M. Chrislaw.
Richland Center—Richland Co. Agrl. Soc. Sept. 13-16. H. J. Gochenaur.
Rosholt—Rosholt Free Community Fair Assn. Sept. 3-5. Lester Peterson.
Shawano—Shawano Co. Agrl. Soc. Sept. 6-8. Louis W. Grattau.
Sparta—Sparta Fair Assn. Sept. 13-16. John F. Nicol.
Sturgeon Bay—Door Co. Fair Assn. Aug. 28-29. John H. Miles.
Superior—Tri-State Fair Assn. Aug. 22-30. M. H. Lavine.
Turtle Lake—Turtle Lake Inter-Co. Fair. Sept. 9-10. Walter Cornwall.
Union Grove—Racine Co. Agrl. Soc. Aug. 30-Sept. 1. Earl A. Polley, Rochester, Wis.
Viroqua—Vernon Co. Agrl. Soc. Sept. 20-23. Fred S. Rogers.
Wausaukee—Marinette Co. Fair. Sept. 9-11. Chas. B. Dewry, Marinette, Wis.
Wautoma—Doushara Co. Fair. Aug. 22-25. E. A. Jorgenson.
Webster—Central Butte Co. Fair Assn. Sept. 8-10. R. E. Krause.
Westfield—Marquette Co. Agrl. Assn. Sept. 6-9. W. P. Fuller.

Middle Musquodoboit—Middle Musquodoboit Agrl. Soc. Sept. 20-21. R. H. Reid. North Sydney—Cape Breton Farmers' Assn. Sept. 5-9. R. M. Jackson. Oxford—Cumberland Co. Exhn. Sept. 14-16. D. W. Wood. Pictou—Pictou Co. & N. Colchester Exhn. Sept. 13-15. J. A. Adamson. Shelburne—Shelburne Co. Agrl. Soc. Sept. 28-29. Leslie MacKay. Stewiacke—Colchester & E. Hants Exhn. Sept. 13-14. Dyson H. Crowe. Windsor—Windsor Exhn. Sept. 20-23. Harry M. Clark. Yarmouth—Yarmouth Co. Agrl. Soc. Sept. 21-23. E. L. Crosby.

ONTARIO

Aberfoyle—Aberfoyle Agrl. Soc. Oct. 4-5. Acton—Acton Agrl. Assn. Sept. 20-21. F. L. Wright. Abingdon—Abingdon Agrl. Soc. Oct. 7-8. George Nichols, Calstow Centre. Ailsa Craig—N. Middlesex Agrl. Soc. Sept. 22-23. Frank Carson. Alfred—Alfred Agrl. Soc. Sept. 6-7. Arthur Gratton. Alliston—Alliston Agrl. Soc. Sept. 22-23. H. A. Murphy. Almonte—North Lanark Agrl. Soc. Sept. 7-9. M. Pilkey. Alvinston—Alvinston Agrl. Soc. Oct. 6-7. W. J. Wood. Aymer—Aymer & E. Elgin Agrl. Soc. Sept. 26-28. H. Ryckman. Ameliasburg—Ameliasburg Agrl. Soc. Sept. 24. Ancaster—Ancaster Agrl. Soc. Sept. 16-17. Ernest McMullen, R. R. 1, Hamilton. Apsley—Apsley Agrl. Soc. Sept. 7-8. Mrs. M. J. Tucker. Arthur—Arthur Agrl. Soc. Sept. 29-30. G. L. Goulding. Ashworth—Sistled Agrl. Soc. Sept. 22. Jos. Demaine. Atwood—Elma Agrl. Soc. Sept. 23-24. E. H. Swing. Avonmore—Roxborough Agrl. Soc. Sept. 29-30. George E. Canham. Ayton—Ayton Agrl. Soc. Sept. 29-30. J. W. Werner. Bancroft—Bancroft Agrl. Soc. Sept. 15-16. J. L. Churcher. Barrie—Barrie Agrl. Soc. Sept. 19-22. G. O. Cameron. Bar River—N. Shore Agrl. Soc. Sept. 28. G. Fremlin. Bayfield—Bayfield Agrl. Soc. Sept. 28-29. A. E. Irwin. Baysville—Baysville Agrl. Soc. Sept. 20-21. Mrs. R. Vancleave. Beachburg—North Renfrew Agrl. Soc. Sept. 27-28. B. H. Brown. Beamsville—Clinton Agrl. Soc. Sept. 30-Oct. 1. Fred Barraclough. Beaverton—N. Ont. Agrl. Soc. Sept. 23-24. D. C. Calder. Beeton—Beeton Agrl. Soc. Oct. 4-5. F. C. Pierson. Belleville—Belleville Agrl. Soc. Aug. 30-Sept. 2. R. H. Ketcheson. Belmont—Belmont Agrl. Soc. Sept. 29. E. L. Taylor. Binbrook—Binbrook Agrl. Soc. Sept. 9-10. R. S. Laidman, Glanford Sta. Blackstock—Cartwright Agrl. Soc. Oct. 4-5. James Byers. Bobcaygeon—Verulam Agrl. Soc. Sept. 23-24. Thos. H. Henderson. Bonfield—Bonfield Agrl. Soc. Sept. 27. Mrs. Loretta Seguin. Bothwell's Corners—Bothwell's Corners Agrl. Soc. Sept. 6-7. Bracebridge—South Muskoka Agrl. Soc. Sept. 22-23. Jerry Dickie. Bradford—Bradford Agrl. Soc. Sept. 28-29. T. E. Bell. Brampton—Peel Agrl. Soc. Sept. 29-Oct. 1. D. E. Smith. Bridgen—Moore Agrl. Soc. Oct. 4. W. J. Manley. Brighton—Brighton Agrl. Soc. Sept. 13-14. Miss M. R. Lapp. Bruce Mines—Bruce Mines Agrl. Soc. Sept. 6-7. W. A. White. Brussels—E. Huron Agrl. Soc. Sept. 29-30. Dan McTavish. Burford—S. Brant Agrl. Soc. Sept. 27-28. A. Campbell. Burks Falls—Burks Falls Agrl. Soc. Sept. 22-23. Fred Metcalfe. Caledon—Caledon Agrl. Soc. Sept. 23-24. Chas. Barrett. Caledonia—Caledonia Agrl. Soc. Sept. 29-Oct. 1. E. E. French. Campbellford—Seymour Agrl. Soc. Sept. 27-28. G. G. Stephens. Cape Croker Reserve—Agrl. Soc. Sept. 13-15. Walter Johnson, R. R. 5, Warton. Carp—Carp Agrl. Soc. Sept. 30-Oct. 1. A. E. Cavanagh. Centreville—Acadting Agrl. Soc. Sept. 16-17. Ronald Brown. Charlton—Charlton Agrl. Soc. Sept. 13-14. Mrs. M. B. Chrysler, R. R. 1, Englehart. Chatsworth—Holland Agrl. Soc. Oct. 6-7. A. D. McCosman. Chesley—Chesley Agrl. Soc. Sept. 13-14. J. A. Cavill. Chesterville—Chesterville Agrl. Soc. Sept. 6-7. W. H. Casselman. Christian Island—Agrl. Soc. Sept. 13-14. L. Monague. Clarence Creek—Clarence Creek Agrl. Soc. Sept. 7. George David. Clarksburg—Collingwood Tp. Agrl. Soc. Sept. 20-21. J. Buchanan. Clifford—Clifford Agrl. Soc. Sept. 16-17. Clute—Clute Agrl. Soc. Sept. 6-7. A. G. Stiles. Cobden—Cobden Agrl. Soc. Sept. 20-21. G. A. Farr. Cocran—Cocran Agrl. Soc. Sept. 13-14. E. J. Jameson. Coc Hill—Wollaston Agrl. Soc. Sept. 13-14. C. H. DeWitt. Coldwater—Coldwater Agrl. Soc. Sept. 9-10. C. M. Robinson. Collingwood—Nottawasaga & Great Northern Exhn. Sept. 29-Oct. 1. O. G. Bernhardt. Comber—Comber Agrl. Soc. Sept. 16-17. Raymond Markham. Cookstown—Cookstown Agrl. Soc. Oct. 6-7. T. J. Dawson. Cooksville—Cooksville Agrl. Soc. Sept. 20-21. J. J. Jamieson. Cornwall—Cornwall Agrl. Soc. Aug. 31-Sept. 3. James Blackadder. Delta—Delta Fair. Sept. 5-7. Isaac Stevens, Harlem, Ont.

Demorestville—Demorestville Agrl. Soc. Oct. 5. W. Rightmeyer, R. R. 8, Pkton. Desbarats—Desbarats Agrl. Soc. Aug. 31-Sept. 1. Howard Hicks. Desboro—Desboro Agrl. Soc. Sept. 22-23. John H. Lang. Desoronto—Mohawk Agrl. Soc. Sept. 14. Stewart Hill. Dorchester Station—Dorchester Agrl. Soc. Oct. 5. B. R. Barr. Drayton—Peel & Drayton Agrl. Soc. Sept. 27-28. R. P. Brandon. Dresden—Camden Agrl. Soc. Sept. 21-23. H. J. French. Drumbo—Drumbo Agrl. Soc. Sept. 27-28. Wilfred A. Cockburn. Dryden—Dryden Agrl. Soc. Sept. 7-8. Mrs. F. Wilkinson. Dunchurch—United Tps. Agrl. Soc. Sept. 21-22. Gordon Powell. Dundalk—Proton Agrl. Soc. Sept. 27-28. A. D. McAllister. Dungannon—Dungannon Agrl. Soc. Oct. 6-7. M. Culbert. Durham—Durham Agrl. Soc. Sept. 9-10. W. G. Bayley. Elmira—Elmira & Woolevich Agrl. Soc. Sept. 2-5. H. W. Zilliox. Elmvalle—Fios Agrl. Soc. Sept. 26-28. Thos. E. Smith. Embro—W. Zorra & Embro Agrl. Soc. Oct. 6. Dr. H. B. Atkinson. Em—Rainy River Valley Agrl. Soc. Aug. 25-27. G. E. Littlefield. Emsdale—Perry Agrl. Soc. Sept. 27-28. Arthur Rowley. Englehart—Englehart Agrl. Soc. Sept. 9-10. H. M. Peterson. Erin—Erin Agrl. Soc. Oct. 8-10. W. F. McEnery. Exeter—Exeter Agrl. Soc. Sept. 21-22. R. G. Seldon. Fairground—Fairground Agrl. Soc. Oct. 4. Fenwick—Fenwick Agrl. Soc. Sept. 13-14. U. C. Reece. Ferguson—Wellington Co. Agrl. Soc. Sept. 9-10. Wm. A. Mael. Fevsham—Osprey Agrl. Soc. Oct. 4-5. George W. Ross, Maxwell. Florence—Florence Agrl. Soc. Sept. 28-29. F. G. Bodkin. Fordwich—Howick Agrl. Soc. Sept. 30-Oct. 1. J. H. Rogers. Forest—Forest Agrl. Soc. Sept. 20-21. W. W. Kemp. Fort Erie—Fort Erie Agrl. Soc. Sept. 20-21. Wm. A. Myer, Ridgeway. Galetta—Mohrs Corners Agrl. Soc. Sept. 19-20. Ira Cavanagh, Kinburn. Galt—S. Waterloo Agrl. Soc. Sept. 22-24. R. E. Cowan. Georgetown—Esquesing Agrl. Soc. Sept. 28-29. Wm. A. Wilson. Georgina Island—Agrl. Soc. Sept. 7-8. J. S. York. Glencoe—Mosa & Ekfrid Agrl. Soc. Sept. 27-28. C. McTaggart. Goderich—Goderich Indust. Exhn. Sept. 20-21. C. E. Groves. Gore Bay—Gore Bay Agrl. Soc. Sept. 27-28. John W. Kinney. Grand Valley—E. Luther Agrl. Soc. Sept. 30-Oct. 1. Willis Rounding. Haliburton—Haliburton Agrl. Soc. Sept. 22. Chas. Neville. Hanover—Hanover Agrl. Soc. Sept. 15-16. Harrison—W. Wellington Agrl. Soc. Sept. 29-30. J. F. Young. Harrow—Colchester, South, Agrl. Soc. Sept. 22-24. F. J. Martin. Hepworth—Hepworth Agrl. Soc. Sept. 8-9. H. E. Doubt. Highgate—Orford Agrl. Soc. Oct. 7-8. Merton S. Scott. Holstein—Egremont Agrl. Soc. Sept. 29-30. Clarence Penton. Huntsville—N. Muskoka Agrl. Soc. Sept. 13-14. W. J. A. Lalor. Hymers—Whitefish Valley Agrl. Soc. Sept. 13-14. George Litch. Idertor—London Tp. Agrl. Soc. Sept. 28. E. Douglas. Ingersoll—Ingersoll Agrl. Soc. Sept. 29-30. George F. James. Inverary—Storrington Agrl. Soc. Sept. 14. Frank Lindsay. Iron Bridge—Iron Bridge Agrl. Soc. Sept. 28. A. LaRone, Dean Lake. Jarvis—Jarvis Agrl. Soc. Sept. 27-28. George L. Miller. Kagawong—Billings Agrl. Soc. Sept. 29-30. Chas. Robertson, Ice Lake. Kemble—Kemble & Sarawak Agrl. Soc. Sept. 20-21. J. E. Hutchison. Kilsyth—Kilsyth Agrl. Soc. Sept. 28-29. Ernest Fleming, R. R. 5, Tara. Kincardine—Kincardine Agrl. Soc. Sept. 15-16. E. A. Henry. Kingston—Kingston & District Agrl. Soc. Sept. 20-23. G. H. Wilmot. Kinmount—Galway Agrl. Soc. Sept. 7-8. Austin Jackson. Kirkton—Kirkton Agrl. Soc. Sept. 29-30. Amos Doupe. Lakefield—Lakefield Agrl. Soc. Sept. 20-21. H. W. Bravis, Peterboro. Lambeth—Westminster Agrl. Soc. Sept. 22. W. L. Angus. Lanark—Lanark Village Agrl. Soc. Sept. 7. B. Willis. Langton—N. Walsingham Agrl. Soc. Oct. 1. C. W. Slaght. Lansdowne—Lansdowne Agrl. Soc. Sept. 12-14. S. G. E. Dixon. Leamington—Leamington Dist. Agrl. Soc. Sept. 26-Oct. 1. Emma Atkins. Lindsay—Lindsay Central Exhn. Sept. 14-17. W. E. Agnew. Lion's Head—Eastnor Agrl. Soc. Sept. 14-15. H. Louhead, R. R. 2. Listowel—Listowel Agrl. Soc. Sept. 21-22. Jas. Cleland. Lombardy—Lombardy Agrl. Soc. Sept. 10. John Breen. London—Western Fair. Sept. 12-17. W. D. Jackson. Loring—Loring Agrl. Soc. Sept. 22-23. Albert Bain. Lucknow—Lucknow Agrl. Soc. Sept. 29-30. Jos. Agnew. McDonald's Corners—Dalhousie Agrl. Soc. Sept. 29-30. Wm. Anderson. McKellar—McKellar Agrl. Soc. Sept. 19-21. Leonard Moffat. Maberly—Maberly Agrl. Soc. Sept. 27-28. Frank Bowers. Madoc—Madoc Agrl. Soc. Oct. 4-5. W. J. Hill.

Magnetawan—Magnetawan Agrl. Soc. Sept. 15-16. O. A. Schade. Manitowaning—Manitowaning Agrl. Soc. Sept. 22-23. G. A. Beatty. Markdale—Markdale Agrl. Soc. Sept. 30-Oct. 1. Russell Freeman. Markham—Markham Fair. Sept. 29-Oct. 1. R. H. Crosby. Marmora—Marmora Agrl. Soc. Oct. 17-18. H. W. Sabine. Massey—Massey Agrl. Soc. Sept. 20-21. B. Houle. Maxville—Kenyon Agrl. Soc. Sept. 15-16. J. P. McNaughton. Meaford—Meaford & St. Vincent Agrl. Soc. Sept. 22-23. Thos. W. Findlay. Melbourne—Melbourne Agrl. Soc. Oct. 7. Allan McDougald. Merlin—Raleigh & Tilbury Agrl. Soc. Sept. 21-22. M. A. Drew. Merrickville—Merrickville Agrl. Soc. Sept. 8-9. A. H. Johnston. Metcalfe—Metcalfe Agrl. Soc. Sept. 13-14. J. E. Craig. Middleville—Lanark Tp. Agrl. Soc. Sept. 27. Agnes Yuill. Midland—Tiny & Tay Agrl. Soc. Sept. 15-17. Robt. G. Nesbitt. Mildmay—Carrick Agrl. Soc. Sept. 20-21. P. D. Llesemer. Millbrook—Millbrook Agrl. Soc. Sept. 29-30. J. N. McGill. Milton—Halton Agrl. Soc. Sept. 23-24. E. Readhead. Milverton—Morningside Agrl. Soc. Sept. 15-16. S. Petrie. Minden—Minden Agrl. Soc. Sept. 27. W. MacArthur. Mitchell—Fullarton Agrl. Soc. Sept. 27-28. Mrs. John McNay. Moraviantown—Moraviantown Agrl. Soc. Oct. 18-21. A. Tobias, R. R. 3, Thamesville. Mt. Brydges—Caradoc Agrl. Soc. Oct. 4. Thos. Green. Mt. Forest—Mt. Forest Agrl. Soc. Sept. 22-23. H. A. Ross. Muncey—United Indian Agrl. Soc. Sept. 28. Leland Miskokomon. Muriello—Oliver Agrl. Soc. Sept. 1-2. Chas. R. B. Hill. Napanee—Lennox Agrl. Soc. Sept. 6-8. G. M. Van Lewen. Neustadt—Normanby Agrl. Soc. Sept. 23-24. A. J. Hessel. New Hamburg—Wilmot Agrl. Soc. Sept. 16-17. Mrs. A. R. G. Smith. Newington—Stormont Fair. Sept. 8-9. P. J. McEwan. Niagara-on-Lake—Niagara Town & Tp. Agrl. Soc. Sept. 16-17. R. Field, Virgil. Noelville—Martland & Cosby Agrl. Soc. Sept. 15. Emile Dupuis. Norwich—N. Norwich Agrl. Soc. Sept. 20-21. John McKee. Norwood—E. Peterboro Agrl. Soc. Oct. 11-12. R. A. Dean. Oakwood—Oakwood Agrl. Soc. Sept. 12-13. J. B. Weldon. Odessa—Odessa Agrl. Soc. Sept. 15-16. A. M. Fraser, R. R. 3, Kingston. Orangeville—Dufferin Agrl. Soc. Sept. 16-17. Jos. E. Cooney. Orillia—E. Simcoe Agrl. Soc. Aug. 26-27. Irwin McMahon. Oro—Oro Agrl. Soc. Sept. 14. I. T. McMahon, Hawkestone. Orono—Durham Central Agrl. Soc. Sept. 20-21. J. C. Gamey. Oshawa—South Ont. Agrl. Soc. Sept. 13-15. R. B. Falth. Ottawa—Central Can. Exhn. Assn. -Aug. 22-27. H. H. McElroy. Owen Sound—Owen Sound Fair. Oct. 1-4. Otto Johann. Paisley—Paisley Agrl. Soc. Sept. 27-28. W. T. Hopper. Pakenham—Pakenham Agrl. Soc. Sept. 19-20. R. M. McKenzie. Palmerston—Palmerston Agrl. Soc. Sept. 27-28. Mrs. W. Messer. Parham—Parham Agrl. Soc. Sept. 8-9. C. S. Ball. Parkhill—Parkhill Agrl. Soc. Sept. 30. J. H. Scott. Paris—Paris Agrl. Soc. Sept. 20-21. H. C. O'Neil. Picton—Picton Agrl. Soc. Sept. 28-29. F. H. Minaker. Porquus Junction—Porquus Junction Agrl. Soc. Sept. 6-7. Mrs. Jack Bailey. Port Carling—Meaford & Wood Agrl. Soc. Sept. 19-20. O. Stubbs. Port Elgin—N. Bruce Agrl. Soc. Sept. 29-30. Robert Scott. Port Hope—Port Hope Agrl. Soc. Sept. 30-Oct. 1. Mrs. H. Mitchell. Port Perry—Port Perry Agrl. Soc. Sept. 27-28. N. Ewers. Powassan—Powassan Agrl. Soc. Sept. 27-28. W. G. Oldfield. Priceville—Priceville Agrl. Soc. Sept. 22-23. J. G. Whyte. Providence Bay—Providence Bay Agrl. Soc. Oct. 4-5. D. H. Kirk, Spring Bay. Rainy River—Atwood Agrl. Soc. Aug. 29-31. E. J. Gosselin. Rama—Rama Agrl. Soc. Sept. 13-15. O. H. Cooper, R. R. 1, Washago. Ramona—Ramona Agrl. Soc. Sept. 28. Renfrew—Renfrew Agrl. Soc. Sept. 13-16. C. A. Warren. Riceville—Riceville Agrl. Soc. Sept. 20-21. B. Fawcett. Richards Landing—Agrl. Soc. Sept. 21-22. Richmond—Carleton Co. Agrl. Soc. Sept. 22-24. G. M. Stewart. Ridgeway—Howard Agrl. Soc. Oct. 4-6. J. D. Brien. Ripley—Huron Tp. Agrl. Soc. Sept. 27-28. A. K. McLay. Rocklyn—Rocklyn Agrl. Soc. Sept. 15-16. Ed. Lanktree, Meaford. Rockton—Rockton Agrl. Soc. Oct. 8-10. Wm. Y. Wood. Rodney—Rodney Fair. Sept. 26-27. J. A. MacLean. Roseneath—Roseneath Agrl. Soc. Oct. 13-14. C. W. Varcoe. Rosseau—Rosseau Agrl. Soc. Sept. 15-16. Mrs. George E. Foste. Russell—Russell Agrl. Soc. Sept. 15-16. Howard Hamilton. St. Marys—S. Perth Agrl. Soc. Oct. 6-7. H. B. Mossip. Sarnia—W. Lambton Agrl. Assn. Sept. 22-24. Jas. A. Ellenor. Saugeen—Saugeen Agrl. Soc. Oct. 3-4. Sidney Solomon, Chippewa Hill.

Sault Ste. Marie—Central Algoma Agrl. Soc. Sept. 13-16. R. Doherty. Schomberg—Schomberg Agrl. Soc. Sept. 23-24. A. H. McLeod. Seaford—Seaford Agrl. Soc. Sept. 22-23. Mrs. Bessie Kerr. Shannonville—Shannonville Agrl. Soc. Sept. 17. Clarence Long. Shedden—Shedden Agrl. Soc. Sept. 21. M. D. McCormick. Sheguiandah—Howland Agrl. Soc. Sept. 20-21. Ross Skippen. Shelburne—Dufferin Central Agrl. Soc. Sept. 22-23. M. C. Crawford. Simcoe—Norfolk Co. Fair. Oct. 3-6. W. B. Durward. Six Nations Reserve—Ohsweken Agrl. Soc. Oct. 11-13. Arthur Anderson, Ohsweken, Ont. Smithville—Peninsular Central Agrl. Soc. Oct. 4-5. John E. Naergarth. South Mountain—Mountain Agrl. Soc. Sept. 15-16. Lyall Ferrier. South River—Machar Agrl. Soc. Sept. 14-15. F. W. Hosking. Spencerville—Spencerville Agrl. Soc. Sept. 27-28. A. I. Miller. Springfield—S. Dorchester Agrl. Soc. Sept. 21-22. George Stewart. Sprucedale—McMurrich Agrl. Soc., Sept. 14-15. George Demberline. Stella—Amherst Island Agrl. Soc. Sept. 27. David H. Filson. Stirling—Stirling Agrl. Soc. Sept. 20-21. F. R. Mallory. Stratford—Stratford Agrl. Soc. Sept. 15-21. James Stewart. Strathroy—Strathroy Agrl. Soc. Sept. 29-Oct. 1. J. N. Ratcliffe. Streetsville—Toronto Tp. Agrl. Soc. Oct. 7-8. W. C. Andrew. Sunderland—Brock Agrl. Soc. Sept. 20-21. P. B. St. John. Sundridge—Strong Agrl. Soc. Sept. 20-21. A. J. Christie. Tara—Tara Agrl. Soc. Oct. 5-6. James F. Young. Tavistock—Tavistock Agrl. Soc. Sept. 9-10. R. Rudy. Teeswater—Teeswater Agrl. Soc. Oct. 4-5. Alex B. McKague. Thedford—Eosanquet Agrl. Soc. Sept. 27-28. J. O. Jamieson. Thessalon—Thessalon Agrl. Soc. Sept. 20-21. R. C. Dohie. Thorndale—Thorndale Agrl. Soc. Sept. 21. A. J. Moyes. Thorold—Thorold Tp. Agrl. Soc. Sept. 20-21. John W. Shriner. Tillsonburg—Tillsonburg & Dereham Agrl. Soc. Aug. 30-Sept. 1. M. Ostrander. Tiverton—Tiverton Agrl. Soc. Sept. 22-23. S. A. Cameron. Toronto—Canadian Natl. Exhn. Aug. 26-Sept. 10. Elwood A. Hughes, gen. mgr. Tweed—Tweed Agrl. Soc. Sept. 22-23. S. R. Curry. Underwood—Underwood Agrl. Soc. Oct. 11. Allan Hunter, R. R. 2, Tiverton. Utterson—Stephenson & Watt Agrl. Soc. Sept. 26-27. Fred R. Bray. Val Gagne—Val Gagne Agrl. Soc. Sept. 14. Mrs. M. A. Perron. Vankleek Hill—Vankleek Hill Agrl. Soc. Sept. 8-10. J. L. Campbell. Wallacetown—W. Elgin Agrl. Soc. Sept. 29-30. S. Turville. Walters Falls—Walters Falls Agrl. Soc. Sept. 27-28. H. V. Wales. Walsh—Walsh Agrl. Soc. Oct. 8. Warkworth—Percy Tp. Agrl. Soc. Oct. 6-7. Dr. H. S. Allen. Warren—Warren Agrl. Soc. Sept. 21-22. Mrs. Robert Bole. Welland—Welland Co. Agrl. Soc. Sept. 27-29. A. A. Marshall. Wellandport—Monck Agrl. Soc. Sept. 23-24. Chas. Freure. Wellesley—Wellesley Agrl. Soc. Sept. 13-14. R. W. Ormand. Wiarton—Wiarton Agrl. Soc. Sept. 15-16. Dr. J. H. McDonald. Wilkesport—Wilkesport Agrl. Soc. Sept. 15. Windham Centre—Windham Agrl. Soc. Sept. 27. W. J. Ford. Woodbridge—Woodbridge Agrl. Soc. Oct. 7-10. N. George Wallace. Woodstock—Woodstock Agrl. Soc. Aug. 25-27. P. M. Dewan. Wooley—Wooley Agrl. Soc. Sept. 29-30. Roy Putnam. Wyoming—Plympton & Wyoming Agrl. Soc. Sept. 28-29. L. M. Hall. Zephyr—Zephyr Agrl. Soc. Sept. 27. Zurich—Zurich Agrl. Soc. Sept. 26-27. E. F. Klopp.

QUEBEC

Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 25-27. H. G. Curtis, Stanstead, Que. Aylmer—Gatineau Agrl. Soc., Div. A. Sept. 8-10. R. K. Edey. Bedford—Missisquoi Agrl. Soc. Sept. 1-3. C. O. Jones. Beauceville—Beauce Agrl. Soc. Sept. 15. Jos. Roy. Brome—Brome Co. Agrl. Soc. Sept. 5-7. E. Caldwell, Knowlton, Que. Cape Cove—Gaspé Agrl. Soc. Oct. 5. Sydney L. Cass. Chapeau—Agrl. Soc. of Chapeau. Sept. 20-22. Irwin P. Cahill. Chicoutimi—Chicoutimi Agrl. Soc. Sept. 1-3. J. A. Gobeil. Granby—Granby Fair. Sept. 8-10. Walter R. Legge. Ham-Nord—Wolfe Agrl. Soc., No. 2. Sept. 7. J. A. Comtois. Havelock—Huntington Agrl. Soc., Div. B. Sept. 13. W. P. Fisher, Hemmingford. Huntingdon—Huntingdon Agrl. Soc., Div. A. Sept. 8-9. John Small. Inverness—Mégantic Agrl. Soc., Div. A. Sept. 7. H. A. Welch. Isle Verte—Isle Verte Agrl. Soc. Aug. 24-25. Ed. Cote. Laprairie—Laprairie Agrl. Soc. Sept. 29. Raoul Lusster, St. Philippe. L'Avenir—Drummond Agrl. Soc. Sept. 5. J. H. Charpentier. Maniwaki—Gatineau Agrl. Soc., Div. B. Sept. 15-17. Palma Joanis. Marbleton—Wolfe Agrl. Soc. Sept. 7-8. A. B. W. Skinner, Bishopton. Montmagny—Montmagny Agrl. Soc. Aug. 30-Sept. 2. Paul Carignan. Montreal—Montreal Agrl. Exhn. Aug. 30-Sept. 3. J. A. Lafortune. New Richmond—New Richmond Agrl. Soc. Sept. 14. W. H. Willett.

Notre Dame du Lac—Temiscouate Agril. Soc. Aug. 24-25. Robt. Perron.  
 Papineauville—Papineau Agril. Soc. Sept. 7-8. J. N. Vailleres, St. Andre Avellin.  
 Port Chateau—Soulanges Agril. Soc. Sept. 5. Laurier Leger, Coteau Landing.  
 Quebec—Quebec Provincial Expo. Sept. 3-10. Emery Boucher.  
 Rimouski—Rimouski Agril. Soc. Aug. 25-29. Jos. Gagne.  
 Roberval—Roberval Fair. Aug. 24-27. J. Ed Bolly.  
 Rougemont—Rouville Agril. Soc. Aug. 30. C. E. Levesque.  
 St. Alexandre—Agril. Soc. Co. of Ierville. Sept. 9-10. Alcide Quintin.  
 St. Barnabe—St. Maurice Agril. Soc. Sept. 13. Chas. Marcouiller.  
 St. Pascal—Kamouraska Agril. Soc. Sept. 13-15. P. W. Levesque.  
 St. Bruno—Chambly Agril. Soc. Aug. 31. Albert Earnard.  
 St. Famille—Montmorency Agril. Soc., Div. B. Sept. 28. Albert Faucher.  
 St. Henadine—Dorchester Agril. Soc., Div. A. Aug. 30. Oscar DeBlols, Frampton.  
 St. Jean—St. Jean Agril. Soc. Sept. 5-6. J. R. St. Arnaud.

St. Julienne—Montcalm Agril. Soc. Sept. 20. J. F. Daniel, St. Esprit.  
 St. Lazare—Vaudreuil Agril. Soc. Sept. 8. Henry Reid, Vaudreuil.  
 Scottstown—Compton Co. Agril. Soc. No. 2. Sept. 7-8. F. Cowan.  
 Shawville—Pontiac Co. Agril. Soc. Sept. 22-24. R. W. Hodgins.  
 Sherbrooke—Eastern Township Agril. Assn. Aug. 27-Sept. 3. Narrey W. Price.  
 Ste. Scholastique—Ste. Scholastique Exhn. Sept. 13-15. J. Leo Beaudet.  
 Three Rivers—Lawrence Valley Exhn. Aug. 22-26. J. A. Trudel.  
 Trois-Rivieres—Agril. Soc. Sept. 13. Mederic Pothier.

**FOREIGN  
CZECHOSLOVAKIA**

Prague—Prague Fair. Sept. 2-11.  
**HAWAII**  
 Kahului, Maui—Maui Co. Fair. Oct. 13-15. Mrs. Myrtle Whitman.  
**SCOTLAND**  
 Glasgow—Scotland's Empire Exhn. in Bella-houston Park. May 1-Oct. 31.

E. Lansing—State Farm-Bureau Fed. Nov. 10-11. C. L. Brody, Lansing.  
 Grand Rapids—Disabled American Veterans of World War. Aug. 20-27. V. D. Corbly, 2840 Melrose ave., Cincinnati, O.  
 Lansing—Order of Odd Fellows. Oct. 18-19. F. A. Rogers.  
 Lansing—State Farm Equipment Assn. Nov. 29-Dec. 1. S. E. Larsen, 653 Otillia st., S. E., Grand Rapids.  
 Traverse City—Knights of Pythias. Sept. 21. W. E. Hampton, 320 S. Main st., Ann Arbor, Mich.

**MINNESOTA**

Aitkin—P. of H., State Grange. Oct. 18-20. M. Estelle Thompson, Box 123, Lansing, Minn.  
 Red Wing—State Hort. Soc. Oct. 25-27. R. S. Mackintosh, Univ. Farm, St. Paul.  
 St. Paul—State Florists' Assn. Sept. 15. C. A. Mathes, 1326 Osceola ave., St. Paul.  
 St. Paul—R. A. Masons. Oct. 11. J. H. Anderson, 6th & Smith sts.  
 Zumbrota—Knights of Pythias. Oct. 11-12. H. H. Schultz, 1227 Hennepin ave., Minneapolis.

**MISSOURI**

Boonville—Knights of Pythias. Oct. 11-12. Edwin Ettinger, 3507 Pine st., St. Louis.  
 Cape Girardeau—American Legion. Sept. 3-6. J. F. Duggan, Kansas City.  
 Fulton—Odd Fellows' Encampment. Oct. 10. W. L. Long, Box 345, Joplin, Mo.  
 Trenton—State Firemen's Assn. Sept. 7-8. M. J. Mulvey, St. Louis.

**MONTANA**

Bozeman—Knights of Pythias. Sept. 19-20. D. B. Hopkins, Pythian Castle, Butte.  
 Helena—Order of Odd Fellows. Oct. 17-20. R. Kemp, Box 1364, Missoula, Mont.

**NEBRASKA**

Broken Bow—P. of H., State Grange. Oct. 11-13. T. A. Hodson, Gothenburg, Neb.  
 Fremont—State Vol. Firemen's Assn. Oct. 18-20. L. A. Novak, Box 788, Norfolk, Neb.  
 Hastings—335th Inf. Assn. Sept. 11-12. J. M. Mead, 1707 W. 5th st.  
 Kearney—State Florists' Soc. Nov. 9-11. J. A. Danielson, 1306 N. st., Lincoln.  
 Lincoln—Order of Odd Fellows. Oct. 18-20. E. S. Davis, Box 567, North Platte, Neb.  
 Lincoln—P. M., Odd Fellows. Oct. 18-20. C. C. G. Jensen, Superior, Neb.

**NEVADA**

Reno—Knights of Pythias. Sept. 15. W. P. Thrall, 404 W. 4th st.

**NEW HAMPSHIRE**

Dover—Order of Red Men. Oct. 6. W. M. Thomas, Peterborough, N. H.  
 Hampton Beach—State Firemen's Assn. Sept. 8. O. P. Stone, Manchester.  
 Laconia—Knights Templar. Oct. 4. J. M. Dresser, 44 S. Main st., Concord, N. H.  
 Plymouth—Knights of Pythias. Sept. 20. E. M. Fuller, Baldwin Homestead, N. Stratford, N. H.

**NEW JERSEY**

Asbury Park—American Legion. Sept. 8-10. R. F. Cowan, Memorial Bldg., Trenton, N. J.  
 Atlantic City—Knights of Pythias. Sept. 21-22. E. E. Margerum, Box 47, Trenton.  
 Atlantic City—State Firemen's Assn. Sept. 16-17. E. F. Benners, Chamber of Commerce Bldg., Newark.  
 Atlantic City—Junior Order. Oct. 12-13. R. C. Walker, 1 W. State st., Trenton, N. J.  
 Atlantic City—Allied Theater Owners of N. J. Oct. 19-21.

**NEW MEXICO**

Albuquerque—Knights of Pythias. Sept. 18-19. J. E. Elder.  
 Albuquerque—Knights Templar. Oct. 21. A. A. Keen, Box 535.  
 Albuquerque—A. F. & A. Masons. Oct. 17-19. A. A. Keen, Box 535.  
 Aztec—Order of Odd Fellows. Oct. 10-11. L. A. Wright, 604 Hinkle st., Clovis, N. M.  
 Roswell—State Outdoor Adv. Assn. Nov. 10. J. A. Strong, Box 744.

**NEW YORK**

Albany—27th Div. Assn. Sept. 30. E. Collins, Troy, N. Y.  
 Buffalo—State Farm Bureau Fed. Nov. 16-17. E. S. Foster, Roberts Hall, Ithaca, N. Y.  
 Cortland—Junior Order of U. S. Sept. 12-13. C. W. Anthony, 63 Grant ave., Brooklyn.  
 New York—American Dahlia Soc. Sept. 20-21. C. L. Ailing, West Haven, Conn.  
 New York—Premium Adv. Assn. of Amer. Sept. 12-16. Howard W. Dunk, 500 Fifth ave.  
 New York—Natl. Horse Show Assn. Nov. 5-12. Whitney Stone, 90 Broad st.  
 New York—Military Order of Loyal Legion of U. S. Oct. 18-19. K. S. Green, 1805 Pine st., Phila., Pa.

**NORTH CAROLINA**

Winston-Salem—30th Div. Assn. Sept. 20-30. Irwin Monk, Box 651, Asheville, N. C.

**OHIO**

Cedar Point—State Elks' Assn. Week of Aug. 28. Harry D. Hale, Newark, O.  
 Cincinnati—Knights Templar. Oct. 12-13. Henry Schaefer, 850 Spitzer Bldg., Toledo.  
 Columbus—Supreme Council 33d Degree A. A. Scottish Rite. Nern Masonic Jurisdiction. Sept. 27-29. C. H. Spilman, 1117 Statler Bldg., Boston, Mass.  
 Columbus—Veterans of Foreign Wars of U. S. Aug. 21-26. R. B. Handy Jr., 1102 Medical Arts Bldg., Kansas City, Mo.  
 Columbus—R. & S. Masons. Oct. 3-4. Wm. T. S. O'Hara, 503 Gardner Bldg., Toledo.  
 Columbus—R. A. Masons. Oct. 5-6. M. C. Hambricht, 907 1st Natl. Bk. Bldg., Springfield.  
 Columbus—Natl. Dairy Assn. Oct. 8-15.  
 Columbus—State Farm Bureau Fed. Nov. 17-18. M. D. Lincoln, 246 N. High st.  
 Dayton—Scottish Rite Masons. Nov. 8-10. J. Cissna.

Dayton—Junior Order. Aug. 30-31. W. A. Clark, Box 110, Urbana, O.  
 Lakeside—Internat'l Lyceum Assn. Aug. 29-Sept. 3. C. E. Jones, Auditorium Hotel, Chicago, Ill.  
 St. Marys—League of Ohio Sportsmen. Week of Aug. 22. John Sunderland.  
 Youngstown—Knights of Pythias. Sept. 26-28. Frank Woods, City Hall.  
 Zanesville—37th Div. AEF Veterans' Assn. Sept. 3-5. Kenneth Little, 1101 Wyandotte Bldg., Columbus, O.

**OKLAHOMA**

Guthrie—Order of Odd Fellows. Oct. 18-19. P. W. Gifford.  
 Muskogee—American Legion. Sept. 4-6. M. Phillips, Box 37, State Capitol Sta., Oklahoma City.  
 Oklahoma City—Odd Fellows, Sovereign Grand Lodge. Sept. 19-24. J. E. Kroh, 16 W. Chase st., Baltimore, Md.

**OREGON**

Pendleton—American Legion. Sept. 1-3. C. D. Franz.  
 Pendleton—Knights of Pythias. Oct. 10-11. W. G. Gleeson, 918 S. W. Yamhill st., Portland.  
 Portland—Un. Spanish War Veterans, National. Sept. 11-15. P. J. Callan, Box 1915, Washington, D. C.  
 Portland—P. of H. Natl. Grange. Nov. 16-24. H. A. Caton, 145 15th st., Cooshocton, O.

**PENNSYLVANIA**

Allentown—Odd Fellows' Encampment. Oct. 19-20. G. H. Baner, 1516 N. 16th st., Philadelphia.  
 Du Bois—Central Dist. Volunteer Firemen's Assn. Aug. 23-26. P. B. Dillman.  
 Easton—Junior Order. Sept. 8-9. C. H. Hall, Box 4475, Philadelphia.  
 Lancaster—Soc. 5th Div., U. S. Army. Sept. 3-5. R. D. Peters, 441 E. Orange st.  
 Lebanon—State Firemen's Assn. Oct. 3-6. Chas. E. Clark, Box 217, Wayne, Pa.  
 New Castle—State Elks' Assn. Aug. 21-25. Clarke H. Buehl.

Philadelphia—Order of Odd Fellows. Sept. 23-25. John McCall, 121 Marlin Drive W., Mt. Lebanon, Pittsburgh.  
 Pittsburgh—Loyal Order of Moose, Supreme Lodge. Aug. 31-Sept. 4. M. R. Giles, Mooseheart, Ill.  
 Reading—Veterans 314th Inf., AEF. Sept. 23-24. G. E. Hentschel.  
 Wilkes-Barre—State Fed. of I. B. M. Rings. Oct. 14-15. Dr. W. M. Endlich, 329 Market st., Harrisburg.

**RHODE ISLAND**

Valley Falls—Order of Red Men. Oct. 22. James Monroe, Providence.  
 Westerly—American Legion. Aug. 25-27. C. W. Lambert, 1030 Main st., W. Warwick, R. I.

**SOUTH CAROLINA**

Columbia—State Florists' Assn. Oct. 24. R. R. Lewis, Florence.  
 Columbia—United Confederate Veterans. Aug. 30-Sept. 1. H. R. Lee, Nashville, Tenn.

**SOUTH DAKOTA**

Aberdeen—State Moose Assn. Sept. 4-5. J. W. Thomas, 424 First ave., S. E.  
 Aberdeen—State Hort. Soc. Nov. 30-Dec. 1. W. A. Simmons, Court House, Sioux Falls.  
 Winner—State Farmers' Union. Oct. 11-13. P. G. Erickson, 200 Strand Bldg., Sioux Falls.

**TENNESSEE**

Chattanooga—State Hort. Soc. Nov. 30-Dec. 2. G. M. Bentley, 65 Biology Bldg., Univ. of Tenn., Knoxville.  
 Knoxville—P. of H., State Grange. Oct. 12-14. Mrs. H. E. Davis, R. 12, Greeneville.  
 Memphis—Motion Picture Theater Owners. Oct. 10-11. Y. D. Moore, McKenzie, Tenn.  
 Memphis—Sons of Confederate Veterans. Nov. 1-2. M. Wingfield.  
 Monteagle—State Firemen's Assn. Sept. 8-10. J. J. Martin, Fire Hdqrs., Nashville.  
 Nashville—Order of Odd Fellows. Oct. 17-18. W. Nelson.  
 Nashville—Odd Fellows' Encampment. Oct. 17. W. T. Ferguson, 606 N. 2d st.  
 Nashville—State Farm Bureau Fed. Nov. 16-17. J. F. Porter, Columbia, Tenn.

**TEXAS**

Austin—American Legion. Aug. 28-30. F. E. Young, Drawer Q, Capitol Sta., Austin.  
 Dallas—State Fraternal Congress. Nov. 8-9. J. H. Cullom, 4725 East Side ave.  
 Ft. Worth—90th Div. Assn. Nov. 11-13. Bill Marlin, Pawnee, Okla.  
 Ft. Worth—36th Div. Reunion. Tex.-Okla. Oct. 8-9. Gen. Chas. W. Nimon.  
 Gonzales—Odd Fellows' Encampment. Oct. 10. W. R. Francis, Ft. Worth.  
 Houston—Amer. Fed. of Labor. Oct. 3-15. Frank Morrison, A. F. of L. Bldg., Washington, D. C.  
 Waco—Order of Red Men. Aug. 24-25. C. R. Lemke, 415 Austin ave.

**UTAH**

Salt Lake City—F. & A. Masons. Sept. 26-27. S. H. Goodwin, 650 E. So. Temple.  
 Salt Lake City—Pacific Coast Assn. of Fire Chiefs. Sept. 5-8. J. W. Stevens, 1014 Merchants Exch. Bldg., San Francisco, Calif.

**VERMONT**

Brattleboro—P. of H., State Grange. Oct. 18-19. H. A. Stoddard, Bellows Falls, Vt.  
 Montpelier—Junior Order. Sept. 8. C. C. Duval, W. Burke, Vt.

**VIRGINIA**

Martinsville—Knights of Pythias. Oct. 11. G. C. Cabell, Norfolk, Va.  
 Newport News—Junior Order. Oct. 18-19. E. A. Chalkley, West Point, Va.  
 Richmond—R. A. Masons. Oct. 25-26. J. M. Clift, Masonic Temple.

**WASHINGTON**

Walla Walla—State Farm Bureau Fed. Nov. —. H. Clark.

**WEST VIRGINIA**

Bluefield—Junior Order. Aug. 25-26. R. F. Lambert, Box 81, Huntington.  
 Charleston—Order of Odd Fellows. Oct. 11. A. J. Wilkinson, Huntington.  
 Clarksburg—American Legion. Sept. 4-6. V. A. Rogerson.

Clarksburg—Knights of Pythias. Aug. 24-25. J. G. Van Meter, Box 750, Elkins, W. Va.  
 Fairmont—A. F. & A. Masons. Oct. 12-13. J. R. Carr, Williamson, W. Va.  
 Pughton—P. of H., State Grange. Oct. 20. Mrs. N. Johnson, Williamson, W. Va.

**WISCONSIN**

La Crosse—State Elks' Assn. Aug. 25-27. Lou Wecker, 1610 Washington st., Two Rivers, Wis.

**CONVENTIONS**

**ALASKA**  
 Ketchikan—American Legion. Second week in Sept.

**ARIZONA**  
 Phoenix—State Farm Bureau Fed. Nov. 21. H. Gray, Tempe, Ariz.

**ARKANSAS**  
 Little Rock—State Farm Bureau Fed. Nov. —. W. Frasier, Box 391.  
 Malvern—Order of Odd Fellows. Oct. 24-25. R. S. Whitlock, Box 55, Bentonville, Ark.

**CALIFORNIA**  
 Fresno—Order of Scots. Nov. 2-5. Karl Eber, 354 Phelan Bldg., San Francisco.  
 Hollywood—State Assn. of Nurserymen. Sept. 28-30. H. W. Kruckeberg, 340 San Pedro st., Los Angeles.  
 Lodi—Order of Odd Fellows. Oct. 10-11. M. Ludlow, San Francisco.

**LOUISIANA**  
 Los Angeles—5th Div. Soc. of Southern Calif. Sept. 19-21. J. H. Kerlin, 2443 S. Mansfield ave.  
 Los Angeles—American Legion, National. Sept. 19-22. F. E. Samuel, 777 N. Meridian st., Indianapolis, Ind.

**MISSOURI**  
 Riverside—P. of H., State Grange. Oct. 18-21. Mrs. E. L. Peterson, Sonoma, Calif.  
 Sacramento—State Farm Bureau Fed. Nov. 14-16. A. Johnson, Berkeley, Calif.

**NEBRASKA**  
 San Francisco—91st Div. Assn. Sept. 23-25. A. G. Boss, 624 Market st.  
 San Francisco—F. & A. Masons. Oct. 11. John Whicher, Masonic Temple.  
 San Francisco—United Indian War Veterans. Sept. 17-18. Col. Albert Fensch, 740 S. Hanser Blvd., Los Angeles.  
 Santa Barbara—State Firemen's Assn. Sept. 28-29. H. Strasser, Box 506, San Diego.  
 Santa Monica—American Legion. Sept. 16-17. J. K. Plisk, 117 Veterans' Bldg., Civic Center, San Francisco.

**NEVADA**  
 Glenwood Springs—American Legion. Aug. 28-30. Ed Oberlo.  
 Greeley—Order of Odd Fellows. Oct. 17-20. R. D. Shattuck, 1751 Champa st., Denver.

**NEW YORK**  
 New Haven—316th Inf. Assn. Sept. 24. R. A. Cullen, 1829 Cobbs Creek pkwy., Phila., Pa.  
 New London—Junior Order. Sept. 24. J. Wellington, Franklin, Conn.  
 Waterbury—Order of Foresters. Sept. 4-6. Wm. Edwards, 20 Dwight st., Ansonia, Conn.  
 Waterbury—Canadian Legion, British Empire Service League. Sept. 9-11. R. H. Lawrence, 16 Roland st.  
 Willimantic—Odd Fellows' Encampment. Oct. 18. W. Hutchison, New Haven.

**DELAWARE**  
 Dover—Order of Odd Fellows. Nov. 15. A. Johnson, Wilmington.  
 Newark—State Volunteer Firemen's Assn. Sept. 7-8. W. Pettyjohn, Dover.  
 Newark—Knights of Pythias. Oct. 20. G. Souder, Wilmington, Del.

**FLORIDA**  
 Jacksonville—Southeastern Florists' Assn. Nov. 7-9. R. E. Mapes, Box 116, Knoxville, Tenn.

**GEORGIA**  
 Macon—F. & A. Masons. Oct. 25. F. Baker.

**IDAHO**  
 Boise—A. F. & A. Masons. Sept. 13. C. F. Pike.  
 Caldwell—P. of H., State Grange. Oct. 25-27. F. G. Harland, Box 211.  
 Preston—State Firemen's Assn. Sept. 16-17. George Westcott, 225 S. Division st., Kellogg, Ida.

**ILLINOIS**  
 Rupert—Order of Odd Fellows. Oct. 17-21. P. P. Horne, Box 371, Caldwell, Ida.

**INDIANA**  
 Bloomington—Order of Red Men. Oct. —. L. Haney, Herrin, Ill.  
 Chicago—Adv. Specialty Natl. Assn. Sept. 12-14. R. M. Searle, Washington, D. C.  
 Chicago—Great Lakes Command of Can. Legion. Sept. 2-4. Walter Keith, 1280 Pa. ave., Detroit, Mich.  
 Chicago—American Cosmeticians' Natl. Assn. Sept. 12-15. Frances Martell, 127 N. Dearborn st.

**MISSOURI**  
 Chicago—Int'l. Assn. Fairs & Expos. Nov. 29-30. Ralph T. Hemphill, Box 974, Oklahoma City, Okla.  
 E. St. Louis—P. M., Odd Fellows. Oct. 2-4. Lt. Col. F. L. Leyman, 250 E. Cass st., Joliet, Ill.

**MISSOURI**  
 Quincy—State Moose Assn. Sept. 23-25. J. Heckingamp.  
 Springfield—Knights of Pythias. Sept. 27-28. Allen Douglass, 618 S. 6th st.

**INDIANA**  
 Indianapolis—Junior Order. Aug. 25-26. Itha McFarland, Box 603, Portland, Ind.

**IOWA**  
 Belle Plaine—State Firemen's Assn. Sept. 20-21. P. A. Soener, Box 486, Independence, Ia.  
 Des Moines—State Poultry Improvement Assn. Sept. 20-22. V. C. Ramseyer, Oskaloosa, Ia.

**MISSOURI**  
 Des Moines—G. A. R., Natl. Encampment. Sept. 4-8. G. Sands, S. S., Memorial Hall, Pittsburgh, Pa.  
 Des Moines—Order of Red Men. Oct. 11-12. A. J. Danielson, Box 194.  
 Marshalltown—Knights of Pythias. Aug. 23-25. R. R. Hibbs, Box 509, Marengo, Ia.  
 Newton—P. of H., State Grange. Oct. 11-12. L. E. Rafferty, Grinnell, Ia.  
 Oelwein—State Moose Assn. Sept. 30-Oct. 2. E. U. Meyer, 405 Brady st., Davenport.  
 Sioux City—Order of Odd Fellows. Oct. 19-21. W. A. Merriam, 615 Locust st., Des Moines.

**KANSAS**  
 Abilene—353d Inf. Reunion. Sept. 3-4. G. H. Burnett.  
 McPherson—Order of Odd Fellows. Oct. 11-12. W. J. Russell, Topeka.  
 Ottawa—State Farm Bureau. Oct. 10. Mrs. J. K. Smith, Manhattan, Kan.  
 St. Francis—Farmers' Equity Union. Oct. —. C. Calame, Greenville, Ill.

**KENTUCKY**  
 Salina—American Legion. Sept. 4-6. Harold Bates.  
 Salina—Farmers' Educational & Co-Op. Union. Oct. 25-28. Pauline Cowger, Box 51.  
 Winfield—Order of Red Men. Oct. 4-5. C. A. Van Court, 444 W. 15th st., Horton, Kan.

**KENTUCKY**  
 Corbin—Knights of Pythias. Oct. 10-11. H. M. Ball, 3 21st st., Newport, Ky.  
 Covington—Junior Order. Aug. 23-24. O. Stubbs, 1st Natl. Bank Bldg.  
 Hopkinsville—Order of Odd Fellows. Oct. 10-12. Wm. Davies, 511 W. 6th st., Lexington, Ky.  
 Louisville—Masonic Bodies. Oct. 18-20. Al E. Orton, Shubert Bldg.

**LOUISIANA**  
 Minden—State Firemen's Assn. Sept. 13-15. Edward Wright, Box 486, Houma, La.  
 New Orleans—Int'l. Assn. of Fire Chiefs. Sept. 27-30. J. J. Mulcahey, 16 Franklin ave., Yonkers, N. Y.  
 New Orleans—Junior Order. Oct. 27. H. Alcantara.  
 New Orleans—Military Order of World War. Oct. 2-3. Major E. S. Bettelheim Jr., 1700 Eye st., Washington, D. C.

**MAINE**  
 Bath—Order of Red Men. Sept. 29. H. B. Seal, 22 Waverly st., Portland.  
 Portland—Order of Odd Fellows. Oct. 19. L. E. Leonard, 25A Forest ave.  
 Portland—Odd Fellows' Encampment. Oct. 18. H. T. Stimson, 25A Forest ave.

**MARYLAND**  
 Baltimore—Order of Elks, Colored. Aug. 23-27. J. E. Kelley, 800 N. 12th st., Birmingham, Ala.  
 Baltimore—29th Div. Assn. Sept. 2-4. R. Bedford, Halethorpe, Md.  
 Baltimore—Chrysanthemum Soc. of Amer. Nov. 11-13. G. H. Poesch, State Univ., Columbus, O.  
 Frederick—Knights of Pythias. Sept. 20-21. A. E. Martak, Baltimore.

**MASSACHUSETTS**  
 Boston—Veteran Odd Fellows' Assn. Oct. 29. P. C. Mackintosh, 24 Concord sq.  
 Boston—Order of Red Men. Oct. 18-20. C. A. Hayes, 18 Boylston st.  
 Boston—State Hort. Soc. Nov. 10-12. E. Farrington, 300 Mass. ave.  
 Boston—State Firemen's Assn. Sept. 13-15. D. J. Looney.  
 Holyoke—N. E. Awning & Tent Mfrs.' Assn. Nov. 14-15. H. J. Scantlebury, 11 N. Washington st., Boston.  
 Worcester—Soc. of Magicians, Assembly No. 16. Sept. 17-18. Wm. N. Munro, 218 Water st., Clinton, Mass.

**MICHIGAN**  
 Allegan—P. of H., State Grange. Oct. 25-28. Mrs. M. E. Lovejoy, Perry, Mich.  
 Ann Arbor—Kiwanis Clubs. Oct. 9-11. F. W. Clement, 1015 Lincoln ave.  
 Detroit—Jewish War Veterans of U. S. Sept. 2-5.  
 Detroit—Natl. Tent & Awning Mfrs.' Assn. Oct. 10-13. J. E. McGregor, 224 Endicott Bldg., St. Paul, Minn.  
 Detroit—Soc. of Motion Picture Engineers. Oct. 31-Nov. 3.

**MINNESOTA**  
 E. Lansing—State Farm-Bureau Fed. Nov. 10-11. C. L. Brody, Lansing.  
 Grand Rapids—Disabled American Veterans of World War. Aug. 20-27. V. D. Corbly, 2840 Melrose ave., Cincinnati, O.  
 Lansing—Order of Odd Fellows. Oct. 18-19. F. A. Rogers.  
 Lansing—State Farm Equipment Assn. Nov. 29-Dec. 1. S. E. Larsen, 653 Otillia st., S. E., Grand Rapids.  
 Traverse City—Knights of Pythias. Sept. 21. W. E. Hampton, 320 S. Main st., Ann Arbor, Mich.

**MISSOURI**  
 Boonville—Knights of Pythias. Oct. 11-12. Edwin Ettinger, 3507 Pine st., St. Louis.  
 Cape Girardeau—American Legion. Sept. 3-6. J. F. Duggan, Kansas City.  
 Fulton—Odd Fellows' Encampment. Oct. 10. W. L. Long, Box 345, Joplin, Mo.  
 Trenton—State Firemen's Assn. Sept. 7-8. M. J. Mulvey, St. Louis.

**MONTANA**  
 Bozeman—Knights of Pythias. Sept. 19-20. D. B. Hopkins, Pythian Castle, Butte.  
 Helena—Order of Odd Fellows. Oct. 17-20. R. Kemp, Box 1364, Missoula, Mont.

**NEBRASKA**  
 Broken Bow—P. of H., State Grange. Oct. 11-13. T. A. Hodson, Gothenburg, Neb.  
 Fremont—State Vol. Firemen's Assn. Oct. 18-20. L. A. Novak, Box 788, Norfolk, Neb.  
 Hastings—335th Inf. Assn. Sept. 11-12. J. M. Mead, 1707 W. 5th st.  
 Kearney—State Florists' Soc. Nov. 9-11. J. A. Danielson, 1306 N. st., Lincoln.  
 Lincoln—Order of Odd Fellows. Oct. 18-20. E. S. Davis, Box 567, North Platte, Neb.  
 Lincoln—P. M., Odd Fellows. Oct. 18-20. C. C. G. Jensen, Superior, Neb.

**NEVADA**  
 Reno—Knights of Pythias. Sept. 15. W. P. Thrall, 404 W. 4th st.

**NEW HAMPSHIRE**  
 Dover—Order of Red Men. Oct. 6. W. M. Thomas, Peterborough, N. H.  
 Hampton Beach—State Firemen's

Milwaukee—Amer. Inst. Park Execs. and Am. Park Sec. Sept. 18-22. W. O. Doolittle, Box 422, Tulsa, Okla.  
Shawano—Odd Fellows' Encampment. Oct. 17-19. J. A. Fathers, 25 W. Milwaukee st., Janesville, Wis.

**WYOMING**

Cheyenne—Knights of Pythias. Aug. 26-27. Henry Jones, Hanna, Wyo.  
Cheyenne—American Legion. Aug. 26-27. Chas. Hughes, Cheyenne Light Co.

**CANADA**

Toronto, Ont.—Un. Farmers of Ont. Late in Nov. H. Hannam.  
Toronto, Ont.—R. I. Red Club of Amer. Nov. 15-23. J. B. Harness, R. F. D. 3, Yakima, Wash.

**Labor Day Celebrations**

**CALIFORNIA**

Huntington Beach—Sept. 3-5. Wm. Gallieune.  
Oceanside—Mary E. Welch.

**ILLINOIS**

Hoopston—Sept. 3-5. Fred W. Lucas.  
Moline—Community-Industries Picnic. N. L. MacDonald.  
Pana—Home-Coming. R. H. Sellar.  
Roanoke—Sept. 5-6. S. D. Herbst, Volunteer Fire Dept.  
Shannon—Home-Coming Day. M. E. Baum.  
Zeigler—Sept. 4-5. Carl Rush.

**INDIANA**

Cromwell—Harry Hussey.  
Dillsboro—Sept. 3 and 5. Jas. A. Heilmeyer.  
Kokomo—Trades & Labor Assembly. Walter Bennett.

**IOWA**

Ft. Madison—Santa Fe Shop Crafts. Merlin Peck.

**KANSAS**

Florence—Homer McCreedy.  
Hoisington—W. E. Brown.

**LOUISIANA**

New Orleans—Central Trades & Labor Council, Pontchartrain Beach. Jas. Dempsey.

**MICHIGAN**

Belding—E. M. Stahlin.  
Farwell—C. Updegraff.  
Manton—Harvest Festival. Rex Bostick.

**MINNESOTA**

Barnesville—Potato Picking Contest. Roy Goulden.  
Tracy—Box Car Day. A. S. Lokensgard.

**MISSOURI**

Joplin—Central Labor Unions, Dave Miller.  
Novinger—Activity Club.

**NEBRASKA**

Lodgepole—Old Settlers' Reunion. Wm. B. Miller.  
Schuyler—American Legion. Dr. H. E. Tagg.

**NEW YORK**

Akron—P. A. Hess.  
Dolgeville—Legion and Fire Dept. Max Bahr.

**OHIO**

Cadiz—Lions' Club.  
Cambridge—Chas. Degenhart.  
New London—F. H. Cunningham.  
Peebles—Adams Co. Reunion. Chas. C. Tenn.  
Zanesville—J. E. Wilson.

**PENNSYLVANIA**

Kittanning—Central Labor Union. Luke Brett.  
Cranston—American Legion.

**RHODE ISLAND**

Buffalo—Kadoka—Free Day.  
Lake Preston—Watermelon Day. H. B. Ulrich.  
Lead—Terrapin Day.  
Parkston—Labor and Community Days. Sept. 5-6. Wm. Fix.  
Wagner—J. S. Silvis.

**TEXAS**

Barton Springs—Austin—Mrs. Roy Smith, Austin.

**WISCONSIN**

Appleton—Trades & Labor Council Picnic. Sept. 3-5.  
Beaver Dam—Sept. 4-5. Anna Hartt.  
Ft. Atkinson—American Legion. F. C. Toutan.  
Redgranite—Sept. 3-5. John Lawrie.  
Waunakee—American Legion. Ray E. Hohlstein.

**WYOMING**

Rock Springs—Sept. 4-5. M. F. Mitchell.

**Frontier Contests**

**These Dates Are for a Five-Week Period**

**CALIFORNIA**

Bakersfield—Frontier Days & Stock Show. Sept. 30-Oct. 2. Emory G. Hoffman.  
Lakeside—Lakeside Rodeo. Sept. 4.  
Los Angeles—E. Los Angeles Rodeo. Sept. 17-18.

**COLORADO**

Cortez—Rodeo. Sept. 15-17.  
Montrose—Uncompagre Valley Rodeo. Sept. 9-10. R. A. Miller.  
Sterling—Rodeo. Aug. 24-26. Wm. Truitt.  
Trinidad—Kit Carson Round-Up. Aug. 23-25. R. B. O'Brian.

**IDAHO**

Boise—Rodeo. Aug. 23-27.  
Piler—Rodeo. Sept. 7-10.  
Lewiston—Rodeo. Sept. 22-24.  
Nezperce—Rodeo. Sept. 8-10.

**IOWA**

Des Moines—Rodeo. Aug. 26-Sept. 1.

**MICHIGAN**

Detroit—Rodeo. Sept. 29-Oct. 9.  
Gordon—Rodeo. Aug. 31-Sept. 2.  
Lincoln—Rodeo. Sept. 5-9.

**NEVADA**

Elko—Elko Rodeo. Aug. 26-28. Eddie Garcia.  
Winnemucca—Nevada Rodeo. Sept. 3-5. M. Jones.

**NEW JERSEY**

Woodstown—Salem Co. Rodeo. Sept. 20-24. Howard Harris Jr.

**NEW MEXICO**

Socorro—Fiesta & Rodeo. Sept. 28-29. Bill West.

**OKLAHOMA**

Perry—Cherokee Strip Rodeo. Sept. 16-17.  
Vinita—Will Rogers Memorial Rodeo, Amer. Legion. Sept. 2-5. Casey Webb.  
Woodward—Elks' Rodeo. Sept. 9-11. Dr. C. R. Donley.

Heppner—Heppner Rodeo. Aug. 26-28. L. L. Gilliam.  
Lakeview—Lakeview Round-Up. Sept. 3-5. Joyce Edgerton.  
Ontario—Rodeo. Sept. 3-5.  
Pendleton—Pendleton Round-Up. Sept. 15-17. Roy W. Ritner.

**TENNESSEE**

Memphis—MidSouth Fair-Rodeo. Sept. 12-17. Frank D. Fuller.

**TEXAS**

Midland—Midland Cowboy Contest. Sept. 3-5. Midland Fair, Inc.  
Sweetwater—Double Heart Ranch Rodeo. Sept. 3-5.

**UTAH**

Logan—Rodeo. Sept. 12-14.  
Price—Rodeo. Sept. 3-5. Wm. W. Haklao.

**WASHINGTON**

Colfax—Colfax Round-Up. Sept. 9-10. R. P. Benson.  
Ellensburg—Ellensburg Rodeo. Sept. 3-5. Fred T. Hofmann.

**WYOMING**

Thermopolis—Night Herd Rodeo. Sept. 4-5. Carl Gugenheim.

**Dog Shows**

**These Dates Are for a Five-Week Period**

**ALABAMA**

Birmingham—Sept. 3. A. W. Bow, Box 516. Detroit, Mich.

**CALIFORNIA**

Alameda—Sept. 10. Mrs. Frank Morrison, Hotel Claremont, Berkeley, Calif.  
Glendale—Sept. 18. Mrs. Irene Anstad, Van Nuys, Calif.  
San Diego—Sept. 4-5. C. S. Beale, 4299 Van Dyke place.  
Stockton—Aug. 27-28. Mrs. J. B. Hunt, Box 1129, Modesto, Calif.

**COLORADO**

Denver—Sept. 23-24. Mrs. D. C. Dodge, 1330 Broadway.

**CONNECTICUT**

Darien—Sept. 5. Foley, Inc., 2009 Ranstead st., Phila., Pa.

**ILLINOIS**

Peoria—Sept. 10-11. Mrs. Emma Loest, 3501 Genesee st., Kansas City, Mo.

**INDIANA**

Indianapolis—Sept. 5-6. A. G. Meyer, 2645 Madison ave.

**IOWA**

Ottumwa—Sept. 17-18. G. E. Brower.

**KANSAS**

Topeka—Sept. 15-16. Mrs. W. E. Whittenburg, 1843 Collins st., Wichita, Kan.  
Wichita—Sept. 28-29. Mrs. Emma Loest, 3501 Genesee st., Kansas City, Mo.

**KENTUCKY**

Ashland—Sept. 10. G. W. Saunders, Race-land, Ky.  
Bar Harbor—Aug. 25. Foley, Inc., 2009 Ranstead st., Philadelphia, Pa.

**MASSACHUSETTS**

Hamilton—Sept. 27. Foley, Inc., 2009 Ranstead st., Philadelphia, Pa.  
Lenox—Sept. 3. Foley, Inc., 2009 Ranstead st., Phila., Pa.

**MICHIGAN**

Pontiac—Sept. 4. A. W. Bow, Box 516. Detroit.

**MISSOURI**

Joplin—Sept. 24-25. F. B. Barrett, 127 Sergeant ave.  
Springfield—Sept. 21-22. Mrs. G. H. Dyer, 1321 Concord st.

**NEW JERSEY**

Camden—Sept. 18. Foley, Inc., 2009 Ranstead st., Phila., Pa.  
Far Hills—Sept. 16-17. Foley, Inc., 2009 Ranstead st., Phila., Pa.

**NEW MEXICO**

Santa Fe—Sept. 17-18. R. S. Weed, Box 1154.  
Angelica—Aug. 24. L. L. Stillwell.  
East Islip, L. I.—Aug. 28. Foley, Inc., 2009 Ranstead st., Philadelphia, Pa.

**OHIO**

Chippewa Lake—Sept. 25. W. A. Sheldon, 1568 W. Exchange st., Akron, O.  
Cleveland—Sept. 18. Mrs. G. E. Bark.  
Columbus—Sept. 16. A. W. Bow, Box 516. Detroit, Mich.

**PENNSYLVANIA**

Allentown—Sept. 24. B. W. Lyte, 1113 Hamilton st.

**WASHINGTON**

Spokane—Sept. 4. Frances Holland, R. 4. Box 114-A, Oregon City, Ore.

**WEST VIRGINIA**

Charleston—Sept. 9. J. C. Byrd, Box 966.  
Huntington—Sept. 10-11. A. W. Bow, Box 516, Detroit, Mich.

**WISCONSIN**

Fond du Lac—Sept. 25. M. F. Couillard, 754 N. 28th st., Milwaukee.  
Milwaukee—Aug. 27. M. F. Couillard, 754 N. 28th st.

**MIKEMEN**

(Continued from page 44)

and briefness in announcements; all very true. They may be right, your author may be wrong, but with due respect to both men and much gratitude for their time spent in consideration of the question at hand, let's examine their replies. Aren't all of Mr. Dittmer's and the first two of Mr. Morrissey's quite on the same track? Therefore, leaving Mr. Morrissey's last qualification in the balance, thus far, broadly speaking, we have only one quality making a good mikeman, a suitable voice. George Michael, once one of the country's highest paid speakers and now a successful radio man, to add the humorous but somehow the

truthful touch, says three qualities making a good mikeman are "money, money and money." So much for friend Michael, but we shall cover later the pecuniary angle. One down and two to go, so we may add to a good voice personality and intelligence. Counterparts included, put them all together in one man and you have a master on a microphone. I have in my many troubadouring tramps noticed only three men who fairly well exemplified these qualities: Jim Drew, of Old Orchard, and Ted Brown and Teru Hayashi, of Atlantic City, with Hayashi, a young Chinese lad of brilliance, way in the lead. Of course, there probably are mikemen throuout the country who have exceptional talent, but I have failed to run across them.

**Good Voice**

What is a good voice? In public work it is one which pleases your audience, one which does not offend the ears. The key to a successful good voice is naturalness and sincerity. An unnatural and insincere voice will make you about as popular as garlic on a night off with the girl friend. The voice must play with expression and it must treat each word as a separate picture. It must be a mature voice, at all times friendly but not intimate, cultured but not high-brow, formal but not ceremonious or pompous. It must be a voice of salesmanship. If you work on a beano game it must convince your players that purchasing only two extra cards for such a small price will give them greater odds of winning; if you bally for a side show you must prove that without a doubt you have a show more colossal than the latest press-agent stunt schemed up in Hollywood; if you are an emcee your voice and showmanship must sell the next performer to a critical audience daring you to entertain it. The voice must be resonant, low or at least medium in pitch. A high voice, because of frequencies and sensitivity, does not transmit well. On the other hand, too low a voice will tend to be too guttural and consequently will fade off at sentence terminations or will be difficult to understand. One must also be careful of diction, enunciation, pronunciation and grammar, altho these denote the mechanics and use of the voice rather than the voice itself.

**Personality**

Personality! What is personality? It is that quality, often inherent, less often acquired, which sets you off distinctly as an individual. It is YOU, a conglomeration of your ways, habits, tastes, ideals and your social connections with people. It is an effectual charm, giving you likable qualities and properties. Ideas of personality differ, and so we may find a mikeman pleasing or even fascinating to some people but disgusting or even abominable to others. Therefore if you can satisfy at least 75 per cent of your listeners consider yourself unusual.

The power to comprehend, to understand, the accumulation of knowledge may be spoken of roughly as intelligence, a third quality which the author believes makes a good mikeman. One never may have seen even the inside of the little vermilion schoolhouse, but one may possess infinite intellectual capacity acquired thru the experiences and associations of the past and helped by an inborn common sense. A good mikeman must have the intelligence for, the facility of and the faculty for words. Thoughts and pictures should flow easily sans hesitancy but still not too glibly from his tongue, manifesting straight-line thinking with a bullet directness of attack. He must have the intelligence and ability to understand human nature, to use good taste, manners and judgment at all times, to exercise control over any situation which may arise. And even tho he may be a Phi Beta Kappa and twice as brilliant as three Princeton professors combined, he should not underestimate the intelligence or taste of his audience. . . . And there, friends, we have three qualities making a good mikeman: Voice, personality and intelligence. Perhaps you agree with the author fully or partly; perhaps you have your own ideas; but our story is printed and you're stuck with it!

**Essential Things to Remember**

What important things are essential to remember when working on a microphone? According to Mr. Dittmer, we should "use proper English. Say what is necessary in as few words as possible without constant repetition. Be as enthusiastic a speaker as you would have

your public a listener." In those three sentences you have a gold mine in thinking, nuggets of wisdom. Mr. Morrissey's answer was similar in nature, but he also added an expression which if followed will create good will and act as an ambassador of repeat business for any business enterprise. "Be pleasant at all times," a quality which too many people in catering to the public lack. Bear in mind, too, that you are always confronted by the condition that you must be adequate, must be heard with ease in the place in which you speak and you must be consistently good from hour to hour, day to day.

Expect a chain to be as strong as its weakest link. Expect a man to be only as good as his salary. In other words, if you are an employer don't demand too much of a mikeman if you are paying him a wage which isn't incentive to better work or commensurate with his ability and talent. Any person who is halfway decent on a microphone and works at least 50 active hours per week is worth \$25 at least if he's worth hiring at all. It is only human nature and an inherent quality of self-respect that a person will work harder for more pay. A good mikeman is easily equal to \$3 a day of any man's money willing to pay for artistry; in most cases, to pay less is to pay for mediocrity.

Washington Irving said: "At sea everything that breaks the monotony of the surrounding expanse attracts attention." In microphone work, too, everything that breaks monotony attracts attention, favorable attention. Three ways of breaking monotony are changing pitch and inflection of the voice, power of the voice or sound system and the timing or pacing of speech. Ordinarily a good rate of speed for speaking is 180 to 210 words per minute, but it is suggested that this be varied to slower and slightly faster tempos to ward off monotony and depressiveness.

**Avoiding Monotony**

Monotony may be caused by many reasons, a few which can be blamed directly to the mikeman. Lack of variety in thought, sales talk and approach; persistent oneness in pitch and tone and general weariness in a mikeman will break down the general listener in a crowd or player in a game. From actual experience we know that the finest work and most expressive performing of the mikeman is done in his first hour's work. Hence we may assume that to avoid monotony and tediousness a mikeman should be relieved and replaced hour to hour; no enterprise using mikemen at all should have less than two good ones, changing in hourly shifts, so that each may occupy himself with other duties about the organization and thus escape the humdrum of a four or five-hour stretch on the mike which many mikemen are subjected to. We suggest the rotating of announcers, not necessarily in consideration for them, but for your listeners or players whose money supports your business, for you will find that if you have two mikemen who are acceptable, at the point where one goes off the mike and the other comes on the people listening steadily to one voice and style will show signs of relief and will perk right up in response to a new voice offering a change and variety. An audience will be held longer, will be more pleased, if this idea is carried out. Next time you change mikemen notice the reaction of and the psychological effect upon your public. As radio announcers always seem to say, "You will be amazed at the results it will bring!"

Any truly good mikeman is, in a sense, an exponent of artistry, which is simplicity in unusualness, but any good thing carried to an extreme becomes a fault. And so we find too many mikemen who know they are good and carry that goodness as far as affectation, which is too far, and consequently a fault. You don't have to be a noted explorer to discover right in your own backyard some fellow who would otherwise be a jim-dandy mikeman and extremely popular with most of his listeners but for his playing to the crowd in an unwise fashion, stunting egotistically, resorting to exhibitionism, desiring to create undue attention as the cynosure of all eyes and set himself up as a king with a world all his own. If you want to be a prince of a mikeman leave the kingly throne to mikemen who temper their work by imitation and a love of stage center rather than by simplicity, sincerity and an unassuming nature.

Now do you see why good mikemen are born, not made?

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

## W. F. SOUVES APPEARING

### Search Now On for Items That Will Score With W. F. Crowds

Over 250 licensed firms designing and making numbers—some creations already appear on market—should be big supply of salable items

NEW YORK, Aug. 20.—Altho the gates of the World's Fair here won't swing open until April 30, 1939, already everyone connected with the novelty business from manufacturer on down to souve workers and pitchmen is interested in new merchandise designed to appeal to the millions who will pass thru the turnstiles during the course of the fair. To date over 250 firms have been licensed by the World's Fair Merchandise Licensing Bureau to turn out items bearing the fair's design and motif. Every one is busy designing items with the hope that they will be real hits. Meanwhile the men who will sell these numbers are watching the finished products now appearing on the markets and trying to get an "ex" on some creation that they think fairgoers will want to carry home as a memento of their visit.

What will prove to be the hits of the fair? Of course, it is too early to venture a prediction. Not enough numbers have appeared. At Chicago's Century of Progress the three leaders turned out to be postcards, canes and the live lucky

turtles bearing decals on their backs. Will they repeat? Postcards should be as popular at the New York Fair as at Chicago, while the appeal of canes and turtles also should remain constant. Still there exists the possibility that some new creation will appear which will catch the fancy of the fickle public and put all others in the shade.

#### Numbers Beginning To Appear

While it is still too early for the souve workers, novelty stands and pitchmen to be giving much attention to the sale of fair souvenirs, several numbers have begun to appear on the shelves of the leading 5 and 10-cent stores here. Some have been getting a good play, it seems, and perhaps are indicative of the success they will enjoy next year.

One of the most colorful items is a yacht cap done in the orange and blue colors of the fair, with the trylon and perisphere insignia on the front. Number looks and fits just like the regular commodore type as far as general design and couples good flash with usefulness. Sailor caps and those of the baseball type are also on display in the orange and blue hues.

Other items seen are the familiar lucky coin pocket piece, lapel buttons, license plates and lucky rabbit foot aimed to interest New Yorkers in advertising the event. Fancy pillows, pillow cases, scarfs and handkerchiefs bearing colorful pictures of the theme center of the fair are on display. Key chains, knives, collar pins and tie clasps, tie racks, billfolds and coin purses are aimed to attract the men. Social Security plates incased in a leather case bearing the World's Fair emblem, together with comb and nail file cases, whisk broom cases, scrapbooks, pennants, are attracting visitors anxious to get their souvenirs eight months early. Several lines of postcards are on the market and dealers should have little trouble in getting any type they want at almost any price.

After the Christmas rush is over novelty manufacturers no doubt will begin turning out fair items full force. Distributors and jobbers will be searching the markets for red-hot numbers for their customers along with souve workers, novelty sellers and the rest of those who aim to get their share of the money that will be spent for souvenirs at the fair. From present indications none of the boys will be let down. There are certain to be enough items to catch the fancy and appeal to the tastes of native New Yorkers as well as out-of-towners. Big task will be in selecting from the vast number of items scheduled to be manufactured those that will garner the most dough.

### Town's Council Fiddles While Firefighters Burn

Threatened walkout by volunteer smoke eaters halts anti-bingo move—game continues three times a week—merchandise prizes only are awarded

KENTVILLE, N. S., Aug. 20.—This town's fire department, made up (with the exception of a few paid members) of volunteers, threatened to walk out and leave the town without a fire-fighting force if the town council, led by the mayor, carried out its threat to shut down the firemen's bingo. Fire department has been running large outdoor bingos three nights every week in a vacant lot in the center of town. Lot accommodates some 6,000 fans and the games have been a huge success. Only merchandise prizes are awarded and the game's proceeds go toward the purchase of additional and more modern equipment; toward a fund for ill members or members injured in the line of duty and toward a fund which is being raised for a new local hospital.

It is understood that the warrants have already been issued for the arrest of the persons at the head of the game but they remain unsigned. The game goes on despite the fact that the firemen are burned up over the whole situation and insist that their threat to leave the town fire department flat will be carried out as soon as any action is taken against them.

The mayor and the town council in the meantime continue to fiddle around, leaving the warrants unsigned and the firemen's bingos unmolested. Perhaps the mayor is wondering what would happen if his house caught fire the day after the bingo ban was enforced and there were no fire department to extinguish the blaze.

### 15th Annual K. C. Mdse. Show Opens

KANSAS CITY, Mo., Aug. 20.—Fifteenth annual Kansas City Merchandise Show will open tomorrow at the Hotel Muehlebach with hundreds of exhibits of new fall merchandise occupying five floors. Novelty goods, jewelry and merchandise items for prizes, premiums, novelties and specialties will be exhibited by 40 wholesalers and manufacturers of the Middle West section.

Jobbers and buyers from all over the United States were here today awaiting the show's opening. It will continue thru Thursday. The seventh to eleventh floors of the hotel were being filled with samples as show officials completed last-minute preparations.

List of attractions this year includes knives, watches, dolls, jewelry, cameras, cutlery, kitchen equipment and culinary aids, toys, balloons, candy and other items used by direct salesmen, pitchmen and others in the field. Everything points to record attendance.

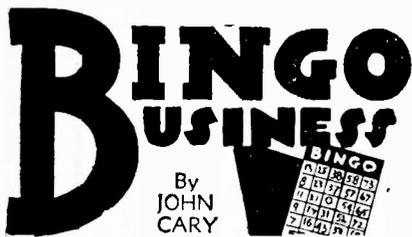
deals introduced in the last few years? Most of them have featured the same type of extra award—either a pencil or a pen. Now there is nothing wrong with either one—a pen or pencil has universal appeal—but thru constant repetition these premiums are bound to lose their effectiveness as trade stimulants. And unless the consolation award can lend a helping hand, most deals will take too long to pay out and prove unprofitable.

Which brings us up to this. We believe it would be smart business and good operating to change off on consolation awards from time to time.

There is no reason why the pen and pencil should not continue to play an important role on deals—but not in exclusion to all other items which may be used for the same purpose and as effectively. Even if it means on occasion that the operator must pay a few cents more for another type of premium. The added zest and quicker turnover should more than compensate him for the additional cost.

We have written on this subject at length because we believe it is an important one for the operator to consider. Do you agree with us? Can you suggest other items which may be used as consolation awards? Drop us a line. We shall be glad to hear from you.

HAPPY LANDING.



By JOHN CARY

OPTIMISM IS THE KEYNOTE around the E. S. Lowe Co., Inc., offices these days. An optimism based not on wispy hopes, but on a good deal of leg and brain work. Lowe's salesmen, Sid Ruderman and Ernie Marmott, who have been busy calling on the jobbing trade, report that almost all jobbers are stocking up in anticipation of a good season.

NOSING AROUND A FEW of the Midwest parks reveals that the bingo stands are doing well despite a multitude of competing attractions. We can't throw off the feeling, however, that business could be made a little better, by giving a little more intelligent thought to displaying merchandise prizes. For instance, instead of spreading awards out all over the place in a hit-or-miss manner without regard to size or purpose of the item, it seems to us a far better way would be to group the merchandise according to its character. All the decorative furnishings for the home, as a case in point, such as lamps, throw rugs and smoking stands could occupy one or two sections of the stand another group consisting of a complete range of vacation items such as cameras, car robes, thermos jugs and traveling bags could occupy another space or two on the shelf, and so on. Not only would the matter of selection be made easy for the player, but the whole thing would present a much more attractive appearance.

OSKALOOSA, IA., IS REPORTED to be following in the footsteps of its neighbors in Davenport, Ia., in that it (See BINGO BUSINESS on page 87)



By BEN SMITH

Why are consolation awards offered on a deal? A simple question to answer, isn't it? Yet, despite the fact that consolation awards are offered for a definite purpose to stimulate sales, we doubt whether operators give the attention they should to the choice of these extra premiums. At least it would seem so, judged by the similarity of the consolation awards featured on most of the deals introduced. Apparently operators are playing follow the leader, and are taking the line of least resistance with an item which can mean the difference between a successful deal and a floperoo. It just doesn't make sense.

A good major award will whet the appetite of a prospective purchaser—a good consolation award will help knock him over. The prospect will shell out much faster when he realizes he has one or more chances on another appealing item besides the big one. There is no argument here. Any operator who has ever placed a deal knows that he has made sales because of the consolation prize which he would not have made otherwise. And yet the extra award is almost treated like a step-child.

What do we find when we look at the

# 4000 AMAZING FAST SELLERS TOP NOTCH PRIZES AND FLASHY PREMIUMS

## BLANKETS



No. C343—Beacon Toba Indian Design Blanket. Bright colors. Attractive pattern. Size 60x80 inches. Each \$1.35. Case of 30 Blankets, Each \$1.30.

No. C347—Beacon "Mingo" Indian Design Blanket. Beautiful variety of colors and patterns. Edges bound with satin tape. Size 60x80. Each \$1.80. Case of 30 Blankets, Each \$1.55.

No. C344—Beacon Magnet Plaid Blanket. Satin bound edges. Attractive colors. Size 60x80 inches. Each \$1.60. Case of 30 Blankets, Each \$1.55.

No. C345—Duke Indian Design Blanket. Fascinating colors and patterns. Hemmed edges. Size 64x78. Each \$1.17. Case of 30 Blankets, Each \$1.09.

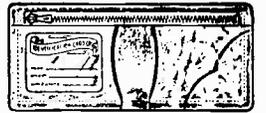
No. C406—Part Wool Single Bed Blanket. Size 66x80. Sewed edges. Popular colors of rose, green or blue. Each 79c. Dozen \$8.95.

## A HIT! GETS THE LOCATIONS

No. D320—Baseball is played in practically every city and town, every school, college and university in the U. S. Therefore it has wide appeal. Just as fans are enthused over baseball so they will be likewise ardent over "Play Ball" as it is based on the names of well-known baseball players.

**"70 NAMES — 70 PRIZES"**  
It has the names of 70 outstanding baseball players on the cabinet. The fan will pull the player's name to see the prize it will bring. Deal consists of 70 prizes, each worth 10c or more. Last number receives a gift, worth 50c or more. Brings in \$7.00 at 10c a sale. (Shipped express or freight). Sells to dealers for \$5.25 to \$5.50.  
Costs you \$3.50. Lots of 15, each \$3.35.

## PIGSKIN ZIPPER BILL-FOLD



No. M134—Size open, 8 1/4 x 3 1/4 inches. Has compartments for currency, stamps, cards, etc. A quality product. Sample, 19c. Dozen, \$1.95.

No. M207—Genuine Leather Billfold. Has compartment for currency, passes, cards, etc. Dozen, 80c. Gross \$6.95.

## LA JOLIE FACE POWDER AND PERFUME DEAL



No. T023—A high quality bargain package. Consists of: 1 fancy bottle of perfume and 1 square box, silver and red colored with window top; filled with a fine grade of face powder. Cellophane wrapped. A fast selling 10c pass out.

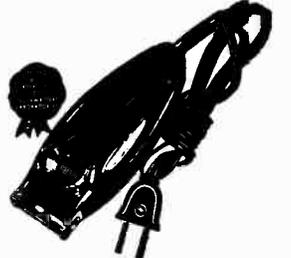
Sample, 6c. Dozen, 54c. Gross, \$5.76.  
No. T622—Power without perfume. Dozen, 30c. Gross, \$2.95.

## A REAL SENSATION



No. D220—Department, drug and variety stores should buy these appealing combinations on sight. Consists of scotty dog figure with a bottle of perfume, ribbon tied to dog's neck. A fine gift or prize. Sample 7c. Dozen 78c. Gross \$5.95.

## Hamilton Electric Shaver



No. E354—It taps a virgin market that is now opened wide. You can offer at a price the average man can afford to pay. Note these features: Precision motor, operates on AC or DC; chrome-plated head; guaranteed by the manufacturer. Compare with \$15 electric shaver performance. Complete ready to operate. (An astounding fast seller when sold by sales coupons. An operator reports 100 electric shaver sales in a 2-hour sale. Coupons for the shaver, 85c per 1,000.)

Sample, \$2.25. Dozen, \$2.15 each. Two dozen, \$1.98 each.



## BED SPREADS

No. C172—Size 72x90 inches, not including fringe. Finished with a 4-inch, hand-tied fringe. Colors: Pink, blue, gold, green, orange and orchid. Each \$1.39. Dozen, \$1.29 Each.

No. C219—Imported Rayon Bed Spread. Size 78x90 inches. Colors: Blue, gold, rose and green. Each 98c.



## Guaranteed Wrist Watch \$1.35

No. V301—Fine Quality Watch. Tonneau shaped, chromium finished case, with unbreakable crystal and adjustable metal band. A three-year guarantee is given with each watch.



## SALT AND PEPPER SHAKERS WITH TRAY

No. K146—Consists of Salt and Pepper Shakers made of colored and clear glass with metal screw-cap and silver color metal tray. Each Set 6c. Dozen, 49c. Gross, \$5.65.



## ASSORTED MINIATURE CHARMS



No. V89—Consists of Lion, Cat, Bird, Frog, Alligator and other subjects. Made of white and colored celluloid—looks like carved bone or ivory; some made from china. Each fitted with ring and silk cord attached. Packed 1 gross of one style to a box. Gross, 55c. Any quantity.



## NEEDLE BOOKS

No. N305—A select assortment of 74 golden-eyed needles for sewing and darning. Fine quality; highly polished. All needles in window papers on colored lithographed folder. Dozen, 58c. Gross, \$5.95.

No. N198—Fashion Quality Needle Book. Contains an assortment of 200 needles with a needle threader. Attractively packaged. Sample, 9c. Dozen, 98c. Gross, \$10.95

No. N208—Army and Navy Needle Book. Contains 29 silver-eyed needles with one paper of darning needles. Dozen, 15c. Gross, \$1.09.



## CROSS NECKLACES

No. 244X—Plain gold colored chain with cross, soldered chain and safety clasp. Dozen, 89c. Gross, \$7.95.

No. 251X—Rhinstone set cross with chain. Each on a card. Attractive. Dozen, 85c. Gross, \$9.50.

Also have 100 other styles and designs. Send for latest catalog, which shows the latest assortment at money-saving prices.



## ELECTRIC WATER HEATER

No. E541—A great demonstrator. A fast seller in coupon sales. Guaranteed against defects. Heats water quickly. Easy to use—plug in light socket and presto, you have boiling water in a short time. Has 7-foot heavy duty waterproof cord. Ideal for cottages, cabins, homes, offices, farms, trailers, etc. (Sales coupons 85c per 1,000. Sample, 85c. Dozen, \$8.85. 3 Dozen, 69c each.

## PENCIL WITH MAGNIFYING GLASS

No. R272—Bullet Shaped Mechanical Pencil with a magnifying glass at top. Comes in assorted mottled colors. Sample, 8c. Dozen, 69c. Gross, \$7.95.

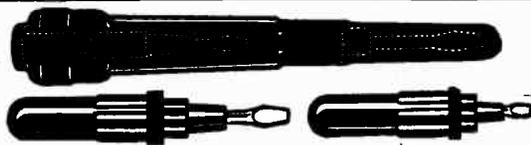


## OZARINA, THE GREAT PARFUM WITH 2 WOLFHOUNDS.

No. T660—The latest sensation of the season. An unusually fast seller from now until Xmas. Be the first to introduce in your territory and boost your earnings. Replicas of Russian wolfhounds, each carrying a generous supply of high-grade perfume. Attractively packaged. Everybody is wild about it. Sample, 55c. Dozen, \$5.95.

## ATTENTION! CANADIAN CUSTOMERS

The Universal Jobbers, 722 Davaar Ave., Montreal, Quebec, Can., have been appointed sole distributors of Canada for the popular Playball deal. We ask our Canadian friends to write to the Universal Jobbers for further particulars.



## 3-IN-1 SHOCKPROOF SCREW DRIVER SET

No. H418—Consists of 3 screw drivers, each a different size. Two of which fit into the handle of the larger one. Blades are made of steel; handle composition shockproof material. Each on a card. Electricians and radior men are ready prospects. Dozen, 90c. Gross, \$10.20.



## DEPENDABLE RAZOR BLADES

No. H563—Smooth sailing double-edge blue-steel blades. High quality. Packed 5 blades in a package, 20 packages in a colorful carton. 100 Blades, 34c. 1,000 Blades, \$3.28.

No. H564—High quality, smooth sailing, single-edge blades; 5 in a package, 20 packages in a carton. 100 Blades, 62c. 1,000 Blades, \$5.95.

Good quality double-edge blades; 5 in a package, 20 packages in a carton. 1,000 Blades, \$2.20.

Good quality single-edge blades; 5 in a package, 20 packages in a carton. 1,000 Blades, \$4.65.



## ATTRACTIVE TIES

No. C210—Fancy rayon ties in popular late patterns. Compare with 50c values. Dozen, 89c. Gross, \$9.95.

No. C211—Men's Wash Ties. Made of tub-fast material in French ends; preshrunk lining. Popular designs. Dozen, 39c. Gross, \$4.45.

## HAMILTON PLUNGER PEN SETS

PENS \$16.70 A Gr. and up | PENCILS \$10.60 A Gr. To Match

Pens come in plain black; mottled and pearl colors. They have a plunger type filler and transparent barrel; fitted with smooth writing non-tarnishable durium point, size 4 or 6. Mechanical pencils to match have reveal and expel movement. Black pens, \$16.70 per gross; mottled and pearl colors, slightly higher; and black pencils to match, \$10.60 per gross; mottled and pearl colors, slightly higher. Here is your opportunity to make a long profit on quality pens and pencils.

SEND \$1 FOR 3 SAMPLE PENS AND PENCILS TO MATCH AND CATALOG SHOWING WHOLESALE PRICES.



SPORS COMPANY 8-38 RUG ST., LE CENTER, MINN.



## THE LATEST SALES COUPON SENSATION

No. D290—Here's a tip. Sales operators and promoters—if you want to clean up with a new hot number, push this deal. Nationally advertised cosmetic manufacturer's name appears on each package of toiletries. Consists of box of face powder, perfume lipstick, cold cream and two pairs of 320 needle construction hose. Sale coupons 85c per 1,000. Sample Deal, 58c. Dozen, 55c each. Gross, 54c each.

## WINDPROOF LIGHTER

No. M32—Perforated chimney protects the flame from the wind. Has flint control, large fuel supply tank, nickel-plated case. Small enough for pocket or purse. Sportsmen, automobilists are ready prospects. Dozen, \$1.85. Gross, \$13.45.

No. M84—Windproof Lighter with sliding perforated chimney. Dozen, \$1.10. Gross, \$12.00.



## PEARLIZED OPERA GLASSES

No. V225—Pocket size. Fitted with good quality lens. Brings far away objects closer to line of vision. Sturdily constructed. Rationed metal body, covered with imitation mother of pearl shell. Ideal for sportsmen, games, tournaments, etc. Sample, 20c. Dozen, \$1.85. Gross, \$19.95.

## TERMS:

All prices are F. O. B. Le Center, Minn. 20% deposit requested on C. O. D. orders.

FREE Wholesale Catalog of 260 Pages of 4000 Items

Shows salesman's specialties; Selling plans; money-making ideas. This fascinating Book of Opportunity is FREE. Send for your copy—Today.

# 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.

## Illuminated Mirror

Utility illuminated mirror. Something new and different. Useful for traveling as well as for the home. Electric light bulb fits inside lamp, directly behind inclosed mirror, illuminating on all parts of the mirror, equipped with connection to plug in electric razor or electric curling iron. This mirror lamp is 12 inches high and comes in bronze, ivory or green colors. It's an ideal premium item and can be used as combination deal with electric razor on salesboard or other promotional sales plans. Manufacturer is offering them at a surprising low price, and from all indications item should prove an ideal fall and winter seller.



to be filling a need for salesmen in search of a specialty to use as an order opener. Agents catering to retail outlets are said to be cashing in on this number since the attractive package results in many sales to people wanting just a few pieces of writing paper.

## New Hair Preparation

Many years' research on hair lotion and shampoo by a young chemist have resulted in the American-made hair lotion and shampoo called Gro-Tex. Originally used by some of America's leading

## NEW ITEMS

in CARNIVAL MERCHANDISE

Blankets  
Bingo Items  
Premium Goods  
Novelties  
Souvenirs, Etc.

## NEW LOW PRICES

1938 CATALOG NOW READY  
State Your Line.

**WESTERN NOVELTY CO.**  
1729-31 LAWRENCE ST.,  
DENVER, COLO.

## Letter-Writing Kit

The convenience of the Husco Letter-Writing Kit is reported to be making a big hit these days. Item consists of six sheets of writing paper and envelopes packaged in a neat two-color carton. As a 5-cent retailer the item is reported

Extra Value! **\$2.25** Each



No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

**ROHDE-SPENCER CO.**  
223 W. Madison St. Chicago

## FAIR SPECIAL !!

Carton of 36 DOLLS, two Styles, 11" high.....\$5.40  
Carton of 18 CIRCUS HORSE WITH FEATHER, 11" high ..... 3.24  
Carton of 80 DOGS Asst., two styles, average height, 5" high ..... 4.00

Terms: Half Deposit with Order, Balance C. O. D. We carry a full line of Plaster. Send for Free Catalog.

**CLEVELAND STATUARY MFRS.**  
3921-27-33 Payne Ave., Cleveland, Ohio.

## CONCESSIONAIRES!!

MERCHANDISE FOR EVERY GAME ON THE MIDWAY

LOWEST PRICES  
SAME DAY SERVICE

CATALOG FREE FOR THE ASKING

**HEX MFG. CO.**

468-470 SENECA ST.  
BUFFALO, N. Y.

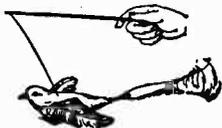
## ATTENTION

Lord's Prayer and Ten Commandments on new gold finished metal, polished, lacquered and carded, 90c per 100. They sell on sight. Trial order will convince you. Bracelets, \$5.00 a 100. Those are the year around prices. 3 Samples 10c.

DAVE MARKUS, Chicago, Ill.  
131 South Honoré St.,

## FLASH! SOX! FLASH!

10 Dozen Pairs Men's Rayon Silk and Cotton Socks, Seconds, will be sent to you prepaid for \$8.00.  
**FALLS CITY MERC. CO.**  
Box 305, New Albany, Ind.  
ORDER 10 DOZEN TODAY.



CONCESSIONAIRES—PARKMEN—  
STREETMEN—PITCHMEN—  
CARNIVALS

We Have the Goods You Need—  
And Always the Right Prices!

- Celluloid Dolls
- Flying Birds
- Bamboo Canes
- Parade Canes
- Pennant Canes
- Fur Monkeys
- Parasols
- Balloons
- Bingo Games
- Novelties

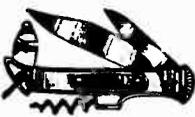


Write for Our Big Catalog No. B130

Features Everything for the Show World

State Business You Are In, As We Do Not Sell Consumers

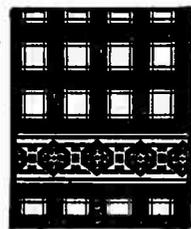
## Combination Glass Cutter Knife



2 Blades, Glass Cutter and Corkscrew, Nickel finish, metal handle, center has colored celluloid inlay. Shackle for chain. Size closed, 3 1/2 in. 1 dozen in package.

B100 178

Per Gross \$12.00 | Per Dozen \$1.05



We Have a Full Line of Beacon Blankets for Immediate Delivery



## TRIXO Hand Monkey

Composition head shaped exactly like a monkey's. Cloth body. Each in lithographed display box.

B 38N11

Per Gross \$16.50

Per Dozen \$1.50

## Get Going with this Hot Number! Good Luck Key Chain

Cast Metal Horse Shoe with Nickel Finish Flexible Key-chain. Each carded, in cellophane envelope.

B26 C22

Per Gross \$4.20



**N. SHURE CO.** 200 WEST ADAMS ST. CHICAGO

**30 SECONDS**  
To Read This Ad

**30 DAYS**  
To Establish

A Permanent, Assured, Substantial Income.  
SALES REPRESENTATIVES WANTED.

Write for Details Why

## TRAVELSTAMPS

is the most compelling plan yet devised to stimulate sales.

TRAVELSTAMPS, INCORPORATED,  
11 W. 42D STREET, NEW YORK, N. Y.

## PICK YOUR FUR COAT WINNERS FROM THIS AMAZING CATALOG FREE!

Don't buy fur coats until you get our new catalog featuring a complete line of the latest and smartest models in coats, scarfs and capes. All furs, all styles, all sizes in the only line on the market with which you can get repeat business. Our coats will not fall apart.

Here's a typical example of the values we are featuring: P'd seal, dyed Coney FUR COAT. (Swagger or fitted style.) All sizes.

**\$9.00**

1/4 Deposit, Bal. C. O. D. Immediate Shipments. Rush Your Orders Now for Big Money this Season!



**H. M. J. FUR CO.**  
150 W. 28th St. New York, N. Y.

The Last "Word" in Your Letter to Advertisers, "Billboard".



## NECKWEAR



If you put price before quality this ad is not intended for you. We are supplying road men in forty States. These Fall Styles for Immediate shipment.

- No. 060-B—Men's Fashion Fabric Cravats @ ..... \$ 8.50 Per Gross
- No. 070-B—Men's Ace Silk Lined Cravats @ ..... 13.50 Per Gross
- No. 080-B—Men's Style Plus Brand Cravats @ ..... 16.50 Per Gross
- No. 090-B—Men's Challenger 50c Label Cravats @ ..... 18.00 Per Gross
- No. 700-B—Men's Hand Tailored \$1.00 @ ..... 33.00 Per Gross

10% Deposit With Order—Balance C. O. D. Shipment Made Same Day Order is Received. Money Back Guarantee If We Don't Give Better Value.

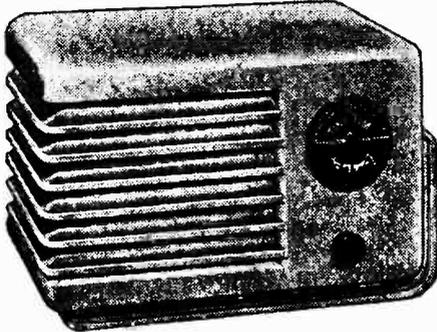
**KEYSTONE MFG. CO., Atlanta, Georgia**

**IVORY**  
**RED**  
**BLACK**  
**WALNUT**

*The Beauty of* **COLOR**

**... AT NO ADDED COST!**  
New 1939 Model \$ **6 95**

**Bakelite Cabinet**  
**Size:** 5" x 7" x 4 3/4"  
**Dynamic Speaker**



**Silver "Jr."**  
Here is quality plus the "eye-appeal" of color-- at a price that is truly sensational. Splendid tone. One year guarantee. Money back if not 100% satisfied. 4 RCA lic. tubes. Choice of any color.

Small in size, yet big in performance, the Silver "Jr." is sure to create a sensation. Order a sample right from this "ad"—we know re-orders will follow quickly. **IS YOUR NAME ON OUR MAILING LIST?**

**SILVER MANUFACTURING CO., Inc.**  
2868 ELSTON AVENUE • Dept. 133 • CHICAGO, ILLINOIS

**PRICES SLASHED!**  
**19** inches **DUMMY DOLL \$3.50**  
High **LOWEST PRICE EVER OFFERED FOR DOZ**  
**LAGE VENT. DOLL**

We have an entire new line of flash merchandise for Carnival, Bingo, Sales Board, Concessionaires, Premium and Direct Sales Operators.

**OUR PRICES ARE LOWER THAN EVER**  
See Us First, We Will **Terms—25% Deposit, Save You Money F. O. B.**  
**WORLD TRADING CORP.**  
873 Broadway, Cor. 18th Street, New York City



**WHITE PEARL PEN & PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card. Selling Like Wild Fire. Write for Details.**

● Premiums, Sales Boards, Notions, Lotions, Perfumes, Carded Goods, Blades, Soap, White Shoe Polish, U. S. Rubber Swatters, Balloons, Electric Clocks and Lamps—Sideline Merchandise.  
● Wagonmen, Pitchmen, Home and Office Canvasers, Get Free Catalog Listing Money-Making Items.

**CHAMPION SPECIALTY CO.** 814-H CENTRAL ST., KANSAS CITY, MO.

**Genuine Briar PIPES**  
Asstd. Shapes and Stems. 12 to Display Card. **\$1.50** Per Card. 25% Deposit on C. O. D.s

**FUR TAILS \$5.00**  
Per 100

Get 'Em Now for Big Profits. The largest, bushiest genuine Fur Fox Tails on the market, with two strong cords for tying to radiator cap, motorcycle, bicycle, etc. Flashy red, white and blue streamer. Cash in on the hottest Fair item! Rush your order today for same day shipment.

**GENUINE LAMBSKIN FUR RUGS \$1.00**  
each  
1/3 Dep., Bal. C.O.D.  
Same Day Shipments Guaranteed.

White, brown or gray fur shades. Big Flash. Hot \$5 seller in all dept. stores. Measures 2x3 ft. Sure-fire money maker at this close-out price. Order today!

**H. M. J. FUR CO.**  
150 W. 28 ST., NEW YORK, N. Y.

tonorial shops for the treatment of dandruff, itching scalp and to help maintain a healthy scalp condition, the lotion is now being manufactured for general use following the receipt of many unsolicited testimonial letters, telling of the marvelous results obtained, it is reported. Product is not yet ready for general distribution, but the makers state that as soon as they are able to make increased laboratory arrangements to take care of the public demand, they hope to place it on the national distribution basis.

**Eye-Opener**

A new trick magnifying glass, introduced by H. Fishlove & Co., promises to be a popular hit. From all appearances it looks like a genuine pocket magnifying glass, but instead shoots a stream of water into the victim's face. It comes in a simulated leather case and fits neatly into the pocket. Nozzle cannot be detected and the trick invariably works, it is stated. Firm reports number is harmless. Each Eye-Opener is mounted on an attractive card.



**JEWELED LADIES BAQUETTE WATCH**

No. 114—With 35 Sparkling Facsimile Diamonds, Jeweled Movement. Lots of 3, Each

**\$4.75**

Samples, \$1.00 Extra. Send for Latest Catalog. 25% Deposit with Order, Balance C. O. D.

**FRANK POLLAK**  
86 Bowery (Phone OR. 4-5941) New York, N. Y.



**PLASTER**

Plenty on Hand for Southern Fairs.

**J. COSIMINI CO.**  
Hillsboro Road, Raleigh, N. C.

Send your correspondence to advertisers by mentioning The Billboard.

**ELGIN De Luxe**  
Trademark Reg. U. S. Pat. Office.

**ELECTRIC (Self-Starting) DRY SHAVER**

NATIONALLY ADVERTISED

**\$15**



**DISTRIBUTORS:**  
HUNDREDS OF DOLLARS WEEKLY FOR OPERATORS WHO CONDUCT SPECIAL STORE SALES!

*World's Largest Manufacturer*  
**Of DRY SHAVERS and CAMERAS**

**OFFERS** a special deal on nationally known Elgin De Luxe (self-starting) Electric Dry Shavers at unheard-of low prices. Fastest and biggest money-making proposition in the entire dry-shaver field today. Our factory demonstrations now mean hundreds of dollars weekly for operators.

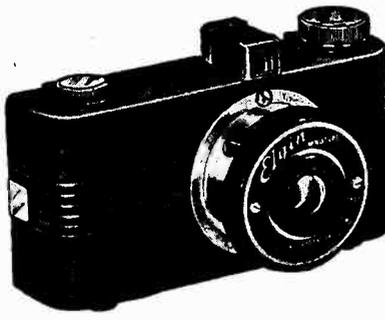
Only financially capable operators who can buy and sell shavers in big quantities will be considered. This is a proposition for men who think in a big way—and operate on a large scale.

**ELGIN DE LUXE ELECTRIC DRY SHAVER** is self-starting, self-sharpening, and we think it's better than the best! **ELGIN DE LUXE** shaves smooth and clean, won't irritate, does a perfect job on every type of beard. Has precision motor, streamlined case, self-sharpening cutter, double-action cutting head, and is guaranteed for one year! High-Speed Electric Motor Driven. A. C. or D. C. Current. Men and women alike find **ELGIN DE LUXE** has everything in quality, appearance and performance. Nationally advertised \$15.00.

Write or wire for complete details about this extraordinary money-making proposition.

Now the New **ELGIN Candid Type Camera**

Camera fans everywhere are waiting for this amazing new camera. Super speed lens, eye level view finder and instant action shutters are only a few of the features. Never before has it been possible to sell such a fine camera at such low prices. Action shots with the depth and clarity every one prizes are taken with ease. The new **ELGIN** high-speed camera makes 16 perfect pictures from every roll of film. Get special quantity prices at once!



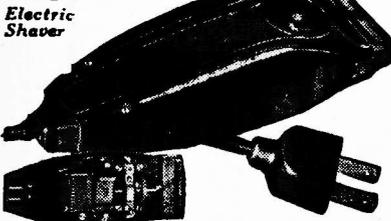
Write or Wire  
**ELGIN LABORATORIES**  
1649 FULTON ST., CHICAGO, ILL.

(See POPULAR ITEMS on page 88)

**FALL SPECIALS**

Here are a few Specials from the Hagn No. 385 Fall Catalog ready September 10. Ask for your copy now.

**WILLARD**



No. B10K57—The new Willard features scientific design, New Dual Style Cutting Head, powerful motor and Smoother, Cleaner, Quicker Shaves Without Irritation, and it's priced Right. Molded black body. For 110 volt, A. C. or D. C. Complete in genuine leather case. **\$2.50**  
Per Doz., \$27.00. Each.....  
Quantity Users, Write for Prices.

B10E22—Marvel Electric Dry Shavers. Black Case. While they last, Each **\$1.85**  
\$1.95. In Dozen lots, Each.....



**LADIES WATCHES**  
No. B13W73—9 1/2" L. size. Smartly styled chrome cases with dainty link bands to match. Guaranteed 10 year movements. \$10 value. A fine flash for premiums, scheme, promotions. Attractively boxed. Each in Lots of 12 **\$2.25**  
Less than 12, **\$2.45**  
Each.....  
No. B13W77—10 1/2" L. size larger as above. Each in lots of six **\$2.10**

**CHARMS**

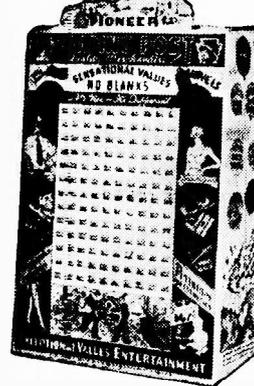
We have 'em all new snappy numbers, Birds, Soldiers in a wide variety. 1 gross each of 10 numbers, total 10 gross for only **\$6.50**  
Order Spec. Asst. B15



**HEIGH HO! HEIGH HO!**  
and how the PROFITS GROW! **GIANT DOPEY DOLLS**

You will "Whistle While You Work" with Dopeys out on locations bringing in the dough. Has mouth that opens. Turning head. Big, flashy, colorful dress. Giant 25 inch size, complete with 300 hole one-shot board. Order No. B311, complete deal, Each **\$2.45**

Deal No. B312—600 Holes pays out 3 Giant Dopeys, takes in \$30.00. Complete deal, board and 8 Dopeys, **\$8.45**  
B18X118—Giant Dopey Dolls. **\$2.00**  
Only, Each  
B18X114—Dopey Doll, 11" high. **\$8.50**  
Molded Head. Dozen



**No Closed Territory with this Profit Maker**  
Sell and operate Trading Post, the 100% legal salesboard deal. Amusing, fascinating, a riot of fun. Sells out fast in all locations. 130 prizes of great variety. Takes in \$13.00. Resells to dealers at \$9.75. Hgt. 24". Wght. approx. 18 lbs. Order No. B18. Packed two in carton. Each, **\$5.95**



**FRENCH NUDY OUTIES DECALS, \$1.00**  
32 for \$2 for  
A sparkling new series of Frenchy style Turn-Around Decals, lively, colorful, natural, tops anything so far. Just wet and slide off on beer glasses, cocktail glasses, windshields, etc.  
B21V80—Decals only. Four Strips of 8 Girls **\$1.00**  
B21V61—Complete on Glasses (6 assorted in box). Dozen **\$1.00**  
WRITE — WIRE TODAY.  
25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 383, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

**JOSEPH HAGN CO.**  
Wholesalers and Importers Since 1911.  
217-223 W. Madison St., Chicago, Ill.

# The Players' Side of Bingo

## A Symposium

### The Inquiring Reporter

In Allentown, Pa., an inquiring reporter made the rounds asking citizens the question, "Are you in favor of a ban on bingo games and similar enterprises?" The replies he received are listed below:  
"No, I don't favor a ban. Bingo really isn't gambling but merely a social game with some chance involved in it. It's a good game and has furnished a convenient way for many churches and other organizations to raise money. The people seem to enjoy such games and apparently don't mind if it costs them a little money."—John Mulastis, silk worker.

"I don't think a ban is a good thing. If a person wants to gamble, and the average American does, why should he do it behind other people's backs? Bingo games are too popular to be stopped by any ban in my opinion."—Fred Otto, repair man.

"I don't see anything wrong with bingo. It really gives the people a break who don't have much money and are given the opportunity to win a prize, usually something that can be used in the home. Personally I like the game and I think a good many other people enjoy playing it also. I don't believe it should be banned."—John Kloiber, machine operator.

"I don't favor a ban on anything that prohibits a man from making an honest living. If these games can be run honestly I, don't believe they should be banned. No man should be stopped from making a living thru an honest effort. If these games fall into that category I see no reason to stop them."—Thomas Egan, manager.

### Far-Fetched Reasoning

Here's a letter written to the editor of The Reading Times in response to an attack on bingo:

"Editor of The Reading Times: What's all this ado about bingo games? Surely it's a little far-fetched to term bingo as gambling and drive it out of the city. It seems to me that bingo is a business and not a racket. A man running a bingo game must set up a place of business and outfit it. And once it is going, a fair, if not the larger, share of what he takes in goes back into the business. Any intelligent person will agree with me that gambling rackets are not so.

If a person, pleasure bent, goes into a movie, what does he do? He pays 40 cents admission and after two hours he comes out with what? Simply the memory of two hours of entertainment. Yet this is not illegal. The circumstances under which bingo operates are much the same. One pays 40 cents admission, and one comes out again after a few hours, sometimes enriched by a prize, and at any rate with the memory of a few hours of entertainment. Some say bingo is illegal because it resembles gambling. Couldn't the game likewise be considered as theater entertainment since it also has certain points of similarity to that type of entertainment, too?

There is a great unfairness involved, too, toward those who patronize the game. You'll find that those people are largely of middle age who have become accustomed to playing the game as a relief from the monotony of their daily mode of living. Reading is sadly lacking in entertainment for this class of people. Too many of them don't care for the movies, and I think that you'll agree with me that dancing and sports are hardly appropriate. This is the only form of entertainment that some people have had. Are they to be denied it simply because a few people are convinced it is a vile form of gambling?"  
—Fern Waldelich, Reading, Pa.

for consideration in Massillon, O., an irate taxpayer sent the following to the editor of The Massillon Independent:

"Bingo-bingo-bingo, we want bingo! This is the request of hundreds of citizens of Massillon. Why drive out of town a certain portion of business when everything possible is needed to keep business moving under present conditions? It is a known fact that a goodly number of people are employed at these games, so that it is easy to see the game has helped the city with its big relief problem. There is also a State license and tax paid from which, in turn, the city benefits. It is very hard to consider this game any more than an evening's entertainment for many hundreds of our citizens.

"Now if the law should class this as gambling in one place and legal in another only a few miles away it might be well to have the city council or some one else with a few grains of sense to make some rule whereby a game that is legal in Canton and in Navarre and everywhere else within traveling distance of a night's entertainment is under direct sanction of the law right here. If bingo is banned here it won't stop the yearning of the people to play the game. Most probably it will only serve to intensify it, for usually people want most what they can't have. As a result the money for bingo will simply be spent in other near-by towns where the game is legal. Why not be sensible about the whole matter and make sure that money stays right here."—A Tax-Paying Citizen.

### Keeps Schools Open

When The Trenton (N. J.) Times printed a front-page article urging a clean-up on bingo, trate bingo fans did not take the challenge lying down. The

following is one letter of many the editor received:

"I think it is unfair and unjust of you to publish such an article on your front page about the current craze for bingo. I notice there is no justification for such an article save that one-half of the 'pot of gold' goes to the house. The house in many cases is a school—most of which are parochial. It seems to me there could not be a more worthy cause. And as for the game itself, certainly it is no more gambling than pinochle, 500 or bridge.

"There is no doubt that the major number of our parochial schools are being kept open by the proceeds from these games. I would suggest that if The Times cares to sponsor a 'clean-up-on-bingo' campaign in our city and would like the taxpayers to support the thousands of pupils in our some 13 parochial schools, it should remember the trouble we are having getting even one new school. The crusaders may have the city council and the board of education behind them, but I certainly doubt it."—J. R. Smith.

### A Historic Plebiscite

In all the history of bingo and city governments, perhaps there is no more interesting chapter than that penned by the municipality of Woburn, Mass. This was the first city in the country to sponsor municipal bingos for raising relief funds for the city. When some of the crusaders began a tirade against the game Mayor William E. Kane put the matter squarely up to the public. This past April 24, 46 per cent of the registered voters in the city went to the polls to vote on the question, "Do you approve of the municipal bingo for revenue for the welfare department?"

The results of the poll were a landslide for bingo, 3,523 voted in favor of the game while 946 voted against it. Just an example of the manner in which the

## This Game Called Bingo

In the past few years bingo has leaped from a small-time game played on carnival lots and in the homes into the big business class. Players have increased from thousands to millions. As a merchandising outlet bingo games have distributed millions of dollars in prizes. Profits derived from these games have built hospitals, increased relief funds, financed soup kitchens, defrayed church debts, put worth-while fraternal organizations back on their feet, kept parochial schools open and financed other worth-while enterprises.

People employed to help run these games have been kept off the relief rolls. The vast amount of prize merchandise used at these games has meant added profits for wholesalers and manufacturers and enabled them to add more names to their pay rolls.

History, however, soon began to repeat itself. Just like the crusaders of years ago tried to ban Sunday baseball, dancing, beer and liquor and other pleasures, narrow-minded Carrie Nations and petty politicians seeking to use a campaign against bingo as a stepping stone to higher office soon raised the cry that bingo is gambling and should be banned. All over the country bingo fans have risen to the defense of the game.

So many conflicting stories began to appear in the press that we began to wonder just what the average person thinks of the game. The following parts of this symposium are expressions from people in all parts of the country in behalf of bingo. Some appeared in the press; some came direct to The Billboard.

Altogether they are conclusive proof that people want bingo, that the majority do not regard it as gambling, but as a worth-while diversion. Perhaps the best reflection of the average person's reaction to the game was seen in a play given before the City Club of Cleveland last April in which one of the players explained to the mayor: "Bingo takes people's minds off their troubles. In China, it's opium; in America, it's bingo. Come on, let yourself go and spend a dime."

Operators should find the following stories to be worth-while ammunition in their fight for the legality of bingo.

### An Ohio Case

When the legality of bingo was up

average citizen regards the game when he has a chance to make his voice heard.

From Bingo to Booze?

When the bingo question came up in Philadelphia the editor of The Bulletin published the following letters from subscribers:

"If we have no bingo I suppose the taprooms will prosper more. Isn't it much better for one to enjoy an evening's entertainment playing this game than to spend his time in a smoke-filled taproom until all hours of the morning?"—Mrs. L. S.

"To the Editor: I have been attending a couple of large bingo parties each week for about a year and a half and find

them to be good clean pastime, always very well conducted and for charitable purposes. About 50 per cent of all attending are the older class of people. Why should anyone want to close these games? No one has to attend them. People want to go. Why? Because they like bingo. Isn't it a lot better than to have all these people passing time in some taproom until 2 or 3 in the morning?

"The taxpayer hasn't a whole lot left these days, so why not let him enjoy the little cash he has in his own way? Why don't the crusaders attack the real gambling interests instead of leveling their guns at something so harmless as bingo?"—D. D. McGuire.

Churches and Bingo

"Say what you want about bingo," pens J. R. Lawrence, of Nebraska, "but undoubtedly there'd be a lot less religion in the country today if it wasn't for this game. When times are tough like they have been in recent years, parishioners can't afford to put any appreciable amount of money in the collection basket, so some worldly means of raising money must be found to keep the churches going. Bingo was found to be the answer to this need and in spite of all criticism has been doing a noble job. We just can't expect dollars to fall from the heavens like manna.

"I know of many cases where bingo has provided the money for fuel to keep the church warm in the wintertime, where it has paid off the mortgages of others and kept them out of the hands of the sheriff, where it has enabled them to keep soup kitchens open for the poor, furnished funds for a free day nursery for working mothers, clothed needy school children and a 101 other tasks which the good Lord bade us do. Certainly no game which does so much good can be termed an evil thing. If it be gambling, let's have more of it."

A Cheap Evening

From Montgomery, Ala., comes this letter in favor of the game: "I didn't know much about this game called bingo until I attended a game in a near-by town recently. Never have I had a better time on such little money. For two and a half hours of fun it cost me \$1.85 spent as follows: Admission, 40 cents; extra lap-board, 25 cents; special game, \$1; bus fare, 10 cents; two soft drinks to settle the nerves, 10 cents. In the end I won a bathroom scale that wholesales for \$1.95.

"There's a certain fascination about this game that gets into your blood. It's not the tenseness one feels at a poker game for even moderate stakes or at any gaming table. On the other hand, all seem to relax and really enjoy themselves. Just common everyday folks play the game, for it hardly is risky enough or offers the money-making opportunities sufficient to interest any gambler. Players realize they can't lose much and have the consolation that even if they don't win one of the attractive prizes on the shelf the most of their money goes to a worthy charity.

"When they win—say, I've never seen anyone's face light up with such happiness as that of a woman at one of the games I attended who won a small radio. She became almost hysterical and over and over she told the people 'round her, 'My boy, Edward, you know the little boy, he told me, 'Mama, you go win that radio for me.' He said, 'Mama, I don't want you to win anything but that radio.' That's all he wanted. Oh, I'm so thrilled, but it's just for the boy, you know, the little boy. He wanted that radio, etc.' No foolin', that alone was worth the price of admission."—R. M. Meyer.

BINGO BUSINESS

(Continued from page 82) is cutting out bingos at which cash prizes are awarded. Merchandise prizes only seems to be the coming thing in bingo and a good thing, as we have said often before, it will be for the business too.

HERE'S TO A BIG fall bingo season. Let's hear from some of you boys about your plans for the fall. Maybe we can pass an idea or two on to each other.

FALL SPECIALS For FAIRS and CARNIVALS

- Box Cameras and Films. Each. 6c
3 Piece Perfume Sets. Each. 7c
Wallets, Assorted Colors. Each. 5c
Leather Wallets, Laced. Each. 13c
Leather Wallet Set, Boxed. Each. 15c
3 Piece Military Set, Boxed. Each. 35c
8 Piece Manicure Set, Boxed. Each. 35c
Chrome Penlite Comp. with Batt. Each. 12c
Salt & Pepper Shaker Sets. Per Set. 6c
Compacts, Ass't. Colors. Each. 7c
Pocket Knives, Assorted. Each. 7c
Pkt. Knives (World's Fair Emb). Pearl Each. 19c
Gem Razors. Each. 7c
Automatic Lighters. Each. 8c
Comb & Mirror Combo. Each. 3c
Novelty Ash Trays. Each. 2c
Animal Figures, China, Ass'td. Gross. 75c
Lucky Charms, Ass't. Gross. 65c
Lucky Elephants, Ass't. Gross. 75c, \$1.25, \$3.00
25% Deposit With Order, Bal. C. O. D. No catalog.

J. C. MARGOLIS 912-920 BROADWAY NEW YORK CITY

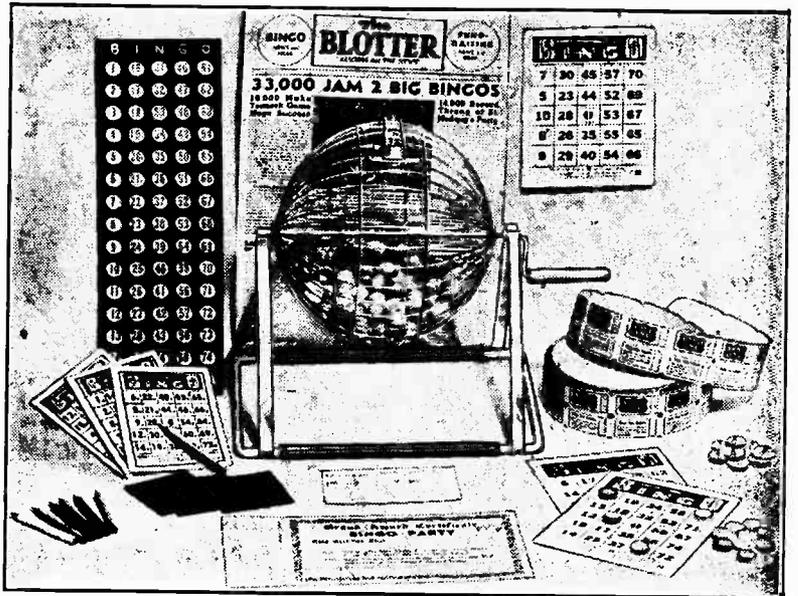
PLASTER DON'T FORGET THE RALEIGH FAIR Large assortment ready for Southern Fairs. Wire, write or visit our factory. Always open — Nights and Sundays. METHOD STATUARY CO. U. S. Highway No. 1, Near Fairgrounds, Method, N. C.

BOUDOIR DOLLS \$24.00 Dozen WINDOW BOXED Beautiful Dolls attract business. This Doll is exceptionally large and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with Orders. STANDARD DOLL CO. Inc. 36 E. 22 St., N.Y.C.

REMEMBER CENTRAL'S GUARANTEED REBUILT WATCHES are the year's greatest profit makers. Each watch is thoroughly reconditioned, re-cased in modern style cases and tested for accuracy. Prompt delivery in any quantity. Send for our LATEST 24-PAGE CATALOGUE TODAY. CENTRAL WATCH MATERIALS & SUPPLY CO., INC., 134 South Eighth Street, PHILADELPHIA, PA.

NEW --TRU-NOT--NEW! NECKWEAR PATENTED The only natural Four-in-Hand Knotted Necktie Made. You cannot tell this tie from a Hand-Knotted Necktie. Made of the Latest Patterns. ALL SILK LINED \$3.50 per dozen; \$39.60 per gross—Postpaid In Fine Display Cases TRU-NOT NECKWEAR CO. 551 East Locust St., Philadelphia, Penna.

JOBBER! BUY DIRECT FROM AMERICA'S LEADING MANUFACTURER OF BINGO SUPPLIES



- 3000 SERIES Colored SPECIAL GAME BINGO CARDS
1500 SERIES Colored SPECIAL GAME BINGO CARDS
Heavyweight BINGO CARDS (All Sizes, All Weights. For every purpose.)
Heavy Duty BINGO CAGES
Die-Cut or Stamped BALLS and CALL NUMBERS
Heavy Duty MASTERBOARDS (Grooved to hold Bingo Cage Balls)
LAP BOARDS — Mounted and Unmounted
Black Paper Perforated MARKERS
Colored Wooden MARKERS
GRAND AWARD CERTIFICATES
DOUBLE DOOR PRIZE COUPONS
ADMISSION TICKETS (Double and Single)
BINGO PENCILS
New, Streamlined AUTOMATIC BINGO MIXER
COMPLETE BINGO GAMES

IN FACT, EVERY CONCEIVABLE ACCESSORY FOR THE SUCCESSFUL OPERATION OF BINGO, POSITIVELY AT THE LOWEST PRICES IN OUR HISTORY. SEND TODAY FOR CONFIDENTIAL PRICE LIST.

E. S. Lowe Company, Inc., intends to make the Fall Bingo season the biggest ever for all its jobbers through improvements and innovations in all types of equipment and supplies; through publication of the first newspaper devoted exclusively to Bingo and fund-raising campaigns to stimulate interest in Bingo, open up new games, create more business for jobbers everywhere. These are only two of the progressive steps we have taken to make your Bingo season the biggest ever. And COMING SOON! E. S. Lowe will introduce the only brand new Bingo novelty in the past five years. Watch for it. It will mean money to you!

Have you received your copy of THE BLOTTER, the only newspaper devoted exclusively to Bingo and other fund-raising news and ideas? If not, write for it today! It's FREE! TO EVERYONE.

E. S. LOWE CO., INC. 698 SIXTH AVENUE, NEW YORK, N. Y. Stuyvesant 9-0040.

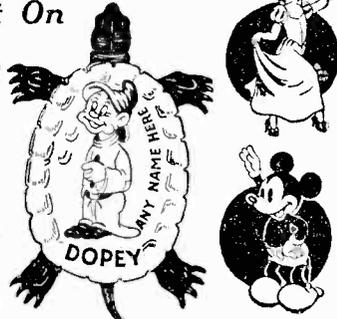
Carnival Novelties New Stock—Just Arrived
BB1 Men's Toy Wrist Watches, 1 in box Gro. \$3.75
BB2 Gillette Style Blue Blades Per 1000 3.00
BB3 Flying Birds, Outside Whistle Gro. 1.85
BB4 Flying Birds, Inside Whistle Gro. 2.35
BB5 High Hat Fur Monks, 8 1/2 in. Gro. 3.50
BB6 High Hat Fur Monks, 8 in. Gro. \$8.75
BB7 Piggy Wiggy, Conopo, 8 1/2 in. Doz. 1.25
BB8 Cell. Doll, 7 in., with Plume Dress Gro. 3.50
BB9 Swaggar Sticks, 36 in. Gro. 5.50
BB10 China Head Swaggar Sticks Gro. 6.75
BB11 Jap Cig. Cases Gro. 4.50
BB12 Reach Bounder Balls Doz. 1.15
BB13 Carnival Print Balloons, No. 8 Gro. 2.85
BB14 Spiral Balloons, 4 1/2 in. Gro. 3.50
1938 CATALOG NOW READY. WRITE FOR YOUR COPY. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS. LEVIN BROS. TERRE HAUTE, IND.

A VALUE SENSATION! The ELGIN DE LUXE Electric Dry Shaver Reaches a new high in quality and performance—compares with any of the higher priced shavers on the market—yet is astoundingly low priced. Each Elgin DeLuxe is complete with a genuine leather carrying wallet. OPERATORS—Write for Confidential Prices! SEND FOR YOUR FREE COPY OF OUR NEW 1938 CATALOG Hundreds of illustrated pages featuring thousands of clever, original novelty creations for Concessionaires, Pitchmen, Novelty Workers, Etc. Don't fail to send for your free copy of this big "Buyers Guide" today! GELLMAN BROS. 119 North Fourth St MINNEAPOLIS, MINN.

WIRE-WORKERS ATTENTION Introducing the most revolutionary change in the manufacture of wire jewelry since the advent of square wire. ONYXITE—An inexpensive, new, highly polished, black name plate material to bring out thru exquisite contrast, the true beauty of the wire-workers art. Equally effective with gold filled or sterling silver. Onyxite's beauty is reinforced by its fire, water and acid resistant qualities. ONYXITE is available in several numbers. Your own design will be made to order. Write for free samples and quotations to KELLERMAN-BREITWORT CO., Ocean Park, Calif.

**SNOW WHITE and 7 DWARFS**  
A Tremendous Hit On  
**LIVE "LUCKY" TURTLES**

Immensely popular! They sell like hot cakes for 25c at Fairs, Parks, Carnivals, Expositions, Resorts, etc. Only about 2 in. long, beautifully decorated with WALT DISNEY'S famous characters, SNOW WHITE and 7 DWARFS, MICKEY MOUSE, DONALD DUCK — in full waterproof colors. Also hand-lettered with name of your attraction, town or person's name. A positive sensation everywhere!



**10c EACH IN 100 LOTS**  
HAND LETTERED  
Sample Dozen, \$1.50 Postpaid.  
WONDER TURTLE FOOD in cellophane envelopes (10c seller) \$2.50 Per 100

FLORAL DESIGNS, SCOT-Tie, Etc., in 100 Lots. **9c Ea.**

INDIVIDUAL, Self-Mailing Boxes, Postal Approved. **1c Ea.**

Prices F. O. B. Chicago. Approx. 5 Lbs. Per 100.  
Exclusive Licensees for Turtles by Walt Disney Enterprises.

**HI-BALL LASSIES**

New Low Prices

The real hot glasses big-time operators use exclusively! More life-like! Sell faster! LITHOGRAPHED, will not come off or chip at edges.

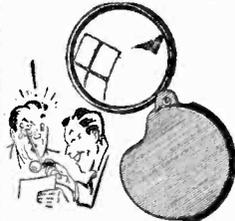


**NEW MODELS (Illustrated)**  
No. 860—8 Ass't. to Set. Lots of 12. Per Set. **73c**  
Lots of 25, Per Set. **65c**

SAMPLE SET, \$1 Cash, Express Collect.

Jobbers: Write for Special Prices

**EYE-OPENER**



Brand new hit! Looks like an innocent pocket magnifying glass, but shoots a stream of water. Funny! Harmless! Gross, \$21.00; Doz. **\$1.85** Sample 25c, Postpaid.

**H. Fishlove & Co.** 1430 N. ORLEANS ST. • CHICAGO •  
SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE



**2 - HITS - 2**

MISS FAIRY 14 1/2" HIGH  
DUMMY 15" HIGH  
1938 BEST SELLERS

**16c EACH**

PACKED 12 TO A CARTON—NO LESS SOLD.

TURIDDI PLASTIC ART PRODUCTS  
2420 No. 3RD ST., MILWAUKEE, WIS.



**NOW! EXCLUSIVE RIGHTS to-**

**ZITO'S Dog Cartoons AMAZING PROFITS**



Laugh and make money! Here's a new copyrighted idea! Name your territory, and America's fastest selling cartoon is yours exclusively! The first series of twelve (each different) screamingly funny dog pictures are ready for shipment. Size 9x12. Suitable for framing. A selling sensation in New York! And tremendously profitable to both distributor and retailer. Yours for thirty cents a dozen! Sells easily for ten cents apiece! Repeat orders guaranteed! Additional set of new and completely different cartoons ready every six weeks. Protect your territory! Write or wire for details now!

**P. BROOKS COMPANY, 19 WEST 34TH STREET, NEW YORK CITY**

**POPULAR ITEMS**

(Continued from page 85)

guin, an elephant and another to represent a colored mammy. These toys lend themselves for store, window and street demonstrations and when in operation are not only mysterious but humorous to watch, it is reported. They are made in the U. S. A., and the Auerbach Co. has applied for patent.

**Silver Jr.**

Silver Mfg. Co., Inc., introduces a new number called "Silver Jr." A compact little radio, it may be obtained in such colors as ivory, red, black or walnut at no extra charge. Small size, attractive in design and built to Silver quality specifications, item looks like a real winner. A four-inch dynamic speaker accounts for its marvelous tone, while four new-type tubes give big set performance.

**Fair Glasses and Tray**

A striking and serviceable item that should be a real favorite at fairs is the World's Fair glass and tray set produced by Owens-Illinois & Libby Glass Co. Set consists of sturdy lithographed tray, 11 1/2 by 17 1/2 inches, in characteristic decorations, and six World's Fair Safedge tumblers, each with a different fair

**The PARACHUTE JUMPER LAMP**



Has plenty of eye appeal. Beautiful to look at, practical to own.

Sells on Sight Low Price.

Stands 14 in. high and is made of white metal and steel. Finished in antique ivory.

Only **80c** Each in doz. lots.

Sample 90c

Write or Wire. 1/3 Deposit, Bal. C. O. D.

**VICTOR SALES CO.**  
110 SO. WELLS ST., CHICAGO

**CARNIVAL MERCHANDISE ONE DAY SERVICE OKLA. KANS. NEB. MO. CANES - CANDY - PLASTER - BINGO - SNO-CONE SUPPLIES**

**SPECIAL** CARNIVAL BULLETIN JUST RELEASED. HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.  
**MIDWEST MERCHANDISE CO.**  
10TH & BROADWAY. KANSAS CITY, MO.

**FOOTBALL PENNANTS**  
11 1/2" ASSORTED COLOR BACK. 3 1/2" LONG. GROUND, MINIMUM QUAN. EACH. TTY 250. With Local Scene or Indian Head in Colors. Ea., 5c. 1/2 Deposit With Order, Bal. C. O. D.  
**AMCO EMBLEM CO., Inc.**  
PAINTED PENNANT DIVISION, 35 East 21st St., New York, N. Y.

**AUTO JOKERS**  
Also known as Whiz Bangs or Auto Burglar Alarm; it shoots, smokes, screams and shoots again. The best joke you can pull, that gives a thrill; furthermore, you laugh until you cry.  
Now Available to You Everywhere. Samples, \$1.50 for Two Dozen. Original Made Here.  
**ILLINOIS FIREWORKS CO., Inc.** P. O. Box 792, Danville, Ill.

**MIRRORS for Premiums**  
Over 50 Low Priced Patterns. Write for Free Price List and Folder.  
**NEWARK MIRROR WORKS, INC.**  
Newark, O.

**WALTHAM MEN'S WRIST WATCH** — O Size, 7 Jewels, rebuilt new, yellow, fancy shaped Illinois case, leather strap, in gift box. In lots of 3, Each **\$3.95** Samples, 50c Extra.  
Send for Extra Money Making Watch and Diamond Catalog. 25% Deposit. Balance C. O. D.  
**PLYMOUTH JEWELRY EXCH.**  
163 Canal St., New York City.

**SINGING LARIAT**  
HOTTEST STREETMEN'S NUMBER IN YEARS.  
Fast Seller — Big Money Maker. Every Kid Wants One. Gross **\$3.75**  
1/2 Deposit With Order SAMPLE DOZEN, 40c  
Send for New 1938 Catalog Containing Thousands of Items.  
**GORDON NOV. CO.,** Dept. B, 933 Broadway, New York, N. Y.

**Original PERSIA DRUM Majors**  
25 in., **\$8.40 Doz.**  
35 in., **\$18.00 Doz.**  
Ventriloquist Major Dummies **\$9.60 Doz.**  
Write for prices on other types of Dummies, Dogs, Rugs, Pandas, Bears, etc.  
1 Doz. to Case, 25% Deposit, Bal. C. O. D.  
**PERSIA MFG. CO.**  
416 North Sangamon St., CHICAGO.

**ELECTRIC BULBS**  
Buy Direct From Manufacturer and Save Money Write for Price List  
**BRIGHTON LAMP CO.**  
19 Hudson St., Dept. B, New York, N. Y.

**Premiums** **DIXIE** **Novelties**  
**WHOLESALE**  
**Carnival Goods** **CO.** **Punch Board Goods**  
 Specializing to the Carnival, Premium, Salesboard and Coin Machine Trade.  
**809 POYDRAS ST., NEW ORLEANS, LA.**

**ELGIN & WALTHAM**  
 RENEWED  
  
 Wrist Watches **\$2.75**  
 NEVER UNDERSOLD  
 Send for FREE Catalog.  
**LOU MALTZ** 139 So. 8th St., PHILA., PA.

building baked on in color. Set has been meeting with remarkable response wherever shown.

**Potato Peeler**

A potato peeler which should quickly catch the eyes of peeler workers, agents and store workers has been introduced by Kristee Co. Replacing the paring knife, item not only peels potatoes faster and easier without waste but shreds cabbage, slices vegetables evenly, grates, garnishes, shells and cleans. Unique construction also prevents cut fingers and assures lasting sharpness. Item's low cost and utility value should make it a fast seller.

**Midget Burglar Alarm**

Royal Novelty Co. reports that agents are corraling big profits with its midget burglar alarm, which explodes as loud as a gun and frightens intruders away. Easily attached to a window or door to be protected, item consists of a small flat boxlike alarm in which is placed a cap. A cord attached to the trigger is hooked on the other end to a screw hook in window-sill jamb—the alarm, of course, being fastened to the window sash. As a result, whenever the window is raised the string tightens, pulls the trigger and explodes the cap. Item is easily installed, and low price allows a good profit margin, according to reports.

**SS Plate**

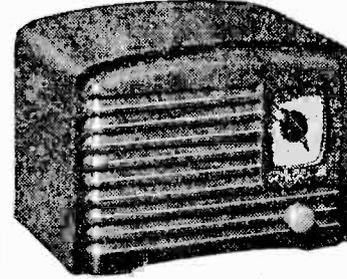
Hart Mfg. Co., long identified as manufacturers of key check stamping outfits, has entered the social security plate field. Company reports it not only distributes the gilt-finished plates but also has machines for stamping names and numbers. Firm has a descriptive circular which it will be glad to furnish on request.

**Window Silencer**

A clever low-priced window silencer that simply slips in between the sash and window molding, holding the window firm and keeping out rain and wind, has been introduced to agents and demonstrators by the American Instrument Corp. Average home is said to have 20 windows, each of which should be a prospect for the gadget. No tools are necessary for installation and item should prove a fast mover.

**EVANS' PREMIUMS ARE PROVEN MONEY-MAKERS**

All through 1938 Evans' Deals have brought sensational results. Evans' customers get the "HOT" items FIRST . . . FASTER . . . LOWER PRICED.



Sales On This Broke All Records  
 This Year's Greatest Radio Value  
**DETROLA "Pee Wee" Jr.**  
 IN A BAKELITE CASE  
**Only \$6.95** IN LOTS OF SIX ea.

All over the country DETROLA Radios have been bringing big profits to operators. An instant hit wherever shown. Get your share. Send for details! Samples cost you only \$7.45 each.

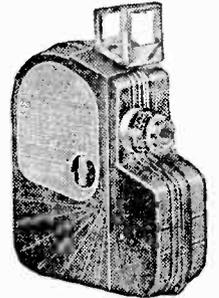
AND NOW WE ANNOUNCE A COMPLETE NEW LINE OF MONEY BOARDS. NEW DESIGN, BIGGER PROFITS

Here's your opportunity to give your locations something NEW . . . UNIQUE . . . and BETTER in MONEY BOARDS. They're FLASHY! They're UNUSUAL! They GET ACTION! They make MORE MONEY for you! They SELL FASTER! Their Beautiful modern design in FIVE BRILLIANT COLORS makes them the most attractive boards on the market. Send right NOW for complete details and prices.

THIS IS CREATING A SENSATION

"UNIVEX" MOVIE CAMERA

ONLY \$6.63 ea. IN LOTS OF SIX.



The entire nation is Movie Camera conscious. Sales are greatest in history, operators are making tremendous profits with "UNIVEX." Now is the time to cash in. Send for details. Sample cost you ONLY \$6.63 Each.

GET ON OUR MAILING LIST NOW!

**EVANS-NOVELTY COMPANY**

946 DIVERSEY PARKWAY

CHICAGO, ILLINOIS

**It's Here**  
**New Sterling Electric Dry Shaver**  
 That is right every way for Promoters, Demonstrators' Sales, Salesboards, Premiums, Prizes, Etc.  
 GET PRICES and INFORMATION DIRECT FROM THE MANUFACTURER.  
**STERLING SHAVER CORPORATION**  
 1250 W. Van Buren St., Chicago, Ill.

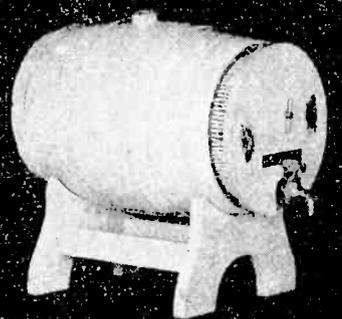
**The 1938 Winner**  
  
 A mech. Dancing Monkey combing its hair, using a mirror and wagging its tail.  
**1.75 doz.**  
**OH-U-DOG ORIGINAL \$19.20 gr.**  
 No. 165  
 Felt Yodeler Hat with large feathers & asst. colors. Gr. \$8.00  
 Alpine Hat with feathers. Gr. 9.00  
 Send \$1.75 for a dozen of our best selling mech. numbers prepaid.  
 25% Dep., Bal. C. O. D.  
**COHEN BROS., 108 Park Row, N. Y., N. Y.**

**FAST MONEYMAKERS FOR CONVENTIONS, FAIRS, ETC.**

- Original Spiral Balloon. Gr. \$3.00
  - Giant Workers, 25c each
  - Welcome Legion, V. F. W., Fireman Flag Buttons, \$1.00 per 100; M. 40c
  - Large R. W. B. Bow Pins. Gr. 18.00
  - Welcome Legion Buddy Hats. Per 100 9.00
  - All New Comic Cartoon Buttons. Per 100 90c
  - Heavy American White Maple Canes. Gr. 15.00
  - 9 Inch Legion Doll. Doz 90c. Gr. 10.00
  - 14 Inch Legion Doll. Doz. \$2.00. Gr. 22.50
  - Original Tomahawk Cane. Doz. \$2.00. Gr. 22.50
  - Leather Baby Shoes, all Colors. Gr. 4.50
  - Lucky Rabbit's Foot Key Chains. Gr. 4.50
  - Genuine Oh U Dogs special. Gross lots. 18.00
  - Hi Hat Colored Fur Monkeys. Gr. 4.00
  - Best Silk Lash Whips. Gr. 6.00
  - 7 Inch Hi Hat Tinsel Dolls. Gr. 8.00
  - Spanish Hats, First Quality. Gr. 13.00
  - Alpine Hats with Feathers. Gr. 8.00
  - Large Straw Hats, 3 in set. Gr. 4.00
  - Six Shooter Studded Pistol. Gr. 3.00
  - Full Selection Charms. Gr. 75c
  - Badgeboard Compass Whistle. Gr. 4.00
  - 24 Inch Silk Parasols. Gr. 9.00
  - Gun Pencils. Gr. 4.20
  - Coolie Hats, all Colors. Gr. 9.00
  - First Quality Cat Toss Ups. Gr. 4.00
  - 14 Inch Drum Major, Baseball, Football Cadet, Captain, all \$1.80 doz. Gr. 21.00
- All Orders Shipped Same Day. One-Half Deposit on All Orders.  
**HARRY KELNER & SON, Inc.**  
 50 Bowers, New York City.  
 "Kelner Has Everything."

**NEW FLASH ITEM FOR THE FAIRS! COMIC CANE TAILS**

Genuine fur tail mounted on colored card with funny saying. Ribbed for attaching to canes or wall as ornament.  
**GENUINE FOX TAILS**  
 Giant-size, bushy with silk-like red, white and blue streamer and wire for attaching to automobile, motorcycle, bicycle etc. Lowest prices in history. Write today!  
 Lowest prices on fine quality **LUCKY RABBIT'S FOOT Sterilized** With Key Chain. Fast sellers as souvenirs, charms, giveaways. Write today for special quantity lot prices. Immediate Deliveries!  
**CHARLES BRAND**  
 208 W. 26th St., New York.

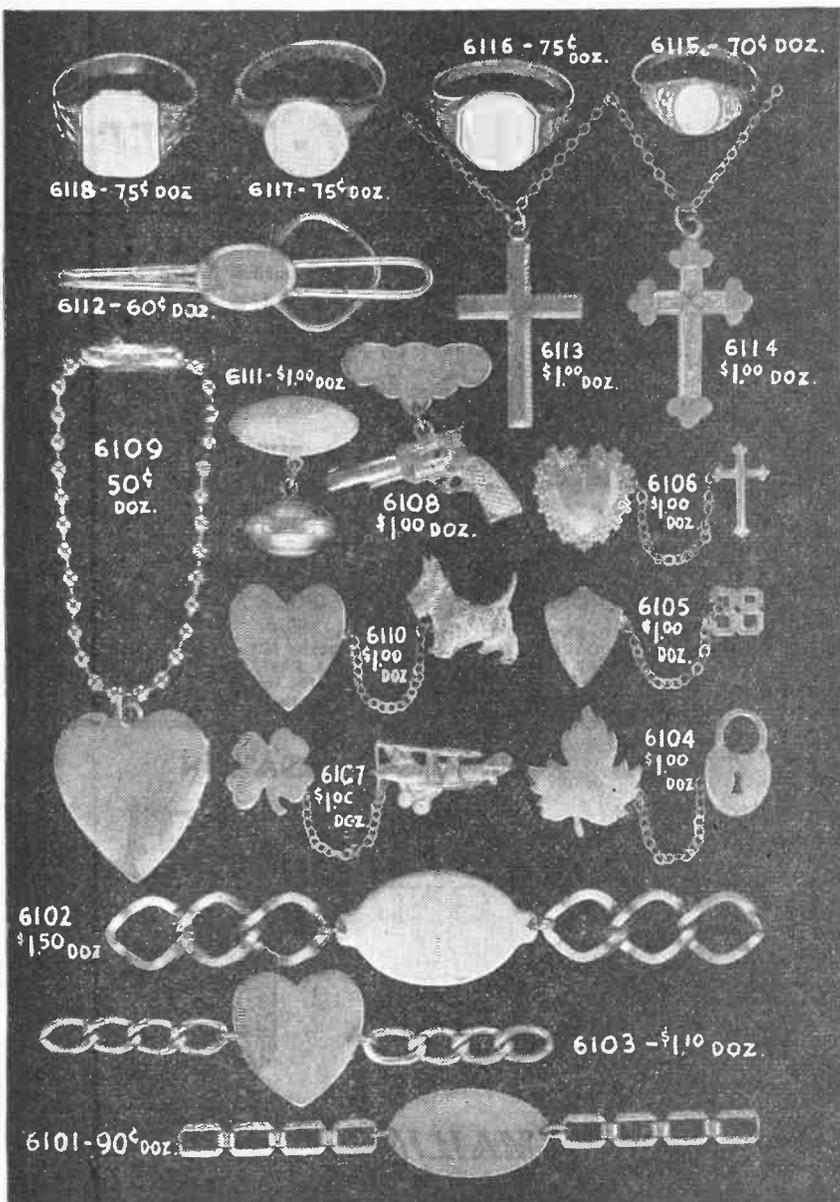
**Cash In On The Biggest Novelty Hit Since Repeal**  
  
 Has instant appeal to all who see it. Can be used for wine and all other beverages. When faucet is opened to draw liquid a soft mellowtone plays "How Dry I Am," and when faucet is turned down music stops. This is not a toy, but a practical item for home or liquor cabinet.  
 Contents: One full gallon, beautifully natural oak finish, complete with stand and faucet. List price \$10.00. Operators' price \$48.00 per dozen. Single samples \$4.35. Will ship open to well-rated accounts. Others 25% deposit, balance C. O. D. with deposit, F. O. B. Chicago.  
**BLACKHAWK MFG. CO.** 809 W. MADISON ST. Phone: Haymarket 8886. CHICAGO, ILL.

**WAXED FLOWERS**  
 Best Quality Imported. All Beautiful Colors. New Styles.  
 No. 88—GEORGINE, \$27.50 per 1,000, \$3.00 per 100.  
 No. 7—DAHLIA, \$25.00 per 1,000, \$2.75 per 100.  
 No. 16—ROSE, \$22.50 per 1,000, \$2.50 per 100.  
 Sample Box, 100 of Above Three Numbers in Assorted Colors sent postpaid for \$3.50.  
**MOUNTAIN LAUREL IN SEASON**  
 50-Lb. Carton, \$7.50; 25-Lb. Carton, \$3.75; Large Bunch, \$1.00. Green Prepared Foliage for all Flowers, Large Bunch, \$1.00.  
 My Complete Sample Line of All Flowers Sent Postpaid for \$1.00, 25% Deposit Required on All Orders, Balance C. O. D. Send for Free List.  
**FRANK GALLO**  
 Importer and Manufacturer,  
 1429 LOCUST ST. ST. LOUIS, MO.

**SPECIAL VALUES ELGIN or WALTHAM**  
  
 O Size—7 Jewel, Engraved Case. With English Leather Strap. R. B. In lots of 3. Each **\$3.00**  
 Same—15 Jewel. In lots of 3. Each **\$3.75**  
 50c Extra for Samples. Send for Free Catalog.  
 25% Deposit, Balance C. O. D.  
**KANE WATCH CO.** 105 Canal St., New York, N. Y.

**READY-MADE TIE**  
 Manufactured by ZIP-ON  
 Finest and fastest selling ready-made tie in today's market. ZIP-ON is beautiful, ready-made, non-wrinkle knot. Made entirely of material—no rubber neckband. As low as \$2.00 per doz. Packed ready to sell. Complete lines for live wire distributors. Special Sample 25c prepaid.  
**ZIP-ON NECKWEAR CO.**  
 Dept. V. 425 Market St., Philadelphia, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



ALL HIGHLY POLISHED, GOLD PLATED, CARDED AND CELLOPHANED

# FREE CATALOG

**ALFAB MANUFACTURING CO.**  
2D & FILBERT STS., PHILADELPHIA, PA.

## ENGRAVERS JEWELRY

IMMEDIATE DELIVERY

BIGGEST ASSORTMENT IN THE COUNTRY. WILL NOT BE UNDER-SOLD. QUALITY AND FINISH GUARANTEED.  
SAMPLE ASSORTMENTS, \$3.00, \$5.00 AND \$10.00.  
25% Deposit With Order—Balance C. O. D.

*Still Selling Strong!*  
**RABBIT FEET**  
and KEY CHAIN NOVELTIES

**INSIST ON THE BEST PREPARED BY BREWER**

SPECIAL PRICES TO QUANTITY USERS  
SAMPLES ON REQUEST 10c EACH.

**J. E. BREWER** - 230 WEST 26th STREET, NEW YORK, N. Y.

**NOTES from SUPPLY HOUSES**

Harry Dashew announces formation of Dixie Wholesale Co. New Orleans. Organization will cater to general premium trade and more particularly to the operators in the South and Southwest.

Dashew is well known to the carnival, salesboard and coin machine operating trade because of his many years of service to them thru the Liberty Clock and Novelty Co. He has been named general manager of the new company and is busy completing organization details.

Harry Pakula & Co.'s new catalog features a complete line of new and exclusive designs in pins and other jewelry for engravers. The increasing popularity of the new and attractive pins with the individual's name or initials "engraved while you wait" has created a nationwide craze for the fad, the firm reports. Fair workers everywhere are doing a swell business. New social security plates with serial number and name engraved thereon is another item that is being worked in conjunction with the new engraved jewelry items, and the demand for these as well as engravers' tools and supplies has been tremendous, according to reports.

**PRESIDENT'S ADDRESS—**  
(Continued from page 41)

hand to the native sons who founded the greatest institution the world has ever known.

**A Significant Art**

We are honored tonight by the presence of the ladies and gentlemen of the circus.

The circus, to many of us, presents a significant art. In the theater the actor is dependent upon the playwright for his lines and upon the director for his position. His is the art of the mimic—doing what he is told and speaking what others have conceived.

The musician is dependent upon the composer, portraying in harmony the black and white notes which are placed before him. The words he sings are those of the poet and the music that of the composer. His is not an original art.

The circus performer, however, expresses an art which is essentially individual. The genius of a Shakespeare can give to all who can read the Soliloquy of Hamlet, and all who can memorize will be able to speak his lines.

But even the genius of a Shakespeare could not put upon paper instructions which would enable one to duplicate the performance of a talented equestrian, a skilled acrobat, a fearless high-wire star. No composer, living or dead, could write a score embodying the grace of a trapeze artist, the dynamic vigor of a man who can subject wild animals to his will, the light comic touch of a master clown and the sedate calm of those who risk their lives daily under the canvas ceiling.

It is our particular job to see that

**SPECIALS!—REAL BARGAINS!**

DOUBLE EDGE RAZOR BLADES—5s. Cello. Wrapped. 1000 \$2.25  
SINGLE EDGE RAZOR BLADES—5s. Cello. Wrapped. 1000 4.50  
POCKET COMBS—USA, Black with Leatherette Pocket. Gr. 2.45  
CLIP COMBS—USA, Black. Gr. \$2.45  
ARMY & NAVY NEEDLE BOOKS. Gr. 1.10  
HANDI STRIPS—8 Mercurochrome Strips to a Cardboard Folder. Gr. 2.00  
ADHESIVE PLASTER—1 x 2 1/2 and 1/2 x 5. Gr. 4.50  
SHOE LACES—Impt. 27 in., Black. Gr. 25c

25% Deposit, Balance C. O. D.  
1938 CATALOGUE NOW READY!  
Over 3,000 Numbers, 164 Pages.

**BENGOR PRODUCTS CO.**  
878 BROADWAY, NEW YORK, N. Y.

**MAKE BIG PROFITS**

Ninety tab sales board. NO BLANKS. Pleasing assortment merchandise, all items boxed. Takes in \$9.00. Real opportunity for "live wires" to cash in while limited quantity available. Sells readily. Takes up minimum counter space. Size, 21 1/2 inches high, 14 inches wide, 4 inches deep. Shipping weight 10 pounds; packed 2 to shipping case. SPECIAL CLOSE OUT PRICE, \$3.50 each in lots of 8, F. O. B. Kansas City, Mo. Deposit required.

**H. R. BRANDT COMPANY**  
729 Baltimore Ave., Kansas City, Mo.

**1 STARTS YOU IN BUSINESS**

**SELLING TIES—OVER 100% PROFIT**

Silk Lined Ties. Sample Tie, 15c. \$1.40 Doz.  
Custom Made Ties. Sample Tie, 20c. 1.80 Doz.  
Slide-On Ties. Sample Tie, 25c. 2.40 Doz.

Complete line of Boxed Novelties, Muffer, Tie and Handkerchief Sets. Send 25% Deposit with Order, Balance C. O. D.

**FREE DAY for Descriptive Wholesale Catalog.** Gross Prices and FREE Sample Materials.

**PHILIP'S NECKWARE** 20 West 22nd St., Dept. B-1, New York.

**SPECIAL—ELGIN & WALTHAM WRIST WATCHES—R. B. New Cases, made by Illinois Watch Case Co., with strap in box and price tag. Lots of 3, Each \$3.25**

**POCKET WATCH:** Small—7 J. Elgin, Illinois, Hampden. \$2.25 Each

**MEN'S WRIST WATCH—10 1/2 L. G. J. Lever Mvt., 10 K. RGP White Case. Ea. \$2.50**

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.

the arena of your activities must be preserved. We of the Circus Fans' Association have been refreshed by a new insight into our own purpose. At least a vision has been given us of a cause to be served and of a job to be done. With this vision we approach our task.

The Circus Fans' Association was organized for the purpose of preserving the circus as an institution, and for over a decade it has remained faithful to that ideal. To the cry of the French at Verdun, "They shall not pass!"; to the cheer of our own men at Argonne, "We shall go thru!"; we of the CFA will add this, "The circus—it must go on!"



**SWING IT !!**

The country is going swing crazy. Cash in NOW on the popular demand for Portable Phonographs. An ideal premium for operators who want to swing with the FAST money-making CROWD.

Order No. Model 6A  
Price -----\$8.25 each  
In lots of 3-----5.95 each

Suggest using this premium with our specially designed 1500—5c "ONE-SHOT" step-up Jackpot Salesboard, paying out \$17.00 in trade. This board will average you 90% sell-out and offers you an average NET PROFIT of \$23.77 PER DEAL, or 315% profit on your investment.

**PRICE OF \$1.60 BOARD net EACH**

TERMS: 25% Deposit, Balance C. O. D.

Write for Circular of Our New One-Shot Premium.

**ZENITH SALES CO.,**  
539 S. Franklin Street, Chicago, Ill.  
Buy Direct and Save the Difference.

Case Size 11x14 x6 in.  
Approximate weight with carton, 11 lbs.  
Plays 10 and 12 in. Records.

# FALL SPECIAL SUBSCRIPTION OFFER

## 27 Weeks (Almost 7 mos.)



# ONLY \$2.00 YOU SAVE \$2.05

From the Regular Single Copy Value

This Offer Expires Midnight September 3  
Subscribers May Extend Their Subscriptions  
27 Weeks for \$2

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### THIS COUPON SAVES YOU \$2.05

The Billboard Publishing Co., 25 Opera Place, Cincinnati, Ohio.

Please send a copy of the next 27 issues, for which I inclose not the \$4.05, the regular single copy value, but ONLY \$2.

Name ..... New

Address ..... Renew

City ..... State .....

Occupation .....

Regular Rates, One Year, \$5; Single Copy, 15c.

**THIS OFFER EXPIRES MIDNIGHT SEPTEMBER 3**

## ??IT CAN'T BE DONE??

### P D Q Does It!



Takes and finishes 60 to 90 BLACK AND WHITE PHOTOS per hour. Think of it! 700% Profit!

- No Plates — No Films
- No Dark Room
- BIG ATTRACTION. Customers see their pictures develop right out in broad daylight
- NO EXPERIENCE REQUIRED. Simple instructions tell you everything.

## Boy! What a Moneymaker

### Remember Him?

It's L. Mandel himself—the man who invented the "Wonder Cannon" and many other automatic and sleeve cameras for "One Minute Photographers." Every man in this game knows—when L. Mandel offers something new, it's REALLY NEW! And now he is proud to offer you his newest and

### GREATEST INVENTION

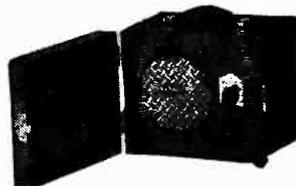
DIFFERENT! SENSATIONAL!  
It will earn Big Money for you. Get all the facts. Write today and in a week you can be "all set" to "Go to Town" with this Ace of all profit getters.

Take this portable, complete, self-contained photo-gallery with you wherever folks gather. They will swarm around you and hand you dimes, and quarters, for perfect photos of themselves—beautiful BLACK and WHITE pictures on real photo paper. They simply can't resist them.

P D Q brings new thrills—new profits to the One Minute Photographer. No need to mess around with the old-fashioned tintypes or "Blackbacks" when you can give 'em the handsome BLACK and WHITE pictures made with P D Q. AUTOMATIC. Not a Sleeve Camera.

Carnivals, Fairs, Picnics, front porches and back yards, street corners—everywhere—you will make money with this amazing, New P D Q. Get full particulars. WRITE AT ONCE.

**P D Q CAMERA CO. A109 EAST 35TH STREET, CHICAGO, ILLINOIS.**



### Another PLAYLAND SCOOP PORTABLE RADIO

# \$6.49 EA.

- Smallest Portable Radio Made.
- Dynamic Speaker—Flush Mounted.
- Highly Engineered TRF Circuit.
- Built-In Aerial—No Ground.
- Works on A-C or D-C.
- R. O. A. Licensed Tubes.
- Ideal for Travelers, Picnics, Etc.
- Completely Enclosed.
- Neat, Small, Compact, Lightweight.
- Litz Wound Coils—Super Selectivity.
- Outstanding Tone, Tremendous Volume.

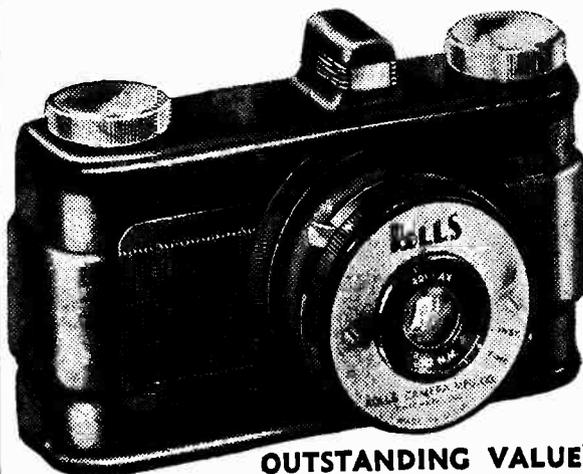
Comes in the Following Colors:  
BLACK BROWN GREEN GREY RED BLUE

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SEND 25¢ WITH ORDER, BALANCE C. O. D., F. O. B. NEW YORK.

**PLAYLAND SUPPLY CO., 14 W. 17th St., NEW YORK**

## CHASE Candid Camera REAL HIT



Takes 16 pictures on one roll of film. Cuts film cost in half.

Uses standard Kodak 127 or Agfa -A8 Special 50 M.M. Rollax Lens.

Fixed focus. Instantaneous and time exposures.

Streamlined viewfinder.

Reserve film spool compartment.

Bakelite cabinet. Walnut or black.

Lifetime guarantee plan with each camera.

OUTSTANDING VALUE

YOUR PRICE \$2.25 Each In Dec. Lots

Sample \$2.50

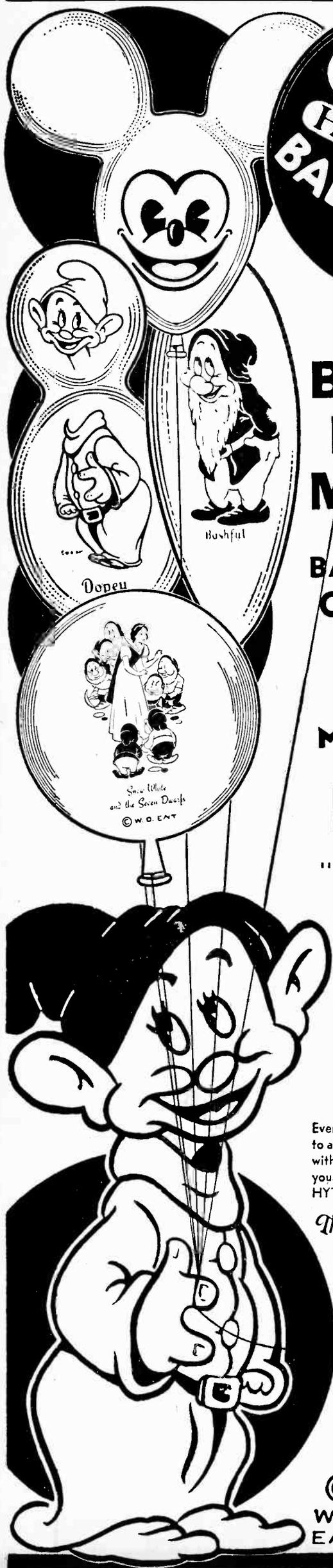
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F. O. B. Chicago - 25% Deposit, Bal. C. O. D.

**AMERICAN RADIO & NOVELTY CO.**

32 W. RANDOLPH ST.,

CHICAGO



**BIGGEST MONEY MAKERS**  
for  
**BALLOON MEN**  
**OAK-HYTEX**

Exclusive  
**WALT DISNEY**  
ITEMS:  
**MICKEY MOUSE & PALS**

**SNOW WHITE**  
AND THE SEVEN DWARFS

in  
"Prints" — Toss-Ups  
Novelties  
**BEWARE OF IMITATIONS**

Only OAK is licensed to make  
Walt Disney characters in  
balloons.

Sold by  
Leading Jobbers

Every time you buy balloons remember  
to ask for OAK-HYTEX—in the Blue Box  
with the Yellow Diamond Label. Ask  
your jobber for free booklet on OAK-  
HYTEX balloons illustrated in colors.

**The OAK RUBBER CO.**  
RAVENNA, OHIO.

©  
W. D.  
ENT.



**PITCHMEN**

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**EDWARD F. TURNER** . . . continues to click with the Wonder Mouse in Cleveland, according to word emanating from the Ohio city.

**MRS. JAMES KELLEY** . . . wife of the specialty king and well known to pioneers in Pitchdom, is reported to be slowly recovering from a serious illness in an East Orange, N. J., hospital.

**TRIPOD OPININGS:** "What brand of matches does the fellow use who always sets the world afire?"

**FRED AND PHYLIS THOMPSON** . . . are corraling the lucre in lower Michigan with polish.

**WHAT'S DOIN'** . . . Harry Corry? Pipe in and tell Ole Bill about it.

**DOC HALEY** . . . is still making the tobacco sales in Georgia territory to good results.

**REPORTS DRIFTING** . . . into the pipes desk from Nashville, Ga., indicate that Chief Mohawk continues to click at the tobacco sales there.

**DO YOU MASTER** your tip with your talk? That's the definition of a good pitch.

**EDDIE DEBOLD** . . . after concluding a stand in Chicago to fair business, blew into Birmingham last week to begin an indefinite demonstration in the H. L. Green store there.

**IF YOU** . . . enjoy your work you'll have little difficulty collecting the lucre.

**LET'S HEAR** . . . from more of the fellows making the many celebrations being held this year. In the early days they were the golden events.

**ARE YOU** . . . still on the same old track or have you kept abreast of the times by supplanting your old ideas with new ones?

**MEMORIES:** Remember when Young Crandall worked the Wellston, O., fair with pens? Crandall had a difficult time making the natives realize that, as he stated, the proposition involved advertising and permitted but one pen to a person. Those who insisted upon acquiring more than one were compelled to produce a friend or obliging person who had not purchased a pen. Those were the good old days.

**FRENCHY THIBAUT** . . . is still working med at the Southern Georgia tobacco markets to some real takes, according to word reaching the pipes desk from that section.

**GEORGE HANEY** . . . and Charley Courteaux, after several weeks in Cincinnati's best downtown pitch location, are still clicking fair with the blades and Wonder Mouse.

**DR. AND MRS. PAUL COMPTON'S** . . . Taco Med Co. has been playing to good business in Texas since opening in that territory July 10. Organization will play Texas for several weeks before going into the valley for the winter. Roster includes Jimmie (Sunshine) McGee, producing blackface comedian; Patsy Compton, Evelyn Bennett, Joe Mullins, Paul Compton Jr., and Bert Parker. Band combo includes Jimmie McGee, Nosco

Turner, Jack Bennett, Joe Mullins, Bert Parker, Haywood Coules and Leland Byrom. Mrs. Jimmie McGee, Mrs. Bert Parker and Don Lee Parker have the concessions.

**IT PAYS TO DO** business with a reliable firm. You're sure of getting what you order and getting it on time. This makes all the difference in the world, especially when you have only a few days in which to work any particular spot.

"WELL SIR, WE CAN'T . . . shoot 'em, so what are we going to do with 'em?" queries A. B. Hibler from San Francisco. 'I was waiting for traffic at the corner of Montgomery and California avenue the other day when I heard one man say to another who, incidentally, was a stranger, that here was

**REMINGTON**  
**THEY'RE NEW** | **SPRING-O-MATIC PLUNGER VAC.** | **THEY SELL**  
**TATTLE-TALE.**  
**INK GAUGE PENS.**  
PENS • PENCILS • COMBOS  
**JOHN F. SULLIVAN**  
458 Broadway, NEW YORK CITY.

**HEADQUARTERS FOR SOCIAL SECURITY PLATES**  
\$ 6.00 per 100  
50.00 per 1000  
CASES . . . . . \$2.00 & \$4.00 per 100  
STAMPING MACHINES . . . . . \$85.00  
ENCRAVING NEEDLES . . . . . 13.50  
HAND DIE SETS (Complete) . . . 5.25  
Beautiful 24-Gauge ETCHED BRONZE PLATE. Sells on sight. 25c to \$1.00. Not to be confused with cheaper, lighter BRASS PLATE. Sample 10c. Write for particulars and pictures of everything. Must have 25% deposit with order. Immediate shipment. Same day service.  
**H. O. STRIKER**  
Established 1919.  
7320 Tireman Ave., Detroit, Mich.

**UNDERWOOD**  
  
**PLUNGERS—Special \$18.00 PER GRO.**  
PENS • PENCILS • COMBOS  
**GRODIN PEN CO.,** 398 Broadway, New York City.

**ELGIN & WALTHAM**  
**WRIST WATCHES \$2.95**  
In New Cases,  
Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.  
**H. SPARBER & CO.**  
108 North 7th Street, St. Louis, Mo.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.  
  
**SOUTHERN PEN CO.**  
Manufacturers Since 1913.  
16 N. Union St., Dept. B, Petersburg, Va.  
Send \$1.00 for Samples. Prompt Shipments.

**Big Profits!**  
Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.  
**HART MFG. CO.**  
311 Degraw Street, Brooklyn, New York.

**MEDICINE MEN**  
Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.  
**GENERAL PRODUCTS LABORATORIES**  
Manufacturing Pharmacists  
137 E. Spring St., Columbus, Ohio.

New Series of  
**Legal Opinions**  
In this issue, in the Carnival Department, is the sixth of a new series of legal opinions of special interest and benefit to park and show owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

**ENGRAVERS!!  
DEMONSTRATORS!!**

Try us for honest dealing and prompt service. Our line of Bracelets, Signet Rings, Tie-holders, Brooches, etc., will put money in your pocket.

Send for trial order.  
Catalog on request.

**American Jewelry Mfg. Co.**

195 Richmond St.,  
Providence, R. I.

the town's biggest business center and a spot frequented by all the influential and wealthy business men. I was so disgusted from canvassing the spot that morning that I felt justified in saying 'Try to sell these people something for their feet and you'll find that they aren't as wealthy as they profess to be.' When the spokesman asked what seemed to all them, I replied that I thought they were a bunch of four flushers, who, like the majority of persons in the country today live mostly for show and that if they had to spend 10 cents on their feet they'd die with enlargement of the heart. He queried as to why I didn't get another line and I told him that if my head wasn't filled with sawdust instead of brain matter I'd probably be selling tombstones or coffins, because I'd never met a larger group of dead ones in my life. They laughed and passed on and I ran up against a fellow demonstrating sparkplugs before a huge crowd at Montgomery and Bush streets. I thought it was impossible to work the spot. He must have been a champion fixer or the city administration had loosened up for the forthcoming election. I did see three boys working darners, sharpeners and flukem out on Filmore street. A few others were working Crystal Market. There might be a chance for a few of the boys to move in, but I'm going to move out. Beef stews and two-bit flops don't appeal to any respectable corn doctor. In fact, I'm wondering why all of us are not in the bug or poorhouse."

A WELL-KNOWN pitchman landed in a small Ohio town the other day and met another knight and inquired, "How's crops?" "What do you mean, crops—farmer's wheat or corn or my bank roll?" was the interrogative reply.

MAKE YOUR OWN . . . breaks and Dame Fortune will associate with you. That's the answer for the success of many pitchmen.

UNDER AN EDICT . . . issued by Police Chief George Reyer, anyone selling pamphlets of various character in New Orleans by use of a portable phonograph will be subject to arrest in the future. Reyer made the announcement after he had received an unusually large number of complaints from the residential areas that salesmen were using the phonographs to entice housekeepers out of their homes to listen to their talks. He claimed the machines are peace disturbers and violators of the mayoralty permit.

IF YOU MUST lounge in big cities, do it next winter. Now is the time to get out and go after business in the small towns. There is a world of territory to be made.

JIM WILSON . . . of sheet fame, tells from Big Arm, Mont.: "Just spent an enjoyable week end at John Gerard's beautiful home here. At present John is writing sheet. George Peck and I met him at the Creamery



KNOW HER? Sure you do. It's none other than Mrs. Richard Ricton, who, according to Ricton, Barnum of the Sticks, is largely responsible for the success of his organization. After a record run of five years and four and one-half months of continuous operation under canvas the Rictons recently quit the road and placed their show in quarters at Gainesville, Ga. They plan to take a long and much-needed rest before returning to the field in 1939.



## PEELER WORKERS DEMONSTRATORS

---●---

*Looking for a*  
**HOT NUMBER?**

---●---

**SEE OUR NEW ITEM  
JUST OUT**

FOR FULL INFORMATION WRITE

**ACME METAL GOODS MFG. CO.** 2-24 Orange St., Newark, N. J.

## MEN --- MAKE QUICK MONEY

*Right Now!* **EASY FAST PROFITABLE**

2.17

A New and Wonderful Price-Ticketing System for All Bottle Goods.

---EVERY STORE A PROSPECT---

Complete Prices Any Goods Put Up in Bottles.  
**ASK FOR FREE SAMPLES.**

Sent You at Once—Also SPECIAL Free Goods Offer to Men Who Act Quick. Write

**ACE SALES SYSTEM**  
184 W. Washington St., Chicago



# ENGRAVERS

IT HAS HAPPENED! We're buried with orders from all parts of the country. There must be a reason. New flier with Fair Specials now ready. New numbers with special low prices on Fair Merchandise. Be sure to ask for Catalogue No. 38, if you haven't had one. Specializing in Merchandise and Equipment for the Demonstrating Engraver. Always Something New At

**EDW. H. MORSE & COMPANY**  
ATTLEBORO, MASS.  
"We Lead — Others Follow."

## Street Photographers

**WHY NOT GET INTO A GOOD PAYING BUSINESS?**

We have a complete stock for making 1-Minute Pictures and Cameras priced from \$7.50 up.

SEND FOR CATALOG.

**Daydark Specialty Co.**  
2828 BENTON STREET ST. LOUIS, MO.



## PEELER WORKERS - DEMONSTRATORS

*Don't be let down when you need stock*

●

**FOR FIRST-CLASS MERCHANDISE**  
(Attractively Packed) and for

**GUARANTEED RELIABLE SERVICE-DEPEND ON US**

GARNISHING SETS  
ROTARY MINCERS

SPIRAL SLICERS  
GRATERS

ORANGE JUICERS  
ROSSETTE CUTTERS

and Many Other Demonstration Items

**ACME METAL GOODS MFG. CO.** 2-24 ORANGE ST., NEWARK, N. J.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## NATIONAL

PENS • PENCILS • COMBOS



Lowest Prices in History. New Fall Models. Prompt Delivery. 3 Samples Postpaid 50c. Write for prices.

**NATIONAL PEN CO.** 210 West 8th St., Kansas City, Mo.



**This is banner year for Tools**

Our sales this year exceed any year that we have been in business.  
Manufactured by

**APEX NOVELTY COMPANY**  
New address, 1948 West Adams St., Chicago, Ill.

There's only one Pen like a Banker and that's another Banker. Box Levers, Can't Lose Me Clips, 2-Tone Points. Price List Now Ready.



JAS. KELLEY, The Fountain Pen King,  
487 B'way, N. Y.; CHICAGO, 180 W. Adams St.  
1054 Mission St., San Francisco, Calif.

## ELGIN — WALTHAM & HAMPDEN

**WATCHES \$1.75 UP**

In New Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.

**5 USED RUNNING POCKET AND WRIST WATCHES**

American and Swiss. Our Assortment at the Special Price of **\$7.50**

**B. LOWE** Room 1208, Kesner Bldg., Chicago, Ill.

## CHEWING GUM 22¢ BOX

RETAILS FOR \$1.00.

Each box holds 20 Cellophaned 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write

**AMERICAN CHEWING PRODUCTS CORP.**  
4th and Mt. Pleasant Ave., Newark, N. J.

## REX HONES 3c Each

Now Less Than **\$4.25 a Gross**

Send \$1.00, Bal. C. O. D., Plus Postage.

Each Hone in flashy silver box, priced 50c. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Home men are cleaning up.

**ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-8, Chicago, Ill.**



## SOAPS

THE BECKER LINE IS BETTER.

Write for Price List. Also finer Tonics, Liniments, Tablets and Salves. Under your own label if you wish.

We also carry fastest selling Herb Package on the market, formula attached. Prices right, plenty margin for you.

**BECKER CHEMICAL CO.**  
(Established 1890), Cincinnati, O.  
235 Main Street,

## FUR COATS

**\$11.50**

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  - RAZOR BLADES—5 to a package, cellophane wrapped. 100 Blades. **.25**
  - RAZOR BLADES—Single edge, first quality, 1,000 Blades. **4.00**
  - SHAVING and DENTAL CREAM—Large size, lithographed box. **4.80**
  - Gross
  - STYPTIC PENCILS—Large size, attractively labeled. Gross. **.50**
  - SOAP—Large cake, 25c value, each in attractive box, fine quality. Special. Gross. **3.25**
  - ALKALINE EFFERVESCENT TABLETS—Each tablet in cellophane envelope on display card. 20 count (25 card lots.) Special. Card. **.12**
  - ASPIRIN TABLETS—12 tablets in lithographed tin, packed in fancy display carton. Gross. **.17**
  - ASPIRIN TABLETS—4 to glassine envelope on display card. 36 envelopes to card. Special. Card. **.14**
  - 48 envelopes to card. Special. Card. **.19**
  - PETROLEUM JELLY—White No. 2 size, attractively labeled. Special. Gross. **2.75**
  - ADHESIVE PLASTER—1/2 x 5 and 1 x 1/2, lithographed click spool. Gross. **4.40**
  - ARMY AND NAVY NEEDLE BOOKS—In 25c envelopes. Gross. **1.08**
  - NEEDLES—40 to a package. Special. 1,000 Packages. **2.00**
  - SAFETY PINS—12 to card, assorted sizes, fine grade. Gross Cards. **1.44**
  - ADAMANTINE PINS—200 stuck to paper. Gross Papers. **2.16**
  - BOBBIE PINS—12 on card, black and brown. Gross Cards. **1.20**
  - SEWING KITS—Pincushion top, mirror on inside. Dozen. **.50**
  - THREAD—Assorted colors, also black and white, 60 spools to a cabinet. Exceptional value. Each Spool. **.01**
  - POCKET COMBS—With clip, American made, first quality, 12 to box. Gross. **2.35**
  - MEN'S HANKERCHIEFS—Individually boxed, 4 dozen to an attractive display container. Doz. **.25**
  - TIES—Good patterns. Special. Gross. **7.20**
  - MEN'S SOCKS—Fancy plated, first quality, high-spliced heel, double sole, newest patterns, 12 pair to box. Dozen. **1.15**
  - MEN'S POLO SHIRTS—With zipper, assorted colors and sizes. Dozen. **1.75**
  - SHOE LACES—American made, paired, banded and boxed. Gross. **.29**
  - SUN GLASSES—Assorted colored glass lens, individually carded. Dozen. **.50**
  - PIPES—Briar-like with aluminum cleaner. 12 on colored display card. Dozen. **.72**
  - PIPE CLEANERS—American made. 12 to a package. Gross Packages. **1.25**
  - FLY SWATTERS—With assorted colored rubber heads. Dozen. **.25**
  - FISHING RODS—Good value, close out. Each. **.20**
  - HOUSEHOLD ELECTRIC BULBS—15-watt frosted. Your choice of 15, 25, 40, 50 and 60 watt. 1,000 Lamps. **31.00**
  - FLASHLIGHT BULBS—For 2 and 3-cell flashlights, attractive display box. 100 Bulbs. **.60**
  - WATER PISTOLS—Individually boxed. A good buy. Gross. **3.00**
  - SCREW DRIVERS—3 sizes to a card, colored composition handles. Dozen. **.30**
  - THUMB TACKS—36 to box, extra special. 100 Boxes. **.70**
  - MAGIC WINDOW CLEANER—With squeegee, extraordinary value. Gross. **6.25**
  - CHARMS—Assorted sizes, shapes and colors, 1 gross to box. Gross. **.55**
  - ELECTRIC RAZORS—Popular make, each in leather case. Special. Each. **1.95**
  - SALESBOARD SPECIAL—1,000 Hole, Cigarette, Candy, Cigar, Gasoline, Novelty or Plain Heading Boards. Big variety. Your choice. Each. **.50**

Wonderful Summer Beverage  
—8 different and concentrated and delicious True-Fruit Flavors. Each envelope makes 8 bottles of carbonated soda that fizzes. Packed 48 envelopes to carton. (Retail value \$7.20.) Gross Envelopes **SPECIAL .72**

Beverage As Above—Each envelope makes 1 bottle of soda. Retail value 1c an envelope. Special close out. 1,000 Envelopes **1.75**

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Our Only Mailing Address  
901 BROADWAY, New York, N. Y.  
WORLD'S LOWEST PRICED WHOLESALERS

Picnic at Missoula, Mont. Business on the sheet isn't so hot up here. We're all heading for the Kalispell (Mont.) Fair.

"NEWLY ENFORCED . . . laws against peddlers and pitchmen here plus the 20-day heat wave and the present recession have made pitchmen scarce in the big city," lines Carl Herron from New York. "Old familiar faces have vanished and those remaining are using other means of support and it will not be amiss to say that pitching on the streets of New York is now a thing of the past."

IF YOU SHOULD learn of any of the boys' being ill, let us know about it; also their addresses. Announcements of this nature are appreciated by their friends on the road.

"JUST BLEW . . . in here from Pittsburgh," blasts Sam Goldman from Columbus, O. "Conditions in the East are n. g. due to strikes. We did, however, manage to dispose of enough ink sticks and pokes to keep the wolf away. Chief Van Red Feather's 18-people med show here is a real eye-opener. When we visited the show it was working to a huge crowd and getting more money than we've seen in many a moon. I've seen almost all of the big med pushes in the last 25 years, but this one, in my opinion, is tops. In addition to Red Feather and his wife, Bebe, roster includes Princes Sophia Osage, Princess Grace Osage, Van's father, Chief Red Feather, Ruben Phillips, Henry Barber, Derrick Johnson, George Ditty, Fred Readers, Simpson Cole, Aaron Brown, Jim Talley, George Williams, John Churchill, Boston Webb, Tim Robinson, Teddy Wells and Rastus Williams."

V. L. TORRES . . . tells from Pawnee, Okla.: "Everything is lovely and business is good. I've been simoleonizing and doing fairly well along Cherokee County, U. S., Route 62 in Oklahoma, where a man is a man and where the coyotes, wolves, rattlesnakes, lizards and Indians die from the intense heat; where if you have an ounce of water you drink it, and if you have a gallon of water you sell it for a fortune. There is meat for the hungry, drink for the thirsty, heat for the cold and cold for the heat. And without a lot of fuss, I'm going back for a repeat."

"HAVE JUST COME OUT . . . of Salt Lake City after working to poor business there," scribbles Mike Halperin from Reno. "It costs \$2 per day to work and you must be on private property. I'm working mechanical toys, and Tony Joblots is working balloons. We'd like to read pipes from the novelty workers making the Springfield (Ill.) Fair, such as Lonzo Shallow, Jack DeVoe, Johnny Gar, Andrew Day and B. Collins. Come on you guys, pipe in."

THE SUCCESSFUL pitchman and pitchwoman are the persons who consider that they are in the business for the purpose of making a living and realize full well the fact that honest and clean methods are the only road to permanent and true success.

MAXIE GELBSTEIN . . . pipes from Hanover, Pa.: "It's raining here and business has been bad. Have been working my auction store at picnics and small fairs around here to fair business, altho everyone seems to be crying the blues. Made the Shade Gap, Pa., Picnic, and wheels, bird stores, diggers and penny pitches were snatched. It was a tough break for all. Met Madaline Ragan there and she is looking and doing okeh. Glad to hear that Morris Kahntroff is up and about again. I'm working with Marty Ross. Would like to read pipes from Morris Kahntroff, Harry Meyers, Bill Prentice and the rest of the boys."

CHUCK BROWN . . . scribes from Dayton, O., that he would like to read pipes from Ken and Greta Reynolds, ace gold-wire artists.

FIGURE AHEAD for good or bad results.

TOMMY ADKINS . . . and wife are clicking to good takes in Georgia. They report that business in that section is best in years.

CHET WEDGE . . . and Jim Wells have left Chicago and are now working Pennsylvania.

YOU FELLOWS who are working specialties such as stones, knife sharpeners, buttons and scopes, we haven't heard much from you lately.

**Pitchdom Five Years Ago**

R. F. Lane and A. D. Thomas, of sheet fame, were in Cincinnati visiting their friend, Ruby Hatfield, preparatory to heading for the East. . . . Walter (Ask Me) Dodge again made the front page. This time he was pictured in the engraving section of *The New York Sunday Times* as one of the leaders in the Albany parade of delegates to the capital for the repeal convention. . . . Mrs. Lew Jackson, mentalist, joined Doc Leon Street's show at Eureka Springs, Ark. . . . Doc Floyd R. Johnstone and wife worked to one of the best weeks of the season on a Lancaster (Pa.) lot. . . . Dale brothers were playing stands in Missouri with their platform show. . . . Jimmie Hull had his tent show clicking in Texas territory. . . . Tex St. John opened his under-canvas season at Trelor, Ill. . . . Prof. Golden was working horoscopes in a doorway on Wabash street, Chicago, to an excellent play. . . . Working in the Gadget Gallery in the Transportation Building at the Chicago World's Fair were Harry Allsing, Fido Kerr, Fay Cornish, Dick Hull, Paul Turner, the Ecker Brothers, Lee Rowley and wife, Herbie Casper, Joe Meyer, the Sullivans, Abe Greenbaum, Ira Weiss, Glenn Reeves, Barnard and boys and Knowles and wife. . . . Tom Kennedy was working Logansport, Ind., on the main corner to lucrative results. . . . J. C. (Red) Alexander blew into Monterey, Tenn., after a successful week in Crossville, Tenn. . . . H. Sinkey was managing to get three square meals a day working the sheet in Thief River Falls, Minn. . . . Dakota Hank Phillips med show was playing the smaller towns in New York, along the shores of Lake Ontario. . . . John Cox, black-face comic and manager of the Victoria Comedians, was seriously ill in City Hospital, South Haven, Mich. . . . Doc P. L. Wilson wasn't getting rich but was making a little money in Hannibal, Mo. . . . Vic Nelson was working cleaner in a Lexington (Ky.) store to good results. . . . Syracuse, N. Y., didn't prove too lucrative a spot for Johnny McLane. . . . That's all.

THE FAIR DATES doubtless will provide plenty of action for everyone.

MADALINE RAGAN . . . who has been working Pennsylvania sales since early spring to fair to mid-din' business, is now in Chicago. Writing from the Windy City, she says: "A new face can obtain a bank roll in Pennsylvania. We have a new partner in Phil Bradley who is working herbs. We visited Mary's med opera in Marshall, Ind. She reports that business thus far has been very good. She's carrying 12 people, including Jack Tierney and wife, who are producing the show. Conditions in Chicago are worse than at any time in years. Texas Tommy, Bradley, Buffalo Cody and yours truly will head for the Northwest. Certainly glad to learn that the one and only Harry Maiers will soon be up and at 'em again. Car shops in Altoona, Pa., have started up again so after August 23 there will be some cash there. Chicago can be worked on street corners, but there are no pitch stores. Pitched my first red one for some time recently when I worked the picnic in Shade Gap, Pa. I worked over a p. a. system with the emsee introducing me."

NOTHING is needed more to keep business increasing than hustle.

"THE ONE-MAN CIRCUS . . . is still en tour and the folks in them thar hills of Kaintuck seem to like the show all right," wigwags Willard Grifing from Sturgis, Ky. "Just finished working six Southern Illinois fairs. Some were good, some bad, but I found that if one keeps plugging the good ones pay up for the bad. Am exhibiting 23 live specimens, including a small horse. Would like to read pipes from all my friends."

"THE BOYS . . . are getting money on the boardwalk here," scribbles Ed Harris from Asbury Park, N. J. "Pens seem to be the big item this year. Here's the lowdown on conditions. Neptune, N. J., is closed to jam men. Wayside, N. J., is a good Saturday spot and may be worked on a \$1 per day reader. Factories also are going well there."

JOE MUMMA . . . is still working Pennsylvania with badges to lucrative results, according to word drifting in from that sector.

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OVER 100 NEW Engraving Numbers



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In Whitestone Rings, Cameos, Photo Jewelry, Lockets, Crosses, Electric Razors to retail \$2.99. Also Engraving Machines for engraving Security Plates. Write for catalog No. 23 today.

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Terms: 25% Dep. Balance C. O. D.  
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SOLID BLACK      SOLID WHITE  
1 Band — \$1.40 Doz.      1 Band — \$1.45 Doz.  
3 Band — 1.50 Doz.      3 Band — 1.55 Doz.

Send 50c for 4 Samples (1 of each).  
25¢ With Order, Balance C. O. D.  
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REBUILT WATCHES **\$1.75**

7 Jewel, 18 Size, in 6.  
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**DUST MOP**  
that Snaps  
on Broom



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Sells It Like Hot Cakes

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**HARRY MAIERS** . . . erstwhile Mayor of Park Row, scribbles from the Bronx, N. Y., that he is still confined in the Morrisiana Hospital there, but that his condition is much improved.

**GENERAL HEADQUARTERS** . . . for Jack pots in Wildwood, N. J., this season is a bungalow on East Lincoln avenue. Among the pitch contingent there are Emil Siebold, wonder mouse; Harry Fields and family, waistles; Bob and Lady Alice Perkins, horoscopes; Stella Starr, mentalist, and Harry and Beth Clark, of foot punk and snipper fame. Recent visitors to the bungalow included Ed and Doris Gaffney. All report that the rain may be good for crops, but it certainly doesn't enhance the growth of mazuma on the board-walk. They add, however, that considering the weather, business has been good and that they are satisfied with the season's take to date.

"WHERE DO YOU go from here?" might be considered a fair or unfair question depending upon the reason for the inquiry.

**EDWIN F. NASH** . . . Bill Robinson, Pic Nash and Ray Marjidge report from New Hampshire that they are enjoying good business there and in Maine, working peelers and tonic.

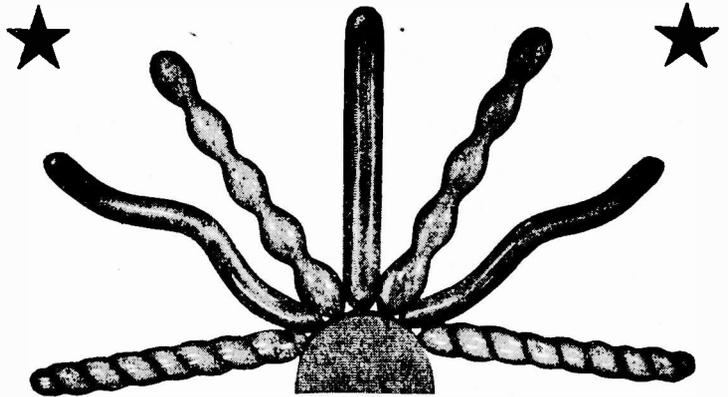
**Events for 2 Weeks**

- (Aug. 23-27)  
CALIF.—San Leandro. Dahlia Show, 27-28. Stockton. Dog Show, 27-28.  
COLO.—Englewood. Fall Festival, 25-27. Sterling. Rodeo, 24-26.  
CONN.—Lakeville. Horse Show, 27-28. FLA.—Quincy. Tobacco Festival, 24-27. IDAHO—Boise. Rodeo, 23-27.  
ILL.—Aledo. Fall Festival, 24-27. Ashkum. Homecoming, 27-28. Assumption. Homecoming & Street Fair, 24-27. Biggsville. Harvest Home Picnic, 25-26. Bluffs. Homecoming, 25-27. Glenview. Glenview Days, 27-28. Clayton. Old Settlers' Celebration, 25-26. Joliet. Will Co. Republican Picnic, 23. Lacon. Old Settlers' Picnic, 25. Lanark. Old Settlers' Day, 25. Mackinaw. Harvest Homecoming, 24-25. Miner. Homecoming, 26-27. Palmyra. Soldiers & Sailors' Reunion, 24-25. Stonefort. Soldiers & Sailors' Reunion, 24-27. Taylorville. A. T. A. County Picnic, 25. Windsor. Harvest Picnic, 24-27.  
IND.—Attica. Celebration, 22-27. French Lick. Fall Festival, 25-27. Galveston. Firemen's Street Fair, 24-27. Linton. Fall Festival, 25-27. Mentone. Celebration, 24-27.  
IA.—Des Moines. Rodeo, 26-Sept. 1. Jefferson. Harvest Festival, 24.  
KAN.—Mankato. Fall Festival, 25-27. Minneapolis. Horse Show, 24-26. Summerfield. Golden Jubilee Celebration, 25-27.  
KY.—Franklin. Horse Show, 24-26. ME.—Bar Harbor. Dog Show, 25.  
MASS.—Charlestown. Intl. Fishermen's Exh. & Carnival, 22-27. Hamilton. Dog Show, 27. MICH.—Alma. Harvest Jubilee, 26. Dundee. Legion Celebration, 24-27. Fennville. Homecoming, 26-28. Grand Lodge. Summer Festival, 25-27. Weidman. Weidman Day, 27.  
MINN.—Henderson. Sauerkraut Days, 27-28. MO.—Appleton City. Picnic, 24-26. Hamilton. American Legion Race Meet, 23-26. Herman. Homecoming, 27-28. NEB.—Elgin. Harvest Festival, 24-25. Hebron. Firemen's Picnic, 24. Ravenna. Ann-e-Var Celebration, 25-27. NEV.—Elko. Elko Rodeo, 26-28. N. J.—Atlantic City. Golden Jubilee Encampment of Army & Navy Union, 24-27. Bellmead. Farmers' Picnic, 24. Nutley. Bergen Co. Indust. Fair, 22-27. N. Y.—Angelica. Dog Show, 24. East Islip. L. I. Dog Show, 28. New York. Gift Show, 22-26. O.—Cincinnati. Food Show at Zoo, 23-Sept. 5. East Palestine. American Legion Street Fair, 26-28. Frazeysburg. Homecoming, 25-27. Gibsonburg. Homecoming & Ox Roast, 24-27. Holland. Homecoming, 27-28. Hoytsville. Homecoming, 22-27. Winchester. Street Fair, 24-27. OKLA.—Duncan. Horse Races, 21-26. ORE.—Heppner. Rodeo, 26-28. S. D.—Madison. Turtle Days, 25-27. Vale. Sugar Day, 27. TENN.—Humboldt. Homecoming, 22-27. TEX.—Port Isabel. Fishing Rodeo, 25-28. Roaring Springs. Old Settlers' Reunion, 25-26. VT.—Hartland. Horse Show, 26. WASH.—Hillyard. Spokane. HI Jinks Celebration, 24-27. Odessa. Harvest Festival, 27. W. VA.—Point Pleasant. Potato Festival, 25-27. Richmond. Spud & Splinter Festival, 25-27. WIS.—Milwaukee. Dog Show, 27. WYO.—Wheatland. Days of '49 & Rodeo, 26-28.  
(Aug. 20-Sept. 3)  
ALA.—Birmingham. Dog Show, 3. CALIF.—Huntington Beach. Black Gold Days, 3-5.



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**STOCK PENNANTS**  
CIRCUS—RODEO—FAIRS—AMERICAN LEGION, and all Other Subjects.  
500 Lots \$3.00 1000 Lots \$5.00  
9x27 \$7.00 1000 \$65.00  
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Works the fastest way like a knife. Tempered steel blade stays sharp.

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 San Diego. Dog Show, 4-5.  
 West Riverside. Harvest Festival, 2-5.  
 CONN.—Danien. Dog Show, 5.  
 ILL.—Bend. Homecoming, 3-5.  
 East Carondelet. VFW Celebration, 2-5.  
 Elmwood. Fall Festival, 1-3.  
 Harvey. VFW Celebration, 2-5.  
 Le Roy. Homecoming, 1-3.  
 Piper City. Legion Celebration, 2-3.  
 Plymouth. Old Settlers' Celebration, 30.  
 Strasburg. Homecoming & Barbecue, 1-3.  
 Watseka. Iroquois Co. Jamboree, 31.  
 IND.—Bowling Green. Old Settlers' Reunion, 2-3.  
 Francesville. Street Fair, 31-Sept. 3.  
 Indianapolis. Dog Show, 5-6.  
 Largo. Legion Celebration, 31-Sept. 3.  
 Liberty. Carnival & Fall Festival, 29-Sept. 3.  
 Madison. Catholic Church Fair, 1-3.  
 Montpelier. Street Fair, 30-Sept. 3.  
 Silver Lake. Free Street Fair, 30-Sept. 3.  
 IA.—Des Moines. Rodeo, 26-Sept. 1.  
 Drakeville. Old Settlers & Soldiers' Reunion, 1-3.  
 Sheldon. Air Show, 4-5.  
 KAN.—Osage City. Fall Festival, 1-3.  
 KY.—Princeton. Tobacco Festival, 1-5.  
 LA.—Shreveport. Rodeo, 3-5.  
 MICH.—Free Soil. Homecoming, 3-5.  
 Romeo. Peach Festival, 3-5.  
 MINN.—Osakis. Fall Festival, 1-3.  
 MO.—Ellington. Homecoming & Fair, 1-3.  
 Lexington. Fall Festival & Farmers' Fair, 29-30.  
 Troy. Lincoln Co. Jubilee, 28-Sept. 3.  
 NEB.—Gordon. Rodeo, 31-Sept. 2.  
 NEV.—Winnemucca. Rodeo, 3-5.  
 N. M.—Lordsburg. Goat & Sheep Show, 2-3.  
 Santa Fe. Fiesta, 3-5.  
 N. C.—Larimore. Lions' Club Celebration, 31-Sept. 1.  
 O.—Beach City. Homecoming, 3-5.  
 Bowling Green. Tomato Festival, 29-Sept. 1.  
 Cincinnati. Food Show at Zoo, 23-Sept. 5.  
 Cleveland. Natl. Air Races, 3-5.  
 Kalida. Putnam Co. Pioneer Celebration, 1-3.  
 Newcomerstown. Homecoming & Fall Festival, 1-5.  
 Perrysville. Homecoming, 31-Sept. 3.  
 OKLA.—Vinita. Rodeo, 2-5.  
 ORE.—Astoria. Celebration, 31-Sept. 4.  
 Lakeview. Rodeo, 3-5.  
 Ontario. Rodeo, 3-5.  
 PA.—Altoona. Auto Races, 5.  
 Pittsburgh. Legion Sesquicentennial Jubilee, 29-Sept. 10.  
 Ridgway. Fire Dept. Celebration, 1-3.  
 S. D.—Canton. Corn Carnival, 1-2.  
 Whitewood. Picnic, 5.  
 TENN.—Whiteville. Harvest Festival & Horse Show, 29-Sept. 3.  
 TEX.—Midland. Cowboy Contest, 3-5.  
 UTAH.—Payson. Golden Onion Days & Homecoming, 3-5.  
 Price. Rodeo, 3-5.  
 WASH.—Ellensburg. Rodeo, 3-5.  
 South Bend. Regatta & Oyster Festival, 4-5.  
 Spokane. Dog Show, 4.  
 W. VA.—Berkeley Springs. Tomato Festival, 3-5.  
 New Martinsville. Centennial Celebration, 3-5.  
 WIS.—Appleton. Picnic, 3-5.  
 Gilman. Fall Festival, 3-5.  
 Kaukauna. Picnic, 4-5.  
 Washburn. Farm & Forestry Festival, 3-5.  
 Watertown. Central Labor Union Celebration, 3-5.  
 WYO.—Thermopolis. Rodeo, 4-5.

(Events for five weeks in advance appear in the last issue of each month. This week they will be found on page 73.)

OUR LOW PRICE SHARPENER. Sample 100.  
**GELLMAN BROS.**  
 Minneapolis, Minn.  
**LEVIN BROS.**  
 Terre Haute, Ind.  
**E. P. FITZPATRICK.**  
 501 N. Van Buren St., Wilmington, Del.

## SELL... ACE RAZOR BLADES

Single, Double Edge. Snappy packages. LOWEST FACTORY PRICES. FREE SAMPLES. Free Delivery. 37 South Ave., Dept. 110, ROCHESTER, N. Y.

### EARN \$25.00 DAILY SELLING THE MIDGET BURGLAR ALARM

"EXPLODES LOUD AS A GUN." EASY TO INSTALL. PROVIDES PROTECTION FOR WINDOWS, DOORS, AUTOS, GARAGES, ETC.

A Prospect in Every Home, Store, Office and Garage. Demonstrating Sample and 500 Caps. 50c Stamps. \$1.50 Per Doz. Circulars Free.

**ROYAL NOVELTY CO.,**  
 512 Washington St., Johnston, Pa.

## COMEX BLADES

100 D. E. BLADES (20-5s) Display Cartons. Per Carton. 30c  
 10 Cartons, \$2.90.  
 100 D. E. BLADES (20-5s) Display Cards. Per Card. 36c  
 10 Cards, \$3.50.  
 All Fully Guaranteed. 1/3 Dep. With Order.  
**JEDRO 132 West 32nd Street COMPANY** New York City

### FRAMED FEATHER PICTURES! (All Hand Made)

The last word in an artistic Bird Picture for wall mounting or placing on Desk, Table, etc. American tourists visiting Mexico buy them in enormous volume. Their striking beauty makes an irresistible buying appeal. Sell on sight everywhere! The cedar frame is HAND-CARVED. Size 5 1/2 x 9 1/2. Retail for \$1.00 each. Cost you only \$3.00 dozen or \$30 per gross. Rush your starting order or send \$1.00 for two beautiful samples.  
**G. A. MARQUEZ & CO., Apartado BA-1178**  
 Mexico City, Mexico.  
 Mexican Art Goods of All Kinds

### HEADQUARTERS FOR 1 Minute & 4-for-10 Photographers

MAKE GOOD MONEY AT THE FAIRS and all year around with our New Designed Mounts and Folders. Photo Pocket Mirrors with Catchy Sayings! Also Leatherette Double Photo Holders! SOMETHING NEW! Chromium Novelty Frames.  
 Fresh Stock of Improved BLACK BACK CARDS, 1 1/2" direct positive paper, and all supplies always on hand ready for immediate shipment.  
**BENSON CAMERA CO.** 168 Bowery, New York, N. Y.  
 Catering to Quick Finishing Photographers for Over 30 Years.

## RUN MENDERS

Med. latch, rubber handle, gross \$2.25; 1,000, \$12.50; wood handle, gross \$3.50; 1,000, \$20.00; shiffon special rubber handle, gross \$8.50; wood handle, gross \$9.50. Directions furnished. Deposit required. 5 samples 50c. Needles as low as \$7.00 per 1,000. **RUN MENDER WORKS,** Dept. 7, Waukesha, Wis.

## MEDICINE MEN -- AGENTS -- PITCHMEN

SEND 10c IN STAMPS FOR NEW 1938 CATALOG  
 MEDICINES—TONICS—PILLS—TABLETS and other MED SPECIALTIES  
**DEVORE MFG. CO.** 511 East 72nd St. New York City  
 Manufacturing Chemists

### SOCIAL SECURITY PLATES

UNION LABEL In Each Corner  
 Gold Bronze—In Beautiful Tan Leather Case  
 Fast Selling to Industrial Workers.  
 Write for Wholesale Prices, Territory. Sample 15c.  
**IDENTIFICATION PLATE CO.**  
 301 FLYNN BLDG., DES MOINES, IA.

## EVERY STORE A PROSPECT FOR PROFIT

Here's a COMMON SENSE way to make \$5 to \$10 per day! Spare or full time. Sell changeable letter signs. EVERY merchant needs them! LUNCH STANDS, REAL ESTATE OFFICES, STORES, FILLING STATIONS, etc. This big De Luxe METAL sign, 18x21 inches. Special silver back. Looks lighted at night. Mahogany finish frame. 300 two-color letters included. It's a BEAUTY! Sells on sight for \$2.50. You make \$1.50. Merchants buy one to five each.  
 SEND NO MONEY. Write for YOUR sample sign now. Send no money. Pay postman \$1 plus few cents postage. Ask about our BIG FREE DEAL! Get started NOW in your own business. We show you how. Send for your sign TODAY.  
**CHANGEABLE LETTER SIGN COMPANY,**  
 R. 2, Box 402, Long Beach, Calif.

## NEW! AGENTS WANTED

### A MONEY MAKER

PATENTED SELF-ADJUSTING BELT FOR MEN. Handsome, dressy, genuine full-grain leather. Hidden spring g-t-v-e-a with every movement of body, but holds trousers and shirt trim and snug with easy comfort. Permits natural full breathing. Looks like any other fine belt. Indorsed by physicians, business men, world famous athletes. Wonderful demonstrator, big commission. Side line or full time. Free belt offer to producers.  
**SELF-FLEX BELT CO.**  
 360 N. Mich. Ave., Chicago, Ill. Dep. B-8.

## PITCHMEN

### FRUIT LAXATIVE!

New Food and Fruit Principle. Not a medicine. No legal troubles. 500% profit. Small package and full details mailed FREE.  
**"FRUIT-INA"**  
 1959 Cortland St., Chicago.

## SOAPS for Medicine and Streetmen

For more than 35 years we have specialized on pure Coconut Oil Soaps for Streetmen. Large assortment Stock Brands, also Private Brands to order. Write today for price list and samples.  
**Indianapolis Soap Co., Dept. 827, Indianapolis, Ind.**

Presto Comb, File Knife and Comb Combination. Sample 35c.  
**WALLENBECK MFG.,** Sandwich, Ill.

### AGENTS EVERY DOOR IS A PROSPECT

for the JAY-WAY Door Holder. Prevents slamming, adjusts ventilation. Thousands used in homes, institutions, offices. Unusual easy earnings opportunity. Write for sample offer to Dept. B, JAY-WAY, 26 Journal Sq., Jersey City, N. J.

## DOCTOR

Licensed Illinois  
 Wonderful opportunity. Case taker. Prefer medicine show experience. No traveling. **BOX D-148,** care The Billboard, Cincinnati, Ohio.

## SILK NECKTIES

New fall line now ready. Selected silks, hand tailored. Solid, stripes and figures. Sample dozen, \$3.65. Silk Knit Ties (English Labels), smart styles. Sample dozen, \$2.75.  
 25% Deposit With Order.  
**EUREKA NECKWEAR, 307 W. 38th St., N.Y.C.**

## Pitching, Yesterday and Today

By Y. L. YON

SOME time ago I promised to write in a general way giving my conception of Pitchdom as it is today and some of my personal views on the betterment of the profession. To begin with, I don't believe that I need pardon for personal references, as I've been a fairly successful worker dating back to the days when Charley Chosewood had the old White City Park down Atlanta way, when I had the snake pit and other side attractions. For many years I was also fairly successful as a pen, novelty and calculator worker in addition to having owned and operated a pretty good med show. At present, I'm working an office specialty that costs me more for a single unit than I formerly paid for a gross of pens.

I'm not telling this in an egotistic sense, but simply to come to the point, and the point is this: I had to readjust myself and live to meet the change in conditions when the depression set in. My road friends know that my nut has always been pretty high, as I've always carried my family with me. This meant that I have had to obtain a reasonably good play to exist in any style at all and in order to do this I have always been forced to adjust and improve myself and style of working.

### Accustomed to Ordinary Pen Pitch

For instance, after I had worked pens for a few years I realized that the public had become accustomed to an ordinary pen pitch and that to follow up a good pen worker my percentage was comparable to only an ordinary pen pitchman. Then, of course, I could not give up. I had to improve my pen demonstration, which I did by employing a criss-cross scratch of the point. This resulted in my making an interesting demonstration with increased sales. Then the time came when I was forced to improve my scratch demonstration, which I did with the use of a giant microscope to show the inner mechanisms of a skeleton pen. I also gave a stronger lecture on the material and science used in the manufacture of the pen. I found that as long as a demonstrator can teach the public and present the same old package in a new way he will have a better turn and more payoff.

Now in working calculators I found that the old Master 9 Calculation interested only a few newcomers to the same old tips in the towns being worked. So in order to stimulate interest and hold the tips I presented the collaps-

ible adding machine act, which explained the mechanism of the adding machine, together with a few short rules and calculations for finding speeds, volumes, square roots, etc. This, of course, built up prestige and reception for my calculator, which meant better takes. My idea is and always has been that pitchmen can make their store high class, regardless of the article, by presenting it to the public in a high-class, instructive manner and by remembering that the majority of their tips are composed of people with common sense and a fair amount of sporting blood.

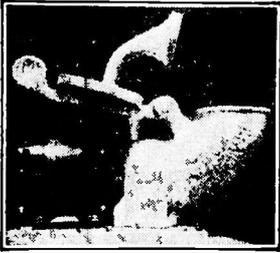
### Boosts Town

I agree with a squib which appeared in a recent issue of the Pipes Column which stated that, "It is bad policy to direct a smart aleck crack at some mythical person in the tip. It puts a bad taste in their mouths." I've always found that to make a pleasant remark about the great business and the enjoyable time I had on a previous visit meant a better reception for me. I don't mean to convey the impression that I know it all, nor do I try to tell the boys how to work. But I've found my policy gets along okeh and I don't worry much about closed towns. I don't have much trouble working them and I'm fairly successful at opening them.

I read with interest in a recent issue a burlesque on some small town, viz., "Things We Never Hear," and signed "The Mayor." This brought to mind an occurrence which happened to me. I jumped into a small town recently on a Friday night. The next morning I went to the city hall and asked the city clerk what the license would be to work the town on a Saturday. He replied that a city ordinance had just been passed prohibiting street selling. I asked him what the fee for such a license had been formerly, and he said it was \$2. This, I agreed, was right and unfolded a pack of old readers. I showed him one which was signed by him and which I had obtained on a previous visit to the town. Then he noticed that I had a discharge from the army, and he asked to see it. After he looked at my service record and the battles I had participated in he asked why I had paid \$2 on the previous visit when I could have worked free on my discharge.

### Diplomacy Opens Town

I replied that after taking into consideration the expenses of city government I always paid for the privilege of working a town where the fee was (See Pitching, Yesterday opposite page)



ECHOLS' HIGH SPEED ELECTRIC SNOW SHAVER. \$49.50 S. T. ECHOLS 1337 Walton Avenue, St. Louis, Mo.

Says Routing Signs Bring Fines for Several in Colo.

CINCINNATI, Aug. 20.—Writing from Pueblo, Colo., Art (Doc) Meiling asks The Billboard to tell tent show owners not to paint or chalk arrows or other routing signs on posts or trees along the highways in Colorado. Fines for doing so run from \$14 to \$250 for each county, besides having to go back and wash off marks, he says, adding, "Colorado law is very plain on this, but still several shows have drawn heavy fines lately."

Klines Visit Cincinnati

CINCINNATI, Aug. 20.—Robert R. Kline, owner and manager of Kline's Greater Shows, accompanied by Mrs. Kline, secretary and treasurer of the shows, visited here this week on business. They came in from Warsaw, Ky., where the carnival was furnishing the midway for a community fair there.

On his visit to The Billboard office later accompanied by his general agent, Bill Dollar, Kline revealed to the carnival editor that he has had a hard struggle since the opening of the season. However, he said: "We have assembled a very nice organization, free of all questionable features; have a good staff and some very desirable bookings for the immediate future. Now that the worst part of the season is over we have every reason to believe that the fall fairs will enable us to make a profit. During the winter our show will play several Florida fairs. Ben Beno is one of our free acts."

MANY RAIL

(Continued from page 39) were household words and even during the winter months a few kept going, their tops dotting the smaller towns from the coast of South Carolina over to the Red River country of Louisiana. The Mollie Bailey Show that once traveled overland in wagons and a two-car show later on, we used to hear, put in many profitable seasons without ever leaving Texas. Circus troupers sincerely hope the three remaining railroad shows will carry on and enjoy a long season south. C. E. DUBLE.

ATTERBURY HEADING

(Continued from page 38) Brookings Hospital August 1, suffering from gall stones. Annie Atterbury, tight-wire performer, left show at Romona, S. Dak. to enter St. Joseph's Hospital, Sioux City, Ia., to become a trained nurse. Jimmie Goodwin and wife, aerialists, are filling her place, joining at Wolsey, S. Dak. Steve Hutchins is now doing advance work. Mary Atterbury, with the Valentines in the Dutch West Indies, will return to the States in September. Johnny Atterbury, on tight wire, celebrated his tenth birthday anniversary August 12.

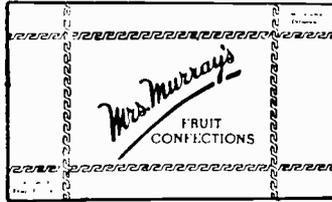
PITCHING, YESTERDAY

(Continued from opposite page) reasonable. I told him that I regarded his city as one of the nicest spots I'd ever worked and that I had boosted his city all over the country. I added, however, that I was sorry that I'd now have to change my route and estimation of the town. He picked up my discharge and excused himself and went into the mayor's office. He and the mayor reappeared a moment later and gave me a reader and a note to the police chief to permit me to work on the town's main corner. The result was that I obtained more than a half-century note on the day. Not much, I'll agree, but it was better than a day lost forever. The point I'm trying to make is this: A little diplomacy in offering to pay the reader, even tho I knew I could work the spot on a soldier's reader, simply opened the town. These little things are what help the boys who follow you.

Work clean, respect each other, give consideration to those who follow you, use tact and diplomacy in fixing towns and give the public a decent break and you'll find that it pays dividends in the long run, as such good workers as Doc George M. Reed, Doc Frank Hauer, Dewitt Shanks, Bill Danker, Doc Harry Kinchley, Doc Johnston, George Smith, Harry Meyers, Big Ben Baxter and many, many other too numerous to mention will agree.

CORRAL

(Continued from page 41) Forrester split first and second. Calf Roping—Fifth day, Junior Eskew, Tony Travers, Floyd Lingle Junior Eskew,



MRS. MURRAY'S FRUIT CONFECTIONS

MRS. MURRAY'S Famous Fruit Confections. The hottest number ever created by MRS. MURRAY. Contains Erittle Toasties, Orchard Fruits, Coconut Balls, Marmalades, Bitter Cream Chocolates, Opera Fruit Nougats, Tropical Fruit Rolls and Spearmint Leaves. A guaranteed hot weather candy. It can't go wrong. Wrapped in the latest creations of cellophane. Sells for \$1.20 per dozen. Comes packed four dozen to a case, \$4.80.

CASEY CONCESSION CO., 1132 S. WABASH, AVE., CHICAGO, ILL. Send for Free Illustrated Circular.

WANT GREENBRIER VALLEY FAIR WANT

LEWISBURG - RONCEVERTE, W. VA. — WEEK AUGUST 29. CAN PLACE: Legitimate Concessions of all kinds, except Cookhouse and Corn Game. Can use one Lunch Stand. GRIND SHOWS: For balance of season, with or without own outfits. FREE ACTS: Can use several Outstanding High Acts for five or six weeks' work. WIRE JOHN H. MARKS, Gen. Mgr., MARKS SHOWS, Inc. This Week, RICHWOOD, W. VA.; Next Week, RONCEVERTE, W. VA.

CRYSTAL EXPOSITION SHOWS

WANT FOR A SOLID STRING OF BONA-FIDE FAIRS ENDING DECEMBER 3. STARTING EAST TENNESSEE FAIR, Knoxville, Tenn., August 29 to September 3. ROANE COUNTY FAIR, Harriman, Tenn., September 5 to 10. BLOUNT COUNTY FAIR, Maryville, Tenn., September 12 to 17. SEVIER COUNTY FAIR, Sevierville, Tenn., September 19 to 24. IREDELL COUNTY FAIR, Statesville, N. C., September 28 to 30. CLEVELAND COUNTY FAIR, Shelby, N. C., October 3 to 8. WANT Legitimate Concessions. No exclusives. Good opening for money-getting Shows (no Girl Shows). Lenard Ross WANTS Acts for Side Show (sure salary). Opening for Half and Half for Feature. WANT Foremen for Ferris Wheel, Chair-o-Plane and Loop-o-Plane, also Help on all Rides. Salary each week. WANT Man to handle Grab Joint, also Cook and Griddle Man for Cook House. Also Agent for Grand Store. WANT Banner Man. Address all mail Dayton, Tenn., this week.

CHARLOTTE AGRICULTURAL FAIR

OCTOBER 3rd THROUGH 8th, 1938

SIX DAYS — SIX NIGHTS

Space on Large Independent Midway open for Concessions of all kinds, including Custard, Scales, Grab Joints, Jewelry, Novelties, Etc. Address B. ARP LOWRANCE, Mgr., 122 W. Fifth St., Charlotte, N. C. MARKS SHOWS ON MIDWAY

TILLEY SHOWS WANT

Shows, with or without own outfit; Manager for Big Snake. Have complete Show. Acts for Side Show. experienced Ride Help. Concessions: Photo Gallery. For Sheffield Home Coming, August 25-26; Princeton Fair, August 30-September 2; Depue, September 3 to 5; Sandwich Fair, September 6 to 9; all Illinois. Address Sheffield, Ill., this week.

EVANGELINE SHOWS

CAN PLACE BALANCE OF SEASON:

Musicians and Performers for Colored Minstrel, Fun House, Illusion, Fat Girl, Midgets, Crime Show, with or without canvas; Octopus, Loop-o-Plane, Carousel with own transportation or without. Concessions: Ice Cream, Frozen Custard, Floss Candy, Palmistry, Nail Joint, Guess-Weight Scales, Novelties, Fish Pond, Country Store, Candy Apples. Agents for Blower, Roll-Down. No exclusive sold. Rogers Ark., week August 22; Fayetteville, Ark., week August 29. Address C. R. LEGGETTE.

JOLLY JAILLET SHOWS WANT

RIDES — Ferris Wheel, Octopus, Whip, or Tilt-A-Whirl.

SHOWS — Motor Drome, Plantation Show, Posing Show, Illusion or any other Shows that do not conflict. WANT Acts for 10-in-1.

CONCESSIONS — Any Legitimate Concession. This Show will be out until Christmas. Write or Wire JOLLY JAILLET SHOWS, Lakewood, N. Y., this week; Jamestown, N. Y. follows. Big Labor Day Celebration, Westville, Pa. MELVIN OLSON, Secy.

GRANGERS PICNIC (fair)

AUGUST 29TH TO SEPTEMBER 5TH, Inc. — "SIX BIG DAYS AND NIGHTS"

WILLIAMS GROVE

"Best Spot in Pennsylvania"

FREE ADMISSION — FREE PARKING

Write or Wire — R. E. RICHWINE, Mechanicsburg, Pa.

ATTENTION SNAKE SHOWS

43 Snakes for \$1,000!

31 Pythons from 8 to 12 feet long. 5 Pythons averaging 14 feet long. 6 Pythons averaging 13 feet long. 1 Python measuring 16 feet long. Also Monkeys, Spiders, Woollies, Mandrills, 3 Tame Chimpanzees.

HENRY TREFFLICH,

215 Fulton St., New York City

first and one half of second place; Tony Travers, third and one half of second place. Sixth day, Junior Eskew, Buddy Mefford, Tony Travers. Seventh day (matinee), Buddy Mefford, Junior Eskew, J. D. Frank. Seventh day, Junior Eskew, Tony Travers, Floyd Lingle. Eighth day (matinee), Tony Travers, Bill Parks, Buddy Mefford. Eighth day, Tony Travers, Bill Parks, Floyd Lingle. Bull-dogging—Fifth day, Bill Parks, Lucky Boy Williams, Jimmy Downs. Sixth day, Jack Jackson, Tommy Horner, Floyd Lingle. Seventh day (matinee), Slim Welsh, Jack Jackson, Tommy Horner. Seventh day, Curley Hatchell, Lucky Boy Williams, Bill Parks. Eighth day (matinee), Curly Hatchell, Bill Parks, Jimmy Downs. Eighth day, Floyd Lingle, Tommy Horner, Speedy Dinamore.

WANTED CONCESSIONS OF ALL KINDS. Hamilton, Mo., Fair, this week; Platt City, Mo., Fair to follow. All Fairs and Celebrations to follow. Ten-In-One with own equipment. Good proposition, long season south. Come on boys, get the cream. Jack Smith answer. Athletic Show wanted with own outfit. K. G. AMUSEMENT SHOWS

ROBBINS BROS.' CIRCUS WANTS Several first-class Circus Clowns; those playing Clown Band given preference. Wire all per route in The Billboard.

WANTED For Newcastle Agriculture County Fair NEWCASTLE, VA., September 14-15-16-17. Rides, Shows and Concessions of all kinds. Like to hear from one or two high Free Acts and Sound Truck. Will consider Carnival that has clean Attractions. Write or wire W. O. MARTIN, County Agent, Newcastle, Va.

JACKSON COUNTY FAIR JACKSON, MICH., 5 days—August 30-September 3—5 nites Choice Locations on Main Midway for Bowling Alley, String Game, Fish Pond, Ball Games, Cigarette Gallery or Any Slum Store. Only one of a kind. JOHN QUINN, 2129 Michigan Ave., Detroit, Mich.

WANTED FREAKS—NOVELTY ACTS CURIOUS FEATURES — DANCING GIRLS — Real Performers with Suitable Costumes. Talkers for the Front. LONG SEASON OPENS SEPTEMBER 3. All Performers send Photos, which will be returned. EIGHTH STREET MUSEUM 253 N. Eighth Street, PHILADELPHIA, PA.

WANTED Rides, Concessions and Shows TARLTON'S STREET FAIR, September 12-17. Or Carnival. Write ALBERT ROBERTS, Box 38, Tarlton, Ohio.

WANTED RIDES OF ALL KINDS Account of Disappointment, for Biggest 3-Day Labor Day Celebration in Illinois. On the streets, September 3-4-5. LaSalle, Ill. Also a few Choice Concessions open. Big Free Acts are booked. TOMMY SACCO, 162 N. State St., Chicago, Ill.



# Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Aug. 20.—No meeting Monday night, this being a skip week. It is not likely that there could have been many members present, as the calls for men have increased. Phone calls from close-by and remote points asking for rides and concessioners, and one carnival opened Monday short of men. So it is evident that a pick-up in business is definitely noted.

Letter from John M. Miller. He and Mrs. Miller have been on an extended vacation and will be home soon.

Mr. and Mrs. Frank J. Downie, on vacation, returned. Frank, chairman of the annual charity banquet and ball, combined boosting the ball with the trip. He reports all indications are that this will be, as have all the others, a big artistic and financial success.

Harry Hargraves is working out the plans for "The Gigantic," which will precede the banquet and ball.

Claude A. Barie writes of the work being done on Hilderbrand's Shows in the interest of this organization.

Roy E. Ludington also writes of the plans of the Crafts Shows and the usual efforts that will be put forth during the Los Angeles County Fair at Pomona, Calif.

The membership drive is going along nicely, and now that there is no penalty for reinstatement many are coming in. During the drive \$10 pays all until September, 1939, both memberships, new members and reinstatements.

If those who are not members of a showmen's organization knew just what effort is being put forth at this time in the interest of showfolk \$10, cost of membership, would be forthcoming. If affiliated in show business and eligible for membership one of the smartest things one can do is to get into the fold. PCSA invites new members. Mail for Buddy Cohn at clubrooms.

STEVE HENRY.

## Ladies' Auxiliary

Members of Ladies' Auxiliary of PCSA gave a party and banquet to celebrate birthday of President Peggy Forstall Monday evening at Rosslyn Hotel. Tables were beautifully decorated with flowers and favors, thanks to house committeewoman Mora Bagby and her assistants. All joined in singing *Happy Birthday to You* as Peggy took her seat at table. During banquet many fine tributes were paid, and speeches of congratulations were tendered and presents presented to her, among which were six dozen Tallman roses wired from Theo Forstall "To My Darling Wife."

A purse was presented by the Ladies of Circle 6; fine lingerie from Sug Richards and Margaret Jones Brady; strand of beads over 50 years old, presented by Mother Fisher, and numerous other gifts from friends. There were many telegrams and cards from members on the road and those at home, some unable to attend. Many entertaining stories of actual experience in and out of show business were told, and fun and hilarity reigned supreme.

A door prize presented by President Peggy Forstall was won by Vera Genac. Among members and guests present were Mora Bagby, Clara Masters, Stella Linton, Blossom Robinson, Vera Downie, Aetna Henry, Mrs. Bert Earls, Ruby Kirkendall, Tillie Palmateer, Esther Carley, Martha Levine, Alfreda Barnes, Nettie Pulley, Estelle Brake, Opal Manly, Vera Genac, Pearl Jones, Inez Walsh, Babe Miller, Etta Mae Haven, Jean Marshall, Minnie Fisher, Grace De Garro, Margaret Jones Brady, Mrs. Mae Kiefer, Mrs. Albert Green, Mabel Bennett, Alyce Jones, Peggy Forstall, Sug Richards, Minnie Repp and Jane Ritchie.

It was unanimously voted to have been an evening of ideal enjoyment. "Many happy returns of the day to you, Peggy." Reported by Inez Walsh.

## Pennsylvania Bill Against Public Sale of Fireworks

HARRISBURG, Pa., Aug. 20.—House Bill No. 21 has been introduced in the Pennsylvania House of Representatives, meeting in special session, to restrict display of fireworks to municipalities, townships, fair associations, amusement parks and other organizations. Bill also prohibits public sale. All displays would be under supervision of a "competent operator duly licensed by the secretary

of labor and industry." Penalty would be a fine of not more than \$100, or imprisonment not exceeding 90 days, or both. Bill, primarily a safety measure, has been referred to the committee on public health and sanitation.

## ROUTES

(Continued from page 33)

Ross, Lee (Chez Maurice) Dallas, Tex., nc.  
Roth & Shay (Arena Feste) Rome, Italy, July 26-Aug. 30; (Apollo) Nurnberg, Germany, Sept. 1-15, t.  
Royal Hawaiian Sweethearts (Biltmore) NYC, h.  
Rufus & Richard (Surfside) Long Beach, N. Y., nc.  
Rush, Ann (18) NYC, nc.  
Rushing, Jimmy (Famous Door) NYC, nc.  
Russell, Maude (Surfside) Long Beach, N. Y., cb.  
Ruiz, Maclovio (Blackhawk) Chi, nc.  
Ruvel & Marcea (Jimmy Kelly's) NYC, nc.  
Ryers, Frankie (18) NYC, nc.

S  
St. Claire & O'Day (Tivoli) Melbourne, Australia, June 30-Aug. 26, t.  
Sandino & Fairchild (Cavaller) Virginia Beach, h.  
Sankar, Kostia (Bublichki) Hollywood, nc.  
Santoro & Lorraine (Bismarck) Chi, h.  
Satch & Satchel (St. George) Brooklyn, N. Y., nc.  
Savitt, Jan, & Orch. (Stanley) Pittsburgh, t.  
Savoy Lindy Hoppers (Casa Manana) NYC, nc.  
Schnickelfritz Orch. (Earle) Washington, D. C., t.  
Scott, Virgie (Black Cat) NYC, c.  
Scotti, George (Arcola Inn) Arcola, N. J., ro.  
Sedgewick, Edna (Casa Manana) Ft. Worth, nc.  
Seeley, Winnie (Chez Paree) Chi, nc.  
Shandor (Buckingham) NYC, h.  
Shannon, Virginia (Club Plantation) New Orleans, nc.  
Shatlen, Anna (Roumanian Village) NYC, re.  
Shaw, Helen (Meadowbrook) Saratoga, N. Y., nc.  
Sherman Bros. & Tessie (Tic Toc Club) Montreal, Que., Can.  
Sherrick, Art (Continental) Kansas City, Mo., nc.  
Shore, Felicia (Bal Tabarin) NYC, nc.  
Shore, Willie (Hi-Hat) Chi, nc.  
Shutta, Ethel (Chez Paree) Chi, nc.  
Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc.  
Simmons, Lee (Plantation) NYC, nc.  
Simms, Virginia (Pennsylvania) NYC, h.  
Sinclair Sisters (Riverside) Milwaukee, t.  
Singing Strings, The (Katsinas) Champaign, Ill., c.

Smith & Dale (Casa Manana) NYC, nc.  
Sinyth, Jerry (Arcola Inn) Arcola, N. J., nc.  
South & Lane (Babette's) Atlantic City, nc.  
Spec & Spot (Colosimo's) Chi, nc.  
Sperry, Frank (Roosevelt) NYC, h.  
Spitainy, Phil, & Orch. (Paramount) NYC, t.  
Sterling, Wynne (Roumanian Village) NYC, re.  
Stone, Mary (State-Lake) Chi, t.  
Suzanne & Christine (Jimmy Kelly's) NYC, nc.  
Swann, Russell (Piping Rock) Saratoga, N. Y., nc.  
Sylvio & Melba (Havana-Madrid) NYC, nc.

T  
Tavares, Freddy Kaulana (Biltmore) NYC, h.  
Taylor, Peggy, Trio (Casa Manana) Ft. Worth, nc.  
Taylor, Sonny (Armando's) NYC, re.  
Termini, Joe (Grosvenor House) London, h.  
Terrace Boys (Barney Gallant's) NYC, nc.  
Texas Tommy (Leon & Eddie's) NYC, nc.  
Theodore & Denesha (Village Barn) NYC, nc.  
Theodora (Summerland Beach) Millersport, O., h.  
Thomashetsky, Boris (Rainbow Inn) NYC, re.  
Tilton, Martha (Pennsylvania) NYC, h.  
Tinney, Dot (Black Cat) NYC, nc.  
Tisdale Trio (Le Mirage) NYC, nc.  
Titans, Three (Lyric) Indianapolis, t.  
Todd, Dick (Glen Island Casino) New Rochelle, N. Y., ro.  
Travers, Helen (St. George) Brooklyn, N. Y., h.  
Tucker, Sunny (Ivan Frank's) NYC, c.  
Tucker, Sophie (Lookout House) Covington, Ky., nc.  
Tyler, Smiling Tex (Green Tree) Cincinnati, nc.

U  
Uherle, Helen (Butler's) NYC, nc.  
Uppman, John (Manny Wolf's) NYC, re.

V  
Val Setz (Carmen) Phila, t.  
Valdez, Vern (Finochios) San Francisco, nc.  
Valera, Adelita (Havana-Madrid) NYC, nc.  
Valentine's Sensational Flyers (Gran Circo Schwyer) Curacao, Dutch West Indies.  
Van Cello (Star) NYC, t.  
Vanderbilt Boys (Riverside) Milwaukee, t.  
Velez, Angela (Chateau Moderne) NYC, re.  
Veloza & Yolanda (Palmer House) Chi, h.  
Venezia, Chiquita (Arcola Inn) Arcola, N. J., ro.  
Venuta, Benay (Casa Manana) NYC, cb.  
Vernon, Dal (Radio City Rainbow Grill) NYC, nc.  
Vernons, The (Riley's) Saratoga, N. Y., nc.  
Volta (Lexington) NYC, h.  
Von Losen, Emily (Bon Air) Chi, cc.  
Von Gassner & Vernon (International) NYC, nc.

W  
Wahl, Dorothy (Colosimo's) Chi, nc.  
Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc.

Wainwright, Helen (Leon & Eddie's) NYC, nc.  
Wallace Bros. (Black Cat) NYC, nc.  
Walley, Nathan (International Casino) NYC, nc.  
Ward, Alda (Surfside) Long Beach, N. Y., nc.  
Waring, Ruth (Wivel) NYC, re.  
Warren, Del (Jim Otto's) Hollywood, nc.  
Washington, George Dewey (Surfside) Long Beach, L. I., N. Y., nc.

Wayne, Nick (Setter's Inn) Vineland, N. J., nc.  
Waters, Ethel (Casa Manana) NYC, nc.  
Welch, Muriei (La Marquise) NYC, nc.  
Wences, Senor (Chicago) Chi, t.  
Wessels, Henri (Plantation) NYC, nc.  
White, Jack (18) NYC, nc.  
White, Ann (Queen Mary) NYC, re.  
Whitney, Marjorie (Skyrocket) Chi, rh.  
Wicke, Gus "Popeye" (Radio Franks') NYC, nc.  
Wickes Bros. & Armida (Alhambra) Capetown, South Africa, Aug. 23-Sept. 17.  
Willard, Harold (Gay Nineties) NYC, nc.  
Wither, Jerry (Villanova) Saratoga, N. Y., nc.  
Wolfe, Lorna (Villa Venice) Venice, Calif., nc.  
Woolsey, Ben & Wanda (Casa Del Ray) Santa Cruz Beach, Calif., h.

Y  
Yacopis (Casa Manana) NYC, nc.  
Yevo & Doro (Royal Pines) Lake George, N. Y., h.  
Youngman, Henny (Bath & Turf) Atlantic City, nc.

Z  
Zito (Claremont) NYC, ro.

## FAIR GRAND-STAND ATTRACTIONS

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

Abdallah, Sam, Girls: Angelica, N. Y.  
Aces, The Two: Walton, N. Y.; Sherbrooke, Can., 29-Sept. 3.  
Aerial Artistry: Apollo, Pa.  
Avery, Gertrude, Diamond Revue: Caro, Mich.; Windom, Minn., 30-Sept. 1.  
Averys, Thbee. with Eddie Keck: Westfield, Pa.  
Baldwin & Bristol: (Riverview Park) Pennsylvania, N. J.  
Basile's, Joe, Band: Walton, N. Y.; Toronto, Ont., Can., 26-Sept. 5.  
Behrs, Flying: (Pontchartrain Beach) New Orleans.  
Beno, Ben: Erlanger, Ky.  
Billett Troupe: Hamilton, Mo.; Terre Haute, Ind., 28-30.  
Carman, Frank & Ethel: Greenville, O.; Bass Lake, Mich., 30-Sept. 2.  
Crovans, Peerless: Lewisburg, W. Va., Aug. 29-Sept. 3.  
D'Arcy Girls: New Bedford, Mass.  
Dean, Skip, & Co.: Marquette, Mich.; Bridgeport, Ill., 30-Sept. 3.  
Donahue & LaSalle: Penn Yan, N. Y.; St. Stephen, N. S., Can., 29-Sept. 5.  
Everett & Conway: Marshall, Mich.  
Ferguson, Alzora & Hank: Marne, Mich., 29-Sept. 3.  
Frazer, Jack: (Playland Park) Rye, N. Y., to Sept. 11.  
Fuller, Howard, & Sister: Redwood Falls, Minn., 22-24; New Ulm 25-27; Waseca 29-31; Caledonia Sept. 1-3.  
George, Great, & Anita: Redwood Falls, Minn., 22-24; New Ulm 25-28; Waseca 29-31; Caledonia Sept. 1-3.  
Harvey & Dale: Foston, Minn.; Fargo, N. D., 29-Sept. 3.  
Jaydee, Great: Arlington, Neb.; Seward 29-Sept. 3.  
Kressells, Four: Hampton, Ia., 23-25; Foston, Minn., 26-28; Salina, Kan., 31-Sept. 3.  
La Tona Troupe: Carroll, Ia., 22-25; Anthon 25-26; Rembrandt Sept. 1-2; Reinbeck 5.  
LaZellas, Aerial: Pipestone, Minn.  
Lorenzos, Four, Aerial: La Porte, Ind.; Windom, Minn., 28-31; St. Peter, Minn., Sept. 1-4.  
Marshal & Helen: Westfall, Pa.  
Melzers, Flying: Cumberland, Ky.  
Morris, Will, & Bobby: Bangor, Me.  
Nelson, Walter: (Playland Park) Rye, N. Y.  
O'Neills, The: (Old Settlers' Reunion) Hillsboro, Ill., 24-25; Rush Center, Kan., 30-31; Stockton Sept. 1-2.  
Reynolds, Helen, Skaters: Toronto, Ont., Can., 21-Sept. 5.  
Sky Rockets, Three: Gibsonburg, O., 24-27; Goshen, Ind., 30-Sept. 2.  
Spiller, Capt. Albert: Caro, Mich.  
Tudor Sisters & Avery: Westfield, Pa.  
Unicus Troupe: Apollo, Pa.  
Watkins Animals: New Castle, Pa.  
Webb, Capt. George: Anadarko, Okla.  
Wolandi: New Bedford, Mass.

## DRAMATIC AND MUSICAL

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

Bankhead, Tallulah: (Biltmore) Los Angeles.  
Lawrence, Gertrude: (Curran) San Francisco.  
Pins & Needles: (Geary) San Francisco.

## MISCELLANEOUS

Arthur, Magician: Berlin, Ga., 24-25; Grady 26-27.  
By-Gosh Vaude Tent Show: Evansville, W. Va., 22-27.  
Burro Ball: Mt. Kisco, N. Y., 24; Radburn, N. J., 25; Riverside 26; Browns Mills 27; Waldwick 28-29; Spring Valley 30; Hellers-town, Pa., 31; Mountainville Sept. 1; Selins Grove 2.  
DeCleo, Magician: Winchester, Ind., 22-27.  
Fayssoux, Hypnotist: Augusta, Ga., 25; Fort Valley 30; Macon Sept. 2.  
Lewis, H. Kay, & Hollywood Varieties: Sweet Grass, Mont., 26-27; Havre 29-30.  
Long, Leon, Magician: Harlan, Ky., 22-25; Pineville 26-27; Barbourville 28-31.  
Marquis, Magician: Tooele, Utah, 24; Magna 25; Salt Lake City 26-27; Spanish Fork 29-30; Brigham City 31; Lewiston Sept. 1; Logan 2-3.

# Golden Gate Cleanings

By WALTER K. SIBLEY

Capt. Jim Moore, white hair streaming to his shoulders, Buffalo Bill goatee and mustache, 20-gallon sombrero and garbed in the fashion of the successful '49er, who dropped into our offices, presented such a striking picture that he was immediately surrounded by the office staff and others, including Art Linkletter, chief of the radio department of the expo. Link prevailed upon the captain to visit Treasure Island and then to air his impressions over KFRC, local Columbia station. In an impromptu description of the many amazing things that he saw the old gentleman positively "wowed" them. He's still a great showman, 82 years young, straight as a string, brain functioning like a young man's and eyes so sharp that he has never worn glasses. Capt. Jim, working in feature pictures, is making a personal appearance in Oakland.

Princess Alice Kamokila, one of the few remaining members of the ex-reigning family of Hawaii, visited Treasure Island in almost regal splendor. In a car of the latest style and of the most expensive make, driven by a liveried chauffeur and surrounded by three husky Hawaiian bodyguards, the princess made a tour of the exposition site. She will assist in financing and assembling a genuine Hawaiian attraction.

R. Seckel, Johannesburg, South Africa, arrived to conclude negotiations with Frederick Weddleton for placing of his attraction, Victoria Falls, at the fair. This attraction is said to be top money show at the Empire Exhibition, Glasgow, and is showing to an average of 20,000 daily.

Pat Collins Jr., of the famous Collins show family of England, who is operating, among other concessions at Glasgow Exhibition, a giant Scenic Railway, is slated to arrive in the States soon for a conference with Frederick Weddleton regarding booking a number of attractions.

Mr. and Mrs. Joseph Lusse and Richard Lusse, their son, of Philadelphia, accompanied by Nate Miller, of Miller-Melville interests, were visitors at expo headquarters. After a visit with

Mr. Weddleton, chief of the division of concessions, they made a trip to Treasure Island expo site. The Lusse family, who are international travelers and operators at expositions the world over, were amazed at the progress being made here.

Bill Johnson, brother of Albert Johnson, designer of unusual shows, may be connected with the exposition. He arrived the other day, intending to make this city one of his stops on a vacation tour, but after a visit to Treasure Island he decided that he would become a part of the great project.

Director Weddleton is again in his chair after a three weeks' trip to the North and East on expo business, during which he consummated a number of deals.

Allan Morris, in from Texas, is said to have his pockets full of oil money to invest in attractions for the fair.

Harry Tudor's passing was a great shock, as his last letter to me was on my desk unanswered when news of his death arrived. Harry and I had been closely identified in many ventures and I always considered him one of nature's noblemen. The world has been better for Harry's short residence in it, and I am sure he will leave a trail of sorrow in his passing, especially among the multitude of friends that he had all over the world in show business. Requiescat in pace.

Frederick Shipman, first of the Australian contingent of showmen to arrive for the fair, reports an enjoyable trip on the S. S. Mariposa. He is arranging to present a most unusual "girly" attraction on the Gayway and said that from now on every ship from the antipodes will bring other operators interested in securing concessions here.

Chinese Factors, Inc., sponsor of the \$1,000,000 project, Old China, is making astonishing progress in building. Steel frame for a 130-foot pagoda is complete. It will be a replica of the age-old Buddhist Temple of Central China.

# WANTED CONCESSIONS

OF ALL KINDS FOR NIAGARA FALLS VETERANS'-FIREMEN'S CELEBRATION,

Pine Avenue Lot, Week August 29th to September 3rd.

**WANTED** — Grind Stores for the Big Monroe County Fair-Rochester Exposition, at Rochester, N. Y., starting Labor Day to September 10th. Labor Day attendance last year, 50,000. Wire quick for best locations.

**WANTED** — Side Show Acts, Dancing Girls; also Ride Help. This week Watertown, N. Y., then Niagara Falls, followed by Rochester, N. Y. All address

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# C. W. NAILL SHOWS WANT

**FOR THE FOLLOWING BONA-FIDE FAIRS AND CELEBRATIONS UNDER AUSPICES, IN BEST COTTON SECTION (WE KNOW OUR TERRITORY).**

**SHOWS** with own outfit. Any good Pit Attraction, Working World, Mechanical Show, Monkey Motordrome, Penny Arcade, or any neatly framed money-getting Show.

**RIDES**—Will place Octopus, Kiddie Ride, Loop-o-Plane or Ride-o, as nothing too large or small, as these are real spots. Will pay top salary to capable, sober Ride Operators capable of getting money with rides when it shows up.

To strengthen Minstrel Show want the following: Blues Singer to feature, one good Comedian, two fast-stepping Chorus Girls, one hot Drummer, Trombone, Trumpet and Sax Player. **CONCESSIONS**—Want to join at once, Custard, Lead Gallery, Cane and Knife Rack, High Striker, Erie Diggers, Dart Gallery, and Candy Floss. To join at Winnsboro, La., September 12, few more legitimate Stock Concessions. Will book Man with Public Address System, with Concession that is non-conflicting.

Address wires and mail to **C. W. NAILL** as follows: Eldorado, Ark., August 22-27; Haynesville, La., August 29-September 3; Homer, La., September 5-10; Winnsboro, La., September 12-17; Lake Providence, La., September 19-24; Jackson Parish Fair, Jonesboro, La., September 27-October 1; North Central Louisiana District Fair, Olla, La., October 3-8; Lincoln Parish Fair, Ruston, La., October 11-15; Cane and Rice Carnival, New Iberia, La., dates to be set depending on the harvesting of rice. This is the biggest Celebration in South Louisiana. P. S.—Cecil Turner, want to hear from you.

# WANTED WANTED For Southern Oklahoma Fair and Exposition

**ARDMORE, OKLA., SEPTEMBER 12TH TO 17TH.**

**WANTED**—First-Class Free Acts, Aerial Acts and Sensational Platform Acts. Place Concessions of all kinds. No exclusives. **SHOWS**: Can use several Shows. Organized Minstrel, Fun House, Mechanical, Illusion or any High-Class Attraction. **RIDES**: Can use some extra Rides for this date and Texas Fairs. Can use Talkers and Side Show Attractions. **First-Class Freaks** for our winter tour, with largest Museum on road. Can use Special Agent capable producing. Write or wire as per route.

**MILLER BROS. SHOWS**

Week August 22, Sac City, Ia.; Week August 29, Boone, Ia.; Week September 4, Ft. Dodge, Ia.

# BECKMANN & GERETY SHOWS

**WANT FOR THE NEBRASKA STATE FAIR, LINCOLN, NEB., STARTING SEPTEMBER 4, AND BALANCE OF SEASON, ENDING ABOUT THE MIDDLE OF NOVEMBER.**

Experienced **BALL GAME AGENTS**, Man and Wife preferred, who can take charge of Ball Games. Also Grind Store Agents for **FISH POND, HUCKLEY BUCK, CLOTHES PINS** and **PENNY PITCH**. CAN PLACE competent Wheel Agents who can positively work for stock only. CAN ALSO use several competent Corn Game Agents and Operators for Short Range Gallery. Address **SAM GORDON**, Manager Concessions, **BECKMANN & GERETY SHOWS**, Des Moines, Ia., August 22 to September 2.

# WANTED

**CONCESSIONS**—Legitimate, except Bingo, Photo and Popcorn. **SHOWS**—Anything but Girl, for **CHARLOTTE, MICH., FAIR, August 30-31-September 1-2.**

**CROWWELL, IND.,** Labor Day (Best Spct in This Section, with Separate Carnival Midway). **WATERLOO, IND.,** September 7-8-9-10, Street Celebration.

**BERRIE SPRINGS, MICH.,** September 12-13-14-15-16-17, Street Celebration.

These are all money spots. Wire us at Charlotte after August 24, with Space wanted. We have three weeks open after September 17 for Street Celebrations or Fairs. Contact us at once.

**M. R. WEER SHOWS**

# WANTED

**SHOWS, RIDES AND CONCESSIONS FOR THE**

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All Carnival Equipment located on the Downtown Streets.

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Also booking now for the Annual Sheriff's Barbecue, September 19, same city. For space write or wire **VERNE NEWCOMBE**, Secretary-Manager, 516 Martin Bldg., El Paso, Tex.

# DIXIE MODEL SHOWS WANT

For biggest Labor Week in this section of Country at Pocahontas, Va., August 29 to September 5, inclusive: Shows, Rides and Concessions. Barnhill, wired you to come on at your figure; advise quick if you will be there. All others that applied for space, come on. Pearle and Griffin, answer quick if coming. Address all mail and wires

**DIXIE MODEL SHOWS to Pocahontas, Va.**

Magrum, C. Thomas, Magician; Stafford Springs, Conn., 24; Eastford 25; Brewster, Mass., 26-27; Woonsocket, R. I., 29; Westerly 30. Rippel Community Show; Snell, Va., 22-27. Seccalum Park Rides & Shows, No. 1 Unit: Ridgeville, Ind., 22-27; (Fair) Wapakoneta, O., 27-Sept. 2; No. 2 Unit: Gibsonburg, O., 22-27.

# REPERTOIRE

Aulger Bros.' Show: New Prague, Minn., 22-27. Brooks Players: Dodgeville, Wis., 23-25. Ginnivan, Frank R., Dramatic Co.: Decatur, Ind., 22-27. Ginnivan, Norma, Dramatic Co.: Blissfield, Mich., 22-27. Heffner-Vinson Show: Cornelia, Ga., 24-25; Commerce 26-27. Hugo Players: Oshkosh, Neb., 22-27. Kinsy, Kathryn, Ko.: North Baltimore, O., 22-26. Obrecht Co.: Tracy, Minn., 22-27. Sadler's Own Co.: Electra, Tex., 27. Schaffner Players: Quincy, Ill., 22-27.

# CIRCUS AND WILD WEST

Barnes, Al G., and Sells-Floto: Keokuk, Ia., 23; Hannibal, Mo., 24; St. Louis 25-28; Jefferson City 29; Kansas City 30-31; Topeka, Kan., Sept. 1; Concordia 2. Beers-Barnes: Zelenople, Pa., 24. Downie Bros.: Statesboro, Ga., 23; Augusta 24; Columbia, S. C., 25. Fort Peck Rodeo Co.: Carlinville, Ill., 23-29. Gould's, Jay, Circus & Revue: Ashton, Ia., 23-24; Sioux Rapids 25-27; Jewel 28-30; Roland 31; Grand Junction Sept. 1-2; Fonda 3-6. Hagenbeck-Wallace: Stockton, Calif., 26. Kelley, Al G., & Miller Bros.: Virgil, Kan., 23; Hamilton 24; Toronto 25; Fall River 26; Piedmont 27; Latham 29. Mix, Tom: Ponca City, Okla., 24. Parker & Watts: Lyons, Kan., 23; Kingman 24; Anthony 25; Alva, Okla., 26; Cherokee 27; Waynoka 29. Polack Bros.: Regina, Sask., Can., 27-Sept. 3. Richard Bros.: Kingsport, Tenn., 23; Johnson City 24; Elizabethton 25; Greenville 26. Robbins Bros.: Harlan, Ky., 23; Corbin 24; Elizabethton 25; Glasgow 26; Bowling Green 27; Nashville, Tenn., 28. WPA: Bronx, New York, N. Y., 23-27.

# CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo: Hampton, Ia. American United: Pocatello, Ida., 22-28. Anderson-Strader: Goodland, Kan.; Stockton 29-Sept. 3. Arena: Dayton, Pa. B. & H. Am. Co.: Sellers, S. C. Bach, O. J.: Cairo, N. Y. Bantley's All-American: Du Bois, Pa.; Williamsport 29-Sept. 3. Barfield's Cosmopolitan: Cumberland, Ky.; Williamsburg 29-Sept. 3. Barker: Assumption, Ill. Barkoot Bros.: Grand Rapids, Mich.; (Fair) Berlin 30-Sept. 2. Barnhart's Golden West: (Fair) Dell Rapids, S. D., 22-24; (Fair) Luverne, Minn., 25-27. Bass & Lane Am. Co.: (Fair) Sebastopol, Miss. Bazinet: Tomahawk, Wis., 22-25; (Fair) Iron River 26-28; (Fair) Ladysmith 29-Sept. 1. Beckmann & Gerety: (State Fair) Des Moines, Ia., 25-Sept. 1. Bee, F. H.: (Fair) Lebanon, Ky.; (Fair) Hodgenville 29-Sept. 3. Blue Ribbon: (Fair) Attica, Ind. Bockus, Curtis L.: Fairmont, N. C. Bortz: Dixon, Mo.; (Fair) California 29-Sept. 3. Bremer: (Fair) Plainview, Minn., 25-28; Rice Lake, Wis., 31-Sept. 4. Brown Family Rides: Milan, Ga. Brown Novelty: Helena, Ga. Buck, O. C., Expo.: Altamont, N. Y. Buffalo: (Fair) Attica, N. Y., 23-26. Burdick's All-Texas: (Fair) Mason, Tex., 22-25; San Marcos 26-Sept. 3. Burke, Harry: Opelousas, La., 22-Sept. 4. Byers Greater: (Fair) Monticello, Ia., 22-24; (Fair) Humboldt, Ia., 29-Sept. 2. Byers & Beach: (Fair) Jacksonville, Ill.; (Fair) Monticello 29-Sept. 3. C. J. Attrs.: Pillager, Minn., 29-30. Campbell's United: Nashville, Ga. Casey, E. J.: Kenora, Ont., Can., 22-24; Emo 25-28; Rainy River 29-31; Fort Frances Sept. 1-5. Central State: Smith Center, Kan. Cetlin & Wilson: Punksutawney, Pa.; (Fair) Bedford 29-Sept. 3. Clyde's United: Gallitzen, Pa. Coleman Bros.: Catskill, N. Y.; (Fair) Schaghticoke 29-Sept. 2. Colley, J. J.: Coalgate, Okla.; Apache 29-Sept. 3. Crafts 20 Bldg: Bakersfield, Calif., 23-28; San Diego 31-Sept. 11. Crescent Am. Co.: Mullins, S. C. Crystal Expo.: Rockwood, Tenn. Cumberland Valley: (Fair) Tracy City, Tenn.; (Fair) Winchester 29-Sept. 3. Curl, W. S.: Greenfield, O., 22-25; Liberty, Ind., 29-Sept. 3. De Luxe: Watertown, N. Y. Dick's Paramount: (Fair) Marshfield, Mass. Dixie Belle: (Fair) Greenfield, Ind., 21-26; Tell City 29-Sept. 5. Dixie Model: English, W. Va. Dyer's Greater: Gilman, Wis., 22-24; Ellsworth 26-29. Edwards, J. R.: (Fair) Wellington, O.; Bowling Green 29-Sept. 3. Elite Expo.: (Fair) Orleans, Neb.; (Fair) Rush Center, Kan., 29-Sept. 3. Ellman: (50th & Villet) Milwaukee, Wis., 22-28; (Fair) Chilton Sept. 1-5. Endy Eros' Shows: Vineland, N. J.; (Fair) Leighton, Pa., 29-Sept. 3. Evangeline: Rogers, Ark. Fairly & Little: (Fair) Albert Lea, Minn., 22-25; Muscatine 27-Sept. 3. Falls City: (Mellwood & Frankfort ave.) Louisville, Ky.

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Frisk Greater: (Fair) St. James, Minn., 22-24; (Fair) Hopkins 25-27.  
Funland: (Fair) Livermore, Ky.; (Fair) Tompkinsville 29-Sept. 3.  
Gibbs, W. A.: Osceola, Neb.; Stafford, Kan., 28-Sept. 2.  
Gold Medal: Osage, Ia.  
Golden Gate: Stonefort, Ill.  
Golden State: Antioch, Calif., 23-28.  
Gooding Greater: Delphos, O.  
Gooding: Greenville, O.  
Goodman Wonder: Peoria, Ill.  
Great Southern: Dunlap, Tenn.  
Greater American: Albion, Ia.  
Greater American, No. 2: Lorimer, Ia.  
Greater Expo.: Brazil, Ind.  
Greater United: (Fair) Columbus, Kan.; (Fair) Iola 29-Sept. 3.  
Greater U. S.: Lyons, Kan.  
Groves Greater: Poplar Bluff, Mo., 22-27; Jonesboro, Ark., 29-Sept. 3.  
Groves: Poplar Bluff, Mo.  
Gruber's World's Expo.: Alexandria, Va.  
Happy Attrs.: Frazeysburg, O., 25-27; Dresden Sept. 1-3.  
Happyland: (Fair) Ludington, Mich., 23-26; (Fair) Traverse City 30-Sept. 2.  
Harris: Germantown, Ky.  
Heller's Acme: (Fair) Red Lion, Pa.; York 29-Sept. 3.  
Henke Bros.: (Fair) Marquette, Mich.; (Fair) Norway 19-Sept. 5.  
Hennies Bros.: (Highland Park) Detroit, Mich.  
Heth, L. J.: (Fair) Fairfield, Ill.  
Hilderbrand: Clarkston, Wash.  
Hippodrome: (Fair) Bloomington, Wis.; (Fair) Plymouth 29-Sept. 5.  
Hodge, Al G.: Wakefield, Mich.  
Home State: Buckhannon, W. Va.  
Hughes Bros.: Clayton, Ill.; La Harpe 29-Sept. 3.  
Hurst, Eob: Honey Grove, Tex.  
Hyde, Eric B.: Abingdon, Va.  
Ideal Expo.: Malone, N. Y.  
Imperial: Warren, Ill.; Le Roy 30-Sept. 3.  
Jolly Jaiilet: Lakewood, N. Y.  
Jones, Johnny J., Expo.: (Fair) La Porte, Ind., 22-26; (State Fair) Indianapolis 29-Sept. 10.  
Joyland: Petoskey, Mich.  
Joyland: Tulelake, Calif.  
K. G.: Hamilton, Mo., 22-27; Platte City Aug. 29-Sept. 3.  
Kaus Expo.: (Fair) Marlinton, W. Va.  
Kaus, W. C.: Matamoras, Pa.; Huntington 29-Sept. 3.  
Keystone: Apollo, Pa.; (Fair) Indiana 29-Sept. 3.  
Kline's Greater: French Lick, Ind., 25-27; Washington 29-Sept. 3.  
Krekos West Coast Am. Co.: (Fair) Multnomah, Ore., 22-30; (Rodeo) Lakeview Sept. 2-5.  
Landes, J. L.: (Fair) Wakeeney, Kan.; (Fair) Belleville 29-Sept. 3.  
Lang's, Dee, Famous: (Fair) Kasson, Minn., 22-25.  
Large, H. P.: Tchula, Miss.  
Lawrence, Sam: (Fair) Hughesville, Pa.  
Lewis, Art: (Exhibition) Three Rivers, Que., Can., 22-26; (Exhibition) Sherbrooke 27-Sept. 3.  
Liberty National: Hickman, Ky.  
McKee: Rush Springs, Okla.  
Magic Empire: (Fair) Erie, Kan., 22-26.  
Marcy: Walton, N. Y.  
Marks: Richwood, W. Va.; (Fair) Ronceverte 29-Sept. 3.  
Merry Midway Attrs.: Gilbert, W. Va.  
Midwest: Faith, S. D., 24-27.  
Miller Bros.: Sac City, Ia.  
Miller Amusements: Alexandria, La.  
Miner Model: Martins Creek, Pa.  
Miner Ride Unit: Lambertville, N. J.  
Model: (Fair) Springfield, Ky.; (Fair) Franklin 29-Sept. 3.  
Naill, C. W.: El Dorado, Ark.  
New England: Saugerties, N. Y.  
Northern Expo.: Cando, N. D., 24-25; Towner 26-27; Tioga 29-30; Grenora 31-Sept. 1; Wildrose 2-3; Stanley 5.  
Northwestern: (Fair) Mason, Mich.; Wayland 31-Sept. 3.  
Oliver Am. Co.: Roseville, Ill., 22-26.  
Oliver Am. Co., No. 2: Willow Springs, Mo.; Ozark, Mo., 29-Sept. 3.  
Orange State: Fincastle, Va.; Danville, Va., 29-Sept. 3.  
Page, J. J., Expo.: (Fair) Fulton, Ky.; (Fair) Bowling Green 29-Sept. 3.  
Pan-American: Joliet, Ill.  
Parade of Shows: (Fair) Nocona, Tex.  
Patrick: Coulee, Wash.  
Pearson: Dreesse, Ill.  
Peerless: Sturgeon, Pa.  
Penn State: Troy, Pa.  
Pryor's Am. Co.: French Lick, Ind.; West Union, O., 29-Sept. 3.  
Rainbow Am. Co.: (Fair) Sebastopol, Miss.  
Reading's: (Fair) Gallatin, Tenn.; (Fair) Hartsville 29-Sept. 3.  
Regal United: (Fair) What Cheer, Ia., 23-26.  
Rogers & Powell: Knobel, Ark.  
Rogers Greater: (Fair) Fayetteville, Tenn.  
Royal American: (Fair) Superior, Wis., 22-30; (Fair) St. Paul, Minn., Sept. 3-10.  
Royal Midway: (Fair) Anna, Ill.; North Little Rock, Ark., 29-Sept. 3.  
Royal United: (Fair) Farmington, Ill.  
Rubin & Cherry Expo.: (Fair) Hamburg, N. Y.; (Fair) Syracuse 30-Sept. 10.  
Santa Fe: Overbrook, Kan.  
Savidge, Walter, Rides: Anthon, Ia., 25-26.  
Scott Bros.: Murphreesboro, Tenn.  
Sheesley Midway: (Fair) Sedalia, Mo.; (Fair) Salina, Kan., 29-Sept. 3.  
Shugart, Doc: (Fair) Kiowa, Okla., 25-27.  
Siebrand: Afton, Wyo.  
Silver State: (Fair) Harrison, Neb.; (Fair) Hay Springs, Neb. (split), 24-27; (Fair) Gordon 31-Sept. 3.  
Sims Greater: Orillia, Ont., Can.  
Skerbeck Am. Co.: Sturgeon Bay, Wis.; Medford 29-Sept. 3.  
Smith, J. Lacy: Urbanna, Va.  
Smith Bros.: Granite, Okla.; Sentinel, Okla., 29-Sept. 3.  
Smith's Greater Atlantic: New Market, Va.  
Sol's Liberty: (Fair) Menomonie, Wis., 22-25; (Fair) Oshkosh 27-Sept. 2.  
Sparks, J. F.: (Fair) Germantown, Ky.  
Speroni: Prophetstown, Ill., 23-25; Dixon 26-28; Industry 30-Sept. 3.  
State Fair: (Fair) Girard, Kan.  
Strates: Cortland, N. Y.  
Stumbo, Fred R., No. 1: Sheldon, Mo., 25-27.  
Stumbo, Fred R., No. 2: Fairview, Mo., 25-27.

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Which Means You Need Quick Service.  
WE FEATURE OUR INSTANTANEOUS SERVICE.  
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**CONCESSION MERCHANDISE**  
Of Every Description at Prices That Are Right.  
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Complete 350 Watt, 110 AC Light Plant—List ..... \$ 89.80  
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WEEK AUGUST 29, ALTOONA, PA.  
LABOR DAY WEEK, EBENSBURG, PA., FAIR

Can place Motordrome, Fun House and Life Show. Want Girls and Dancers for Posing Show and Girl Review. Can place the following Concessions: Wheels, Grind Stores, Palmistry, Long-Range Shooting Gallery, Roll-Downs, Bowling Alleys and Diggers.

Write or wire WM. GLICK, Mgr., Malone, N. Y., Fair this week.

## HOLLYWOOD CHOCOLATES

Double Layer, Ass't. Chocolates, Individually Cupped, Ass't. Movie Star Boxes, Cello. Wrapped.

Doz. \$1.20  
Per Carton of 4 Doz. \$4.80

20% Deposit with Order. Send for FREE Illustrated Catalog.

50 East 11th St., New York City.

DELIGHT SWEETS, Inc.,

## KLINE'S GREATER SHOWS WANT

For the Graham Farms Fair—4 Days, Commencing August 29 Washington, Indiana.

And a Route of Southern Fairs to follow. Florida Fairs all winter. Legitimate Concessions of all kinds. Grind Shows, one more Flat Ride, Tilt-a-Whirl or Octopus, General Ride Help and Scenic Artist. All address

**BOB KLINE, Washington, Ind., until September 1.**

## WANTED

SHOWS AND LEGITIMATE CONCESSIONS,

### PENNSBORO FAIR

MOONSVILLE, W. VA., AUGUST 30-SEPTEMBER 3, FREE FAIR, LABOR DAY WEEK.

No racket. No Diggers. No Gypsies.  
Contact F. J. SWEENEY, Ripley, W. Va., This Week.

## ITALIAN BEDSPREADS

72"x96" Fringed, Good Quality, Attractive Colored Spreads \$15 Doz. F. O. B. Detroit.

**PLASTER**  
Best Plaster on the market with right prices. Blankets, Canes, Etc.

**INDUSTRIAL ART SUPPLY Co.**  
3533 Gratiot St. Detroit, Mich.

## ITALIAN FEAST AND LABOR DAY CELEBRATIO

SEPTEMBER 2-3-4-5 (Run Sunday), AKRON, O.—Olive and Butler Streets.

Sons of Italy Have Their State Fiesta and Rally and Are Presenting a Colorful Pageant, "Three Nights in Naples." \$1,000.00 in Prizes Given Away—State and Local Political Speakers.

WANTED—Rides, Shows (Flashy Girl Show Will Get Plenty of Money). Legitimate Concessions only. Few Exclusives Open. All mail and wires 80 Brookside Ave., Akron, O.

P. S.—Arrangements can be made for those booking here to play Jubilee in this vicinity Sept. 7-8-9-10.

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"A DeLuxe Service That Costs You No More."

## Groves Greater Shows

POPLAR BLUFF, MO., August 22-27; JONESBORO, ARK., August 29-September 3; LITTLE ROCK, ARK., September 5-10, Labor Day and All Week. Auspices "Greater Little Rock Central Trades Council"; MEMPHIS, TENN., Tri-State Colored Fair, Sept. 19-24. CAN PLACE Independent Shows, any money-getting Flat Ride, Loop-o-Plane or Loop-the-Loop. Legitimate Concessions of all kind. Palmistry, Scales, Snow-Balls, Cotton Candy, etc. Address ED GROVES, per route.

## CURTIS L. BOCKUS SHOWS

PLAYING THE CREAM OF THE TOBACCO MARKETS.

WANT FOR TENTH ANNUAL GREENBACK FESTIVAL, LORIS, S. C., WEEK OF AUGUST 29, Small Cook House, Popcorn, Candy Apples, Photo Gallery and Legitimate Concessions of all kinds. Will sell exclusive American Palmistry. Johnnie and Sally Nichols wire. CAN PLACE Grind Shows with own outfits for 25%. WILL BUY OR BOOK Chairplane or any Flat Ride except Tilt-a-Whirl. Write or wire

**CURTIS L. BOCKUS SHOWS, Fairmont, N. C., this week.**

## ALL-AMERICAN SHOWS

Can place Cookhouse, Shows and Concessions for five fairs, starting at Prague, Okla., August 27; Carnegie, Watonga, Chickasha, Hollis and three in Texas. Saralpa, Okla., then as per route. P.S.—Fletcher Tettis answer by Western Union.

## MILLER AMUSEMENTS

NOW SELLING CONCESSION SPACE FOR THE FOLLOWING FAIRS:

Bossier Parish Free Fair, Plain Dealing, La., week September 19; West Carroll Parish Fair, Oak Grove, La., week September 26; Pike County Free Fair, McComb, Miss., week October 3; South Louisiana State Fair, Donaldsonville, La., week October 9; Washington Parish Fair, Franklinton, La., week October 10; Tri-Parish Fair, Eunice, La., week October 17; Jeff Davis Parish Fair, Jennings, La., week October 24.

WANTED—COOK HOUSE, FROZEN CUSTARD, SCALES, STOCK CONCESSIONS OF ALL KINDS, HAM WHEEL, LEAD GALLERY. No exclusive except Diggers, Bingo, Novelities, Penny Pitch. WANT SCENERY PAINTER.

Address Alexandria, La., this week; Winfield, La., week August 29.

## Terrill & Marohl Shows

This week Evans, Ky.; next week Wallins Creek, Ky. Wants Grind Stock Concessions, Diggers, Floss, Merry-Go-Round, Kiddie Rides, Shows with outfits, Cookhouse. Address **TOM TERRILL**, Lewallen Hotel, Harlan, Ky.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

# POPCORN

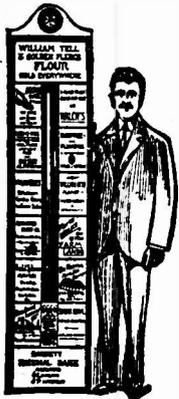
**SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.**

A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

**PRUNTY SEED & GRAIN CO.**  
16 S. FIRST STREET, ST. LOUIS, MO.

"Over Sixty Years Distributing Popcorn."

## SOME THERMOMETER



18 in. Wide, 80 in. Long. Jumbo Thermometer, Barometer and Eight-Day Clock. This is the biggest thing in advertising. It's not only big in feet and inches, but in dollars and cents. Many men have made big successes by selling advertising space on the "JUMBO." \$180.00 for a Day and a Half Work. Display space in public places and on prominent corners is easily secured for the big "JUMBO" Thermometer. The 14 advertising spaces go like hot cakes—some of our men sell out the thermometer in a day and a half or less. Write Us Today and Let Us Send You Full Details. Can Make Immediate Shipments.  
**THE OHANEY MFG. CO.,**  
1100 E. Pleasant St., Springfield, Ohio.



## RIALTO ASSORTMENT

Extension Edge Box, Assorted Colors. Wrapped in Colored Cellophane. Packed with 2 Layers of Crystallized Bon Bons. In Cups, not wrapped in wax paper. Candy guaranteed to stand up in all weather. We deliver what we advertise—no substituting.

4 Doz. to Carton.  
**DOZEN, \$1.20**  
**CARTON, 4.80**

25% Deposit with Order, Balance C. O. D. Send for Free Illustrated Catalog.

**MARVEL CANDY CO., Inc.**  
101-103 Wooster St. New York City

## INSURANCE

CIRCUS, RIDES, TRUCKS, CARNIVALS. Showman's Insurance Man.

**CHARLES A. LENZ**

Permanent Address, Chicago, Ill.  
440 Insurance Exchange Bldg., Chicago, Ill.

## TRUCKS

AUTOMOBILES — MOTORIZED YOUR SHOW Write

**CHARLIE T. GOSS**

With STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

## TRUNKS

All kinds for all purposes. Good strong fiber sample trunks. With strong locks and feet. First-class condition, only \$5.00 EACH. Send M. C. for as many as you can use. **WILLIAM LESSER, 517 West Monroe, Chicago**

## BALL THROWING OUTFITS

Hoods, Frames, Kids and Bottles. All \$12.00 Kids, in 10 Doz. Lots, \$10.00 per Doz. Write for Catalog.

**TAYLOR GAME SHOP**

COLUMBIA CITY, IND.

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Glossy or velvet finish, on heavy double-weight paper. 8x10 Photos, 6 for \$1.00; 12 for \$1.75; 25 for \$2.75; 50 for \$4.75; 100 for \$7.75. Post Cards, 100 for \$1.55. 6 11x14 Photos, \$2.00. Send any size photo; satisfaction guaranteed.

**VOGUE STUDIO,** 818 Hennepin, Minneapolis, Minn.

## GREAT SOUTHERN SHOWS WANTS

For Fairs, out all winter, small Merry-Go-Round, Chairplane, Grind Shows, Minstrel People, Legitimate Concessions, also Agents, good Griddle Man. Dunlap, Tenn., this week. **A. H. MURPHY.**

## WANTED

**FOR LABOR DAY CELEBRATION**

2 Days—September 5 and 6. Shows, Rides, Concessions. Auspices Labor Council. Wire or write **PAT WATKINS, 1108 1/2 Garrison Ave., Ft. Smith, Ark.**

Sunset Am. Co.: (Fair) Eldon, Ia., 22-25; (Fair) Salem 26-27. Swisher, H. C.: Richmond, Kan., 24-26. Terrill & Morohi: Stearns, Ky. Texas Kid: Cataque, Tex. Texas Longhorn: Shamrock, Tex. Thomas, Art B., No. 1: Red Lake Falls, Minn., 24; Fosston 25-28; Fargo, N. D., 29-Sept. 3. Thomas, Art B., No. 2: Orange City, Ia., 23-25; Herman, Minn., 27-29; Fargo, N. D., 30-Sept. 3. Tidwell, T. J.: Wichita, Kan. Tilley, No. 1: Sheffield, Ill. Tilley, No. 2: Mackinaw, Ill., 23-25; Minier 26-27. Tri-State: Whitesboro, Ky.; Albion 29-Sept. 3. Valley: Kerrville, Tex.; (Fair) Boerne 29-Sept. 3. Wade, W. G.: (Fair) Marshall, Mich. Wallace Bros.: E. St. Louis, Ill., 25-Sept. 1. Wallace Bros. of Can.: Ayerscliff, Que., Can., 25-27. Ward, John R.: (Fair) St. Joseph, Ill.; Rensselaer, Ind., 29-Sept. 3. West Bros.: (Fair) New Ulm, Minn., 25-28; (Fair) Windom 29-Sept. 1. West, W. E., Motorized: Hamburg, Ia. Western State: Kimball, Neb. West's World's Wonder: (Fair) Luray, Va.; (Fair) Staunton 29-Sept. 3. Weyls Production Co.: Confluence, Pa. White City: Baker, Ore.; (Fair) Ontario 29-Sept. 5. Williams, Ben: Bangor, Me. Williams, S. B.: Minco, Okla.; (Fair) Binger 29-Sept. 3. Wilson Am.: Windsor, Ill. Wolfe's Am.: Fair Bluff, N. C. World & Knox Am. Co.: (Fair) Nashua, Ia., 22-26. World of Mirth: Ottawa, Ont., Can. Young, Monte: Boise, Ida. Zeiger, C. F., United: (Fair) Havre, Mont., 23-25; (Fair) Sidney 29-31; (Fair) Glendive Sept. 1-3. Zimdars Greater: (Fair) Fairbury, Ill.; (Fair) Princeton, Ind., 29-Sept. 3.

### Additional Routes

(Received too late for classification)

Birch, Magician: Red Wing, Minn., 26-27; Arlington, S. D., 29; Miller 30; Pierre 31; Philip Sept. 1; Sturgis 2; Belle Fourche 3. Coriell Family Show: Clinton, Minn., 22-27. Craig Bros.' Show: Beaver Dams, N. Y., 22-27. Crowfly Shows: La Fayette, Ill., 22-27. Coward, Linden, Magician: Ware Shoals, S. C., 25-27. Levant Show: Essex, Mo., 22-27. McNally's Variety Show: Davenport Center, N. Y., 22-27. Miller, Al H., Show: Ray City, Ga., 22-27. Rickett's Show: Wahoo, Ga., 28; Dalton 29; Mill Creek 30.



*National Showmen's Association*

Palace Theater Building, New York.

NEW YORK, Aug. 20.—The Banquet Committee announces that it has been successful in securing a much more desirable date for NSA's First Annual Banquet, Ball and Entertainment than the one originally set. New date is Thanksgiving Eve, November 23, in the Grand Ball Room of Hotel Commodore, New York. Members and friends are urged to remember the date and send in their reservations early. Everything will be carried out as originally planned. Well-known speakers and star entertainers will be on the program, and name bands will furnish the dance music. The committee thought that Thanksgiving Eve, the day before Mr. Turkey's holiday, would be a much better date for the big night than the one previously announced.

The Banquet Press Committee: Roger Littleford Jr., Johnny J. Kilne, Elias E. Sugarman, Charles C. Morris, A. C. Hartmann, Bert Nevins and Leonard Traube. Other committees and the permanent chairman will be announced next week. Tickets for the event are being mailed out this week. All officers and members are keenly interested in the success of the first annual banquet as the entire proceeds go to the Cemetery Fund.

Charles R. Miller, manager of Luna Park, Coney Island, N. Y., added his name this week to the membership rolls of this fast-growing organization.

Sultry and humid days such as we have been having lately hold no terrors for many of the members who are engaged at the near-by parks and beaches. Every day finds a goodly number of them seeking relief from the heat in the cool confines of NSA's clubrooms prior to and after their daily labors.

Dues have been coming in regularly from out-of-town members. However, members are reminded that the dues period commences as of July 15 and if their cards do not read "Dues paid to July 15, 1939," they are not in good standing and therefore not entitled to

# ANOTHER 'DE LUXE' PLASTER CREATION

THIS NUMBER SHOULD PROVE TO BE THE PLASTER HIT OF SEASON. **18<sup>c</sup> ea.**

No. 45—PACKED 12 TO CARTON — 13 INCHES HIGH. TRY A CARTON AND BE CONVINCED — YOU WILL REORDER. Have you tried our Jumbo Size Boxes of Candy? Old-Fashioned Sweets put up in Cellophane Wrapped Boxes. No. 3523—6 oz. Size, 10 3/4 x 6 x 1 1/4 inches, 100 to carton... .09 1/2 No. 3524—12 oz. Size, 10 3/4 x 6 x 2 1/4 inches, 36 to carton... .13 1/2 Write for Our Catalog — State Your Business.

**WISCONSIN DELUXE CORPORATION**  
1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN

## CANDIES JUMBO SIZE FANCY AND FLASHY BOXES

All "A" grade quality, individually boxed, cellophane wrapped, with plenty of that "come on" appeal. Chocolate coated or non-chocolate coated—sizes and contents as wanted. Use Johnson's LOW PRICED BEtter CANDIES for MORE SALES. Send for illustrated price list and catalog. Enclose \$1.00 for sample boxes.

**WM. C. JOHNSON CANDY CO., 67 E. McMicken St., Cincinnati, O. (Est. 1912)**

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427 MARKET ST., PHILADELPHIA, PA.

## COMPLETE LINE FOR THE FAIRS

BEACON BLANKETS, DELIGHT SWEETS, HONEY BEARS, CANES AND SWACGER STICKS. MICKEY MOUSE TOSS UPS AND ALL BINGO GAME NUMBERS.

One-Day Service. Send for Catalogue.

the privileges and protection of this organization.

Jack Greenspoon, treasurer, and Aaron Hynes joined Max Linderman's World of Mirth Shows for exhibition and fair season.

Brother Victor Kay desires all of his friends to know that he is back at Rosenthal Brothers' Palisades Amusement Park after a short absence.

John Lewis Bench, of Palisades Amusement Park, proposed by Alfred G. McKee, became a member this past week.

## Mills Books Acts For Olympia Circus

NEW YORK, Aug. 20.—Prior to his sailing on the Normandie this past week, Bernard Mills, manager of the Olympia London Circus, booked the Four Queens and the Starnes and Anavan Foursome from Frank Wirth for the six weeks the circus will run, opening December 24. Wirth office reports three other acts are expected to be signed for the London engagement within the next week.

Other recent bookings for the Wirth office include Kurtzo and Kurtzo, high pole act, and the Bell Thazer Troupe with Endy Bros.' Shows and seven weeks for Sensational Jacks and the Four Aces.

At the present time Wirth states it looks like 19 weeks of winter bookings for his organization. Signed the Elks' Circus in Portland, Me., and the Shrine Circus at Wilmington, Del.

## Pa. Park Men Will Meet

PITTSBURGH, Aug. 20.—Pennsylvania Amusement Parks Association will hold its fourth annual meeting on August 25 in Rocky Glen Park, Moosic, Pa., said President A. Brady McSwigan of Kennywood Park. Rocky Glen is on Route 11, midway between Scranton and Wilkes-Barre. All-day program will start in the morning with sign-in, be followed with noon luncheon hosted by Manager Ben Sterling of Rocky Glen. Session and park inspection will occupy the afternoon. Dinner in Rocky Glen's new Dance Palace will feature entertainment by Eddie Feathers and his orchestra, with Doc Stenson as emcee. Representatives from Western Pennsylvania will be from Kennywood, West View, Idlewild, Burke Glen and Olympia Park.

## BRIGHT LIGHT EXPOSITION SHOWS

Open September 7, wants Rides not competing with Ferris Wheel, Chairplane and Kiddie Auto. All Shows open. Also all Concessions are open. Will give you 15 real weeks' work. Cecil Purvis write me at once, very important. Will compensate for the address of Jean Tullivar. Write or wire. **JOHN GECOMA, Hotel Walton, Harrisonburg, Va.**



## NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

**BENEVOLENT-PROTECTIVE-SOCIAL**  
(Cemetery Fund, Hospitalization, Relief Bureau)

Dues \$10 Initiation \$10  
Sixth Floor, Palace Theater Bldg.,

1564 Broadway  
New York City

## BIGGEST FIREMEN'S LABOR DAY CELEBRATION

WATKINS GLEN, N. Y., SEPT. 3-4-5.

WANT Concessions of all kinds, Shows, Big Parades, Prizes awarded. Address **MAN-AGER, Firemen's Celebration, Watkins Glen, N. Y.**

Piedmont, Mo., this week; Ellington, Mo., week August 30; Morehouse, Mo., week September 3; all Home Comings.

## BARLOW SHOWS

WANT Legitimate Concessions, Show Carpenter, Family Free Acts. Have outfits open for Shows. Out till Xmas. Can use useful Carnival People.

## WANTED

**For Cincinnati, Ohio, Catholic Church**

Saturday, August 27, and Sunday, 28.

Merry-Go-Round, Ferris Wheel and Loop-o-Plane. No Concessions. Can operate when set up previous to dates. Benny Myers come in. **WALTERS BACKHERMS** and **E. J. HALM**, care Elks' Club, 9th and Elm, Cincinnati, O.

## WANTED

Rides, Shows, Free Acts, Grind Stores for two good spots on Eastern Shore. Auspices Fire Companies. Georgetown and Millford, Del., September 6 to 24. Other good spots to follow. Write

**KAY AMUSEMENT CO.**  
Georgetown, Del.

### FUNLAND SHOWS WANT NOW

For 11 Alabama and Georgia Fairs: A Flat Ride and Mixup, Grind Shows and Drome. Concessions all open except Bingo, Photo, Pop Corn, Penny Pitches and Cookhouse. No grift. Trombone and Tuba for Minstrel Band. Salary? Yes. Long season South. All replies Livermore, Ky., this week; Tompkinsville, Ky. (Fair), next week.

### CROWLEY'S UNITED SHOWS WANT

FOR SOUTHERN FAIRS—OUT UNTIL THANKSGIVING:  
Concessions that work for 10 cents. Diggers, Penny Arcade, Lead Gallery, Snow Cone, Mitt Camp, Shows, any Single Pit Attractions. Worth-while Shows with own outfits. CAN PLACE Girls for Posing Show. BOOKS OR BUY Skooter or 8-Car Whip. Dutch Waldron wants A-1 Griddle Man and Waiters for Cook House. Anadarko, Okla., this week.

### WAVERLY, OHIO FIREMEN'S ANNUAL EVENT

STARTING SEPTEMBER 5; LABOR DAY CELEBRATION AND ALL WEEK.  
On the Streets in the Center of the Business District.  
Free Acts, Fireworks, etc. County-wide Advertising. Positively a Real One. WANT Rides, Shows and Concessions. Rush answer. You will get it here. NOTE—Other spots to follow immediately.  
People in all lines communicate.  
B. H. NYE, Waverly, O.

### WANTED

Concessions and Independent Shows for GRAND GLASS EXPOSITION  
Weston, W. Va.—Four Big Days  
September 5, 6, 7, 8  
Will place one more Ride, Merry-Go-Round preferred. Address  
FRANK T. GRIFFITH, Secy.  
Buckhannon, W. Va., this week; Parsons, week August 29.

### PACIFIC WHALING CO. WANTS

Press Agent. Must be high class and join at once. State all in first wire. Can also place fast-stepping Contracting Agent. Roy Clark Jones wire me your address. Can also place high-class Radio Man. Wire, don't write.  
MACON E. WILLIA  
Care Marine Hippodrome, Dayton, O., August 24 to 28.

### LAST CALL!

Wanted Girl Show, Bingo Stand and other Concessions. Rides and Free Acts booked. Francesville Street Fair, August 31 to September 8.  
ERNEST E. SMITH  
Francesville, Ind. Phones: 147 and 112.

### CENTRAL STATES SHOWS

WANT for fairs, Shows with own transportation: Mechanical Fun, Greek, Midgets, Illusion or any Grind Show. Capt. John Hart wants Side Show People. Joe Ann Hank come on. Want Concessions that work for Stock, Scales, Cigarette Gallery, Fishpond, Cane Rack, String Game, Pennants, Darts, Bumper. W. W. Moser wants Agents. Want experienced Griddle Man. Wire Mrs. Frear. Want Fighters for Athletic Show. Write or wire P. M. MOSER, as per route. Smith Center, Kan., week August 22; Oberlin, Kan., week August 29; McDonald, Kan., week September 5; then south for Oklahoma Fairs.

### Princeton, Ky. Tobacco Festival

Around the square, August 31 to Monday, September 5. Want High Striker, Short-Range Lead Gallery, Candy Apples, Norelties, Photo, American Panistry for this date only. READING'S SHOWS will furnish the rides. All mail to W. J. WILLIAMS, Mgr., Gallatin, Tenn., this week.

### WHIP FOR SALE

Complete in first-class condition. Now operating. First \$1,500 takes it. The first fair you play will pay for it. You can see it before you buy it! CHARLES GERARD, 1547 Broadway, Room 611, New York City.

### FOR SALE

Lease or book, 32 ft. Parker Merry-Go-Round, two abreast, newly painted. New top and side walls, green. Newly painted El Wheel with new motor and new stringer. First-class shape, with or without transportation. GEORGE HELLER, 2514 Indiana Ave., Chicago, Ill. Phone Vlc. 5062.

AMERICA'S MOST PROGRESSIVE SHOW  
**Endy Bros. Shows, Inc.—WANT FOR**  
LEHIGHTON, PA., FAIR WEEK AUGUST 29; POTTSVILLE, PA.; FAIR LABOR DAY WEEK; DOYLESTOWN, PA., FAIR, WEEK SEPTEMBER 12; GRATZ, PA., FAIR, WEEK SEPTEMBER 19.  
Can place all kinds Concessions at above Outstanding Fairs, also Funhouse, Gas Cars, Penny Arcade.  
WANT FOR GRATZ, PA., FAIR—This is an All-New Fair. New Grounds and Race Track. Will book all Shows, Concessions and Rides for this Fair only.  
Fairs until November, then Funland Park, Miami, Fla.  
ENDY BROS.' SHOWS, INC., Vineland, N. J., This Week.

### The Ride That Never Grows Old!

Now is the Time to Place Your Order for the  
**New Improved Haney Portable Skooter Building Outdoor and Lusse Bros.' Skooter Cars**  
For the 1939 Season.  
PORTABLE BUILDINGS CAN BE SEEN ON THE Sol's Liberty Shows, Western States Shows, Sheesley Shows, Tidwell Shows, Crowley Shows, Dodson's World's Fair Shows and Strates Shows.  
FOR SALE—One 12-Car Portable Skooter, equipped with 12 Skooter Cars, all in good shape. WILL BUY—No. 5 Eli Ferris Wheel, Little Beauty Merry-Go-Round, or any small Portable Ride.  
R. E. HANEY, 2608 E. 73rd St., Kansas City, Mo.

### WANTED for STRONGHURST, ILL., FAIR SEPTEMBER 7-8-9

RIDES, SHOWS AND CONCESSIONS.  
Ferris Wheel, Chairplane, Whip or Tilt-A-Whirl, Pony Ride, Kiddie Ride. Any except Merry-Go-Round. Want Organized Girl Show also for Chenoa, Ill., September 8-9-10, on Streets. Concessions working for Stock and 10c. As per Route: Aledo, Ill., this week; Elizabeth, Ill., next week, thru September 1; then Oregon, Ill., Fair. Pay own wire.  
WM. HOFFNER AMUSEMENT CO.

### WANT For Charlevoix County Fair

SEPTEMBER 6TH TO 9TH, INCLUSIVE — BEST FAIR IN NORTHERN MICHIGAN  
Four or five Good Rides, few Good Shows. All Concessions open, no exclusives. Or will consider good high-class Carnival Company. Have Fair previous to ours open.  
Address: CHARLES P. MURPHY, Secy., East Jordan, Mich.

### Wanted — HARRY BURKE SHOWS — Wanted

Will book Legitimate Concessions of all kind. Exclusive sold on Pop Corn and Photos. Will sell exclusive on Cookhouse, Corn Game and Diggers. Will book any Shows of merit with own outfit and transportation. Will book Octopus, Tilt-A-Whirl and Kiddie Auto for the following Fairs, all Louisiana: Opelousas Firemen Fair, week August 22 to September 4; Ville Platte, School Fair, week September 5; West Baton Rouge Parish Fair, Port Allen, week September 18; Pointe Coupee Parish Fair, New Roads, week September 26; St. Tammany Parish Fair, Covington, week October 3; Avoyelles Parish Fair, Marksville, week October 10; New Iberia, Lafayette, Crowley, Abbeville, Jeanerette; Franklin, Morgan City, Thibodaux, Plaquemine and Baton Rouge following.  
Want Foremen for Merry-Go-Round and Ferris Wheel. Experienced Ride Help of all kind. Mack McNatt write. All correspondence:  
HARRY BURKE, Care Harry Burke Shows, Opelousas, La., This Week.

### 31st ANNUAL FREE FAIR

COFFEYVILLE, KANSAS — SEPTEMBER 5-6-7-8-9-10, 1938.  
GIGANTIC LABOR DAY — SPECIAL EVENTS ALL WEEK.  
Want Concessions of All Kinds. No Exclusives. Independent Midway.  
Mighty Sheesley Shows Feature.  
Write - Wire — R. MOORE, Supt. Con.

### COLORED MUSICIANS and PERFORMERS --- WANTED ---

State your instrument or what you can do. Need two Comedians that can Dance. Birth and board. Salary sure. All winter's work. Address  
LEON CLAXTON  
Care ROYAL AMERICAN SHOW, August 22-27, Superior, Wis.; Minneapolis, Minn., Next.

### W. C. KAUS SHOWS, Inc.

WANT FOR THE GREAT HUNTINGDON, PA., FAIR, AUGUST 29:  
Eating and Drink Stands. Legitimate Concessions of all kinds, such as Bowling Alley, Fish Pond, Ball Games, Stock Wheels, Pitch-Till-U-Win, Scales, Diggers, Penny Arcade, Novelties and American Palmistry. Good Prices. RIDES: Ride-o, Single or Double Loop-o-Plane. Complete organized Minstrel Show, Musical Comedy or Hawaiian Show and Fun House. Manager for Ten-in-One and Acts. Get in touch with W. C. KAUS, Mgr., Matamoras, Pa.

### Charles Town, W. Va., State Free Fair

NINE DAYS—BEGINNING SATURDAY, SEPTEMBER 3RD TO 11TH, INCLUSIVE.  
Can place Legitimate Concessions of all kind except Bingo, Lead Gallery and Novelties. Good opening for Penny Arcade. SHOWS: Fun House, Glass House and Walk Thru Shows; also Crime Show. Prefer Shows with own outfits. RIDES: Boomerang, Ride-o and Stratorship. Want Experienced Men on Octopus, Tilt-A-Whirl and Smith & Smith Chair-O-Plane. Harvey Potts wants Girls to strengthen Girl Revue. All address  
KAUS EXPOSITION SHOWS, Inc.  
MARLINTON, W. VA., This Week.

### WANTED CARNIVAL

RIDES, CONCESSIONS AND SHOWS  
COLUMBIA COUNTY LIVE STOCK SHOW AND FAIR  
Magnolia, Ark., October 3-8, Inclusive.  
Contact C. G. JOHNSTON.

### DYER'S GREATER SHOWS — WANT —

Photo Gallery, Pop Corn, Lead Gallery and other Stock Concessions; Scales open; for Ridgeland, Wis., September 3 to 5.  
Ellsworth, Wis., Fair, August 26-29; Want Legitimate 10-cent Concession for this date.  
Our Mississippi Fairs start September 19 at Booneville, Miss. Have seven fairs, all free gates. Want Merry-Go-Round, Platform Shows, Fat Show, Mechanical Show, Wax Show, Monkey Show or any Show with own transportation, especially want good Geek Show. Doc Coley wire. All shows must be neat. Will book clean Stock Concessions. No X except Bingo, percentage and Cookhouse. Address as per route.

### Wanted At Once

Ferris Wheel Operator. CAN USE High Free Act, week August 29. Also Cigarette Shooting Gallery, Fish Pond, Hoop-La, for Fairs and Celebrations. Also Ball Game Agents. Two good Shows.  
OLIVER AMUSEMENT CO.  
Roseville, Ill.

### WANT CIRCUS & NOVELTY ACTS

Clowns, good Dog and Pony Man for Roberts Indoor & Department Store Circus. Write all or call  
GEO. E. ROBERTS, Mgr.  
PAMAHASIKA'S STUDIO  
515 W. Erie Ave., Philadelphia, Pa. P.S.—Keep this address.

### Side Show Acts Wanted

FIRE EATER — SWORD SWALLOWER  
Or any Working Act. Long season. State lowest. Sure pay. Wire or write care  
JOHN I. REA, HAPPYLAND SHOWS  
Week August 22, Ludington, Mich; then as per Route, Happyland Shows.

### INDEPENDENT CONCESSIONS

and Shows Wanted for  
FIREMEN'S ANNUAL CARNIVAL  
All Concessions open but Bingo, Cookhouse and Pop Corn. Will book Loop-o-Plane and Kiddie Ride. Communicate FOSTER WINGARD, Chairman, Scalp Level, Pa.

### GIRL FOR TRAPEZE WANTED

BOOKED SOLID  
RAY NEKON  
Reading, Mass.

### WANTED FOR

WALTON, IND., MERCHANTS' FALL FESTIVAL  
Shows and Concessions of all kinds for big Street Celebration. Write or wire  
S. A. TURNER, Walton, Ind.

### OLIVER AMUSEMENT CO.

No. 2 Show  
Wants Rides, Shows, Concessions. Going south. Fairs: Yellow Springs, Mo.; Ozark, Mo.; Marshfield, Mo.; West Plains, then into Arkansas: first fair, Imboden, others follow. Write or wire MGR., OLIVER AMUSEMENT CO., Willow Springs, Mo.

### ILLINOIS CELEBRATIONS

Starting September 5—Want Merry-Go-Round, Ferris Wheel, Shows and Legitimate Games and Concessions. Reasonable rates. Long season South. Address G. A. HAYES, Box 354, Lawrenceville, Illinois.

### FRISK GREATER SHOWS WANT

Shows with own outfit. Life, string, anything new and novel. Room for a few more clean Concessions. Now playing two and three fairs and celebrations per week. For Sale—Herschell-Spillerman Two-Abreast M. G. R. Will buy Monkey Motordrome. Hopkins, August 25-27; Sauk Center, 28-30; Fergus Falls, September 1-3; all Minnesota.

# Latest Style FUR COATS



Genuine Fur Coats, all types, all sizes. Po'd Seal, Swagger or Semi-Fitted Models. Finest quality, A-1 workmanship. These coats give you the greatest money-making possibilities you have ever had. Great flash! Look like expensive coats. Cash in now! Excellent prizes for bingo and sales-board operators. Rush your orders today for immediate delivery. Lowest prices in fur history. Send for Free Catalog!

**\$9 EACH**  
1/3 Deposit  
Balance C. O. D.

**ORDER TODAY**

**M. SEIDEL & SON**  
243 W. 30 St., New York, N. Y.

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Aug. 20.—The membership drive is showing renewed activity with plenty of optimistic reports. The week finds applications from Ned Torti and Harold Paddock. Those received were J. W. Winters, Louis J. Caffereta, John N. Cissell, F. M. Scruggs, Mark Elman, Clarence Katz and Jack E. Swift. Many members report a number of live prospects and advise that many of these will be completed as they go into the fair season.

Showmen's Home still is the topic of interest and a number of benefit shows will be held on various organizations. To those who have made pledges to this fund, the first payment is now due and the SLA treasurer will be pleased to hear from them. Late additions to those who have shown financial co-operation in this worthy cause are Walter B. Fox, Milton M. Morris, J. C. (Tommy) Thomas, A. L. Rossman, F. E. Gooding, The Billboard, Arthur Wirtz, Donald S. MacLeod, Elmer W. Weaver, Jack Auslet, Morris Lipsky, L. C. Kelley, Ben Pardo, Sam J. Levy, Rube Liebman, Nat S. Green and Morris Haft.

Sick list includes Tom Rankine, Colonel F. J. Owens and Bob Miller, who are confined to their homes; T. Brent in the American Hospital and W. R. Hirsch, who is at Rochester, Minn., for attention. Late reports have not been received on the condition of Brother Hirsch, but others are resting as well as can be expected.

Orville W. Hennies, going thru on a business trip, took time to call up from the airport between planes. Joe Rogers, Harry Russell, Albert J. Horan and M. O'Brien were visitors at Springfield, Ill., during fair week. Secretary Streibich spent a few pleasant hours with the Johnny J. Jones Exposition at Bloomington, Ill., and the Beckmann & Gerety Shows at Springfield. Callers at the

rooms included Julius Wagner, Charles H. Hall, L. C. Kelley, H. Neitlich, A. L. Rossman, Morris Haft, Ned Torti, Mr. and Mrs. Frank D. Shean, John Moisant, H. A. Lehrter, Sam Bloom, J. C. McCaffery, M. J. Doolan, Morris Hanauer and Joe Murphy.

Robert Cohn and Paul Kleider, of the Jones Exposition, ran into town for a visit and called at the rooms. Irving Malitz back in Chicago for a spell.

Late news advises that Brother Jack Maxwell was the victim of a recent auto accident but is resting easy and hoping to be about soon. Frank D. Shean left to join the Lincoln G. Dickey forces at Kansas City. R. L. Lohmar was seen among the regulars at Hotel Sherman.

John Corey, well known among old-time circus men, passed away at the County Hospital. Interment in Showmen's Rest.

Congratulations are in line, Brother and Mrs. Charles G. Driver celebrated their wedding anniversary during the past week.

## Showmen's League of America



165 W. Madison St., Chicago

**SHOWMEN'S HOME FUND**  
Previously Acknowledged .....\$14,835.00  
Received This Week ..... 260.00  
CARL J. SEDLMAYR, General Chairman Drive for Funds.  
**WRITE FOR PLEDGE CARD.**  
**A Home for Aged and Infirm Showmen**

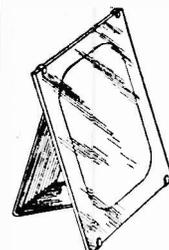
Showmen's Home Trustees  
FRED BECKMANN — Chairman  
M. H. BARNES — Treasurer  
E. W. EVANS — Secretary  
J. W. Conklin  
M. J. Doolan  
Max Goodman  
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**Worthy of Your Co-Operation**

## PHOTO and CAMERA MEN

# EASELOCK

### The New Glass Photo Holder

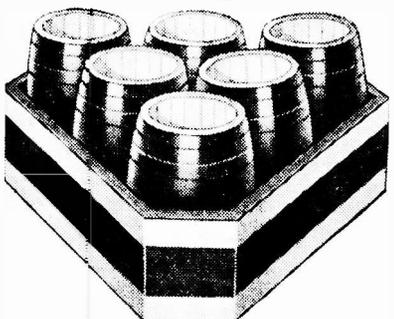


Here's a "Natural" for quick finish operators and photographers. The fastest selling glass PHOTO HOLDER on the market. Backs beautifully embossed in assorted colors to match front glass. Designs of all kinds, animals, "sayings," etc. New STREAMLINE EASEL holds frame in correct position. Photo easily inserted and centered. Sets both horizontal and vertical. Operators reporting big increase in sales. Send name and address for circular and prices, or \$1.00 for samples. You will be pleased with the New "Easelock" glass Photo Holder. We manufacture a complete line of glass Photo frames and purse mirror frames. "Easelock" manufactured only by

**MIDWAY PRODUCTS CO.**  
3037 MAIN ST. KANSAS CITY, MO.

## CONCESSION OPERATORS A PROVEN SUCCESS

### Introducing the New Improved STREAMLINED HUCKLY-BUCK BALL GAME



Can be used on a 6-foot pitch and bring good results. Complete as shown above.  
**\$15.00 PER UNIT**  
25% With Order, Balance C. O. D. Immediate Shipments.  
**JOHN O'SHEA CONCESSION SUPPLIES CO.**  
343 North Clark Street, Chicago, Ill.

# BEDFORD COUNTY FAIR

Bedford, Pa., Week August 29

Can place for string of real outstanding fairs, ending in November, Eight-Car Whip, Boomerang, Loop-o-Plane or Roll-o-Plane. Grind Shows with or without own outfits. Want Pony Ride, Eating and Drinking Stands, legitimate Concessions of all kinds only. Duke Jeannette wants Tattoo Man, Pin Cushion, as well as Working Acts. Alzoria, answer. Willis Johnson wants acts for Illusion Show. Red Rogers wants to hear from Midgets. Those joining now can play Bedford, Lebanon and Reading, Pa.; Woodstown and Trenton, N. J.; Albemarle, Salisbury, Greensboro, Rocky Mount, Mebane and Sanford, N. C. All address, this week, Punxsutawney, Pa.

**CETLIN & WILSON SHOWS, INC.**

## GREATER LITTLE ROCK CENTRAL TRADES COUNCIL

Little Rock, Ark., All Week, Beginning Labor Day, September 5. Mammoth Labor Day Celebration and Progress of Labor Exposition. Can place Independent Rides, Shows and Concessions.  
Address **ELMER BROWN, Director,**  
Celebration Headquarters, 115 W. Second St., Little Rock, Ark.

## WANTED SHOWS AND CONCESSIONS

Frazesburg, Ohio, Home-Coming, August 25-26-27; Dresden, Ohio, Home-Coming, September 1-2-3; Kingston, Ohio, Home-Coming, September 12 to 17; Laurelville, Ohio, Home-Coming, September 19 to 24; Coschocton Big Labor Day. Last year's attendance over 15,000 people.  
**HAPPY ATTRACTIONS,** Box 125, Coschocton, O., or Per Route.

## SCOTT BROS. SHOWS WANT

For Fairs in Tennessee and Alabama until November 15; then Mobile Ala. Lots all winter. One more new Ride, Side Shows, Musicians and Performers for Colored Minstrel, 10c Stock Concessions, Lead Gallery, Hoop-La and Custard open. Reasonable privilege. Murfreesboro, Tenn., this week. Address **C. D. SCOTT.**

## REMCO PREMIUM DEAL

Genuine Leather  
**WALLET and KEY CASE SET**  
**FREE WITH EACH CARD**  
**OR CARTON OF**

## REMCO

MICRO TESTED  
**RAZOR BLADES**

100 Double Edge Blades (20/5's) — 69c  
100 Single Edge Blades (25/4's) — 87c  
100 Streamline Thin Blades (20/5's) — \$1.05  
Above Prices Are Per Card or Carton.

Send 10c for Sample & New Catalog.

Order From Your Nearest Distributor

**SPORS CO.,** Le Center, Minn.  
**WARRENFELT,** 5 N. New Jersey St., Indianapolis, Ind.  
**GOLDSMITH'S,** 20 E. Court St., Cincinnati, O.  
**HANOVER SALES,** 79 Hanover St., Boston, Mass.  
**METRO SUPPLY,** 28 W. Jefferson St., Detroit, Mich.  
**729 W. Madison St., Chicago, Ill.**  
**M. B. SINGERMAN,** 208 S. Fourth St., St. Louis, Mo.  
**WM. NESBITT,** 632 Fifth Ave., Pittsburgh, Pa.  
**EAGLE PRODUCTS,** 808 E. Superior Ave., Cleveland, O.  
**AL'S SUPPLY,** 18-20 E. Chestnut St., Columbus, O.  
**JEDRO CO.,** 132 W. 32d St., N. Y. City.  
**BANNER NOV. CO.**  
Chicago, Ill.

## FOOTBALL SPECIAL GILT EDGE FOOTBALLS

Made up complete with button and two-piece streamer, \$3.50 Per 100.  
We carry a complete line of Football Novelties. Send for special Catalogue of low prices.  
**KIM & GIOFFI,** 534 N. 15th St., Philadelphia, Pa.

## New Walking Penguin

Also **ELEPHANT MAMMY**  
No Springs, No Winding. Animated—Realistic. Sells on Sight. No Effort. Sample Dozen Assorted, \$2.25 Postpaid. Gross, \$23.50. 1/4 Cash With Order.  
**SAMUEL AUERBACH, Inc.**  
353 Fifth Ave., N. Y. C.



## SLUM FOR THE NOVELTY MAN

1,000 pieces plated jewelry brooches, pins etc., cigarette holders, rose pins, small kids' toys, bead necklaces, etc. Many different kinds of articles, \$7.00  
Opera Glasses, Doz. — \$ 1.60  
O-Boy Black Baby Pipes, Doz. — .85  
Ladies' 36 in. Swagger Canes, Gro. — 5.50  
White Maple Canes, Gro. — 18.50  
25% Deposit With All Orders.  
**GOLDBERG JEWELRY CO.**  
302 West 8th, Kansas City, Mo.

## MEDICINE MEN AND DEMONSTRATORS

Quality, Flash, Repeating. Package of Dry Herbs. Backed with money-back written guarantee. No boiling. Mix powder in water and it's ready to take. Stay in one place a lifetime with this package. This company backed with references and credit. All U. S. P. and N. F. Herbs in our Formula 168 to the gross. Plenty of free circulars. Write for prices. **GOLDEN WEST CO.,** Box 22, Knoxville, Tenn.

## COMPLETE LINE—ATTRACTIVELY PRICED

# BINGO

1000—1500 and 3000 SERIES  
Special Lightweight Bingo Cards in seven attractive colors.  
Bingo Cards, extra heavyweight Bingo Cages, Calling Numbers Bingo Masterboards 75&90holes  
Bingo Markers, Lap Boards—Certificates, Admission Tickets Door Prize Coupon Tickets, Stage Money, Etc.  
**Every Printed Specialty Item for the Fair, Carnival and Bingo Trade.**

## SERIAL PADDLE TICKETS

For all the Leading Wheels.  
Write—Wire—Call  
**11 E. 19th STREET SCHULMAN'S New York N. Y.**

## SCOTTIES!!

Quality Plaster Composition.



GOING GOING  
Amazing Offer!  
12 1/2c  
Size 11 Inches High, 10 Inches Long. 15.00C MUST BE SOLD AT ONCE.  
12 to a Carton — Colors: Red, White and Black — One Color to Carton.  
50% Cash Deposit Required on All Orders. (No Exceptions)

**GRUND ART & NOVELTY CO., Inc.**  
421 East Walnut St., DES MOINES, IA.

## DEMOCRAT - - REPUBLICAN CANDIDATES

New, Novel, Campaign Card. Sample Stamp.  
**FERGUSON TOY CO.**  
216 N. Jefferson, Springfield, Mo.

**CONCESSIONAIRES -- BINGO OPERATORS  
SALES BOARD OPERATORS--PREMIUM USERS--  
PEP UP YOUR SALES QUICKLY..  
WITH FASTEST MOVING ITEM IN YEARS..**

**GENUINE SUN-GLO  
BROILETTE**

A necessity for every home. This Broilette is finished in nickel, \$3.65 Each. In Dozen Lots, Quantities over 6 Dozen, \$3.50 Each. 25% Deposit, Balance C. O. D.

**ALMAR PRODUCTS CO.**  
90 West Broadway,  
New York, N. Y.



**SPECIAL INTRO-DUCTORY DEAL ON STAMPEDE BLADES**

1 Card STAMPEDE D.E. 20/5/10c	Retail Value \$2.00	ALL FOR 85c	1 Card STAMPEDE S.E. 20/5/10c	Retail Value \$2.00	ALL FOR 95c
1 Card Purity Aspirins 25/6/5c	1.25		1 Card Purity Aspirins 25/6/5c	1.25	

**SPECIAL GET ACQUAINTED OFFER**  
SERVICE BLADES, 20/5's at \$2.25 per 1000.  
ALL ORDERS FILLED PROMPTLY.  
25% Cash Deposit — Balance C. O. D. — Rated Accounts Sold Open.  
Sample Deals Sent Prepaid for \$1.00 Each.

**M. B. SINGERMAN,** 520 CLARK AVE., ST. LOUIS, MO.

**SOCIAL SECURITY MACHINES PLATES**

**MACHINES \$65  
PLATES 5 1/2¢  
LEATHERETTE COVERS 1 1/2¢**

A practical portable machine for stamping names and numbers on Social Security Plates. No skill required. 24 gauge Richlow Brass Social Security Plates — Polished front and back . . . 5 1/2¢ EACH — ANY QUANTITY.

Salesmen . . . Agents . . . Operators, write, wire for Special Introductory Deal. Complete Samples and Details, 10c. Terms: 25% cash deposit with order, Balance C. O. D., F. O. B. N. Y. C.



**SOCIAL IDENTIFICATION CO.**  
1560 BROADWAY, N.Y.C.

**ITALIAN FEAST AND CELEBRATION**

AUGUST 29-30-31, HORNELL, N. Y., HEART OF CITY, DAY AND NIGHT.  
Parades, Fire Works, 30,000 People Last Year.

WANTED—Bingo on percentage basis, also Legitimate Concessions. Following Labor Day Week Celebration on the streets, heart of town, Canisteo, N. Y., Rides, Shows, Legitimate Concessions. Under strong auspices. Reasonable privileges. Come on. Address all mail, wires MICKY PERCELL, Hotel Hornell, Hornell, N. Y.

**HAAG BROS. 3-RING CIRCUS WANTS**

Ground Acts that can be featured. Valentine Bell Trio, wire. Baritone and Trombone for big Show Band. For Side Show Inside Man that does Punch and Judy, also Magic, Musicians on all instruments for Minstrel Band; Fire Eater. Route, Mountain City, 24; Erwin, 25; Kingsport, 26; Rogersville, 27; Tazewell, 29; LaFollette, 30; all Tennessee.

**ROLAND SHOWS WANT**

Rides of all kind for long fair season South. PLACE SET OF RIDES FOR FAIRS IN TOBACCO MARKETS OF SOUTH. Shows of all kind. What have you? Place Concessions of all kind except Cookhouse and Bingo. Harry Heiser, George Guffus, come on. Opening for Custard and Diggers. Tobacco prices better than last year. All address N. P. ROLAND, Emporia, Va., this week.

**WANTED GIRLS GIRLS GIRLS**

The Gay New Yorkers enlarging show. Can place five or six youthful Girls for Bally and Stage. Wire or come on. **KARL J. WALKER**, Mighty Sheesley Shows, Sedalia, Mo., this week; Salina, Kan., next

**FOR SALE**

Complete Tent Outfit for a little Circus. Minstrel or Stock Co. All ready to go. Tent 50x100, 11 sections of reserves and blues; 1 1/2-ton Ford truck, good shape; two trailers. Kohler light plant, p. a. system, caliope, etc. Sell all or any part. **C. PULLEN**, 103 S. Main St., Tulsa, Okla.

**BROILS — TOASTS — COOKS — FRY**

to say my work has won for those gentlemen and myself the indorsement of press, pulpit, public and police. This season I joined up with Izzy Cetlin and John W. Wilson and they have spread me across the front pages of the best newspapers along the route, and I have been featured on the air by the big stations, all of which will be of great help to me in the fall and winter when I return to the lecture platform and the air. I am proud to be with Cetlin & Wilson Shows, acting as emcee with "Duke" Jennette's Circus Side Show.

This comes from the man from whose life or operations as a bank burglar William Sydney Porter, better known as O. Henry, wrote the story *A Retrieved Reformation*, or *Alias Jimmy Valentine*, said story having been written while O. Henry and the writer were serving time in the Ohio State Penitentiary, Columbus (1896 and '97). Believe it or not, I am the original "Alias Jimmy Valentine." That has been proved by Dave Stern, of *The Philadelphia Record*, and the Munsey Co. before they would publish my story, *I've Stolen a Million or More*, the same being the true story of "Alias Jimmy Valentine" or Henry (Duke) Hyatt.

I conclude this by saying hello to my many friends in the show world. In spite of the repression, I am making a splendid living for Mrs. Hyatt, or Mary, as she is known professionally, and yours truly.

Yours for the youth of America,  
\*HENRY (DUKE) HYATT.

G. F. Conrad, and Rocky Mount Fair, Allen Herrington. Mr. Chambliss will pilot Greensboro Fair.

Art Lewis Shows will play Williamston; O. C. Buck Exposition, Clinton; Cetlin & Wilson Shows, Salisbury, Greensboro and Rocky Mount. All acts for the fairs will be furnished by George A. Hamid, Inc. Lucky Teter and his Hell Drivers will play all of the fairs except that in Williamston. Harness racing will be run in Greensboro.

**MARRIAGES**

(Continued from page 34)

agency in Chicago, and Templeton Fox, NBC actress, in New York August 15.

**WILLIAMS-OLSON**—Dwight Williams, announcer for Station WTMJ, and Virginia Jane Olson in Milwaukee August 10.

**Coming Marriages**

Harry S. Weatherby, juvenile man and ballad singer with the Majestic Showboat, and Muriel C. Benson, character actress, next April.

Charles Martin, writer-director-producer, and Nan Grey, film actress, in Hollywood in October.

Don Watt, orchestra leader, and Sarah Allen, *Follies* girl, soon.

Robert Rodner, head of Rodner & Rodner, writers' representatives, New York, and Rosalie Taplinger, sister of Bob Taplinger, publicity director for Warner Bros. Pictures, Inc., in the fall.

Ben Cohen, former manager of Loew's-Poli College, New Haven, and present manager for Loew's in Calcutta, India, and Bert Doff, dramatic coach and commentator for Station WELI, New Haven, in Calcutta soon.

Mary Elizabeth Kirby, known as Sandra Bruce of the *Frolic Makers' Club* program on Station WCOP, Boston, and Thomas Conrad Sawyer, West Coast NBC and CBS commentator and script writer, in Hollywood September 18.

Horace MacMahon, actor, and Louise Campbell, actress, in St. Michael's Chapel, Chicago, in the fall.

Arthur A. Cameron, Texas oil man, and June Knight, film actress, soon.

Earl B. Walsh, carnival and circus worker, and Ann Faulkingham, nonpro, soon.

Arthur N. Simpson, former showman, and Nettie M. Brown, both of Washington, soon.

Everette Corille, acrobat, and Ida Simpson, nonpro, in the fall.

Vicki Chase, singer, heard over Station WLW, Cincinnati, and Sidney Fisher, nonpro, in New York next month.

George Xavier McLanahan, nonpro, and Sally Clark, singer, in New York January 6 next.

Edward Sullivan, actor, and Evelyn S. Johnson, actress, both of Boston, in Clarence R. Knickman, nonpro, and Cornelia Lanner, concert pianist of Jamaica, L. I., and niece of Karl Lanner, Viennese composer, in Forest Hills, L. I., September 6.

that city soon.

Anne Stevens, nonpro, Blytheville, Ark., and George Hamilton, orchestra leader, October 7.

**Old Associates Pallbearers At R. H. Brainerd Funeral**

KANSAS CITY, Mo., Aug. 20.—Funeral of R. H. (Dad) Brainerd, 81, veteran theater, park and carnival man, who died at his home here on August 14, was largely attended on August 18, with interment in Forest Hill Cemetery.

Two daughters, Helen Brainerd Smith and Viola Brainerd Shaffer, were visiting the third daughter, Mrs. Abner K. (Virginia) Kline, in Salem, Ore., when news of the death reached them, and with Mr. Kline they motored here. A grandson, James R. Patterson, who was on vacation in Corpus Christi, Tex., also returned for the funeral. Among show-folk who came from surrounding States were Mr. and Mrs. Raymond Elder, Quenemo, Kan. More than 50 beautiful floral pieces were sent by friends in Kansas City, St. Louis, Baltimore and Shreveport, La., and California, Oregon, Maryland, Colorado, Iowa, Indiana and Texas.

Pallbearers, all old associates, were Cyril Donovan, president of Kansas City local, International Alliance of Theatrical Stage Employees; Felix Snow, business manager of the union; Ralph Ware, who was with Brainerd's Portable Fountain; Charles and Theo Hopper, associated with Mr. Brainerd in the old Orpheum Theater, and Walter Brown, of the Plaza Theater, Kansas City.

**"Alias Jimmy Valentine" Himself Sends Tidings**

Uniontown, Pa.

Editor *The Billboard*:

I really believe this is the first letter I have ever written *The Billboard*, and I started in show business (under canvas) many years ago with the old Gentry Dog and Pony Shows No. 4. I have been associated with the best of 'em and have made for myself quite a reputation with crime shows and on the lecture platform in high schools, in churches, before service clubs, etc., my subject being *The Futility of Crime*.

Thirty years of my life were spent in the ranks of the underworld—or should I say overworld? Thirty years trying to make someone pay for what he did to me as a baby and boy, even tho I did steal a "million or more" (see *Philadelphia Record* May 3 and *Detective Magazine*, January 31, both 1931) and lived in palaces, ate the food that kings eat, mastered five university courses, traveled the world over, had everything that money could buy and missed the very best things that life has to offer. Therefore I feel that I am qualified to act as a signpost of warning to the future hope of America—our youth. Fifteen years have been spent in that work, not commercializing on my life of crime, but devoting the evenings of my days in the sincere effort of trying to prevent some boy or girl from traveling in the path I trod for so many years to my sorrow.

During the spring and summer many show managers like Art Lewis, Andy brothers, John H. Marks, Max Gruberg, Max Linderman and others have built fine crime shows for me, and I am proud

**RUBIN & CHERRY**

(Continued from page 3)

which gave shows, rides and concessions a generous play.

New fronts and canvas gave the amusement zone a big flash, enhanced at night by the show's eight floodlight towers.

Fred A. Chapman, Ionia Free Fair chairman, was high in praise of the show's many innovations and resplendent appearance.

Rubin & Cherry moved from here to Hamburg, N. Y., to furnish the midway of the Erie County Fair opening tomorrow. Following will be a two-week stand at New York State Fair, Syracuse.

**RECORD-BREAKING**

(Continued from page 3)

being made in a little over 12 hours. Both Canadian and American customs and immigration officials have facilitated movement of shows.

The entire Canadian trip was made in virtually perfect weather, not one day being lost on the midway to rain or erroneously reported storms.

Dick Best, owner of Ripley's World's Fair Side Show, and Cliff Wilson, owner of the Monster Show, are in the States on business and will rejoin at Superior.

**N. C. PROSPECT**

(Continued from page 3)

Williamston Fair, Harvey Walker; Sampson County Fair, Clinton, P. G. Crumpler; Rowan County Fair, Salisbury, Mrs.

**Births**

A son to Mr. and Mrs. Frank Collins, in Springfield, O., recently. Father is employed by the Chakeres-Warner Corp.

A 7-pound daughter, Dorothy Rae, to Mr. and Mrs. Raymond Hilliard, in Hattiesburg, Miss., recently. Mother is the daughter of General Agent J. A. Gentsch, of Buckeye State Shows.

A daughter, Jill, to Mr. and Mrs. Walter Framer in Pittsburgh August 6. Father is a free-lance radio commentator.

A daughter to Mr. and Mrs. Melvin Douglas in Hollywood August 14. Father is a film actor and mother is the former Helen Gahagan, stage actress.

A son to Mr. and Mrs. Sherlock H. Evans, of Massillon, O., August 8. Father is a well-known amateur magician and for many years has been associated with his father, J. J. Evans, in circus and free-act ventures.

An 8 1/2-pound daughter, Virginia Ann, to Mr. and Mrs. T. C. Kenney in Pittsburgh July 29. Father is an engineer at Station KDKA.

**WANTED**

Rides and Concessions, Carnival or Individual.

**LEWIS COUNTY FAIR ASSOCIATION**  
August 31, September 1, 2 and 3, 1938.  
Address R. L. MARTIN, Canton, Mo.

# CASH IN... WITH AN ADVANCE

## "FRENCH-FRIED" POPCORN MACHINE

### 70c Profit on EVERY DOLLAR

In an ADVANCE Popcorn Machine you get every Money-Making Opportunity. Yes, you get EVERY opportunity. First, you have a machine that is the last word in efficiency—and that means extra capacity and extra sales. Then you have a Machine that pays you a full profit of 70c on every dollar. And, that's real profit! But even more important: An ADVANCE Machine is a beautiful fixture that actually draws trade. It Draws Trade. And it Boosts Profits.

We repeat again: IT DRAWS TRADE. AND IT BOOSTS PROFITS.

Only an ADVANCE Popcorn Machine will show you maximum sales and maximum profits. In these days of keen competition you need the latest, most modern equipment that pays you that extra profit margin.

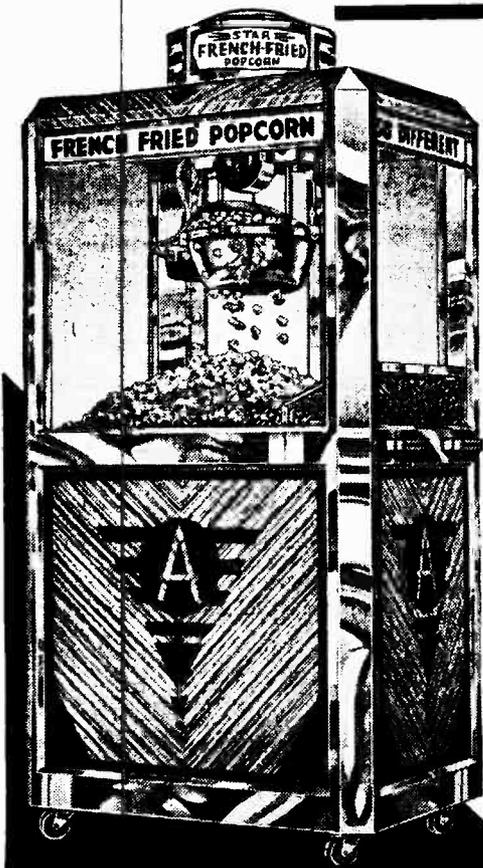
## THE WORLD'S FAIR SPECIAL (BOTH COUNTER AND FLOOR MODELS)

A Super Capacity Model With Automatic Thermostatically Controlled Popper

This machine handles the biggest crowds, and does the biggest business. It has the famous popping unit that produced over One-Half Million Dollars' worth of popcorn at the Chicago World's Fair. It's improved, of course—improved in capacity, in popping volume and in efficiency.

Large red and black porcelain enameled steel cabinet, trimmed with bright chrome steel. 75" high, 36 1/2" wide and 26 1/2" deep. All electric. Popping capacity up to \$20.00 per hour. Notice the revolving illuminated display sign and the large display compartment for peanuts.

● SOLD ON EASY TIME PAYMENT PLAN ●



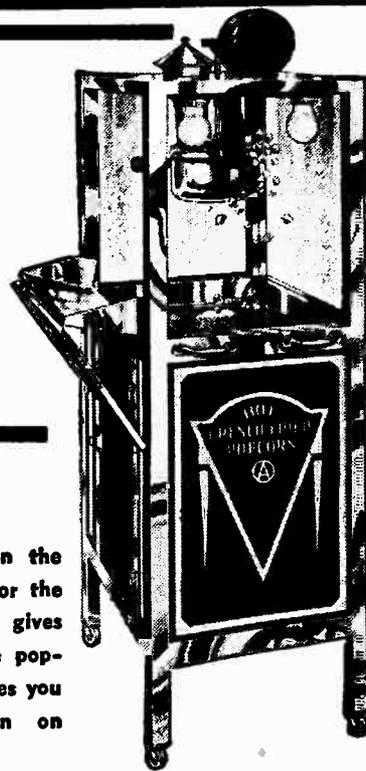
## STAR "PROFIT" MODEL A Leader in Value!

An Efficient Full Size Cabinet Style Machine, With the Improved, Highly Efficient Con-Ring Unit. This Machine is so simple that anyone can operate it. Has the famous patented Con-Ring Popping Unit that produces the famous "French-Fried" Popcorn.

All electric. Just one moving part. Capacity up to \$7.00 per hour. Notice the attractive, sturdy cabinet. Porcelain enameled panels, trimmed with chrome plated steel. Size 64 1/2" high, 22" wide, 16" deep.

A Real Money-Making Investment. So Low Priced You Can Easily Own One. Easy Terms.

BOTH GAS AND ELECTRIC MODELS — A MODEL FOR EVERY LOCATION, PRICED FROM \$86.85.



## NEW! A Compact Combination Peanut Roaster and Warmer

Here is an attractive Roaster, ideal in size for the retail operator. It is complete in itself, without unsightly chains, wheels, whistles and clatter. IT SELLS PEANUTS. Actually its profit possibilities are enormous. You know Peanuts always sell, to anyone, everywhere—all seasons.

Low Priced—Only \$59.50

ORDER YOUR MODEL TODAY DIRECT FROM THIS ADVERTISEMENT. SEND CHECK OR MONEY ORDER AND GIVE VOLTAGE.

Your investment is small—your profits are great. You can set this anywhere. It is simple and easy to operate—and it really rolls in the profits. All electric. Plug it in any electrical connection and it is ready to run. 20" high, 17 1/2" long, 13" wide. Heavy, stamped steel, nickel plated body. Attractive illuminated display sign. Husky dependable heating elements and motor.



Decide to cash in on the big Profits. Write for the big free catalog that gives you the story of the popcorn business and gives you complete information on all Models.

GET STARTED—ORDER YOURS TODAY

# ADVANCE MFG. COMPANY

6322 St. Louis Ave. St. Louis, Mo.

## "Save the Circus" Movement Spreading

WASHINGTON, Aug. 20.—The "Save the Circus" movement is spreading rapidly on a national scale. Melvin D. Hildreth, president of the Circus Fans, said yesterday in announcing that petitions were beginning to pour into Washington from children all over the country. These petitions will be given to President Franklin D. Roosevelt and copies will be sent to Eddie Cantor, who is a board member of the American Federation of Actors.

Editorial comment on the Circus Fans' movement is promising and has en-

couraged the CFA in making further plans to bring the plight of the circus to the attention of the nation. According to information in Washington, the children of Detroit are planning a monster parade in which the kids will carry self-made banners asking that the circus be saved from extinction.

The petitions which will be given to the White House will help to gain some official support from the National Labor Relations Board or other mediation bodies in an attempt to avoid further labor trouble with circuses, according to the Fans' belief. It is also hoped that Eddie Cantor's interest in children will move him to use his influence on the American Federation of Actors to urge temperate and moderate action upon its

locals in dealing with circus management.

## Member of Aerial Troupe Killed in 100-Foot Fall

CASPER, Wyo., Aug. 20.—Lucia Dunkel from Riga, Latvia, member of Cimse and Co., aerial troupe, was killed while performing here this afternoon for the annual Wyoming on Parade celebration. Today was the last day of the show.

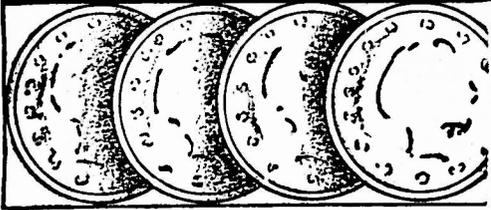
The rigging on the top pole came off and caught on edge of track. The lives of the other three in the troupe were saved. Dunkel was thrown 100 feet to the ground. Fire department rescued Wilhemina Cimse (mother of two small

children), also James Gargolius, who rode motorcycle (his arm broken) and Alfred Nepastz, all from Riga. This was the second death in the troupe within a year.

## M. D. Hildreth to Europe

WASHINGTON, Aug. 20.—Melvin D. Hildreth left here yesterday for New York to board a boat for Europe. He will attend the Geneva meeting of the League of Nations Associations, an unofficial group in each country dedicated to the strengthening of the League of Nations. The Washington lawyer and prominent Circus Fan is expected back in this country some time during the last days of September.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers.*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## SOCIAL POLICY

This editorial page has frequently expressed the most liberal ideas on modern social and economic questions. Many in the trade have understood the underlying idea to be that an industry which asks for more liberal treatment in regulation and taxation must also show itself liberal.

The coin-operated machine industry in all its branches must ask for more liberal changes in some of the long accepted views of business and public morals. That is, if the coin-operated machine industry is to develop into its full possibilities. But some in the industry are unwilling to pay the price which we must pay as an industry for more liberal treatment at the hands of the voters and the public. The price we must pay as an industry is to become out-and-out liberals in practice and policy. That would extend all the way from liberal awards on amusement games, fair value to the customer on all types of machines, to liberal views of the social and economic questions of the day. There are members of the coin machine industry who ask the public to be liberal toward our business and our machines, and yet they themselves are reactionary on every modern question. Such inconsistency doesn't help our industry in the least.



WALTER W. HURD

Recently Homer E. Capehart, of the Rudolph Wurlitzer Co., has openly avowed before meetings of music operators some courageous liberal views on social questions that suggest a program of social policy for an industry. The public expression of such advanced ideas on social problems would do the entire industry good in the public eye. It would not only be good for the music division but it would also be profitable for vending machines and games. There is not a group within the industry but what is asking for more liberal laws so that machines may operate under fair conditions. An outspoken liberal policy would be a big step in that direction.

### The Masses

Homer E. Capehart offered a mighty watchword for not only the music division but for the entire industry in the following declaration for the masses of the people. He said:

"Poor people put money into your phonographs. Poor people have a right to the economical entertainment which you offer them. Poor people have a right to enjoy good music with their beer or their sandwiches. If we emphasize this great truth it may help to defeat unfair taxation and legislation."

This is a bold declaration of policy in favor of the masses of the people, the masses who have the votes. The automatic phonograph does offer economical entertainment to the common man. So do the coin-operated amusement games of various kinds. If the industry seized upon this statement as a slogan of public policy it could be developed into a real program of liberal social progress. It would be the strongest argument against that misguided form of paternalism which seeks to regulate and control the morals of the masses by law because "they are poor."

### Good Wages

Capehart took a still more courageous step in declaring before a Chicago meeting of music operators in favor of good wages. He urged operators who employ help to pay good wages to such help. Which is one way of putting into practice the idea of favoring the masses of the people. If we are going to take our stand as an industry in favor of the masses, then employers in the business, whether operators or manufacturers, must pay their employees as well as they can. For all of these employees are members of the great mass of voters.

The whole question of wages is so involved in present-day issues that it will not be easy for the industry to shape an expression on the social problem of pay to employees.

My personal view is that the industry would gain most by sponsoring a bold social program for good wages, altho many employers in the industry would not be able to live up to such high standards. The real difficulty in the whole wage problem seems to be that small firms, from manufacturers to jobbers, do not have the financial resources to meet pay rolls as they would like to do. This is true in all lines of industry. Many of the firms in the coin machine trade could be put out of business overnight by demands for increased wages. This is also true in all lines of business having what may be called small firms.

But the great mistake that small business seems likely to make is that of becoming openly antagonistic to unions and to labor generally. Most of the self-appointed leaders of small and medium manufacturing industries today are like bulls in a china closet, lambasting unions and labor in general and creating antagonism and ill will everywhere. That is the fatal mistake that may mean the end of small business enterprises and minor industries.

Heads of small and medium-sized business enterprises need to watch carefully whose propaganda they swallow, and be sure to get on the side of the fence with the masses of the people—where the customers are.

Rather than antagonize labor or the masses of the people, it would be much better for industries like the coin machine trade to take a bold step in favor of the mass of voters, of good wages and better living conditions for them and for the most progressive issues of the time. Business heads who have to meet pay rolls should learn the simple lesson that, after all, the masses of the people must have money to spend or there are fewer nickels that find their way into coin machines even.

Rather than antagonize labor of the masses of the people, it would seem a much better policy for heads of business to unite in seeking credit and capital funds at interest rates which would make it possible for small industries and small manufacturers to meet pay rolls and to continue in business. So much constructive work could be done in this field that an editor who studies the mass of propaganda and business news of the time wonders why business men allow themselves to be drawn into situations which antagonize the masses, create ill will and generally hurt all business.

At least it will be good policy for an industry that seeks liberal laws and privileges to become out-and-out liberal in its social policy.

# Letter to Newspaper Refutes Charges Against Bagatelles

To the Editor: "On July 26, 1938, the Newark (N. J.) Ledger headlined in big bold type, 'IRVINGTON CLAMPS LID ON BAGATELLE RACKET,' and then went on to tell about the usual bunk—milking citizens of their savings, the morals of children, racketeers etc.

"We have obtained a copy of a letter written in reply to the article, which we are passing on to you, feeling that it may be of interest to readers of the coin machine section of The Billboard."—I. L. Co., August 11, 1938.

To the Editor and Publisher, Newark Ledger, Newark, N. J.:

The "power of the press" is more than a time-honored phrase. It is an actual weapon dangerous to life and property when thoughtlessly wielded. Utmost precaution should be taken by all in power to guard against every printed word so that in the end news is reported rather than tabloided. I refer in particular to your six-column spread "Irvington Clamps Lid on Bagatelle Racket" appearing on the front page of The Newark Ledger on Tuesday, July 26.

Exactly what is your definition of a racket? The average person would say that one is engaged in a racket when one obtains monetary advantage over another without the outlay of basic economic values such as labor and material.

I feel, therefore, that a true and unbiased observation of the business of operating bagatelle machines will convince all fair-minded people that it is really a business, the success of which depends upon an investment of labor, materials and individual ability and acumen—far, far from being a racket.

### First—Equipment

No business can survive without having something to sell, and to sell you must first buy. Equipment runs from \$87.50 for a simple bagatelle machine to \$550 for something big as an automatic bowling alley. A new idea will cost an operator from \$200 to \$300 before he receives one nickel from the machine. A new invention will reduce the value of his machines on hand. If the operator is unfortunate to make the mistake of purchasing a game without public appeal—even though he thought it a winner—he might lose his entire investment. This is merchandising. But let's get down to facts and figures, taking for our example an operator of 100 machines (and the average operator has less), each machine having an average cost of \$100. After purchasing the machine, he has to place it, but before placing it he must obtain a license. The matter of licenses warrants a paragraph of its own.

### Secondly—Licenses

An operator is anxious to obtain licenses for his machines because it is protection, yet his machines are raided by the police and confiscated whenever the necessity arises. Query: What necessity? There is another name for that kind of license protection. Anyway, each municipality is its own boss when issuing licenses, and the cost thereof may run from \$5 to \$25 on each machine—sometimes as much as \$50 for the

first machine and \$10 for each additional one. It is safe to assume an average of \$10 on each machine. That provides fruitful revenue for the municipality. A minimum of 5,000 machines in a vicinity makes an income of \$50,000. Some municipalities give the operator a "break" and allow his license to run for one year from the date of issuance, while in other places the license expires on a certain month of the year regardless of when it was obtained. Operators have often been compelled to pay for two licenses on one machine for a period of one year.

### Thirdly—Fixed Expenses

To stay in business the operator must keep moving his machines from one location to another. He must also keep his business to date. The average operator, of whom we are taking this example, purchases at least four machines each week, otherwise a more progressive operator takes over the location with newer and more advanced games. The net income of the operator per week, i.e., his end of the collection on each machine is from \$6 to \$8. The amount appears ridiculously low especially when your paper prints "mulcting the citizens," but the operator considers it a good average. Please remember that these figures are not those of an indifferent copy man, but actual figures which I stand ready and willing to prove. In round figures, a weekly statement of this business would read as follows:

A place to do business, electric, garages, office, telephone, stockroom and usual upkeep .....	\$ 15.00
A girl to answer phone calls, keep stock records, etc.....	15.00
Day service man with car and expense .....	35.00
Night service man with car and expense .....	35.00
Collector with car and expense .....	40.00
2 truck drivers at \$20 each....	40.00
2 truck helpers at \$14 each....	28.00
Salesman—find new locations, settle complaints, etc., car and expense.....	35.00
2 trucks, depreciation, gas, oil, upkeep .....	30.00
Average expenditure for license fees each week.....	20.00
Parts, supplies and stock, weekly .....	5.00
4 new games each week.....	400.00
Depreciation of equipment....	40.00
<b>TOTAL (approximately) ..</b>	<b>\$738.00</b>

Taking into consideration the illegal raids, seizures, fees of lawyers to fight their battles and the hazardous risk involved, what would you, as a fair-minded citizen, allow the operator as a return on his investment? No matter how much you allow, the fact is that almost any operator would gladly exchange his job, which is usually 16 hours a day and seven days a week, for a nice eight-hour day, six-days-a-week job at \$50 per week.

For your very melodramatic and heart-rending reference to childrer, I do not consider your portrayal a report for the people. It sounds more like wartime propaganda. Remember? "SAVE YOUR HOME! YOUR WIFE—YOUR CHILDREN—GO TO WAR!" It is a fact that most ordinances provide that machines are not to be placed within 200 feet from a school. We are strongly in favor of strict compliance to such an ordinance. We love children and respect their morals and welfare as much as you do—but don't put the heat where it should not be. Don't scoff and condemn a legitimate industry because officials are lax and issue licenses for a location within 200 feet of a school.

Then your article strikes an amusing tone—it infers that you wish the operator to buy expensive machines and service them all for the amusement of the public and without any return for himself. You don't realize that the amusement machine is the basis of a definite business for the operator. He has to work hard; he has purchasing risks, profits, losses—just like any other business man. We all know that the fastest way to lose your money in any business is to try to play the public for a sucker. Try to sell them a 5-cent cup of coffee for 25 cents. And, likewise, trying not giving the amusement-game lover his 5 cents' worth of amusement.

★ TRIPLE ENTRY  
WINNING TICKET  
MULTI-FREE RACES  
1938 TRACK TIME



## KEENEY GAMES MUST BE RIGHT

— MUST BE RIGHT, or the game is not released for general sale.

— MUST BE RIGHT, or more operators would not be investing more money in Keeney Games than in any other line of coin games made.

**J. H. KEENEY & COMPANY** Not Inc.

"The House that Jack Built"

2001 CALUMET AVENUE • CHICAGO

See how fast he stops playing. Store owners guard the good will of their customers. They want to see that they get their money's worth to keep them their customers. Operators, contrary to your press notice, are anxious to encourage good will and the fair practice of the machine—to make the playing of them an innocent pastime and an inexpensive way of entertainment.

I notice, by the time it has taken to dictate this communication, it has become an article. In closing, there are far worse hazards threatening our people, a small example—our hit-and-run drivers. Pin games, etc., have never killed or seriously injured any child or adult. It is but innocent entertainment in 5-cent doses.

If the truth cannot be written about a person or industry, don't belittle the American press by printing untrue and poisonous reading matter.—J. B.

## Fall Spurt Ahead, Retailers Claim

NEW YORK, Aug. 20.—Retail merchants throught the country expressed their belief that business was on the upswing and the effects would be felt shortly in a poll conducted by the National Retail Dry Goods Association recently. Ninety-eight per cent thought that fall sales would show a decided increase and a majority of those queried stated that they expected a larger Christmas volume of sales than last year. "Generally, merchants indicated a notable degree of optimism in sizing up the outlook for fall trade," the survey said. "Many of them reported signs of quickening activity in their home-town industries and stores despite the usual summer lull."

The majority of those interviewed felt that the government "pump priming" was the outstanding factor "in the return to prosperity." They also felt that increased confidence, bumper crops, present low inventories, increases in employment and production, a bullish stock

market sentiment, present low prices and improved employer-employee relations were factors in the economic stabilization.

While sounding the knell of returning "good times," the merchants warned against any unwarranted price advancements on goods, stating that it would nullify the beneficial effects of increased purchasing power.

## Makes Player Pep With Lightning

CHICAGO, Aug. 20.—With the idea of supplying a little psychological stimulus to the operator's business, Exhibit Supply Co. has named one of its two new table games Lightning.

"That is a powerful name," Exhibit officials say, "and we have built lots of pulling power into this game which we announce as our five-ball novelty sensation for the present season."

Features which are emphasized by the makers as being in the game are new magnetic ball action, no holes, no spring bumpers, positive score control, every award metered and others. The appeal to the player is to shoot a ball at the top button scoring 100, and then if he hits the spring bag a crosswise magnetic action gives lightning thrills by building up a score of as much as 6,000 on one ball.

### Information, Please

To the Editor: "I would like to secure information of manufacturers of the equipment of slots the sizes of Mexican coins. Are any manufacturers able to equip their machines with Mexican coin size slots?—J. Q., Tapachula, Chis., Mexico."

Anyone having information which would benefit the operator from Mexico is requested to kindly forward his information to the Coin Machine Department, The Billboard, 54 W. Randolph, Chicago.



GEORGE JENKINS, of Bally Mfg. Co. sales staff, demonstrates new Palm Springs split-reserve game to C. A. Camp, of Bluff City Amusement Co., Memphis.

# Uses Record For Address

## Jack Moore Entertains Music Ops at Three Big Luncheons

SPOKANE, Wash., Aug. 20.—Jack Moore, of the Jack R. Moore Co., West Coast distributing organization, presided at the last of a series of meetings with music operators here, at which he presented the Seeburg line of phonographs and the new "two-for-one" plan. The aggressive program which Moore instituted to bring the good news to operators in his vast territory included luncheon meetings at the Aero Club, Portland, on August 4; at the New Washington Hotel, Seattle, on August 11; and at the Davenport Hotel here in Spokane on August 13. Attendance at the luncheons was by invitation and Moore reported that he had been more than pleased by the response at each meeting. Henry Anchester, Pacific Coast representative of the Seeburg firm, attended the luncheons also.

Matters pertaining directly to the music operating business were featured at each meeting, Moore said, and the full line of Seeburg machines was also displayed. Moore developed a novel way to present his message to the operators by recording it on phonograph records and playing it at the luncheons on the latest Seeburg instruments. Operators could thus hear "his master's voice" while at the same time noting the reproduction qualities of the machines. Moore said he was even more surprised at his own voice than operators who knew him well.

When Moore left Spokane for his home in Portland, he announced that a similar program of luncheons to introduce new Bally games would also be instituted before the end of August. Officials of the Bally firm, of Chicago, would arrive to be present at the luncheons, he said. This method of getting operators together to enjoy a social occasion as well as talk business was proving to be an excellent way to introduce new machines, he stated.

### Recorded Speech

Moore's recorded speech as presented to operators at the music meeting praised the work which the Seeburg organization has done in developing the automatic phonograph. He mentioned many specific contributions which the firm has made to music progress, and also said that the firm's business was 130 per cent greater in volume this year than any previous year in Seeburg's history.

"Welcome, gentlemen, this is the voice of Symphonola," said the Seeburg phonograph at the luncheons. "I have been asked by our distributor to give you some interesting facts concerning the Seeburg Corp., its policies, its future program and its products."

After describing the work of the Seeburg firm during the 36 years of its history, Moore then said (via the recording):

"Gentlemen, we seem to be in the midst of quite a bit of propaganda. First, from operators, that the saturation point has been reached in phonographs. This theory is a fallacy. The music business is here to stay, absolutely more (See USES RECORD on opposite page)

### Minneapolis Disc Choices

MINNEAPOLIS, Aug. 20. — From Murray M. Kirschbaum, Minneapolis disc distributor, comes the following report on record sales for the past week. It is indicative of the popularity now being enjoyed by records on coin-operated phonos in the area served by Kirschbaum. The listing follows:

Going strong: 1, *I've Got a Pocket Full of Dreams*; 2, *A-Tisket A-Tasket*; 3, *There's a Brand New Picture in My Picture Frame*; 4, *I'm Going To Lock My Heart and Throw Away the Key*; 5, *Small Fry*.

Coming up: 1, *Stop Beating Round the Mulberry Bush*; 2, *Don't Cross Your Fingers, Cross Your Heart*; 3, *The Yam*; 4, *Tut! Tulip Time*; 5, *On the Bumpy Road to Love*.



## Good Resort Phono Biz—Rock-Ola Reps

CHICAGO, Aug. 20.—From Wisconsin, Michigan and Minnesota, stronghold of the Middle West summer resort trade, come reports from Rock-Ola representatives and ops that business is exceeding that of all previous years, reports the Rock-Ola Mfg. Co.

Archie La Beau, factory representative for Minnesota, North and South Dakota, states: "Regardless of the degree of unemployment nationally, our territories have enjoyed wonderful earnings from Rock-Ola phonographs during the rich summer months. This is due partly to the excellent tone and appearance and performance of our instruments, as well as to the successful summer season being enjoyed by business men thruout the territory."

Mike Fose, Rock-Ola State manager for Wisconsin, exclaimed a few days ago at the factory, "If there were only a few more months to the summer resort season, how nice it would be. But even short as the season seems, sales on Rock-Ola phonographs and the earnings have been phenomenal, far ahead of former years."

Says Fose: "Arvid Mode and Sam Anderson, Rhinelander, Wis., who started a few night clubs early in the season, furnished them with Rock-Ola phonographs, and the boys report an excellent business."

George J. Miller, Rock-Ola Michigan factory representative, reports greater sales for the months of July and August than in any previous year.

I. F. Webb, Rock-Ola vice-president and manager of phonograph sales division, said: "It's good news to hear that Rock-Ola phonographs are bringing in the business. And we feel confident that they will continue to boost profits for a long time. The 'streamline' models have everything the operator needs to attract customers and hold the crowds."

## "Studio" Attracts People, Says Mills

CHICAGO, Aug. 20.—Those who are engaged in phonograph construction at the Mills Novelty Co. believe that they

have the finest phono available. Following is their graphic description of the phono known as the Mills Studio: "When the Studio starts to play the lights begin to flash. Every eye is attracted to it. Everyone becomes interested in watching its tricky lighting effects."

"The 'seeing panel' is on the left side of the Mills Studio. Under glass are seen the three colored lights which produce the intriguing effect and the title 'Music that you can see and hear.' The green light represents the expansion expessor, the red is the treble balancer, and the bass balancer is blue.

"Operators from everywhere are saying that the Studio has everything. It has met with instantaneous approval wherever it is placed. On location it does exactly what the original orchestra does in the studio. It uses standard records from the most inexpensive to the best—but by a new amplifying circuit mathematically puts back into the record that part of the original orchestra's expression which had to be sacrificed in recording. This new circuit requires seven tubes in the amplification system and three in the visual system to give 'the music that you can see and hear.'

"This new amplification has the power of being turned up to the performance of a hundred-piece orchestra, and yet when turned down to the softest degree of volume its marvelous expression is not affected in any way. The cabinet is of walnut accented with rare imported Oriental woods."

## Zephyr Built Like Old Master--Mills

CHICAGO, Aug. 20.—Mills Novelty Co.'s officials had this to say about their Zephyr phonograph: "The old masters, in making a violin, selected their woods with infinite care, designed their shapes and proportions with the real art, and finally built their instrument with flawless craftsmanship. Exactly the same attitude has been used in creating the Zephyr's remarkable cabinet, the first acoustical phonograph cabinet.

"Mills designed a cabinet of semi-rare woods, with as much hidden skill expressed in the interior as in the beautiful external surface. Endless tests, re-

## "A Tisket" Still Rides Radio Crest; "Maestro" Best Seller

By DANIEL RICHMAN

NEW YORK, Aug. 20.—For the third week in succession, *A Tisket, A Tasket*, heads the radio procession and that, coupled with its No. 3 position as a best seller, means it should draw plenty of nickels in the machines. Don't let this one go for some little time yet. *Music, Maestro, Please*, is still the country's largest seller, altho it's beginning its downward slide as an air favorite. Nevertheless it's good for phono operators for another few weeks. Another favorite, *I Let a Song Go Out of My Heart*, is maintaining its high position on the selling list, but slipped badly as a potent radio song this week, which looks like the beginning of its end.

Biggest move of the week was registered by *What Goes on Here?*, from the picture *Give Me a Sailor*. This swiny number jumped from 16th place right up to the top, second only to *A Tisket*, get it into the phonos. *You Go to My Head*, after a couple of weeks near the head of the ether list, is starting to sell over the counter, which was the only thing necessary to make it an absolute must for operators. *Will You Remember Tonight, Tomorrow?*, also covered itself with glory this week. Have this one around.

Most important of the numerous Irving Berlin songs out at the moment is *Now It Can Be Told*. This is a pretty solid hit and operators who aren't playing it had better rectify that immediately. The next Berlin ballad to push its way into popularity will be *The Night Is Filled With Music*, from the forthcoming Fred Astaire-Ginger Rogers picture, *Carefree*. This tune, as well as *The Yam*, new dance step introduced in the film, is certain to be one of the biggest things of the early fall. Be prepared by grabbing them now.

Latest in the long line of novelty songs to create interest is *Rosie the Red-skin*, one of the only two new numbers to debut on the most-played list. Sudden attention being paid it by band-leaders may carry over to the public. *Small Fry*, from Bing Crosby's *Sing, You Sinners*, is the newcomer bowing in auspiciously in the 11th slot, sharing it with *Flat Foot Floogie*, which is starting on way out. *Small Fry* looks good for a nice slice of popularity. *Floogie* is beginning to die and unless there's a great call for it in your particular locality it can be dispersed with.

*Says My Heart* is going down fast. You can forget all about it from this point on.

## Sheet-Music Leaders

(For Week Ending August 20)

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

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

visions and improvements guided the decision regarding shapes, proportions, and thicknesses, so vital to sound expression. A special Zephyr baffle was also designed to control case resonance and insure perfect tone. Every possible acoustical factor has been measured, tested and brought under control by a perfectly balanced cabinet especially designed to accompany the remarkable Zephyr sound system. And as a consequence there's as much difference between the tone of the Zephyr and that of an ordinary phonograph as between the tone of an old upright piano and a superb concert grand."

## Olsen Acclaims Maestro-Point

MILWAUKEE, Aug. 20.—"Since the Eldeen Co. announced that Maestro-Point needles were ready for phono operators, the response has been most satisfactory. The claims that Maestro-Point is a round-point needle capable of more than 2,000 plays and that it reproduces a clear tone by elimination of surface noise seem well justified by the repeat orders. Maestro-Point is here to stay," said Eldeen officials recently.

The company is owned by Harold G. Olsen, one of Milwaukee's prominent Legionnaires. During the past year he has been commander of Milwaukee Post No. 1. It is reported that if ever an out-of-town Legionnaire stops in Milwaukee the commander is right on hand to bid him welcome as a guest of the post. Olsen is a prominent member of the Milwaukee bar and has an extensive law practice. His hobby, however, he says, is Maestro-Point.

The Eldeen Co. has chosen to use the slogan "Maestro Point—It's the Leader" in advertising. In connection with this slogan they depict in their advertising different types of music such as orchestral, choral, instrumental, etc. "This is to denote that Maestro-Point covers all types of recordings," said Olsen.

### Record-Buying Guide

#### Going Strong—Keep 'Em Around

Music, Maestro, Please  
A-Tisket, A-Tasket  
When Mother Nature Sings Her Lullaby  
I Let a Song Go Out of My Heart  
You Go to My Head  
Now It Can Be Told

#### On Way Up—Better Stock Them

I've Got a Pocketful of Dreams  
I'm Gonna Lock My Heart  
Stop Beating 'Round the Mulberry Bush  
What Goes on Here?  
The Night Is Filled With Music  
The Yam

#### On Way Down—Not Worth Pushing

Lovelight in the Starlight  
Says My Heart  
Oh, Ma, Ma  
You Leave Me Breathless  
Little Lady Make Believe

# Phonograph Records-- The New Talent Medium

By IRVING MILLS

Irving Mills, head of Mills Artists, Inc., has been a leading figure in the music industry for many years both in orchestral management and song-publishing enterprises. Recently his activities branched into the phonograph recording field, at first releasing his own Master and Variety labels and now supervising the recordings of his Master Record Co. at the Brunswick studios. The music impresario was the first to recognize and to take advantage of phonograph records as an important medium in developing talent and herewith points out the increasingly important role played by the automatic phonograph machines as the single greatest medium for talent. It is not often that music men look kindly upon the automatic phonograph machines. This makes Irving Mills' candid observations doubly a bouquet.

**D**URING the past 18 months by mounting sales and increased usage in homes and in thousands of automatic phonograph machines phonograph records have once again gained the respect of being one of the major entertainment fields. But apart from the commercial aspect, phonograph records are playing perhaps an even more



Irving Mills

important role in the creation of new talent and new music. Until four or five years ago radio, by virtue of its vast audiences, devoted a great deal of its time to the building of singing and musical artists. Sustaining programs offered a variety of undeveloped talent, a percentage of which won commercial rewards and subsequent fame, the remainder retiring into obscurity or continuing in show business at a minor level.

But since 1933 the stars manufactured by radio build-ups have receded to almost negligible quantities. Increased commercial time bought by sponsors diminished sustaining time allotted to aspiring artists. Radio seemed no longer interested in molding new names. Instead it took established stars from motion pictures, the theater, sports, special events and stunt set-ups to recruit its entertainment. Sponsors rarely risk the costly sums of network broadcasts to gamble on the construction of new talent, and the lack of sustaining time forced radio to abandon its youthful ambitions of creating new names.

Yet entertainers have earned starring reputations in the past five years, despite the decrease in radio time, but thru a new medium: the phonograph record.

As long as four years ago when phonograph recordings were beginning a second rise to popular favor it was discovered that if an artist appealed to record buyers a parallel attraction would be found in a radio audience. The mechanics of phonograph were almost similar to those of radio and advanced perfection in reproduction of disk tones made listening as enjoyable.

The advantages offered by phonograph recordings today are numerous. They can be employed for exploitation, auditions and offer an excellent example of voice and orchestral music comparable to radio reproduction. Phonograph records can also be employed to stimulate publicity, because record reviews are now being employed in at least 100 daily papers, all class magazines, fan magazines, college publications and trade papers. Because radio columns are being discontinued in many cities, record reviews are increasing in importance.

### The Nickel Machines

But there is a major factor in build-

ing a name thru phonograph recordings: the automatic phonograph machine.

Estimates have placed the number of these coin machines at figures between 200,000 and 400,000, which are located nationally in taverns, restaurants, cafes, bowling alleys, roller-skating rinks and numerous other entertainment spots. If only a small portion of these use one particular recording over a period of two weeks, the record artist will receive tremendous notice. While a sustaining radio program may hit only one territory, coin machines are distributed nation wide and in some instances this large scope assists even more than radio.

For instance, the sensational rise of the Raymond Scott Quintet may be attributed no little to the phonograph recordings which brought this group to the attention of the nation. Maxine Sullivan won an ardent following in New York, but it was limited to patrons of Manhattan's Swing Lane until her disks were issued. The Andrew Sisters, as a result of their recordings, became established names.

### Band Leaders Cash In

Phonograph records have proved most beneficial to the current crop of band leaders. Benny Goodman was a best seller on disks even before his present high ranking popularity. Duke Ellington has maintained his starring position in American jazz as a result of his consistently best selling platters. Red Norvo was heard on disks in 1934 with a seven-piece band which subsequently served as a nucleus for his augmented orchestra. Gene Krupa's Orchestra was heard on phonograph records a year before his first personal appearance as a bandsman. Such band leaders as Tommy Dorsey, Will Hudson, Frank Trombar, Bunny Berigan, Joe Venuti, Louis Armstrong, Jimmy Dorsey, Cab Calloway, the Casa Loma Band and others were brought to public attention by way of the turntables.

Singers such as Bing Crosby, Jerry Cooper, Buddy Clark, Ella Logan, Connie Boswell and many more were products of the record studios. If you scan the new names which have risen since 1933 it's an almost safe wager that 75 per cent were cultivated thru the medium of phonograph recordings.

### Platters as Song Pluggers

The phonograph record serves still another important use in the "plugging" of songs. A great many of the song hits of the past four years were started by platter because of its exploitation value, its presentation and popularization thru the coin machines.

If a recording is played only once a night in 10,000 spots (only a small percentage of those available), which may have an average listening patronage of only 10 persons, about 100,000 people would hear it. If the record is in the machine for an average of two weeks that would be almost 1,500,000 people listening to the song—if performed only once a night in each spot. Such an audience cannot be disregarded as minute and is certain to stimulate interest in the tune. Songs such as *Ti-Pi-Tin*, *I Let a Song Go Out of My Heart*, *Flat Foot Floogie*, *The Music Goes Round*, *Bei Mir Bist du Schoen*, *Peckin* and dozens more received first sales acceleration thru phonograph recordings.

The importance of phonograph records in the scheme of entertainment is obviously an advantage to artists as well as to music publishers and the record companies themselves. Cheaper phonograph machines, radio-phonograph combinations, added magazine and newspaper publicity and automatic coin machines will help this product attain even greater importance in the future.

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Each unit is furnished with blank program card on which musical selections may be typed or printed. 1-20 coins may be deposited in box successively, each coin registering for a separate play on machine. ASSURE YOURSELF OF EXTRA PROFITS WITH AN IMPROVED A. B. T. WALL BOX!

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CHICAGO

## USES RECORD—

(Continued from opposite page)

substantial today than ever before. We will agree that the gold strike days are over but there are fortunes yet to be made in the music field. This sounds somewhat like the automobile industry a few years ago when someone started the cry the saturation point is here. But it was only a short time after that the automobile industry made even greater production records.

"Gentlemen, the music business is here to stay. There are, of course, some things that need correction and it is these very things the Seeburg Corp. is interested in correcting. It is apparent operators in their overanxiety to do business have resorted to unsound, unprofitable methods and which will lead only themselves into distress, and that is the practice of cutting commissions to the point where you make no profit on the operation of your equipment.

"Did you ever stop to consider that you are a music dealer, you have much to offer the location, you are in much the same classification as any other purveyor of music? You are not much different from these great bands of the country, only that you produce it by a mechanical device, entertaining for a nominal sum. Have you considered that you can bring to any location, no matter how small or humble or magnificent, the greatest band in America? You too are losing sight of the fact that in this you are making money for the location, money from an investment of which they have no part, but a profit; in which they never have the opportunity to spend. You make each of them an indirect profit.

"A phonograph properly located will improve a merchant's general business from 5 to 35 per cent.

"Gentlemen, this is a tremendous item that possibly you have entirely overlooked in your anxiety to procure locations. As an illustration, Anson Weeks came to Janzen Beach but he did not dicker with the management and offer to give him 50 or 25 per cent, or any portion of per cent because Anson Weeks as a good music dealer appreci-

ates and fully realizes his presence at Janzen Beach will indirectly make the Janzen Beach Co. hundreds, yes, even thousands of dollars. So when he came to Janzen Beach for locations he had something to sell and nothing to give. You, too, are in the same status. You have something every location needs and when you locate a new phonograph, a modern device, you are, first, entitled to a satisfactory return from your investment. It is the sincerest desire of the Seeburg Corp. and their entire organization that music dealers cease this unsound practice. Do business on a businesslike basis and protect this industry as a whole, receiving in returns the profits which you are entitled to for your investment and your industry for the operation of this equipment.

"We prefer you buy fewer instruments and realize a profit rather than a lot of instruments and have a lot of trouble paying your bills, and as a partner in your operations to some degree that is what we ask you, be a music dealer and never forget that you have something the other fellow needs"

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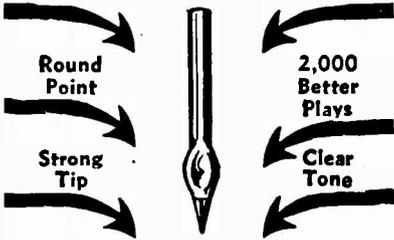
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Quantity.	Model.	Price Each.	Cash Down.
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### OFF THE RECORD

(Continued from page 18)

With RAY NOBLE cutting his rhythmpations thru advantageously, Astaire makes four sides. Also gets his pic and a special white label plastered over the plates, a sales-promotion stunt on part of the waxwork. An immediate attention-getter is *The Yam*, not dedicated to the candied delicacy that side-dishes Dixie's chicken fried, but a dance step in the terp cavalcade that started with the Black Bottom. Never strong on the singing, yet Astaire projects his personality into the lyrics and gets by with a rhythmic ditty. Adds a coupla tap licks, which are never exciting on wax sight-unseen. Coupled in the same register with *The Yam Step*, in which Astaire engages in some off-stage banter with Noble and explains lyrically the intricacies of yam stepology. It's all swell stuff in parlor parlance. Also lends his meager pipes for *I Used To Be Color Blind* and *Change Partners*, the latter a better ballad, but even Noble's orchestral coloring can't overcome the unseasoned singing.

WILL HUDSON makes mood-inspiring dance music with the same screen show's *The Night Is Filled With Music*, a soulful song that has click characters. Coupled with a pop sob song, *May I Have My Heart Back*, all very nicely executed without causing undue excitement.

#### Yesterday's Peppers

Bluebird is having the bands dig out the dusty books for the early blues and stomp opuses. But, unfortunately, the bands they have to play 'em offer nothing much more than an exhibition of knowing how to read music. And especially for these classics, there's a marked diff in reading music and playing it.

WILLIE FARMER, armed with nothing stronger than what sounds like a stock orchestration, nor is it read overly well, have a time of it before they get to the coda on Edward Ory's Dixieland classic, *Muskrat Ramble*, and *Tin-Roof Blues*, an origination of the ancient New Orleans Rhythm Kings. Even for the pop stuff, a trite novelty, *Tarzan*, and a *Ti-Pi-Tin* waltzer, *Tu-Li-Tulip Time*, Farmer is very fairish. OZZIE NELSON fares better for Scott Joplin's *Maple Leaf Rag* and Andy Razaf's semi-swing *Yes Suh!*; but his foxtrotology is offered to better advantage for the rah-rah songs, *On Wisconsin* and *Rambling Wreck From Georgia Tech*. FREDDY MARTIN lends his sweet string style for *Milenberg Joys* and *Wolverine Blues*. It's pleasant enough but doesn't blend as well as his *Sleepytime Gal* or *Wabash Blues* interpretations that made for distinctive platters some months ago. Even EDGAR HAYES on a Decca label fails to impress with Spencer Williams' *Barbary Coast Blues*. However, that opus was never meant to be, nor can Hayes give it any meaning. Disk-doubler in *Meet the Band* is mill-run stompology by the

ensemble rather than individual takes as the title suggests.

With the true swingouts leaning away, Bluebird digs out some old masters whose interests are only historic. That ridin' on a blue note isn't a modern invention, label brings back reissues of JELLY-ROLL MORTON, one of the jazz granddaddies, for *Boogaboo*, *Shoe Shiner's Drag* and *Shreveport*. Latter is coupled with a DUKE ELLINGTON repressing, *Doin' the Voom Voom* from an earlier Cotton Club show. And le Duke was plenty royal even then. Another item whose appeal isn't limited to collectors alone is a CASA LOMA reissue by Vocalion of *Alexander's Ragtime Band* and *Put On Your Old Gray Bonnet*. It still carries a rhythmic punch tho the setting is pre-dated.

#### A Debussy Dandy

AFTER those musical miscarriages ALARRY CLINTON made of the operatic arias, he of the Dipsy Doodle acquits himself nobly for his adaptation of Claude Debussy's *Reverie* on Victor. Even his added lyrics are tastefully mounted. It's a rich and sensuous rendition, one that would even give cause for the conservatory die-hards to cup and ear. To boot, it's dance-inviting. For a plattermate Clinton seeks inspiration in Meade Lux Lewis for his own fashioning of *Boogie-Woogie Blues*. It's a colorful orchestration and quite commercial, tho boogie-woogie fans will label Clinton a novice for this strictly Negroid style of piano pounding.

ROGER PRYOR cuts one of those musical butcheries for Vocalion, a puny attempt to make dance disks of his father's *The Whistler* and *His Dog* and Tschalkowsky's *Marche Slave*.

#### Sarcastic Syncos

RICHARD HIMBER gives Victor another *Parade of Bands*. He doesn't point any finger as did that memorable *Are My Favorite Bands Playing, or Am I*

*Dreaming?* platter that Tommy Dorsey cut. Rather, the finesse is in its levity of impersonation, only accenting the trade-marks of the styled bandmasters. The cob is heavy with corn for Ted Lewis, clarinetist Toots Mondello doing the miming, and Stuart Irwin's take on Rudy Vallee announcing his program from Goldfarb's Hacienda on the river Shannon is a rib-tickler. For the others, Horace Heidt, Glen Gray, Hal Kemp and Benny Goodman, it's out-and-out make-believing.

From his *Sing, You Sinners* pic, BING CROSBY gives Decca three selling songs, *Don't Let That Moon Get Away*, *Laugh and Call It Love* and *I've Got a Pocketful of Dreams*. Latter is coupled with *A Blues Serenade*, a beaut ballad that is used by Henry King as a theme song. RUSS MORGAN applies his suave musical mannerisms for the same screen songs, adding *Small Fry* from the same flicker. LOUIE ARMSTRONG makes spirited syncos for the *Pocketful of Dreams* opus on the same label, coupling with a made-to-suit *Natch-ra-ly*.

GENE KRUPA gives Brunswick a killer in *Nagasaki*, Leo Watson adding his double-talk scatology. Diskmate, *Meet the Beat of My Heart*, gets a standard rhythmic pattern with the emphasis on drums. JIMMY DORSEY has a dandy Decca double in *Dusk in Upper Sandusky*, taken in a traffic-stopping tempo and serving as a showcase for Ray McKinley's drumastics, and for June Richmond's coon-shoutin', the Dixie-stepping *Darktown Strutters' Ball*. Same label also gives the standard shuffle of HENRY BUSSE for *What Goes On Here* and undiluted foxtrotology for *A Little Kiss at Twilight*. And a mild jam-fest in the SPENCER TRIO (drummer O'Neil Spencer, clarinetist Buster Bailey and pianist Billy Kyle) for *Baby, Won't You Please Come Home* and *Lorna Dcone Short Bread*. Outstanding is Kyle's improvisations while Bailey is mostly technical and Spencer adds the beat.

## Newspapers Report Story Of Union in Music Field

Developments cover period of many months—Chicago operators protest idea of "international" hook-up—charges indicate many objections

CHICAGO, Aug. 20.—What had been a matter of growing tension and discussion in automatic phonograph circles for many months became a matter of public news here this week, when at least two Chicago dailies, August 16 and 17, published news of a proposed investigation of the activities of an electrical union in the phonograph field. The occasion for the proposed investigation, according to the newspapers, was that seven manufacturers of automatic phonographs had complained that the union will service only those machines operated by members of the International Association of Automatic Electric Phonograph Owners, the headquarters of which are at 201 North Wells street.

Many complex factors seem to enter into the present situation, and while many in the automatic music trade had hoped for many months that the so-called "union activities" would be confined largely to the Chicago area, it is now reported that pressure is being applied to phonograph operators in several other cities. In cities on the Pacific Coast phonographs on location bear a union label, but there seems to be much less agitation about it than in other cities. Union labels are accepted much more as a matter of course on the Pacific Coast than in other sections, it seems. Also, it is reported that the union affiliation with phonograph operators along the West Coast has no connection at present with the developments in Chicago and Eastern cities. In New York it is reported that the "union" undertook to picket certain phonograph locations, but that independent operators returned the picketing practice, with the result that "union" activities seemed to decline.

#### The Hook-Up

As the situation has been developing in Chicago for months, it has not been clear to many operators in the phonograph business as to what the hook-up meant, according to the statements of many. They say that it has been difficult to get any information as to how the agreement or affiliation of an electrical union and an operators' association came about.

In the complaint made to the State's attorney in Chicago, it is reported that a joint agreement between Local 920 of the Electrical Workers' Union and the

International Association of Automatic Electric Phonograph Owners had been made to service only those machines owned by members of the International group.

It is reported also that the temporary head of the association is E. E. Rohlman, who is also said to head a manufacturing concern known as the Automatic Musical Instrument Co., Grand Rapids, Mich. AMI, as the manufacturing concern is known in the phonograph field, has been known for many years as a firm that

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WURLITZER 616	150.00
WURLITZER 24	235.00
MILLS SWING KING	69.50

Each Professionally Refinished. Wurlitzers Equipped with Brilliant Lucite Grill and Checked 100% Mechanically—Like New. 1/3 With Order. Balance C. O. D.

**DAVIS SALES CO., 1001 E. Fayette St., Syracuse, N. Y.**

manufactured phonographs which the firm also operated in many States. Reports among operators charge that it is the attempts of the AMI to monopolize the field which is at the root of the present disturbances, and that it was this purpose which led to an affiliation with the electrical union in order to bring labor pressure into the situation. The majority of the phonograph manufacturers also agree with the operators in charging that it is the monopolistic attempt of the AMI hook-up which is greatly complicating the situation.

**Operators Protest**

On August 18 a large group of music operators in Chicago held a protest meeting at the Midland Club. Here protests and charges of many kinds were hurled against the so-called "union" hook-up. The operators met officially as the Automatic Music Operators' Association of Illinois, with headquarters at 54 West Randolph street. This group is said to be an organization of independent operators brought together for the purpose of protecting their interests from the encroachments of the International hook-up. Prominent phonograph operators in Chicago are found to be affiliated with both groups. Prominent phonograph men from other cities where "union" pressure is beginning to be felt were present at the Chicago meeting "to try to learn what it is all about," they said.

Among the many protests made at the meeting it was emphasized by several operators that the hook-up between the electrical union and the International group greatly confused the situation, they said. They did not want to be put in the position of opposing organized labor, or being made to appear as if they opposed the union scale. They also objected vehemently to an "international" group, saying that a local association of phonograph operators should deal directly with the electrical workers in each city.

It is this "international" phase of the hook-up that seems certain to be a bone of bitter contention and antagonism between the warring factions for some time to come. It seems certain also to bring independent phonograph operators into open conflict with organized labor, when a simpler set-up might bring about much more friendly relations.

**Complex By-Laws**

Altho printed copies of the "international" by-laws and of its contract with the electrical union were read many times during the operators' meeting, it was repeatedly charged that no one seemed to be able to understand the meaning of the by-laws, or just what was intended by them.

Some charged that the by-laws attempted to set up an inside board of control and to perpetuate authority in that board, "no matter what the members of the association might vote."

Others said that the by-laws took all privileges from any local association and placed power in the national headquarters to make final decisions and to negotiate with the electrical union.

In explanation of the development of the situation, it was recalled that the

electrical union entered the phonograph field many months ago with the plea that phonographs were electrical devices and hence should be serviced by members of the electrical brotherhood. It is explained that the by-laws of the "international" affiliation provide that the men who service the phonographs on location, whether it be the owner himself or his help, must be a member of the electrical union. Provision is made for supplying union service men, or for admitting the operator's service men into the union.

**Paper Reports**

With the complicated union angles in the situation, *The Union Server*, a weekly devoted to union help in taverns, etc., published the following news report in its issue of August 4, 1938:

"The recently formed Automatic Music Operators' Association of Illinois has progressed and expanded greatly since its founding. Twenty organizations, covering the entire State, are now affiliated with it.

"In the association's office at 54 West Randolph, Joseph Peskin, president, must be recognized as one of the major factors in the rapid growth. Mr. Peskin has long been a friend of organized labor, having carried a card for years. He was formerly an official in New York locals.

"The association has done a commendable job in taverns and restaurants throughout the State. Members of the association provide many of the automatic machines that afford so much entertainment for lovers of that type of music. These self-operating instruments have proved a boon to many owners too poor to afford a band or orchestra.

"Music hath charm as shown by a comparison of attendance figures of eating places with and without music."

**News Headlines**

Some idea of the newspaper publicity which the Chicago papers gave to the following story published in *The Chicago Tribune* August 17, 1938. Music operators will shudder at the fact of their business getting "racket" headlines:

"CHARGES UNION TIE-UP IN MUSIC MACHINE RACKET. Courtney Acts On Protest of Makers. State's Attorney Courtney said yesterday he will stop what he termed a racket in the electrical music machine industry in Chicago. He asserted that a joint agreement between Local 920 of the Electrical Workers' Union and an association of electrical phonograph operators discriminates as to what make of machine the union may service.

"This announcement followed a conference with seven manufacturers of automatic music machines and their attorneys. The manufacturers had complained that the union will service only the machines operated by members of the International Association of Automatic Electric Phonograph Owners, the headquarters of which are at 201 North Wells street.

**Heads Association**

"The temporary head of the association is E. E. Rohlman, who also heads

**COLUMBIA  
SILENT AUTOMATIC  
PAYOUT BELL**

Thousands of Columbia Bells on location are demonstrating the success of its brilliant mechanical principles.

Double Jackpots, self-loading, pay alternately, their capacity is adjustable. Each Columbia can be converted from nickels to dimes, quarters or pennies, change parts included, no experience needed.

Columbia is completely slug-proof, because last coins played are paid out first.

Turret escalator shows last six coins. Completely silent in operation—creates no unwanted attention.

**GROETCHEN  
TOOL COMPANY  
130 N. Union St. Chicago**



**EVERYBODY LIKES . . .  
BIG LEAGUE BAS-BAL**

(Trade Mark Registered)  
**A TRUE BASEBALL JAR GAME**

2100 Protected Tickets  
No numbers—all tickets printed in genuine baseball play with ATTRACTIVE MULTI-COLORED 66 SEAL JACK POT CARD EXCITING! FASCINATING! LIGHTNING FAST REPEATER. THE TOPS IN JAR GAMES! Players Everywhere Like It Its Fast Play Is Amazing and Its Profits Astonishing

Takes in . . . . . \$105.00  
Jar Payout . . . . . \$36.00  
Card Payout Avg. . . . . \$35.74  
Total Payout Avg. . . . . \$ 71.74  
Profit Per Deal Avg. . . . . \$ 33.26  
Write for Quantity Prices

**WERTS NOVELTY COMPANY, Inc.,** Dept. BB-8-A, MUNCIE, INDIANA

LIKE NEW. LIMITED QUANTITY.  
**BALLY RESERVES, \$39.50**  
NEW STONER ZETA, \$99.50. Ready for immediate delivery. Wire order. 1/3 Down, Balance C. O. D.  
**REX AMUSEMENT COMPANY,** 710 South Salina Street, Syracuse, N. Y.



LEFT TO RIGHT: HARRY MILLER, Jack Levensky, W. E. Bolen and Dave Miller in the offices of the Automatic Sales Co., Iowa Northwestern Corp. distributor. Bolen is president of the Northwestern Corp.

a manufacturing concern known as the Automatic Musical Instrument Co., of Grand Rapids. The company's headquarters in Chicago also are at 201 North Wells street.

"The State's attorney's investigation followed complaints by competing manufacturers and 15 tavern owners. The tavern men said their places had been picketed because their machines were serviced by non-union workers after the electrical local had refused.

**Virtual Monopoly**

"Courtney said his investigation had shown there is a virtual monopoly of the business in Chicago as the result of the tie-up between the association and the union. Dues to the association are set at \$1 a month per machine. He said that if all operators in Chicago joined the association would get \$100,000 a year from this city alone. He said Rohlman and William Cleary, head of the electrical local, will be told they must cease the practice.

"Rohlman asserted after the conference that his manufacturing company is 20 years old, that it holds basic patents and that his machines are put in amusement spots on a partnership basis. He did not attend the meeting.

**Union Troubles**

"He said he operates in 1,200 cities. Soon after he started he began having difficulty with various unions. In California five unions claimed jurisdiction,

he said. Accordingly, he went to American Federation of Labor headquarters in Washington, where jurisdiction was awarded to the electrical workers.

"Rohlman said his association was organized solely to deal with the union. He said any operator of an electrical music machine may join. He said his manufacturing company has about 8,300 or 9,000 machines of 200,000 that are in operation throughout the country and has about 850 out of 7,000 in Chicago. On the other hand, he said that about 65 per cent of the machines operating in the city are represented in the association. Practically all of the machines are electric phonographs."

**MUSIC OPERATORS!**

Save money! We repoint old phonograph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!  
**Operator's Service Supply Co.**  
2045 Carroll Ave. Chicago

**Clean Your Cellars Out**

WE BUY ALL KINDS OF RECORDS. WILL PAY 2c PER LB. AND FREIGHT.  
**NOVELTY RECORD CO.**  
4914 North Orms St., Philadelphia, Pa.

**FIRST and BEST**  
**POPMATIC**  
The  
Automatic  
Popcorn  
Vending  
Machine



WRITE FOR  
ILLUSTRATED  
LITERATURE

**POPMATIC MANUFACTURING CO.**  
6147 NATURAL BRIDGE AVENUE  
ST. LOUIS MISSOURI

**MERCHANDISE MACHINES**

**Gair Named New Burel Secretary**

CHICAGO, Aug. 20.—Burel & Co. has announced the advancement of their former sales director, Russel A. Gair, to the position of secretary of the company. Burel reports that they expect much from Gair, as much as he accomplished in his former position.

Said Burel: "Under his able supervision the lease department of the company has made rapid strides with resultant benefit to clients and company alike. Most of Mr. Gair's efforts have been directed towards intensive merchandising methods of the de luxe Burel venders on location.

"Mr. Gair's background of experience smacks of fiction, but 'we've seen the record,' as Al Smith so often said, so now the story can be told. After leaving college Gair went into the automobile business and spent his days driving racing cars on the old Harkness Speedway. To the sports followers of yesteryear the name Gair piloting a Simplex on numerous tracks around the country—setting new speed records—should strike a familiar note.

"After automobile racing came professional hockey and for 20 years he played a regular forward position with the St. Nick's of New York City. Gair also saw 22 months of active service during the World War and were we to address him officially it would be Captain Gair.

"Russel Gair sees worlds of opportunity for men in the bulk vending business with modern streamlined equipment such as Burel & Co. now manufacture and operate. His son Bittles, who is a sophomore at the University of Illinois, Champaign, will get a route of 100 Burel venders under way when school opens this fall. With the assistance of his father, Bittles will operate these Burel venders in the fraternity and sorority houses on campus. This operation will serve as a pattern for other such routes on university campuses thruout the country.

"New merchandising ideas, stepping out of the beaten path, pioneering new profitable fields of bulk vending—all serve to characterize the dynamic personality of Burel & Co.'s new secretary."

**Pan Catalin Charm Sales Are Heavy**

CHICAGO, Aug. 20.—"Our new assortment of catalin charms which we put on the market just a few short weeks ago has had unprecedented sales," said Willard Seefeldt, Pan Confectionery Factory spokesman.

"We more or less expected that the trade would buy them in big lots—but we certainly were surprised when we had difficulty in filling orders because the demand was so great. The use of these charms in bulk venders, we are told, has had a decided effect on the revenue received from the penny dispensers. Operators report that the people seem to be tantalized by the

charms in the venders and can't resist the urge to put a penny or two or three in the machine in order to get them.

"One operator tells me that the boys and girls stood around him while he replenished the empty vender in one of his spots waiting for him to finish so they could put their pennies in. He reported that all boys and girls there were wearing the charms on their wrists, their coat lapels, belts and everywhere they could be worn. He stated that he has had to speed up his servicing calls in order to get back before the machines became absolutely empty.

"The charms are made in the United States of the finest materials. They are waterproof, non-inflammable, tasteless, heat resistant and sanitary. They are everything that an operator could want. They come in a variety of colors—red, green, yellow, white, orange and light blue."

**New Spokane Burel Distrib**

SPOKANE, Wash., Aug. 20.—Burel & Co. have announced that the Standard Sales Co., of Spokane, Wash., will act as factory distributor for the Burel three-column vender in the Spokane area.

Standard Sales, it is reported, looks forward to bringing one of the well-known three-column venders to the operators of the Northwest. They plan to feature the bulk venders on their sales floor and announce that the machines are available to operators in the territory for inspection.

**Crabb Astro-Scope Is New Release**

(New Machine)

CHICAGO, Aug. 20.—"When a fellow actually takes over 110,000 dimes out of one strictly legal vending machine in the same location in four years, he just can't 'laugh that off,'" said a Crabb Mfg. Co. spokesman.

"Earl L. Crabb has done just that with one of his Horoscope vending machines in a Chicago Loop theater," he continued. "He is the originator of the Horoscope vending idea and has been making various models of such machines for over six years. His latest creation he calls the Astro-Scope.

"This machine is so simple that there is nothing in it to get out of order. It has all of the elements of flash, mystery and appeal found in his previous models, but its simplified construction now puts this money-getting, strictly legal machine within the reach of all operators. Offered for less than many popular games, the Astro-Scope can be placed in all types of locations without fear. It stands over seven feet high, yet it occupies only two square feet of floor space. It is in two sections and can be easily moved from one location to another.

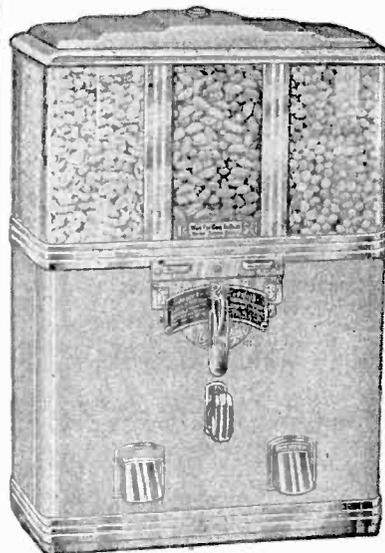
"Crabb is a former theater exec, having served with several of the major companies. Since 1932 he has devoted his entire time to perfecting the Astro-Scope so that it could be sold at a low price. Operators everywhere will now be able to place Astro-Scope in the thousands of locations available. It is easily placed since it is a fascinating vender giving 100 per cent customer satisfaction, affording clean wholesome amusement for everybody.

"According to Mr. Crabb, over a million and one-half people have got a lot of entertainment out of reading the scientifically prepared birthday horoscopes which these machines deliver for a dime. Customers are always satisfied and take pleasure in getting readings for friends and relatives.

"The Operators Supply Co., Inc., is the exclusive sales agent for the new Astro-Scope and readings. If the interest manifested by the persons who have seen it is any criterion, this machine is going to go places."

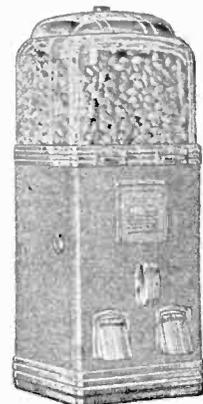
**Northwestern**

**OPERATORS HEADQUARTERS FOR THE BEST IN BULK VENDING**



**TRISELECTOR**

Three compartment, selective, penny-nickel play, and a profit maker if there ever was one!



**DE LUXE**

A perfect combination of striking beauty and rugged dependability.

Penny - nickel play. King of all bulk venders!



**STANDARD**

Unquestionably the most widely used machine of its kind!



**MODEL 33**

Accepted by thousands of operators as the finest low-priced peanut vender!

WRITE FOR DETAILS

THE NORTHWESTERN CORPORATION  
895 Armstrong St. MORRIS, ILL.

**EACH MONTH**  
There Appear More Copies of the Unequaled, Time Tested, Genuine King of Vendors  
**"SILVER KING"**  
Twenty new outstanding features. Less parts, less trouble, more profits. Most beautiful in design. Guaranteed more for your money. The original quality Charm, Pistachio, Nut, Candy and Ball Gum Vendor. Large discount in quantities.



Single Sample, \$6.50.  
Capacity 5 Pounds.  
Size, 7" x 7" x 14"  
Chinese Red Crystal Baked Enamel Finish.  
On Location From Coast to Coast.

**NATIONAL VENDOR CO.**  
2841 W. Jackson Blvd., Chicago, Illinois

**DOUBLE YOUR PROFITS**  
with the  
**1939**  
**"SILVER KING"**

A Quality Vender at low cost. Read these outstanding features:

- ★ Simple, Sturdy Mechanism with fewer parts
- ★ Distinctive design, unexcelled in beauty and richly finished.
- ★ Provides faithful, uninterrupted performance
- ★ Virtually "pick and tamper" proof
- ★ Ideal for better class locations

"SILVER KING" leads the profit parade.

ORDER NOW,  
2047A S. 68th St., Philadelphia, Pa.  
**ROY TORR,** Factory Distributor.

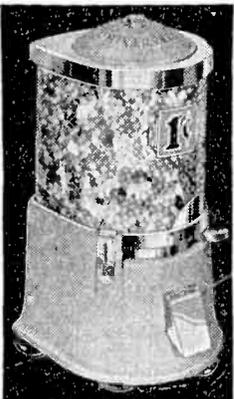


**TOPPER & UNIVERSAL Operate These Better Venders!**

Designed to provide operators with maximum service and sales appeal at a **LOW PRICE**. Both venders vend everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs. **TOPPER** also vends **BALL GUM**. When ordering please specify. Capacity 900 balls.

- TOPPER (single unit)-----\$ 6.75
- TOPPER (double unit)----- 13.50
- UNIVERSAL (single unit)----- 8.95
- UNIVERSAL (double unit)----- 13.90

1/3 Cash With Order, Balance C. O. D.  
For further details contact your nearest jobber or write,



**VICTOR VENDING CORP., 4203 Fullerton Ave., Chicago**

## Kansas City

KANSAS CITY, Mo., Aug. 20.—Advent of fall and cooler weather finds coin machine men here in high spirits, not only because of good prospects for the new season, but also because the last three months have proved extremely good from a business standpoint. Sales currently are reported above par and all indications point to an equally profitable fall season.

Announcement of the appointment of William Bryan as head of the United Amusement Co.'s music department has been made by United officials. Bryan, a veteran in the field, will be in charge of phonograph sales. Carl F. Hoelzel, president of United, is touring the north by motor this week on a long deserved vacation trip.

United also has taken on two new Bally marble games called Grandstand and Klondike which are moving well.

Tim Crummett, who with Rue F. Mason guides the destinies of the Central Distributing Co., is looking forward to a week from today when he will go to Homer E. Capehart's farm at Washington, Ind., to be a personal guest of the

Wurlitzer executive for several days. Crummett currently is running the Central business himself while Mason enjoys a vacation at Lake Louise, Canada. The Indiana trip will come at a time when the State convention of Wurlitzer men is in session. Crummett plans to attend all sessions with Capehart, a friend of long standing. The Central company has taken over two Keeney games called Winning Ticket and Multi Free Race, both of which are proving popular with operators of this section. Wurlitzer phono units are in great demand, Crummett reports, thruout Missouri, Kansas and other near-by States in Central's territory.

Hot news from Star Mfg. and Sales Co. office! W. R. Bowen, general manager, today announced a radically new and different Star penny counter game will be placed on the market the last of this month. It will be known as the Flip Flop Fluzzee. Especially designed for cigarets and beer, Flip Flop Fluzzee will have a payoff ratio of 15 to 1 and will be so designed as to please all players with its liberal payoff. Bowen asks that the trade be alert for advertisements in *The Billboard* announcing the game's appearance.

A. E. Sandhaus, head of the Great States Mfg. Co., is plugging his new nickel Selmor and getting excellent results nationally. The popular penny Selmor has long been a favorite vender, but the new one has convinced Sandhaus it will receive an even greater reception. Sandhaus reports business to be excellent at his plant, with every indication pointing to an equally successful fall season.

Phonograph records are selling plenty fast here, three of the largest Kaycee music stores report. The popularity of coin-operated phonographs is offered as one of the reasons why many persons, especially the younger generation, are buying their own phono units and record libraries. Best sellers currently here include *A-Ticket A-Tasket*, by Chick Webb and Ella Fitzgerald; *Parade of Bands*, a unique series of imitations by Richard Himber's Orchestra; *I Was Born To Swing and Small Fry*, Mildred Bailey and Red Norvo; *I'll Get By*, Andy Kirk; *Pocketful of Dreams* and *Don't Let That Moon Get Away*, Bing Crosby; *Melancholy Baby* and *Roll 'Em*, Benny Goodman, and *You Go to My Head*, Kay Kyser. Tunes from *Alexander's Ragtime Band*, all penned by Irving Berlin, also are moving rapidly, altho they have not reached their peak.

Temperatures of 100 degrees have been common here the last two weeks. Most everyone in the coin game biz is looking forward to September, both from the weather and business standpoints.

# Vending Machine Operators:

## New Candies and Charms

HARD SHELL ROOT BEERS

HARD SHELL CINNAMON PEANUTS

(Pee Wee Size)

CATALIN CHARM ASSORTMENT

Assortment consists of 200 pieces of 24 varieties of American-made charms.

Write for Full Details

## PAN CONFECTION FACTORY

National Candy Co., Inc.

345 W. ERIE STREET,

CHICAGO

"Originators of Hard Shell Candies"

**MODEL "E" SEL-MOR**

**\$6.25** SAMPLE  
(CHEAPER IN QUANTITIES)

**GUARANTEED FOR 5 YEARS!**



The Automatic Toy, BALL GUM and Candy Shop that brings **BIGGER PROFIT.** (Specify whether BALL GUM or Candy Machine.)

**GREAT STATES MFG. CO.**  
DEPT. E. • 1601-09 E. 39TH ST. • KANSAS CITY, MO.

**WE HAVE 163 "MASTER"**

**CANDY, PEANUT AND CHARM VENDERS.**  
Used From 6 Weeks to About 3 Months, to Close Out at \$5.75 Each.

These machines are guaranteed as good as new and are regularly priced at \$9.25. Every one green porcelain enamel finish. Rush your orders now. Terms: 1/3 Deposit With Order, Balance C. O. D.

**STANDARD SALES MFG. CO.**  
133 W. Central Parkway, Cincinnati, Ohio.



**LUCKY CHARMS**  
IMITATION IVORY WITH COLORED CORDS

**75c per gross**  
QUANTITY PRICES ON DEMAND

**Over 100 Different Numbers**

**KARL GUGGENHEIM, INC.**  
160 FIFTH AVENUE, NEW YORK, N. Y.

## Detroit

DETROIT, Aug. 20.—The Angott Bros. don't find the Angott Coin Machine Exchange and the Angott Vending Co. enough to keep them occupied these days, so they have just established the Joy Cleaners, Inc. Michael A. Angott Jr., the older brother, who formerly handled the vending routes, is now taking over the coin machine store as well and will be in charge of this department of the business.

The Angott Co. went seriously into the general amusement machine operating field about three months ago and is finding this a profitable business at present. Carl Angott said, "There has been a definite upturn for the better within the past few weeks and the gloomy predictions of even three weeks ago are being reversed." He is definitely optimistic about the outlook for the immediate future, particularly in the operating department.

Walter A. Hodges, Detroit music operator, was busy adding new Seeburgs to his route this week.

R. W. McAuley, one of newest members of Detroit's vending machine industry, is enthusiastic over the Popcorn Robot on which he is concentrating.

The Safeway Cigaret Service, recently formed, has been dissolved and is being reorganized as a Michigan corporation under the name of Safeway Cigaret Sales, Inc. Harry F. Hornstein, manager, states he is receiving shipments regularly of the U-Need-a-Pak, on which he is concentrating his activity, and placing machines as fast as he can secure them.

Joseph J. Schermack, head of Schermack Products Corp., is away on a vacation, just resting up, until the first of September.

Frederick M. Alger Jr., well-known Detroit, has entered the Popcorn Robot Co. as a director. He is a son of the late Frederick M. Alger, who was Secretary of War.

The company has developed a new device allowing both 5 and 10-cent coin chutes to be used with the vender.

Response to advertising by the company in *The Billboard* was received in an order from Cairo, Egypt, indicating the wide coverage of the paper in the coin machine field.

Sam Rosenthal and Max Schub, operating the National Novelty and Amusement Co., General Novelty and Amusement Co. and the Detroit Automatic Music Co., have moved headquarters to 1940 Hazelwood avenue. The jobbing end of the business has been discontinued for the time being, Rosenthal said, and the boys are concentrating right now chiefly on amusement machine operation.

Rosenthal, incidentally, is now a partner in the Ringside Bar, popular night spot of Detroit show and newspaper men.

Alex Pappas, east side operator, was a purchaser of venders this week, buying from Arthur H. Du Grenier, Inc.

**INVESTIGATE**

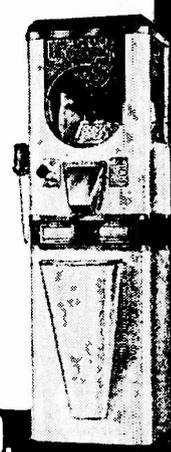
THE NEW 1939 MODEL

# U-POP-IT

AUTOMATIC CORN POPPER and VENDOR

**NOW**

Even greater profits with this improved model, featuring the amazing new "LECTROTHERM" heat control—an exclusive Daval Development!



Prove to yourself the advantages of a PERMANENT, PROFITABLE and LEGITIMATE business!  
Write immediately for details!

**DAVAL MFG. CO.**  
325 N. HOYNE AVE., CHICAGO

**PROVEN Money Makers!**



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants. Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Hardsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profit. Precision machine; no kick-backs. guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today.

**FIELDING MFG. CO., Dept. 35, Jackson, Mich.**

**"THE PERFUMIE BAR"**

"The World's Greatest Merchandise Machine Sensation." VENDS A FULL DRAM, BEAUTIFUL PURSE SIZE BOTTLE IN SILVER BOX OF THE WORLD-FAMOUS "Ris-Charde Perfume." PRICED LOW! WRITE OR WIRE TODAY!!

**MECHANICAL SALES CORP.**  
250 W. 54th St. • New York, N. Y.

**WRITE FOR LOW PRICES**



On Peanut, Ball Gum and Package Venders. Also Table Size Venders. Supplies for All Machines.

**Self-Serv Mfg. Co.**  
S. Broad and Wiekman St. Palmyra, N. J.

**The BUREL VENDER**

BUILT BY A SUCCESSFUL OPERATOR FOR OTHER SUCCESSFUL OPERATORS.



WRITE FOR DETAILS

**BUREL & COMPANY**

675-679 ORLEANS ST., - - - CHICAGO.

**USED CIGARETTE MACHINES**

Low Prices and Exceptional Values!

NATIONAL No. 3	\$ 3.50
NATIONAL No. 4	5.00
NATIONAL No. 5	6.00
NATIONAL No. 6	8.00
ADVANCE—4 Column	7.50
MASTER—8 Column	12.50
MONGREL—4 Column	5.00
ROWE ARISTOCRAT—8 Column	22.50
STEWART & McGUIRE No. 6	22.50
STEWART & McGUIRE—4 Column	15.00
UNEEDA-PAK—8 Column, Enclosed Stand	37.50
NATIONAL No. 6-26	37.50
8 NEW GORRETTA CANDY PACK AGE VENDORS—8 Column	37.50

F. O. B. New York City.

TERMS: 1/3 Cash, Balance C. O. D.

**HENRY WERTHEIMER**

881 FOURTH AVE., NEW YORK, N. Y.

**PEANUT & GUM VENDING MACHINES**

New, Direct From Factory

Only **\$2.40** and up

Over 60,000 Sold

Write for Full Information Today.

5/8 Ball Gum at New Low Price.

**ROY TORR** 2047-A So. 68th St., Philadelphia, Pa.



**UNIVERSAL**

America's Finest Built and Charm VENDOR.

Will Double Your Sales.

Appearance is What Makes It.

Write for Illustrated Circular and Low Prices.

Many Other Good Machines

New From Factory

**\$2.40 UP**

**RAKE**

5438 Woodland Ave., Philadelphia, Pa.

**CHARMS**

For your Vending Machines. Our complete assortment consists of more than 200 different kinds. Send \$1.00 for samples and quantity prices.

**M. T. DANIELS**

1027B University Ave. Wichita, Kan.

**cigarette merchandisers' association**

Address Communications to Maynard Reuter, 1564 Broadway, New York City.

REPRESENTATIVES of the Cigaret Merchandisers' Associations of New Jersey, New York, Massachusetts, Connecticut and Pennsylvania gathered at the Inter-State CMA Convention on Sunday, August 13 at Atlantic City's Hotel Chelsea to discuss matters pertaining to the stabilization of the cigaret merchandising industry. Delegates voted to proceed cautiously but certainly toward a unification of policies aimed to stabilize the industry.

Martin M. Berger, president of the CMA of N. Y.; A. J. Masone, head of the CMA of Connecticut; Edward J. Dingley, president of the CMA of Eastern Pennsylvania and the Commonwealth of Pennsylvania, invited Le Roy Stein, manager of the CMA of N. J., to be present at the next meetings of their respective organizations. The Connecticut group met at the Hotel Grandee, New Haven, on August 16, and the New York meeting is scheduled for the last week in August. Manager Walter Guild, of the CMA of Massachusetts, was delegated to present the objectives of the Inter-State group to his association at its next meeting in the Parker House, Boston. Problems arising in various local groups are said to indicate a need for a permanent advisory organization to assist local associations in shaping their policies and in solving the evils cropping up both within and without the industry.

The two-day regional meeting of the CMA of New Jersey was held at the Hotel Chelsea, Atlantic City, in conjunction with the Inter-State Convention. Since some of the members were not on hand for the business sessions the remaining members refrained from taking any definite action on matters presented and voted to postpone action until the next regular meeting at Newark. The spirit that prevailed at this meeting was a true manifestation of the co-operation existing among the members of this group. While those present could have legislated on important matters they refrained from doing so until absentee members had the chance to voice their opinions. Strong minorities and the practice of railroading motions on to the books is taboo in this association. In every way the meeting was a big success due mainly to the efforts of President S. M. Malkin and Manager Le Roy Stein, who were in charge of arrangements.

Cigaret merchandisers have now another sales argument in favor of John Q. Public's increasing his daily consumption of cigarets. Those subjects of "Lady Nicotine" who pay their tribute by consuming cigarets will be pleased to learn that the labelers of the tobacco exhibits at Plymouth, England, have designated the cigaret as containing a vitamin of the B group. The columnist of The London Daily Telegraph stated: "Vitamin B has come to be recognized as one of the essential enemies of disease germs. Tho not actually made from the tobacco leaf, it is a very close relative of the nicotine so universally absorbed. Deficiency of nicotinic acid in the body is apparently responsible for pellagra—a disease symptomatic of malnutrition." In other words, smoke cigs and avoid pellagra.

The effects of the cigaret tax in New York City are beginning to be felt among the cigaret merchandisers. Altho the tax has elevated the price of over-the-counter sales and resulted in more locations being made available, still this factor has been offset by smaller profit margins and the fact that many New Yorkers are buying their cigs out of the city where they can obtain them tax free. The unpopularity of the tax is growing constantly. Cigaret ops are looking forward anxiously to December 31 when the tax is to be lifted. According to rumors, it is not likely that the levy will be re-enacted.

While on the subject of taxes the history of the recent proposal of a special tax of two cents a package on cigs in Denver is an interesting one. The newspapers united to kill the tax and The Rocky Mountain News during the week of August 1 published an editorial entitled "Kill This Nuisance Tax!", which pretty well mirrors, in our opinion, the rising tide of public opinion in opposition to such taxes on cigarets, candies and other articles that have become necessities in our everyday life:

"The suggested municipal tax of two cents on every package of cigarets, which is being considered by city council and Mayor Stapleton, is a proposal too silly to warrant the attention of sensible public officials. Unfortunately, however, it is in line with the apparent tendency of some officeholders, who seem to think up more things to tax or things to tax more. The effect of a municipal levy on cigarets ought to be obvious to anyone. The new tax would merely drive business out of Denver—either to the suburbs or to mail-order houses outside the city or outside the State, so far as that is concerned.

"Harry W. Risley, president of council, points out that New York has imposed such a levy, and that an additional payment of \$5 a year by 100,000 Denver smokers would raise a half-million dollars for PWA and WPA projects. He failed to mention two very important facts—first, that cigaret sales in New York have dropped almost 50 per cent since the tax was imposed, because smokers went outside even that very extensive city to make purchases, and that these same 100,000 Denver smokers, if President Risley's figures on consumption are accurate, are already paying \$1,500,000 a year into the public treasury for the privilege of smoking.

"The present federal tax on cigarets is six cents for a package of 20—which means that the tax-collector gets approximately half what the smoker pays now. To slap on an additional tax would be preposterous. It would simply mean another harassment of the small merchant, who is having a tough time already."

Random Notes: Jack Bloom is all smiles these days. His daughter walked away with the first prize as the model camper at the Girls' Camp where she is spending her vacation. . . . Bill Peek and Al Miniac are two of the New York lads expected back from their vacation next week. All the other boys are wondering how they happen to pick the two hottest weeks of the year for their holidays. . . . Bernard Rosenblatt is turning out to be quite a golfer. His scoreboard bore a 103 recently, which means he'll soon be in the championship class at his present rate of improvement. . . . Teddy Vassar is back from Saratoga. The rumor is circulating that he really cashed in on a hunch bet by backing a horse bearing his last name. . . . Rowe Service Men pinned back the ears of the Shop Workers' nine, 8 to 2, last Sunday. . . . Art Gluck was out of the city during the past week-end and returned still single. . . . Leo Willens now reported to be in Detroit. . . . Harry Pincus is too busy these days with his Zito pictures to think of a vacation. We've a hunch he'll be heading for California when the leaves begin to fall.

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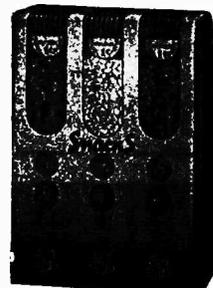
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# When Business Is a Pleasure

By GEORGE B. ANDERSON

WHEN is business a pleasure? Don't expect any profound or scintillating answer to that one. The answer is obvious and simple—but universally true. Business is a pleasure when it's good.

Nobody can blame a good many men in the coin machine industry for having thought back in 1935 that business would always be just a bit better than good. After all, the industry was brought to life during a time of depression, a period when banks were popping like the firecrackers at a Chinese New Year's celebration and "You're in the Army Now" meant the great army of unemployed. The industry grew up during that period—grew to a magnitude that its most enthusiastic backers had scarcely anticipated.

The coin machine industry experienced a boom, a really phenomenal one. It attracted more attention than it would otherwise have drawn because booms were decidedly not the order of the day. Any industry that managed to keep its head above water was regarded as remarkable and an industry that enjoyed actual prosperity was looked upon as a modern miracle.

The coin machine industry was the depression era's greatest industrial miracle, one of a very few. It could do and did accomplish so much that some of the fortunate or farsighted men who had jumped on the band wagon got the idea it could do anything—indeinitely.

Some of them forgot the history of booms and are just now remembering it. A boom in any line of business is always followed by a negative reaction. Maybe you can't find such a law on the statute books, but it's one you can't beat. The automobile industry knows it and has experienced the effects of the law often enough so that none of its executives has the remotest thought that the automobile industry is on the downgrade just because sales have been weak this summer.

### We Learn Things

A peculiar but fortunate thing about these inevitable reactions to booms is that they have always brought ultimately beneficial results to the industries they have visited. Industries that have experienced boom reactions have learned things about their business they had never known before. Overly enthusiastic, too daring, overeager, overconfident business men have been put back on their feet, down where the earth is solid and sound. Boom reactions have eliminated incompetents—people whose disappearance from the industrial scene benefited industry as a whole. The reactions, or "recessions" as they're being

If you as an operator are discouraged about the coin machine business and long for the "big-money" days, here is a theme worth reading. It takes the view that the boom era in coin machines has passed and that the trade is now adjusting itself to a normal period of stable business. The writer of the article has been a close observer of the trade for several years.

called this year, have forced men to learn the good points and face the weak points of their business. As a result, they've corrected the weak points and have sold the strong points just a bit harder.

The coin machine industry has been going thru a period of readjustment for over a year. Right now it is heading into a lasting period of sound, sane, solid prosperity. Don't get the idea that the writer is predicting another boom. The coin machine industry has ceased to be a "game" and has started on the road to becoming a good business. It is changing from a gamble where the gambler either made a lot—and fast—or lost his entire investment (sometimes just as fast) to a business whose income is reasonably predictable, healthy and certain.

Some of the more wildly enthusiastic devotees of the coin machine industry may not like what I'm about to say. Be that as it may, it's the writer's belief that the coin machine industry of the future is headed for fewer bonanzas, altho big "hits" will always occur as they do in every phase of the amusement industry—but it is also headed for fewer headaches. There won't be so many 100-to-1 shots coming in, for the industry is no longer a horse race—but reasonably rational business men will make healthy profits on all their transactions.

The fact that industry as a whole, in all fields, seems to be undergoing a mildly troubled readjustment period has nothing whatsoever to do with the prosperity of the coin machine industry—for here is an industry that has definitely proved beyond any shadow of doubt its ability to prosper in the face of generally adverse conditions.

The coin machine business, speaking broadly, has the one thing in the world that everybody on the face of the globe wants to buy—amusement, enjoyment, pleasurable release from worry and care. That's true whether you're talking about a peanut vending machine that offers pleasure to the palate, an automatic phonograph that pleases the ear and soothes the nerves or a fascinating game table that offers visual and mental amusement.

Of course, there are plenty of other industries appealing to the amusement tastes of the public, but the coin machine industry has it over all of them in that it offers the most economical amusement on the market. Nowhere else can you get as good an entertainment buy for a nickel. Indeed, mighty few amusement buys on the market retail for such a small sum.

### Everybody Wants Fun

Everybody wants personal enjoyment—and when it can be had for 5 or 10 cents nearly everybody is going to have it. If we ever experience a depression bad enough to stop the coin machine industry from the angle of consumer ability to pay, we won't need to worry—for nothing I have or nothing anybody has will be worth anything. Manufacturers made mistakes during

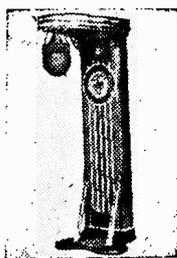
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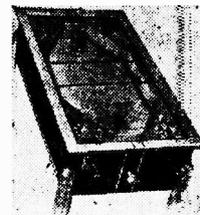


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the boom days, and that was the right time to make them. It didn't make much difference to the manufacturer or his customers, for you can afford a lot of mistakes during a boom. One hit can offset six duds when business is running wild, and so some manufacturers were putting out new games and new models of old machines every time they turned around. The boast wasn't so much that "This machine is good" as that "This machine is new." The operator who got stuck with a lemon cursed about it for awhile, but his heart wasn't in his denunciation of the manufacturer because he knew that day after tomorrow's machine would easily make up for yesterday's flop.

The picture has undergone radical changes today. All along the line from operator up to manufacturer, the successful men in the industry have gotten wise to themselves. They know now that nobody can afford to be associated with a failure, and manufacturers are being exceedingly cautious in what they market. They feel that they don't dare offer a product that will fail to live up to advance claims. They've learned what the public wants and an operator today could practically buy machines with his eyes closed and be sure of getting something that would do business. Manufacturer, distributor and jobber all want as many successful operators as possible and they aren't doing anything that might diminish the number of financially sound men in the operating field.

### The Industry Learns

The industry has learned amazing things about color, design, layout and general eye appeal. Its designers have become shrewd students of mass psychology. Its production chiefs have learned to simplify and improve and smooth out mechanisms until the coin machine of today is virtually a new product. They've learned to pare the waste out of production costs.

The operator who stops to consider

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Mills Penny QTs @ 35.00  
Pace Penny Comets @ 35.00  
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GEORGE B. ANDERSON

what he gets for his money from the manufacturer today in comparison with what he got as short a time back as three years ago can hardly believe the story that his own figures tell him.

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Arlington	37.50	Foto Finish	22.50
Bazaar	25.00	Golden Wheel	17.50
Bonus	4.75	Jumbo	4.75
Bumpalite	10.00	Jumbo (Ticket)	6.50
Bally Derby	8.50	Lady Luck	19.50
Bally Derby (Pack)	11.00	Lite-a-Pair	4.75
Belmont	8.50	Leatherneck	4.75
Bluebird	6.00	Mills 1-2-3	55.00
Carom (Ticket)	17.50	Multiple (Power Pack)	7.50
Carom (Cash)	15.00	Pamco Ballet	4.75
Challenger	4.75	Pamco Bells	4.75
Carloca	4.75	Preakness	34.50
Classic	17.50	Preakness (Ticket)	37.50
Daily Races	4.75	Paces Races (Serial 1943)	79.50
Daily Races (Mystery)	8.50	Prospector	4.75
Entry (Bally)	59.50	Peerless	4.75
Fair Grounds	79.50		
Fleetwood	59.50		
		Parl-Mutuel	\$ 7.50
		Racing Form (Ticket)	27.50
		Rodeo (1 Ball)	4.75
		Red Balls	6.00
		Roundup	4.75
		Roundup (Ticket)	6.00
		Sport Page	112.50
		Skipper (Free Play)	12.50
		Sunshine Derby	4.75
		Sky High (5 Ball)	4.75
		Spring Time	4.75
		Sunshine Baseball	4.75
		Stables	41.50
		Turf Champs (Ticket)	22.50
		Tycoon	10.00
		Tops (5 Ball Tckt.)	25.00
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CONSOLES (AUTOMATIC)			
Chuck-a-Lette	\$32.50	Pamco De Luxe Bell	\$35.00
Club House (Tckt.)	59.50	Paces Races, Serial 1943	79.50
Dominole (Cash)	24.50	Liberty Bell	69.50
Dominole (Tckt.)	27.50		
Favorite (Bally)	39.50		
NOVELTY GAMES			
Always	\$27.50	Genco Football	\$ 8.00
Auto Derby	9.75	Daily Dozen	42.50
Boo Hoo	10.00	Home Run	7.50
Bally Bumper	7.50	Home Stretch	8.50
Batter Up	10.00	Jig Joy	17.50
Bull's-Eye	24.50	Lights Out	4.00
Ball Fan (1937)	7.50	Batter Up	10.00
Bank Nite	4.00	Long Beach	12.50
Chico Derby	10.00	Miss America	17.50
Cross Line	10.00	Mercury	12.50
Dux	18.50	Mad Cap	4.00
El Toro (New)	24.50	Neck 'n' Neck	4.00
El Toro	17.50	New Rocket	17.50
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Easy Steps	19.50	Reserve	42.50
		Running Wild	\$12.50
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		Stoner's Races	17.50
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		Tournament	8.50
		Track Meet	17.50
		Zephyr (Bally)	29.50
		Vogue	15.00
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COUNTER GAMES (Buffed and Painted)			
Bally Baby	\$ 9.00	Hit Me (Jackpot)	\$ 4.50
Cent-A-Pack	8.00	Harmony Bell	7.50
Cent-A-Smoke	7.50	Lucky Pack (1c)	16.75
Cardinal (Beer 1c)	2.50	Old A-Pax	22.50
Cub	4.00	Mill Wheel (Bally)	15.00
Dixie Dominoes	7.00	Old Age Pension	7.50
Daily Races	14.50	Punchette	3.00
Douces Wild	12.50	Penny Smoke	7.50
Daval Derby	7.50	Puritan Vender	6.00
Five Jacks (Fields)	6.00	Puritan Baby Bell (J. P.)	5.00
Five Jacks (ABT)	8.00	Penny Draw Poker	2.50
Gripper G-Man	8.50	Penny Pack	10.00
Gripper (Gottlieb)	9.00		
High Tension	2.50		
		Puritan Jackpot	\$ 5.00
		Radio Wizard	3.00
		Reel Races (Western)	3.50
		Rainbow Automatic	7.50
		Reel Spot	8.50
		Royal Flush	12.50
		Sweet Music	7.50
		Groetchen "21"	5.50
		Track Reels	15.00
		Tavern (1c Beer)	6.00
		Three Jacks	3.50
		Tobacco Pak (6c Clg.)	14.50
		Zephyr	10.50
PHONOGRAPHS			
Seeburg Selectophone	\$25.00	Mills Dancemaster	\$29.50
De Luxe	\$25.00	Rock-Ola No. 2	59.50
Seeburg Symphonola	49.50	Rock-Ola Rhythm King	59.50
Model A	49.50	Rock-Ola (Imp. 20 Records)	175.00
Mills Dancemaster (Natural Wood)	35.00		
		Wurlitzer P-12	\$ 49.50
		Wurlitzer 412 or 312	75.00
		Wurlitzer 400 (late 1936)	89.50
		Wurlitzer 616	139.50
		World Series	\$120.00
		Mills Merchandise	22.50
		Novelty Candy Merchandise (Exhibit)	92.50
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Bally Eagle Eye	\$65.00	Jungle Dodger	\$17.50
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Console	27.50	Rifle Range with Gun	25.00
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offered in August of 1935 and you'll have to agree that manufacturers are insisting upon something good before they embark upon the production of something new.

When the boom was on the industry laughed at what its opponents said about it. Coin machine executives knew that the propaganda was malicious and without foundation and they ignored it. They could afford to. Only a very few really astute leaders paid any attention to publicity. Little attempt was made to mold public opinion in favor of the amazing new industry. And with the anti-coin machine forces conducting vigorous whispering campaigns that sometimes reached the volume of shouting campaigns it was no wonder that many people formed distorted or completely erroneous ideas of the industry.

Today everyone in the business is a zealous protector of the industry's good name. People who make incorrect or deliberately false statements about coin machines are being made to eat their words. The effort to quash adverse publicity is being followed by efforts to get favorable publicity, and the public is finally learning the truth about the industry that furnishes employment and a good livelihood to so many thousands of families.

During the boom days operators spread their operations and their capital thinner than the traditional Scotchman spreads the caviar on his guests' canapes. The operator who wanted to be a conservative and sensible business man hardly had a chance to do it with his brethren all "going to town."

**Figuring Depreciation**

Today the operator has learned about depreciation. He has learned how to figure and prorate his operating costs. He has found that he must have a substantial working reserve. He's become a business man. If he hasn't he's had to go into some other field of endeavor. He knows that there's plenty of room for good operators and has quit trying to run others out of business at inevitable expense to himself. He has become more interested in his own problems and profits than those of the other fellow.

The boom reaction taught him that it simply wasn't common sense to run his business in a hit-or-miss fashion. He learned that he had to give his customers the best value on the market if he wanted to get the most business. He learned to keep books. He quit taking every location he could get and took those that would be most profitable to him. He knows now that a few choice locations can be much better than a lot of indiscriminately selected ones.

He hadn't reasoned these things out during the boom days because there had been no need for him to do so. Only when business slowed down did he have any reason to seek ways of improving his earnings. Now that he knows how to manage his business when things are going slowly he is in a position to reap more substantial and lasting benefits this fall when the coin machine industry begins its trip back to Steady Profit avenue.

The jobber and distributor are doing their best to make the trip back a speedy one. They rightly consider themselves partners of the operators with whom they are doing business. The ones who tried to "unload" anything at all in inferior machines on their customers are no longer in business—for the absurdly simple reason that their customers aren't in business any more, either.

Why anyone should be gloomy over the coin machine industry's outlook is completely beyond this writer's perception. It showed its right to existence and its indisputable merit by growing up under the most adverse conditions imaginable. It had its natural let-down after a boom period, as was inevitable. The trip back up the financial chart lines has already begun and every logical indication points to the best fall season since 1936, which should be topped by a neat margin.

**Capitalize on Breaks**

The industry is certainly in a better condition to capitalize on whatever

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breaks may come than it was during its most halcyon days. With the advantage of experience gained the hard way, the men at the helm know what to expect and how to meet the emergencies that must always be anticipated. The shoe-string followers of the business have been weeded out. The coin machine as a piece of mechanism and as a salesman is so vastly improved over previous models that there is no comparison. Public acceptance of coin-operated amusement and vending devices is steadily becoming more pronounced. Shrewd men in the amusement field say that the demand for inexpensive entertainment will be high this fall. The operators know that retail merchants in every section of the country are looking for new sources of revenue and that the coin machine industry has what the retailer is trying to find.

Everything points to a great season ahead. So many kinks have been ironed out of the business that the man who engages in coin machine activity on a business basis has reason to anticipate far more desirable profits than some of his brothers in other fields of merchandising.

Many other industries are pulling for coin machines to go merrily up the industrial ladder this fall, for coin machine prosperity means additional work and profits for the railroads, glass factories, lumber mills, foundries, electrical appliance manufacturers, battery manufacturers, paint and lacquer manufacturers. It means more phonograph record sales, increased consumption of candy and nuts, more work for steel mills and a better market for pop corn. It even means a great deal to toy marble manufacturers. It means that many small independent retailers will make a good living instead of a meager one. All of these people will be lending their moral support.

Business? It looks as tho the coin machine business is going to be a pleasure.

**IT'S NEW! IT'S A WINNER!**  
**B-I-N-G-O** COUNTER GAME  
**A MAGNET FOR PENNIES!**  
**LEGAL EVERYWHERE!**

Player Receives a Ball of Gum for Every Penny. REAL SKILL is required to tap the 5 live rubber balls into 5 different alleys to complete the word B-I-N-G-O. Nothing to get out of order, as there are no wires or batteries. A truly fool-proof, mechanically perfect machine that will earn LONG TIME PROFITS for you! Requires only 10 square inches of counter space.

Floor Stand is \$2.50 Extra.  
 5 or More Games **\$15.50 EACH**  
**SAMPLE \$17.50**  
**BE FIRST IN YOUR TERRITORY!**  
 Terms: 1/3 With Order, Balance C. O. D.  
**D. ROBBINS & CO. 1141-B DE KALB AVE., BROOKLYN, N. Y.**

TEST YOUR SKILL TRY TO SPELL B-I-N-G-O FOR AMUSEMENT ONLY

ATTENTION! JOBBERS! ASK FOR OUR OFFER!

**GUARANTEED USED MACHINES**

Exhibit's **PLAYBALL \$60** • Bally's **RESERVE \$32.50**

SWING \$35.00 | BULLS EYE \$25.00  
 SNAPPY 35.00 | ROCKET 15.00

1/3 Deposit, Balance C. O. D.  
 Write for Complete List of Used Games at Lowest Prices.  
**ALL NEW MACHINES IN STOCK.**

**BUDIN'S SPECIALTIES, Inc.** 174 S. Portland Ave. BROOKLYN, N. Y. Tel: Nevins 8-7528

# Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The

Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

**Minnesota State Distributors**

## BENNETT'S

DEUCES WILD LUCKY PACK **\$22.50**  
THE BEST YOU CAN BUY.

TRACK REELS ..... \$ 12.95  
PENNY PACKS ..... 12.50  
THREE BEERS, Used ..... 5.00  
REEL DICE, Used ..... 5.00  
PUNCHETTE, Used ..... 1.00

USED CONSOLES

TRACK TIME (Black Model) ..... \$ 99.50  
RAY'S TRACK ..... 49.50  
BALLY CLUB HOUSE (Floor Sample) ..... 74.50  
BALLY SADDLE CLUB ..... 79.50  
BALLY FAVORITE ..... 59.50  
DOMINOS (Black) ..... 85.00  
DOMINOS (1938 Model) ..... 149.50  
TRACK ODDS (Buckley '37 Model) ..... 92.50  
BONUS (Evans) ..... 49.50  
PACES RACES ..... 100.00  
THOROBRED (Western) ..... 75.00

USED PIN GAMES

Thoroughly Reconditioned and Refinished.

MULTIPLE RACES (Cottlieb) ..... \$ 64.50  
DERBY DAY (With Clock) ..... 35.00  
DERBY DAY (Without Clock) ..... 25.00  
BREAKNESS ..... 40.00  
ARLINGTON ..... 45.00  
ENTRY (Bally) ..... 30.00

GRAND PRIZE BELMONT RACING FORM SWEET 21 **\$19.50**

CAROM HEAVYWEIGHT AIR-DERBY **\$12.50**

ALL MAKES OF NEW MACHINES.

BUCKLEY WESTERN  
BALLY KEENEY  
EVANS STONER

ROCK-OLA PHONOGRAPHS  
Write for Prices.

One-Third Deposit On All Orders.

## NATIONAL SCALE CO.

1415 Washington Ave., S., Minneapolis, Minn.

Patent No. 2,125,100.  
Pertaining to Phonograph.  
Application November 19, 1936.  
Issued July 26, 1938.  
Number of Claims, 8.  
Inventor's name—Donald I. Coney, Detroit, Mich.  
Assigned to N. Marshall Seeburg, Chicago, Ill.

Claim 8—In combination, a phonograph, counting means operable in stepwise manner by the insertion of coins and operable stepwise in the opposite direction by the phonograph, a circuit for operating the phonograph, a switch in said circuit controlled by said counting mechanism, a second switch in said circuit, an auxiliary phonograph, a circuit for operating the auxiliary phonograph, a switch in said auxiliary phonograph circuit, a clock adapted periodically to close said switch, a second switch in said auxiliary phonograph circuit adapted to be closed at the end of the playing of each record by the first said phonograph, a relay operated by the closing of the last two said switches for opening the second switch of the first said phonograph circuit, and means operable by the auxiliary phonograph at the end of its playing for closing the second switch of the first said phonograph and opening the second switch of the auxiliary phonograph.

Patent No. 2,124,838.  
Pertaining to Coin-Controlled Amusement Apparatus.  
Application, April 30, 1938.  
Issued July 26, 1938.  
Number of Claims, 18.  
Inventor's name — Burns S. Watling, Chicago, Ill.  
Assigned to Watling Scale Co., Chicago, Ill.

Claim No. 1—In an apparatus of the class described, the combination with a casing, of a pair of drums mounted in said casing, a band attached at its ends to the respective drums and adapted to be wound back and forth between said drums, said band bearing a series of questions and answers, manually operable means for turning one of said drums, means other than said band for transmitting the movement of said manually operable means to the other drum, a shutter movable to expose an answer and means for restoring said shutter.

Patent No. 2,125,236.  
Pertaining to Game Apparatus.  
Application, April 20, 1936.  
Issued July 26, 1938.  
Number of Claims, 28.  
Inventor's name—William R. Edgeworth, Chicago, Ill.  
Assigned to Rubini Cigar Co., Chicago, Ill.

Claim 1—In a game apparatus, the combination of a plurality of elements formed to be tumbled each having sides provided with different character indicating formations, means inclusive of a playing surface for tumbling the elements over the surface so as to be urged to a given station, trap means at said station to align the elements in order, and means rendered operable by the elements in the trap and arranged to cooperate with certain formations of the elements respectively for registering the totals, of the characters indicated thereby.

Design Patent No. 110,550.  
Pertaining to Design for a Vending Machine.  
Application, April 27, 1938.  
Issued, July 19, 1938.  
Inventor's name—Abraham E. Sandhaus, Kansas City, Mo.  
The ornamental design for a vending machine, as shown.

**Seattle Lawyer Backs Slot Makers**

SEATTLE, Wash., Aug. 20.—Seattle councilmen in purchasing parking meters engaged in several verbal battles

**LOOK BEHIND THE PRICE TAG... AND YOU'LL KNOW WHY THESE ARE THE BIGGEST USED MACHINE BARGAINS IN THE COUNTRY!**

We really work over our used games, reconditioning them inside and outside so that they look and work absolutely like new. We take extraordinary care in shipping games all over the world. Just try us! Learn why so many operators re-order used games from National. We're proud of our coast-to-coast reputation for marvelous reconditioning and CAREFUL PACKING.

**ALL TYPES**

Airway ..... \$25.50	Exhib. Hi-Ball ..... \$37.50	Mercury ..... \$41.00
Atlanta City ..... 48.00	Fiesta ..... 45.00	Miss America ..... 11.50
Auto Derby ..... 9.50	Genco Football ..... 10.00	New Rocket ..... 18.50
Bambino ..... 52.50	Forward March ..... 10.00	Power Play ..... 11.00
Beam Lite ..... 18.50	Keeney Free Races ..... 77.50	Races ..... 11.50
Bobs ..... 23.00	Gay Time ..... 30.50	Register with back-board ..... 29.50
Boo Hoo ..... 9.50	Globe Trotter ..... 32.50	Rose Bowl ..... 15.00
Bulls Eye ..... 23.50	Green Light with Reserve ..... 64.50	Sluggo ..... 19.00
Cargo ..... 33.50	Handicap ..... 53.50	Snappy ..... 38.00
Carnival ..... 11.50	Hare & Hound ..... 41.00	Stoner's Baseball ..... 18.50
Chico Baseball ..... 20.00	Hit ..... 44.50	Swing ..... 39.50
Coney Island ..... 29.50	Home Stretch ..... 9.50	Turf Kings ..... 13.50
Daily Dozen ..... 48.00	Jo Jo ..... 9.50	Turf Queens ..... 26.00
Dux ..... 13.50	Jungle ..... 35.00	Vogue ..... 16.50
Easy Steps ..... 32.50	Long Beach ..... 9.50	War Admiral ..... 23.00
Electro ..... 21.00	Mars ..... 17.50	Zephyr ..... 29.00
El Toro ..... 28.50		

**SPECIALS**  
\$7.45 each—3 for \$21.00

Hoopy Wizard	Electric Scoreboard
Home Run	Replay Spring
Gusher	Batter Up
Ricochet	Cross Line
Red & Blue	East & West
Outboard	Hit & Run
Bally Bumper	Poko Lite
Bally Booster	Auroran
Chico Derby	Exhibit Basketball

**A-1 OLD TIMERS**  
All have been thoroughly checked, repainted, new batteries, etc.

\$5.45 each—5 for \$18.00

Thriller	Bolo
Gold Gulch	Match 'Em
Zenith	Mad Cap
Happy Days	Jimmy Valentine
Neck & Neck	Sequence
Totalizer	

**BRAND NEW IN CASES**  
(Trade Accepted)

LIGHTNING by Exhib. .... \$74.50  
PALM SPRINGS by Bally ..... 84.50  
SPASH by Genco ..... 74.50  
EXPOSITION by Chi Coin ..... 74.50

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Cable Address: "NATNOVCO."  
Merrick, N. Y.

**NATIONAL NOVELTY COMPANY**  
on the Merrick Road, Merrick, Long Island, N. Y.  
Phone FReeport 6477

**3 JAR DEALS \$4.25**  
Includes 3 Refills, One Jar and Holder

**PULLET and WIN**

600 Tickets at 5c Ea. **\$30.00**

Average Payout **\$19.92**

Average Profit **\$10.08**

Big 3-in-1 Sensation of the Season

**Tip Top Novelty Co.**  
511 Cotton Ave., Dept. BB8, Macon, Ga.

as to the relative merits of manufacturers who had made the machines. One councilman cried that it was a local political figure who was in back of one company; another claimed that a company which manufactured slot machines manufactured one type of meter.

The denouement came when one official asked: "Do you know that the meter is made by a corporation that also manufactures pinball machines? And do you know that the was represented in Seattle by a company also engaged in the business of slot machines?"

The councilman declared that a "stink" would be raised about that. However, the attorney representing the meter manufacturer had this to say: "I do know that the company is a manufacturing concern. If it manufactures slot machines it's news to me. But if a company does manufacture slot machines I would say that is a sign it is equipped to put out the very type of machine you want for a parking meter. I assume the majority of the council is made up of men trying to do an honest public service, and if they yield to pressure it is the honest pressure that public officials do yield to, the expression of public opinion."

The council thereupon voted not to pay attention to the charges of the irate member. As the attorney had stated, the manufacturer was better equipped to produce the machine; the councilmen seemingly felt the same way.

**Goldberg Takes Post**

NEW YORK, Aug. 20.—Dan Goldberg, well known in coin machine circles here for many years, is now connected with the East Coast Phonograph Distributors Co., officials of the firm announced this week.

Frank Hart, of Eastern Machine Exchange, Newark, N. J., is convalescing from a recent illness which occasioned an operation. Frank calls it a vacation. During his absence the business will be in charge of M. Seiler, regarded as very familiar with type of business and machines handled by the concern.

**CENTRAL STANDS**

Here at last is a stand which can be used with almost any machine. They are handsome. Lowest price ever offered for stands of this quality. Super heavy base, built to last and STAY beautiful. Height Overall 33 inches; 37 inches for Grip Machines. Diameter of Base, 14 inches. Outside Diameter of Post, 1 1/2 inches, standard pipe. Base, 20 Gauge Steel. Colors Base Black, Post Red. Base is hollow to be filled with cement for extra strength and weight. It contains two heavy metal braces two inches wide to reinforce cement. Stand weighs 40 pounds when filled. Shipping Weight 8 1/2 lbs.; Packed, 12 bases to carton and 12 posts to carton, ready for shipping and reshipping.

No. 1-A STANDARD (Illustrated) ..... \$1.50  
No. 2-A All Chromium Plated ..... 3.00  
No. 3-A Chromium base, red post ..... 2.25  
Flange to hold two machines. Can be furnished Base filled with cement ..... 25c extra

All Prices F. O. B. Chicago. Discounts to Distributors, Jobbers and in quantities. Order Samples.

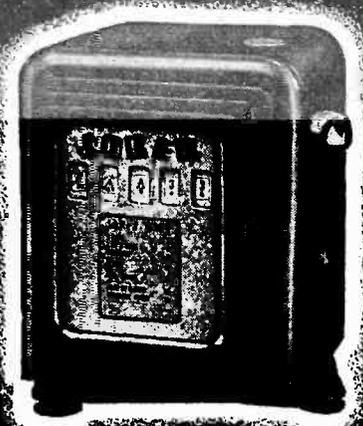
**Central Manufacturing COMPANY**  
736 Tilden Street, Chicago, Ill.

**PENNY ARCADE**  
Complete modern Penny Arcade. All latest games. Now in operation at Midland Beach, Staten Island. Bargain!

**MIKE MUNVES**  
145 Park Row, New York.

# JOKER WILD POKER GAME

The perfect  
counter companion  
to Track Reels!



## READ THE FACTS!

AT LAST! THE NEW STYLE COUNTER GAME YOU'VE BEEN WAITING FOR! BRINGS THE GREATEST AND FASTEST MONEY MAKING PLAY EVER ORIGINATED! A REAL MUCKY POKER GAME—WITH THE JOKER WILD EASY TO PLAY! EASY TO UNDERSTAND!

LOOKS LIKE A BEAUTIFUL RADIO ON THE COUNTER! CABINET OF SOLID WALNUT AND BIRDSEYE MAPLE, WITH EXCLUSIVE DAVAL SWIVEL TURNABLE BASE!

JOKER IS PRECISION BUILT! REMOVABLE MECHANISM IS SILENT CHEAT PROOF AND FOOD PROOF! MONEY COMPARTMENT IS ENTIRELY SEPARATED TO PREVENT COINS FROM JAMMING MECHANISM—ANOTHER EXCLUSIVE DAVAL FEATURE!

Cash in with Joker!

ORDER TODAY!

extra low PRICE

\$22.50

F. O. B. CHICAGO

DAVAL

325 N. HOYNE AVE., CHICAGO

## Exhibit's Review Features Lite-Ups

(New Game)

CHICAGO, Aug. 20.—“Metered awards, armored cabinet, interchangeable awards, light-up bumpers, fast five-ball play and visible awards—those are some of the features that make Exhibit Supply Co.'s game, Review, one of the outstanding releases on the market today,” claims an Exhibit exec.

Said the official: “A new feature is introduced on the playing field. As each bumper is hit it lights up with a dazzling brightness that remains lit for the duration of play. This delights every player as the unlighted bumpers become an object or guide for skill shooting.

“Players hitting one to five bumpers in sequence receive first bank-night award; if 1 to 10 bumpers are hit in sequence player receives second award, and if all 15 bumpers are hit player receives the top bank-night award. The game can be operated as a straight novelty or high award game, according to the op's desire.

“Exhibit's Review is gypproof. It is further equipped with three distinct tilts to assure ample protection. All mechanism is readily accessible and is specially designed and installed to make it simple for operator to understand. Built to serve indefinitely, it assures the usual perfect Exhibit mechanical performance at all times,” he concluded.

## Winner Deal Sales High, Says Salkind

CHICAGO, Aug. 20.—“New high sales records for jar deals continue to be the daily rule at the busy Winner Sales Co. offices, thanks to the amazing popularity of the new Get-a-Hit, Five Star Final and Peckin deals. The good news that these new deals are ‘red hot’ has spread like wildfire and operators from Coast to Coast are rushing in orders and climbing on the Winner profit band wagon,” stated an official of the Winner Sales Co.

Says H. W. Salkind, industrious and aggressive manager of Winner: “I haven't had time to even think of vacation. Customers have to come first, of course, and if this flood of orders keeps up we'll have to put a night shift to work. You can tell your readers for me that business is good and that they can count on Winner Sales for real service and livest money-making deals in the field!”

## Fort Worth

FT. WORTH, Tex., Aug. 20.—Ft. Worth operators are very much elated over the recent action of Governor-Elect W. Lee O'Daniel in his radio indorsement of seven candidates for State offices. O'Daniel has selected those whom he says will work with him in putting over his program. He is the most liberal governor Texas has had for a long time and operators are very confident that he will favor legalization for marble games of skill in order to help build up his old-age pension fund which he has promised and says he absolutely is going to pay. Skill games should enrich the State's

# IF-U-NEED-EM WE GOT EM

KEENEY SKILL TIMES, Only.....\$140.00  
KEENEY TRACK TIMES, Can be had for..... 125.00  
PACES RACES, 30 Payout, Black Cabinets, Only... 90.00  
PACES RACES, 30 Payout, Brown Cabinet, Yours for. 137.50  
PACES RACES, 30 Payout, Marathon, Check Sep... 150.00  
NEW PACES RACES, 30 Payout, Marathon, Check Separator, Still Uncrated ..... 250.00

GOOD AS NEW—USED 6 TO 12 WEEKS  
MILLS 5c VENDER, “Melon,” with Milco Attach...\$62.50  
MILLS 5c VENDER, “Cherry,” with Milco Attach... 57.50  
WATLING 5c VENDER, “Melon,” Watco Attach... 57.50  
MILLS 1c QT, Convertible ..... 32.50

MILLS 5-10-25c BLUE FRONT VENDERS.....\$35.00  
MILLS 5-10-25c BLUE FRONT VENDERS, Refinished Like New. With or without Gold Award..... 42.50  
PACES 5-10-25c 1937 BELLS AND VENDERS, All Star Comets ..... 22.50  
PACES 5-10-25c 1937 BELLS AND VENDERS, All Star Comets. Refinished like new..... 25.00  
JENNINGS 5-10-25c CHIEF VENDERS, Serials 18,000 to 20,000 ..... 22.50  
JENNINGS 5-10-25c CHIEF VENDERS, Serials over 20,000 ..... 27.50

AND STANDS  
FOLDING STANDS, \$1.50—QT FOLDING STANDS, \$1.50  
CHICAGO METAL SAFE STANDS...\$4.00  
MILLS SAFE STANDS .....\$4.00

1/3 Deposit With Order.

## SKILL TIME COMPANY

820 N. HOWARD ST.,

BALTIMORE, MD.

## ROYAL'S BEST

PAYTABLES		NOVELTY GAMES		COUNTER GAMES	
Sport Page	\$114.50	Rambler	\$ 7.50	Rithmatic	\$6.50
Stables	59.50	Golden Harvest	7.50	Reel "21"	6.50
Golden Wheel	24.50	Bally Ace	6.50	Darby (automatic payout)	9.00
Springtime	14.50	Football (clock)	31.50	Daval Races	6.50
Entry	53.50				
Preakness	32.50	Speed	\$19.50	MISCELLANEOUS	
Preview	16.50	Batter Up	13.50	Big Play	\$81.50
Round Up	10.50	Cross Line	13.50	Dominette	69.50
Red Balls	12.50	Scoreboard	12.50	Favorite	69.50
Credit	9.50	Fireball	11.50	Jungle Dodger	29.50
				Groetchen Columbia	31.50

ROYAL COIN MACHINE CO., 2212 N. Western Ave., Chicago

## DEAL WITH CARL - ALWAYS A SQUARE DEAL

FEATURING THE INDUSTRY'S BIGGEST MONEY MAKERS. GRAND STAND, FOUR HORSEMEN, SPORT PAGE, PALM SPRINGS, FLEET, BALLY'S NEW STREAMLINE HOT VENDER.

FOR SALE		FOR SALE	
“WILL BUY OR TRADE FOR”	Late Type Bally Reserves	Ray-O-Lite	\$100.00
Preakness	Galloping Dominos	Eagle Eye	70.00
Arlington	Rolletto Jr.	School Days	25.00
Late Fair Grounds	Teaser	Jungle Dodger	25.00
Mills 5c Q.T.'s	Paces Races	Pacific's Play Ball	75.00
Flashers	Monte Carlo	Skill Ball	50.00
Mills Blue Fronts	Lite-A-Pair	New Bally Racer	90.00
“State Condition.”	300 One-Ball Tables	Used Bally Racer	50.00

MILLS SILENTS, SINGLE JACKPOT.....\$30.00  
MILLS SILENTS, DOUBLE JACKPOT..... 27.50

UNITED AMUSEMENT COMPANY 3410 MAIN ST., KANSAS CITY, MO.

## Munves Offering Ops New Service

NEW YORK, Aug. 20.—Mike Munves reported this week that he has inaugurated a new plan that he believes will be of great help to operators of sportlands, arcades, etc.

“This plan of mine is really something different,” Munves stated. “In it I really play the part of the broker. Ops of sportlands, arcade owners, etc., list with me the machines they want to sell and the price they will accept. I, in turn, dispose of their machines and they pay me a commission for my services. The plan also works the other way round, too,” he concluded, “for these men can list with me the machines they are anxious to acquire, and I in turn will scour the markets for them. I believe this plan of mine is something new in the merchandising set-up of coin-operated equipment, and from the response to date it looks as tho it will be a big hit.”



RUSSEL A. GAIR, formerly sales director of Burel & Co., who has been recently named secretary of the company.

coffers sufficient to make it very interesting to Mr. O'Daniels. Right now things look brighter in Texas than they have for years. O'Daniels has set up attractive downtown offices here in Ft. Worth, his home town, and will listen to any and all reasonable ideas pertaining to raising money for paying the promised old-age pension of \$30 a person per month.

Jack Maloney, who has been very ill for several weeks, is reported to be on the road to recovery. Jack heads the Panther Novelty Co., of this city.

Jimmy Troutt, Gainesville (Tex.) op, was seen along coin machine row a few days ago. Jimmy is featuring a large string of cigaret venders.

Harvey Mize, former manager of the Electro Ball Co.'s Ft. Worth offices, is now operating a Ft. Worth night spot.

Fishing still remains the talk of the day among ops on the row and some tall stories are afloat.

Helen Savage, Dallas, drops over now

## WE HAVE EARNED! YOUR CONFIDENCE!

You may order any machine and be assured that you will be getting the lowest market price possible—without sacrifice of quality.

“Our Strength Is Based on Quality and Honest Service.”

LARGEST STOCK OF USED GAMES IN THE EAST.

Write for Newest Price List.

**HERCULES**  
MACHINE EXCHANGE, INC.  
1175 BROAD ST. NEWARK, N.J.

and then and chins with the gang and helps to revive the spirits of all the ops along Arcade place.

Earl Reynolds, Dallas, was in our fair city last week. Earl was talking the merits of the Wurlitzer 500 and 600.

# 500 SLOT MACHINES

## 300 Pay Tables

GUARANTEED PERFECT CONDITION  
PRICED TO SELL

### DISTRIBUTOR FOR Columbus Venders

THE LEADING LINE OF MERCHANDISERS CARRIED IN STOCK.

PHONE, WIRE OR WRITE FOR PRICES AND COMPLETE INFORMATION

THE VENDING MACHINE CO.  
FAYETTEVILLE, NORTH CAROLINA

### RECONDITIONED PHONOGRAPHS

A-1 CONDITION. ECONOMY PRICES	
Mills Dancemaster	\$ 35.00
Mills Dancemaster De Luxe	49.50
Mills Troubadour	20.00
Seeburg Selectophone	22.50
Seeburg Selectophone De Luxe	35.00
Symphonola Model A	65.00
Symphonola Model B	85.00
Wurlitzer P-10	39.50
Wurlitzer P-12	65.00
Wurlitzer 412	75.00
Wurlitzer P-400	105.00
Wurlitzer, 24 Record (1938 Model)	210.00

#### SLOT MACHINES

Galle Doughboy (5c)	\$25.00
Jennings Dutchess (5c)	15.00
Jennings Little Duke, Triple J. P. (1c)	17.50
Mills Blue Front, D. J. P. (5c)	39.50
Mills Blue Front Vender (5c)	32.50
Mills Futurity (10c)	35.00
Mills Extraordinary (5c)	35.00
Watling Twin Jackpot (5c)	15.00
Mills G. T. Orange Front (5c)	35.00
Mills F. O. K. Escalator, D. J. P. (5c)	20.00
Mills Skyscraper (5c)	19.50
Mills Tiger Front, D. J. P. (5c)	19.50
Mills War Eagle, 20 Stop (10c)	27.50

Track Time (Console)	\$ 95.00
Furf Champs (Ticket)	24.00
Winner (Ticket)	19.50
Bally Basket Ball	39.50
Stoner's Skill Derby	175.00
Seeburg Ray-o-Lite Rifle Range	125.00

Terms: 1/3 Deposit, Balance C. O. D.

### W. B. NOVELTY CO., INC.

3800 N. GRAND BLVD., ST. LOUIS, MO.

## Monarch Offers New Counter Unit

(New Game)

CHICAGO, Aug. 27.—Roy Bazelon, head of Monarch Coin Machine Co., Chicago, has announced that his organization has taken over "world-wide distribution of Changemaster, a new and revolutionary type of counter game."

According to Bazelon, Changemaster promises to introduce a new era in counter game design and operation. "Changemaster serves a dual purpose on the location counter or tavern bar," he said, "not only is it a receptacle into which the patron's change is placed, but it is a fine counter game."

"Outwardly it is a machine of distinctive appearance. It is compact, the cabinet is of cast iron, finished in black porcelain enamel, the chassis is of cast aluminum and all mechanical and electrical parts are of the highest quality."

"The simple merchandising principle of point-of-sale attraction applies to this unique game," said Bazelon, "for when the patron makes a purchase and his change is returned in the change trough of the Changemaster, the customer's attention is attracted to the game by the words, 'Your Change, Thank You,' which flash off and on. His attention is further attracted by flashing symbols which call to his attention something unusual right at his fingertips. The score card and explanation of the game are right before him and his change is in his hand . . . from there on the results are amazing!"

"Play is simple," said Bazelon. "The player drops his coin into the opening at the top of the game and the varicolored plate-glass field goes into action. If two stars light up the game pays 2 to 1 and so on up to 5 to 1. According to the designer, it has the staying quality of other popular games and their attractive features all combined into a cabinet less than a foot in depth and width and only eight and one-half inches high."

"Neatness of the Changemaster is emphasized by the absence of knobs and levers. The game is set in action when the coin, either penny, nickel, dime or quarter, drops thru the positive action electrical coin unit."

"To the location owner the Changemaster comes as a real business stimulator," he concluded. "To the op it is a source of surprisingly big income, which, by the way, is protected by the game's protective features. I cannot too strongly emphasize its earning power, its durability, its mechanical perfection and its powerful attraction at the point where the coins are actually in the hands of the patrons at the counter or bar."

## Lane Reports Big Doings at Seaboard

NEW YORK, Aug. 20.—"Seaboard Sales is breezing along right thru the summer slack season," reports Bert Lane, of that firm. "We realized when we started Seaboard Sales this month that we were starting with an anchor dragging, what with general business conditions being poor and the summer coin machine business never anything to brag about. However, Eastern coinmen have taken quickly to our new plan of acting

# CHANGEMASTER

PRACTICAL — PROFITABLE!

## A NEW AMAZING COUNTER UNIT!

Gets the locations and gets the play while the player has his money in his hand!

BUILT AS A CHANGE FIXTURE!

Player takes change — puts it back into

CHANGEMASTER!

PLAYS

1c-5c-10c-25c

SMALL!

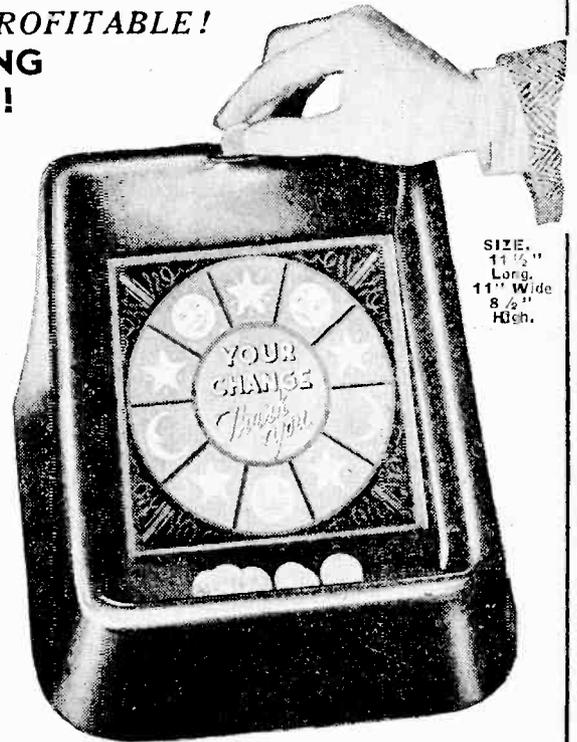
STURDY!

NEAT!

COLORFUL!

ATTRACTIVE!

Must Be Seen To Be Appreciated!



SIZE: 11 1/2" Long, 11" Wide, 8 1/2" High.

FLASH and COLOR of a CONSOLE!

Player picks up coins . . . is attracted by flashing "Thank You". Score card and instructions give simple explanation. Action begins when player drops coin into neat opening at top of Changemaster! Positive action chute lights moons and stars in flashing color! If two stars show, player receives double amount played—3 stars pay triple, 5 stars 5 to 1. Game has last-coin-visible window, last-coin-played release, on-off switch. Operates on 110 V., 60 Cycle AC current. Distributors! Jobbers! Operators! Order Samples Now! BE FIRST TO CASH IN WITH THIS AMAZING FAST PLAYING COUNTER GAME! Write for Quantity Quotations and EXCLUSIVE TERRITORY DISTRIBUTORSHIP.

SAMPLE

\$29.75

F. O. B. Chicago. 1/3 Dep. with order, bal. C. O. D.

Exclusive World-Wide Distributors

MONARCH COIN MACHINE COMPANY  
1731 BELMONT AVE., CHICAGO

## ATTENTION!

### OPERATORS

Get OUR LOW PRICES on Used NOVELTY GAMES, ONE BALLS, CONSOLES, SLOTS, COUNTER GAMES, BOWLING GAMES (9, 10, 12 and 14 Ft.)

Write for Prices on Factory Close-Outs.

## Grand National

2300 ARMITAGE AVE., - CHICAGO.

MILLS BLUE FRONTS, 5c, 10c, 25c plays	\$45.00
MILLS CHERRY BELLS, 25c plays, used 2 weeks. Each	55.00
MILLS WAR EAGLES, 20 stop reels, 5c plays. Each	30.00
MILLS F. O. K., silent D. J. P., 5c plays. Each	19.50
JENNINGS DUTCHESS, D. J. P., 1c play. Each	20.00
PAGE BANTAM, D. J. P., 1c play. Each	15.00
WATLING TWIN J. P., 1c play. Each	14.50
MILLS Q. T. Green Fronts, late model. Each	28.00

Late Novelty Games. All types. Write for price. Send 1/3 Deposit With Order.

## D. & S. NOVELTY CO.

1005 Broadway Rockford, Ill.



E. G. DONLEY, Mills Eastern service division man, and C. F. Rolf, Rolf Service Laboratories, Schenectady, N. Y., discuss the Mills Ferris Wheel and the six-double-column cigaret vender.

## \$1.25 Per DEAL



GET A HIT, 1260 Tickets @ 5c, \$63.00. Av. Pay. \$40.50. Av. Pft. \$22.50	PECK'N, 1260 Tickets @ 5c, \$63.00. Av. Pay. \$42.00. Av. Pft. \$21.00	5-STAR FINAL, 1260 Tickets @ 5c, \$63.00. Av. Pay. \$33.85. Av. Pft. \$23.15
2280 Tickets @ 5c \$114.00. Av. Pay. 70.00. Av. Pft. \$44.00	2280 Tickets @ 5c \$114.00. Av. Pay. 73.15. Av. Pft. \$40.85	2280 Tickets @ 5c \$114.00. Av. Pay. 68.80. Av. Pft. \$45.20

1260 Ticket Deals—\$1.25 per deal in dozen lots for refills. Refills include Tickets, Jackpot Card & Jar Label. Jars 25c each. Holders 25c each. Complete deals \$1.75 per deal in dozen lots. Sample deals \$2.25 each complete.

2280 Ticket Deals—\$1.75 per deal in dozen lots for refills. Jars 25c each. Holders 25c each. Complete deals \$2.25 each in dozen lots. Sample deals \$2.75 each complete or \$7.50 for all three complete. If 2520 tickets are desired add 25c per deal. 1/3 deposit with order, balance on delivery.

Send for Catalog of Other Winners.  
WINNER SALES CO.  
"PICK A WINNER WITH WINNER."  
3307 ARMITAGE AVE., CHICAGO, ILL.

If Jackpot Bells or Venders are operating in your City or County, write us immediately. We have 1000 machines to lease. Give complete information first letter as to kind of machines running, number of locations you can secure, your age, references, etc. Make good money with a route of machines.

THE VENDING MACHINE COMPANY  
205-11 Franklin Street Fayetteville, N. C.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



# ROBIN HOOD

**5 BALL NOVELTY GAME  
RESERVE BANK  
UP TO \$50.95!**

with INTERMEDIATE PAYOUTS  
OR STRAIGHT HIGH SCORE.

**PROVEN  
A HUGE  
SUCCESS  
ON LOCATION!**

**COMPLETELY  
METERED  
FOR YOUR  
PROTECTION!**

**PRICE  
REGULAR  
MODEL  
\$69.50  
WITH  
RESERVE  
BANK  
FEATURE  
\$10 EXTRA**

**GUARANTEED 100%  
MECHANICALLY PERFECT!**

**DAVAL MFG. CO., 315 N. HOYNE, CHICAGO**

## Bingo Counter Game Hit--Robbins

BROOKLYN, Aug. 20.—According to the latest reports from D. Robbins & Co., Dave Robbins has been confined by business to his office. Reports are that he is being kept extremely busy taking orders for what he calls "my brain-child, the new game called Bingo."

Says Dave Robbins: "Orders are piling in almost faster than we can fill them. This is due to the fact that Bingo fills the operators' needs for a low-priced game that is also a good money maker on location. We can prove that every operator who ordered a sample Bingo has come back to order a large quantity of the machines.

"To be worthy of such repeat orders a game must be good. What operators particularly like about Hingo is the fool-proof construction. No batteries or wires are used. Players like the simplicity of the game and the excellent value received for their pennies. As long as the U. S. mint continues to make the many, many pennies that it coins each week I know that Bingo will continue to get its share of those pennies."

## Chi Coin Announces New Game--Spokes

(New Game)

CHICAGO, Aug. 20.—"The Chicago Coin Machine Co., long recognized by operators for consistent production of unusual games in the novelty field, today announced the release of their latest game, Spokes," said a Chi Coin spokesman.

According to reports from the manufacturer's office, Spokes is a fine game. Said Sam Wolberg, official of the organization: "Spokes lives up to the reputation made by previous Chicago Coin releases in its unusual playing theme and exceptional features. The fascinating, unusual play that has been incorporated in Spokes has made necessary the use of a super-size backrack, one of the largest we have ever placed on any game.

"Distributors have already begun receiving shipments of Spokes. Many of them are wiring commitments for car-load lots on the basis of enthusiastic operator reception of the game."

## Oriole Scrip Plan Scoring With Ops

BALTIMORE, Aug. 20.—The Oriole scrip plan announced to the trade last month by Eddie Ross, of Oriole Coin Machine Corp., is pleasing all the customers of the firm, according to reports.

Sales Manager Brickman states that the profit-sharing plan is the cause of much favorable comment among the operators who daily drop in the offices of the firm here. "They certainly go for the idea of getting a beautiful gift at no extra cost to them," he stated. "We feel that this scrip plan of ours is more than just a sales idea. It is helping to form a closer bond of friendship between our customers and our company."

Speaking along the same lines, Eddie Ross added, "To me it seems that the relationship between business associates, such as between our customers and ourselves, should be more than a mere cold 'dollars and cents' union."

**GOING STRONGER  
THAN EVER**

*Chicago Coin's*  
**PEPPY AND  
EXPOSITION**

---

*Daval's*  
**ROBIN HOOD  
RESERVE OR PLAIN  
MODEL**

---

*Keeney's*  
**MULTI-FREE RACES  
TRACK TIMES  
AND  
TRIPLE ENTRY**

---

**EXHIBIT'S REVIEW**

**ALSO LARGE SELECTION OF  
FINEST CONDITION USED  
MACHINES.**

**WRITE FOR PRICES:**

**EXTRA SPECIAL**  
Keeney's 1937 Red Head  
Track Times .....\$127.50

**EXTRA SPECIAL**  
Genco's Magic Rolls, 8' 4"  
Roll Down Game .....\$59.50

**GEORGE PONSER**

**ORGANIZATION**

33 WEST 60th ST.,  
NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.

1435 Bedford Ave., BROOKLYN, N. Y.

900 North Franklin, PHILADELPHIA, PA.

## Mutoscope Points To Steady Earnings

NEW YORK, Aug. 20.—"It's better to know that you'll have bread and butter every day than to have caviar one day and not be sure you'll have anything the next," philosophizes Bill Rabkin, well-known head of International Mutoscope Reel Co. "The Mutoscope line," he continues, "is the kind that gives operators steady day-in-and-day-out profits. Such machines as our Photomaton remain on location for years and years, paying for themselves over and over. Operators who handle Mutoscope machines don't have the constant trouble of switching from location to location, which gives them more time to broaden their routes and merchandise their locations to the utmost."

Famous national magazines have been writing up Mutoscope's interesting story, a tale that goes back to the days of the original penny-in-the-slot movie machines. The appeal of those famous machines has remained universal and timeless and few arcades are without them.

"Every day more operators are coming to appreciate the value of operating such consistent earners as the Mutoscope line. We predict an even greater trend in that direction in the future," concluded Rabkin.



**MARCUS  
SAYS!**

get our  
prices first  
on

**NEW and USED EQUIPMENT**

Ready for  
Immediate  
Delivery

CONSOLES	
1937 Skill Time (red head)	\$110.00
1938 Bally Skill Field	105.00
Derby Day	39.50
Liberty Bells	39.50
Fast Track	22.50
1937 Track Time (red head)	95.00
1938 Kentucky Club	155.00
1938 Skill Time	175.00
Paces Races (brown cab.)	115.00
Rays Track	55.00
Dux	\$22.50
Bally Reserve	39.50
Silver Flash	20.00

**CINCINNATI**  
1410 Central Parkway

**CLEVELAND**  
3328 Carnegie Ave.

**MARKEPP CO.**

**THE AVON NOVELTY SALES CO., INC.**

2923-25 Prospect Ave., Cleveland, Ohio  
**CLEARANCE BARGAINS**  
Every One Guaranteed

PAY TABLES	CONSOLES
Bally Fleetwoods	\$ 89.50
Bally Fairgrounds	89.50
Western Beat 'Ems	24.95
Western Holidays	112.50
Western Multiple Paddle	125.00
Across the Board, F. S.	59.50
Gottlieb Derby Day	89.50
Bally Classics	16.95
Bally Caroms	12.95
Photo-Finish	12.50
Bally Golden Wheels	17.95
Mills Flashers	15.75
Leatherneck	49.50
	7.95
COUNTER GAMES	
Reel "21"	\$ 8.95
Deuces Wild	14.95
CONSOLES	
Brand New In Original Crates, Stoner's	\$119.50
Turf Console	45.00
Jennings Derby Day	49.50
Bally Favorites	59.50
Exhibit Races with 7-coin head	49.50
Exhibit Jockey Clubs with single coin head	149.50
Kentucky Clubs	114.50
Late 1937 Red Head Track Times	89.50
Grey Head Track Times	109.50
Bally Skill Fields	54.50
Exhibit Dominettes, like new	\$14.95
NOVELTY TABLES	
Miss America	6.95
Boo Ho	4.95
Pamco Bells	4.95

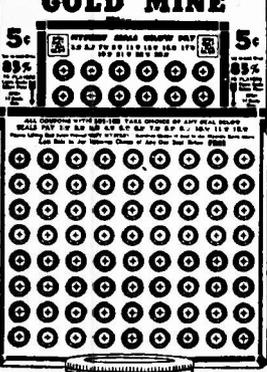
1/3 Deposit—Balance C O. D.



JIM BUCKLEY, general sales manager of Bally Mfg. Co., and Jimmy Passanante, J & J Novelty Co., Detroit, "scramble a few" on Bally's Millwheel, new counter game with "scrambled marbles" action.

THE LAST "WORD" IN YOUR LETTER TO  
ADVERTISERS, "BILLBOARD"

### GOLD MINE



**A  
REAL  
GOLD  
MINE**

\$2.65

**SAMPLE DEAL COMPLETE**

Step-Up Card Offers Big Profits for Small Investments! 133 Winners in All.

(25¢ Top Payout)

Deal Takes In (2280 @ 5c) ----- \$114.00  
Average Payout ----- 70.00  
Profit (Average) ----- \$44.00

	2280	2520	2722
Complete Deal (Doz.)	\$28.00	\$31.00	\$34.00
Refills (Doz.)	22.00	25.00	28.00

1/3 Deposit, Balance C. O. D.

**MONARCH COIN MACHINE CO.**

Distributor

1731 Belmont Ave., Chicago, Ill.  
Write for Other Jar Deal Winners.

### "FOR LONGEST REPUTABLE DEALINGS"

New Slots and Consoles, any make . . . . . Regular Prices  
New Games, any make . . . . . Regular Prices  
200 Used Novelty and Used Pay Tables, 3 for . . . . . \$25.00

14 Skippers	10.00
25 Gottlieb Races	12.50
10 Flickers, Caroms	10.00
20 Golden Wheels, Heavyweights	12.50
4 Handcappers	89.50
16 Mills 1-2-3 Games	89.50
50 Wurlitzer Phono. 616A	175.00
25 Wurlitzer Phono. 616	149.50
12 Millard-De-Mi Phono.	99.50

**OTHER MAKES OF PHONOGRAPHS AND MACHINES ON FLOOR.**  
1/3 Deposit, Balance C. O. D., F. O. B. St. Paul.  
We Carry a Complete Stock of 1c-5c-10c-25c Slots, New and Used.  
**MILLS - JENNINGS - GAILLE**

### MIDWEST NOVELTY SALES AND SUPPLY CO.

777 UNIVERSITY AVENUE, ST. PAUL, MINN.

### McCALL'S SPECIAL SALE

**NOVELTY GAMES**

Ricochet	\$5.50	Hold 'Em	\$5.50
Bally Bumper	6.50	Dux	19.50
Replay	5.50	Genco "Hit"	39.50
Excel	5.50	sample	18.50
Short Sox	5.50	Long Beach	11.50
Swing	7.50	Home Stretch	18.50
Daytona	6.50	Carnival	22.50
Happy Days	6.50	Turf King	22.50
Rock 'n' Nook	5.50	Stoner's Races	15.50
Electric Scoreboard	8.50	Mercury	15.50
Mad Cap	5.50		

1/3 Deposit, Balance C. O. D.  
**WE BUY, SELL OR EXCHANGE.**  
3147 Locust St., St. Louis, Mo. **McCALL NOVELTY CO.**

### GUARANTEED

16 PACES RACES	\$49.50
12 RAY'S TRACKS	89.50
14 DOMINOES	75.00
8 BANGTAILS	75.00
6 ROULETTO JR.	85.00
9 TRACK TIMES	85.00
5 JOCKEY CLUBS	39.50
11 DE LUXE BELLS	149.50
8 PACE RACE, Serial 4800	89.50
7 BUCKLEY TRACK ODDS	29.50
7 BALLY TEASERS	59.50
4 BALLY CLUB HOUSES	34.50
14 COLUMBIAS, New Model	5.00

One-Third Deposit—Immediate Shipment  
**UNITED AMUSEMENT CO.** 310 S. Alamo, San Antonio, Texas.

BALLY ROCKET	\$17.50
MARS	17.50
DOUBLE TRACK (Genco)	25.00
TRACK MEET	14.50
ROSE BOWL	12.50
STONERS RACES	10.00
SPEED	5.00
FORWARD MARCH	5.00
REEL SPOT	5.00

1/3 Cash Deposit.  
**Capitol Vending Machine Co.**  
700 1/2 Woodland St., Nashville, Tenn.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

# Operating and Maintaining

By FRED BESSERN

*A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month on any phase of the subject.*

*"Dear Sir: I have a game that uses bumpers on the playing field. When each bumper is hit it energizes a relay and turns on a light. There must be a short in the circuit some place for when a certain bumper is hit the other lights go dim and the game does not seem to have as much power as it did before. Could you give me some indication as to where I could possibly find my trouble.—C. M. SMITH, Illinois."*

Answer: From your description it is apparent that each bumper controls its own particular relay, which relay in turn controls its own indicator light. This electrical arrangement could be termed a unit circuit in itself, repeated for each bumper and indicator light. Furthermore, it is apparent that some one, or perhaps two, unit circuits are causing a short in the game. As you state that the game seems to lose power when a particular bumper is hit, the trouble must be in that particular unit circuit. Investigate the wiring associated with the bumper contact and the relay wired to it for possible shorted wiring after the relay is tripped. Also check the switch on the relay that is wired to the indicator lamp and be certain that no short exists. If the particular lamp connected to this relay burns dimly it would be well to check the lamp socket for a possible short in the lamp socket itself. The center spring contact on screw-in type sockets sometimes becomes bent and touches the wall of the socket itself, providing a minute short that is difficult to locate. These sockets sometimes have a small piece of metal hanging on the inside that should have been removed in stamping them, but which is still there and is almost indiscernible. If the lamp socket is even only slightly suspected to be faulty it is best to replace it and be sure.

*"Dear Sir: On this particular game that I mentioned the lamp under the bumper and the indicator lamp in the back rack are connected in such a way that when one of them burns out the other lamp does not light. Can you suggest a method to rewire the game some way so that the lamp which is not burned out will remain lit?—M. R. GRANEY, Ohio."*

Answer: In the particular game that you mention the lamp under the bumper and the indicator lamp in the back rack are wired in series, so that if one lamp burns out it breaks the circuit and the other lamp will not light. If you were to trace out the wiring on any particular lamp circuit you would discover that there was a wire connecting the two lamp sockets and there was a bare, common, connecting wire soldered to the other side of the socket in the back rack. The current is fed to the other side of the lamp socket on the panel.

If you took two sockets and connected them in series with a wire and soldered the other side of one of them to the bare, common, connecting wire in the back rack and then connected the other side of the second lamp socket to the feed wire that supplies current to the socket on the panel you would have a parallel lamp connection to the sockets already wired on the game. Then when the original lamps on the game lit the two lamps in the two extra sockets would also light. This would give you two lamps for each position; two at the bumper and two in the back rack. It is obviously impossible to place two lamps under a bumper, but you can place one of the extra lamps close to each one of the indicator lamps in the back rack. The extra lamp that corresponds to the bumper lamp could be attached to the underside of the panel.

If one of these two series circuits goes out there would always be a lamp lit in the back rack until the other lamp could be replaced. This would require some work to wire in the extra sockets and it might put too heavy a drain on the transformer, but it is worth it to have the game working all the time. The article last week discussed series and parallel circuits and might be of help to you in wiring in these extra lamps.

*"Dear Sir: In a recent issue Mr. Low mentioned that he used an extra light bulb to reduce the transformer voltage as a substitute for a resistor. I have found that coil springs also provide good makeshift resistors, with the advantage that they would not burn out as would the lamps. I fasten one end of the coil spring down to the wood with a screw and also put a soldering lug under the wood screw. The soldering lug allows me to solder my wire connection. Using a fairly fine wire coil spring, wound to about a quarter of an inch in diameter and two or three inches long, I start from the other end of the spring with the other wire connection and work toward the screw end. This is for safety's sake as I want the entire length of the coil spring in series with the lamp at first so as not to burn out the lamp. Gradually working from the other end and watching the lamp till it burns with the same brilliance as the other lamps, I obtain approximately the correct resistance value with the coil spring that I need. Then I cut the spring and remove the wire.—J. A. CAULKINS, Montana."*

Answer: Coil springs are formed from a grade of steel wire that has a much higher resistivity value than that of copper. The steel wire would have to be fairly small, say about 0.010 of an inch in diameter. Resistance of any wire varies directly with the length. As an example: with two wires of the same diameter, one 5 feet long and the other 10 feet long, the 10-foot length of wire will have twice the resistance of the 5-foot length. The resistance of wire, comparing the diameters, works inversely. That is, the larger the diameter of the wire the less the resistance. Also the diameters may not be used to compare the resistance directly, as for example, a wire 0.020 of an inch in diameter has half the resistance of a wire 0.015 of an inch in diameter. This is only true of wire in the smaller diameters, with sizes such as those mentioned above.

*"Dear Sir: I am experiencing a great deal of trouble with the A. C. hold relay on my game not pulling up all the time. It seems that the coil is all right as it pulls up and holds up all right sometimes, but I can't seem to discover my trouble. What can you suggest?—H. A. HOLBACK, Colorado."*

Answer: As you mention that the hold relay pulls up and holds up sometimes, it would seem that your coil was satisfactory. Most hold relays of this type have a so-called pull-up switch that must close on the instroke of the shuffle board. It would be well for you to check the underside of your panel and see that every switch that should close on the instroke of your shuffle board is doing so. Check to see if the switches are clean and whether they are making a good firm contact. If they just barely touch, adjust them so that they make a good firm wiping contact.

Also check all the wiring associated with the hold relay circuit, referring to the wiring diagram or by checking the wiring itself. There is also the possibility that the leads from the coil itself are broken inside the spaghetti tubing used to insulate the coil leads. This occurs once in a while and is an exasperating trouble to locate as the coil works part of the time due to the wires making contact by rubbing together.

## Royal To Surprise Ops, Stern Claims

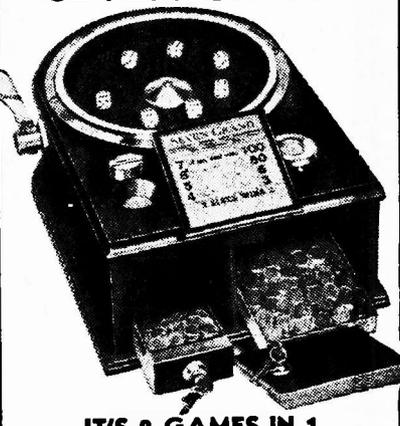
NEWARK, N. J., Aug. 20.—"We've been remaining in the background for the past couple of months," states Dave Stern, head of Royal Distributors, "but

it won't be long before we'll be back in the thick of things with an announcement that will really be a surprise to every operator in the business. "While developing this idea," he went on, "we preferred to lie low. But with all details practically completed our opening announcement won't be long coming. When it does then watch things start happening around here."

?

## WATCH GENCO NEXT WEEK!

### \$25 Top Award "SEVEN GRAND"



**IT'S 2 GAMES IN 1**

Convertible from "free" play to Cigarette or other merchandise pay-off in 2 minutes. 20 packages cigarettes or 100 free play top. It's Fast—It's Thrilling—It's Fascinating.

Takes 1c-5c-10c-25c coins. Shows last coin. Tilt Device. Positively 3 to 1 coin divider. Two cash boxes. Set of 7 Grand high-grade spot dice for "free play." Set of 7 Grand high-grade cutes with cigarette insignia for "Cigarette" pay-off—with each machine. Four flashy colors.

**YOU SIMPLY CAN'T GO WRONG WITH THIS WINNER.**

**ORDER TODAY! \$36.50**  
DON'T WAIT!  
1/3 Certified Deposit, Balance C. O. D.

**RIALTO SALES CO.**  
Exclusive Distributors  
2302 W. Armitage Ave., Chicago, Ill.  
Tel.: Armitage 8093

### STANDARD and SPECIAL COLLECTION BOOKS

FOR EVERY OPERATOR.  
Write for FREE Sample.

**BALTIMORE SALES BOOK CO.**  
120 WEST 42d ST., NEW YORK CITY.  
Attention Mr. Chas. Fleischmann.

# HERE IT IS! - THE NEW "ASTRO-SCOPE" THE HOROSCOPE VENDING MACHINE WITH MYSTERIOUS FLASHING DISPLAY FRONT LEGAL EVERYWHERE

ONLY \$99<sup>50</sup>  
"ASTRO-SCOPE" READINGS  
CARTON OF 1200 \$24.00



Mr. Operator:—

EVERY DAY IS SOMEBODY'S BIRTHDAY! The "ASTRO-SCOPE" delivers a Scientific BIRTHDAY HOROSCOPE for EVERY DAY in the YEAR. EVERYBODY WANTS TO KNOW their LUCKY NUMBERS, their LUCKY DAYS and how they are affected by the PLANETS under which they were born. These Scientific "ASTRO-SCOPE" READINGS never fail to give 100% satisfaction and make people MARVEL at their AMAZING ACCURACY, and HOW THE DIMES ROLL IN! Based on the recognized LAWS OF ASTROLOGY.

JUST IMAGINE:—One previous model is still operating in the same LOCATION for over FOUR YEARS and has taken in OVER \$11,000 in DIMES. (We have signed weekly Reports to verify these figures.)

YOU CAN MAKE MONEY with "ASTRO-SCOPES." BE FIRST IN YOUR LOCALITY. Get the GOOD LOCATIONS. ORDER YOUR FIRST MACHINE TODAY. EXAMINE this MECHANICALLY PERFECT machine—PUT IT ON LOCATION and SEE THE DIMES ROLL IN.

The "ASTRO-SCOPE" is over 7 feet high yet only occupies TWO SQUARE FEET of floor space. In TWO SECTIONS—EASY TO HANDLE—BIGGEST VALUE IN THE ENTIRE INDUSTRY. ACT QUICK, as all orders will be filled in ROTATION as received.

**BE FIRST - ORDER TODAY**

1 "ASTRO-SCOPE" .....\$ 99.50  
1 CARTON (1200) READINGS..... 24.00  
TOTAL .....\$123.50

Terms—F. O. B. Chicago—1/3 Deposit—Balance C. O. D.

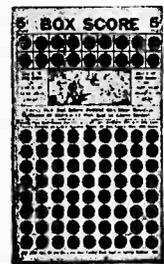
**OPERATORS SUPPLY CO., INC.**  
4311 N. LINCOLN AVE., CHICAGO

EXCLUSIVE SALES AGENTS

A Product of THE CRABB MFG. CO., Chicago.

## "SOMETHING NEW—SOMETHING DIFFERENT"

We take pleasure in announcing our new patented Jar tickets. None others made like it or similar. Full protection code slips with each set for your insurance against chiselers. Positively full sets, no short counts. As an added attraction for the player we have a desired amount of tickets in each set that read "Free Play Pick Again."



With the introduction of these new Tickets we are also introducing a new Streamlined Jar with full view from back of Jar so merchant can better see what player is doing. Tilted top of big, attractive, roomy Jar makes it easy for player to select tickets.

Samples of our new Tickets can be had for the asking, or better still, order a few Deals of the following that contain our new Tickets.

**BOX SCORE**  
The Jar deal that is still scoring for operators; 3 deals complete for \$10.00.  
Takes in 2280 tickets @ 5c .....\$114.00  
Average payout. 75.00  
Average profit. 39.00  
If 2520 tickets are desired add 25c per deal to the above price.

**PUT & TAKE**  
A Fast-Selling Deal. \$1.00 complete as pictured in dozen lots. \$1.25 for single orders.  
Takes In.....\$25.00  
Pays out..... 15.00  
Profit..... 10.00  
Each set has different serial numbers.



One-half deposit of Post Office or Express money order must accompany all orders.  
All prices F. O. B. Louisville, Ky.  
**LOUISVILLE NOVELTY MFG. COMPANY,**  
Manufacturers of Quality Jar Deals,  
330 EAST BRECKENRIDGE ST.,  
LOUISVILLE, KY.

## Canton Biz Seeks Games

Appear before council in request for pinballs—declare games big stimulators

CANTON, O., Aug. 20.—Merchants in this city have recently petitioned the city council for an ordinance providing for the licensing of pinball machines and other games of skill. The merchants declared that they desired the machines as trade stimulators, an attraction to draw more people into their stores.

The committee quoted a recent decision of the Cuyahoga Court of Appeals, wherein a decision of the Cuyahoga Common Pleas Court which declared marble machines illegal was reversed.

It is reported that the council seized this as an explanation as to why it could not immediately reply to the merchants. The council spokesman declared that the Court of Appeals decision was being brought to the Ohio Supreme Court and that until a decision was rendered by that body the council could not pass an ordinance for pinball licensing.

Authorities reveal that they consider pinballs a game of skill, but until the court decides what constitutes a gambling machine or a game of skill they decline to license machines.

## Rock-o-Ball Has Remote Control

CHICAGO, Aug. 20.—"Remote control for bowling alleys is the newest money-making wrinkle," commented a Rock-Ola Mfg. Co. spokesman. "Because bowling is so popular and because Rock-Ola's coin-operated bowling alley is such a 'gold mine,' many ops who cannot

place machines with coin chutes due to local regulations have asked Rock-Ola to make it possible to put Rock-o-Balls on location without a coin chute.

"So Rock-Ola devised the remote control feature for the bowling game. It consists of a wire from the bowling alley to any convenient place for the location owner. The player pays the attendant for his game, the attendant pushes a button and releases the balls and the game is on.

"The coin chute is taken off entirely and the bowling alley ceases to be a coin-operated device, thereby complying with rules and regulations in restricted territory.

"A Veeder counter placed on a shelf inside the back of the machine keeps an accurate count of the number of pay-outs, protecting the op from being penciled out of his profits. Location owners like the system much better since they never run out of nickels.

"The new Rock-o-Balls are finished and trimmed in new light colors which are especially eye-catching. The triple-score feature increases play interest because it gives the previous high score, the score of the game being played and the numbers of balls played.

"The new Rock-o-Ball has created a new bowling boom in many territories and brings back the good old days with increased revenue for the operator, according to the many reports coming in from all over the country," concluded the spokesman.

## The Poor Weather Man

NEW YORK, Aug. 20.—No matter how hard he tries, the weather man still can't please everyone. Earlier in the summer when Jupe Pluvius was going to town resort ops complained that collections were way off and blamed it all on the weather. When Old Sol turned on the heat a few weeks ago the city op started to howl that there just was no biz, while the resort op was all smiles. "Guess the whole solution," one op observed, "is to put half of your machines in the city and the other half in the resort section."

<b>WANTED TO BUY</b>	Saddle Club .....\$ 59.50	Big Game Hunter .....\$ 8.50
<b>PENNY PACK RESERVES</b>	Jockey Club ..... 37.50	<b>PAYOUT TABLES.</b>
<b>1938 SKILL TIMES LONGCHAMPS</b>	Gottlieb Derby Day, 9-Coin Head ..... 69.50	Flashers .....\$ 55.00
<b>CONSOLES FOR SALE.</b>	Dark Horse ..... 49.50	Preakness ..... 25.00
1938 Skill Fields .....\$100.00	Rays Track, over 4000 Serial ..... 47.50	Fairgrounds ..... 60.00
1938 Skill Times ..... 185.00	Turf Special, Like New ..... 49.50	Golden Wheel ..... 19.50
Kentucky Clubs ..... 175.00	<b>NOVELTY TABLES.</b>	Caroms ..... 15.00
Track Times, R. H. .... 115.00	Bally Reserves .....\$47.50	Classo ..... 15.00
Rosements ..... 30.00	Silver Flash ..... 19.50	Flicker ..... 12.50
Derby Days ..... 50.00	Hare & Hound ..... 19.50	Derby Days ..... 20.00
Liberty Bell ..... 50.00	Auto Derby ..... 12.50	High Cards ..... 20.00
Bally Favorite ..... 37.50	A. B. T. Targets ..... 15.00	Pamco Palooka ..... 9.50
Club House ..... 42.50		Stoner Champs ..... 109.50
		Arlingtons ..... 30.00
		Turf Champs ..... 19.50

<b>A LOAD OF PEACHES — AND NO LEMONS!</b>	<b>CONSOLES</b>	<b>AUTOMATICS</b>	<b>NOVELTY GAMES</b>
3 Keeney Skill Time, 1938 .....\$147.50	14 Mills 1-2-3, Like new.....\$35.00	1 Rockola Three Up..... 57.50	3 Bally Reserve, Like New .....\$35.00
4 Bally Lincoln Fields, Like New ..... 97.50	2 Golden Wheel, Bally. .... 12.50	2 Carom ..... 10.00	4 Hit and Run, or 5 Ball Play ..... 7.50
1 Bally Teaser, Used ..... 29.00	1 Jennings Flicker ..... 10.00	1 Fruit Emblem ..... 10.00	1 Mills Forward March. .... 10.00
1 Exhibit Dominette. .... 42.50	1 Santa Anita ..... 9.00	1 Santa Anita ..... 9.00	1 March of Time ..... 10.00
1 Evans Domino, Red Cabinet ..... 60.00	1 Mills Big Race, Like New ..... 52.50	1 Mills Big Race, Like New ..... 52.50	3 Chico Derby ..... 7.00
1 Jennings Liberty Bell ..... 39.50	2 Turf Champs ..... 14.00	2 Turf Champs ..... 14.00	2 Speed ..... 7.00
<b>BANK NIGHT, BOLO, BALLY BOOSTER, BALL FAN, CROSS LINE, DRAW BALL, FIRE CRACKER, HIDE-HO, LIVE WIRE, TOTALITE.</b>			5 Mills Tournaments ..... 5.00
Any 6 of the Above Games for \$15.00. — All in Good Working Order.			
All Used Machines Expertly Reconditioned! F. O. B. Miami Beach, C. & L. AMUSEMENT MACHINE CO., 124 2nd St., Miami Beach, Fla.			

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# NATIONAL'S BARGAIN COLUMN

## PAYOUTS

Sport Page \$115.00	Golden Wheel
Gottlieb Multiple	Turf Champs \$24.00
Races 69.50	Classic 17.00
Ingounds 69.50	Bluebird 13.00
4-2-3 59.00	Derby Day 32.50
Arlington 35.00	Bally Multiple
Preakness 32.50	Multi-Play 10.00
Rover 32.50	Queen Mary 9.00
Hi-Card 30.00	Peerless 9.00
Foto-Finish 22.50	Bonus 9.00
Latoria Ticket	
25.00	

## NOVELTY GAMES

Bally Reserve	Outboard \$13.00
Hard'n Hounds \$47.00	Chico Derby 12.00
25.00	Mercury 12.00
Silver Flash 25.00	Double Action
Stoner Races 22.00	Home Run 9.00
Dux 22.00	Ricochet 9.00
Genco Football	Bumper 9.00
15.00	

## SLOTS

Mills Blue Front, 5c, 8, J.	\$45.00
Jennings Chief, 5c, 10c, 25c	38.00
Watling Roi-a-Top, 5c, 10c, 25c	28.00
Bally Reliance Dice Game	22.50
F. O. K. Escalator	19.50

## COUNTER GAMES

Gottlieb Triple	Reel Spot \$ 9.50
Grip \$10.50	Pacific Gum Machine, New 8.50
Gottlieb Single	Groetchen Cigarette Machine 5.00
7.00	A. B. T. Target, Model F 17.00
Zephyr 9.50	
Tri-o-Pak 9.50	
Reel Dice 6.00	

40 Rock-Ola Phonographs, 12 Rec.	\$49.00
Liberty Bell, skill feature	47.00
De Luxe Bell	42.50
Keeney Bowlette, 14 ft.	29.00

TERMS: 1/3 Deposit, Balance C. O. D.  
F. O. B. Chicago.

First With the Latest New Games.  
Get Your Name On Our Mailing List.

**National Coin Machine Exchange**  
1407 DIVERSEY BLVD., CHICAGO.

# New Orleans

NEW ORLEANS, Aug. 20. — Reports made at the regular monthly meeting of the United Music Operators of New Orleans show that business is off from the peak of the year but that play is 10 to 15 per cent better than a month ago. All expressed optimism over fall and winter prospects, especially when the influx of Northern visitors brings about a sharp upturn in entertainment. Officials of the association highly praised the fine spirit of co-operation among local music operators in upholding trade ethics, location cuts and abiding by other regulations of the organization. George Brennan, president, presided at the meeting.

Among new incorporations filing charters this week at Baton Rouge was the Southern Music Sales Co., Inc., New Orleans. Capital stock is fixed at \$15,000, with E. M. Curtis, Durel Black, Watts K. Leverich and several others as members of the board of directors.

Enoch T. Walton Co., Memphis, has opened a branch at Greenwood, Miss., in the Delta, with E. L. Jordan as manager. Jordan is a native of the Delta and prominently known in that section. The Walton Co. handles the piano line of the Wurlitzer Co.

Tin Pan Alley is hitting the spot with one of its latest successes, *Don't Drop a Slug in a Slot*. With a catchy tune, the first chorus goes:

"Don't drop a slug in a slot,  
Don't drop a slug in a slot.  
I'm serving time,  
'Cause I used a bum dime,  
Don't drop a slug in a slot."

Jules Peres Novelty Co., Wurlitzer distributor in Louisiana and Mississippi, reports the best business of the summer, with numerous individual orders for Wurlitzers coming in for three to a dozen machines at a time. Interior operators have been calling at the Peres company daily to see the new machines and place their orders, including Frank Tortorich, of Lutcher; Ben Neubauer, of Thibodaux; R. D. Savoia, of Donaldsonville, and Anthony Anselmo.

Jerry Germentis, the Greek ambassador of the coin machine colony, has been awarded distributorship for the Wurlitzer company in the Shreveport and Alexandria territory and has opened a sales and display room on Louisiana street in Shreveport.

High praise is being thrown in the direction of the Keeney Multi-Free Races since that line has been added to the distributorship of the New Orleans Novelty Co. Louis Boasberg, head of the firm, says that the game is one of the best on the market today and that the game has fitted right into the picture in the Crescent City. He looks for the game to break all sales records for his firm.

Recently in New Orleans to look over equipment was J. H. Moore, of Donaldsonville; J. C. Allen, J. E. Price and J. J. Tortorich, all of Baton Rouge, and George Rossi, "king of the strawberry belt," from Hammond. All placed orders for new equipment with the Dixie Coin Machine Co. Julius Pace, head of the Dixie company, and his family have just returned from a three weeks' vacation.

F. W. King, head of the C. & N. Sales Co., left Monday for Southwestern Louisiana. He writes that slots are selling more readily than for several weeks. King reports that he has found business very good.

Mike Michem, of Michem and Louie, inventors of several carnival concession games, spent a few days in New Orleans this week. Before leaving for his home in Lake Charles he bought several new Bally pin games for replacement of old stock. Michem says that his area has been enjoying a good summer business.

Dixie Wholesale Co. has been opened at 809 Poydras street, handling clocks and other general novelties for the premium trade. Harry Deshaw is president.

The Port Arthur Chamber of Commerce has voted in favor of 90-day trial for parking meters. Following a survey, a field worker for the commerce body reports the meters as best remedy for a city's traffic problems.

# LAST CALL

\$49<sup>50</sup>  
EACH



BRAND NEW

## TREASURY BELL

Equipped with the Mystery Payout. Built in 1c, 5c, 10c or 25c Play.  
15-DAY MONEY BACK GUARANTEE

## WATLING MANUFACTURING COMPANY

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Est. 1889. Tel.: Columbus 2770.  
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# BIG LEAGUE BASEBALL

4 SHOTS AT \$25.00

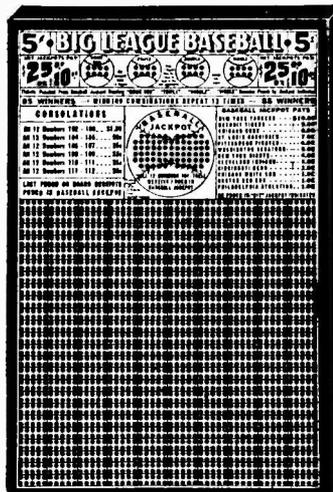
No. 2415 2400 Holes  
Takes in ..... \$120.00  
Average Payout ..... 58.99

Aver. Gross Profit ..... \$ 61.01

Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

Write Today for NC-15. Price Each  
Get Our New Low Prices. Only \$4.94

**HARLICH MFG. CO.**  
1413 W. Jackson Blvd., Chicago, Illinois.



# GET IN NOW!

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JOBBER.....  
DISTRIBUTORS.....

Territories are closing fast! Send for illustrated circular on Card-O-Fur Games. Something entirely different in small jar-style ticket games.

## GAM SALES COMPANY

1319-21 S. Adams St., Dept. S, Manufacturers Only, Peoria, Ill.

# EXTRA SPECIAL USED MACHINE BARGAINS

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION.

Bally Fair Grounds	\$ 69.50	Wurlitzer Model "616"	\$138.50
Bally Fleetwoods	59.50	Rock-Ola Imperial 20	134.50
Bally Preakness	37.50	Wurlitzer Model "412"	79.50
Bally Bells Consoles	49.50	Rock-Ola Rhythm Kings, 12 At.	79.50
Pamco Bells Consoles	39.50	Rock-Ola Rhythm Master 16	89.50
Pamco Rosemonts At.	39.50	Rock-Ola Regular 12	54.50
Bang-A-Deer, Like New	149.50	Seeburg Selectophones	22.50
Bally Racers	49.50	Mills Regular Dance Masters	24.50
Bally Ray's Tracks, Late Models, At.	59.50	Mills Troubadours	15.50

1/3 Deposit With Order, Balance C. O. D.

**BADGER NOVELTY CO.,** 2546 N. 30th St., Milwaukee, Wis.

# WHILE THEY LAST ALL GUARANTEED

<b>AUTOMATICS</b>	Firecracker .. \$ 7.50
Jumbo 7.50	Bull's Eye .. 29.50
Latoria, Tkt. 17.50	Long Beach .. 12.50
Skippers .. 12.50	Running Wild .. 12.50
Golden Wheels 20.00	Chico Derby .. 10.00
Caroms .. 15.00	Tournaments .. 10.00
Classics .. 20.00	Cargo .. 29.50
Arlington .. 19.50	Replay .. 10.00
Turf Champs, Ticket .. 24.50	Batter Up .. 12.50
<b>NOVELTY GAMES</b>	Crossline .. 7.50
Alway .. \$24.50	Ricochet .. 7.50
Track Meet .. 15.00	Silver Flash .. 22.50
Skooks .. 10.00	Chico Baseball .. 25.00
Bumpers .. 6.50	Sequence .. 7.50
Mercurys .. 15.00	Home Run .. 7.50
Ski-Hi .. 29.50	Fireballs .. 5.00
Archer .. 5.00	Forward March .. 12.50
Traffic .. 5.00	Scoreboards .. 6.50

1/3 Deposit, Balance C. O. D.  
Or Will Trade for Phonographs.

**DE LONG NOVELTY CO.**  
DADE CITY, FLA.

# "ROLL-A-ROUND" The New GUARANTEED SAFE Machine Cabinet

## STOP THE HI-JACKER

With Our Heavy All-Steel Machine Cabinets. Write for literature and prices. Guaranteed re-conditioned games. You don't gamble when buying from us.

Seeburg Ray-O-Lite Guns	\$135.00
Rock-Ola 14-Ft. Rock-O-Balls	75.00
Mills 25c and 5c Play Futurites, Each	37.50
Airrops-It Machines, Used 6 Weeks, Each	140.00
Ray's Tracks	59.50
Paces Races, 4700 Series, Each	175.00
Mills Single Slot Cabinets, Each	17.50
Chicago Metal Single Cabinets, Each	17.50
Double Heavy Steel Cabinets, Each	40.00
Caille Centaur, 5c Play, J.P.	100.00

## THE STARK NOVELTY CO.

1510 Tuscarawas St., W., Canton, O.  
WALTER ANGLI, Manager.

# WE HAVE

All the New Games Ready for Delivery. Get Our Prices on New and Used Games First. Will Buy Arcade and Counter Games.

**G. N. VENDING CO.**  
867 W. Broad St., Columbus, Ohio.

# ANOTHER HIT! UNIVERSAL'S SENSATIONAL 1600 1c TICKET "TINY" MIDGETT'S

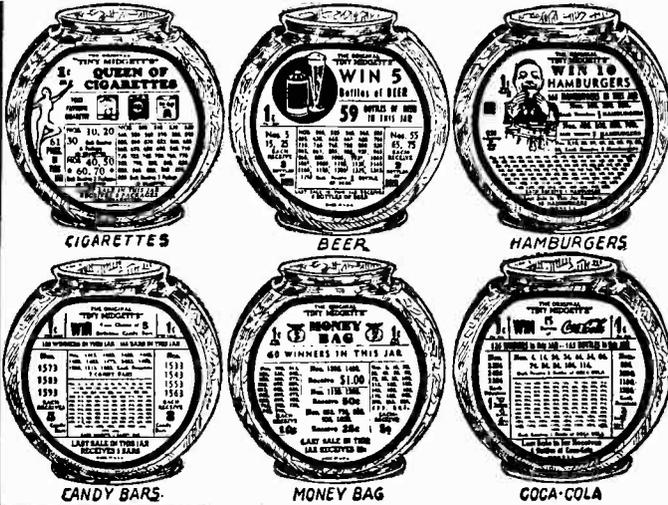
## NEW REELS

OPERATORS ATTENTION! CHEAP IMITATIONS OF "NEW REELS" ARE NOW ON THE MARKET. ONLY THE ORIGINAL "NEW REELS" HAS PROTECTED WINNERS. BEWARE OF THESE INFERIOR AND UNRELIABLE IMITATIONS. YOUR PROFITS ARE GUARANTEED ONLY ON THE ORIGINAL "NEW REELS." DEMAND THE GENUINE UNIVERSAL PRODUCT!

IDEAL FOR ALL CLOSED TERRITORY



NO JACKPOT CARD IS NEEDED!



MIDGET IN SIZE—A GIANT IN PROFITS! AVAILABLE IN NINE DIFFERENT LABELS—BEER—CIGARETTES—CANDY BARS—BOX CANDY—WHISKEY—HAMBURGERS—COCA-COLA—GASOLINE—AND ALSO IN CASH AWARDS. PUT THEM ON LOCATION—TRIPLE YOUR PROFITS. LEAD THE REST IN YOUR TERRITORY—PACKED 12 TO A SHIPPING CASE—ORDER YOUR CASE TODAY. EACH JAR CELLOPHANE WRAPPED.

## RED-WHITE-BLUE

ORIGINAL ORIGINAL

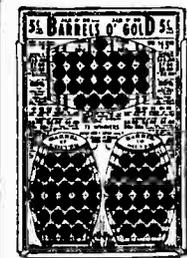
COLORFUL NEW STYLE TICKETS



NO JACKPOT CARD IS NEEDED!

<b>2520 SIZE STYLE 1</b> Takes in 2520 @ 5c ... \$126.00 Pays out, actual... 82.00 Profit, actual... \$44.00 <b>97 WINNERS</b>	<b>2520 SIZE STYLE 2</b> Takes in 2520 @ 5c ... \$126.00 Pays out, actual... 97.00 Profit, actual... \$29.00 <b>217 WINNERS</b>
<b>1260 SIZE STYLE 1</b> Takes in 1260 @ 5c ... \$63.00 Pays out, actual... 40.50 Profit, actual... \$22.50 <b>97 WINNERS</b>	<b>1260 SIZE STYLE 2</b> Takes in 1260 @ 5c ... \$63.00 Pays out, actual... 41.00 Profit, actual... \$22.00 <b>169 WINNERS</b>

(ALSO AVAILABLE IN 10c PLAY) NEW REELS—THE SENSATION OF 1938—A DISTINCTLY NEW IDEA IN TICKET MANUFACTURING! TICKETS ARE PRINTED IN SIX BEAUTIFUL COLORS, WITH BARS, BELL, CHERRIES, ETC. JUST LIKE A SLOT MACHINE. INEXPENSIVE AND SIMPLE. GUARANTEED TO REVIVE YOUR LOCATIONS AND DOUBLE YOUR PROFITS. NOW AVAILABLE IN TWO SIZES, 2520 AND 1260 TICKETS. WRITE TODAY FOR GENEROUS FACTORY DISCOUNTS AND EXCLUSIVE TERRITORIES. SOLD ONLY TO JOBBERS, OPERATORS AND DISTRIBUTORS. BEWARE OF INFERIOR IMITATIONS.



TAKES IN 1600 @ 1c... \$16.00  
PAYS OUT (IN MERCHANDISE) ... 8.25

PROFIT ... \$ 7.75  
PLUS PROFIT ON THE MERCHANDISE.

## BARRELS O' GOLD

Universal answers the demand for smaller Jar Deals with a brand new idea—"Barrels O' Gold." Only 816 tickets with a colorful, compact jackpot card. Players win 25 of 48 seals on lower section of jackpot card. This is not a pushcard. Universal's beautiful metallic embossed seals, sewed with circular stitch sewing are used on "Barrels O' Gold." The small amount of tickets and the big prizes guarantees quick action and repeat sales. Ideal for even the smallest locations. Adaptable to any size location.

All jackpot cards are finished with the new lustrous, glossy process coating. Absolutely new barrel type play keeps customers playing.

ORDER NOW FOR IMMEDIATE DELIVERY.  
Takes in (816 @ 5c) ... \$40.80  
Pays out Average ... 21.98  
Profit (Average) ... \$18.84  
**73 WINNERS**

<b>STYLE A</b> Takes in 1850 @ 5c ... \$92.50 Pays out, actual... 74.00 Profit, actual... \$18.50	<b>STYLE B</b> Takes in 1850 @ 5c ... \$92.50 Pays out, actual... 72.00 Profit, actual... \$20.50
--	--

60 Red Winners @ \$ .50 8 White Winners @ 3.00 24 Blue Winners @ 1.00 Last Sale Receives... 2.00 <b>91 WINNERS</b>	60 Red Winners @ \$ .50 6 White Winners @ 3.00 24 Blue Winners @ 1.00 Last Sale Receives... 2.00 <b>90 WINNERS</b>
--	--

<b>STYLE C</b> Takes in 2520 @ 5c ... \$126.00 Pays out, actual... 96.00 Profit, actual... \$30.00	<b>SPECIAL!</b> For the absolute protection of the operator Universal presents Triple-Fold Tickets. Each ticket folded 3 times and securely taped. Guaranteed unconditionally and absolutely "Fool-Proof". An outstanding new feature designed by Universal for the Operator's Protection.
---	---

84 Red Winners @ .50 8 White Winners @ 3.00 27 Blue Winners @ 1.00 Last Sale Receives... 3.00 <b>120 WINNERS</b>	Prizes are determined by both color and number combinations. Both numbers and colors are hidden until ticket is opened.
--	---

IT'S APPEALING! — IT'S PROFITABLE!  
WRITE TODAY FOR GENEROUS FACTORY DISCOUNTS AND EXCLUSIVE TERRITORIES.

## UNIVERSAL MANUFACTURING CO.

104 E. 8th ST. (MANUFACTURERS ONLY) DEPT. BB8, KANSAS CITY, MISSOURI



## LEGAL EVERYWHERE ALL WINNERS — NO LOSERS IT'S NEW - IT'S HOT - IT'S FAST

Pay amount indicated, 1c to 30c. 12-hole sales card. 12 beautiful items on display card. Retail values 50c to \$1.  
Agents enthusiastic. Going like wild fire. Making from \$60 to \$75 weekly on nominal investment. Cost of complete deal \$2.25; brings in \$4.00.  
Be first in your territory Order at once. We guarantee to redeem all unsold complete deals.

**CANNON SALES CO.**  
1330 Oak St., Kansas City, Mo. Dept. C.

## License Back In Cleveland

Ordinance must now go to high court for further consideration

CLEVELAND, Aug. 20.—The Court of Appeals August 15 unanimously certified for review by the Ohio Supreme Court a taxpayer's suit which attacks the validity of the Cleveland city ordinance licensing table games. This action by the Court of Appeals makes it mandatory for the State high court to consider the case.

The motion to certify was approved at the same time when the city license commissioner resumed issuing licenses for approximately 3,500 pinball machines in Cleveland. The mayor is said to have authorized that the issuance of licenses be resumed.

Regulation of pinball machines under the ordinance providing for a \$3 monthly fee had been interrupted recently by an adverse Common Pleas Court decision. The Court of Appeals later reversed the decision of the lower court (page 77, The Billboard, August 13, 1938).

When the mayor recently ordered the issuance of licenses, he also asked the police department to stiffen the supervision of pinball machines in an effort to prevent gambling.

The pinball issue in Cleveland is related to the need for relief funds. The city voted a license on games to obtain needed relief money which had not been forthcoming from the State. Newspapers said the ordinance had been widely abused by the operators themselves, hence the recent opposition to the ordinance. As in many other States, some claim that the city does not have the power to license such games, even for much-needed revenue. City officials accepted the licensing plan as an experi-

ment to see if the games could be regulated so as not to cause public complaint, and at the same time to add revenue badly needed by the city treasury for relief funds.

As the situation stands today the Cleveland pinball licensing ordinance must now be reviewed by the Ohio Supreme Court.

## Universal Mfg. Has New Jar Game

KANSAS CITY, Mo., Aug. 20.—Production is the keynote at the Universal Mfg. Co. these days. The steadily increasing demand for the new Tiny Midgett's Jar Games, it is reported, has prompted a wave of production even greater than the big spring season.

Joseph Berkowitz, general manager of the Universal plant, explained that the new Tiny Midgetts were developed because of popular demand. "Operators and jobbers everywhere," he explained, "have demanded this tiny deal. Only 1,600 one-cent midget-sized tickets are used in the deal, and nine different, interchangeable labels are available. The popularity of this new number with the tobacco jobbers, candy jobbers, beer jobbers and other other types of jobbers, as well as the operators and sideline men, has put us slightly behind on production. However, with the new employees we have added production has been stepped up, and orders will soon be filled promptly. This new little deal has a certain appeal and attraction that is hard to explain. Perhaps it's the small size and the novel set-up. The new jar uses only three inches of counter space.

"Along with Tiny Midgetts," Berkowitz continued, "we have also introduced Red, White and Blue and Barrels o' Gold. Barrels o' Gold is proving to be one of the most sensational selling deals ever produced. This new deal uses a set of only 816 tickets, with a very attractive and novel new jackpot card, and because of its small size and attractive designing is proving to be a hit everywhere."

## BARGAINS IN GUARANTEED USED EQUIPMENT

Ball Fan 1937... \$ 5.00 Around the World... 10.00 Basket Ball (Exhibit)... 22.50 Carnival... 15.00 Chico Baseball... 27.50 Ohio Derby... 12.00 Chicago Express... 40.00 Daval Baseball... 7.50 Dux... 22.50 Electric 21... 7.50 Five & Ten... 5.00 Forward March... 15.00	<b>NOVELTY GAMES</b> Genco Football... \$13.50 Happy Days... 7.50 Hold-Em... 7.50 Home Stretch... 13.50 Ken-O... 15.00 Line-O... 5.00 Long Beach... 17.50 Mad Cap... 5.00 Make or Break... 5.00 Mars... 25.00 Mercury... 15.00 Ricochet... 8.00	Replay... \$ 8.00 Rose Bowl... 20.00 Short Box... 5.00 Stoner's Races... 27.50 Swingtime... 7.50 Skipper... 13.50 Tops... 25.00 Torpedo... 5.00 Track Meet... 22.50 Turf Kings... 30.00 Vogue... 37.50 Bally Zephyr... 40.00
Mills One-Two-Three... \$30.00 Phantom... 17.50	<b>AUTOMATICS</b> Mills Rio... \$90.00 Turf Champs... 22.50	Royal Races... \$17.50

Every machine we ship has been thoroughly reconditioned and painted. Terms: One-third deposit with order. Balance C. O. D. Phone: Franklin 3620

**OLIVE NOVELTY CO.,** (Franklin 3620) 3020 Olive St., ST. LOUIS, MO.

## WURLITZER \$144.50 ea.

— 616 — (Lots of 10)

SINGLE MACHINE—\$164.50. 616A—\$188.50. P12—\$79.50. 716—\$159.50. ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.  
**ROWE ARISTOCRAT** (8 Columns) ... \$22.50  
**STEWART & MCGUIRE** (8 Columns) ... \$27.50  
**NATIONAL 1937-9-30** ... \$74.50

KEENEY'S **BOWLETTE** \$29.50 (PRACTICALLY NEW)

**BABE KAUFMAN** MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

SATISFACTION GUARANTEED

**SPECIAL**

GENCO MAGIC ROLL,  
reg. \$149.50 fl. sample. \$59.50  
SHYVERS STRIKETTE,  
reg. \$149.50 fl. sample. 74.50

**ONE BALLS**

CLASSIC .....\$12.95  
RACING FORM ..... 19.95  
SPORTSMAN DeLUXE ..... 19.95  
TURF CHAMP ..... 19.95  
CLOCKER ..... 19.95

**SLOTS**

BLUE FRONT, 5c .....\$39.50  
LION HEAD ..... 24.50  
WAR EAGLE, 10c ..... 29.50  
F. O. K. SILENT ..... 19.50  
RELIANCE, 25c ..... 22.50  
CHIEFS, 10c-25c ..... 32.50  
COMET FRONT VENDER ..... 22.50

**PHONOGRAPHS**

WURLITZER P-12 .....\$69.50  
WURLITZER 312 ..... 89.50  
ROCK-OLA No. 2 ..... 69.50

SEEBURG RAYOLITE .....\$139.50  
STEWART-McGUIRE 7-Col. Cig.  
Machines ..... 54.50

**GERBER & GLASS**

914 DIVERSEY BLVD.  
CHICAGO, ILL.

**WANT TO BUY-USED ZETAS  
FOR SALE SLOTS**

5c PLAY  
10 Pace All-Star Comets, 1037, 3-5-10  
Mystery .....\$27.50  
5 Pace De Luxe, 1938, Mystery 3-5-10,  
used 3 weeks ..... 49.50  
15 Pace Cherry Bell Consoles, used 3  
weeks, extra fine ..... 69.50  
20 Blue Chiefs, Milca Heads, Serial Nos.  
about 120,000 ..... 22.50  
15 Silver Chiefs, Milca Heads, used 3  
weeks ..... 59.50  
10c PLAY  
15 Pace All-Star Comets, 3-5-10 Mys-  
tery .....\$27.50  
25c PLAY  
7 Pace All-Star Comets, 3-5-10 Mys-  
tery .....\$27.50  
1c PLAY  
15 Pace De Luxe, 3-5-10 Mystery, 1938,  
used 3 weeks .....\$40.00  
20 Pace Comets, Double Jackpots ..... 20.00  
1 Watling Roll-a-Top ..... 20.00  
Safe Stands ..... 5.00  
Folding Stands ..... 1.25  
CONSOLES  
2 Bally Skillfields, Serials over 2,000,  
7-coin head .....\$59.50  
PAYOUT TABLES  
6 Fairgrounds .....\$49.50  
2 Gottlieb Multiple ..... 49.50  
1/3 Deposit With Order.

**Mt. Royal Novelty, Inc.**  
306 E. Baltimore St., Baltimore, Md.

**BIG CLEARANCE SALE**

CONSOLES		NOVELTY	
Track Time, \$	90.00	Bebs	\$ 25.00
Favorite	60.00	Stoner Races	22.00
Tariffman	60.00	Mis America	
Gottlieb Derby	110.00	Mis Stoner	18.00
Paces Races		Dux	18.00
30 to 1 odds	90.00	Mars	18.00
Rays Track	60.00	Beam Lite '37	17.00
Rollette (Evans)	39.50	Ricochet	8.00
PAY OUTS		Home Run	8.00
Stables	\$55.00	Score Board	8.00
Derby Day	22.50	5' Column 5c	
Racing Form	18.50	Mills Candy	
Golden Wheel	18.50	Vender	12.00
Latonla	15.00	Eagle Eye	95.00
Classic	15.00	Ray-O-Lite	135.00
Ball Park	15.00	10-Ft. Shooting	
Preview	12.00	Gallery	45.00
Paddock	15.00	Moto-Scot Bike	
Spring Time	12.00	1937	50.00
Ten Strike	12.00	<b>PHONOGRAPHS</b>	
Light-A-Pair	12.50	Rock-Ola '37	\$ 85.00
Santa Anita	12.50	Rhythm King	\$ 85.00
Cocktail Hour	8.00	Rock-Ola Im-	
Carrot	15.00	perial 20	155.00
Flicker	12.00	Harmony Bells	25.00
Winner	12.00	National Cig. Late	
Photo Finish	18.50	'37, 6 Col.	40.00

1/3 Deposit, Balance C. O. D.  
ISETTS COIN MACHINE CO.,  
1309-11 63RD ST., KENOSHA, WIS.

**Applying Market  
Research Methods**

By LLOYD ROBBINS JR.

In these days of intensive competition in the face of mounting operation costs the business man must periodically check his cost of doing business, his product and the market that it serves. Market research can be put to good use in uncovering possible sources of cost and profit leaks that inevitably crop up in every organization. But the question of where to look for losses and what should be sought thru market research is the stumbling block that throws many an inspirational effort into the waste basket. Here is a list of uses to which market research has been put with worth-while results.

**The Consumer**

- a study to determine the attitude of the consuming public to a product. Finding out what they like about it and why.
- what are the seasons for the product? What are the reasons for greater consumer purchases during some months and a leveling off of consumer interest during others?
- what are the consumer's preferences for styles of packages, their dimensions for the ideal package and possible preferences for color?
- determine the habits of buyers as a possible indication of the basis of their interest and need for the product.
- study the conditions under which the product is purchased in the several points of distribution. What are the buying habits of purchasers?

**The Market**

- where is the most profitable market? Why? Where is the least profitable market?
- what is the consumption capacity of each trading area and how does it compare with your sales?
- a check upon competition to uncover the best sellers and the possible reasons why they are.
- follow with a comparison of products and their relative merit in the eyes of the public.

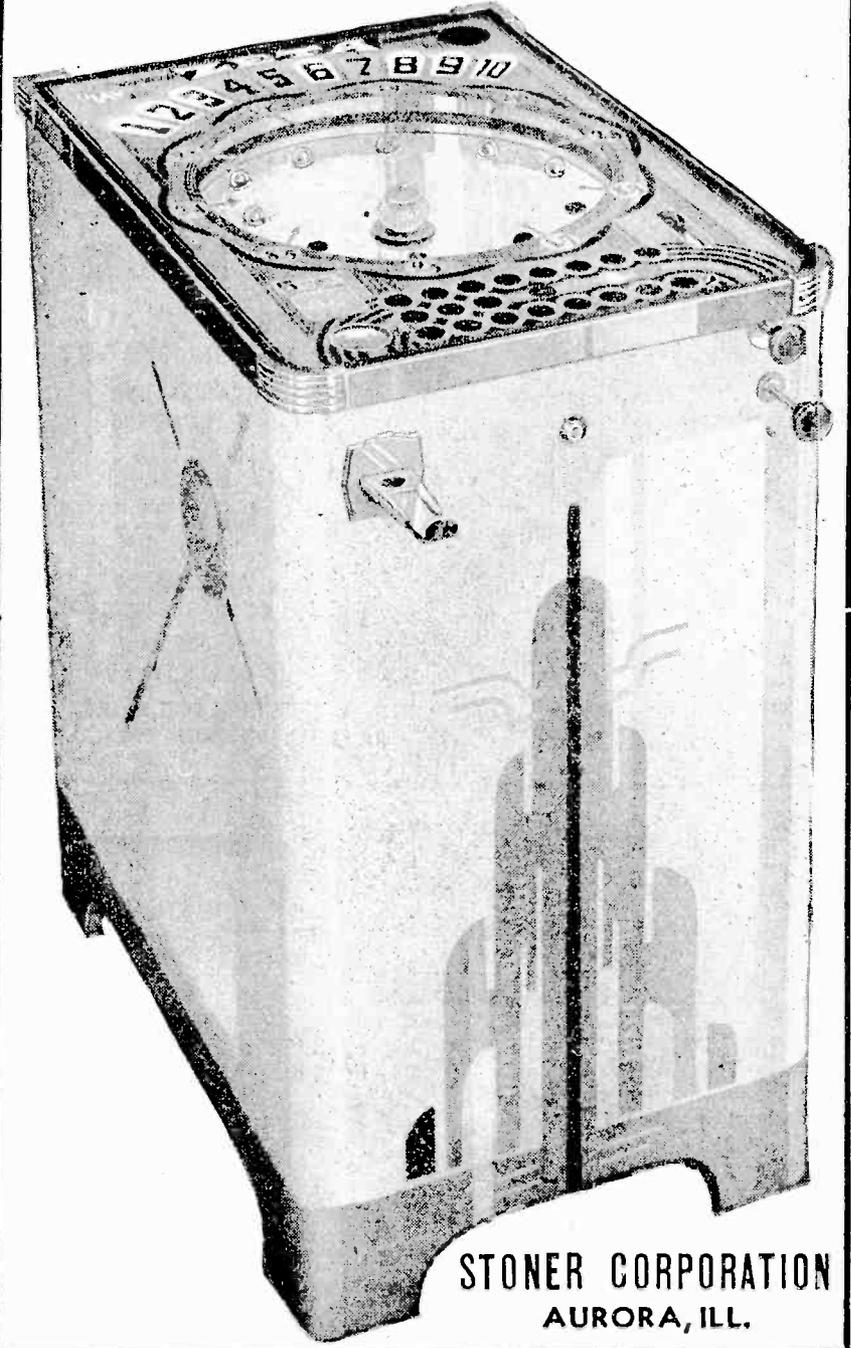
**Advertising—Merchandising**

- determine the advertising theme that appears to influence buying the most.
- study the methods of your competitors and determine why their methods and products appeal strongly to the public.
- what merchandising aid could be added to sales promotion as an inducement to increase sales.

**The Product**

- discover the one vital quality that makes it sell against competition.
- if it is not the best seller, what is the desirable quality in the competing product that is filling the coin box?
- how does the quality of the product compare with others? How about its appearance?
- From the magazine *Proprietary Drugs*.

**ZETA**  
A Proven STONER Success



**STONER CORPORATION**  
AURORA, ILL.

**ANOTHER  
TWO HITS**

**SNOW WHITE**  
2100 Holes  
Tip Tickets  
127 Winners  
Takes in - \$105.00  
Average  
Payout - 54.35

**BALLOT BOX**  
720 Holes  
Tip Tickets  
Takes in - \$36.00  
Average  
Payout - 19.44

PROFIT - \$50.05  
PRICE - \$ 4.60

PROFIT - \$16.56  
PRICE - \$ 2.20

**GLOBE PRINTING CO.**  
1023 Race St., PHILADELPHIA, PA.

**TRADE IN YOUR AMUSEMENT GAMES  
as a down payment  
on  
SEEBURG SYMPHONOLAS**

EXTRA JUICY ALLOWANCES to operators in New York, New Jersey, Eastern Pennsylvania, Delaware and Maryland on every type and make of amusement game. We've got a really remarkable deal for coinmen who want to convert amusement games into live, gorgeous, money-making SEEBURG SYMPHONOLAS. Grab this opportunity quick! Let us know what you have and we'll shoot back some sweet figures!

WRITE, WIRE, CALL

**EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.**  
625 10th Ave., New York, Longacre 5-4877



ANOTHER HAPPY OPERATOR of Bingo, the new Robbins penny counter game skill game, made by D. Robbins & Co., Brooklyn.

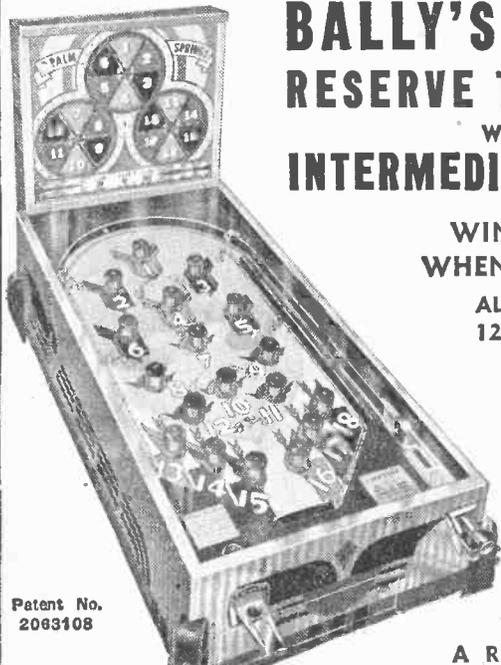
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SPECIAL PRINTED**

**COLLECTION BOOKS**

Low Priced Standard Styles With Your Name, Address etc.  
**BALTIMORE SALES BOOK CO.,**  
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Attention Mr. Chas. Fleischmann.

THE LAST "WORD" IN YOUR LETTER TO  
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# PALM SPRINGS



**BALLY'S NEWEST  
RESERVE TYPE GAME  
WITH  
INTERMEDIATE AWARDS**

**WINNER TAKES ALL  
WHEN 18 BUMPERS HIT**

ALSO AWARDS FOR  
12 OR 6 BUMPERS

**ALL AWARDS  
METERED**

ADJUSTABLE  
SCORE INSERTS

5-BALL PLAY

WRITE FOR PRICE.  
A REAL SUMMER SPECIAL!

Patent No.  
2063108

# GRANDSTAND

**One Shot MULTIPLE Payout Game  
WITH \$45 TOP "RESERVE"**

Win, Place, Show  
and Purse Awards—  
plus Sweepstakes  
Reserve! Write for  
complete CONFIDENTIAL  
details  
and prices.



Patent Nos.  
2063108  
2082708

Write for circulars on BALLY RESERVE, BALLY ARCADE, SPORT PAGE,  
FLEET, LITE-A-PAX, BALLY'S PONIES, MILLWHEEL, LINCOLN, FIELDS.

## BALLY MFG. COMPANY

2640 BELMONT AVE. CHICAGO, ILLINOIS

### BARGAINS—READ CAREFULLY—PIN GAMES / ARCADE MACHINES

<b>BALLY RESERVES . . . . \$32.50</b>		<b>SCOREBOARD . . . \$ 5.50</b>	
SILVER FLASH . . . \$19.00	BOO HOO . . . . \$ 6.50	NECK 'N NECK . . . \$ 5.50	
BULLS EYE . . . . 23.00	EQUALITE . . . . 6.50	SEQUENCE . . . . 5.50	
SKI HI . . . . . 26.00	RICOCHET . . . . 6.50	HAPPY DAYS . . . . 5.50	
AIRWAY . . . . . 22.50	DUX . . . . . 14.00	SWINGTIME . . . . 5.50	
TOPS . . . . . 22.00	GENCO JUNIOR . . 12.00	TURF KING . . . . 12.00	
ZEPHYR . . . . . 26.00			

Send for Free Illustrated Arcade and Pin Game Circulars. Many Bargains Listed.

ALL OR PART. (IMMEDIATE DELIVERY IF NECESSARY.)  
 ONE OF OUR CUSTOMERS CLOSING LABOR DAY MUST SELL CONTENTS OF  
 TWO MOST ELABORATE SPORTLAND ARCADES. MAKE AN OFFER FOR  
 INCLUDING: 50 Cranes . . . All Types, 15 Rotary Merchandisers, 6 Roll-A-Ball Alleys  
 (9 Ft.), Open Doors, Hockeys, 2 K.O. Fighters, Hi Balls, Shoot-O-Matics, Blue Blazers . . .  
 Blow Balls, Mystic Mirror, 10 Drop Pictures, 10 Motoscopes, 7 Punching Bags.  
 ALSO PAYOUTS: Stoner's Air-Races, Air Derbys . . . Ball Parks, Phantom Races, Foto  
 Finish, Preview, Springtime, Royal Races, Penny Weighing Scales, Penny Counting Machines  
 and Complete Fixtures.  
 50 Battery-Type Pin Games Suitable for Arcades or Sportlands.  
 1/3 Cash With Order, Balance C. O. D.  
 We have been selling Coin Operated Machines all over the world since 1912. . . .  
 What have YOU to dispose of? — We will sell it for you!

**MIKE MUNVES CORPORATION**  
 145 PARK ROW, N. Y. Out-of-Town and Export, 555 WEST 157TH ST., N. Y.

## N. Y. Hopes Lost Again

**Constitution proposal  
loses again by a balloting  
on party lines**

ALBANY, N. Y., Aug. 20.—On August 16 the New York State Constitutional Convention again rejected the Hirschberg proposal that the ban on gambling be removed from the State constitution.

The proposal was defeated by a vote of 85 to 55. The vote of 85 is a clear majority in the convention, which kills the proposal. A month ago the proposal was defeated, 69 to 73.

The proposal to remove the gambling ban from New York constitution has occasioned widespread and heated discussion, not only in the convention but in other parts of the country. Since the issue arose in New York it has been announced that Nebraska will vote on a similar question in November at the polls. Discussions in favor of removing the gaming ban from constitutions has developed in other States, including Illinois.

In New York former Governor Alfred E. Smith appeared as a champion in favor of removing the gambling ban. He said that gambling goes on "within shot of the capitol itself."

The vote on the proposal divided the convention on strictly political party lines from the beginning. In the final vote a majority of the Republicans voted against it. Hence, the proposal was not decided on its merits but strictly on party lines. Many held the issue should have a popular vote.

## Players Like Split Reserve--Buckley

CHICAGO, Aug. 20.—Discussing the Palm Springs novelty game, which features a modification of the "all-or-nothing" idea, Jim Buckley, general sales

manager of Bally Mfg. Co., stated that the game is duplicating the performance of Bally Reserve on location.

"The type of players," Buckley added, "who flocked to our Bally Reserve on account of its winner-takes-all award system are equally fascinated by the Palm Springs reserve award. But, in addition, the new game is attracting heavy play from players whose interest must be kept alive by frequent intermediate awards."

"Reports for the first few weeks indicate that Palm Springs collections are every bit as good as Bally Reserve earnings. Several big releases of Palm Springs have already gone thru the plant and are either already on location or in transit to all sections of the country—yet, according to our distributors' estimates, the demand for the game has just begun to get under way. Today's tip to operators is this: If you want to repeat on Reserve earnings get started with Palm Springs now."

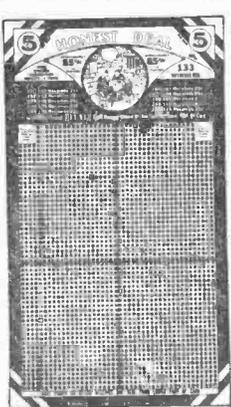
## Multi-Free Races Does a Corrigan

CHICAGO, Aug. 20.—"We thought we were designing a game for free-game territories, but we found our Multi-Free Races going strong in regular novelty and payout areas, too."

"In other words, our game did a Corrigan," said Ray Becker, Keeney sales manager, "by being built for one type of operator only to have the unexpected happen by proving popular with other operators as well."

"This popularity of Multi-Free Races in all territories is due to the players' interest in the game itself, regardless of the fact that it awards only free games or replays. And when Mr. Opeprator makes his collections he finds that there is as much money in the cash box as he ever collected from his payout-type games."

"Multi-Free Races is a multiple play variation of Keeney's original Free Races. It employs the principle of having every shot a skill shot either in obtaining or bettering a score. The first Free Races was one of the most extensively sold games of this type ever produced; Multi-Free Races is proving even more popular."



## GIVE YOUR LOCATION AN "HONEST DEAL!"

Another of Superior's sensational Mechanically Operated Boards, packed with Player Appeal, Profits and Action!

All the features of the nation's most popular game, "Poker," are contained in HONEST DEAL: Players even draw for fifth card—the fifth card popping up to be played with the four cards shown on the face of the board. \$40.71 profit on 2280-hole deal, \$12.00 more profit on 2520-hole deal. Players win up to \$25.00 on ROYAL FLUSH! Write for details.

**SUPERIOR PRODUCTS, Inc.**  
 14 NORTH PEORIA ST.  
 CHICAGO, ILLINOIS



BILL MARMER (left), of the Sicking Novelty Co., and A. S. Douglas, president of Daval Mfg. Co., look over Daval's new game, Robin Hood.

ADVERTISERS, "BILLBOARD"  
 THE LAST "WORD" IN YOUR LETTER TO

# LOOK

Slightly Used Machines Offered Subject to Prior Sale:

- 1 ARLINGTON ..... \$30.00
- 1 BALLY ENTRY ..... 60.00
- 1 FAIR GROUND ..... 60.00
- 1 FOTO FINISH, Ticket Model ..... 27.50
- 2 BALLY RACING FORMS ..... 22.50
- 1 PAMCO CHASE ..... 8.50
- 1 EXHIBIT HANDICAP ..... 35.00
- 1 BALLY SKILL FIELD, Serial No. 2143 ..... 60.00
- 1 GOTTIEB RACER, 9 Slot, F.S. ..... 95.00
- 2 MILLS KOUNTER KINGS ..... 15.50
- 4 MILLS O. T. C. JACKPOT, Serial Over 17000 ..... 42.50
- 1 BABY GRAND, Counter Game ..... 4.00
- 1 7-Slot A. C., 5c Play ..... 60.00
- 2 GOTTIEB GIANT GRIP TESTERS ..... 8.00
- 22 DE LUXE GRIP TESTERS, Used 10 Days ..... 11.00
- 2 STONER'S AIR RACES, Perfect ..... 19.00
- 2 GALLOPING DOMINOS, C. P. ..... 75.00
- 2 EXHIBIT CHUCK-A-LETES, Single Slot ..... 32.50
- 1 DERBY DAY, Flat Top ..... 50.00
- 4 BALLY NUGGETS ..... 3.50
- 1 JENNINGS SUPER CHARGER, Remote Control, Perfect ..... 80.00
- 1 KEENEY TRACK TIME, Perfect Condition ..... 120.00

PHONOGRAPHS.

- 1 ROCK-OLA RHYTHM MASTER, 16 Rec. Brand New, with Electric Grille, at ..... \$175.00
- 1 MILLS DANCEMASTER, Maple Finish, Perfect, No. 12595 ..... 50.00
- 4 WURLITZER P-12, Like New ..... 59.50
- 6 GABEL JR., 12 Rec. Multiselector ..... 23.50
- 2 GABEL CHARMS, 12 Rec. Multiselector ..... 55.00
- 2 MILLS TROUBADOURS ..... 22.50
- 1 WURLITZER 816, Like New ..... 130.00
- 2 MILLS DE LUXE DANCE MASTERS, Nos 19082-19125, Guaranteed Like New ..... 50.00
- 2 GABEL CHARMS, 18 Records, Like New ..... 82.50
- 1 PACE MARATHON, 5c Play, Cash Pay, Serial No. 5800 ..... \$200.00
- 1 RAYS TRACK, Check Separator, No. 4545 ..... 75.00
- 1 PACES RACES, Cash Pay, 5c Play, 30 to 1, No. 4554 ..... 110.00
- 1 PACES RACES, Check Sep., 30 to 1, 5c Play ..... 100.00
- 1 KING PIN, 5c, Cash Pay, No. 5740 ..... 210.00
- 2 SEEBURG RAY-O-LITES, Serials Over 2100 ..... 125.00
- 1 ES KI MO RIFLE TARGET, Like New (Write for Circular, as Original Price was \$395.00) ..... 150.00

SLOT MACHINES.

- 1 JENNINGS 5c VICTORIA, No. 101483 ..... \$20.00
- 1 MILLS 25c Regular, No. 300644 ..... 30.00
- 1 MILLS 50c Regular, No. 337969 ..... 40.00
- 1 MILLS 5c Silent, No. 310984 ..... 25.00
- 1 MILLS 5c Regular, No. 315876 ..... 30.00
- 1 MILLS 5c Regular, No. 303558 ..... 30.00
- 1 MILLS 5c Regular, No. 312524 ..... 30.00
- 1 WAR EAGLE, 10c Play, No. 266539 ..... 30.00
- 1 WATLING 10c GOOSENECK, No. 60479 ..... 20.00
- 1 MILLS BLUE FRONT, 10c No. 392701 ..... 52.50
- 1 PACE BELL, 25c Play, No. 552 ..... 12.50
- 10 5c JENNINGS SIDE VENDERS, Reconditioned ..... 8.50

All Orders Must Be Accompanied by 1/3 Deposit in the Form of P. O. Express or Telegraph Money Order. Write and Ask Us To Put You on Our Mailing List. The Above Prices Are Effective August 27, 1938.

**MOSELEY VEND. MACH. EX. Inc.**  
00 Broad St., Richmond, Va.  
Day Phone 3-4511. Night Phone 5-5328.

## Gam Introduces New Ticket Game

PEORIA, Ill., Aug. 20.—Gam's new small-size ticket games with jar-style tickets recently introduced to operators have boomed summer collections everywhere," says Maurice Sax, partner and manager of the firm. "Repeat orders on the unique ticket games have been so frequent," says Sax, that distributors are wiring every day for merchandise, and our factory has been forced to increase production.

"Operators who made money with jar deals are surprised at the player appeal the new Card-o-Fun ticket games receive on location. They are extremely attractive to operators because they are ideal for those who want to cover many locations with a small investment, and they allow them to step out and get into the small-town locations, highway spots and crossroad stores as well as in the metropolitan areas. Each of the games has play appeal based on a subject in which the players are interested and are designed in beautiful and attractive colors that will make them stand out on any counter. Gam has planned a succession of hits for release during the coming months."

In describing the planned schedule for Gam this year Sax stated: "We will soon make an announcement of interest to all operators and will present an entirely different type of ticket game that will 'burst like a bombshell' in the industry." Sax, himself an old-time operator, has been associated with ticket-game manufacture for the last 20 years.

## Ponser To Double Up for Fall Biz

NEW YORK, Aug. 20.—George Ponser reports that his firm has decided to "double up on all orders for equipment in preparation for the big fall business which we expect to do this year." In explaining the reasons for this decision, Ponser stated, "The groundwork for a big fall season has been laid during the summer months. Games got a big play at the resorts so far this season and from all indications will hold up thruout the remaining weeks. Quite a few ops thought this summer would be a flop. Not only were they pleasantly surprised, but their enthusiasm is now mounting for the fall season ahead.

"We believe the season just ahead will be a banner one for all the operators and that's why we have decided to double up on all the orders we are placing right now," he continued. "Right now our big seller is Daval's Robin Hood. From the first day it was on our floor we've been swamped with orders for the game. In fact, even tho we were receiving games as fast as the factory could get them out, we still had to dole out those we received one or two at a time in order to keep everyone happy."

## N. Y. Coinmen Enjoy Canadian Vacation

NEW YORK, Aug. 20.—Joe Fishman returned to the city during the past week from a two-week vacation in the wilds of Canada with his two pals, Marvin Liebowitz and Joe Hirsch. Fishman returned alone, however, as Liebowitz and Hirsch are remaining for some additional fishing.

Fishman is telling everyone about the fine time he had. "We went to a camp 10 miles from Cracefield, which is 80 miles from Ottawa," he reports. "There were no conveniences whatsoever—no water, lights, beds, etc. We really roughed it. Patterson camp is owned by Roaul La Frenier, who acted as guide and was responsible in a large way for the wonderful vacation we had. Most of our time was spent fishing. How they were running! We caught Northern pike and bass by the boatload."

## Eastern Ohio Shows Liking for Coin Games

WARREN, O., Aug. 20.—Tangible evidence of coin machine popularity in Eastern Ohio was revealed recently in the fact that Dick John's de luxe Playland concession, a flashy penny arcade, was the only concession to win money at the annual Trumbull County Fair here.

Of the half hundred midway concessions, John's arcade was one of the few jammed from opening until closing every day. 4-H Club Day was the best for the arcade, with several hundred youngsters finding much enjoyment from the large group of machines. While the majority of concessioners complained that the fair was a bloomer so far as they were concerned, John came away with a reported profit. John, who is a Coshocton (O.) op, reported the Warren fair was the first of a dozen where his tent arcade had been contracted this fall.

## Fort Worth

FT. WORTH, Tex., Aug. 20.—Jack Matney, head of the Panther Novelty Co.,

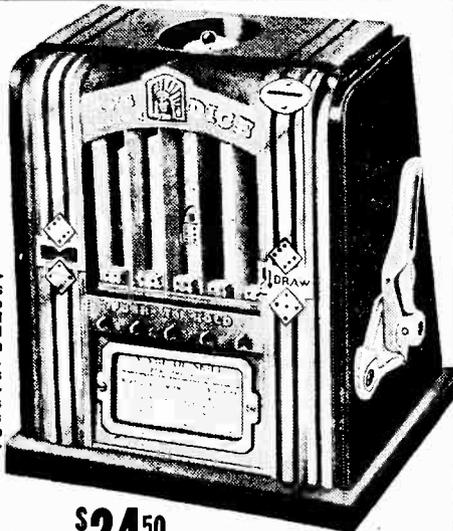


TEXAS OPERATORS, business men, city and county officials gather on the lawn of Edwall Acres for the fish fry and lawn party given recently by Mr. and Mrs. W. W. (Mike) Ackman.

## A TREMENDOUS HIT! INDIAN DICE

### NEW SUPER-COUNTER GAME

The actual game they play everywhere—built into a money maker that shames old cup dice profits! Automatic, no clerk needed. Foolproof, no palmed dice or other sharpers' stunts. Real come-on, odds 2-1 to 20-1 indicated on award card! 2 Shakes per game. Aces Wild! "House points" come up as coin is inserted. Dice shake automatically. Player then pushes studs to hold dice he chooses. Presses draw lever for second shake! Radio type cabinet, bug-proof mechanism, fascinating action, superfeatures!



\$24.50

COMBINATION 1c, 5c, 10c & 25c SLOT

## DE LUXE GRIP SCALE

### 3-WAY STRENGTH TESTER

Built by a manufacturer who knows how! These quality features: New Sure-Grip 6 suction-cup base; new Button Indicator Control for competitive play! Chrome Handles throughout; Anti-Tilt, Tension-Adjustment to suit location; Bell Adjustment to ring at any number; Non-Clog Slot; Separate Cash Box, etc. Metal Stand, \$2.50 Extra.

\$19.50

IMMEDIATE DELIVERY

**D. GOTTIEB & CO.**  
2736-42 N. Paulina St. CHICAGO

was confined to the hospital for several days recently. He is reported to be improving.

Morris Pinto, Southwest Coin Machine Co., has opened up very attractive headquarters at 118 Jennings avenue. Morris now has one of the best equipped and most attractive coin machine headquarters to be found in the Southwest.

Bennie McDonald, Ft. Worth dapper op, has opened up headquarters on the north side and is now working out of the new place. Bennie's place is well equipped to do repairing and refinishing of all makes of machines.

Roy Jones, Dallas op and head of the Operators Amusement Co. of that city, was visiting on coin machine row a few days ago. Roy has been up in Oklahoma at the Turner Falls Resort, basking in the beauty and coolness of the Arbuckle Mountains. He has a Hollywood tan and is the picture of real health.

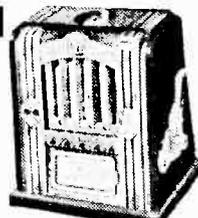
Ops of this countertop are beginning to talk show, and indications now point to the fact that a number of them will visit Chicago shows.

Ernest Walker, Walker Sales Co., has returned from a pleasant country vacation. Ernest is another farmer op who

NOW DELIVERING

## INDIAN DICE

The Nation's Greatest Counter Game!



\$24.50 10 to 25c Play

### MARKEPP CO.

"First With The Latest"

3328 Carnegie, Cleveland, O. 1410 Central Pkwy. Cincinnati, O.

## truly amazing VANAK

### SLUG REJECTOR

Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your Jobber or write

A. DALKIN CO.

4311-13 Ravenswood Ave., Chicago.

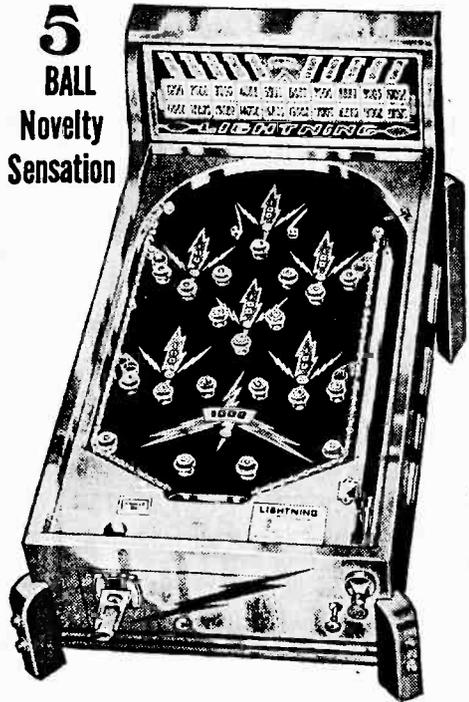
goes down to his farm every few days and brings in plenty of vegetables, chickens and fruit.

A number of new novelty tables, electrical bumper type, are now being placed on location. Counter games continue to be very much in evidence and sales-boards are receiving good play.

Nick Nigro is the big-game hunter and top fisherman of all Ft. Worth ops. Nick keeps a big stuffed swordfish over his desk. He is good at telling fish stories also. Nick heads the Big State Novelty Co.

# EXHIBIT'S 1938 "LIGHTNING"

**5 BALL**  
Novelty  
Sensation



The  
**TALK**  
from  
**COAST**  
to  
**COAST**

**REVOLUTIONARY  
BALL ACTION!**

- Not a bumper, high-score game! The most different and exclusive table today!
- Possible to score over 6,000 on a single ball! All scores controllable!
- All Awards Metered! Lights and Mechanism on one panel. 100% Fool Proof.
- Out-Plays—Out-Earns any Novelty Table.

**Order Yours Today**

## Huppert Now on Baker Nov. Staff

CHICAGO, Aug. 20.—Recent addition of C. B. Huppert to the staff of the Baker Novelty and Mfg. Co. here has been announced by H. L. Baker, president of the firm. Huppert has had a long service in the manufacturing field as service manager and in the sales departments. He also has a record of training hundreds of operators and service men in all parts of the country in a novel service school for "Races" games. He will bring all this experience to the new connection, Baker said.

Baker also stated that in connection with rebuilding "Races" games his firm "is developing a jackpot attachment that will increase the player appeal of such games many fold, and that from tests made on actual locations the earning power of the model machine surpasses any machine on the market today. This feature is being designed so that it can be furnished as an attachment and will be adaptable for 'Races' games now in the field. This will save the operator money, as it will not be necessary to buy a new machine. With conditions as they are today, it is necessary for the operator to realize as much out of his investment as possible."

Huppert stated in regard to his new undertaking that his "recent affiliation with Harold L. Baker brings me back again with the man that created, designed and engineered 'Races' games. We are in a position to meet every requirement whether it be new Races, rebuilt Races, overhauling Races or replacement parts. Our policy will be to serve the Races operators in every possible manner without any restrictions or delay. We will maintain a Races service school and urge all operators to take advantage of its many benefits. At present we are preparing a special Races service manual to be sent free to operators."

## Triple Entry in A New Release

CHICAGO, Aug. 20.—"It isn't always that a game introduced in July will jump into volume sales during August, but Triple Entry is selling during the summer months just as fast as any of our console games did in January.

"This goes to prove," stated J. H. Keeney, head of J. H. Keeney & Co., "they'll buy just as many games in the good old summertime as they will in the middle of winter if the games are right.

"We have just placed releases for a third production run on Triple Entry which, considering this game was only introduced six weeks ago, is a remarkable sales record. Operators like Triple Entry," says Keeney, "because it is about as perfect a coin game as has ever been made—perfect not only mechanically but also in play principle. Locations like it because no explanation of the awards or the play is necessary, it's that simple.

"Triple Entry is Keeney's nine-coin three-dial console where the played number or numbers coming up on any of the three dials means a winner according to the odds indicated."

## Indian Dice Wins Distrib's Okeh

CHICAGO, Aug. 20.—The first completed units of Gottlieb's new counter attraction, Indian Dice, were just rolling off the assembly line as Hy Greenstein, of Hy-G Games Co., Minneapolis, arrived in Chicago. Gottlieb & Co. report that after a careful inspection of the new game and consideration of its merits the well-known Minneapolis distributor placed a substantial order for rush delivery.

"No customer ever needs to wait long for a sure-fire hit when he orders from Hy-G Games Co.," was his comment. "Indian Dice is the kind of game many operators in our territory have been wishing for, and they'll be able to get it without delay."

"And then, as if to back up that canny judgment of Hy Greenstein," said Dave Gottlieb, "the next out-of-town visitor at our plant proved to be his neighbor, Jonas Bessler, of Amusement Games, Inc., of St. Paul, who, likewise, became so enthusiastic over the ex-

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At our new price list of all the latest and best games for a happy surprise.

**LISTEN**

to what all smart operators are saying and

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**COIN MACHINE CORP.**  
Oriole Bldg., BALTIMORE, MD.

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**"DEALS"**

A column about new salesboard ideas, deals and personalities.

In the  
**Wholesale Merchandise Department**

**THIS WEEK and EVERY WEEK**

ceptional merits of Indian Dice that he too placed a considerable order for rush delivery."

## EXHIBIT'S "REVIEW"

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FEATURE AND  
INTERMEDIATE  
AWARDS

When all 15 BUMPERS are hit — Winner takes the BIG BANK NITE AWARD.

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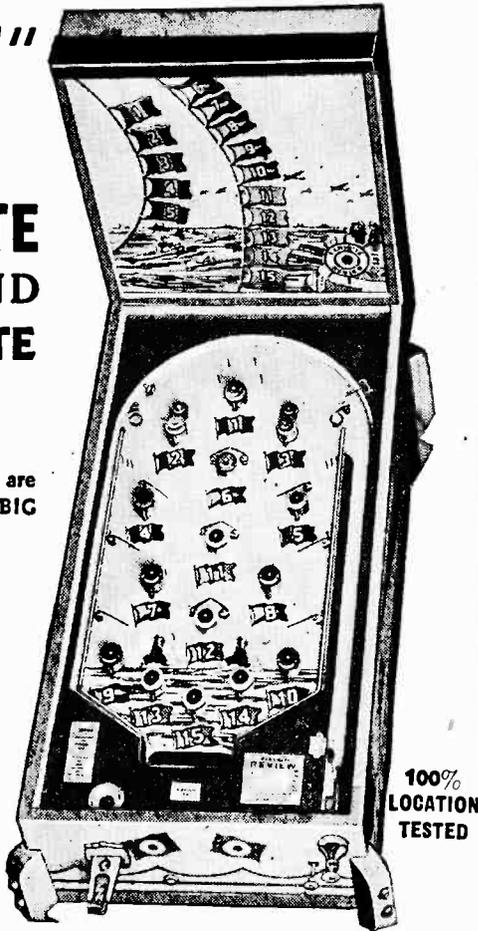
All Awards Metered individually. Adjustable Score System.

**TWO GAMES IN ONE!!**

**ORDER YOURS TODAY FROM YOUR JOBBER**

**EXHIBIT SUPPLY CO.**

4222 W. LAKE STREET - - CHICAGO



**100% LOCATION TESTED**

## Aronson in Hospital

NEW YORK, Aug. 20.—Charley Aronson, of Brooklyn Amusement Machine Co., is confined in Prospect Heights Hospital, Brooklyn. His illness, while a serious one which necessitated an operation, is not alarming, and very favorable reports are coming from his sick room. His partner and pal, Bill Allberg, is not only carrying on the business but is a daily visitor to the patient.

PHONOGRAPH, PIN GAME, DIGGER, SLOT, SKEE BALL, SALESBOARD, CIGARETTE and VENDING OPERATORS Standard and Special  
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**CONSOLES.**

Ray's Track.....\$ 89.50  
Favorite..... 84.50  
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Bally Teaser..... 39.50  
Western Dewey, Jr..... 52.50  
Bally Skill Field..... 119.50  
Mills Rio..... 84.50  
Galloping Dominos..... 104.50  
Saratoga..... 43.50  
Jennings Derby Day, with skill feature..... 89.50

**PAYTABLES.**

Mills 1-2-3, latest model, factory reconditioned.....\$ 87.50  
Keeney Derby Champs, combination console and paytable..... 127.50  
Quinella, 7-coin drop head..... 89.50  
Mills Big Race..... 69.50  
Ak-Sar-Ben, multiple..... 69.50  
Golden Wheel..... 24.50  
Classic..... 18.50

**PHONOGRAPHS.**

Wurlitzer 716, 16 records.....\$147.50  
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Wurlitzer 412, 12 records..... 84.50  
Mills Do-Re-Mi, 12 records..... 69.50  
Mills Dance Master, 12 records..... 27.50  
Seeburg Model A, 12 records..... 59.50  
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Seeburg Selectophone, 10 records..... 39.50

**COUNTER GAMES.**

Ginger.....\$19.50  
Sparks..... 23.50  
Daval Bell Slide..... 10.50  
A. B. T. Target, Model F..... 18.50  
Triple Grip..... 8.50  
Turf Flash..... 8.50  
Reel Dice..... 5.00  
Reel Races..... 5.00  
All machines reconditioned and cleaned. Write for complete list of Automatic Paytables, Novelty Games, Consoles, Slots, Counter Games and Phonographs.

Write for sensational list of closeout prices on other paytables, consoles and legal equipment.

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Cable Address Atnovco.

## Gottlieb Offers Indian Dice Game

(New Game)

CHICAGO, Aug. 20.—“The fascination of good old Indian Dice has been captured and enhanced to be built into one of the most exciting counter games of recent years,” report D. Gottlieb & Co. as they announce their latest idea, an automatic adaptation of the universally popular counter dice game.

“Indian Dice is making a tremendous hit with operators, because it lets them in on an avenue of spending from which they were heretofore shut out—counter dice. As for locations, it's the kind of game they've been crying for! It saves them considerable losses due to sharpers, whose tricks have been making heavy inroads into their profits. At the same time Indian Dice attracts far more play because of its high winning possibilities of 20-1 top odds. No clerk or attendant is needed, for it is entirely automatic and practically 100 per cent cheat-proof.

“The game allows two shakes per play. The house's point, which the player must beat, comes up upon insertion of the coin. The five dice are then automatically shaken. The player may retain any points he chooses by simply pushing the corresponding studs. By pushing the draw lever, the remaining dice are given another shake. An award card lists the odds to which the player is entitled for winning combinations from 2-to-1 to 20-to-1.”

According to the company's description, a radio-type case, with chromium trimmings, walnut-finished back and sides and colorful fluting houses this new counter attraction. The mechanism, they claim, is bug-proof and includes anti-tilt, combination slot that accepts 1 cent to 25 cents, last coin visible, and a number of other features.

“No game has ever received a quicker welcome from the location owner than Indian Dice,” explained Dave Gottlieb, “for it is both a loss-saver and a money-maker. Many operators who are already installing Indian Dice give highly optimistic reports, not alone of profits, but also of new locations captured with the help of this new hit.”

## Vemco Preparing Big Fall Sale

FAYETTEVILLE, N. C., Aug. 20.—No usual run-of-the-mine sale is being planned for the fall season at the Vending Machine Co. It's going to be one of the siege-gun variety, according to Joe Calcutt, head of the firm.

“We plan to get away to an early start this fall,” Calcutt stated. “That's why we already are making arrangements with leading manufacturers for a preview of their new games. In addition to this new equipment we plan to feature a complete stock of every type of used equipment. This group will take in slots, consoles, phonographs, counter games, payouts, arcade equipment, vending machines, supplies and parts.

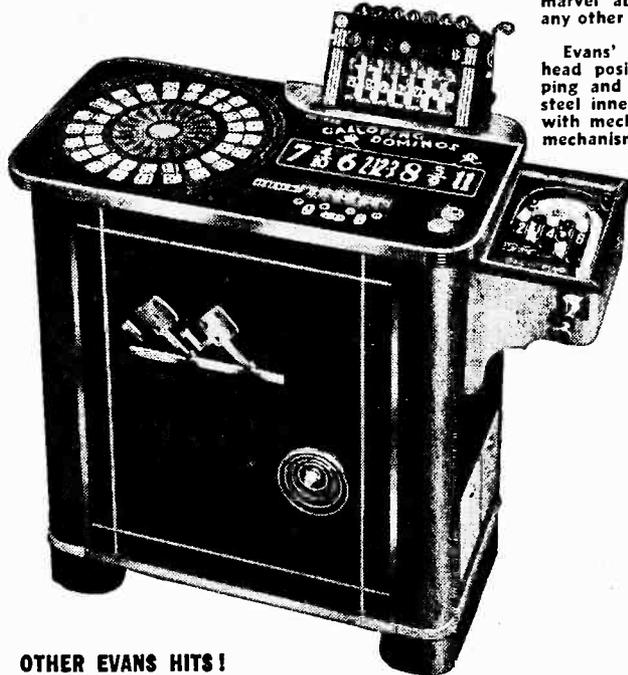
“This fall sale of ours,” he concluded, “will be a mighty one; in fact, one of the largest we've ever held. Ops are coming thru this summer season with flying colors and we expect they'll be all pepped up and ready to make things hum this fall.”

## EVANS' 1938 GALLOPING DOMINOS WITH NEW LEGALIZING SKILL ATTACHMENT

## ★ IDEAL FOR RESTRICTED TERRITORY

Again this “KING OF CONSOLES” scores a top hit! New, ingenious Legalizing Skill Attachment with Gold Award—now makes it a perfect “natural” wherever skill games are required! A host of other new exclusive 1938 features make this marvel absolutely incomparable to any other game regardless of claims!

Evans' NEW gyp-proof 7-coin head positively eliminates overlapping and jamming of coins. New steel inner wall prevents tampering with mechanism. New silent-action mechanism, giant power-pak and many other features, plus Evans' famous precision engineering. Perfect performance unconditionally guaranteed!



**★ IT MUST BE RIGHT!**

When you buy an Evans machine, that's only the beginning of that transaction! Evans stands back of you with unequalled factory service and full co-operation to help you get your money's worth out of that machine! Every sale must make a satisfied customer in every respect!

### OTHER EVANS HITS!

Bang Tails, Rolletto, Jr. Improved Hialeah Special.  
Write for Details!

### ★ TRUTH IN ADVERTISING

To prevent wrong impressions outside the industry, we publish no figures of earnings of any Evans Games!

AT YOUR JOBBER, OR WRITE, WIRE OR PHONE HAYMARKET 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

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Automatic, slightly used. Each.....\$36.00  
Chico Derby..... 10.50  
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Vogue..... 18.00  
Running Wild..... 11.50  
Home Stretch..... 12.50

1/3 Deposit.

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3 Caroms, each	10.00
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1 Exhibit Race (7-coin head)	60.00
1 Exhibit Silver Ball (7-coin head)	60.00
1 Jockey Club (7-coin head)	60.00
15 Flashers, each	50.00
1 Golden Wheel	22.50
1 Jennings Derby Day and Bell glass	50.00
14 Pace Races black cabinets, each	69.00
3 Pamco De Luxe 50-50 chute, each	35.00
1 Paddock	12.50
1 Photo Finish	15.00
1 Post Time	14.50
1 Rosemont	35.00
1 Tanoran 50-50 chute	49.50
1 Winner	12.50
20 Usec Mills & cylinder locks.	
25 7 V. and 11 V. used Paks.	
1/3 Cash. Balance C. O. D.	
B. & O. VENDING CO.	
137 So. 6th St., Steubenville, Ohio	

## SPECIAL

10 Little Dukes, each	\$14.50
3 Zephyrs 1c cigarette, each	9.50
10 A. B. T. 1c Target Skills, each	15.50
4 Wurlitzer P-12's, each	59.50
10 Bally Reserves, each	47.50
One-third deposit, balance C. O. D.	

MARION COMPANY, Wichita, Kansas



JULIAN KRATZE (right) manager of Atlas Music Co., Detroit, sends this photo of himself and Bill Gortner. Gortner is a well-known Mantoy Beach operator.

## BASEBALL IS HERE

### TAKE YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole—Form 3490 Takes in \$50.00 Pays average \$26.00 Price..... \$1.32

The BIG HIT-400 Hole-Form 3625 Takes in \$20.00 Pays average \$9.16 Price..... \$0.76 1/2

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5 GET A HOME RUN WIN \$\$\$ 5

AMERICAN LEAGUE PAYS \$500 NATIONAL LEAGUE PAYS \$100

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LAST PLAY IN EACH SECTION RECEIVES ONE POUND IN HOME RUN BASEBALL

## USED PIN GAME BARGAINS

Auto Derby	\$ 7.50	Dux	\$12.50	Airway	\$21.00
Silver Flash	19.50	Mercury	11.50	Scoreboard, Daytona or Skooky	5.00
Home Run	5.00	Bally Reserve or Dally Dozen	34.50	Sensation	12.50
Sluggo	17.50	Long Beach	12.50	Stoner's Races	9.50
Turf Kings	11.50	Bobs	18.50	Snappy	35.00
Live Wire	3.50	Bambino	39.50	Tops	20.00
Exhibit Basketball	12.50	Roeket	19.50	Jungle	39.50
Zephyr	28.50	Ricochet	5.00	Replay	5.00
Sequence	3.50	Rose Bowl	17.50	Carnival	18.00
Ski-Hi	28.50				

And Many Others. Send for List. Send One-Third Cash—Balance C. O. D.

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GAME FOR

**\$74<sup>50</sup>**

*It's fascinating, Unique Play Necessitates*  
**a SUPERSIZED BACK RACK**  
*Features that click on all locations!*

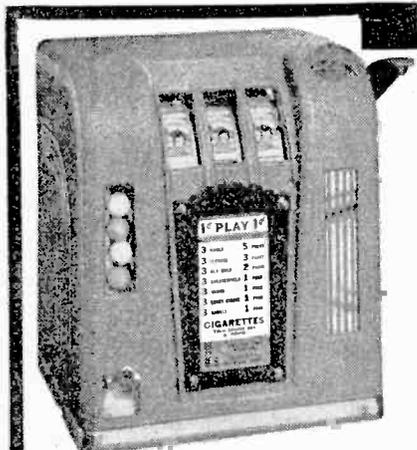
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Two Machines in One—Cigarette Vender or Bell Fruit Vender, Visible Ball Gum Vender, Cigarette or Fruit Symbols, 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

BALL GUM—15c a Box (100 Pieces), Case Lots (100 Boxes) \$12.00

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- 5c Black Pace Racers. 100.00
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- 5c Sup. Mystery Esc. Twin J. P. 32.50
- 5c Sup. Gold Award Esc. Twin J. P. 27.50
- 5c Sup. G. A. and Mys. Goosenecks. 25.00
- 5c Sup. Racing Games. 50.00
- Racing Game Cabinets. 5.00
- New Steel Stands, All Type Machines. 3.25
- Used Steel Stands, All Types. 2.00
- E-Z Pickin Jar Deals, Brand New. 2.00
- 7 1/2" x 10" Port. Shooting Galleries. 100.00
- 1/3 Certified Down Deposit, Balance C. O. D. All Prices F. O. B. Columbus, O.
- All Used Equipment Reconditioned and Re-finished.

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**It's This:** By acting as direct sales agent for leading manufacturers, we actually bring **FACTORY SERVICES AND PRICES** right to your own doorstep . . . which means that now you can sidestep this useless and expensive business of waiting for a game to go through umpteen hands before it gets to you . . . which, by simple mathematics, adds up to a saving of plenty of **MONEY, TIME** and **HEADACHES** on every coin machine need!

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GUARANTEED - RECONDITIONED	
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Western's Ak-Sar-Ben, floor sample. 75.00	Bally's Classic. 17.50
Fairgrounds, large power pak, double rectifiers. 67.50	Bally's Racing Form. 17.50
Western's Paddles. 49.50	Pamco Tout. 15.00
Gottlieb's Horseshoes. 45.00	Western's Air Races. 15.00
Arlington, large power pak. 35.00	Western's Winner. 15.00
Latoria, 5 ball, ticket. 35.00	Top 'Em. 15.00
Gottlieb's Derby Day with clock. 25.00	Gottlieb's Foto Finish. 15.00
Gottlieb's College Football with clock. 25.00	Hi-De-Ho. 9.50
Gottlieb's Speed King with clock. 25.00	Gottlieb's Single Grip. 8.00
Western's Grand Prize. 19.50	Mills Kountar King—NEW. 12.50
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20 Foto-Finish, Each. 15.00	
2 Paddocks, Each. 15.00	
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6 Bally Reserves, Each. \$49.50	
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CONSOLES	
6 1938 Skill Time with check separator, Each. \$175.00	
4 1937 Skill Time with check separator, Each. 125.00	
2 1938 Skill Field, ck. sep., new Johnson hd. Each. 95.00	
2 1937 Skill Field, ck. sep. Each. 75.00	
2 Paces Races, brown cab., ck. sep., Ser. 5464—30-1 odds, Each. 150.00	
2 Paces Races, black cab., ck. sep., Ser. 3884—20-1 odds, Each. 75.00	
2 Galloping Domino, latest 1937 mod. el, ck. sep. Each. 75.00	
4 Jennings Derby Day consoles with built-in skill, original factory job, Each. 49.50	
2 Bally Teasers, Each. 49.50	
2 Flasher with skill attach, Each. 45.00	
2 Jennings Flashing Thru with skill attachment, Each. 45.00	
2 Pacific Pamco Rosemont with skill, Each. 35.00	
SLOT MACHINES	
75 Jennings Chief-bl-metal ck. sep. with skill attachment, Each. \$19.50	
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# ROCK-OLA

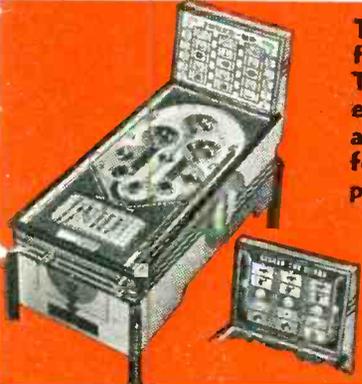
*Answers* ALL OPERATORS' PROBLEMS

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The ONLY game of its kind with all the thrills of "Big League" Baseball. Intriguing robot lineup heightens suspense — a challenge to skillful play. Mechanically simplified and dependable. Its earning power is unlimited. Profitably operate a route of "World Series" for years and years after the equipment has "earned" back your investment. Write for NEW LOW PRICES.

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The right answer to the crying need for better money-making equipment. This sensational one-shot payout table earns \$25 to \$30 daily. Lightning-fast action increases play. Trouble-free performance. Use 3-UP light-up back panel and award chart with fruit symbols or change to EXTRA "Across the Board" panel and chart with horse-race symbols in 15 minutes on location. Two long-life money-makers for ONE price. Write for price.

## STEADY PROFIT PRODUCING—LO BOY



For steady, sure profits over a period of many years, a route of Lo-Boy scales is the answer. Many operators consider Lo-Boys sound insurance on their investment in other equipment. Mechanically perfect. Require only occasional collection calls. Five-Year Guarantee. Sold on deferred payments. Depend on these live money-makers for a long time to come. Write for circular.

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## CONSISTENT MONEY MAKER—ROCK-O-BALL

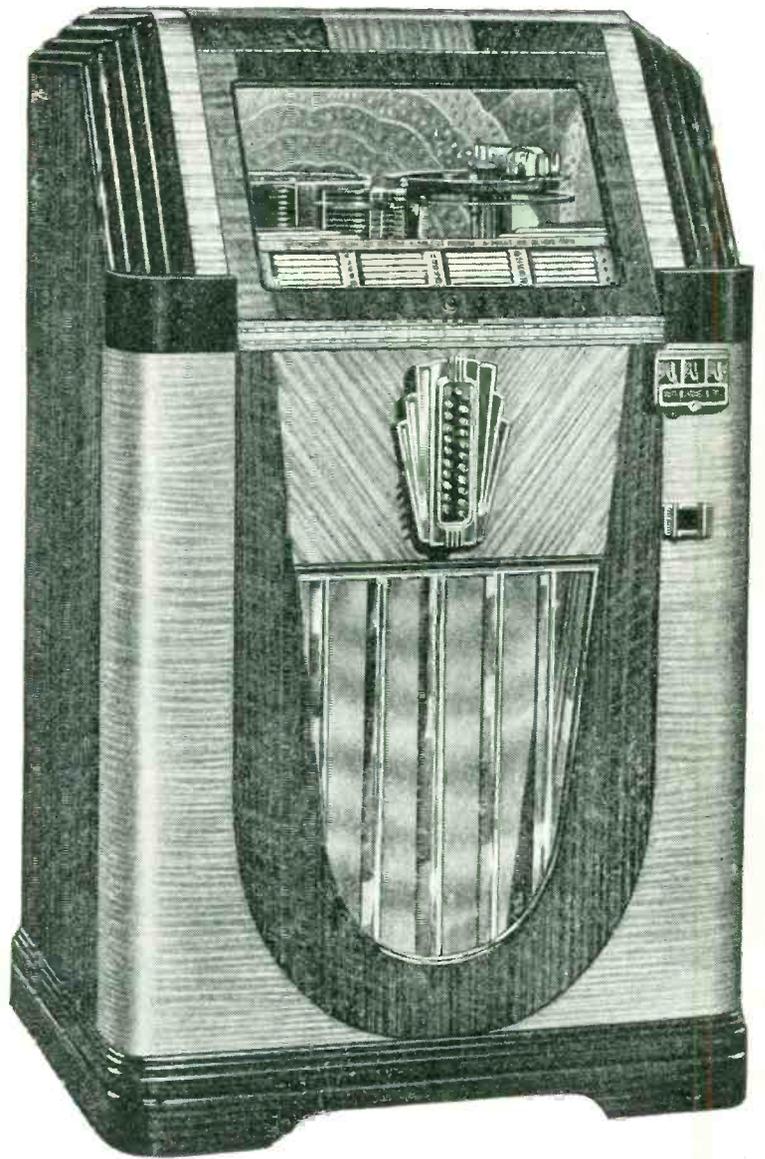


Here's your chance to capitalize on the keen interest in bowling and operate a route of Rock-O-Balls. Rock-Ola's coin-operated all-electric, triple-score bowling game—in a convenient 12-foot length with silent play features—is making money for thousands of operators. Special Veeder counter on shelf in back of machine registers payouts and protects operators. Write for NEW LOW PRICE.

Equipped with remote control button at small charge when ordered with new games. WRITE.

Rock-Ola Phonographs Offer Great Profit Opportunities!

## MONARCH-20



Operators who use Rock-Ola's new "streamline" phonographs have solved the "music" problem. A Rock-Ola blends in anywhere. It has light . . . color . . . design . . . brilliant music — everything that attracts and holds crowds. Mechanically perfect — 99% slug-proof coin-chute (standard equipment) takes REAL money only. Operate Rock-Olas and enjoy the high profits.

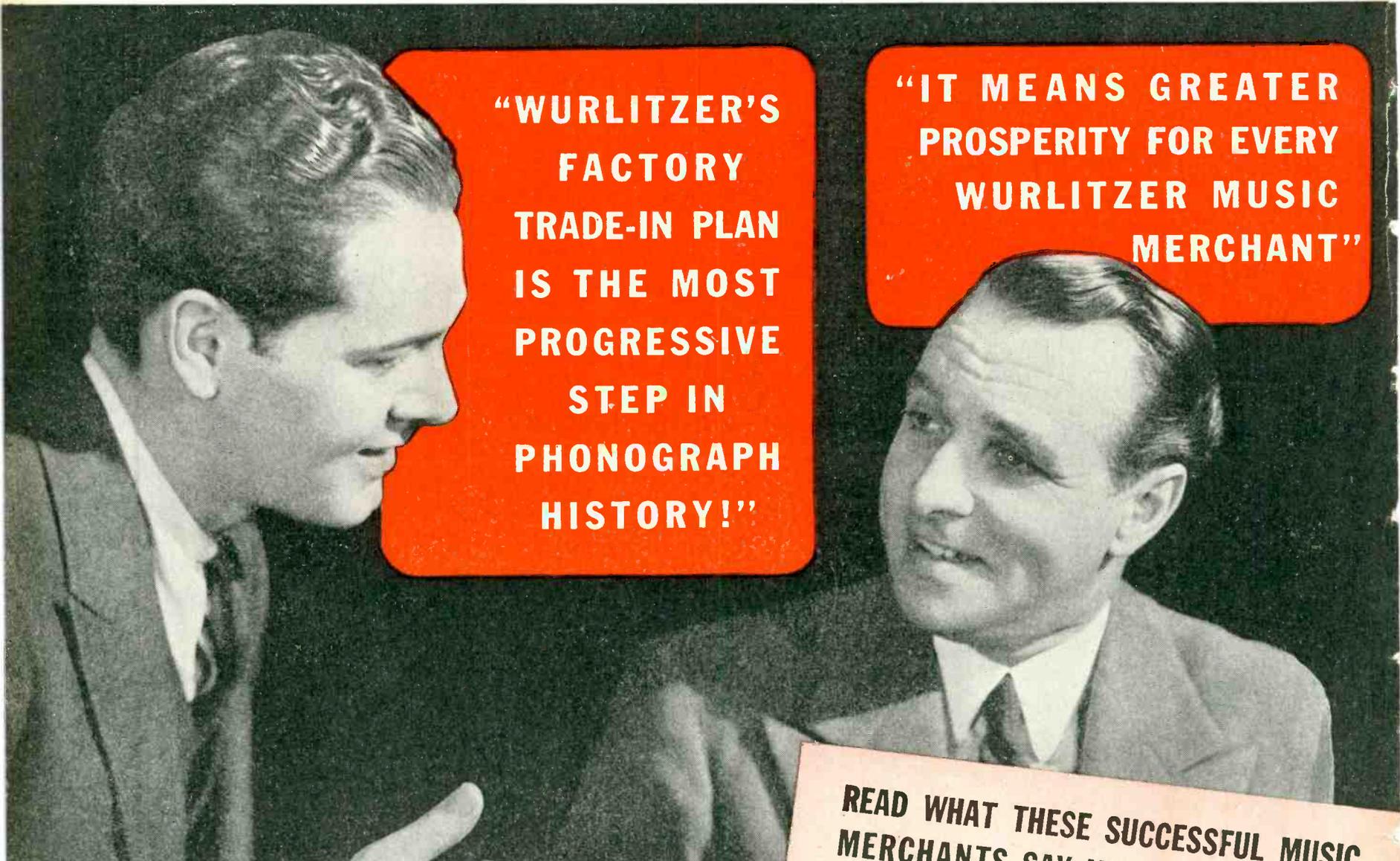
CANADIAN OPERATORS ATTENTION  
**ROCK-OLA**  
 Multi-Selector Phonographs are **HYDRO-ELECTRIC**  
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CHICAGO, ILL.

HUNDREDS OF OLD INSTRUMENTS COME OUT OF LOCATIONS FOREVER AS MUSIC MERCHANTS DECLARE..



**"WURLITZER'S  
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TRADE-IN PLAN  
IS THE MOST  
PROGRESSIVE  
STEP IN  
PHONOGRAPH  
HISTORY!"**

**"IT MEANS GREATER  
PROSPERITY FOR EVERY  
WURLITZER MUSIC  
MERCHANT"**

Quick to see the value to themselves of Wurlitzer's Factory Trade-In Plan, music merchants have already turned in hundreds of old phonographs toward the purchase of Wurlitzer's brilliantly beautiful, attraction-packed Models 500 and 600. Never again will these old instruments occupy locations or compete with any music merchant. When delivered to Bonded Warehouses they are *totally* destroyed. In their places go the "Five Hundred" or the "Six Hundred" to step up your earnings by their greater play appeal.

Take inventory now. Clean house by ridding yourself of old instruments that lack attraction power. Turn them in for liberal allowances on Wurlitzer's modern, colorfully illuminated 24 Record Models 500 and 600. Write or wire today for details!

**THE RUDOLPH WURLITZER COMPANY**  
NORTH TONAWANDA, NEW YORK  
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**BOTH WURLITZER MODELS 500 AND 600 PLAY 24 RECORDS**  
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**READ WHAT THESE SUCCESSFUL MUSIC  
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"Score two more hits for Wurlitzer. Your Factory Trade-In Plan and recently introduced models both point to greater profits for music merchants."

*B. M. ...*

"Wurlitzer has done it again. The Models 500 and 600 are great. The Factory Trade-In Plan is a wow! Believe me I'm going to take advantage of it."

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"Can't speak too highly for Wurlitzer leadership. The Factory Trade-In Plan like the Models 500 and 600 is decidedly to every music merchant's interest."

*Richard ...*



**TURN IN YOUR OLD INSTRUMENTS ON**  
**WURLITZER**  
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**AUTOMATIC PHONOGRAPHS**

**WURLITZER'S LIBERAL FACTORY TRADE-IN ALLOWANCE PLAN**

**SOLD ONLY TO MUSIC MERCHANTS**