

RADIO — STAGE — NIGHT SPOTS — MUSIC — OUTDOOR

SEPTEMBER 10, 1938

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The **Billboard**

The World's Foremost Amusement Weekly



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Director of Corps de Ballet and Associate Producer
Radio City Music Hall, Rockefeller Center, New York

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The Billboard

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VAUDE SEASON LOOKS GOOD

State Fairs of Minnesota, Indiana and California Pull Heavy Crowds on Opening Day

ST. PAUL, Sept. 3.—The Minnesota State Fair here (September 3-10) broke all opening-day attendance records with a turnstile check of 61,636 persons at 9 p.m. The best previous 9 p.m. check on opening day was recorded a year ago with 57,855 passing thru the gates at 25 cents per head.

Crowds found the grounds practically rebuilt, marking completion of a five years' building program. Latest addition is a new modernistic concrete exhibit arcade. All live stock, swine and animal buildings now replace some 20 old frame structures. Grand stand has new ramp with sentinel box offices.

Royal American Shows arrived late Monday night from Superior, Wis., and spent the week in repainting new fronts. Wagons are now decorated with the lion and tiger insignia of RAS for the first time.

Unofficial reports on midway were that opening day's gross beat that of 1937, which set an all-time record. With a

big crowd on the grounds fresh from harvesting one of the best crops in the Northwest, spending was in order.

Barnes-Carruthers Fair Booking Association handles the revue in front of the grand stand each evening. Revue was pronounced one of the finest shows in fair history. A big fireworks display every night in front of the grand stand is handled by Frank Duffield.

Auto racing began today, with Emory Collins hanging up an unofficial world's

(See STATE FAIRS on page 59)

But Not for Units; Bands and Exploitation Shows Still Ahead

Unit producers hold back—blame bad percentage deals, lack of circuit time, chorus scarcity—outlook bright for bands, b.-o. attractions, exploitable novelty units

By PAUL DENIS

NEW YORK, Sept. 3.—Altho vaude unit producers expect the new season to be the best in years for stage shows, they are holding back on new units. There are too many obstacles in the way of profits—spotty bookings, unsatisfactory percentage deals, lack of available attractions, insufficient circuit dates, lack of chorus girls, long jumps and uncertainty as to the many vaude openings expected. The biggest gripe seems to be the trick percentage dates which give the house first money and let the producer hold the bag. Worse than that, producers have found

that when they finally get what seems to be a deal that permits making a profit, they discover that opposition house is playing some smash picture such as *Alexander's Ragtime Band*. For example, when Harry Rogers played his *St. Moritz Follies* unit at the Paramount, Springfield, Mass., week of August 25, he had *Alexander's* as his opposition picture. In on a percentage, Rogers lost money on the date, even tho the cast was working (See PRODUCERS WARY on page 19)

Ft. Worth Casa's \$87,000 in 4 Weeks; Profit for 1st Time

FORT WORTH, Tex., Sept. 3.—For the first time in its three seasons Casa Manana, local open-air cafe-theater, paid off to local backers, who put up \$30,000 to finance show and \$20,000 to recondition the structure and dance floor. The Casa Manana *Varieties of 1938*, which MCA produced for a group of local business men, grossed \$87,750 in 30 performances, according to Lew Wasserman, MCA producer in charge. The fourth and final week's gross was \$26,600.

The local business men not only were paid back the \$30,000 they put up to finance the show but they also got back an additional \$6,800, which was the net operating profit. All of the \$20,000 put into repairs for the building was not expected to be returned. Under the agree-

ment made with MCA the local sponsors put the \$30,000 with the stipulation that MCA take the first \$38,000 and sponsors the next \$30,000. After passing the \$68,000 gross mark the sponsors were to take 90 per cent and MCA 10 per cent. The sponsors expected only to reach the \$68,000 mark during the first four weeks. However, the receipts went nearly \$20,000 above this figure.

The show showed a 23 per cent net operating profit, according to Wasserman. This is by far the best showing Casa Manana has ever made.

Both the backers and producers were well pleased with this showing, according to Wasserman. The backers are anxious to have MCA put on the show (See FT. WORTH on page 19)

Toronto Fair Gates Way Up

TORONTO, Ont., Sept. 3.—The Canadian National Exhibition here (August 26-September 10) has passed its half-way mark. Good weather continues to pile up a huge attendance record above any figures since 1935. Total attendance for first eight days of 1938 was 962,000, against last year's 713,000 for the same period, an increase of 249,000.

Daily attendance: Thursday, 1938, 115,000; 1937, 74,000. Friday, 1938, (See TORONTO FAIR on page 59)

Ia. State Fair Second Largest In Its History

DES MOINES, Ia., Sept. 3.—Taps sounded for the 1938 Iowa State Fair at midnight last night, sounding out the second largest fair in Iowa history. During the 10 days of the centennial exposition a grand total of 430,664 persons passed thru the gates. This record fell short, however, of the all-time record of 1929 by 4,721, but went ahead of the 1937 total admissions of 381,279 by 49,385. It was generally agreed that a major (See IA. STATE FAIR on page 59)

!!! --- Night Club Press Agents Won't Talk (About Themselves)

NEW YORK, Sept. 3.—Night club press agents are refusing to talk (about themselves). Why? Because they are forming a union and have promised not to discuss union affairs outside.

But a monkey wrench has already been thrown into the works by the cropping up of factions for and against affiliation with the Theatrical Managers, Agents and Treasurers' Union. But, according to reports of Tuesday's meeting held in George Lottman's office, an unofficial vote for entrance into the TMAT was held. Result is said to have been 25 for affiliation and 3 against. The dissenters were Harry Sobol, George Lottman and Ed Weiner, who later changed their minds and said they would go in "with reservations."

One of those who is pro-TMAT said

the strife and argument does not come from a majority at all but from a "loud, articulate minority who are thinking only in terms of themselves and not for the general good of the craft." Lottman's argument is that he has a number of diversified accounts which he might be precluded from handling.

Sobol's right to the temporary chairmanship of the group will be questioned at the next meeting, for which no definite date has been set, because of his attitude which was described to be anti-union. His opponents claim he came into office by his own vote because of the 9-9 deadlock between him and Sidney Spier.

Sobol denies that he is anti-union but feels that nitery p. a.'s have nothing to (See NIGHT CLUB on page 19)

Fisher, S-B Renewal Dispute Looms as Important Test Case

NEW YORK, Sept. 3.—A test case which may contain as much import for the music business as the recent Tobani-Carl Fischer suit is likely to develop out of the controversy surrounding the renewal rights to the Fred Fisher-Al Bryan oldtimer, *Come, Josephine, in My Flying Machine*, as well as several other Fisher compos. The 28-year copyright period since *Josephine* was first published by Shapiro, Bernstein & Co. in 1910 has elapsed, and Fisher was met with a re-

fusal when he asked for the renewal on the tune from S-B. Also involved in the dispute is Famous Music Corp., which feels it is entitled to the renewal rights inasmuch as Bryan was in its employ at one time. S-B last week filed a plea for a declaratory judgment in Federal Court here seeking to restrain Famous and the writers from making any claim whatever to the song's renewal.

Fisher's contention that the rights be- (See FISHER, S-B on page 19)

How About Better Films?

In the motion picture industry's \$1,000,000 drive to draw estranged customers closer to the box office via a quiz game, has any consideration been given to the improvement of pictures, the logical box-office inducer? According to this season's shooting schedules, "no."

The "Motion Pictures are your best entertainment" campaign steam is being concentrated in whooping up interest in the \$250,000 national quiz contest with full-page ads and the resultant reams of free publicity. On the schedule of the ballyhoo program are parades, Chamber of Commerce tie-ups, street banners, pretentious lobby displays and mayoralty proclamations.

Everyone in the movie industry, from top to bottom, is kicking in to put the drive over. All the public has to do is pay an admission to see next season's pictures, then answer 30 questions. And for \$50,000 (first prize) anyone will risk boredom.

But we're convinced that the way to bring patrons to the box office and keep them there is to produce worth-while pictures. Box-office hypos have their value, but when the effect wears off the movie industry will be back where it started.

To borrow a slogan, it's more fun to know.

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FLORENCE ROGGE
(This Week's Cover Subject)

FLORENCE ROGGE, associate producer and director of the Corps de Ballet at the Radio City Music Hall, New York, is the only woman ever to have produced a stage spectacle at the huge Rockefeller Center theater. Born in Detroit, one of a family of six girls, she was attracted to dancing and acting as a child, and when she was old enough she went east to study, migrating eventually to Toronto to open a dancing school. It was there that she met Leon Leonidoff, at that time one of the world's foremost ballet dancers and now senior producer at the Music Hall. Forming a partnership that has continued to the present, they gave dance recitals and pioneered in motion picture house presentations thruout the country. Going to New York, it was not long before Miss Rogge was offered the directorship of the Music Hall's ballet corps and a post as associate producer there.

Among her more famous stage presentations are Rimsky-Korsakow's "Scheherazade," "The Romance of Giselle," "Blue Prelude," "Coppelia," "The Green Goddess," "The Mad Waltz" and Ravel's "Bolero." In staging these and other spectacles she is noted for her ability to translate drama into terms of the dance, to tell a tale in terpsichore. Her manner of working is to arrange the steps for each of the ballet groups concerned with the tale, rehearse them individually, in groups and finally all together. In collaboration with Leonidoff and Russell Markert, Music Hall producer, she helps plan and stage approximately 50 different shows each year.

Burly Returns to Broadway; Margie Hart Hit of Fair Show

NEW YORK, Sept. 3.—For the first time since the local license commission cracked the whip burlesque returned to Broadway last week when the Messrs. Abe and Harold Minsky and I. H. Herk presented to fans a "follies" production somewhat reminiscent of the pre-Mossian days.

First show, staged by Billy Koud, is a fairly well co-ordinated hour-and-a-half bill. New costuming and scenery were very much in evidence as was an attempt at something different in staging. Tendency was to keep the stage full most of the time in quasi-musical style. But with all the technical improvements it still remains that the attraction was Margie Hart.

The comedy was strictly on the creep side. Bozo Snyder, in his pantomimic routines, has one wondering just exactly what he is doing. He plays the trombone but doesn't impress. Joe Fried managed to draw a few laughs. Russell Trent and Bert Grant are straights. At best the comedy was a yawn session.

Chief stripping attraction was red-headed Margie Hart, who concentrates her talents on several little quirks to garner the applause and shouts. She is a general eye-filler, and the patrons can't get enough of her.

Next in the strip sorority was Roxanne, who is a capable undresser, but whose

vocal effusions cause uneasiness. She acquits herself, tho, when she does her bare chassis exhibit. Julie Bryan, a stripper of pleasing proportions, has a slow style but manages to please. Jean Mode and Irene Austin are just ordinary. Line consists of 11 chorus and six show-girls.

Renny and Rep, hard-working colored tap team, gave a snappy performance. Alba Bradley, with her lusty version of *Joseph, Joseph*, seems more competent as a singer than as a comedienne. Chet Atland's voice is steadily improving and his renditions of *So Help Me* and *You Go to My Head* prove it. But his behind-the-curtain renditions are definitely nasal. Herman Polikoff's Ork provides a just fair musical diet.

Sam Funt and Alfred Engel are managing the house. Business has been better than brisk all week. *Sol Zatt.*



ON THE eve of a new season we are again confronted with all kinds of cheerful predictions as to the resumption of stage shows in most of the country's popular-price theaters. The essential difference between this year's crop of reports and those of previous years since the decline of flesh is that there seems to be a more stable premise on which to base high hopes. For one, despite the ballyhoo created as the result of the film industry's million-dollar drive, the product already lined up is far from being sensational and there is also to be considered the important fact that theater business—due to double features, chance games and giveaways—has been getting steadily worse. Something will have to be done by the theater industry to stimulate business—aside and apart from a movie quiz contest and fancy cash prizes.

The average theater operator knows in his heart and soul that the solution lies in flesh, but he hesitates to make the confession and to take action because he has been filled up to the gills with fantastic stories of the disaster he will meet at the end of the flesh trail. The unions haven't helped much to dissipate these erroneous impressions. Musician and stagehand locals have thus far muffed many chances to get their members started on jobs by their frightening, arbitrary attitude towards propositions sent out as feelers by theater operators flirting with the idea of resuming flesh.

Don't get us wrong. We still believe that the outlook is bright for flesh in the country's theaters this fall. It is bright provided the men that run theaters do not persist in their old attitude of antagonism towards stage shows. Many changes have taken place in theater operation personnel in recent years. This has to be taken into consideration. Show business, like advertising, is one of the major intangibles of American industry. The intangibles are handled by human beings not very much different individually than any of us. There used to be a good proportion of flesh-minded showmen in the country's theaters. We wouldn't go so far as to say that these men have been eliminated or that many of them have been eased out because they were flesh minded. But we know definitely that the proportion of men in the theater business kindly disposed towards flesh is smaller today than it has ever been. We also know that among the new generation of theater men are a goodly number who haven't the show business background that their predecessors had.

The depressing state of industry generally has brought men into the theater business who rate high as building managers and service supervisors but who aren't imbued with the glow of showmanship that made show business what it was in the days not very long ago when a theater manager actually ran his own theater. Since we are dealing with human material and its reaction to intangibles we must give serious consideration to the character of the men who run theaters when we weigh the possibilities of stage shows resuming this season.

From several sectors of the country comes news full of hope. Smaller circuits are fishing around for booking tie-ups. Independent theaters are announcing combination policies, and even on Broadway there is a stir every few days over news of one or the other of the former combination houses returning to the flesh fold. Among the disappointing aspects is the picture that is imprinted in our mind of the type of men who run the home offices; men who seem to think only in terms of film and merchandising rather than good, old-time showmanship.

What could be more alarming in prospect of further delay to be encountered in fostering flesh policies than the knowledge of this phenomenon: In one of the most important of the circuit home offices weekly theater operations meetings are held. About nine men are in attendance at these meetings, which are the fountainhead of the company's operation policies. Not one of these nine men has ever operated a theater! Put that in your pipe and make hope rings pop out.

Also to be considered as a possible impediment is the fact that several high-ranking executives of the larger circuits (See SUGAR'S DOMINO on page 23)

Jessel in Paris With Ideas and Peeve Agin' Radio

PARIS, Sept. 3.—George Jessel is in Paris with a couple of ideas and a peeve.

Over cocktails at the Ritz he explained how he happened to come to France. "I was in Norma Shearer's house in Santa Monica and saw her latest film, *Marie Antoinette*. I said, 'I have not been to Paris for several years and it is time I went.' So I took a plane to New York and sailed on the Queen Mary the 10th. I had a record-breaking run on which I won \$737 in the ship's pool and lost it all at bridge before we docked."

Jessel wants to take back *Spring Meeting*, a play having a successful run in London, and is negotiating for the entire troupe of the Folies Bergere, including Maurice Chevalier, to appear at the World's Fair in New York.

"The show business in America is lousy," according to Jessel. "You can't educate a younger generation to the theater when they are given 20 hours a day of so-called entertainment over the air. The backslipping of the American theater started with the radio."

For that matter, Jessel blames the radio for most of the world's ills. "We wouldn't have any dictators if it weren't for the radio, because they could not convert so many people. And radio has ruined the newspaper business."

Battle Over Airing Royal Performance; Claim Loss Last Year

LONDON, Aug. 24. — Annual Royal Command Performance—the second to be given before the present King and Queen—has been set for November 9 at the Palladium. Program as usual is in the hands of George Black, president, and Harry Marlow, secretary, of the Variety Artistes' Benevolent Fund to which charity the takings go.

A squabble as to whether the performance should be broadcast. Vaude, theaters and picture houses claimed to have lost \$600,000 as the result of the broadcast of the last Royal Performance. It is understood that the Lord Chamberlain, who gives the Royal Seal to the acceptance of the actual program, has been approached for an official view on the subject.

Meanwhile the preliminary list of acts to appear is being compiled and the following American acts are contained therein: Four Franks, Maurice Colleano and Co., Buster Shaver with Olive and George, Walter Dare Wahl, Chester Fredericks and Gloria Lane, the Stapletons, Maurice and Maryea, Bebe Daniels and Ben Lyon, Kendall Capps, Vic Oliver and Stone and Lee. Final selections will not be made until the end of October.

U. S. Talent Busy Touring Australia

SYDNEY, Australia, Aug. 27.—*Rose Marie*, starring George Hancock, is still filling the His Majesty's Theater, Melbourne. Diana duCane has taken over the chief feminine role from Margaret Adams.

Fay Compton and her company are being presented successfully at the Kings Theater, Melbourne, by Australian & New Zealand Theaters, Ltd.

Australian & New Zealand Theaters have signed Chang and his Chinese Magical Revue.

New arrivals for Frank Nell's Tivoli circuit include Will Mahoney, the Four Robenits, Evie Hayes and Chris Gill.

Personal Appearance, starring Betty Balfour, is playing to good business at the Sydney Theater Royal.

Parade of Stars, with Jim Gerald, Kirby and Duval, Reis and Dunn and Moro and Yaconelli, is playing to good business at the Sydney Tivoli.

Possibilities
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS
BENITO COLLADA—owner of El Chico night club, New York, who knows his Latin talent probably better than anyone else in town, should be a good bet as an adviser or casting director of Spanish films now being filmed in Astoria, L. I., and Hollywood studios. Collada has been importing Spanish, Cuban, Mexican and South American talent for years and stages the shows at his club.

For NIGHT CLUBS
DEACON BROWN TRIO—caught at recent Randall's Island Stadium, New York, bandfest. They are blind Negro musicians who play piano, guitar and violin using swing arrangements. Also do typical Negro semi-shouting vocals. Act is okeh for a West 52d street swing club or any hot music club.

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Broadway Beat

By GEORGE SPELVIN

THE LOBBY of the Hotel Edison was transformed into a miniature movie set a few days ago when Paramount used the place to shoot scenes for its forth-

coming *Say It in French*, which features Ray Milland and Olympe Bradna. Could it be because Thomas Edison invented the movie camera that Paramount chose this particular hostelry? . . . Advertising circles are snickering over the ad of the Palmer House, Chicago, which shows a picture of Veloz and Yolanda with the words "air conditioned" directly over Yolanda's posterior.

AN OLD waiter at the Claremont Inn on Riverside Drive tells this one, proving he's possessed of either a long memory or an elastic imagination, or both. Seems that he served Admiral Dewey when the conqueror of the Philippines dined at the historic restaurant in 1899. The waiter asked what dessert the Admiral desired. The reply was, "I'll take Manila"! . . . Almost on a par with that is a quip Raymond Scott pulled recently when visiting at the house of his brother, Mark Warnow. The *Blue Velvet* maestro has an enormous home with a correspondingly expansive living room. The assembled guests were discussing the size of the room when Scott broke in with "So you think this is a large room, eh? Well, you ought to see mine—it's smaller!" Mr. Spelvin understands now how Mr. Scott arrives at those screwy song titles.

A NOMINATION last week for *The Daily Mirror*-Ted Friend medal of honor in recognition of outstanding artistry was made by Harry Young in favor of Eddie Garr. Young is Garr's manager. . . . Friend, incidentally, in his August 28 column in *The Mirror*, remarks that autumn is in the air, with renewed activity in the night clubs where "top talent is making its reappearance with much aplomb." He goes on to say that George Olsen is at the Waldorf and Eddie Garr is at the Riviera, and that this, coupled with several other name attractions at local spots, is "plain evidence that the dog days on their way out and the fall season well on its way in." Guy Lombardo, who occupied the Waldorf podium before Olsen, and Joe E. Lewis, who regaled Riviera patrons before Garr took over, will be glad to know that they were only part of the "dog days."

THE FRONT page of *The Town Crier*, August 24 issue, has one of the best laughs of the week. It's a photo of Major Bowes, taken in his younger days and reclaimed from his scrapbook, depicting the well-known gongster swimming in San Francisco Bay—with a high hat on. The caption explains that it was his waggish fancy as a young yachtsman to pay formal calls on neighboring craft in that manner, the formality being denoted by the topper. The picture has to be seen to be properly appreciated. . . . Alan Gerard is the latest baritone to receive an MBS build-up, having his own five-times-weekly spot on WOR. . . . Dennis Field, rising New Jersey band leader, rises further to state that not only has streamlining been applied to everything, including music, but to love-making as well. What is wanted, he says, are pick-ups with the maximum of speed and the least resistance. . . . Ann O'Connor, who does a new twist on the strip-tease at Leon & Eddie's, was approached one night by a man who suggested a number of changes for her act. She listened intently, and he went on to say that he had been thinking of doing such type of work but hadn't gotten around to it as yet. "Of course," he said, "you know who I am?" She pleaded ignorance. So he stammered out, "Ben Blue."



Berg, who knew a good thing when he heard it—but seldom heard it—liked the Orpheum. He could slip into a back row and enjoy an afternoon nap. The vaude never bothered him. One day though, he heard Bernie! With that Lafayette sound system the boys used, Promoter Berg couldn't help hearing—and liking their distinctive arrangements. So Bernie is a name band now—almost as popular as Lafayette P.A.

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Report NAB Seeking Govt. Aid Against ASCAP Claimed Phony

WASHINGTON, Sept. 3.—Report that the National Association of Broadcasters has sent a letter to the Senate Monopoly Committee requesting an investigation of the American Society of Composers, Authors and Publishers is a phony. The NAB has sent no such letter, and altho it is considering so doing, chances are the letter will never be sent. Draft of the letter has been drawn and around the NAB office here a few days. The only steps actually taken by NAB were to have Andrew Bennett, of its legal staff, sound out Monopoly Committee members. Reputedly, Bennett was told that for radio to ask a monopoly when more pressure than radio could bring has been trying to get radio investigated would be dangerous. Result might be to have the monopoly looksee fly back into radio's face to its detriment. After the phony report was published in a local magazine NAB office became center of attraction for reporters. NAB office finally convinced the newsmen no letter had been sent. Neville Miller, (See REPORT NAB on page 19)

FALSE TEETH

BY MAIL — 60 DAYS TRIAL Satisfaction guaranteed or money refunded. Send No Money — Write for information. S. B. HEININGER FALSE TEETH, 440 W. Huron Street, Dept. 1996, Chicago, Ill.



Distinguished

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

A. S. Kirkeby, Managing Director

The Drake

LAKE SHORE DRIVE • CHICAGO

Get into the Road Show Business

Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell Projectors.

Write today

Ideal Pictures Corporation Dept. B.B. 28 East 8th Street, Chicago, Ill.

IN DETROIT STOP AT THE GRANT

"A REAL HOME FOR SHOW FOLKS"

ONLY \$6 WEEKLY With Tile Bath. Save money. Get extra comfort. Every room bright and spacious with in-a-door beds and separate dressing room. MONEY-SAVING COFFEE SHOP. Delicious Dinners from 45c. Combination Breakfasts from 20c. Similar Savings a la carte. No Extra Charge for Room Service!

GRANT HOTEL 2931 JOHN R at EDMUND PLACE Five Minutes from Downtown.

THE FILM WEEKLY AUSTRALIA

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

ROLL AND FOLDED TICKETS

As You Want 'Em When You Want 'Em

DAY AND NIGHT SERVICE

Shipment Within 24 Hours—If Requested

CASH WITH ORDER PRICES---1x2 INCHES---NO C. O. D.
10,000...\$6.95 30,000...\$ 9.85 100,000...\$20.00 Duplicate Coupons
20,000... 8.40 50,000... 12.75 200,000... 34.50 Double These Prices

STOCK ROLL TICKETS
1 ROLL... 50c
3 ROLLS... 40c
10 ROLLS... 35c
WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
\$50,000.00 Bond Guarantees Quality and Accuracy

AIR'S TOP TALENT BUYER

Gen. Foods Use 10 Name Shows

Benny, Penner, Pearce, Joe E. Brown, Kate Smith, Ripley on adv pay roll

NEW YORK, Sept. 3.—General Foods, with extensive radio advertising campaigns for its various products, is now indicated as the largest talent employer from total salaries to be paid of this and past radio seasons. GF is already set on a network schedule with a flock of big names. Probably no other commercial organization—that is to say, excluding all companies such as film producers, vaude circuits and the like—has ever been as large a talent buyer as Foods. Procter & Gamble, radio's biggest customer, while using more programs than General Foods, in no way approaches its talent expenditures, P & G. sticking to inexpensive daytime serials, bulk of the radio appropriation going for time.

Most expensive General Foods show is the Maxwell House coffee stanza, *Good News*. Next is the Jello-Jack Benny shindig, returning next month to NBC.

Kate Smith will be the weekly recipient of two handsome GF checks. Singer is doing a three-time-a-week comment job for Diamond Crystal salt, plus her Thursday variety stanza for Calumet baking powder and Swansdown flour.

Latest to go under the General Foods banner is Joe E. Brown, set for a Saturday night spot on Columbia for Post Toasties. Cavern-mouthed comic will handle a variety production. Sanka coffee account will again bank roll *We, the People*, and Postum will ante up for Lum 'n' Abner.

Ripley is now on the air for General Foods. Advertiser will also launch two other programs this fall, one starring Al Pearce, other Joe Penner.

Benton & Bowles and Young & Rubicam have the account.

MBS Scores Neat Gain Over '37; CBS Gross Off

NEW YORK, Sept. 3.—August, 1938, and the first eight months of 1938 are below time income for 1937 and the same periods on the Columbia Broadcasting System. Chain dropped 27.2 per cent for August against last year; cumulative total is off 2.07 per cent.

Mutual Broadcasting System, on the other hand, is ahead of last year, 70.4 per cent on the month of August and 22.7 per cent over the year to date.

The figures:

CBS
August, 1938, \$1,423,865.
August, 1937, \$1,955,280.
Year 1938, \$8,373,777.
Year 1937, \$8,746,957.

MUTUAL
August, 1938, \$164,625.
August, 1937, \$96,629.
Year 1938, \$1,673,913.
Year 1937, \$1,363,707.

P. & G.'s Italian Show

NEW YORK, Sept. 3.—*Ivory Masques*, new Italian program for Ivory Soap, goes over WOV, New York, and will be piped to WCOP, Boston, and WPEN, Philadelphia, beginning September 12. Program, set by Compton Advertising, will be a five-day-a-week 15-minute dramatic show. Author will be Augusto Mauro, Italian-American journalist, and Mimi Aguglia and Lou Danis will co-star.

Stations are all controlled by Arde Bulova.

Morgan-Goodkind Deal

LOS ANGELES, Sept. 3.—Raymond R. Morgan Co., Hollywood ad agency and radio producer company, and M. Lewis Goodkind, Chicago agency, affiliated Thursday. Chicago offices of Goodkind will be known as Goodkind & Morgan. No change in the name of the Raymond R. Morgan Co., in Hollywood.

Paging AFRA

NEW YORK, Sept. 3.—WMCA claims it has a new announcer. His name is Fiorello H. La Guardia, this city's mayor.

Hizzoner grabbed the mike from Martin Starr at the Harvest Moon dance broadcast this week and did a two-and-a-half-minute color speech. Wound up by saying, "Let's let our hair down and have a time."

WQXR Audience Tells Occupations

NEW YORK, Sept. 3.—Questionnaire sent by WQXR, local station, to 7,100 purchasers of station's July program booklet, reveals in a preliminary analysis that the station's listening audience is highest in the teacher, housewife, student and engineer categories. Results are based on 2,000 answers already received, the question being, "What are the occupations of members of your family?" Percentage for above-mentioned categories were 14.2, 13.3, 11.7 and 8.7, respectively. Business (storekeeper, importer, etc.) also had 8.7, and runners-up were clerk, physician, lawyer, secretary, musician, executive and salesman. All these had over 5 per cent.

Occupations represented in 1 to 5 per cent of WQXR homes were accountant, ad agency man, architect, writer, broker, chemist, craftsman, dentist, dressmaker, druggist, editor, insurance and similar classes. A very large group, including actor, theatrical agent, dancer, cook, contractor and others were represented in less than 1 per cent of WQXR homes.

Also a couple of bartenders and bricklayers.

WRAL Starts January 1

RALEIGH, N. C., Sept. 3.—Raleigh's new radio station, WRAL, will be in operation by January 1, General Manager E. Johnston Neal states. Recently authorized by FCC, station's power will be 100 watts at night, 250 during day. Wave length will be 1210 kilocycles.

Not as Many Sky High Salaries This Season as Trade Expected

NEW YORK, Sept. 3.—Altho there are as usual several tremendously high-priced shows on the schedule for fall, the general salary level is around the same for this new season as it has been for the past few semesters. Leading the newcoming pack is the Texaco show on CBS which will run between \$20,000 and \$25,000 weekly for talent alone. This is about the same as the General Foods *Good News* show, a holdover from last season. The Chase & Sanborn show is another costly affair, but this, too, is not a new program.

Opinion early this summer was that salaries would go to a much higher average level than heretofore. However, among the new shows already slated for their debuts within the next couple of months, the Burns and Allen Chesterfield show and the Texaco show are in the top bracket. Burns and Allen are drawing \$12,500 for the stint, it is said.

"Radio Stars" Mag Gives Up; 2 Fanners

NEW YORK, Sept. 3.—Only two radio fan magazines are left in the field as a result of the folding this week of *Radio Stars*. Publisher was George Delacorte's Dell Publishing Co. Still holding on are *Radio Mirror* and *Radio Guide*, latter a weekly.

Lester Grady, editor of *Stars*, stays on, putting out *Film Fun*.

Offer Ralston-King In "Cleck" Yarns

NEW YORK, Sept. 3.—Esther Ralston, former pix star, and Dennis King, legit name, are a new combination being offered to radio buyers. Story basis is a serialization of the Cleek of Scotland Yard mysteries.

Ayers-Prescott handling.

This includes all talent, to be paid by the stars.

Estimates in the trade as to talent costs of other new shows, as well as some returning after the customary summer lay-off, are as follows: Fitch Bandwagon, \$3,500; Eddie Duchin, \$2,500 to \$3,000 (for Pall Mall ciggies); Bob Hope for Pepsodent, around \$6,000, star drawing \$3,500; Fred Waring for Grove labs, \$7,500; Al Pearce for General Foods, from \$7,000 to \$9,000, varying with guestee cost; Joe Penner, also for General Foods, \$7,000.

Also Ben Bernie for Half and Half tobaccos, between \$2,500 and \$3,500; Continental Baking, with Jack Haley, about \$5,000 and probably less; Bob Benchley for Old Gold, between \$4,000 and \$6,000. The Tommy Riggs show for Quaker Oats is figured at about \$3,500. Riggs being reported drawing \$1,200. Figures given here include not only the headliner but supporting talent, music and other production costs.

Phillies Boosting Balter's Weekly Shows

PHILADELPHIA, Sept. 3.—Phillies cigars, sponsoring Sam Balter's sports comments on a Mutual hook-up, is increasing his series from three times a week to a five and six-time spot. It means that on some Mutual stations Balter will be heard three times a week; others six and another five. At the same time Balter will be brought east by the sponsor. Now speling from KHJ, Los Angeles, Balter will talk into WFIL, Philadelphia, mikes before October 1.

Balter will be heard three times a week on WOR; six times on WGN and KWK, Chicago and St. Louis, and five times on WLW, Cincinnati.

Agency is Ivey & Ellington.

Mutual Places Bible Program on 8 Spots

NEW YORK, Sept. 3.—Moody Bible Institute has bought a special Sunday afternoon line-up of stations thru the Mutual Broadcasting System, but the show is not a Mutual feature. Network takes regular sales commish, however, from those stations on which business was placed. New York outlet will be WHN. Others are CKLW, Windsor; WAAB, Boston; KPFL, Denver; WFIL, Philadelphia; WMBI, Chicago; WSAI, Cincinnati; WCAE, Pittsburgh. Critchfield agency placed.

This is the second religious show Mutual has placed which its regular New York outlet, WOR, does not take. Other is the Lutheran Hour, which WINS has for this city. WOR does not handle any religious commercials.

WABC Rate Card Conforms With NBC Discount System

NEW YORK, Sept. 3.—New rate card for WABC, effective September 1, conforms with the same discount system used on all other stations owned and operated by Columbia Broadcasting System.

A discount is allowed for three or six times a week, in addition to a weekly dollar volume discount and discounts for 26, 39 and 52 consecutive weeks.

Atlantic Sets Grid Sked

PHILADELPHIA, Sept. 3.—Atlantic Refining will sponsor 168 intercollegiate football games, according to an announcement this week. Forty announcers on 71 indie stations will do the play-by-play descriptions.

N. W. Ayer, handling the business, will supplement broadcasts with a newspaper campaign.

JAMES R. CURTIS, president of KFRO, Longview, Tex., selected by Gregg County Democratic Convention as delegate to Texas Democratic Convention, slated for Beaumont September 13. Leonard Coe has joined station's commercial department.

How About BEAUMONT, TEX. ?

WHAT are Beaumont's favorite programs?

How do the network programs heard there rate on sponsor identifications?

Which station is heard most?

What is the effect of the organization of Elliott Roosevelt's new Texas network, which includes KRIC in Beaumont, on Texas listening habits—if there is any effect? And what are the effects on listening habits from the affiliation of the Texas Network with Mutual?

ON every business map published today Texas is shown as the healthiest market, enjoying better conditions than any other in the country. It's important to radio; it's important to advertisers.

The survey of Beaumont will be published shortly.

Watch For It

Cities Previously Surveyed — Kansas City, Mo.; Cincinnati, O.; Watertown, S. D.; Raleigh, N. C., and Portsmouth, N. H.

Tell 'Em, Mac

NEW YORK, Sept. 3.—In common with other pic houses, Strand, New York, is plugging the "Movies Are Your Best Entertainment" drive. House is running a trailer about the stunt, with an announcer telling the wondrous details.

But the announcer is Graham MacNamee, noted in radio and probably as choice a representative of pic's strongest competition, radio, that could be found.

AFRA, AFM Clash May Reach NLRB

CHICAGO, Sept. 3.—Tri-cornered union sitdown concerning CBS announcers, sound and production men with American Federation of Radio Artists and James C. Petrillo, entered the boiling stage this week when the CBS workers met Petrillo to discuss transferring from associate membership in his union to the AFRA fold. Card holders were all set to hold Petrillo to his word given nearly a year ago when the musiker chief told the boys he would refund initiation fees and release 'em to AFRA when that org became "strong enough."

Meeting lasted two hours, tho, without any decision. Petrillo consented to give CBS bunch a clean ticket into AFRA if they wanted it, but pointed out to them that the present contract, which netted them a 20 per cent increase, still had two years to run and that AFRA still had to negotiate with CBS for an announcer pact. Main thing which deterred the CBS lads from jumping at Petrillo's "go ahead" sign was presence of Stan Thompson, who since joining the union has become assistant program director of WBBM (CBS). Post gives him almost carte blanche on hiring and firing of mike men. Thompson still holds his card in the musicians' union and pays his dues, claiming it gives him protection in case he is ever demoted. Thompson also stated he did not care one way or the other as to what decision was made by his comrades. However, boys themselves felt it was a breach of ethics for a "front office" man to sit in on their confab and the resulting case of jitters among them at the crisis was attributed to Thompson's presence.

Claim Petrillo Ducking

Raymond Jones, AFRA secretary here, feels the CBS mikesters definitely belong under AFRA's banner since that union has AFL jurisdiction over all radio workers in the studios. Jones says he has tried to contact Petrillo on several different occasions to talk over this situation, but the musicker exec has evaded a meeting. Since this last episode Jones says he has written the AFRA national execs in New York, recommending that the whole fracas be taken up with AFM prez, Joe Weber, and if no satisfaction is gained a complaint should be lodged with NLRB or William Green.

When asked what he would do in this case Petrillo said he thought AFRA was very foolish to be so hasty and that "AFRA should work around this unit of mine, organizing rest of the announcers in the chain, and knowing that sooner or later I'll have to turn over the CBS gang to AFRA."

Strike Forces WSAY Off Air Three Hours

ROCHESTER, Sept. 3.—This city's labor parade, broadcast by WSAY Friday, also marked end of a three-hour walkout by WSAY's chief engineer and crew of five after local electrical workers' union charged pay was below scale.

Strike called Thursday at 1 p.m. After walkout, Gordon Brown, owner and a licensed operator, got permission from FCC to stay off air until detuned transmitter could be operated by himself. FCC officials told Brown they believed disconnecting various wires in the control room and detuning of transmitter were violations of radio act.

At 4:15 p.m. station returned to air and shortly afterward all six returned to work. Friday negotiations began. Brown said a contract based on earning power of the station, similar to that about to be signed with local musicians' union, would be negotiated. WSAY is only station in city with AFL unions, Brown added. Drive under way to bring WHAM and WHEC, now controlled by CIO, into AFL.

NEW AND RETURNING NETWORK ACCOUNTS FOR FALL

The lists below are those new programs, as well as those resuming after a summer layoff, on the three major networks. Only those shows starting September 1 and thereafter, as signed to date, are included. This list substantiates what the trade has long felt—that the fall of 1938 is to be the greatest in the history of the radio industry. There'll be plenty more on the books before the season really starts banging.

Those programs marked with an asterisk (*) indicate new programs for the particular sponsor. Where an advertiser has shifted networks as Campana did with its *First Nighter* (NBC to Columbia) there is no asterisk. All the programs listed below will, in the rotation of their starting dates, be reviewed in *The Billboard*.

NBC ACCOUNTS AND PROGRAMS

Starting Date	Sponsor	Agency	Program	Time—Network
Sept. 1	General Foods	Benton & Bowles	"Good News"	Thurs. 9-10 p.m. Red
Sept. 4	F. W. Fitch & Co.	Ramsay & Davenport	Fitch Bandwagon*	Sun. 7:30-8 p.m. Red
Sept. 5	American Cigar & Cigaret Co.	Young & Rubicam	Eddy Duchin*	Mon. 9:30-10 p.m. Red
Sept. 6	Procter & Gamble	Compton	"Life Can Be Beautiful"	Mon. thru Fri. 4:30-4:45 p.m. Red
Sept. 6	S. C. Johnson & Co.	Nearham, Louis & Brorby	Fibber McGee and Molly	Tues. 9:30-10 p.m. Red
Sept. 11	John Morrell & Co.	Henri, Hurst & McDonald	Bob Becker	Sun. 1:45-2 p.m. Red
Sept. 16	Ballard & Ballard	Henri, Hurst & McDonald	Ed McConnell*	Sat. 10:10-15 a.m. Red and Blue
Sept. 16	Charles B. Knox Gelatine Co.	Kenyon & Eckhardt	"Magazine of the Air"	Fri. 3:30-3:45 p.m. Red
Sept. 20	Jacob Ruppert Brewery	Lennen & Mitchell	Musical*	Tues., Fri. 6-6:30 p.m. WEAF
Sept. 20	Molle	Stack-Goble	"Battle of Sexes"	Tues. 9-9:30 p.m. Red
Sept. 22	Liggett & Myers	Newell-Emmett	Eddie Dooley	Thurs., Sat. 6:30-6:45 p.m. Red & Blue
Sept. 25	Vick Chemical Co.	Morse Int'l	Seth Parker	Sun. 7:30-8 p.m. Blue
Sept. 26	Bowey's, Inc.	Stack-Goble	"Terry and Pirates"	Mon., Tues. & Wed. 5:15-5:30 p.m. Blue
Sept. 26	Goodyear Tire & Rubber Co.	Arthur Kudner	Farm Service	Mon. thru Fri. 1:15-1:30 p.m. Blue
Sept. 26	Quaker Oats Co.	Ruthrauff & Ryan	"Girl Alone"	Mon. thru Fri. 4:45-5 p.m. Red
Sept. 26	Ralston Purina Co.	Gardner	Tom Mix	Mon. thru Fri. 5:45-6 p.m. Blue
Sept. 26	General Mills	Blackett-Sample-Hummert	"Jack Armstrong"	Mon. thru Fri. 5:30-5:45 p.m. Red
Sept. 26	Glidden Co.	C. Wendell-Muench	"Madame Courageous"	Mon., Wed., Fri. 10:30-10:45 a.m. Red
Sept. 26	Campbell Soup Co.	Ward-Wheelock	Edwin C. Hill*	Mon. & Wed. 7:15-7:30 p.m. Red
Sept. 26	Cal-Aspirin Corp.	Blackett-Sample-Hummert	Not set	Mon., Tues. 11:30-11:45 a.m. Red
Sept. 26	Procter & Gamble	Blackett-Sample-Hummert	"Houseboat Hannah"	Mon. thru Fri. 10:10-15 a.m. Blue
Sept. 26	Ward Baking Co.	Sherman K. Ellis	"Jane Arden"	Mon. thru Fri. 10:15-10:30 a.m. Blue
Sept. 27	Pepsodent Co.	Lord & Thomas	Bob Hope*	Tues. 10-10:30 p.m. Red
Sept. 27	Bristol-Myers	Pedlar & Ryan	Dick Fishell*	Not definite at press time
Sept. 27	Acme White Lead	Henri, Hurst & McDonald	Ed McConnell	Tues., Thurs. 10:30-10:45 a.m. Blue
Sept. 28	Charles H. Phillips Co.	Blackett-Sample-Hummert	Unannounced*	Wed., Thurs., Fri. 11:30-11:45 a.m. Blue
Sept. 30	Swift & Co.	Stack-Goble	Unannounced*	Fri. 9:30-10 a.m. Blue
Sept. 30	Brown & Williamson	B., B., D. & O.	Unannounced*	Sat. 7-7:30 p.m. Red
Sept. 30	Pacific Coast Borax Co.	McCann-Erickson	"Death Valley Days"	Fri. 9:30-10 p.m. Red
Oct. 1	Quaker Oats Co.	Ruthrauff & Ryan	Tommy Riggs*	Sat. 8-8:30 p.m. Red
Oct. 1	Penn Tobacco Co.	Ruthrauff & Ryan	Vox Pop*	Sat. 9-9:30 p.m. Red
Oct. 2	General Foods (Jello)	Young & Rubicam	Jack Benny	Sun. 7-7:30 p.m. Red
Oct. 2	H. Fendrich	Ruthrauff & Ryan	"Smoke Dreams"	Sun. 3-3:15 p.m. Blue
Oct. 3	General Electric	Maxon	Phil Spitalny	Mon. 9-9:30 p.m. Red
Oct. 3	George Luft Co.	Cecil, Warwick & Legler	"Keep Posted" (Emily Post)	Mon. 7:30-8 p.m. Red
Oct. 4	Lamont Corliss	Cecil, Warwick & Legler	"Quite by Accident"	Tues. 7:30-8 p.m. Red
Oct. 4	Bristol-Myers	Pedlar & Ryan	"For Men Only"	Tues. 8:30-9 p.m. Red
Oct. 4	Lady Esther Co.	Lord & Thomas	Guy Lombardo*	Tues. 10-10:30 p.m. Red
Oct. 5	Adam Hat Stores	Glicksman	Fight Broadcasts	Fri. 10 p.m. Blue (Staggered schedule)
Oct. 5	Charles Gulden, Inc.	Charles W. Hoyt	Musical*	Wed., Fri. 6:30-6:45 p.m. Blue
Oct. 5	Bristol-Myers	Young & Rubicam	Fred Allen	Wed. 9-10 p.m. Red
Oct. 6	Modern Food Process Co.	Clements Co.	"Dog Heroes"	Sun. 3-3:15 p.m. Blue
Oct. 8	Grove Laboratories	Stack-Goble	Fred Waring*	Sat. 8:30-9 p.m. Red
Oct. 9	Sherwin-Williams	Cecil, Warwick & Legler	Metropolitan Auditions	Sun. 5-5:30 p.m. Blue
Oct. 10	General Foods	Young & Rubicam	Al Pearce*	Mon. 8-8:30 p.m. Blue
Oct. 10	Musterole Co.	Erwin-Wasey	Carson Robison*	Mon. 8-8:30 p.m. Blue
Oct. 21	William R. Warner	Cecil, Warwick & Legler	Warden Lawes	Fri. 8-8:30 p.m. Blue

CBS ACCOUNTS AND PROGRAMS

Sept. 2	Campana Sales Corp.	Aubrey, Moore & Wallace	"First Nighter"	Fri. 8-8:30 p.m.
Sept. 5	General Foods (Postum)	Young & Rubicam	Lum 'n' Abner	Mon., Wed., Fri. 6:45-7 p.m. (9/26, 7:15-7:30)
Sept. 5	Gruen Watch Co.	McCann-Erickson	"Gotham Gazette"	Nightly 11-11:30. WABC
Sept. 9	Campbell Soup Co.	Ward-Wheelock	"Hollywood Hotel" (new talent)	Fri. 9-10 p.m.
Sept. 11	Ford Motor Co.	N. W. Ayer	Symphony Orchestra	Sun. 9-10 p.m.
Sept. 12	Lever Brothers (Lux)	J. Walter Thompson	"Radio Theater"	Mon. 9-10 p.m.
Sept. 12	Penick & Ford	B., B., D. & O.	"The Mighty Show"	Mon. thru Fri. 5:45-6 p.m.
Sept. 20	Lever Brothers (Lifebuoy)	Ruthrauff & Ryan	Al Jolson	Tues. 8:30-9 p.m.
Sept. 20	Lever Brothers (Rinso)	Ruthrauff & Ryan	"Big Town"	Tues. 8-8:30 p.m.
Sept. 27	General Foods (Sanka)	Young & Rubicam	"We, the People"	Tues. 9-9:30 p.m.
Sept. 29	General Foods (Huskies)	Benton & Bowles	Joe Penner*	Thurs. 7:30-8 p.m.
Sept. 29	General Foods (Calumet, Swansdown)	Young & Rubicam	Kate Smith	Thurs. 8-9 p.m.
Sept. 30	Liggett & Myers	Newell-Emmett	Burns & Allen*	Fri. 8:30-9 p.m.
Oct. 1	Noxzema Chemical Co.	Ruthrauff & Ryan	Prof. Quiz*	Sat. 8:30-9 p.m.
Oct. 1	Pet Milk Co.	Gardner	"Sat. Night Serenade"	Sat. 9:30-10 p.m.
Oct. 2	Amer. Tobacco	Young & Rubicam	Ben Bernie*	Sun. 5:30-6 p.m.
Oct. 2	Int'l Silver Co.	Young & Rubicam	"Silver Theater"	Sun. 6-6:30 p.m.
Oct. 3	R. J. Reynolds Co.	Esty	Eddie Cantor	Mon. 7:30-8 p.m.
Oct. 3	Int'l Cellulose (Kleenex)	Lord & Thomas	"Her Honor, Nancy James"	Mon. thru Fri. 12:15-12:30 p.m.
Oct. 4	General Foods (Diamond Salt)	Benton & Bowles	Kate Smith*	Tues., Thurs., Sat. 12-12:15
Oct. 5	Texas Co.	Buchanan	"Star Theater"	Wed. 9:30-10:30 p.m.
Oct. 5	Palmolive - Colgate - Peet (Colgate Tooth Paste)	Benton & Bowles	Jim McWilliams*	Wed. 7:30-8 p.m.
Oct. 6	Manhattan Soap Co.	Peck	Not set*	Thurs. 6:45-7 p.m. WABC
Oct. 8	General Foods	Benton & Bowles	Joe E. Brown*	Sat. 7:30-8 p.m.
Oct. 14	Continental Baking	Benton & Bowles	Jack Haley*	Fri. 7:30-8 p.m.
Oct. 18	Chesebrough Mfg. Co.	McCann-Erickson	"Dr. Christian"	Tues. 10-10:30 p.m.
Oct. 18	Thomas Leeming & Co.	Esty	Richard Maxwell*	Tues., Thurs., Sat. 9-9:15 a.m.
Nov. 20	P. Lorillard	Lennen & Mitchell	Robert Benchley*	Sat. 8:30-9 p.m.
Date	not set	Lady Esther Co.	Guy Lombardo*	

MUTUAL BROADCASTING SYSTEM ACCOUNTS

Sept. 6	Wheatena	Rohrbaugh & Gibson	Ford Rush	Mon., Wed., Fri. 5:45-6 p.m.
Sept. 11	Wheeling Steel Co.	Critchfield Adv.	Musical	Sun. 5-5:30 p.m.
Sept. 12	Kellogg Co.	N. W. Ayer	Tim Healy	Mon., Wed., Fri. 6:45-7 p.m. WOB: 7:30-7:45 WLW
Sept. 25	D., L. & W. Coal Co.	Ruthrauff & Ryan	"The Shadow"	Sun. 5:30-6 p.m.
Sept. 25	Moody Bible Institute	Critchfield	Not set	Sun. 2-2:30 p.m.
(Note: This is not a Mutual Broadcasting System program, altho placed by MBS on the stations getting the account. WHN will be the New York outlet.)				
Oct. 4	R. B. Semmler & Co.	Erwin, Wasey	Gabriel Heatter	Tues. 9:45-10 p.m.
Oct. 9	Yadco Sales Corp.	Lawrence Gumbinner	"Court of Human Relations"	Sun. 4:30-5 p.m.
Oct. 16	American Bird Products Co.	Russell M. Seeds	"Radio Warblers"	Sun. 11:45-12 noon
Oct. 17	Thomas Leeming & Co.	Esty	Ed Fitzgerald	Mon., Wed., Fri. 2:45-3 p.m.
Oct. 23	Lutheran Hour	Kelly Stuhlman	Dr. Walter A. Maier	Sun. 1-1:30 p.m.

Tape Transmission Over WQXR Reveals O. K. Sound Qualities

NEW YORK, Sept. 3.—Experimental broadcast by tape transmission was made Thursday over WQXR, local high fidelity station, airing about an hour of Bizet's *Carmen*. Reception was uniformly good and was sustained during the entire broadcast period.

Test is all the more noteworthy in that the vehicle chosen—opera—provided enough types of instrumental and vocal music, as well as dialog, to make the result important. Realistic effect was uniformly high.

Miller Broadcasting Co., which controls tape transmission, hopes to have 100 machines installed in stations before January 1. Machines will be neither leased nor sold but will remain the property of Miller Co.

Tape transmission has already been used extensively in European countries, including the British Broadcasting Co., Radio Luxembourg and J. Walter Thompson's London branch. Method provides for broadcasting from a seven millimeter tape carrying programs engraved upon it by a stylus. Exponents claim quality is comparable to live performances. *Ackerman.*

Low Parker and Teddy Hart

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

Low Parker and Teddy Hart, assisted by Hildegard Holiday, debuted Thursday as a comedy duo on the Vallee hour. Parker is from vaude; Hart legit and pix.

Material was a bit thin in script, but chuckles of the studio audience gave the impression that the act was doing well visually. Comedy situation was a short sketch, with Parker as a hotel manager and Hart as bellboy. Gags stemming from this were of the chambermaid and bum business type. Parker delivered smoothly, with Hart putting across surprise lines in his high-pitched voice, but gags somehow seemed forced. Might have been due to nervousness, but better lines were undoubtedly needed. Team, tho, showed enough comedy sense and timing to come thru on later shows with better material.

Miss Holiday pulled a hay-fever turn, replete with sneezes and sound effects. *Ackerman.*

"Dr. Jazz"

Reviewed Friday 10:15-10:45 p.m. Style—Talk and music (recorded). Sustaining on WEVD (New York).

A feast for swingomania, jitterbugs and collectors of rarer hot records. Using phonograph platters, most of them in the hard to buy category, program is a delight to those who like to go for their swing unadulterated. Comments are made by Gene King, billed as Dr. Jazz. He talks too much and hasn't the best of delivery, but his knowledge of the

subject matter overcomes, pretty well, these shortcomings. But he should button his larynx a bit.

Program caught was devoted to records featuring top trombonists. Slip horn stars highlighted included J. C. Higginbotham, to Miff Mole, Charlie Green, George Brunier (or so it sounded) playing with the Chauncey Moorehouse troupe, Tommy Dorsey and Duke Ellington's West Indian slider. And how those men did give, especially Green, backing up a Bessie Smith lullaby, daintily tagged *Empty Bed Blues*. Every record was a sock and the varying technique of each was well discussed. Green's work with Bessie Smith probably stole the honors.

Most of the records come from Martin Gabler's Commodore record shop. A lot of listeners will think this outfit sponsors the show; King is constantly plugging it, giving the address of the store and a newly opened branch. Plugs rank with a Procter & Gamble commercial. That's a plenty. *Franken.*

Bob Trout

Reviewed Wednesday, 6:30-6:45 p.m. Style—Comment. Sustaining on WABC (CBS network).

Trout's nightly 15-minute news period hit the high spots of both national and international news. Time element in the coverage was good.

Opened with an account of Roosevelt's latest press conference, digressed into the McAdoo-Downey battle in California, giving the data with much detail, and then switched to European affairs. Treatment of latter included analysis of tense Anglo-German relations and France's overtures to mid-European countries. By way of contrast, Trout devoted quite some time to the birthday of Holland's queen, bringing up the monarch's background, country's colonial policies, etc. Hines' trial, with particular reference to testimony of Dixie Davis, of course, received careful treatment.

Human-interest items for the wind-up. When caught Trout spoke very interestingly, but program seemed as tho it could click even better if commentator gave added attention to diction. *Ackerman.*

Timely Topics

Reviewed Saturday, 8:15-8:30 p.m. Style—Commentary. Sponsor—Good Government Committee, Asbury Park. Station—WCAP (Asbury Park, N. J.).

This Jersey shore radio station breaks the monotony for some of its listeners by sandwiching in this broadcast on a night when musical programs are all the go.

A. W. Bedell is the commentator. His nasal tone is tiresome and doesn't invite listeners to keep tuned in to the station for the entire 15 minutes. For news Bedell uses topics of interest to residents of Monmouth County, but broadcast lacks punch. *Abbott.*

"Town Talk"

Reviewed Friday, 9:45-10:15 p.m. Style—Quiz. Sustaining on WMCA, New York. (Intercity Broadcasting System).

Still they come. Here's quizzer No. 10,674 and it's a weakie. But definitely, judging from the show caught. Half hour uses a number of ideas; spelling of homonyms, pronunciation and the like. In other words, individual ideas done by other quizzers are used. Examples seemed childish on this show and the contestants not quite that mentally.

Don Cordray is emcee, Gene Morgan announcer, Gretta Baker the writer. Morgan played opposite Mary Lou Foster in a wobbly sketch bringing in the pronunciation hunk of the show. *Franken.*

William A. Brady and Grace George

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

William A. Brady, vet theatrical producer and actor, and his wife, Grace George, were co-starred for the first time in radio on the Thursday evening Rudy Vallee program. Sketch they appeared in, Edwin M. Marshall's *A Penny a Loaf*, is a brief human-interest document more sensitive than sentimental. It revealed the successful effort of an Irish gal to corner her boy friend, one Shamus, who had been sparking her

desultorily for some 20 years. Shamus finally puts his foot into it.

Mr. Brady and Miss George, cast as an Irish couple in Ireland, delivered their lines with a realistic brogue and built a commonplace situation into something having expectancy and comedy. *Ackerman.*

"Good News of 1939"

Reviewed Thursday, 9-10 p.m. Style—Variety. Sponsor—General Foods, Inc. Agency—Benton & Bowles. Station—WEAF (NBC-Red network).

Good News ushered in its fall season with the program's strong regular cast enhanced by a line-up of Hollywood names. Backbone of show is the same, with Robert Young emceeing; talent including Frank Morgan, Fannie Brice, Hanley Stafford, Meredith Willson's Orchestra and Max Terr's chorus. Guests on the opener were Alice Faye; Lewis B. Mayer, of MGM; Mickey Rooney and Spencer Tracy.

From the comedy angle *News* premiere was strictly aces, with Morgan and Brice delivering brilliantly. Morgan's opening verbiage with Young, in fact, set the program off to a flying start. Same duo appearing in another session of unrestrained gab toward program's finale yanked it out of the slough occasioned by Tracy-Rooney dramatization of MGM pic *Boys Town*. Tracy and Rooney are undoubtedly excellent performers, but efforts to build something out of a necessarily curtailed piece of dramatic business often result in a truncated chunk of nothing at all. That is, nothing except a plug for the pic. But inasmuch as Lewis B. Mayer plugged it previous to the Tracy-Rooney attempt, it was simply too much. Mayer naturally laded out some serious sounding saccharine apropos of the bond between pix and radio, etc. Time being necessarily limited, it wasn't even a good sleep inducer.

Miss Brice, in her Snooks session with Stafford, was in killing form, and the same high praise goes for Stafford, an excellent foil. Snooks, after badgering Stafford, delivered a quavering *Tisket Tasket* with much finesse.

Script in all comedy sequences was sustained very well.

Meredith Willson's Orchestra, the same crew that held forth last year, supplied the music with precise technique and unusual arrangements, altho latter at times seemed rather heavily orchestrated. Max Terr's chorus for the vocals.

Program's musical section was immeasurably hyped by Alice Faye, who sang two tunes. One was an inconsequential ballad and the other was Alexander's *Ragtime Band*, sung with exquisite rhythm.

Commercials by Ted Pearson delivered in a forthright manner without much hoke. *Ackerman.*

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.

When the co-operatively sponsored brewers' program started three months ago on CBS (Monday night) it didn't seem the show would last. Currently, however, it's a strong attraction. Henny Youngman's comedy has been a welcome hypo, his nonsense amply amusing. Ted Husing's chatter is in his customary effective style and Connie Boswell chants to considerable success.

Best part of the show comes from Dick Himber's Orchestra, featuring his broken chord trumpet stuff in his "pyramid rhythm." An astute music showman, Himber's arrangements are the nuts and his playing of Irving Berlin's *The Yam* was truly a honey.

Local sponsor is Trommer's Brewery. It's a good thing the beer isn't as corny as the sales talk.

Mellow Melodies, on WMCA, New York, a few weeks now for Peter Doelger, is a quiet, unobtrusive show—the kind that does not require rapt or concentrated attention. Its chief idea is good, that of presenting old tunes with the announcer telling of their background, introduction, etc.; but the nostalgic hoke was delivered much better when the show received its premiere airing. Of course, the danger of dipping too far into the sentimental stuff is ever present, and the script must carefully distinguish between what is pathos and what is of genuine interest. Program's dramatization of how *Song of Songs* was written was very weak.

Talent line-up still has Jane Clifton, Beale Street Boys, Smiling Jerry Baker and Al Fairbanks, all vocalists; but Lee Grant's Orchestra has replaced Nat Brusiloff's. Grant's outfit is of the sweet-swing type, which is rather correct for

the old tunes. Talent all round, tho, as indicated in when program was reviewed, is no more than fair.

Harlan Eugene Read, subbing for Gabriel Heatter on the Rogers Peet commercial, gave a terse, adequate comment on the day's news Wednesday. Read's idea of opening his broadcast with "headlines" is a good one—having the effect of condensing significant national and international events into a few sentences. In this way he disposed of complicated Western and mid-European situation briefly. Hines trial presented cleverly by use of a "Those who didn't know, know now . . ." technique. Remainder of broadcast was given over to human interest and novelty stuff.

Thanks to Raymond Scott, his Quintet and his original compos, the Paul Whiteman-Chesterfield show last Wednesday (31) was one of the best to come over the Columbia airwaves (WABC, New York) in some weeks of this series. For lovers of modern music the 8:30-9 p.m. period was a half hour of pure undiluted bliss, inasmuch as Whiteman's work is always as up to date as tomorrow's headlines, and the Scott effusions are two jumps ahead of that.

Except for Joan Edwards' good vocalizing and great pianology on Cole Porter's *I Get a Kick Out of You* and the current pop, *I'm Gonna Lock My Heart*; the Four Moderns' *Don't Cross Your Fingers* and PW's *Little Lady Make Believe* it was all Scott. Leading off with a grand Whiteman version of his *Egyptian Burn Dance*, following thru with the Quintet playing *Toy Trumpet* and a new Scott opus, *Siberian Sleigh Ride*; continuing with the Whiteman

crew doing one of the composer's more impressive efforts, *Tia Juana* (in a Roy Bary arrangement, which was superb), and ending with a magnificent performance by the band and the Quintet of *Christmas Night in Harlem*, musically it was one of the most interesting events of the radio week.

What added to the enjoyment was that there was no phony chatter between Whiteman and Scott about how the latter came to write the numbers, which type of conversation is usually so much malarkey and nothing but a time waster. They played a good program, not talked one. Paul Douglas still doing his usual capable job of announcing.

Station KITE, Kansas City, has gone rural since D. E. (Plug) Kendrick took over as station manager. Hillbilly programs outnumber all other types, and it's a rare occurrence when a dialer catches the station not airing some kind of backwoods entertainment. The station once was known as the outstanding sports center in the Kansas City area.

WHB's *Vine Street Varieties* continues to rate as choice fare in Kansas City. Program is aired from the Lincoln Theater for an hour each Saturday, and only Negro talent is used. Show is the product of Dick Smith and John Schilling, of WHB. Band and variety acts are featured.

KCMO's new *Sunday at Two* musicale continues to attract a large audience, and deservedly. Bert Buhrman, musical director, is in charge of the show, which features popular, semi-classical and classical musical vocally and instrumentally.

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Air Briefs

New York By PAUL ACKERMAN

CONCESSIONERS at the World's Fair are trying to put a clamp on air shows likely to emanate from the grounds. Belief is that too many will attract a barrage of non-spenders. Standard Brands is using Rudy Vallee for Fair concerts. . . . Henry Johnston, general manager of WSGN, Birmingham, working with Kelly-Smith's Dwight Reed and Bob Rains on fall business. Rains treks to Middle West September 18 to visit Kansas City stations, advertisers and agencies. . . . Gabe Heatter now has seven network commercials per week. One for Krm, four for Roger Peet, one for Barbasol and one for *We, the People*, and four weekly waxes for Johns Manville. . . . Harry Holcombe, of William Esty, and Bob Smith, writer on the *Camel Caravan*, will travel 18,000 miles between now and October 25 to put the show on.

Stack Goble replaced the *Energine* show, "Spy Secrets," with Paul Wing's *Spelling Bee*, starting Sunday. . . . Bill Johnston will play *The Shadow* this year. 44 gents having auditioned. Orson Welles was the last chiller. . . . Charles Anderson, former KOA announcer, now studying at NBC on a Rockefeller Foundation Scholar-

ship, leaves for London September 22 to continue work at BBC. . . . NBC notes: John H. MacDonald, budget officer, will teach at N. Y. Business Institute. Henck A. C. van Riemsdijk, news and special events man who came to NBC last May to study American radio methods, will marry Jetty Philips late this month. She will come from Holland for the wedding. James Church, director, recovering from an operation at Polyclinic Hospital.

BILL STEWART, Young & Rubicam West Coast press head, returning to Coast office next week. Bill Thomas, Y. & R., visiting his son in Virginia. . . . Horace Heidt will begin a guest policy on his Sunday night commercial. . . . Tom Fizzdale assigned publicity stint on *Saturday Night Serenade*, Tommy Riggs, *Girl Alone*, Bob Hope and *Her Honor*, Nancy James. . . . Elaine Sterne Carlington to do six half-hour sketches for *Dr. Christian*, going on air October 4. . . . *Family Man*, five times weekly over WEAF, set by Rockwell O'Keefe. Also Jimmy Shields, tenor, as singer on Pall Mall. . . . Mark Warnow to keep Blue Velvet show on CBS during fall and winter this year.

Chicago By HAROLD HUMPHREY

WBBM is doubling up with Andy Frair's ushers for the next couple of Benny Goodman broadcasts to originate here while the swing king is slinging his jive at Chicago Theater. Station doesn't want the ickies to overrun the place, hence the extra muscle men. . . . Frankie Masters got a renewal on the *It Can Be Done* show; takes him up to January 1. . . . Latest word is that Fibber McGee returns to the air Tuesday without the still-ailing Molly. Stint's title has been changed to *Fibber McGee and Company*. . . . WOR's Midwest rep, Bob Barrett, is still in a critical condition at Michael Reese Hospital but is reported to have a 50-50 chance. A mastoid was the cause of his illness. . . . Keith Beecher's Ork succeeds Carlos Molina at the Villa Moderna road spot.

Hams from all over met Saturday at the Sherman Hotel for a three-day session. It was their first convention since 1924. . . . Jimmy Parks, William Morris radio head here, gets a nice plug in *Fortune* mag's article on that firm. . . . W. J. Dooley, of WBBM's sales division, became the father of a boy Monday. . . . A. J. Kendrick, World Broadcasting System v.-p., and alumnus of *The Billboard*, takes up residence in New York September 15 when he heads the firm's new "wax network," which begins operations then. . . . Northwestern University polo games will be aired by WBBM, sustaining unless a taker turns up. . . . Marshall Field department store taking time on WMAQ October 10 for a Christmas preview.

IF ANYONE is interested: There are 90 independent radio stations in Australia, no networks, and about 25 of the outlets are government owned. . . . Special anniversary Ken Fry celebrates his second anniversary on that job at NBC this week. . . . Procter & Gamble now buying up time for its new dentifrice. . . . Ulmer Turner calls to tell us his radio column will go right on in the new tabloid-size *Herald and Examiner*, making its first appearance this week. . . . An idea of how important radio is to the big bands can be detected around here now from hearing of all the trouble the inns are having trying to book name orks without a radio pick-up.

Low Reid at KMBC

KANSAS CITY, Mo., Sept. 3.—J. Lewis Reid, former New York producer, assumed duties here this week as program director of KMBC, Kansas City's only CBS outlet. He succeeds Fran Heyser, who goes to a Des Moines station. Reid was with WOR many years.

Herschell Hart's WWJ Radio Gossip Spot

DETROIT, Sept. 3.—Herschell Hart, radio editor of *The Detroit News*, which has dropped its radio page, aside from straight program schedules, went back on the air this week with a twice-weekly program, *Gossip of the Stars*, over WWJ, owned by the *News*. Hart also handles publicity for the station.

Program is sponsored by the Star Carpet Cleaning Co., tying in the need for a new radio gossip program with the company's own name.

NBC Using Admirals To Show New Tele Tour—And They Talk

NEW YORK, Sept. 3.—The television isn't here yet commercially. National Broadcasting Co. this week inaugurated a television tour costing 55 cents, with an optional bargain rate of 90 cents for both the tele and studio tours.

Fourteen NBC flunkies, euphonytically titled "guest relations" men, and redolent with gold braid, clicking heels and Harvard accents, have been specially trained to confound rubberneckers with an amazing and all-embracing knowledge of television. They got this way in two weeks time via a special course, and are armed with exact knowledge of dates, names and trends. They also talk.

Tours were made available to the public Thursday and include a tele-

vision demonstration in which the visitors can participate. Display stuff includes equipment, studio, miniature settings, etc., on all of which points the guides can talk a blue streak.

Tour preview for the press included a marionette television demonstration, the figures being worked by one of Sue Hastings's company—after which the boys repaired to an upper floor to drink some NBC milk and cogitate.

Reported that when the NBC telétour functionaries are lined up, if somebody hollers "allee oop" they'll go into a pyramid, a la an Arab vaude act, with the top-mount man a vice-president in charge of top-mounting.

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

B
Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
Barron, Blue: (Edison) NYC, h.
Bartal, Jeno: (Piccadilly) NYC, h.
Bass, Count: (Famous Door) NYC, nc.
Bass, Paul: (Chateau Moderne) NYC, nc.
Beecher, Keith: (Villa Moderne) Chi, ro.
Bernie, Ben: (Strand) NYC, t.
Biltmore Boys: (La Salle) Chi, h.
Bono, Americo: (Chez Ami) Buffalo, nc.
Bowen, Al: (Vesper) Lowell, Mass., cc.
Boyce, Rym: (International Casino) NYC, nc.
Breese, Lou: (New Penn) Pittsburgh, nc.
Brigode, Ace: (Gibson) Cincinnati, h.
Burkhardt, Johnny: (Southern Mansion) Kansas City, Mo., nc.
Burns, Red: (Trianon) Toledo, O., b.
Burnside, Dave: (Ocean Forest) Myrtle Beach, S. C., Sept. 10-Nov. 19, h.
Busse, Henry: (New Yorker) NYC, h.

C
Camden, Eddie: (Merry-Go-Round) Dayton, O., nc.
Carroll, Frank: (Village Tavern) Middle Village, L. I., nc.
Carroll, Jimmy: (Raymond Gardens) Corpus Christi, Tex., nc.
Clark, Lowry: (Iroquois Gardens) Louisville, b.
Clayman, Bob: (Lincoln Terrace) Pittsburgh, nc.
Contreras, Manuel: (Lawrence) Erie, Pa., h.
Conn, Irving: (Arrowhead Inn) NYC, nc.
Coquettes: (Ausable Chasm) Ausable Chasm, N. Y., h.
Cornelius, Paul: (Aragon) Houston, Tex., b.
Costello, Charles: (Commodore) Detroit, nc.
Crocker, Mel: (Lake Breeze) Buckeye Lake, O., h.
Crosby, Bob: (Blackhawk) Chi, h.
Cummins, Bernie: (Trianon) Chi, b.

D
Dalley, Frank: (Nicollet) Minneapolis, h.
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.
DePaul, Hugo: (Colony Club) Chi, nc.
Denny, Jack: (Claridge) Memphis, Tenn., h.
Dixon, Dick: (Gloria Palast) NYC, nc.
Diamond, Lew: (New Eden) La Grange, Ill., b.
Doe, Dudley: (Seven Ponds Inn) Southampton, L. I., ro.
Donahue, Al: (Rainbow Room) NYC, nc.
Dorsey, Jimmy: (Bon Air) Chi, cc.
Driscoll, Murray: (St. George) Brooklyn, h.
Drummond, Jack: (Meeker's) Albany, N. Y., h.
Duchin, Eddy: (Paramount) NYC, t.
Duerr, Dolph: (Green Derby) Cleveland, nc.
Duke, Jules: (Bismarck) Chi, h.

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

F
Farber, Bert: (Netherland Plaza) Cincinnati, h.
Farber, Bert: (Netherland Plaza) Cincinnati, h.
Farmer, Willie: (Promenade) Rockefeller Center, NYC, re.
Fisher, Buddy: (400 Club) Wichita, Kan., nc.
Fodor, Jerry: (Jack's) Toledo, O., nc.
Fomeen, Basil: (St. Moritz) NYC, h.
Ford, Frank: (Embassy) W. Orange, N. J., re.
Frankie & Johnny: (Sagamore) Rochester, N. Y., nc.
Fredrics, Jan: (Boulevard Tavern) Elmhurst, L. I., nc.
Freedman, Dave: (Herb's 1412 Club) Philadelphia, nc.
Ferd, Don: (Stratford) Bridgeport, Conn., h.
Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.
Furst, Joe: (The Brook) Summit, N. J., ro.

G
Garber, Jan: (Tower) Kansas City, Mo., t.
Gardner, Dick: (Willows) Pittsburgh, nc.
Gates, Mannie: (Royal Palm Club) Miami, nc.
Gendron, Henri: (Colosimo's) Chi, nc.
Goho, Billy: (Bedell House) Grand Island, N. Y., h.
Gonzalez, Ralph: (St. Moritz) NYC, h.
Goodman, Benny: (Chicago) Chi, t.
Gordon, Gray: (Waco) Syracuse, N. Y., b.
Graffler, Frenchy: (Oak Casino) Winona, Minn., nc.
Gray, Len: (New Cedars) New Bedford, Mass., nc.
Gray, Glen: (Palomar) Los Angeles, b.
Gray, Antoine: (Bal Tabarin) NYC, nc.
Gunter, Johnny: (Perkins Club) Kansas City, Mo., nc.

H
Hamilton, George: (Schroeder) Milwaukee, h.
Harris, Phil: (Earle) Washington, D. C., t.
Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.
Heller, Jackie: (Stevens) Chi, h.
Hendricks, Dick: (Club Chanticleer) Madison, Wis., nc.
Herbert, Arthur: (Ambassador) NYC, h.

Herman, Woody: (Edgewater Gulf) Gulfport, Miss., h.
Hilson, Ben: (Rendezvous Villa) Youngstown, O., nc.
Himber, Richard: (Essex House) NYC, h.
Hines, Earl: (Grand Terrace) Chi, nc.
Holst, Ernie: (Belmont Plaza) NYC, h.
Horton Girls, The: (Sky Harbor Tavern) Lake George, N. Y., nc.
Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.
Hudson, Dean: (Totem Pole) Boston, nc.
Hummel, Ray C.: (Mile-Away) Grand Junction, Colo., nc.

I
Irish, Mace: (Chanticleer) Millburn, N. J., nc.
K
Kain, Paul: (Rainbow Grill) NYC, nc.

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

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

L
La Marr, Ayars: (Blue Moon) Tulsa, Okla., nc.
Lake, Sol: (606 Club) Chi, nc.
Lang, Sid: (Hi Hat) Chi, nc.

Le Baron, Eddie: (Rainbow Room) NYC, nc.
LeCroy, Trent: (Amber Lake) Alton, Ala., p.
LeRoy, Howard: (Club Arcadia) St. Charles, Ill., nc.
Lewis, Ted: (Casa Manana) NYC, nc.
Light, Enoch: (Taft Grill) NYC, h.
Locke, Buster: (Gibson Rathskeller) Cincinnati, h.
Long, Johnny: (Bill Green's Casino) Pittsburgh, nc.
Lopez, Jose: (Stork Club) NYC, nc.
Lopez, Vincent: (Ritz-Carlton) Boston, h.
Los Gauchos: (Club Gauchon) NYC, nc.
Loss, Jimmy: (Nelson) Rockford, Ill., h.
Loveland, Archie: (Olympic) Seattle, h.
Lucas, Clyde: (Claremont) NYC, re.
Lucas, Nick: (State-Lake) Chi, t.
Lyman, Abe: (Chez Paree) Chi, nc.

M
McCoy, Clyde: (Beverly Hills) Newport, Ky., cc.
McCune, Will: (Bossert) Brooklyn, h.
McGrew, Bob: (Muehlebach) Kansas City, h.
McFarlane, Frank: (Chateau Moderne) NYC, nc.
McIntyre, Lani: (Roosevelt) New Orleans, h.
McKay, Coyle: (Jefferson Beach) Detroit, b.
Madriguera, Enric: (Riviera) Fort Lee, N. J., nc.
Malone, Don: (Turks Club) Shelby, Mont., nc.

Songs With Most Radio Plugs

"Date With a Dream" Jumps From 18th to 2d Place

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, September 1. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs	
			Net	Ind.
1	1. A-Ticket A-Tasket	Robbins	42	31
18	2. I've Got a Date With a Dream (F)	Feist	37	16
4	3. You Go to My Head	Remick	34	24
8	4. I've Got a Pocketful of Dreams (F)	Santly-Joy	30	19
3	5. I'm Gonna Lock My Heart	Shapiro, Bernstein	29	19
—	6. I Used To Be Color Blind (F)	Berlin	29	12
10	6. Garden of the Moon (F)	Remick	28	10
6	7. What Goes On Here? (F)	Paramount	27	20
8	7. So Help Me	Remick	27	19
2	8. Now It Can Be Told (F)	Berlin	22	21
9	8. When Mother Nature Sings Her Lullaby	Santly-Joy	22	9
9	8. Bambina	Splier	22	1
5	9. Stop Beatin' Round the Mulberry Bush	Bregman	20	15
12	9. I Hadn't Anyone Till You	ABC	20	8
7	10. Will You Remember Tonight Tomorrow?	Bregman	19	8
19	11. There's Honey on the Moon Tonight	Miller	18	11
16	11. Colorado Sunset	Gilbert	19	1
9	12. Don't Cross Your Fingers	Ager, Yellen	17	14
—	13. Lambeth Walk	Mills	16	3
15	14. Change Partners (F)	Berlin	15	11
17	14. Small Fry (F)	Paramount	15	9
—	14. Ride, Tenderfoot, Ride (F)	Witmark	15	1
—	15. My Walking Stick (F)	Berlin	14	10
—	15. Teacher's Pet	Marks	14	9
14	15. I'll Dream Tonight (F)	Remick	14	3
17	16. I Married an Angel (M)	Robbins	13	10
19	16. Alexander's Ragtime Band (F)	ABC	13	10
17	16. Where in the World (F)	Feist	13	10
19	16. If I Loved You More	Words and Music	13	8
18	16. Says My Heart (F)	Famous	13	8
—	16. My Own	Mills	13	7
19	17. I Haven't Changed a Thing	Mills	12	9
—	17. Put Your Heart in a Song (F)	Miller	12	6
—	17. In a Little Dutch Kindergarten	Fox	12	5
14	18. Don't Let That Moon Get Away (F)	Santly-Joy	11	15
11	18. Lullaby in Rhythm	Robbins	11	13
17	18. Love Is Where You Find It (F)	Harms	11	12
11	18. Beside a Moonlit Stream (F)	Famous	11	8
15	18. Toytown Jamboree	Red Star	11	4
—	18. When the Circus Came to Town	Shapiro, Bernstein	11	3
—	18. Naturally	Stasny	11	2
17	18. Rosie the Redskin	Mills	11	1
19	19. I Let a Song Go Out of My Heart	Mills	10	14
13	19. Flat Foot Floogie	Green Bros.	10	12
16	19. There's a Faraway Look in Your Eye	Tenney	10	8
13	19. The Yam (F)	Berlin	10	6
19	19. At Long Last Love (M)	Chappell	10	6
—	19. No Wonder	Crawford	10	6
15	19. Love of My Life	ABC	10	5

Manazanares, Jose: (Colony Club) Chi, nc.
Manuel, Don: (It Club) Peoria, Ill., nc.
Marsala, Joe: (Hickory House) NYC, nc.
Martin, Freddie: (St. Francis) San Francisco, h.
Martin, Lou: (Leon & Eddie's) NYC, nc.
Martin, Tony: (Stanley) Pittsburgh, t.
Master, Freddie: (Nut Club) NYC, nc.
Masters, Frankie: (College Inn) Chi, h.
Maya: (Monte Carlo) NYC, nc.
Meeker, Paul: (Golfmore) Grand Beach, Mich., h.
Melvin, Jack: (Half Moon) Brooklyn, h.
Meroff, Benny: (Topsy's) Los Angeles, nc.
Messner, Johnny: (McAlpin) NYC, h.
Meyers, Vic: (Trianon) Seattle, Wash., b.
Molina, Mauro: (Club Tivoli) Juarez, Mex., nc.
Moyer, Ken: (Sni-a-Bar) Kansas City, nc.
Mozet, Billy: (Beverly-Wilshire) Beverly Hills, Calif., h.
Musso, Vita: (Villa Venice) Los Angeles, nc.
Myles, Lee: (Park Central) NYC, h.

N
Nagel, Harold: (Pierre) NYC, h.
Napoleon, Phil: (Paradise) NYC, nc.
Neibauer, Eddie: (Paradise) Chi, b.
Nelson, Ozzie: (Strand) NYC, t.
Nelson, Harold: (Rotisserie) Vicksburg, Miss., nc.
Nicola, Frank: (Log Cabin) Chandaken, N. Y., nc.
Noble, Leighton: (Edgewater Beach) Chi, h.
Norvo, Red: (Pennsylvania) NYC, h.

O
Olsen, George: (Waldorf-Astoria) NYC, h.
Osborne, Will: (Glen Island Casino) New Rochelle, N. Y., nc.
Owens, Harry: (Biltmore) NYC, h.
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

P
Pablo, Don: (National Roof) Peoria, Ill., b.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
Pearson, Fran: (Desert Roundup) Spokane, Wash., nc.
Pedro, Don: (Graemere) Chi, h.
Pendarvis, Paul: (Palace) San Francisco, h.
Peterson, Dee: (Totem Pole) Boston, Mass., nc.
Petti, Emile: (Savoy-Plaza) NYC, h.
Peyton, Jimmy: (Plaza) Pittsburgh, re.
Piemonte, Vic: (Warwick) NYC, h.
Pierce, Ross: (Gibson Sidewalk Cafe) Cincinnati, h.
Pirro, Vincent: (Riviera) Fort Lee, N. J., nc.
Powell, Eddie: (New Riverside) Spread Eagle, Wis., cc.

R
Reyes, Chica: (Continental) Detroit, nc.
Rines, Joe: (St. Regis) NYC, h.
Rodriguez, Nano: (Havana-Madrid) NYC, nc.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
Russell, Buddy: (Fontenelle) Omaha, h.

S
Sabin, Paul: (Syracuse) Syracuse, N. Y., h.
Salsbury, Frank & His Singing Band: (Wilds) Sault Ste. Marie, Mich., nc.
Sapienza, George: (Silver Grill) Buffalo, nc.
Schillinger, Willard: (Tennis Club) Buck Hill Falls, Pa., cc.
Schraeder, Danny: (Lookout Mt.) Chattanooga, Tenn., h.
Shelley, Lee: (Murray's) Tuckahoe, N. Y., ro.
Silvers, Buddy: (Casa Grande Dude Ranch) Berwyn, Md., nc.
Smith, Joseph C.: (La Rue) NYC, nc.
Smith, Buster: (Antlers) Kansas City, nc.
Smith, Stuff: (Merry-Go-Round) Newark, N. J., nc.
Smith, Lew: (Chez Ernest) Three Rivers, Que., Can., nc.
Spitalny, Phil: (Paramount) NYC, t.
Steel, Leonard: (Pt. Shelby) Detroit, h.
Stipes, Eddie, & Rhythm Rascals: (Frankie's) Toledo, nc.
Strong, Charles: (Queen's Terrace) World's Fair, Flushing, L. I., nc.
Sudy, Joseph: (Rio Del Mar) Del Monte, Calif., cc.
Sylvio, Don: (Bertolotti's) NYC, nc.

T
Tatro, Bill: (Bridgway) Springfield, Mass., h.
Thies, Henry: (Webster Hall) Detroit, h.
Three Commanders: (Catsina) Champaign, Ill., c.
Tito & His Swingtet: (Lincoln) NYC, h.
Tofte, Norman: (El Chico) Binghamton, N. Y., nc.

V
Versatilians, The: (Abraham Lincoln) Springfield, Ill., h.
Vouzen, Nick: (Coq Rouge) NYC, nc.
Voorheis, Byron: (Belvidere) Sault Ste. Marie, Mich.
Vorden's, Vivian, All-Girl Band: (Twin Mountain Inn) San Antonio, Tex., ro.

W
Wallace, LeRoy: (Sheby Tavern) Indianapolis, nc.
Watkins, Waddy: (C. S. T. C.) Edmond, Okla.
Watkins, Sammy: (Hollenden) Cleveland, h.
Wayne, Penn: (Cafe Loyale) NYC, re.
Weldon: (Armando's) NYC, nc.
Welk, Lawrence: (Club Greyhound) Louisville, nc.
Widmer, Bus: (Arcadia) Montrose, Colo., b.
Williams, Lee: (Faust) Rockford, Ill., h.
Williamson, Douglas: (Crystal Terrace) Louisville, nc.
Wine-Gar, Frank: (Gloria) Columbus, O., nc.
Wolfe, Paul: (Lookout Mt.) Chattanooga, Tenn., h.

Y
Yates, Billy: (El Tivoli) Dallas, nc.

ROCKWELL-O'KEEFE SPLIT

Calloway Draws 900, But Only 600 Payees

OLCOTT BEACH, N. Y., Sept. 3.—Over 900 swing lovers swore allegiance to Cab Calloway at Olcott Beach Casino last Friday but only 600 were willing to prove their love by purchasing tickets. The numbers were flattering but the dollars were disappointing to Gabriel Riccio, manager. It seems that some unguarded windows were the welcoming portals to the intruders.

When the dancers filed out for the intermission ticket men had to scrape up 300 extra cards for returns, and that provoked a lot of head-scratching on the part of the attendants. On any other occasion it might have been easy to grab the One-Eye Connellys by their guilty faces, but here there were only looks of complete bliss and hypnotism.

Even with the one-third non-paying patrons Cab did not draw here as well as Artie Shaw, who played to 1,500 on August 7. Tickets for both promotions were the same, viz., 83 cents advance sale and \$1.10 per at the gate. Bookings were arranged by Kenneth Kaplan, representing the Buffalo Swing Club.

Rain Cuts Ellington-Rio Battle to Meager \$1,100

SCRANTON, Pa., Sept. 3.—While dance promoter Carl Strohl mumbled uncomplimentary things about Jupiter Pluvius, a battle of music between Duke Ellington and Rita Rio at Temple Ballroom last Wednesday attracted less than 1,000 dancers in the rain.

Ducats peddled at a buck in advance and \$1.25 at the gate, giving Strohl a meager \$1,100 for the night. While the music kept jitterbugs in a frenzy, Ellington having a walkaway in outjamming beautiful Miss Rio, wet grounds was no sender for the dance promoter.

Dellwood 20% Above Last Summer and Moves Indoor

BUFFALO, Sept. 3.—While the first half of the summer season saw only fair patronage, pick-up since mid-July gave Dellwood Lodge a 20 per cent business increase over last year. Dance emporium, managed by Tommy Flynn and owned by Mrs. Arthur J. Funk, is located in Williamsville on the outskirts of the city. Capacity is 1,200 and with the return of Chick Farrell as house band, average attendance hit 700 nightly.

Lodge closes this week and management moves to its winter quarters, the Dellwood Ballroom in mid-town Buffalo. Town hall has an 1,800 capacity. Harold Austin set as house band, but many name bands will be on the calendar for special nights.

Morris Sets Foreign Deals

NEW YORK, Sept. 3.—Edward H. (Buddy) Morris, head of Warner Bros.' music interests, returned from Europe last week after closing several deals abroad. He renewed contracts with Chappell & Co. and B. Feldman & Co. in London, on a three-year term, and negotiated a new long binder with the Italian firm, Franchi & Co.

Ames and Doyle Join R-O'K

NEW YORK, Sept. 3.—Latest addition to the Rockwell-O'Keefe staff here is Ronnie Ames, former publicist for Fred Waring and Hal Kemp, who joins the office as sales promotion chief. Coast branch takes on Norman Doyle as contact man for locations in and around Los Angeles.

Shaw a Sender With 12C

AKRON, O., Sept. 3.—Artie Shaw, playing a return date last Thursday at Summit Beach Park Ballroom, set a new attendance high in attracting 3,000 dancers at a 40-cent gate. Gave manager Lew Platt a neat gate of \$1,200. Shaw topped his own draw of a month ago by 600.

You Said It, Pops!

NEW YORK, Sept. 3.—Paul Whiteman, who has been quite well versed in the jazz hot since jitterbugs wore three-cornered pants, diagnosed the decline of swing music in public favor and attributes the degeneration to the "three fours."

"That's the trouble with swing today," explains Whiteman. "It has deteriorated into the three fours—four rhythm, four brass and four saxes."

Better Biz Outlook Better Band Policy

CANTON, O., Sept. 3.—Carl Sinclair has designs on the bigger name attractions for his fall and winter season at Moonlight Ballroom at near-by Meyers Lake Park. Guy Lombardo tees off Thursday (8), and Buddy Rogers next in line for the following Thursday. Also plans on mid-bracket bands for Saturdays, upping gate scale from 26 cents to 40. Local combos used on Sundays at the two-bit admish, with names spotted either Tuesdays or Thursdays.

Ballroom grosses have held up fairly well for Sinclair this summer, despite the fact that the park biz was 50 per cent under last year. However, he looks for better dance biz after Labor Day, with reports that substantially improved industrial conditions are in the offing throughout this area due to the sharp upturn in steel production.

B.-O. Records Show Hall-Dawn A Money-Maker on Maiden Tour

NEW YORK, Sept. 3.—Depending on forthright foxtrotology rather than an identifying style for his syncos, George Hall, with Dolly Dawn for the potent song selling, returned from his first extensive road tour leaving in the wake a stream of money-making stops for dance promoters and ballroom operators. And the books show many record breakers en route, this despite the rainy season and industrial slumps in the hinterlands.

First three nights out were on the debit side, but after those were under the belt, Hall hit a high stride maintained the entire season. Leaving Hotel Taft after a seven-year stretch, Hall took to touring May 9 at Mt. Carmel, Pa., giving Ben Wilson's Mayesville Park ballroom a \$687.55 take with 857 dancers. Next two nights for Fred Luther at Coliseum, Greensburg, Pa., and Carrolltown, Pa., produced only \$210 (186 payees) and \$613.75 (491 payees), respectively.

From that point on it was smooth sailing. May 14, at Lexington, Ky., for a sponsored dance, brought in 2,450 for \$1,900. May 15, Coney Island, Cincinnati, for Ed L. Schott, gave 2,239 payees for \$1,455.35. May 16, at Bryn Mawr Auditorium, Pittsburgh, for Frank Matesic, gave 1,023 for \$562.65. May 17, at Parkersburg, W. Va., for Sherman Dills at the Coliseum, brought in 976 for \$1,103.25. May 18, at Clarksburg, W. Va., for promoter Sol Burka, brought 1,530 for \$1,573.55. May 19, at Youngstown, O., gave Tony Cavalier's Idora Park 2,387 for \$2,277.70. Sponsored dance at Cleveland's Trionon May 20 brought 380 for \$565.

Other May dates included Dayton, O., the 21st, for Gerald Neirman's Lakeside Park, with 2,076 for \$1,370.16; 22d at Monessen, Pa., for John Woodward, giving El Dora Park \$428.40 with 476 dancers; Buster Livingston's promotion, the 24th, at Hendersonville, N. C., gave 966 for \$1,062.60. J. C. Eakle, of Hermitage Attractions, took the band for four Tennessee promotions, starting the 25th, that produced \$1,235.75, with 1,438 at Knoxville; \$850, with 810 at Johnson City; \$1,052.05, with 1,367 in Chattanooga, and \$1,562, with 1,305 in Montgomery, Ala. May 31, in Salisbury, N. C., sponsored by the American Legion, gave \$1,430 with 650.

June dates started the 4th at Greens-

Tommy Rockwell Remains as Head of Band-Booking Firm

NEW YORK, Sept. 3.—The most drastic shake-up in the partnership management of Rockwell-O'Keefe, one of the largest band-booking agencies in the industry, was effected yesterday (2) when Vice-President C. F. (Corky) O'Keefe bowed out of the organization. O'Keefe, however, will stick to his desk to iron out personal and corporation matters until October 15, on which date his resignation becomes effective. Rockwell will continue as head of the agency, and since there is no dissolution in corporation, office will retain the Rockwell-O'Keefe name for the time being. Split was strictly a business arrangement and culminated on a friendly basis.

Still to be settled is the matter of stock disposal, O'Keefe holding 35 per cent of the stock in the agency corporation. Rockwell has a 45 per cent interest and Mike Nidorf the remaining 20 per cent. However, it was definitely decided that O'Keefe cannot sell his stock to any outside parties, but that the agency will buy it up in time. Purchase arrangements and price will be settled at a later date.

O'Keefe also has a stock holding in Casa Loma, Inc., and, according to Rockwell, Casa Loma is the only band that O'Keefe can take with him on leaving

the office. While O'Keefe could not be reached at press time for a statement as to his personal and Casa Loma plans, Rockwell expressed the belief that his former partner would devote all his time to direct the activities of Casa Loma and finally dispose of his stocks in that band to drop out of the amusement industry entirely. It has been rumored that Casa Loma will go with the William Morris Agency.

Departure of O'Keefe from the agency will also be attended by a general shifting of the entire office personnel. Mike Nidorf, who left last month to take over the Coast office, will be brought back to New York with a new head to be designated for that branch. Complete reorganization awaits Nidorf's return.

Plan Dansants With Name Bands for N.Y.

NEW YORK, Sept. 3.—Abe Ellis, night club concessioner and now the guiding light of the destiny of the Manhattan Opera House here, announced this week additional plans for the huge auditorium. Intends to operate a ballroom accommodating 7,500 in the place and to run dances once or twice a week with name bands. Previous plans called for the modernization of the place into a combination ballroom, basket-ball court, automobile showroom, etc.

John Steinberg, nitery operator, and Alex Holden, Hal Kemp's manager, also have an idea of presenting New York with a large spot in which the accent would be on dancing, with a floor spacious enough to make terpsichorean efforts a pleasure and not an ordeal. Plans are only tentative now, but they are in the making, with an eye to an opening about the time of the World's Fair here next spring. Two name bands would provide continuous dansapation, with Kemp more than a possibility to hold down one of the jobs.

Crosby Sneak a 22C Sock

MILWAUKEE, Wis., Sept. 3.—Playing his first one-nighter since locating at Blackhawk Cafe, Chicago, Bob Crosby played for 5,100 dancers last Tuesday at C. E. Rose's Modernistic Ballroom. Off on Tuesdays, band was able to fill the date here. Marked the first time Rose lit up his dansorium for a Tuesday and the attendance figure is rated a comparative record maker.

Ducats peddled at 40 cents before 8:30 p.m. and 55 cents from then on, Rose getting an even split on the \$2,200 take. All-high attendance mark was set here several years ago by Kay Kyser, who brought in 8,300 dancers for a Sunday night.

NEW YORK, Sept. 3.—Sears & Ayer, station reps, appointed by Georgia Broadcasting System to handle its account. Georgia chain has WATL, Atlanta; DRBL, Columbus, and WGFC, Albany.

595 for \$799.50; 3d, at Walter Coulter's Tantilla Gardens, Richmond, Va., 1,396 for \$1,120; 4th, for Teddy Spier at Myrtle Beach, S. C., 1,733 for \$914.30; 5th, for promoter Jim Crockett at Charlotte (N. C.) Armory, 1,084 for \$971.86; 13th, at Beach Pier, Jacksonville, Fla., 2,951 for \$2,006.68; 15th, a repeat at National Theater, Greensboro, N. C., 4,169 for \$1,704.35; 16th, at State Theater, Raleigh, N. C., 1,795 for \$763.70; 17th, at Wittle's Gynne Oak Park, Baltimore, 771 for \$771, and after a week at Loew's State Theater, New York, the 25th at Frank Pinella's New Ocean Casino, Virginia Beach, Va., 1,252 for \$964.04.

On September 17 Hall takes in his third tour of the Southland, this time playing the Kincy-Public Theaters.

Don't Jive Me, Boy!

KANSAS CITY, Mo., Sept. 3.—National Association of Negro Musicians, in annual convention here, bear no brief for swing. Neither sanctioning nor approving the distorting of Negro spiritual and blue songs by swing bands, conclave resolved that swing bands with their commercial aspects are ruining Negro folk music. What hurt worse was a visit to the local Negro high school where the delegates found photos of Count Basie, Andy Kirk and Duke Ellington hanging in the foyer instead of portraits of the great Negro masters of the classics.

Canadian Ballroom Hit by Biz Slump and Bad Weather

CRYSTAL BEACH, Ont., Sept. 3.—George C. Hall, prez of the Crystal Beach Co., shuts the Crystal Beach Ballroom this week for the season after failing to lick a biz slump and bad weather all summer. Box-office receipts have been 27 per cent under those of last summer.

Operated six nights weekly, using two house bands, Mel Hamill, a Canadian combo, and Harold Austin, from the States. Dansant draws mostly Americans from Buffalo and the Niagara frontier. Capacity for the ballroom is about 10,000, but couldn't better than 2,500 crowds this summer. And that for week-ends only, week days running considerably less.

Meyers Returns to Orkdom

SEATTLE, Wash., Sept. 3.—Vic Meyers, erstwhile maestro, whose escapades in politics landed him into Washington's lieutenant governorship, and who still holds down the job with "harmony in the Legislature," returned to his major life interest this week. Preemed his new band at Trianon Ballroom here. Meyers appealed to dancers for 15 years before appealing to voters. Political campaigns were all on the guffaw side, styling as Mahatma Ghandi in a bed sheet with legs bare and a goat, furnishing hostesses for Seattle's city-owned street cars and serving cracked ice on owl trams.

EDWARD B. MARKS JR., namesake and younger son of the music publisher, was named editor of *Better Times*, official magazine of the Welfare Association. He formerly edited a liquor trade journal.

"The Smiling Maestro Is on the Air!"

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Currently 20th Week

LA SALLE HOTEL, Chicago.

Mgt. CONSOLIDATED RADIO ARTISTS, INC.

Orchestra Notes

By M. H. ORODENKER

PW at Carnegie Hall

A CHRISTMAS treat is in the offing for a highbrow and lowbrow alike... for on Christmas night PAUL WHITEMAN will take to the concert platform for a program of American music at Carnegie Hall... RAYMOND SCOTT has been commissioned to write a special jazz concerto for that evening and the words-and-music team of ROGERS and HART will contribute "an imaginary ballet for a red nose"... another piece on the program will be *Blue Bells of Harlem*, a special suite DUKE ELLINGTON is writing for Whiteman... from Gershwin's forgotten one-act opera, *135th Street*, Whiteman will resurrect *Blue Monday Blues* and *My Joe*... and an instrumental highlight of the evening will be the appearance of ARTIE SHAW as clarinet soloist for a medley of blues.

Broadway Bandstand

There's no telling the whys and wherefores of Mrs. Marla Kramer in getting a band set for her newly acquired Hotel Lincoln... TITO and his SWINGTET come in this week, the accordion swingers making their metropolitan debut and will linger thru the winter when a big band takes over the main band stand... the ADRIAN ROLLINI TRIO, originally set to move over here, remain at Hotel Piccadilly, alternating with JENO BARTEL, who returns to that hospice this week... LARRY CLINTON gives his early Lincoln booking the go-by to open October 6 at International Casino and there is a strong possibility of Mrs. Kramer bringing in CHICK WEBB or ARTIE SHAW... Paramount Hotel returns to the band scene this month, PAUL BARRON getting the call for the music-making... ROGER PRYOR gets the call to unshutter Hotel Biltmore's Bowman Room October 6... Plaza Hotel gets DON DeVODI the 27th.

Chicago Chat

MCA now guiding the destinies of JACKIE HELLER, his first stand for the office starting the 9th at Hotel Stevens... opening of BUDDY ROGERS at Hotel Sherman set back to October 8, and HAL KEMP is finally set to debut at the Drake Hotel that same night... CARLOS MOLINA closed this week at Villa Moderne, but spot carries on with the smaller MCA combos... DICK STABLE set to follow Leighton Noble into Edgewater Beach Hotel October 15... ABE LYMAN draws an extra six weeks at Chez Paree, lingering 'til mid-November when LOU BREESE returns... Abe and his brother, Mike, are readying a dance spot in Los Angeles scheduled to get under way New Year's Eve... BOB CROSBY set to return to the Blackhawk Cafe in January, tho he doesn't bow out until November 9 when JAN GARBER comes in for the filler.

At the Waxworks

WITH ANDY KIRK coming into New York for a Decca session, label is preparing to cut a series of solos by pianist, MARY LOU WILLIAMS... DUKE ELLINGTON is waxing the World's Fair theme at Brunswick, Gershwin's *Dawn of a New Day*... FELIX KNIGHT, former vocalist with LEO REISMAN, gets his own billing on Victor's Red Seal label... is cutting a special JEROME KERN album this week for early release... Bluebird adds the saxless syncos of PAUL MARTIN, who cuts his first set this week at Victor's Hollywood studios... PAUL WHITEMAN tips a classic for collectors... his old Victor recording of *San* that has a three-way trumpet chorus tooted by BIX, JIMMY and TOMMY DORSEY... and jingling a new note on who started singing titles and why, DEAN HUDSON reveals his revelation among some old Edison cylinder recordings... he found one that actually had a complete singing title followed by a whistler... and it was recorded some time before 1900.

Dixie Doings

Closing this week at Edgewater Gulf Hotel, Gulfport, Miss., WOODY HERMAN takes to the one-nighting in southern climes and is due back in New York October 13 for a Warner movie short... Westwood Supper Club, Richmond, Va., brings in KEN HARRIS... CHARLIE LYONS has completed his hospitalization at Augusta, Ga., and rounded

up again his Louisiana Aces... LANG THOMPSON plays Tantilla Gardens, Richmond, Va., on the 8th and 9th, his only stop en route to the Bon Air Country Club, Chicago... JERRY GERARD, one of the newer bands on the CRA roster, locates the 24th for a four-weeker at Capitol City Club, Atlanta, Ga.

Winging Westwards

CHAUNCEY CROMWELL locates the 22d at Commodore Club, Detroit... EDDIE CAMDEN starts the 8th at Lantz's Merry-Go-Round, Dayton, O... HERBIE KAY plays the Wichita (Kan.) Fall Harvest Festival September 27 week... FRANK WINEGAR locates this week at Gloria nitery, Columbus, O... Omaha Food Show that same week gets CARL DEACON MOORE, who jumps then to Hammond, Ind., for three weeks starting October 2 at Maudera's Danceland... Moore is the follow-upper for EMIL VELAZCO... JOHN McMAHAN, dance promoter at the Ouray (Colo.) Opera House, passes the word along that RAY HUMMEL packed 'em in for him during the State's Elks' Convention last week... after a year at Hotel Utah, Salt Lake City, EUGENE JELESNIK bows out, with DON ROLAND taking over... and at Salt Lake's Rainbow Rendezu, CARL RAVAZZA starts a four-weeker the 15th.

On Eastern Shores

FRANKIE and JOHNNIE and their ork extend a two-weeker to 10 weeks at Sagamore Hotel, Rochester, N. Y., closing October 15 and jumping to Providence Biltmore Hotel... JOHNNY JOHNSON starts the 24th at New Kenmore Hotel, Albany, N. Y... JOSEPH SANSONE is finding the big names a money-maker for his dance promotions at the State Armory, North Adams, Mass... ARTIE SHAW crowded the floor last Wednesday, has GENE KRUPA the 9th, and TOMMY DORSEY the 26th... Hershey (Pa.) Park dancing season comes to a close the 21st with GUY LOMBARDO for the finale... REESE DUPREE, colored dance promoter, starts his new season with FLETCHER HENDERSON at Wilmington, Del., the 28th; Trenton, N. J., the 29th; Strand Ballroom, Philadelphia, October 1, and Baltimore, October 3.

New York News

Roseland Ballroom ushers in the new season on the 21st with TOMMY DORSEY for a solo stand... Roseland's Brooklyn terp tavern starts the 8th with GENE KRUPA the guest band, and BILLY BAER, a new band managed by Alex Holden, comes in as house combo... Brooklyn dansant will add names, GEORGE HALL coming in for the 13th date... PAUL MARTELL lingers for another month at Arcadia Ballroom, his New England tour set back a month... Kit Kat Club, smart East Side nitery, enhances the hailemese motif with colored combos of name proportions... AL COPPER'S Savoy Sultans are the warmer-uppers starting the 15th with JIMMIE LUNCEFORD taking over October 18 and lingering to February... spot is being booked by IRVING (MCA) LAZAR... LUNCEFORD already set to play the Interstate theaters in Texas for February... Manhattan Beach writes fins to the dancing season the 17th and 18th with AL DONAHUE... BERT BLOCK has given his bell music the go-by and is organizing a new band... EDDIE DeLANGE is angling for a CRA career with Mills Artists also bidding for his band.

Notes Off the Cuff

BILLY SHAW, one-night booker for CRA, is doing his Christmas booking early, bagging a \$1,400 date for CHICK WEBB December 27 at Essex Country Club, West Orange, N. J... GLEN GRAY bows out of the Palomar Ballroom, Los Angeles, the 13th, with KENNY BAKER taking over for a week until TED WEEMS comes in... Casa Lomanites play the Los Angeles County Fair for three weeks, starting the 16th... JACK WINSTON takes in a four-weeker starting the 8th at Bal Tabarin, San Francisco... JACK TRACY touring the Far West terp stands for Frederick Bros.' Music Corp., starting with the TOM ARCHER string of ballrooms... and so we send our cuffs to the cleaners.

Rhyme-a-Lings for Community Sings

NEW YORK, Sept. 3.—Instead of singing the old songs tunesmith Leonard J. Freeman would have barber-shop quartets and sundry compose their own songs for community tonsil airings. Freeman devised a new game suitable for parlor or auditorium participation that offers situations which form an almost endless variety of rhymes for the players. Song game is called Rhyme-a-Ling, and Freeman has based a tune on the pastime, *Rhyme a Rhyme-a-Ling*, Joe Davis publishing.

Statler Hotel Chain Bookings Set by MCA

NEW YORK, Sept. 3.—Music Corp. of America, servicing the Statler chain of hotels, has set a string of bands this week to usher in the new season at the various hospices. Statler in Cleveland tees off Monday (5) with Claude Hoagland, and Dick Barrie following for a longer stay the 19th. Boston's Statler has Clyde Lucas for the starter on the 21st, with Leighton Noble taking over October 19. Noble jumps to Beantown from Edgewater Beach Hotel, Chicago, where he opens Friday (9). Tucker leaves Edgewater for the Coast, opening November 1 at Mark Hopkins Hotel, San Francisco.

Buffalo's Statler has Johnny Long for an October 21 opening. Long, who has taken on Alex Holden as his personal rep, opens Friday (9) at Bill Green's Casino, Pittsburgh. Statler in Detroit gets Xavier Cugat on October 11.

Sanders to Dallas for CRA

NEW YORK, Sept. 3.—Bob Sanders, formerly one-night booker for Consolidated Radio Artists in the Chicago territory and recently transferred to the local office as road salesman, jumps again. This time goes to the Dallas office as general salesman. Texas assignment is only a filler, possibility of switching Sanders to one of the Coast offices. At the San Francisco branch Denny Moore, former band leader and more recently booking out of his own office, Mutual Artists' Bureau, joins the staff to handle casual band and convention bookings for CRA.

Minnie CIO Local Adds Two

MINNEAPOLIS, Sept. 3.—R. E. Bond, secretary of United Musicians' Local Industrial Union No. 734, a CIO affiliate, reports closed-shop agreements have been consummated with the Black Cat Cafe and Sportsman's Club, nabe niteries. Local also has Ray Alexander's Dixielanders and Tom Gates' Swingsters one-nighting it thru Minnesota and Wisconsin.

JULIAN NORTON extends the dancing season thru September at his Lake Compounce Ballroom, Bristol, Conn. Has Vincent Lopez September 4, Gene Krupa the 11th, Guy Lombardo the 18th and Tommy Dorsey for the wind-up the 25th.

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The Reviewing Stand

Hal Kemp

(Reviewed at the Astor Roof, Hotel Astor, New York)

AFTER a two-month run Hal Kemp bows out Labor Day, one-nighting to Chicago's Hotel Drake for an October 8 opening. The prime factor that has kept Kemp among the top-flight dansapators since leaving the North Carolina U campus, despite changing rhythmic styles, is his ability to please every type of audience. From the standpoint of listening and dancing there is no flaw to be found in the Kemp armor; his style is so versatile and elastic that it omits nothing in its appeal to every musical taste. Kemp's talent lies in this adeptness at blending the musical elements into one well-rounded performance.

The Kemp library contains swingeroos, ballads, waltzes, tangos and rumbas. No one type is given particular preference, but all are done equally well. Jitterbugs can get as much satisfaction out of Mickey Bloom's trumpet rides as sweet-music adherents can get pleasure from Eddie Kusby's mellow trombone or the dulcet tones of the reed section. The clipped phrasing of the brass is a constant delight for admirers of distinctive Grade A orchestration. And fast or slow, hot or sweet, it's always danceable.

Showmanship isn't the least of the band's attributes. Kemp's handling of the stick makes good watching, and Saxie Dowell's 250-pound projection of comedy vocals spells amusing listening. Judy Starr's petite cuteness can't be improved on for the rhythmic type of number, and Bob Allen lends the proper romantic touch to the balladeering. Individually and ensemble, this group has more than its share of eye, ear and foot appeal. *Richman.*

Isham Jones

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

ISHAM JONES has been in the ork biz a long time, but one would never know it judging from his present aggregation. Lacking in showmanship himself, Jones' current crew places the stress on the music it plays. Even that isn't much to excite the feet of pay customers.

Eddie Stone, violinist and singer, waves the baton about as much as does Jones himself. Even when the old master takes the stand there is little lift to the music. He's all business while he works and has little time to talk with the dancers. Often he leaves the stand

for as long as an hour, Stone taking over in the interim. Such behavior is not showmanly. When caught here band was unable to attract a half dozen standees in front of the stand, a most unusual situation at the spot.

Kathleen Lane, brunet, handles the vocals with Stone. Tho possessing a swell voice, neat figure and comely facial beauty, she hasn't yet learned to sell a song to good advantage. Gal should develop her mike personality and presentation style. Stone, with his pash and quivery conception of delivering the lyrics, hit the mark 100 per cent all the way.

Instrumentation is regular, a fiddle section being a feature. Neither a strictly swing nor sweet organization, the Jones outfit plays all types with emphasis on ensemble work. Stew McKay, outstanding instrumental soloist, often takes the spotlight for tenor sax solos. His work gives the band its biggest kick.

Jones' music isn't what it once was, but it's still adequate for not-too-critical dancers. Showmanship rates a flat zero; appearance is okeh. The band clicks best on the many oldies it carries in its libraries, many of them compositions of "Ish" himself. *Dexter.*

Shep Fields

(Reviewed at Trianon Ballroom, Chicago)

THE Veloz and Yolanda terp twain uncovered Fields and his rhythmical rippings some five years ago when the outfit was rounding out its first year at Hotel Pierre, New York. They became known as the V & Y ork under the direction of Shep Fields and first enjoyed national publicity under that banner. Shep has since severed that connection and is strictly on his own.

There's certainly nothing startling about this band of tootlers. Stuff is monotonously arranged for the most part and played in the same uninspired manner. The five rhythm, three reed, three brass and solo viol give out fully enough. But there is lacking a solid background thruout and no outstanding soloist to take it away occasionally. John Serry has a rep for his accordion rippings, but his work was kept under wraps here. Library has a few standards on the 12th Street Rag side which get an okeh ride from the lads. But most of the ditties are off the sweet end and mused up with too much brass.

In all due justice it must be noted that the rippler himself was absent from the stand on this trip. Fields has been resting the baton because of a tonsil yanking, and we suspect the boys were laying down some with the master away. Band leaves this week for San Francisco, where Fields expects to be up and able to continue. However, aggregation is still fundamentally weak.

Phyllis Kenny, fem vocalist, left the band last week, leaving Hal Derwin and guitarist Jerry Stewart to uphold the song department. Derwin, unfortunately, seems to have caught the contagious apathy of the tootlers, and his song work is very lackadaisical. *Humphrey.*

Off the Records

By M. H. ORODENKER

Mr. B.

WHETHER you worship at the cat cult or pledge your allegiance to the sasharine syncopators, no turntable is worth a turn unless you hurry to the corner phoneygraf shoppe for the sides cut on Decca by BING CROSBY with the humble, yet able, assistance of JOHNNY MERCER. The latter has colored the workage of Mr. Gallagher and Mr. Shean to explain the intricacies of swing and its language. They create an intimate and homey atmosphere seldom found on wax—just like being on your parlor floor. And get as much fun out of singing it as you will find in listening to it. Bend a special ear to Bing's vocal capers during the orchestral interludes between choruses—all the razzma-tazz and corny licks of an old-time rag band. Plattermate is just as refreshing, Bing sermonizing to small fry Johnny with his movie music, *Small Fry*. A dandy of a double as you ever find in pairs. *(See OFF THE RECORDS on page 67)*

Sheet-Music Leaders

(For Week Ending September 3)

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	A-Ticket A-Tasket
2	2	Alexander's Ragtime Band
3	3	When Mother Nature Sings Her Lullaby
4	4	Music, Maestro, Please
5	5	Now It Can Be Told
6	6	I'm Gonna Lock My Heart
7	7	I've Got a Pocketful of Dreams
8	8	You Go to My Head
9	9	I Let a Song Go Out of My Heart
10	10	I Hadn't Anyone Till You
11	11	There's a Faraway Look in Your Eyes
12	12	Cathedral in the Pines
13	13	Little Lady Make Believe
14	14	So Help Me
15	15	Small Fry

Decca Records Plan Public Stock Issue

WASHINGTON, Sept. 3.—Decca Records, Inc., filed a registration statement this week with the Securities and Exchange Commission covering 393,325 shares of capital stock at \$1 par. One hundred and fifty thousand shares are to be offered to the public at \$5.25 per share. Seventeen thousand shares are already authorized but have been unissued to underwriters.

Plans call for the remaining 133,000 shares to be sold by the owners, Decca Record Co., Ltd., getting 116,550 shares, and E. R. Johnson getting 16,450 shares, which go to underwriters, Reynolds & Co., Laurence M. Marks & Co. and Valance & Co.

Thirty thousand shares, which are part of the registration, are optioned to four directors at \$5 per share, but the balance of 223,325 shares now outstanding will not be offered to the public immediately. The selling price to underwriters will be \$3.75 per share, and the net proceeds to the Decca company from sale of 17,000 shares of its capital stock is to be added to the working capital.

CRA Wins Bestor Suit

NEW YORK, Sept. 3.—Efforts of Don Bestor to get court sanction in breaking his contract with Consolidated Radio Artists proved of no avail. Refused an injunction in the lower court to restrain CRA from booking and representing him, Bestor appealed to the Appellate Division rather than bringing his case to trial as ordered when first denied an injunction. Hearing held Thursday (1) before Judge Glennon not only resulted in another denial of an injunction but was also ordered by hizzoner to fulfill his CRA obligations according to the existing contract. Harry Berman argued the case for CRA. Bestor was represented by the Julian T. Abeles law office.

Bestor planed here yesterday from Kansas City, Mo., for a confab with Charlie Green, CRA prexy. Boys puffed the peace pipe and lawsuits are now bygones.

New Chicago Ballroom

CHICAGO, Sept. 3.—Byfield & Shutter, local ballroom operators, open a new one—the Paradise—on the West Side September 10. Will operate six nights a week, with Eddie Neibaur's Ork set as the house band. Guest names will be used once a week. Regular admission will be 40 cents, with scale tilted up to \$1.10 on name nights. New dance spot has a capacity for 8,000 persons.

Chi Merry Garden Reopens

CHICAGO, Sept. 3.—Harry Rice and Herbert Byfield reopen their Merry Garden Ballroom tonight with a two-band policy. Mario Dumont and Maurice Sherman are the opening outfits, the former making his first American appearance since leaving Porto Rica.

Warners, Para, Robbins After Marks Catalog

NEW YORK, Sept. 3.—It was revealed this week that for the past several years attempts have been made at various times by the Loew-Robbins music combine, Famous-Paramount Music and the Warner publishing interests to buy the catalog of Edward B. Marks Music Co. Interest in the Marks library has been motivated by the desire on the part of the three firms to increase their availability rating, which would take a considerable upward jump thru acquisition of a catalog dating back some 40 years. Successful consummation of such a move by any of the three would put that firm in an enviable position as regards ASCAP classification, since the performance rating of all three is among the highest in the business. That, combined with the availability credits accruing to a catalog like that of the Marks firm, would make for an unparalleled income from the society.

There are several things standing in the way of such a sale, however. Nearest approach to an actual purchase was made by the Warner group, but the two firms could not get together on certain minor points. The asking price, which was high at that time, has gone even higher since, inasmuch as it is not a question of financial necessity on Marks' part. Marks also intends to protect the interests of the staff which has worked for him for years, among whom are several members of his family. This consideration could hold up any future negotiations even if the price asked were met.

In addition to the size of the Marks catalog it is also valuable in that it contains many standards which still gather a large share of performance credits, among them songs like *Parade of the Wooden Soldiers*; *Play, Fiddle, Play*, and many well-known tangos, rumbas and waltzes.

Music Items

Lincoln To Publish Mask and Wig Score

PARAMOUNT exercised the option of Frank Loesser, lyric writer, for another year. Songsmith is working on the Bob Hope-Shirley Ross Para starrer, *Thanks for the Memory*. . . . Titles of the new Cotton Club songs by J. Fred Coots and Benny Davis are *I'm Madly in Love With You*, *The Highland Swing*, *Miss Hallelujah Brown*, *There's a Sunny Side to Everything*, and a tribute to W. C. Handy called *Thank You, Mr. Handy*.

MGM is using a Miller number, *Song of Old Hawaii*, in its forthcoming production, *Honolulu*. Miller, incidentally, claims that it contris 90 per cent of the authentic Hawaiian music published in this country. . . . Lincoln Music gets the publishing rights to the score of the University of Pennsylvania's next Mask and Wig show, *All Around the Town*. Clay Boland and Bickley Reichner, authors of the current hit, *Stop Beatin' 'Round the Mulberry Bush*, are writing the songs, not a new job for Boland, Philadelphia dentist, who has scribbled many M. and W. opuses.

Select Music is being dissolved, the firm having been incorporated into Santly-Joy. . . . A quarter of a century after its publication, *Alexander's Ragtime Band* is enjoying a revived popularity which placed it among the 15 best selling tunes in the country last week.

Carl Fischer opens a new music store on West 57th street, New York's famed "Piano Row," September 7, after having maintained headquarters way downtown in Cooper Union. . . . E. B. Marks is preparing an album of old-time hits, tentatively called *Along Memory Lane*, with most of the songs of the vintage of the early 1900s. . . . Marks is also releasing four Juan Carlos Cobian numbers. Cobian is one of the Argentine's leading composers of tangos and rumbas.

WALTER D. CORNING has been added to the program department of WNOX, Knoxville, Tenn.

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No Hope for Code Changes; League Will Hear Brokers

Ticket agents raise squawk—ask that 5 per cent tax be cut in half—state that 75-cent maximum is too low for a fair profit

NEW YORK, Sept. 3.—At two informal meetings held this week between the executives of the League of New York Theaters and the ticket brokers it was indicated that there is little likelihood of the ticket code being changed to appease grievances, except that the League will listen to suggestions from brokers in drawing up brokers' rules and regulations. Contrary to talk on the Stem, the brokers expressed willingness to abide by the new measures but asked for consideration in the drawing up of the policing stipulations. Brokers' request that the 5-cent tax be cut in half on ground that often the two and a half cents may just leave a fair margin of profit for them will be brought up at a board meeting Wednesday, tho nothing much can be done with it at this time. In order to have it reduced the board would have to okeh it, submit it to the membership for approval, get Equity's nod and revise the contracts which have already gone out to managers. Several have already signed.

Understood that at the drawing up of the pact nickel tax was levied to meet expenses of policing the regulations. In addition, surplus would be funded to finance Equity in any legal bout which may be directed against it by recalcitrant brokers. Threats of court action challenging Equity's authority on charges that it is usurping the legislative function granted only to duly elected government bodies simmered down with the undusting of the nine-year-old court action which upheld the actors' union in its fight against William Edelstein back in 1928-'29. Court of Appeals Judge Thomas W. Swan ruled that the union had a right to regulate agents in the absence of municipal statutes.

Second bone of contention at the powwow had to do with the 75-cent maximum charge allowed on tickets. Small brokers in particular cry that the measure may virtually put them out of business. Argument is that the little fellow frequently has to buy from a neighbor, who, if he takes the full measure, leaves no room for the first to take a profit.

League suggested that the brokers work out a scheme whereby they could divide the allowance or establish reciprocal arrangements. Several brokers at the meetings brought up the issue of bond which might work hardships for the independents. Figure has not been set, but League assured brokers that the price would be fair to all, since it had no intention of squeezing anyone. Equity execs, speaking unofficially, also held that they were out to make things as easy as possible for the brokers, feeling that styming the brokers would serve only to defeat their aims.

Enforcement procedure will be one of vigilance on the part of the League and Equity, spokesmen for both groups stated, so that they will not have to wait for complaints of abuse or non-compliance by outsiders. Deal provides for inspection of brokers' and theater books by methods yet to be designated by the governing bodies.

Brokers were to have signed their contracts by last Thursday, but several interruptions because of Labor Day and the details of getting drafts to the signees gave them a few days' grace. First new Broadway production is scheduled to open September 14, and all contracts have to be signed by then in order to begin the season's business.

N. Y. Hit Will Launch K. C.

KANSAS CITY, Mo., Sept. 3.—Local 1938-'39 legit season will open September 29 in Music Hall of the Municipal Auditorium when the New York cast of *Pins and Needles* appears here for four nights and one matinee performances. George L. Goldman, director, will be assisted by James Nixon, treasurer. According to Goldman, at least 20 productions will be brought here. Last year's undertaking was the most successful season here in more than a decade.

Hits Set for Des Moines

DES MOINES, Sept. 3.—*Pins and Needles*, with original cast, will open the Shrine auditorium's road season October 3. Shows to follow include *White Oaks*, with Ethel Barrymore; *I'd Rather Be Right*, with George M. Cohan, and *Shadow and Substance* and *Golden Boy*.

Program Mapped For ATC's Second Annual Conclave

NEW YORK, Sept. 3.—Brock Pemberton will strike the keynote for the second annual convention of the American Theater Council September 13 and 14, at the Hotel Astor, when he presides at the opening luncheon and outlines for the delegates the aims of the meeting and the plan to make the ATC a permanent, working organization. Other speakers at that session will be Alfred Lunt; James Brennan, vice-president of the IATSE; Fred Marshall, secretary of the United Scenic Artists, and Robert E. Sherwood, president of the Dramatists' Guild.

In the afternoon Arthur Hopkins will chair the meeting devoted to a consideration of the road and possibilities of reviving business thereon. Lawrence Langner will open the discussion with a talk on "Needs of the Road," followed by M. E. Holderness, of St. Louis, on "Playgoers of St. Louis—What has been accomplished under civic co-operation for guaranteed audiences"; Robert Ferguson, Eastern manager of Community Concerts Corp., on "Organized Audiences," and Helen Hayes on her recent jaunt. Discussion from the floor will end the first business session.

Wednesday morning's program will be devoted to the problems of the public. James T. Reilly, executive secretary of the League of New York Theaters, will handle "Facilitating Theater Attendance." Paul Dullzell, executive secretary Actors' Equity, will explain the new ticket code, and George Freedley, theatrical librarian at the New York Public Library, will discuss the facilities of his department. Members of the Dramatic Critics' Circle will attend the second luncheon, at which time the winners of the John Golden scholarships will be announced.

The last business session lists Frank Gillmore as presiding officer and proponent of an international convention of the legitimate stage next spring; Warren P. Munsell and his tentative plan for a drama festival, and Antoinette Perry on "Future Auditions." An open forum for non-professional theatrical people will close the dog-fight. At the gala supper that evening there is a promise of no business, but entertainment under the approval of Alan Corelli, executive secretary of Theater Authority.

Cowbarn Fraud Case Off Due to Lack of Evidence

NEW YORK, Sept. 3.—Lacking evidence to prove intent to defraud against the Seranne, Inc., operator of the Washington Irving Theater, North Tarrytown, Assistant Attorney-General Ambrose V. McCall has, for the time being, closed this one case in his current investigation of irregular stock-selling deals among the cowbarns. McCall's action was prompted partly on complainant's reporting complete restitution.

Actors' Equity, thru whose guidance this case was brought to the attention of the State legal department, was instrumental in obtaining five weeks' salary for the actress, Virginia Bailey. Examination before the courts prompted the theater to return the \$500 investment Miss Bailey had made for five shares. Hearing of charges against From the Tree, Inc., will be September 8. State meanwhile is seeking aid of actors and actresses for leads to whereabouts of possible irregular stock deals.

OUT-OF-TOWN OPENINGS

"Sing Out the News"

(Forrest Theater)
PHILADELPHIA, PA.

A new revue in two acts, presented by Max Gordon in association with George S. Kaufman and Moss Hart. Directed by Charles Friedman. Music and lyrics by Harold J. Rome. Settings by Jo Mielzner. Dances by Dave Gould. Costumes by John Hambelton. Orchestra conducted by Max Meth. Orchestration by Hans Spialek. Ballet music by Will Irwin.

Cast: Hiram Sherman, Phillip Loeb, Mary Jane Walsh, Will Geer, Leslie Litomy, Charles Lawrence, Joey Faye, Michael Loring, Christine Lind, Ginger Manners, Rex Ingram, Lillyan Brown, Henrietta Lovelace, Dorothy Fox, Burton Pierce and the Virginians.

With a little polishing Messrs. Rome, Kaufman, Hart, Mielzner et al. have themselves a hit in *Sing Out the News*. The show came like manna to revue-starved Philadelphia, and despite its rough edges, especially in the dance numbers, the localites saw a thoroly enjoyable musical, tho gags of provincial Gotham flavor whizzed over the heads of the Quaker City crowd.

The one sour note in the show for Philadelphians is the out-and-out espousal of New Deal. That didn't go so well with the well-heeled parishioners in the orchestra seats, but the gallery howled with glee at the digs at the Union League set. The G. O. P. customers get a taste of what is in store for them in the first skit, *I Married a Republican*. Therein the Republican National Committee, in search of a Presidential candidate, calls upon Providence to send an angel, who upon accepting the nomination loses his wings.

As long as the play sticks to political satire it shows up well, but as soon as it diverts to the girly-girly business it loses its punch, as witnessed by the second scene built around the song *How Long Can Love Keep Laughing?* The dancing is spotty, but there's good chirping on the part of Michael Loring and Christine Lind.

The fourth skit should prove a riot in Gotham. It's *Up Fiorello*, a good-natured ribbing of "The Little Flower" of New York, done exceedingly well by Phil Loeb, who scores terrifically thruout the show. It is here that some of the best punch lines were lost for their dealing exclusively with the muddled New York political situation. Mary Jane Walsh, who looks and sings like Gertrude Lawrence, warbles *Just an Ordinary Guy* in a very pleasing manner, aided and abetted by Loring.

Man of the Year easily highlights the first act when a troupe of 30 Negro singers portrays a christening in Catfish alley. Led by Rex Ingram, the choristers give out with the catchiest tune of the show, *Franklin D. Roosevelt Jones*.

Gone With the Revolution gets away from the political theme for the nonce in its burlesque of filming *Marie Antoinette*. Mary Jane Walsh portrays Norma Shearer.

Peace and the Diplomat combines pantomime and comic ballet to show the Goddess of Peace being kicked around by the European powers. *Cafe Society* is another number ostensibly written for exclusive New York consumption. It makes fun of the smart set that runs itself ragged to be seen at the hot spots.

Congressional Minstrels, Rome-Friedman version of the foibles of our statesmen, needs pepping up. The best of the lot is Joey Faye's portrayal of the fate of liberals as the ex-burly comedian gets kicked around by the reds and bourgeoisie. Phil Loeb clicks with a cowboy number in reverse, *Take Me Back to My Flat in Manhattan*. This should end all lonesome cowboy songs, for which many thanks.

Return performance of the Negro singers with *One of These Fine Days*, depicting a Harlem street scene in the manner of *Porgy and Bess*, brought thunderous applause. *Sing Ho for Private Enterprise* again sticks the needle into the ruling 60 families and waves the flag for the New Dealers.

Hi Sherman very good in *Plaza 6-9423*, the song of the personal escort. The number should take on Broadway.

The last two numbers, *International Mountain Climbing* and *We've Got the Song*, need plenty of going over. The former tries to duplicate *Pins and Needles'* angels of peace number but falls short. Judging by the reaction of the audience, it was one of the most successful openings here and augurs well for the season to come. *Si Shaltz*.

Stage Effects Do Lots for Kid Show

CHICAGO, Sept. 3.—Charlotte Chorpennig's children's play, *Little Black Sambo*, is the latest Federal Theater non-commercial effort to keep the Great Northern Theater open. Presented by the Negro unit, it excels in impressive lighting effects, realistic sets of the jungle explored by Sambo, and a tuneful musical accompaniment concocted by Shirley Graham.

Adults may find some amusement in it if they can live their childhood over again. Poor Sambo, as the story goes, braves the dangers of the jungle to bring back sugar cane, ostrich eggs and tiger milk for mother, so that the money used for these necessities will buy him a long-desired bright-colored coat and shorts outfit. The monkeys are there to help Sambo on his mission and see him safely back home. Children should enjoy it.

Cast is uniformly good, the leads capably handled by Charles Johnson (Sambo), Tillie Johnson (his mother) and Herman Green (his father). A nod to Edward Wurtzback for his uplifting direction of the orchestra and Miss Graham, who doubled as director of the playlet. *Sam Honigberg*.

"Boy" Leads Trek Of Hits to Loop

CHICAGO, Sept. 3.—Group Theater will open the new season here, ushering the original company of *Golden Boy* into the Harris September 12 for four weeks. *Susan and God*, with Gertrude Lawrence, follows October 10.

Shubert's Selwyn reopens for the season September 26 with *On Borrowed Time*, featuring the original cast. Both the Erlanger and Grand Opera House, remaining two legit spots in the Loop, are expected to line up openers within the next two weeks.

Sam Grisman is laying plans for his recently acquired Blackstone and will turn it into a professional house later this month. Probable that second companies will be imported to present Grisman's Broadway efforts this year.

Federal Theater brings a modern version of *The Mikado* into the Great Northern September 12 and for future presentation is preparing *Rip Van Winkle*, premiere of Emmet Lavery's *Ex President* and a Yiddish production.

Pitts. Playhouse Expects To Top Last Year's \$25,000

PITTSBURGH, Sept. 3.—Increase over last season's budget will greet Playhouse opening October 25, under second year of Fred Burleigh's direction. Among the six plays and a revue being considered for production schedule is *It Can't Happen Here*. Gross for 1937-'38 season was \$25,000, when 1,200 season ticket books at \$6 each were sold. To date 400 have already been ordered at a pre-season rate of \$5.50.

Spearehead of drive for heavy dough from city's art patrons will be officers of board, including President Mrs. J. Drake, wife of head of Gulf Oil Co.; Vice-Presidents Charles Rosenbloom, steel man, and Mrs. A. F. Keister, club woman; Secretary James Grove Fulton, attorney, and Treasurer Adolph Schmidt, of the Mellon Bank.

Wilmington Playhouse Bows With "Once Upon a Night"

WILMINGTON, Del., Sept. 3.—Wilmington's new legit season at The Playhouse opens September 12, when *Once Upon a Night* will have its premiere. Play will remain here two days and then go to New York.

Raymond Harris, Playhouse manager, announces the following productions for the season: *Tobacco Road*, October 20-22; *I Am Different*, starring Tallulah Bankhead, November 11-12; *The Women*, March 1-2. *The Junior League Follies* will be presented December 22-23.

Author Cast in Own Play

MIAMI, Sept. 3.—J. Victor Wilson's *The Duchess* was premiered by the Federal Theater Project here last week, with the author himself in the cast. Wilson played the German count in the story of Mrs. Duke's embarrassing climb for social position on the strength of suddenly acquired wealth.

From Out Front

By EUGENE BURR

Recently this column's attention was called to an item written by Charles Collins in *The Chicago Tribune*. Heading it "Cries of the Wolf Pack," Mr. Collins went on to describe the sad fate of young Orson Welles, who, merely because of his great and sudden success, was beginning to be hounded by the predatory lepers of Broadway. In support of this somewhat startling theory he cited merely this column's crack that young Mr. Welles is a mass murderer of the classics. So now I'm a wolf pack.

It's really rather comforting, tho. Until Mr. Collins turned me into a pack I was under the impression that my refusal to praise Welles' nauseatingly egotistical butchery of Shakespeare had made me a rather wistful and bewildered lone wolf.

Since I'm still on vacation, since there's a column to be filled and since it's just as well to let a bit of steam to clear the decks (mix me a metaphor!) for the coming season, perhaps it might be a good idea to add to the little list of insistent dislikes that was started here some years ago. Unlike really intelligent theatrical commentators, I don't mind letting my parishioners know where I stand.

Therefore, to paraphrase the late Rupert Brooke, these things I hate:

Tchekov.
Plays that self-consciously include unnecessary filth in order to cash in on its sensation-effect. The stage should—and must—be allowed to speak of anything under the sun (or above it) providing there is an intelligent adult reason for so doing. But the stage should—and must—never descend to the status of a fence upon which mental children write dirty words.

Secret sentimentalists who rave over any play that is stickily sentimental—but only if it is covered with a suitable mud bath of extraneous filth. The filth, you see, allows them to revel in the sentimentality and at the same time look upon themselves as tough guys, suitably hard-boiled.

Plays whose fuzzy-minded authors are incapable of thinking anything thru—either plot, characterization or fundamental idea—and which therefore emerge as pretentious dramatic abracadabras (fit to be worshiped by all those who are impressed by anything they can't understand).

Those mentioned above who insist that anything sufficiently incoherent must therefore be splendidly profound.

Anyone who considers the stage merely a springboard for his own ego and, in insufferable eagerness to achieve notoriety, ruthlessly sacrifices the comparatively few truly great works of which the stage can boast.

Tchekov.
Those who insist upon confusing loud claims of genius with genius itself.

Self-conscious actors, self-conscious playwrights, self-conscious directors, self-conscious scenic designers, self-conscious managements and even self-conscious ushers.

Press agents who consider themselves the most important single factor in the productions with which they condescend to be concerned and who feel that they are doing a favor to both the producer and the newspaper men whenever they allow themselves to be courteous or helpful to the latter.

Whispering campaigns directed against play reviewers in an effort to cover up and explain unfavorable reviews—particularly when such secret libels impugn the basic honesty of the reviewer.

Actresses who screech like air brakes, sail gustily thru any part unfortunate enough to fall into their hands, make no attempts whatsoever to play the roles provided by the playwrights and then feel militantly aggrieved because

BROADWAY RUNS		
Performances to September 3, Inclusive.		
Dramatic		Opened Perf.
Bachelor Born (Lyceum)	Jan. 25	257
On Borrowed Time (Long-acre)	Feb. 3	247
Our Town (Morosco)	Feb. 4	245
Shadow and Substance (Golden)	Jan. 26	239
Tobacco Road (Forrest)	Dec. 4 '33	2020
What a Life (Biltmore)	Apr. 13	167
You Can't Take It With You (Booth)	Dec. 14 '36	734
Musical Comedy		
I Married an Angel (Shubert)	May 11	134

of the incompetence of the play and the supporting company.

Tchekov.
Chorus girls who marry rich men and immediately consider themselves anointed authorities on all matters pertaining to the stage—acting, directing, producing or a combination of all three.

Left-wing critics who judge all plays according to their "ideational" concepts (if that's the proper left-wing terminology), praising one play because it happens to deal boringly and ineptly with matters the individual critic feels are important, and damning another because it chooses to concern itself wittily, wisely and effectively with something that has no connection with the commentator's narrow and muffling political ideas.

Playwrights who need the tricks of circus staging to mask the fact that they're incapable of writing competent plays.

Critics who can't tell the difference between acting, playwrighting and direction and who therefore consistently blame the faults of the direction on the actors, the faults of the actors on the play and the faults of the play on the director.

Those enlightened commentators who are afraid to praise sentimental beauty merely because it happens to be sentimental—even tho they enjoyed it immensely—and even tho it is witty, salty, hilarious and emotionally compelling.

Tchekov.
Those who insist belligerently that the theater must reflect momentary problems of the day and who resent it whenever it dares concern itself with the eternal problems of humanity.

Actors who blame audiences (usually in offensive and insulting speeches or statements to the press) for rustlings, coughing, talk and general restlessness—when any actor worthy of the name knows that such things are caused by the actor's own failure to hold the customer's attention.

Actors who give the inescapable impression that they are doing the audience a favor simply by consenting to appear.

Actors who insist on long summer vacations and therefore throw a whole castful of minor players out of work. All those—actors, writers, directors, designers, critics, managers, stagehands or anyone else—who feel themselves more important than the stage they have elected to serve; all those who refuse to approach the theater with the humility that is its due, the humility that is shown by all stage workers who are true and honest artists—who are, in short, troupers.

That seems to be about all for the moment—tho the few items detailed above hardly scratch the surface of the full list. The last category in the above compilation, however, generally describes all the others.

One addition, however, before we're thru: I also hate Tchekov.

Denver Season Cut

DENVER, Sept. 3.—Elitch Theater closed two weeks earlier than scheduled 12-week season because of lack of suitable plays. Last of 10 productions, *Once Is Enough*, was season's second best draw at \$6,100. Top was *Yes, My Darling Daughter* with \$6,600 and five sellouts during the week.

NEW YORK, Sept. 3.—After an absence of five years, Tullio Carminati will return to Broadway via *Great Lady*, the Dwight Deere Wiman and J. H. De Bondio coperetta which will open next month. Carminati lands home here Thursday aboard the Rex.

AEA Won't Stand for \$40-Top In Shubert-FTP "Glory" Tour

NEW YORK, Sept. 3.—Actors' Equity, approving in principle a deal between the government Federal Theater Project and Lee Shubert to take *Prolog to Glory* out on the road, is looking into the contractual negotiations between Shubert and George Kondolf, director of the local project, to make sure the actors get an even break on the deal.

Equity will not tolerate its \$40 minimum becoming the road maximum. Stipulation that the government would pay actors a total of \$43.77 per week in a company which will operate on a regular commercial basis in first-rate houses at \$2.20 top would be unfair competition for other companies, an Equity official stated. If the show is a hit on the road Equity feels that the actors are entitled to better salaries. The number of performances to be given per week should also affect salaries, they said.

Project actors not already members of Equity cannot become members on the

basis of their registration with FTP. Should the cast planned for this road company include non-Equity actors the union will have a new problem on its hands. An Equity representative is scheduled to confer with Kondolf this week. If the details of the contract satisfy Equity the union will not hold up the tour. Organization looks upon the venture as a feeler by which the trade may be guided and as a possible solution to the relief problem. Hope is that the company will do well enough to warrant others' going out under commercial sponsorship.

National Federal Theater's original plans for widespread touring companies fell thru for lack of houses. Extension of FTP into the road companies was a need, Equity held, to give the project a chance to perpetuate itself and establish its independence from the annual \$13,000,000 appropriation which may not be renewed after many more years.

Cow Ops Do Better; 7 Stocks for East

NEW YORK, Sept. 3.—While few cowbarns reaped a wad of cash this season, the sum total of the summer theater season is good, with an indication that benefits therefrom will linger into the winter season. According to Equity, fewer summer stock ventures failed or folded before their scheduled season expired. Whereas every year one-third of the total are flops, only 10 of the 87 bonded companies couldn't hold out this year. A handful made out so well that in the East here there will be about seven winter stock companies, which is five more than usual.

Added indication of the better summer business is manifest in theaters' negotiating for permanent stagehand crews at prevailing commercial scale. Maplewood group, for example, uses four at a minimum of \$55, but men have been averaging between \$65 and \$72.50 a week via overtime. Similar situation prevails at Westport and Mt. Kisco. Federal Theater and the Maplewood Theater found musicals and operettas so successful during the summer that both organizations will continue thru the winter. Rumored that J. J. Shubert was seeking housing facilities in the Northern New Jersey districts to offer a series of revivals of successful musicals this winter. Shubert office would neither confirm or deny that such negotiations were under way.

Legit Will Replace Films In Albany's Bleecker Hall

ALBANY, N. Y., Sept. 3.—Harmanus Bleecker Hall, former pix house, will offer legitimate attractions for the coming season, starting next week with Madge Evans and a Broadway cast in *Stage Door*. Shows will be changed weekly. Schedule includes *Night Must Fall*, *Susan and God*, *The First Legion* and *High Tor*. Featured players will be Douglas Montgomery, Erin O'Brien, Hilda Spong, Violet Heming and Bert Lytell.

Fresh Air Theater Ends First Season at a Loss

MEMPHIS, Sept. 3.—The first open-air theater season here showed a cash loss of approximately \$1,701 for recent five-week season, board of directors revealed at a special meeting over the week-end. Loss includes acquisition of \$2,500 in property and \$100 per night rental of Overton Park amphitheater for 27 nights. Organization now owns \$4,500 in props, which should lessen future expenses.

The complete report, subject to auditor's okeh, includes: Patron ticket sales, \$7,546; box-office sales, \$22,542.25; concessions, \$269.55; advertising in program, \$320; sales of \$1 and 75-cent tickets under

dummy arrangement, \$273.25; total receipts, \$30,961.05. Expenses show \$26,171.75 already paid out for salaries, props, etc., and \$7,687.32 in bills payable, minus \$300 paid toward advertising; \$175 in refunds; \$120 programs and \$190 on sound equipment; total, \$33,073.31. These figures added up to a loss of \$2,112.26, but an additional \$411.14 still due on tickets will reduce that to \$1,701.12. Of the salaries paid out \$4,098 went to guest stars.

Summer Theater Reviews

"Time Plays the Devil"

(Chapel Playhouse)
GUILFORD, CONN.

A new comedy by Larry Johns and Frances Works. Staged by Mr. Johns in a setting by Ruth Hanscom. Cast: Noel Warwick, James Lawry, Joan Sudlow and Alice Cheney.

A completely inconsequential yarn about an author, played by James Lawry, who invites a mixed group of married and unmarried people to vacation at his summer lodge with a view to using them in a novel. Conflicting interests make the action difficult to follow. There is no clear-cut story behind long sequences of conversational hocus-pocus. Appealing performance by Noel Warwick as a youngster and clever character work by Joan Sudlow are the only bright spots in this production.

With fewer characters the idea has possibilities, but in its present form *Time Plays the Devil* has doubtful future either on Broadway or in Hollywood.

Julian B. Tuthill.

"A Woman's a Fool—To Be Clever"

(Stony Creek Theater)
STONY CREEK, CONN.

Comedy by Dorothy Bennett and Link Hannah. Directed by John Wildberg. Settings by Robert Milton. Cast: Vera Allen, Ian Keith, Edwin Philips, William Andrews, Sondra Stanton, Haila Stoddard, Donald Foster and Edith Meiser.

Particularly clever treatment of the theme that the helpless woman wins the man, this comedy is attractively written. The show has its locale in the household of a playwrighting couple whose home is invaded by a pretty girl with pretensions to Russian ancestry and ambitions toward the stage.

Profanity is general in the dialog and might be toned down without loss of effect. The situations are adroit and a play-within-the-play gag is neatly used to further the action and give the principals an opportunity for subtle performances.

The players were extremely well matched.

Julian B. Tuthill.

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Rose-Brandt in Break-In Tie; Big Gross for New Casa Show

NEW YORK, Sept. 3.—Harry Brandt, who has been talking for the past year about restoring vaude in several of his local houses, will make a tie-up with Billy Rose to use one of his theaters as a try-out house for Rose's Casa Manana acts. Brandt is said to have come to an agreement with the musicians' union, but the stagehands are still a problem. When and if Brandt gets set he plans to use vaude in four local houses and let Rose use the Audubon to try out his Casa acts. The Billy Rose-Charlie Freeman booking office may get first crack at booking the acts for all the houses.

The Casa Manana's new show, which received rave notices in the press, grossed \$18,500 in its first three days and has been jamming the house nightly for the early show and doing brisk business on the late show. The present aggregation, headed by Ted Lewis, Jim Barton, Al Trahan and Patricia Ellis, is set to stay for four to six weeks.

The Surfside Club, Atlantic Beach, L. I., closes September 6. The police raided the club's private gambling room Thursday and confiscated \$5,000 worth of equipment. No one was present at the time of the raid and, consequently, no arrests.

Ben Marden's Riviera will probably drop its show next month but will open the spring season with Belle Baker in April. Joe E. Lewis and Raye and Naldi are scheduled to follow.

The Yacht Club, on West 52d street, will reopen early in October with Pats Waller as the attraction. Present plan does not include a floor show. Understood that Phil Ponce, Waller's manager, is putting up some cash to guarantee a successful opening. The spot will be operated by the former owners.

NTG's smorgasbord saloon, the Midnight Sun, in the Winter Garden Theater Building, will open September 15 with Jack Melvin's Ork and a line of glamour girls.

Harry Richman's current plans for his new nitery in the Hotel Delmonico are for two rooms to be opened. One is a class spot, strictly formal and all the trappings, and the other a glorified bar. Will open late in November or early the following month.

The Broadway Hofbrau, on West 44th

street, will reopen Thursday with singing waiters and a floor show.

In Greenwich Village, Dimitri's Club Gaucho reopens Wednesday. The Los Gauchos Orchestra has been re-engaged.

The Village Nut Club's opening show includes Mrs. Dorothy Mitchell-Hedge (author of *My Jungle Honeymoon*), Chick Darrow, emcee, and Freddy Master's Band.

Bobby Sanford is staging the floor show for the Hollywood Restaurant when it reopens late this month.

Four Chicago Clubs Reopen for Season

CHICAGO, Sept. 3.—Four reopenings this month will increase the local market for talent.

Colony Club, under management of Sonny Goldstone, gets going Thursday with a name-act policy.

Denis Cooney reopens the Royale Frolics September 26, Duke Yellman set again to book the populated shows.

George Mandel took a lease on the Yacht Club and will reopen it Saturday with a small-budget revue emceed by Joe Herbert. It's the former Goldstone spot but will not use big acts this year.

Billy Stern reopened his Gay '90s this week-end. Girl shows will predominate in that near North Side cafe.

Loeb Leaves Philly Club

PHILADELPHIA, Sept. 3.—Mac Loeb has resigned from the partnership of Herb's 1412 Club here. His share was sold to Dave Rudolph, local accountant. Other two partners are Herbie Frank and Mike Gerson.

Sam Bushman and Milt Shapiro, local press agents have landed Jack Lynch's Walton Roof. Already have the Arcadia-International, the Anchorage and Herb's 1412 Club under their wings.

New Shreveport Club

SHREVEPORT, La., Sept. 3.—The old Blossom Heath night spot on the Linden road will be the location of the new 400 Club. Claude Williams and Holland Farrow have rebuilt the club at cost of \$70,000.

Little Armistice

LONDON, Sept. 3.—New unit set to play the sticks in England has a Japanese juggling act and a Chinese acro turn in its line-up. Members of both acts have had to sign an additional clause in their contracts to the effect that they will not discuss international politics or engage in any racial arguments while in the show.

Kansas City Club Business on the Up

KANSAS CITY, Mo., Sept. 3.—Clubs, roadhouses, outdoor beer gardens and one hotel here all claim better business.

Hotel Muehlebach, only hostelry using flesh, signed Jimmy Joy's and Dusty Roades' bands for September engagements. Floor show will be used regularly at the Muehlebach, probably beginning in October.

At the smaller clubs, including the Continental, Chesterfield, Bowery, Cocked Hat, State Line, Perkins, Tootie's, White Horse, Mary's Place, Winnie Winkle, Reno, Milton's, Irish Tavern, Oriental and Lucille's, an upturn in patronage was noted by the managements. All employ professional talent.

Conditions appear favorable for the fall and winter. Summer biz was exceptionally spotty all the way, few clubs showing sizable profits consistently. Enforcement of early-closing laws is becoming lax, which helps.

More Vaude For Paris

PARIS, Sept. 3.—The Parisiana, former movie house, adds vaude under direction of Ruez Castille. Name has been changed to Parisiana Varieties and big-time bills will be shown. Seating capacity is 2,500.

The European reopened Friday with Marie Valente as the headliner, her first appearance in Paris in three years.

The Bobino will not open until September 9, with Bordas topping the bill.

The three houses, all in the Castille chain, have already booked Jeanne Sourza and Souplex, Saint Granier, Georgus and Milton. Among the important attractions will be the Three Bernards, American male dancing trio that has been a hit in Paris.

The A. B. C. and Cirque Medrano will reopen next week.

Club Talent

New York:

WILL OAKLAND has been set to head the new show at Maxim's September 15. Bill, booked by Will Weber, also includes Julia Gerrity, Jerri Withee and the Milray Girls. . . . RITA RENAUD, singer at the Monte Carlo, suffered injuries in an auto smash-up last week.

MARION MARTIN, former local show-girl, has been signed by Universal films. . . . EDDIE MICHAELS, dancer, returned to the Kay Parsons Showboat this week. Eddie met and married his wife on the same boat two years ago.

Chicago:

BOB HALL, at the Bon Air Country Club, is celebrating his silver wedding anniversary and also his 25th year in the show game. . . . BOB TOMLINSON TRIO signed a three-year pact with Harvey Thomas. They opened at Wilson's night club, Beloit, Wis., for two weeks. . . . JUNE BROOKS left for the West Coast to play the Bert Levy time.

BALI BALI will reopen next month under new management. . . . DON JULIAN AND MARJORIE open a return engagement at the Stevens Hotel Friday. Lois Harper will be on the same bill. . . .

EDNA SEDGWICK opens at the Scala, Germany, next month. . . . HOLLAND AND HART go with Guy Lombardo into the new Palmer House show September 29. . . . BRANDT SISTERS held for four more weeks at the College Inn. . . .

Here and There:

JEANETTE AND KALAN, Princess Doree, Alan Gale, Milray Girls and Ruth Wayne make up the bill lined up by Will Weber for the 2 o'Clock Club, Baltimore, opening September 8. . . . RUBY BENNETT and Vilma Joysey were also set by Will Weber, in conjunction with Sammy Clark, for the 606 Club, Chicago. . . .

MARIA KARSON and her trio, featuring her at the Hammond organ, are in their sixth week of doubling between the Circle Bar, East Dubuque, Ill., and the Hi Hat, Dickyville, Wis.

. . . Shag parties conducted by KERMIT AND DEMRIS at Sagmore Hotel's Starlight Roof, Rochester, N. Y., have netted the pair an indefinite engagement there.

THE CARLTONS, ballroomers, are now doing their stuff at the Arabian Gardens, Columbus, O., after three weeks of fairs. On the same bill is Pat Vernon, playing a return engagement. . . . WORKING BOOKINGS in Northern New York and New England, and under the aegis of the Jimmy Daley Attractions, are the Will Mastin Trio, Montrose and Pearl, Billy and Dolly Nash, Redford and Wallace, Hart and Richmond, Pearl Fern and Co. Jack and Kitty Brady, Greenwood and Vallee, Bickford and Crandall, Carlton and Diane, Ramos and Nanette, Caulfield and Oakley, Heather and Dixon, Smith Sisters, Mac Sisters, Roy and Raveloe, the Novelettes, Norman Brothers, Raymond and Ann, Jean and Lucia Lambert and others.

ALMA AND ROWLAND, dance team, opened at Heilig's, Atlantic City, August 26 thru Stanley Woolf. . . . SALLY KEITH, dancer, will close at the Nomad, Atlantic City, and vacation for three weeks in London. Opens October 15 at Sally Keith Bar in Chicago and will place her dad in charge.

BERNIE LIT closed the season at the Atlantic Bar, Wildwood, N. J., Labor Day and went right into the Green Villa, Baltimore. . . . GOWER AND JEANNE opened with Vincent Lopez at the Ritz-Carlton Hotel, Boston, August 29 following a record run at the Mount Royal Hotel, Montreal. . . . CY BROUGHTON, with Carmella Lazzari, strollers, are completing two months at the Gables Inn, Atlantic City. . . . SOUTHERN AND CORTEZ closed last week at Chattanooga, Tenn., where they tripled between Station WDD, vaude at the Radio Playhouse and dancing at the Cavern Castle. Team is heading north. . . . FALL SEASON opened at Matteoni's, Stockton, Calif., Thursday with a show that included Rochelle and Rita, Rosie Cohen, Myra Sawyer, Virgie Bernard, Rita Sundahl and Hank Lewis, the latter rounding out a full year at the spot. . . . GARRON AND BENNETT shutter the Meadow Brook, St. Louis, September 5, with Herbie Kay the final band attraction. . . . SHARLAN AND ALDYTH are appearing indefinitely at the Normandy Inn, Warren, Pa.

Key Philly Spots Set for Big Fall

PHILADELPHIA, Sept. 3.—The night club business gets its fall shot in the arm next week, when new shows go into virtually every top spot.

Gloria Grafton heads a new show at Walton Roof September 12. She will be followed by Sophie Tucker on the 22d.

Benny the Bum's reopens after extensive alterations September 9 with Johnny Graff's Orchestra, which clicked at the Arcadia, heading the show.

Clem Williams, young society boymaestro, brings his band into Arthur Padula's Arcadia-International Tuesday, launching the fall season and marking Williams' debut in big time.

The Adelphia Roof will start a traveling band policy following Joe Frassetto's engagement there next week.

Frank Palumbo, whose South Philadelphia nitery has been closed all summer, will reopen the spot on September 15.

MCA Adds 6-Week Hotel Chain Date

CHICAGO, Sept. 3.—Music Corp. of America is adding a six-week date on its booking sheet, according to Eddie Elkort, with the handling of three DeWitt hotels in Ohio. Each will change shows every other week and acts will be so routed to take in the dates consecutively.

Spots are the Vogue Room, Hollenden Hotel, Cleveland; Mayfair Room, Mayfair Hotel, Akron, and the Century Room, Century Hotel, Columbus, the latter opening for the season September 19 and listing on its initial bill Sammy Walsh and Lorraine and Renard. Each room will employ a ballroom team in most of the shows.

Number Seven 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.

M. SOURKES

of

CHEZ MAURICE

MONTREAL, QUEBEC

Says:

" . . . I find quite a few interesting articles in The Billboard, especially regarding the reviewing of acts which are submitted to us from time to time, and in this respect we can always judge whether they are suitable for our room or not."

Talent Agencies

ELEANOR O'ROURKE, Detroit, is now booking 10 weeks of Detroit night spots, she reports. MABEL DUGGAN, Detroit agent, is specializing in downtown Detroit night spots only and reports eight weeks on her books, opening September 1. R. J. MARIN, field man for Del-Ray Orchestras and Attractions, Detroit, returned last week from a cruise to inspect orchestra conditions on the Great Lakes. AL BORDE was the winner of the cup in the annual golf tournament of the Chicago agents and bookers held in that city recently. Louis (Lucky) Lipstone, Balaban & Katz booker, copped *The Billboard's* gift of a year's subscription. CEYLON J. ASHTON, head of the Empire Theatrical Booking Service, Detroit, is making a two weeks' tour of the territory. SOL BERNS, Detroit booker, returned from a vacation in Northern Canada.

LEDDY & SMITH, New York agency, have announced a parting of the ways effective September 1. Leddy will continue to do business from his present quarters while Smith has opened an office by himself in Hollywood. MILES INGALLS-JACK DAVIES office, New York, reports an increase of 50 per cent in business over last year for the early fall season. Ingalls recently returned to New York with Glen Schmidt, director of the Beverly Hills Country Club. Schmidt will book thru Ingalls-Davies exclusively.

ARTHUR SILBER, New York agent, is suing the Ritz Brothers for \$150,000 for alleged breach of contract for film work and other engagements on the Coast. Contract was made March 12, 1936.

HARRY DELL, New York, is stricken with dat ole debbil, rheumatism, again. JIMMY DALEY ATTRACTIONS, Albany, is going in for indoor events in plans for the coming season and will specialize in carnivals, fairs, bazaars and sponsored events.

San Francisco offices of FANCHON & MARCO announce that former Night Chief of Police William F. Bennett has joined the firm in charge of booking and producing stage shows. Bennett has been a San Francisco police officer for a quarter of a century.

FRED NORMAN-JACK ADAMS booking agency, Montreal, split became final as George Le May De Lorme, independent show supplier, moved into the spot left by Jack Adams. Adams has a few district spots left. The new combo of Norman and De Lorme will book about 30 cabarets and theaters in Montreal and outlying locales on both sides of Quebec-New York border.

M. D. HOWE, West Coast agent, is now handling the Hollywood Marionette Theater Group.

Material Protection Bureau

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The March of Time

CHICAGO, Sept. 3.—Managers of the Major Bowes *Third Anniversary Unit*, which opens at the State-Lake Friday, deem it advisable to announce in their ads that they will be able to take care of the Benny Goodman overflow trying to get into the Chicago Theater across the street. Goodman is in the latter house for a two-week stay.

N. Y. Indies Have 10 Weeks; Expect 15 More

NEW YORK, Sept. 3.—Local indie bookers are optimistic, reporting a lot of inquiries from indie theaters this year and having already lined up at least 10 weeks. They definitely expect 15 more weeks. Eddie Sherman has the greatest number of houses and weeks on his books, with the Dows, Arthur Fisher, Joe Feinberg, Harry Carlin and others trailing.

Most of the bookers feel the bottom to indie vaude has reached last season and that there's a definite upturn. Scarcity of good film product, dramatized by the film industry's movie quiz campaign, has frightened the indie theaters so that they are more willing than ever before to listen to vaude plans.

Sherman is booking Fay's Philadelphia, full week, which opened Monday; Carmen, Philadelphia, full week; Hippodrome and the State in Baltimore, full and split week respectively; Broadway, Pitman, N. J., Saturday; Runemede, Runemede, N. J., Saturday and Sunday; Majestic, Paterson, split beginning Friday, and the Colonial, Lancaster, Tuesday to Thursday and Saturday beginning September 16. Sherman expects the Paramount, Newark, to resume full-week vaude late this month, and the Rajah, Reading, to resume split-week vaude also late this month. Also expects later this month the Dante, Keswick (Glenside), the Egyptian (Bala) and the Colonial, all Friday-Saturday stands in the Philadelphia area, in addition to the Broadway, Camden, Sunday. The Steel Pier, Atlantic City, switches from full week to Saturday-Sunday beginning September 17. Sherman also expects Wilmer & Vincent's Easton, Allentown and Harborsburg houses to use acts or units twice a month on a split-week basis.

The Dows resumed spotting vaude into their State, Hartford, Thursday, with Ozzie Nelson and Harriett Hillard on their opening show. Sophie Tucker goes in September 7, Hugh Herbert September 12 to 17, Chick Webb and Ella Fitzgerald September 18 to 24, Paul Whiteman and a group of Whiteman entertainers September 29 to October 1. Dows also plan to resume alternating vaude with legit road companies later this month at the Shubert, Newark.

Joe Feinberg (Amalgamated Agency) is again booking Fay's, Providence, which resumed yesterday, and the Capitol in Wilkes-Barre and Scranton, which are to resume October 1 with units and name bands. The Binghamton house may start picking up units next month. Shamokin and Hazleton will not use flesh this season.

Arthur Fisher is still booking Hershey, Pa.; Jamaica, L. I., and Boston. Says he hopes to have another six houses soon. Harry Carlin is spotting five acts Sundays into the Triboro on 125th street here. Vaude will augment the Hirst burly units.

Paid Audition Plan for Frisco

SAN FRANCISCO, Sept. 3.—Al Smith, AFA representative, plans to arrange preview of prospective vaude acts on stage of Golden Gate Theater at conclusion of final performance Monday nights. Previews are now conducted in theater basement.

The plan, according to Smith, has been discussed with George Boles, Golden Gate manager, who, Smith says, likes idea but will have to take it up with RKO headquarters in New York.

If it works agents can get better view of the acts. Also, it will give talent the opportunity to show under more favorable conditions. Previewed acts will be paid the AFA scale, Smith said.

Night Club Reviews

Jack Lynch's Walton Roof, Philadelphia

Altho obviously coasting until the fall season opens in two weeks, Jack Lynch nevertheless gives his patrons their money's worth with his current show.

Ross MacLean, who has taken hold here, emceeds the show as well as doing a grand job of vocalizing.

Show opens as usual with an overture by Jenó Donath's crew, followed by a couple of turns by a graceful dance team, Pritchard and Lord. The pair mix their routine well, leading off with a rumba, swinging into a tango and then winding up with a hotcha bit.

Violet Love, a pretty brunet, gives out with a throaty songfest including *You've Got Something There, Every Day's a Holiday, Week-End of a Private Secretary, Star Dust* and others.

Jack Lynch's Glamour Girls, a line of 10 lovelies, do a bathing beach number with plenty of eclat, while Jimmy Blake vocalizes.

Paul Rossini, one of the best in the line of the magi, unlooses some new tricks from his bag, and baffles better than ever. He winds up by making a live canary and a cage disappear.

Pritchard and Lord return for a couple of encore turns, with Ann Pritchard doing an excellent toe tap.

The Glamour Girls return dolled up in gorgeous medieval costumes—but the dance needs a little going over.

MacLean then steps in and gives out with almost everything from opera to back alley swing. He's got plenty on the ball. Among the numbers he sings are *Marta, Donkey Serenade, Beat of My Heart, Dark Eyes* and *Music, Maestro*.

Joe Mascio, the chef, should be billed near the top. His food is ne plus ultra. And prices are reasonable. Rudy Kissner is headwaiter.

The Glamour Girls consist of Shirley Freeman, Lee Jacova, Lee Frederick, Claire LeBan, Carolyn Pillard, Betty Pope, Maxine Moore, June Sinclair and Nancy Lewis.

Sam Bushman and Milt Shapiro are the newly appointed press agents. *St Shaltz.*

Royal Pines, Lake George, New York

Show is still being emceed by Billy Smith, who leaves next week to rejoin Virginia Barrett and open in Montreal. Smith paces an interesting bill consisting of Dorothy La Salle, Lillian Fields, Dolores Granelle and the Bergere Sisters.

Miss LaSalle is billed as a singer of sophisticated songs and really does a burlesque bit without stripping. Miss Fields does okeh with a soft shoe and an acro dance. Miss Granelle sings *That's What I'll Do for My Man* and strips to prove it. She is a big favorite here. The Bergere Sisters, two gals in cunning costumes, come thru with sock kick routine while pulling lighted cigarets from the air. Novel stuff and refreshing.

This spot has already felt the competition from the new Fan and Bill's further down the Glens Falls-Lake George road. *Paul Lucharis.*

The Casino, Chicago

Fred Franke's modernistic South Side room, drawing a young crowd from several neighborhoods around that section of town. Despite a business letdown, show budget has not been cut, and Bob Tinsley's seven-piece ork is retained to swing out for the dance enthusiasts and play the show thrice nightly. There is more quantity than quality of talent, but it is acceptable for a neighborhood nitery where the beer guzzlers are not too critical.

Bills are switched around Mondays, but most acts are held for two weeks or more. Frequently vaude performers will come out here to break in night club routines or try out new efforts. When caught Dave Tannen, the pantomimist, tried out an emcee act. He was all right until he started gabbing, for then he revealed a lack of good taste and a need of material. He is funny enough with his old act and can bridge over into the new field successfully once he lands a better style of talk.

Betty Mae, lively rhythm tappist, opened with a very simple routine and later returned with a truckin' sermon.

Bobby Mathis is a weak modern dancer, displaying little talent. Okeh to look at, tho, and with strong support from the orchestra manages to get by. Dick Hardin, steel-guitar stroller between dance sessions, doubled in the show, singing several pop tunes. His voice is pleasing, but his delivery lacks polish.

Virginia Dovell was one of brighter performers, doing a graceful hula number and later repeating with a feverish semi-nude bump number that was equally good. Jimmy and Chucky Hess were another pleasing act, contributing light tap numbers with winning ease. Team makes a good appearance.

Strong song specialties are contributed by "Rocky" Ellsworth, room's manager, who has a ripe tenor voice, and Gretchen Werner, prima donna, who reaches the

THIDA LOY

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high notes in operatic selections with little ado.

Never a cover, and a minimum of 50 cents is in effect Saturdays only.
Sam Honigberg.

The Dome, Sherman Hotel, Chicago

The last word in streamlined bar lounges, located on the ideal corner of Clark and Randolph, trimmed with modernistic designs by the World's Fair architects Holabird and Root. Blue and gold color combination predominates, with indirect lighting effects used throughout the room. No tables, only a bar stretching out on each side of the room. A small, elevated circular stage looks down on one of the bars and presents a picture of continuous entertainment from 5 p.m. on.

Should prove a gold mine for the hotel, catering to both its guests and passersby. Drinks are reasonably priced. Marty Bloom, of the hotel staff, will double as manager and talent booker.

Due to the unusually small size of the stage only singles or doubles requiring little working space will be able to play here. Talk acts are at a great disadvantage, naturally. "Grind policy" is a break for the performers, as it will require a number of them weekly. When caught some nine acts were used in the alternating shows.

Earl Rickard, an old hand in emceeing cocktail lounge revues, handles the affair with a degree of indifference that has its on and off moments. For an older crowd that attitude will do; but more alertness is required for the younger genders. During the late hours his spicy songs go well.

Piano music only accompanies the acts and when the loudspeaker system is in top shape it is sufficient. Acts that went thru their paces included the Two Rhythm Rascals, colored vocal team doing instrumental take-offs; Dee Lang, attractive and capable acrobatic dancer; the Two Spinning Tops, male roller-skating team who accomplish several good tricks; Bill Baird, clever magician, who makes a swell appearance in evening outfit; Joe Marino, pianist pitching in with a couple of pop tunes, and Lois Duvel and Kay Nicholas, a pair of sexy vocalists.

John Paul Jr., comedy bartender, en-

tertains whenever he finds an opening. Another addition this week will include Florence Barlow, cocktail-mixing performer. Singles in the College Inn show, downstairs, will double here after the current ice revue exits.

The Three Aristocrats (violin, guitar and bass combination) are veteran instrumentalists, entertaining frequently with vocal and musical novelties.
Sam Honigberg.

Dorchester Hotel, London

Being the off season, the regular floor show is out, but swell entertainment is provided by two acts.

Here for the first time are the Stapletons, a dandy American dance team with corking routines. Added appeal is provided by the grace and costuming of the girl and the ear-filling musical orchestrations.

Felovis, international juggler, comparatively new to a night spot, is a sensation here. Does a 12-minute act packed with skill and thrills and devoid of a dull moment.
Bert Rossfi

Tic-Toc-Tap, Milwaukee

Fully as colorful as its modernized structural glass front in several shades of green and maroon is the floor show at this newest local downtown nitery.

Entertainment revolves around that laugh-provoking zany, Bert Gilbert, known for his singing of *Animal Crackers*. This boy has plenty of stuff on the ball and handles himself and the show in fine fettle.

Zastro and Wells, musical comedy dancers, not only are easy to look at but have plenty of class when it comes to manipulating fancy ballroom steps.

Nifty eye-ful is Sally Joyce, blues singer, whose snappy rendition of popular ballads snagged well-earned applause. When it comes to tap, Stewart and Davis, youthful steppers, needn't take a back seat. Dusted off the boards in smooth and easy fashion.

Tic-Toc Debutantes are a line of swell steppers whose costumes and routines are first rate and whose looks are satisfying.

Tic-Toc-Tap is now under direction of Charles Nelson and Al Tusa. Completely remodeled and enlarged, it offers floor shows and dancing nightly with music by Joey Feldstein's Ork.
H. C. Brunner.

Club Mayfair, Buffalo

Under new management of Bernie Elliott and located in Williamsville, just outside of Buffalo. Spot has been closed for five years.

Brought in from Elliott's lakeshore Alhambra, Al Gibson's Band dished out the music in characteristic snappy style, great for dancing and much improved in floor-show accompaniment. With Al, who plays sax, are Bill Lawes, drums and novelty vocalist; Lee Hilliard, trumpet and sax; Cockie Chandler, sax and clarinet; William King, piano; Walter Atkinson, bass fiddle; Eugene Adams, sax and clarinet.

Jimmy Fisher, emcee, is a fair-to-middling entertainer. His singing and introductory remarks lack the zip required at times to get a crowd into the real feeling. His good looks and pleasant personality are his chief assets.

The hot spot of the evening was the hilarious pair of Jelly Beans Johnson and Eddie Cole. One at the studio piano and the other racing about the floor, tapping on heels, head, shoulders, knees and any other part of his body that would make noise, these two clever Harlemites had the crowd standing up watching their act.

The Carlton Girls (5) are made up of versatile young things who show promise. Their routines are well trained and their costumes in good taste.

Edith Livingston, singer, has a pleasant voice and is easy on the eyes. Addition of a smile to her make-up would put her across more favorably.

"Gay Nineties" Art West moved in from the Alhambra with the same act. Full bosomed, with ample buttocks, West slays 'em with his burlesqued operatics.

A \$1.50 minimum Saturdays. A \$1 dinner is served.

Dorothy Monroe is hostess. Wally Gluck does the booking and handles publicity.
Harold J. Warner.

Walnut Room, Bismarck Hotel, Chicago

New show spotted in by Dave O'Malley is quite in keeping with the pleasant and reticent atmosphere of this popular dining room. Patronized largely by a class trade during the early evening hours, policy of excellent food and tasteful entertainment is registering favorably.

Betty Grey, organist, and Darlene O'Day, soprano, have been retained as the opening act and intermission feature. Pair make an enviable combination, dispensing popular music on the Hammond organ and classical tunes via Miss O'Day's trained voice.

Pauline Harris, acrobat, followed with a trick-peppered routine. Works fast and agreeably. Grace McCarthy, piano-playing soprano of popular songs, made a distinct impression with dramatic interpretations of such favorites as *Night and Day* and *Music, Maestro, Please*. Also doubles as band vocalist and is furnished with timely vocal background by some of the orchestra members.

Carmela and Gabriel Cansino, youthful Spanish character team, closed the show strongly. Team offered a lively set of native routines, colorfully costumed and supported with gay, inspiring music. Opened with a cape number, Carmela singling next with a flower offering and closed together with a folk dance of Seville. Girl on the floor makes a very striking appearance.

Jules Duke and his six-piece outfit continue on the band stand with made-to-order dance music, swinging out when the dancers display an inclination to jive on down.

W. H. Padgett, back from his vacation, has returned to his p.-a. job.
Sam Honigberg.

Night Club Management

By GEORGE COLSON

Movies of Patrons

STARTING as a fad, Movie Night has rapidly become a big night in the Town Casino and Royal Palm Clubs, Miami. Larry Flynn, local cameraman, using a 16mm. outfit, "shoots" customers in table and floor shots, some posed and some informal, and then the same day the following week shows the films on a portable screen in the club. This innovation in the night club field here gave the night clubs mentioned a lift during the summer.

Horseshoe Stunt

TEX and Ginger, radio entertainers who recently opened a night club on dude ranch fashion in suburban Ohio township, aped Barnum as business-getting stunt last week by bringing in "world's smallest horse" to be shod on the dance floor by smithy John Kelly, using plates the size of a silver dollar forged from an automobile brake-rod.

Supplies Customers With Coats

ORDINARILY a swank outdoor club where patrons may enjoy a class show under the stars, Sni-a-Bar Gardens, Kansas City, now can be moved indoors in less than three minutes should a sudden thundershower break in the midst of festivities. Walter Rainey, managing director, purchased a carload of snappy white coats to be distributed to bon vivants enjoying themselves at outdoor tables in their shirt sleeves. The first drop of rain finds Rainey's staff hurriedly passing out the coats, while the band and acts move inside the Sni-a-Bar building. Tables are arranged in haste and, in just 180 seconds—as tested by Rainey's stop watch—everything is in order once again and the show continues.

Patrons think the idea is the nuts, only danger being trying to give all the gents a good fit in their temporary apparel.

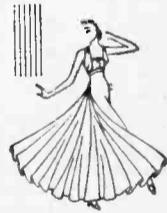
Cash in on Lambeth Walk

FANNED anew by the advent of the Lambeth Walk, the Britisher's version of Truckin', several New York clubs are taking advantage of the revived interest in a novelty dance to succeed the Big Apple and are instituting amateur dance contests for their patrons.

First of these has been the Pepper Pot with a series that will highlight the Lambeth Walk but will also take in the fox-trot, waltz and shag.

Finalists receive a bottle of champagne.

Kathryn Kuhn, inc



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Paul Denis in The Billboard:
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Robert Coleman in Mirror,
New York:
"Cardini — This fellow ought to run a school for magicians. He's in a class by himself."

New York World-Telegram:
"Cardini—Suavest of the hocus, pocus practitioners on any local stage."

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WESTERN BADGE & NOVELTY CO., 402 N. Exchange St., ST. PAUL, MINN.

Dance at MARLOW'S PARK

Producers Wary of Regulation Units; Favor Bands, Novelties

(Continued from page 3)

at cut salaries. Other producers report similar conditions.

Unit producers claim they are given the worst pictures when on percentage dates and usually have as opposition strong films, with the result that they barely come out with enough dough to pay the cast. Many producers say they won't take any more dates if they can't at least get a sufficient guarantee to cover the pay roll. There is even talk for an understanding among vaude producers not to take any percentage dates this season.

The more reliable vaude producers complain unit booking is too tough. Every single date means negotiations, as contrasted with the days when a circuit would lay out an entire route. Now a producer has to contact circuit bookers, indie bookers and indie theater owners and fight for a fair deal from each one. To make matters worse, most bookers and owners have their own conception of a good production and usually demand changes in the cast or routing—which, of course, drives the producers nuts.

Chorus girls are a problem, too, as so many of them have rehearsed endlessly for shows that never left the rehearsal hall and many have been stranded or paid off short. Result is that chorus girls run out of calls for vaude units, preferring musical comedy and floor show work. The fact that several standard vaude producers as well as many shoe-stringers stranded units last season has made chorus girls and performers wary of vaude units. Several units from Chicago venturing east this spring and summer did quick fold-ups.

Despite the dark outlook, several producers are readying shows. Harry Rogers and Lester Lee are readying a *Blonde Brigade*, 40-girl unit featuring Edith Dahl Rogers and Jean Colwell. Rogers' *St. Moritz Follies* opens November 5 on the Interstate time, followed with the Alameda Theater, Mexico City, December 15 for four weeks and options for another four. Alex Gerber is marking time until the vaude situation clears a bit. Sam Shannon has Lucille Page, Buster West and Three Radio Aces set for a unit. Herman Citron is agenting the Three Sailors unit. George Choos has readied a *Hello, Hollywood* unit which opens October 7 at the Majestic, Houston, for an Interstate tour. Zasu Pitts, Helene Denison, Don Zelaya, Fenwick and Cork, Martha Boyer and 12 girls in the cast.

Count Berni Vici's new *Spices of 1939* unit opens in Champagne, Ill., Monday for a tour of the Great States theaters. Unit producers feel there will be only about a dozen houses in the East and Midwest open to units asking for \$4,000 or more, altho it appears there will be at least 20 weeks of circuit time in the East and Midwest and around 30 weeks of indie time from Coast to Coast.

As unit producers see it, the Major Bowes units dominated the vaude unit field during 1935-'36 and 1936-'37 and the orchestra units dominated in 1937-'38. Now they feel the vaude revue units may come into their own again, altho band units seem to be riding high still.

Some producers feel that the only type of vaude units that will be able to successfully compete with Bowes and band units will be units featuring box-office names and units carrying some sock exploitation angle. Ice units will be in demand next season, it is believed. Producers feel that the Henie films and the new pictures with ice themes will pave the way for a terrific demand for ice shows on the stage.

All-girl units are being talked up as b.o. possibilities, producers seeing big girl shows as smart contrast to the many male band units that have been flooding the country.

Producers hope to get a break with indie and RKO houses, figuring Paramount and Warner will still lean more to band units than anything else.

CHICAGO, Sept. 3.—Three unit producers have shows in rehearsal here. Two more vaude musical boys are already in circulation with their latest efforts, while the rest are still hesitating about the chances of the coming fall and winter dates.

In all, prospects for units do not appear as dark as they did earlier in the summer, principally due to the beating picture houses have been taking during the warm spell. Unit scouts who have made towns in Illinois, Indiana and Iowa

the last few weeks to get the "feel" of the demand for flesh this coming season are convinced that independent managers have open ears to unit salesmen and will be willing to work together with show managers. Some theater owners even expressed confidence that shows with ballyhoo possibilities are in a favorable position to bring back the trade pictures have driven away from box offices of late.

Nick Bolla, who fared not too well with his two shows last season, is preparing ambitious plans for his *World's Fair Preview*, which he hopes to have ready by mid-September. Angle, of course, is to cash in on the coming New York and San Francisco fairs. Line-up will list several acts and a line of girls.

Count Berni Vici is innovating several new features in his *Spices* series and engaged Marie Kuhlman to train a new line of girls.

Earl Taylor has put in rehearsal a new flash show which he plans to tour thru-out the Midwest starting in the fall.

Jack Fine has readied his *Say Can You Swing* for the week stands, after a couple of break-in weeks. Jack Schenck, in this week, reported that he is still piloting *Darktown Scandals*, featuring Ida Cox, now being routed into Canada.

Whether the local market for units will be strong in the next few months depends on the type of shows that will be available and the reopening of the Oriental Theater, which went in strong for such attractions. The Chicago, Balaban & Katz's ace in the Loop, will go in more for bands than units, unless a show that is productive of unusual publicity campaigns is available. State-Lake will run occasional units and will probably use all in the \$3,000-\$4,000 class.

Opening of the Oriental as yet is still undecided. It is possible that outside interests may acquire the former B. & K. combo house and reopen it with a similar policy.

REPORT NAB

(Continued from page 5)

NAB president, confirmed this and said nothing was going to be done about the considered letter until next week, after Labor Day.

Draft of the letter was drawn by Bennett, formerly in the Department of Justice and active in the ASCAP suit brought by the government. It is definitely known the government does not think much of its chances in the ASCAP litigation.

One official characterized the ASCAP-broadcaster problem as a minor one affecting very few, while the monopoly committee had its hands full with industries affecting hundreds of thousands. "Any monopoly probe against ASCAP would have a very good chance of being double-edged," it is stated.

Not wishing to be involved in a squabble, officials privately state the only hope for aid to the broadcaster seemed to be thru legislation. As far as a monopoly probe against ASCAP, it seems out of the question.

According to reliable Washington information, NAB's proposed letter is typical of hundreds of similar ones coming in from other industries where alleged monopolies are relatively small.

FT. WORTH

(Continued from page 3)

next year. If MCA does produce shows next year Wasserman will return here about October 1 to sign contracts. The show next year would start June 30 and end Labor Day and would be the same type used successfully this year—name bands for dancing and variety show, to change every 16 days. Also more one-nighters, presenting radio, stage and screen names, are contemplated. The only one-nighter offered this year, Edgar Bergen, grossed near \$10,000 to set a record for the Southwest.

Show this year had weather break, no performances being rained out in the open-air spot.

MCA's policies, inaugurated this year, were most satisfactory to the nearly 90,000 patrons. Besides the lower drink prices, other hits included system of reserving seats to cut out excessive tipping, new admission prices of 50 cents, \$1 and \$1.50, and five-hour show, split into halves interspersed with dancing.

The food and drink concession, which Tom Daly had, is said to have grossed about \$10,000, with drink prices consid-

Novel Promotion Stunt

DETROIT, Sept. 3.—Unique promotion device for acts is being arranged by Harry Russell, booking agent, in his new second-floor office, commanding a corner right in the center of Detroit's night life. Movies of acts booking thru the office will be projected from inside, using the large windows as a screen with appropriate subtitles to show where the acts are being booked.

erably less than last year's. No mixed liquor drinks were sold this year either.

Already the local show board of directors, which had charge of arrangements and of raising money, has been re-elected to handle next year's show arrangements. Board is composed of William Monnig, chairman; C. A. Lupton, Ben E. Keith, Henry Love, W. A. Grimes, Web Maddox, Walter B. Scott, Jack Farrell, Lionel W. Bevan, Leon Gross, Don Weaver and William Holden.

Lauretta Jefferson, Casa ballet mistress for three seasons, has left for London to appear in MCA show at the Grosvenor House and later in MCA show in Paris. Mary Paige Covey and Christine Harris, from local show, left at same time for same show. They were chosen by Jules Stein, president of MCA, when he was in Fort Worth with Edgar Bergen. Most of the acts from local show had bookings for the Michigan State Fair, Detroit.

MCA promises to book Benny Goodman, Buddy Rogers, Ben Bernie and Shep Fields for next year's show.

FISHER, S-B

(Continued from page 3)

long to him is based upon the premise that he was not in the employ of Shapiro-Bernstein at the time of the writing and exploiting of *Josephine* and also *Any Little Girl Is a Nice Little Girl* and that by law the rights automatically revert to him. Louis Bernstein, S-B head, advances the argument that the publication of the tunes occurred during the period of an employment contract, which just as automatically entitles no one but his firm to the renewal rights.

The Tobani case established by court decision that an arranger working for a music pub is an employee for hire and that his original compos therefore belong to the employer. However, there is no legal decision covering the status of a staff writer for a music firm as to whether he is an employee for hire. Fisher claims he signed no such employment contract with Bernstein and that the latter inserted a clause to that effect in the original contract when the question of renewal came up. He charges further that the change was made after Bernstein had offered to buy the renewal rights but was turned down because the price wasn't right. Fisher says that he cannot see how he can be construed to have been an employee when he was paid plenty in royalties on the songs.

The writer-publisher also declares that Bernstein is holding up the points on his tunes at ASCAP, to which Bernstein made only one reply—"ridiculous." According to John G. Paine, general manager of the society, it is an absolute impossibility for anyone, even with Bernstein's power as first vice-president of ASCAP, to hold up points.

Fisher last week claimed to have started a countersuit against Shapiro-Bernstein asking for an accounting on royalties of all the songs by him published by S-B. Asserts that altho he received plenty while the numbers were big, in later years he has gotten nothing. He hopes to get the jump on the pub thru the counteraction, but Bernstein intends to press his own case, feeling confident that it is cut and dried.

NIGHT CLUB

(Continued from page 3)

gain by going into the TMAT and parting with \$116 for initiation fees and dues. General opinion among the p. a.'s is that the entrance fee is excessive. Sobol's opinion is that a "guild" should be formed and chartered by the State as a club and that the boys have a "gentlemen's agreement" among themselves.

Then, Sobol feels, they can go to the TMAT with a unified group and name their own terms. It was argued, however, by his opponents that without union backing the group would be ineffectual. There was gab about affiliating with the Newspaper Guild, but its constitution

Vaudeville Notes

BRIAN SISTERS, who have appeared in several movies of late, will fill a p. a. at the State-Lake, Chicago, week of October 7 for \$350.

VAN AND ARRIVOLA have been working fairs for Sid Belmont, St. Louis, and will head Coastward early in September. . . . JOE BROOKS, English manager of the A. B. C., Paris, is just recovering from a bad case of blood poisoning.

MURRAY SHARF has been promoted to assistant manager at the State, New York, replacing Edward J. Burke, who is shifted to management of the Melba, Brooklyn. . . . CANADIAN VANITIES REVUE has a 12-week contract thru New England territory, booked thru Jimmy Daley Attractions. . . . BOB BROMLEY, puppeteer, opens at the Trocadero, London, September 19. Set by Ingalls-Davis office, New York. . . . PAUL SPOR, former Paramount-Publix stage band leader and emcee, is now successfully conducting a theatrical school and booking office in Toledo.

CHICAGO, Chicago, is all set with September bookings, Ed Sullivan's unit coming in September 18, following Benny Goodman's current two-week stay and Veloz and Yolanda headlining the bill the succeeding week. OWEN BENNETT'S new *Stardust Revue* has Rhoul and Annette, Amiel Decosta, Kite and Hayes, the Musical Alberts, Balancing Gus and Jimmie Brooks' swingsters. . .

bars such an arrangement. There was also talk after the meeting that some of the p. a.'s would look into what the Advertising Guild (CIO) had to offer.

When it was pointed out at the meeting that they need the TMAT because of its strength and its tie-up with the musicians' and waiters' unions, Sobol stated that he had consulted with a business agent of the musicians' union who said, "Tell the TMAT that the musicians will never walk out for them." The pro-union element feels it can effect an agreement of co-operation on that score because both are members of the Central Trades and Labor Council, an AFL affiliate.

Nevertheless the entire group seems to be in the dark on what the TMAT will do for them. Sydney Spier, already a member of the TMAT in the theatrical press agents' group, said that if they joined now they would be permitted to effect their own rules and regulations and cut out chiseling, firings without notice and arbitrary pay cuts.

Chairman Sobol, however, is of the contrary opinion that they can't raise wages and that night club and hotel operators would never sign up. One top p. a. stated that the present employer attitude toward labor unions is "resist if you can but sign if you must" and that they are no exceptions.

The bistro praisers complain they will be automatically prohibited from handling legit shows unless they had three years of experience in that line if they joined the TMAT.

The four p. a.'s already TMAT members are Dorothy Ross, Harry Davies, Karl Bernstein and Sydney Spier and are in disfavor because of their legit p. a.-ing privileges but feel it unjust because they are willing to abide by the rules set up by the night club chapter if and when it is formed. The others would be permitted to become apprentices for a three-year period, but Sobol said that he is too old to be an apprentice.

The multiple system of employment, where top p. a.'s would be required to hire assistants, is also under attack. The "against" p. a.'s say they are for it if they can get minimums like the legit press agent's \$150 a week.

So, for all their arguing, the boys felt that it would be the most practical thing to consult with a labor lawyer on their problems and appointed a committee consisting of Jay Faggen, Milton Rubin and Spier to do the consulting.

Those in attendance at the last meet included Leonard McBane, Edward Seay, Sidney Heller, Faggen, Dorothy Kay, George D. Lottman, Sobol, Jack Diamond, Joe Russell, Jack Tierman, Irving Zussman, Ross, Spier, Bernstein, Ed Dukoff, Weiner, Carl Erbe, Davies, Joel Rose, B. S. Bercovici, Eli Cass, Phyllis Krauss, Fred White, Frank Law and Milton Rubin.

More Vaude Openings Set

Coliseum Back to Vaude

LONDON, Sept. 3.—The famous London Coliseum, reputedly the most beautiful variety theater in Europe, reverted to two-a-day vaude last week.

From 1904 to 1931 the Coliseum ran vaude in a somewhat different form to other English music halls, but since 1931 the house, operated by Sir Oswald Stoll, has played films, musical comedy, ballet, circus and ice shows. It was stated that the Coliseum, being in direct opposition to the Palladium, acts holding contracts for Moss Empire and G. T. C. may be restrained by George Black from playing the Coliseum. Stoll Tour now has eight weeks.

Band, Unit for Youngstown

YOUNGSTOWN, O., Sept. 3.—Palace Theater here resumed stage shows August 23, with Bunny Berigan's Band and a unit as the initial opener for three days. Appearing with the Berigan orchestra are the Three Stooges and Ruth and Billy Ambrose.

Flesh for Atlanta

CHICAGO, Sept. 3.—Lionel H. Keene, former division manager for Loew's, Memphis, will reopen the Georgia Theater, Atlanta, this month with a stage show policy. House, long dark, has been redecorated. Spot may prove a link for vaude shows planning to play Nashville and Memphis. Keene is now negotiating with local bookers for an opening bill.

Lyric, Birmingham, Vaude

BIRMINGHAM, Ala., Sept. 3.—Vaude returns at an unusually early date this year with the opening last week of *Revue Magnificent* at the Lyric Theater. Until cooler weather prevails, Manager Nelson Hampton announces Saturday and Sunday shows.

Vaude at Palace, Milwaukee

MILWAUKEE, Sept. 3.—Fox has been spotting flesh and name bands in its Palace Theater here to deviate from regular double-feature policy. Attractions are offered at regular 35-50 flicker prices and are reported to be pulling well. Recent performances have included Toby Wing and Ted Flo-Rito, with Horace Heidt slated to open September 2.

Vaude for Racine, Wis.

RACINE, Wis., Sept. 3.—Uptown Theater here is now playing five acts of vaude Saturday and Sunday at a 30-cent top. House is the only local theater currently playing flesh.

Grosses

Strand, New York, didn't do as well as was expected in the first week of its new stage-show policy, grossing only \$32,000. Ben Bernie heads the show with *Boy Meets Girl*, to run another week. Radio City Music Hall, with the regular stage presentation and *Four*

Daughters, grossed \$82,000 in its second week.

Phil Spitalny and Zasu Pitts with *Sing, You Sinners* did \$39,000 in their second week at the Paramount, New York. *Alexander's Ragtime Band* and stage show drew \$57,000 in its fourth week at the Roxy, New York. Loew's State, New York, did a poor \$14,000 with Don Redman's Band and *The Texans*.

Paramount, Los Angeles, with a Fan-Don & Marco revue, including Rube Wolfe and ork, Al Jarvis and *Give Me a Sailor*, grossed \$9,500. Normal for the house is \$18,000. *Keep Smiling*, with a Major Bowes unit, had an intake of \$8,500 at the Lyric, Indianapolis.

At the Earle, Washington, Ozzie Nelson and Harriet Hilliard in conjunction with *Give Me a Sailor* did \$18,500. Average is \$16,000. The Riverside, Milwaukee, with a revue, *Knick Knacks of 1938*, and *The Main Event* did \$4,400. Normal is \$5,000.

Reviews of Acts

Sally Clark

Reviewed at the Ritz Carlton Roof, Boston. Style—Singing and ballroom. Setting—In two (fronting the band). Time—Eight minutes.

Sally Clark, younger sister of Anne Clark, frau of John Roosevelt, admits that her entry into show biz via the swanky Ritz Carlton Roof is the result of the tremendous ballyhoo the sheets afforded the newlyweds. Opening night here brought record business, \$3,600 (\$300 better than the Benny Goodman opening previous). Society kid naturally carries a champagne entourage, while the Goodman cohorts drink the cheaper stuff.

She has dyed her hair to a brownette and is content to remain a curiosity, so she admits.

As far as talent is concerned, it's a pretty hopeless situation. She's out twice, a two-minute appearance with Maurice, of Maurice and Cordoba, in which they offer a waltz and a rumba. Maurice did the coaching. She's rather stiff in spite of Maurice.

The vocal end is a sorry state. A sort of moaning voice, very weak; sustaining notes that crack; an inane up and down head motion and a fierce grip on the mike stand.

MCA signed her for five years. Ritz pay is reputed to be \$150 week for three weeks. If she must stay in show business her only forte is bluenose niteries, nothing else. Paine.

Brandt Sisters

Reviewed at the College Inn, Sherman Hotel, Chicago. Style—Ice-skating dancers. Setting—Floor show. Time—Eight minutes.

Considering all the routines these two girls from Switzerland do during their two shows nightly, act consumes around eight minutes in all. It is a pleasing, well-costumed turn shaped for both night clubs and regular ice rinks.

The girls make an extremely young appearance, are attractive personalities and equally capable as ice skaters and dancers. Their routines are above average, combining difficult tricks with grace and rhythm.

Among their numbers are a fencing duel, in which they use real foils (a strong number), a Robin Hood-little red fox novelty, light and shadow waltz and a swing strut. S. H.

Vaudeville Reviews

Loew's State, New York

(Reviewed Thursday Evening, Sept. 1)

Ed Sullivan is back at the State this week acting as emceeing nursemaid to the winners of *The Daily News' Harvest Moon Ball* dance contest. Ball took place in Madison Square Garden last Wednesday (31) and the winners hardly had time to catch their breath when they opened here the next morning.

At the risk of seeming cynically unfair to these kids, who after all are not Astaires, Rogerses, Velozes and Yolandas and make no pretensions as such, it still is surprising that of all the contestants entered in this annual affair the best that could be produced is the dancing-school stiffness and awkwardness displayed currently on the State stage. Show caught was the fourth performance of the day, so that nervousness should have worn off by then. Only teams to show any sign of spirit or free effortless stepping were the Lindy Hoppers, the winners, and the second and third runners-up. Colored youngsters close the show and almost make the observer forget the foregoing puerile attempts at tangoing, waltzing, fox-trotting, etc.

Thru it all Sullivan emsees capably, albeit a little too smugly. Does his best work as commentator for a reel of "movie firsts," collection of old-time shots gathered by Sullivan and flashed on the screen in the middle of the stage show. Comments during the 10-minute unreeling are clever and well done by the columnist.

Three-act professional entertainment comes first, leading off with the Robins Family, two men and a woman. Fast and furious acro routine gets deserved applause, especially the whirlwind finish. Marjorie Gainsworth, attractive and statuesque blond singer, on next, displaying a lovely voice but not the slightest notion of what to do with it. Pops like *Music, Maestro, Please* are not for her definitely operatic vocal chords and style of delivery. She's a natural for operetta, however.

Stan Kavanagh supplies the bill's only comedy with his superior juggling stint. This is an amusing turn, as well as being above par on the ball and Indian club manipulation.

Harvest Moon winners follow to round out 53 minutes. Stage follows a similar night club decor to that used for Nick Kenny's recent week here, Ruby Zwerling and the band behind the ringside tables. Dance winners sit at the tables thruout the show.

House jammed second show opening night, due not only to the stage attraction but also the screen tidbit, *Love Finds Andy Hardy*, one of Metro's popular Judge Hardy series of films. Daniel Richman.

State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 2)

On paper it appears like the most expensive show this house had in weeks. From front it doesn't add up strongly. Appearance of both Nick Lucas and Roscoe Ates, however, should attract some of the Benny Goodman overflow from the across-the-street house.

Show doesn't reach the clicking stage until the closing spot when reliable Nick Lucas and his guitar furnish some 15 minutes of genuine entertainment. Offers a generous number of old and new tunes, buttressed with a pleasing voice, easy-going mannerisms and a disarming delivery. Winds up with an old favorite, the house girls augmenting the scene for an eye-filling background.

Roscoe Ates still gets laughs, although some poorly timed stuttering bits spoil the gag before the punch line is out. Still doing the same turn, playing around with the musicians and busying himself with a cute redhead (Barbara Rae), who makes a good impression with a special song on men and an Eleanor Whitelyish tap routine.

Saul Grauman and company deuced with the familiar musical staircase flash that is out of the ordinary. Probably a setback for the act is Grauman's too forward ensue job in which he showers undue praise on his invention. He should let the customers rule on that. His cohorts include a stock vocalist, a good acrobatic single and a girl tap team who are at their flashiest in a fencing duel. Staircase scene is a nice sight.

The Serrillo Brothers are a pleasing pair of performers but basically possess

little sock talent that would hold up in a prominent theater spot. Opening show was probably to their disadvantage, as they were a last-minute booking. Do a quick change from hillbilly get-ups to tail outfits and engage in a session of comedy and dancing nonsense. Their "screwy news" bit can stand more development.

Bill is rounded out by the house line in a bellboy tap display and the Banfields, who please in the opening with a versatile juggling offering.

Business very good first show opening day. On screen, second-run showing of Metro's *Fast Company*. Last week house grossed a little better than \$11,000, aided considerably by the publicized movie *It Happened in Chicago*. Sam Honigberg.

Palladium, London

(Week of August 22)

Vaude program is one of the strongest staged here. Following a slick number by the Palladium Girls, the Two Brasellos, man and woman, Continental wire walkers, hit solidly with difficult and daring stunts. Dick Henderson, portly Yorkshire singing monologist with good gab and okeh pipes, lands easily.

Wilson, Keppel and Betty, American comedy dance novelty, are back on an early repeat. Sure-fire and a comedy riot. Two Leslies, English piano-singing comedians, offer some funny material.

Walter Dare Wahl, American acro comedian, is here for the first time. Employs a dead-pan assistant in one of the funniest acts to hit these boards. Routine is laughs all the way. Easy show-stop.

Evelyn Laye returns to headline. Does a pleasing act, relying mainly on her production numbers from former shows. Plenty liked here. Capella and Beatrice, French dancers, are newcomers. Smooth-working team, excelling in waltzes with acro interpolations and a spirited Spanish tango. Murray and Mooney, front-cloth comics, are familiar and get the laughs with fast chatter. Florence Desmond, England's foremost mimic, is a holdover. Good routine and versatility result in encores.

Much publicized Three Peters Sisters, heavyweight colored singers, have their first English showing in this line-up. Girls wisely minimize the obvious comedy angle of their huge bulk and stay to the vocals, with the result that they chalk up a big hit with a dandy repertoire.

Ted Ray, English monologist, is a wise-cracking humorist working on modern American lines. Also does a neat session of comedy and straight fiddling.

Closer is Chrysis La Grange, a looker and swell French rope aerialist who is strong on endurance tricks.

Business big, with standees all over the house. Bert Ross.

Gayety, Boston

(Reviewed Friday Evening, Sept. 2)

Five-act bill this split week, plus line, booked by Ross Frisco and produced by Billy Waldron, indicates that vaude at this one-time top burly house, now a combo emporium, will continue thru the fall without competition from major houses, which continue flicker policies and ignore flesh demand.

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Still going strong with the Renfro Valley Barn Dance under direction of JOHN LAIR.

comprises a balanced bill, topped by the click tap doings of Finney and Rogers, mixed duo. Routines, executed with grace and rhythm, include an ace capella number and a Peckin' bit. Lad impresses greatly, and gal isn't too far behind.

Ferrari and DiCosta, squeeze-box delineators, score handily. DiCosta is plenty versatile, playing flute, trumpet, French horn, fife, saxes, clarinet, trombone, oboe, tuba to music-hall standards. He mouths two saxes to blow out *Sweet Mystery of Life* to okeh results.

Chief Tenderhoe and Read are out for too short a session. Chief sings *Big Chief Jersey Cow* while squaw fiddles the accompaniment, and then gal solos *Funiculi, Funicula* and *Glow Worm* to so-so reception. Best stanza, tho, is when the chief suspends himself on two mid-air rings and barrel-rolls at a fast clip. Feat of strength has him clutching two straps with single fingers while warbling *End of a Perfect Day*. He closes with a slow-motion 360-degree flip and return. It's click stuff.

Jacqueline Stanley, soprano and whistler, first pipes out *Now It Can Be Told* and then bird-whistles a number with long note holds. Winds up with *Italian Street Song*. Gesturing is okeh.

Smith and Hart close the show with a comedy routine. Gal (Hart) throws out the sex. They sing, soft shoe, toss out gags and work a hoke vent stint. They are in a continuous gaggy set-up thru-out.

Line (eight) does a tap, a formation parade bit that develops into a high kick and a top hat-baton tap session. *Sidney J. Paine.*

Radio City Music Hall, New York

(Reviewed Thursday Evening, Sept. 1)

Music Hall's stage show to accompany the potent *You Can't Take It With You* is shorter than usual and in the usual M. H. style. It's quite pleasant and colorful, but lacks punch. Opening day saw the house doing capacity and overflowing for the last stage show.

Show is built around Lehar's *Merry Widow* operetta, with some of the arias being given new lyrics by Albert Stillman. The Glee Club opens, singing in fine voice and weak mass diction, with Eunice Healey following in a bright tap routine. Then the Rockettes in the customary precisionistic stuff. Viola Philo and Jan Pearce, also house standbys, provide a good vocal interlude with *Romance*, Miss Philo returning later to sing, with the choral group, *Vilia*.

Third portion of the show is the best, set in a handsome stage decor by Bruno Maine. Choristers are colorfully costumed, ballet doing an ostrich feather number to the *Merry Widow* waltz. Altho the feather routine evoked applause several times during its playing, number makes strictly conventional use of the fans. Highlight of portion is Paul Haakon's ballet, the fleet-footed dancer receiving a well-deserved hand. He dances with Raya Keen, Alice Young, Nina Sabatini and Adrienne Toner. *Jerry Franken.*

Fox, Detroit

(Reviewed Friday Evening, September 2)

Novelty overture, *A-Ticket A-Tasket*, a la Ravel, Tschalkowsky and Sousa opens the show, with much credit for the well-received feature going to Arranger Al Green and Conductor Sam Jack Kauf-

man. Next are 16 Dansonettes in a dude ranch number, closing with a Spanish specialty plus rattling gourds. Their second number, a rose promenade, is one of the most beautifully costumed ballets ever produced here.

Lucille Page offers some loose-limbed, double-jointed eccentricities plus some comedy falls to splits, returning later in tap specialties.

Chuck and Chuckles, dusky speed tapsters, offer some effective Robin-sonesque steps, plus singing numbers to fair results. One of the boys injects variety by good work on the xylophone.

Paul Gerrits opens with a dignified deadpan dialog that is an A-1 comedy act in itself and then springs a surprise with his skating act plus juggling. Works in suave style that rates him tops among skating acts. A naive presentation of patter helped bring him a well-deserved encore.

Cappy Barra, harmonica ensemble of seven boys, has a wide range, appearing at their best in smooth sweet stuff. They clicked with *Music, Maestro, Please*. However, orchestra needs to be subdued a bit. It offers a well-harmonized *Poet and Peasant Overture* and could stand on its own feet as a straight harmonica act without mixing in clowning and songs. *H. F. Revés.*

Roxy, Salt Lake City

(Reviewed Tuesday Evening, August 30)

Manager Andy Flor has again started vaude. New show is Noel Lester and his *Big Magic Revue*. Paul Savoy, of Los Angeles, helped assemble this show for presentation here and to inaugurate vaude at the Taber Theater, Denver. The unit has proved so popular that the entire intermountain district is booked.

Lester is emcee and opens his show with Bill Flor's Orchestra playing a number. He presents his famous rope trick, in which he calls for the usual stooge from the audience. On this occasion a half wit, who sees every show in Salt Lake City, came on stage. Altho harmless, this youth's antics made Lester's trick doubly attractive.

Roy Rogers, whose tumbling act and eating goldfish stunt had been seen here before, went over bigger and better than ever. After his umbrella trick Lester introduced the dancers, Three Castles. The twin blond sisters and brother went over big, especially their *Rhapsody in Blues* dance.

The Drayton Sisters and Jack, versatile artists, are next. The two girls dance, sing and play musical instruments. Jack is a juggler extraordinary.

Lester closes with his sensational sawing a girl in half. Beautiful Diane Rivers assists Lester and also dances in applause-winning manner. With darkened stage and spotlight on the machine the thrill of thrills makes a grand finale with the girl undressing behind a spotlight. *H. S. Jensen.*

Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 2)

Benny Goodman, MCA's ace coin tootler, opened a two-week swing session and from early indications will probably gross as much as the Ritz Brothers or the *Alexander's Ragtime Band* bills have in their initial door-storming weeks. When caught at the third of his six-show opening day house wasn't quite full, altho the enthusiasm of the teen age jitterbugs ran high enough to carry a capacity hall impression. There were waiting lines for the morning shows but they eased off later in the afternoon.

No shagging or wrestle dancing in the aisles, thank you, only whistling and yelling—and that only from the front row danger zone where most of the floy floys accumulated.

Show is a typical Goodman unit, going overboard on hot, rhythmical, meaty swing music. Has a number of capable musicians that stand out individually and the outfit, as an aggregate, will hit the spot with any crowd that is swing minded.

Boys, after an opening hot-lick outburst, give out with *Don't Be That Way* and make room for Edna Sedgwick, sexy and modernistic tapper, who scores with her *Bolero* and a contagious *Swing High Swing Low* tapestry.

The inevitable *Flat Foot Floogie* from the band and then cute and silken-voiced Martha Tilton conducts the class with *You Go to My Head*, *A-Ticket A-Tasket* and *I Let a Song Go Out of My Heart*. Had little trouble making a winning impression.

Ward Wilson, only other outside act on the bill, was given only a few minutes

but long enough to convince himself that he needs new gag material badly. Most of his stuff fell flat.

High spots on the bill were the combined efforts of Goodman and Teddy Wilson and Lionel Hampton, his colored piano and drum artists. Musically their offerings are probably the most pleasing for both the pro and anti-swing fans. Later the trio is joined by Dave Tough, Goodman's new Gene Krupa, for another couple of hot tunes which brought a stormy reception. Hampton's polished doubling on the vibraharp establishes him as an A-1 music maker.

On screen, *Give Me a Sailor* (Para.). Third week of the vaude bill and *Alexander's Ragtime Band* netted the house a decent \$43,000, bringing the total to a prosperous \$153,000 for the entire engagement. *Sam Honigberg.*

Golden Gate, San Francisco

(Reviewed Wednesday Evening, Aug. 31)

Vaude acts had to buck first-class picture, *Carefree*, with Fred Astaire and Ginger Rogers, in order to get a nod at this week's opener.

Frank Gabby came on to top the show with his novel ventriloquial routine, smoking while the dummy talks and doing a split-voice duet with a partner. His cross-fire talk with the dummy brought laughs.

Shane and Hoster, dance team, offer a familiar routine very well done. A tango with some fast shifts of position pleased in a fashion. They close their bit with soft and graceful dance work.

Costello's dogs are cute and well trained. They are put thru several stunts, and their acting is good. Dogs are not at all nervous and do their routines well. Do back somersaults simultaneously with Costello. Also some comedy work. Wind-up has Costello revolving backwards, ball fashion, with one of the dogs treading on top of him.

Bob Parish, Negro baritone, has good singing delivery. He got the encores. *Edward Murphy.*

Burlesque Review

Gayety, Cincinnati

(Reviewed Friday Afternoon, Sept. 2)

Favored with a brilliant day and cool weather, this Clamage-Rothstein burly tabernacle piloted by the affable Morris Zaidins made its new-season bow today to a surprisingly good house. And to keep this daytime business coming the house is going to have to put something of a quality nature on its stage, what with the red-hot Cincinnati Reds and a 26-day race meeting at Latonia, open-

ing tomorrow (3), bidding fair to draw a big chunk of those spenders who parade in the afternoon sun.

This initial offering serves at least to prove that burly patrons can't expect a revolutionary change in the type of entertainment this season. This trick carries on just where the others left off in the spring. However, it's fairly entertaining, carries a bountiful supply of pulchritude and sports a youthful chorus that's a bit above average on looks. Scott Humbert has done a good job in whipping the line into shape, with the girls showing up unusually well for an opener.

Comedy end is handled by Billy Foster and Bert Marks, who are paced in the various scenes by Danny Jacobs and George Corwin, respectively. Boys are a capable crew, but they offered little that the audience didn't already know the answer to. They were the same old scenes done in the same old manner, yet this first-show hub sailed for them as tho the gags had just left the press.

Show totes a quartet of attractive and shapely strippers in Jean Wade, Waneta Bates, Marnee and Mae Brown, all of whom do okeh on the peeling end. Three of the charmers attempt to sing, but apparently only Miss Bates was smart enough to know she can't. She dispensed with the usual introductory whining and immediately proceeded to give the boys what they wanted.

Frankie Kay, juve, offered an acceptable bit of warbling, and Marion Davis, chorus rookie, easily copped the feminine singing honors with her able handling, without a mike, of *Mr. Pagininni*, despite a bad cold.

Latitia, a Latin looker, pleased in several scenes with a classy bit of toe and interpretative dance work and was nicely received. Richards and Monnette, ballroom duo, registered fair in one scene with their dance efforts. *Bill Sachs.*

Yates Heads New CRA Theater Dept.

NEW YORK, Sept. 3.—Charles V. Yates, general manager of the Simon Agency, has been appointed head of the new theater department of Consolidated Radio Artists, effective September 15.

Associated with him will be his brother and former partner, Irving Yates, now a West Coast independent picture producer. They will be in charge of all theater bookings. Since the founding of CRA its talent bookings have been handled by Fanchon & Marco and more recently by Harry Pincus and Sam Bernes, of Mills Artists' Bureau.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

HARRY ROUCLERE, the veteran magic man, and his charming daughter, Rouclere Jr., are heartily in favor of the idea of a society for professional magicians exclusively, as advanced here two weeks ago. "It's the best news along the line of magic we've heard in years," they typewrite. "We agree with Newmann and Marquis that the set-up would be ideal. We have often wondered why the professional magicians have never had a society of their own. We are with you 100 per cent in whatever you do along this line. Why not start something?"

... **EL-WYNN** (Elwyn Peck), of spook show fame, and his wife are retired and living in Salt Lake City, enjoying the fruits of their labors, which included a terrific grind of four solid years of one-night stands, taking in every State in the Union. They recently visited with Mr. and Mrs. George Marquis during the latter's engagement in that village and showed them the town's high spots.

... **R. A. NELSON**, of the Nelson Enterprises, has made a deal with John W. Baughman, whereby he becomes exclusive sales agent for Baughman's wireless controlled spirit effects. He is now featuring the "Spirit Pump Bartender," which produces any drink called for by remote control. ... **MEL-ROY**, mentalist-magician, under canvas in Texas all season with Goff's Comedians, writes that he has a new wrinkle for next year under canvas—a three-night stand show, featuring magic one night, hypnotism the next and a midnight combination of spooks and hyp the third night. After finishing out the canvas run with the Goff show around Easter time, Mel-Roy and his family will journey to Florida for the remainder of the off season. ... **THE GREAT FOSTER** is working fairs out of St. Louis with his magic and escapes. He also manages to squeeze in an occasional club date around the Mound City. ... **GEORGE KRINOG**, sleight-of-hander, has been held for a third week on a return engagement at Boulevard Tavern, Elmhurst, Long Island.

WILL ROCK, who recently purchased much of the late Howard Thurston's equipment, launches his new show at the Roosevelt Theater, Detroit, September 12. Claude H. (Kid) Long, formerly with Blackstone, has been engaged to handle the show's advance. Long reports that the show will carry 16 people, five tons of equipment, two large sound

(See MAGIC on opposite page)

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Burlesque

(Communications to New York Office)

Hub Columbia Plans

BOSTON, Sept. 3.—Columbia Theater preems its second season with a Labor Day midnight showing. Max Michaels, manager, has retained Ben Bernard for the production end. Stock policy continues. Joe Reisman's Ork will probably jump from six to nine pieces. Will be a line of 24, and 24 principals.

Opener will have Connie Fanslau. Week of September 20 Mandie Kay and Herbie Fay are set.

Holiday, midnight and Saturday prices are 99 cents. Scale daily, 25 and 35 cents a.m., 40 cents afternoon and 35, 50 and 75 cents evenings. Two shows daily.

Cleanliness of burlesque is again the primary factor in this season's policy. It both avoids censorship and makes a profit here.

TMAT Ups Burly Salaries

NEW YORK, Sept. 3.—In signing agreements with the Theatrical Managers, Agents and Treasurers' union three independent burlesque houses upped ticket sellers' salaries from \$15 to \$22 a week and agreed to pay managers \$75 and assistant managers \$50.

Contract, signed by the Gayety, Eltinge and Republic, went into effect yesterday for a year's run. Union's next move is to get the circuits to come in under the salary and closed-shop deal.

Sun Office Books Burly

DETROIT, Sept. 3.—George Puguet, of the Detroit Gus Sun office, is adding two burlesque houses to his books, both slated to open Monday. Houses are Clamage & Rothstein's Gayety, Cincinnati, and Izzy Hirst's Capitol, Toledo. The Sun office here will furnish added attractions for both theaters.

New York:

HARRY PALMER and Ed Rowland reopened their Triboro in Harlem September 4, this time with Hirst circuit shows. First show comes in from Boston. Following shows from points elsewhere, probably Philly or Newark. Stock cho-

rus of four to six girls will re-enforce the circuit shows. Otherwise same policy as last season, two shows continuous from 1:30 to 5:30 p.m. and one reserved seater from 8:30 to 11. Dave Rosen will resume treasurer duties.

Chicago:

ADA LEONARD will be in Grant Hospital here another month at least recuperating from an appendicitis attack and is not expected back in circulation before the end of the year. ... **MARIAN MORGAN** was in the city last week on the way from the West Coast to Detroit, where she will spend three weeks with her mother. Then she returns to Capitol, San Francisco, to work with hubby Buster Lorenzo. The Lorenzos tried the paint business for a while but it didn't go. ... **YVETTE** has moved to Columbus, O., to open a two-week engagement in Herig's Country Club.

RIALTO stock cast includes June St. Clair, Kenny Brenna, Jack Buckley and Louise Miller, while its first road show which opened Friday has George Lewis, Billy Reed, Jack Coyle, Eddie Haywood, Renee, Leona Lewis, Dorothy Wahl and Dolores Donn. ... **CHARLES COUNTRY** is on the road this season, making his first stop at the Avenue, Detroit. ... **BABE DAVIS** has left to open at the Eltinge in New York.

From All Around:

SAM MYLIE, veteran tab and burly comedian, is doing a Gay '90s double with his wife in niteries in and around Portland, Ore. ... **LEFTY LEVINE**, comedian, is in his sixth week as singing water at the Dutch Mill, Cincy niterie.

... **MARY ERNST**, chorine, after several years in New York, has returned with her family to Covington, Ky., just across the river from Cincy. Mary opened Friday (2) with the new show at the Gayety, Cincinnati. ... **BOBBY PEGRIM** is back as producer at the Gayety, Minneapolis, this season. ... **DRANE WALTERS**, after several years of club work in and around his home village, Houston, is back in burlesque. He's current at the Gayety, Minneapolis.

... **PAULINE HUNTER**, who spent the summer cavorting around her home town, Cincinnati, is back in line at that town's burly emporium, the Gayety.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Doria-West Joplin Winners; Unit Moves to Missouri Spot

JOPLIN, Mo., Sept. 3.—After eight weeks of good business the show here closed August 16 with a well-attended Victory Ball. First honors went to Betty Lee Doria and Glenn West; second place to Betty Hanley and Popeye Thomasen, and third, Bobby Rochelle and Heinie Rink.

Unit has moved to Jefferson City, Mo., where it opens soon in a specially constructed stadium in the business district. King Brady, assisted by Jack Kennedy, will handle the stand and air the Jefferson City show, with Mickey Brennan handling the floor.

Olney, Ill., Show Still Has 13 Teams, Eight Solos

OLNEY, Ill., Sept. 3.—Thirteen teams and eight solos remain in the Walkathon Derby Show which started here August 18. The show, which opened with 34 teams, is sponsored by American Legion Post No. 30 and under management of local merchants has been drawing good business.

Teams still in the running at this writing are Joe Gary and Peggy LaMont, Pee Wee and Ann Pinker, LeRoy (Snuzzle) Snyder and Albina Lytle, Deb and Kitty Jan, Gene and Virginia La Rue, Inky Ingram and Marjorie Duke, Stu Allen and Billie Appel, Tommie and Billie Gardner, Ronnie Wolf and Virginia Abney, Babe Stevens and Frank Draper, Danny and Peggy O'Connor,

Skippy Skidmore and Lee Goodson and Bob Wann and Peggy Jackson. Solos are Tommy Gary, Bob Stewart, Frankie Strauss, Jumbo Morrison, Lou Chester, Frank Carroll, Jimmie Burke and Roma Barnett.

Staff includes Jack Freeman, contest director, who also handles the mike; Clyde Morse, comedian; Jimmie Hoffman, emcee, and Jimmy Passo, floor judge, assisted by Jimmie Farrell. Trainers and nurses are Eddie Anderson, Jerry McDermott, Ginger Stewart and Gladys Hoffman. Head dietitian is Russell Reddish, assisted by Lou Brown.

JERRY WHALEN letters from Philadelphia that he is resting in that city for awhile.

NICK BUDUSON, Marty Shanks and Frank Valenti are working fairs with their guess-your-weight wrinkle. At the end of the fair season they will head for Chicago to participate in Sid Cohen's contests this winter.

"AM OUT OF the walkathon field for the summer and at present with the White Owl med show, but will be walking this winter and hope to see all my friends again," postals Charley Baldwin from Brazil, Ind.

WE ARE INFORMED that four couples and one solo remain on the floor at the Hagerstown, Md., contest.

J. (FATSO) CORRETTI, former gossip columnist with the Ravese unit, is now doing publicity for the Bloomer Boys' Club, late of the Washington walkie.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

EDDIE DOYLE, who back in 1898-99 was drum major with the Al G. Field Minstrels and who later appeared with other cork opries, was a visitor at the minstrel desk Thursday of last week (1), accompanied by Mrs. Doyle. The Doyles, who for many years operated their own tabloid units over the Gus Sun Time, are now working their novelty hoop-rolling and baton-spinning turn in niteries. In his visit to the desk, Eddie left with us a photo of the old Field Band of the season of 1898-99, which will shortly appear in the "Show Family Album" in *The Billboard*.

"I READ IN a recent issue a reminder by Walter B. Leonard on Billy DeLaney (Billy Delano), with Leonard mentioning that Billy carried his b. r. in his first-part trousers, leading the audience to believe that he was deformed," writes Milt Ludwig from Troy, N. Y. "Well, Bill had out his own 20-people show in 1924, with Billy doing the extreme ends. I believe it was the first motorized minstrel show on the road. Among the boys with us that season were Ed LeBaron, Ray Delano, Maynard Berg, Leon Delano, George Fonda, George Milner, Harry Sturges, Cliff Babbitt, John Craig and others whose names I can't remember."

"RUSTY" WILLIAMS, erstwhile minstrel endman, is still doing blackface and producing with Odell White's tent show in North Carolina. "Like to read the minstrel column," postals Williams. "It makes one think of the old 11:45s and the fun we used to have."

HARRY EARL DAHR JR., of Harrisburg, Pa., writes in to inquire if there's a world's record for continuous rattling of the bones as used by minstrel men. We have never heard of such a record. Perhaps one of our readers can enlighten us? Dahr feels that he and his uncle, Benton Grimm, are in line for the honors, having rattled the bones six hours without a halt at Boiling Springs Park, Boiling Springs, Pa., August 21. Witnesses to the event, says Dahr, were some 2,500 people in the audience, five judges and Vance Haar, park manager.

WALKATHON MARATHON ENDURANCE CONTEST

OPENING SEPT. 15
JEFFERSON CITY, MO.

A virgin spot with a draw of 200,000. Town in excellent condition. This is where you will make the money. If you have good wardrobe and can take a fast tough show, let us hear from you; also Trainers, Nurses, Judges and M. C.'s, write at once. Do not wire collect.

Contestants who get here now will be taken care of until opening If You Are Accepted. Don't miss this show. Write to STADIUM, Jefferson City, Mo.

All Kids Knowing
KING BRADY or
MICKEY BRENNAN
COME AT ONCE.

"Don't Stop 'Til You Dance A WINNER WITH POP"

NEXT CONTEST OPENS IMMEDIATELY AFTER PRESENT SHOW CLOSSES.
Large City — Contact At Once.

"POP" DUNLAP
SHERMAN HOTEL, Chicago, Ill.

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Ball Tossers Featured With Bryant Troupe

CINCINNATI, Sept. 5.—Capt. Billy Bryant, of the Bryant Showboat, now in the midst of its eighth summer season here, scored what has the earmarks of a "natural" when he arranged for the Catholic Youth Organization Baseball Night to be held on the showboat tonight.

Mons. Edward J. Quinn, diocesan director of the CYO, will present service awards to Ival Goodman, Linus Frey, Charles (Red) Barrett, Willard Hershberger and Lew Riggs, Cincinnati Red-leg players, who conducted baseball clinics for sandlot teams here during the summer.

Pepper Martin's Mudcat Band will furnish the music for the occasion, and "Frenchy" Bordagaray, Pepper Martin and Lon Warneke, of the St. Louis Cardinals, will make their appearance on the stage with the Bryant troupe in *Jack Dalton's Revenge*.

Members of the Cincinnati Reds and St. Louis Cardinals baseball teams have been invited to attend the foray. A million laughs and a sold-out house are definitely assured. WLW-WSAI will broadcast the production.

Heffner-Vinson Hi Lites

SPARTA, Ga., Sept. 3.—Weather has been plenty hot and the local swimming pools have been a popular hangout for the gang.

Lilly Heffner, who has been in poor health all season, left at Washington, Ga., and is now in a hospital at Sandersville, Ga.

Lewis Amason, former trouper, was a visitor at Washington, Ga., his home. Jack Wilson, trouper, also visited there. Washington was a new town for the show and a winner. Business fell off at Commerce, Ga., where a free med show gave opposition.

The Raythm Boys played to a successful dance at the Legion Hut in Eatonton, Ga.

An embarrassing moment occurred at Commerce. Band was asked to play Dixie at a political rally and it seems the Yanks were the only ones who knew it. And after 20 weeks in the Sunny South! AL PITCAITHLEY.

Billroy's Briefs

NEBRASKA CITY, Neb., Sept. 3.—Route card shows a total of 576 miles covered at the completion of the past week's itinerary. We no longer hesitate on the jumps to bore right into the lengthier novels and novelettes, instead of the brief news squibs as of old, and relax in perfect confidence that we'll get thru the big moment before arriving at our destination. Sully Sullivan is hoping for a little extra mileage one of these days so that he can begin *Gone With the Wind*.

Raby Crider, daughter of Hal and Grace Crider, of the company, and Billy Wehle Jr., son of Mr. and Mrs. Billroy, slipped one over on us August 26 by motoring to Mankato, Kan., and signing up for a lifetime partnership.

Bruce Fye, Leonard Fye's more personable brother, is on from Meadville, Pa., for a short visit.

We wonder if Leon Harvey's protege, Charlie McCarthy, arrived home safely in Columbus the other night—if he arrived at all; if Buddy King, Wiley Walker and Lew Childre ever think of dropping us a line; if Gus Schulze can be induced to back Dizzy Dean and the Cubs 100 per cent. JOHN D. FINCH

Low-Lois Circle Gets Going

GAFRISON, Ia., Sept. 3.—Low-Lois Show opened here Thursday on a circle which has Cedar Rapids as the base town. Company uses a cast of six and an orE. Opening play was *Cherries Are Ripe*, preceded by a musical opening from the pen of Lowell (Toby) Kriel, company manager. Herb Selby; Muri Thomson, formerly heard over the air from Marshalltown, Ia., and Inez Campbell, recent runner-up in the Iowa State Music Contest, joined the troupe this week.

Rep Ripples

DUCKY AND ART VERNUM, after closing the tent season with Rice-Percy Players, have signed with Luenen's Passion Play, scheduled to open soon in South Dakota. . . . TED NORTH PLAYERS, after four weeks of trouping in Central Kansas, opened a four-week engagement at Joplin, Mo., Labor Day, after which the company will move into Wichita, Kan., for a return engagement. . . . FRED BRUNK'S COMEDIANS, after many weeks in Colorado to good business, are meandering thru New Mexico. . . . MANY REP SHOWS in the Midwest are digging up the old play *Jesse James* with the hope of cashing in on the recent publicity given the piece by leading Missouri and Kansas dailies and which is now being made into a movie in the Missouri Ozarks, where Tyrone Power, Henry Fonda and a score of other movie celebrities are on location under the direction of Henry King. . . . DON AND DELLA PALMER, who formerly conducted their own rep show in Midwest territory and now with the Billroy show in the advance department, spent a day in Kansas City, Mo., last week. . . . EILEEN AND JIMMIE REGAN are recent additions to Toby Young's Comedians. . . . SID KINGDON, who is scheduled to close his North Missouri circle this week after 49 weeks of touring, will spend several weeks in Chicago on vacation before reopening for the fall and winter. . . . MORGAN-HELVEY PLAYERS have begun their long trek south, which is their annual custom. . . . GORDON PLAYERS are scheduled to close the season soon in Indiana.

DAVE COSTA, now in Quebec with his small outfit, reports business better. . . . HOWARD (HAPPY) MAJOR is framing a small circle outfit to play Central New York State, with Utica as headquarters. . . . HARRY S. WEATHERBY postals that he and Muriel C. Benson, whom he hopes some day will become Mrs. Weatherby, have been signed by Capt. T. J. Reynolds, of the Majestic Showboat, for the 1939 season. Harry closed with the Majestic August 31 to join the *Gally Go West* unit out of Meadville, Pa. . . . EVERETT BLAUSHAU was guest of his old friend Charles (Dome) Williams during the John R. Van Arnam show's engagement at Kingston, N. Y., August 29. It was the troupe's first visit to Kingston and the stand gave the show a full tent. . . . OTIS OLIVER has closed his cooking school unit and is now handling the managerial reins for Kirma, mentalist. . . . WHAT HAS BECOME of Frank (Red) Fletcher's tent opry which took to the road recently?

BILROY'S COMEDIANS kicked 'em in the pants at Lincoln, Neb., August 24, when it was necessary to do two night shows and a concert to accommodate the crowds that stormed the show's vast canvas theater. . . . LODEMA COREY is a recent addition to the Chick Boyes stock in Lincoln, Neb. . . . JACK RIPLEY PLAYERS are winding up the season by playing their contracted fair dates thru Iowa. . . . DICK LAUDERBACK, after a summer's tour thru Minnesota with the John and Myra Taylor Players, is sojourning at his home in Arkansas. . . . AULGER BROS.' Stock Co. opened in St. Paul this week for an indefinite engagement. . . . JOHNNY DOBBS, after a season with Harry Dunbar's Comedians in the Dakotas, has returned to his home in Kansas to enter school. . . . Chick Boyes' second unit has played all of its contracted fair dates in Kansas and is now showing Nebraska. . . . FRANK CAPP, Baker-Lockwood representative, has returned to Kansas City, Mo., after a swing thru Kansas, where he visited several tent reps. . . . WARD HATCHER'S second unit, under the management of Cliff Carl, will wind up its summer tour late this month. . . . JIMMY THORNTON, after closing with the Frank Smith Players, has joined the Kelly Bros.' circle in Mississippi. . . . CHARLES STEWART was a Kansas City, Mo., visitor last week in search of people for dramatic offerings to be given over a Southern Iowa radio station. . . . BLANCHE BRADLEY is spending a few days in Kansas City, Mo., after closing with the Sid Kingdon Players.

New Tent Outfit Makes Bow in Ga.

MACON, Ga., Sept. 3.—A new tent musical show was launched here last week by J. L. Johns and Mrs. B. (Mom) Bender, operating as the J. & B. *Parisien Follies*.

Show has modern equipment thruout, with elevated reserve-seat section, large dramatic end top, amplifying system and attractive marquee display. After week's stand here show moved by trucks to Soperton, Ga., and will spend several weeks in South Georgia tobacco towns.

Staff comprises Mrs. B. Bender, manager; J. L. Johns, general agent; Herbert Wood, superintendent front door; Eddie Davis, superintendent canvas; Dennis Denton, superintendent transportation; Ginger Rudell, stage manager; Cleo Rudell, producer; Thomas Shoemaker, musical director; Bob Bobaine, electrician; Wilson Cobb, steward; Bootsie Wade, privileges.

In orchestra, besides Shoemaker, are his two brothers, Dick and Harry; Clyde Banks, Angelo Super and Eric Heath.

Jerry Jeffries is principal comedian. Junior Marshall is emcee. Other principals include the Rudell Sisters, Frances Kelly, Mary Jeffries and Vera Mason.

An Old Trouper's Diary Recalls Old Flesh Days

Perth, Ont.

Editor *The Billboard*:

During a recent conversation with the old showman, Arthur Johnston, of Perth, the writer received a list of the following famous American shows that played Perth many years ago. They are worth mentioning, as there are still a few of the actors and actresses still living who have taken part in them. The list includes Harry Lindley Dramatic Co., Andrew Downie's *Uncle Tom's Cabin Co.*, *A Breezy Time*, *A Thorobred Tramp*, *Side-Tracked*, *Heart of Texas*, Chase & Weston's Minstrels, LeBarre Bros.' Minstrels, Richard & Pringle's Famous Georgia Minstrels (managed by Ernest C. Filkins, now residing in Chicago), J. C. Rockwell's *Sunny South Co.*, Pauline the Hypnotist, J. C. Green's Moving Pictures (first to tour Ontario), John B. Wills in *Two Old Cronies*, Johnny and Ella Galvin in *A Bellboy*, George F. Hall in *An American Girl*, A. Q. Scannon's *Real Widow Brown*, Herald Square Opera Co., Patten & Perry's *Jerry From Kerry*, Jerry McAuliffe Stock Co., Rowland-Young Stock Co. (featuring the late Marjorie Adams, the late Jimmie Rowland and H. Wilmot Young, now of Massena, N. Y.), Lincoln J. Carter's *The Fast Mail*, *The Tornado*, *Heart of Chicago*, *Go-Wan-Go-Mohawk*, Shipman Bros.' *Prisoner of Zenda*, *Merchant of Venice*, G. M. Brown Stock Co., J. H. Stoddard in *The Bonnie Briar Bush*, H. Webb Chamberlain's *Out in Idaho* and *When the Harvest Days Are Over*.

The above are just a few of the shows which played the section, which be-speaks that the old flesh shows had a warm place in the hearts of the public. A short time ago an item appeared in *The Montreal Daily Star* of the revival of a famous old stage play, *Jerry the Tramp*, by a company in Quebec. This grand old American play was made famous from Coast to Coast thruout Canada many years ago by Canada's beloved showman, the late Tom Marks, and the writer had the pleasure of seeing it in Perth. From various conversations I still believe that the good old flesh days will return again, as the talkies are played out, especially around this part of Ontario. Talkies may come and talkies may go, but give me the grand old flesh shows. Their memories will live forever. FRED KANE, Formerly of the Arlie Marks Co.

SUGAR'S DOMINO

(Continued from page 4) are heavily interested financially in one or another of the protected chance games that they subtly force on their own theaters and on exhibitors who do business with their film distribution sub-

sidaries. Could a man whose money is invested in the chance game business conscientiously foster flesh policies that would spell the doom of chance games? So the situation stands. On the basis of logic and merit we should be on the threshold of a great revival of stage shows. But there are the other factors, and the outcome is in the lap of the gods.

MAGIC

(Continued from opposite page)

bally trucks and plenty of outside publicity stunts. Rock's letterheads carry the words: "Successor to the Great Howard Thurston." . . . VANTINE AND CAZAN, after two weeks at the Border Inn, Shenandoah, Ia., are playing a circuit of fairs thru Kansas and Missouri, featuring Cazan, "the girl Houdini," in escapes. . . . A NOTE FROM Riley D. Moore, Washington medico, stating that he was in our village late in July and had made three unsuccessful attempts to catch us at our desk before giving up. Score that as another bad break for this scribbler, Doc. . . . FETAQUE SANDERS, Nashville necromancer, writes as follows in regards the proposed professional magi association: "The suggestion made by Newmann and Marquis is fine; it will go. However, I believe we are only 'beating our gums' squawking about the amateurs. The little misinformed amateur isn't the 'drag.' He can't do much harm with the few dates he gets. The firebug magician is the one that does the harm—the small-time professional who sets fire to territory. We need constructive aid, professional advice, a man that we can go to with a problem and he will know where to get the answer." . . . NOEL LESTER, after a seven-day run at the Roxy Theater, Salt Lake City, is current this week at the Tabor Theater, Denver. His manager, Paul Savoy, has him set for a number of other stands in the Inter-mountain territory. . . . PENNSYLVANIA IBM RINGS will hold their annual State convention in Wilkes-Barre, Pa., October 14-15 instead of in Lancaster, Pa., as previously reported. . . . AL PAGE AND CO. opened at Moonlight Garden, Toledo, Monday (5) after a week at the Moose Club, Akron. . . . HARDEEN, back in New York after what he says was one of his best summers in 10 years, is now in rehearsal with the new Olsen and Johnson show, *Hell's a Pop-pin*, which opens for the Shuberts in Boston next week. . . . LA FOLLETTE is sending out some attractive literature on his *Cavalcade of Wonders* and *Spook Party* attractions.

AT LIBERTY
FREDDIE and LILLYAN POOLE
Parts, Specialties; Band, Orch, Gen. Business, Ingenuis, as cast. Both double Orchestra, change for two weeks, Specialties.
Address Care General Delivery, Birds, Ill.

GERRY GREW
AT LIBERTY
Fast Light Comedy. Juvenile or as cast. All essentials. Plenty experience Stock and Rep. Few Specialties. Height 5'7 1/2, Weight 138. 3rd Alto Sax in Ork.
General Delivery, Epworth, Ia.

BERT RUSSELL WANTS
Piano Player that can play Vaudeville on Tent Show. Must be neat on and off. Eat on lot, room off. State age, weight and height and make it low, as you get it here every Sunday. If you can drive a car, say so.
Address, Beaulaville, N. C.

THE COLLINS FAMILY SHOW WANT
PEOPLE FOR WEEK STAND HOUSE REP.
Single Men and Teams with house cars considered. Long season, sure salary. Make it low if you want reply. Write and tell it all to
General Delivery, Carlville, Ill.

THE PRINCESS STOCK CO.
WANTS
A-1 Trumpet, also Alto Sax Man. Other useful Tent Rep People write or wire. E. C. WARD, care Princess Stock Co., Warrensburg, Mo.

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Cheapest GOOD TICKET on the Market
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Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

ACTS, UNITS AND ATTRACTIONS

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

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; re—road house; re—restaurant; s—showboat; t—theater.

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

Allen, Stuart (Essex House) NYC, h.
Allen, Ed (Palmer House) Chi, h.
Anderson Sisters (Plantation) NYC, nc.
Andrade, Raymond (Biltmore) NYC, h.
Arená & Martínez (Monte Carlo) NYC, nc.
Aristocrats, Twelve (Riverside) Milwaukee, t.
Arms, Frances (Palace) Chi, t.
Armstrong, Harry (Casa Manana) NYC, nc.
Arn, Vera (S. S. Bear Mountain) Battery Park, NYC, s.
Ash, Paul (Roxxy) NYC, t.
Astwood, Norman (Africa) NYC, nc.
Ates, Roscoe (State-Lake) Chi, t.
Attles, Joe (Plantation) NYC, nc.
Antione & Du Barry (Biltmore) Providence, R. I., 8-14, h.

Baird, Bill (The Dome) Chi, re.
Balabanow Ensemble (St. John Fair) St. John, N. B., Can.
Baldwin & Bristol (Modern) Brockton, Mass., t.
Banfields, The (State-Lake) Chi, t.
Banks, Sadie (Old Rumanian) NYC, re.
Baptie & Lamb (New Yorker) NYC, h.
Baron & Blair (Bon Air) Chi, cc.
Barrie, Gracie (Riviera) Fort Lee, N. J., nc.
Barth, Ruby (S. S. Bear Mountain) Battery Park, NYC, s.
Barton, James (Casa Manana) NYC, nc.
Bass, Paul (Chateau Moderne) NYC, nc.
Beaucaire, Pierre (Monte Carlo) NYC, nc.
Bee, Kenney (Cafe de Paris) London, nc.
Behan, Arthur (Gay Nineties) NYC, nc.
Bell & Grey (Kentucky Club) Toledo, O., nc.
Bell, Joan & Jerry (Ritz) Superior, Wis., Aug. 29-Sept. 18, nc.
Belmont Balladeers (Glass Hat) NYC, nc.
Bennett Sisters, Three (Beverly Hills) Newport, Ky., cc.
Bennet, Ethel (Old Rumanian) NYC, nc.
Berk, Irving (Rumanian Village) NYC, nc.
Bernie, Ben, & Orch. (Strand) NYC, t.
Birse, Daria (Russian Kretchma) NYC, re.
Bishop, Gordon (Jim Otto's) Hollywood, Calif., nc.

Blaine, Barbara (Rancho San Pablo) El Cerrito, Calif., nc.
Blair, Kay (Arcola Inn) Arcola, N. J., nc.
Blakstone, Nan (Club 17) Hollywood, nc.
Blanchard, Jerry (18) NYC, nc.
Blane, Rose (Chez Paree) Chi, nc.
Boran, Arthur (Lake Tarleton Club) Pike, N. H., nc.
Borg, Inga (Jimmy Kelly's) NYC, nc.
Borgia & Oliver (Coq Rouge) NYC, re.
Bourbon, Ray (Rendezvous) Hollywood, nc.
Boudreaux, Melba (Dunes) Virginia Beach, Va., nc.
Bouvier, Yvonne (St. Moritz) NYC, h.
Bowes International Revue (Pal.) Superior, Wis., t.
Brander, Margot (Beverly Hills) Newport, Ky., cc.
Brice, Rhoda (Village Brewery) NYC, nc.
Brooks, Sheldon (Casa Manana) NYC, nc.
Bronley, Bob (Fox) Phila, t.
Brown, Ada (Colonial) Dayton, O., t.
Brown, Danny (Music Hall) Portland, Ore., nc.
Bruce, Betty (Strand) NYC, t.
Buck & Bubbles (President) Swan Lake, N. Y., h.
Burke, Johnny (Capitol) Washington, t.
Byrnes, Jimmy & Jerre (Blackhawk) Chi, nc.

Cantatore, Maria (Gamecock) NYC, c.
Cairns, Killian (S. S. Bear Mountain) NYC, s.
Cansinos, The (Bismarck) Chi, h.
Cardini (Casa Manana) NYC, nc.
Carlos & Carito (Villa Venice) Northbrook, Chi, cc.
Carmen, Lillian (Bon Air) Chi, cc.
Carmen (Leon & Eddie's) NYC, nc.
Carr, Billy (606 Club) Chi, nc.
Carter & Schaub (Jimmy Kelly's) NYC, nc.
Carver, Zeb (Village Barn) NYC, nc.
Castaine & Barry (Cavalier Beach) Virginia Beach, Va., nc.
Cavali, Katherine (Le Mirage) NYC, nc.
Chandler, Evelyn (International Casino) NYC, nc.
Chaney & Fox (Palace) Chi, t.
Charles & Barbara (Frollics) Salisbury Beach, Mass., Aug. 29-Sept. 13, p.
Chavez, Alfonso (Trocaadero) NYC, re.
Claire & Sana Sisters (Cavalier) Virginia Beach, Va., nc.
Clifford, Pete (Swing) NYC, nc.
Cobey, Lew (White) NYC, h.
Cocco, Gabriel (Ambassador) NYC, h.
Cohen, Rosie (Matteoni's) Stockton, Calif., nc.
Cole, Walter (Arcola Inn) Arcola, N. J., nc.
Cole, Jack (Radio City Rainbow Room) NYC, nc.
Collette & Barry (St. Moritz) NYC, h.
Collette, Joan (606 Club) Chi, nc.
Colligan, Bill (Crisis) NYC, nc.
Collins, Frank (Jim Otto's) Hollywood, nc.
Comstock, Frances (One Fifth Ave.) NYC, h.
Condos Bros. (Bon Air) Chi, cc.
Consono & Melba (Nicollet) Minneapolis, h.
Cooley & Adair (Riverside) Milwaukee, t.
Cooper, John (Kit Kat) NYC, nc.
Coralli (Bublichki) Hollywood, nc.
Cortez, Pepper (Music Hall) Portland, Ore., nc.
Cortez, Lita (Tivoli) Juarez, Mex., nc.
Crane Twins (Astor) NYC, h.
Crump, Pleasant (Glass Hat) NYC, nc.

D'Arcy Jean (McAlpin) NYC, h.
Daniels, Jean (Plantation) NYC, nc.
Daniels, Putney (Furnace) NYC, nc.
Dario & Diane (Fox) Phila, t.
Darktown Scandals (Orph.) Winnipeg, Can., t.
Darrow, Chick (Village Nut) NYC, nc.
Darryl & Gilbert (Music Hall) Portland, Ore., nc.
Datsko, Yasha (Russian Art) NYC, re.
Davis, Rufe (Earle) Phila, t.
De Angelo & Porter (Casino De La Plaza) Havana, Cuba, nc.
DeCarlos & Granada (Park Central) NYC, h.
Del Mar & Renita (Casa Del Ray) Santa Cruz, Calif., h.
DePron, Louis (Paramount) NYC, t.

Dean, Bert, & Co. (New Windsor) Michigan City, Ind., nc.
Delahanty Sisters (Mac) Germantown, O., nc.
Dell & Hamory (Essex House) NYC, h.
Del Carmen, Maria (Havana-Madrid) NYC, nc.
Dion, Ilas (Bertolotti's) NYC, nc.
Dion, Ilas (Bertolotti's) NYC, nc.
Dittman, Grace (Palmer House) Chi, h.
D'Orsay, Filil (President) Swan Lake, N. Y., h.
Donnelly, Harry (Gay Nineties) NYC, nc.
Dorita & Valero (El Chico) NYC, re.
Downey Sisters (Jim Otto's) Hollywood, nc.
Dracken, Russell (Whirling Top) NYC, nc.
Draper, Paul (Chez Paree) Chi, nc.
Drayton Sisters & Jack (Casper) Casper, Wyo., nc.
Drew, Charlie (Lombardy Bar) NYC, re.
Drysdale, Grace (Colosimo's) Chi, nc.
Duffy, Bobby (New Yorker) NYC, h.
Duke, Norman (Gatineau) Ayler, Que., Can., nc.
Durkin, Nellie (Weismantel's) Brooklyn, N. Y., s.

Egbert, Marlon (Plantation) NYC, nc.
Elaine, Henry (Monte Carlo) NYC, nc.
Ellin, Marita (Old Rumanian) NYC, re.
Ellis, Patricia (Casa Manana) NYC, nc.
Ellis, Kay (Jim Otto's) Hollywood, nc.
Emmy, Carl, & Madwags (Riverside) Milwaukee, t.
Endor & Farrell (Clover) Hollywood, nc.
Evans, James (Colonial) Dayton, O., t.
Farrell, Bill (Place Elegante) NYC, nc.
Faulkner, Lorraine (Africa) NYC, nc.
Fay, Vivian (Roxxy) NYC, t.
Feeley, Mickey (Garbo) NYC, re.
Flske, Dwight (Colony Club) Chi, nc.
Fletcher, Bruz (Ball) Hollywood, nc.
Flippen, Jay C. (Leon & Eddie's) NYC, nc.

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

Floretta & Boyette (Canadian Club) East St. Louis, Ill., Sept. 8-30, nc.
Flower, Consuelo (Chateau Moderne) NYC, nc.
Foster, Gae, Girls (Roxxy) NYC, t.
Francis, Charlie (18) NYC, nc.
Francis, Dixie (LaSalle) Chi, h.
Francis, Benita (Frolic Club) Salisbury Beach, Mass., nc.
Francita (Colosimo's) Chi, nc.
Frank, Art (Strand) NYC, t.
Franklin, Cass (New Yorker) NYC, h.
Frederickson, Les (Casa Del Ray) Santa Cruz Beach, Calif., h.
Froos, Sylvia (Beverly Hills) Newport, Ky., cc.

Gainsworth, Marjorie (State) NYC, t.
Garber, Jan, & Band (Tower) Kansas City, Mo., t.
Garr, Eddie (Riviera) Fort Lee, N. J., nc.
Gavin, Margo (Club Minuet) Chi, nc.
Geraldine & Joe (Colosimo's) Chi, nc.
Georges & Jalna (Ambassador) Los Angeles, h.
Gilbert, Ralph (Music Hall) Portland, Ore., nc.
Gilmore, Amelia (Wivel) NYC, re.
Gordon's, Alf, Dogs (Palace) Chi, t.
Gonzales & Menen (McAlpin) NYC, h.
Goodman, Benny, & Band (Chicago) Chi, t.
Gower & Jeanne (Ritz-Carlton) Boston, h.
Gracia & LaMarr (Tivoli) Juarez, Mex., nc.
Granados, Asuncion (El Chico) NYC, nc.
Grauer, Bernie (Gay '90s) NYC, nc.
Grauman, Saul, & Co. (State-Lake) Chi, t.
Gray, Jack (Park Lane) NYC, h.
Green, Al (Pioneer Nut) NYC, h.
Gretonas, Great (Colonial) Dayton, O., t.
Grey, Betty (Bismarck) Chi, h.
Griffith & Wells (Montmartre) Montreal, Que., Can., c.
Grogan, Willie (18) NYC, nc.
Gulzar, Professor (New Yorker) NYC, h.

Hale, John (Sni-a-Bar) Kansas City, Mo., nc.
Hall, Bob (Bon Air) Chi, cc.
Hallett, Mal, & Orch. (Fox) Phila, t.
Hammond, Earl F. (Eskimo Troupe (Ice Follies of 1937) Atlantic City, t.
Hanneford, George, Family (Steel Pier) Atlantic City June 26-Sept. 15, h.
Harper, Lois (Stevens) Chi, h.
Harrington, Pat (Club 18) NYC, nc.
Harris, Phil, & Orch. (Earle) Washington, t.
Harris & Shore (Strand) NYC, t.
Harrison, Spike (Gay '90s) NYC, nc.
Harvest Moon Dance Winners (State) NYC, t.
Hildegarde (Safoy Plaza) NYC, h.
Hill, Florence (Plantation) NYC, nc.
Hocter & Shayne (Rancho San Pablo) El Cerrito, Calif., nc.
Hocter, Harriet, & Ballet (Capitol) Washington, t.
Hoffman, Lou (Villa Venice) Chi, cc.

Holbein, Rolf (Roxxy) NYC, t.
Hooton, Don (Palmer House) Chi, h.
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.
Hudson, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.
Humes, Helen (Famous Door) NYC, nc.

Jackson, Half Pint (Black Cat) NYC, nc.
Jackson, Stone & Reeves (Colosimo's) Chi, nc.
Jackson & Blackwell (Biltmore Bowl) Los Angeles, h.
James, Freddie (Surfside) Long Beach, N. Y., nc.
Janet of France (Janet of France) NYC, re.
Jans, Lynton & Brooks (Shoreham) Washington, D. C., h.
Jarvis, Sam (International Casino) NYC, nc.
Johnson, Mae (Surfside) Long Beach, N. Y., nc.
Jones, Owen (Leone's) NYC, re.
Jones, Bobby (Black Cat) Wilmington, Del., c.
Jovita & Maravilla (El Chico) NYC, nc.
Julian, Billy (Matteoni's) Stockton, Calif., nc.
Julian, Don & Marjorie (Stevens) Chi, h.

Kalani, Kay (Hawaiian Paradise) Hollywood, nc.
Kaleolani, Alvin (Biltmore) NYC, h.
Karon's, Maria, Musicales (Circle Bar) East Dubuque, Ill.
Karon's, Maria, Musicales (Hi Hat) near Dickville, Wis.
Kavanagh, Stan (State) NYC, t.
Kaye, Johnny, & Playboys (New Yorker) Houston, Tex., nc.
Kellam, Eddie (Graylin Blue Room) Indianapolis, nc.
Kelly, Paula (Rainbow Room) NYC, nc.
Kemble, Letty (Bertolotti's) NYC, nc.
Kenney, Billy (Cortez) El Paso, Tex., h.
Krueger, Jerry (Famous Door) NYC, nc.

La Franconi, Terri (Palmer House) Chi, h.
LaHarte Troupe (Capitol) Washington, t.
Lackore, Jimmie (Wilson's) Philadelphia, nc.
Ladies in Blue, Eight (Strand) NYC, t.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lang, Dee (The Dome) Chi, re.
Lawler, Terry (Hi-Hat) Chi, nc.
LeMaires, Thers. (College Inn) Chi, nc.
Leeds, Lois (Wivel) NYC, re.
Lee, Bob (Wivel) NYC, re.
Lee, Joe & Betty (Copa Cabana) Rio de Janeiro, h.
Leopold, Billie (Ben's) Milford, Conn., re.
Lewis, Ann (Plantation) NYC, nc.
Lewis, Joe E. (Hi Hat) Chi, nc.
Lewis, Hank (Matteoni's) Stockton, Calif., nc.
Lewis, Dorothy (International Casino) NYC, nc.
Lewis Jr., Ted (Surfside) Long Beach, L. I., N. Y., nc.
Libuse, Frank (Beverly Hills) Newport, Ky., cc.
Lind, Christina (New Yorker) NYC, h.
Lischeron & Adams (Sni-a-Bar) Kansas City, Mo., nc.
Lit, Bernie (Green Villa) Baltimore, nc.
Long, Avon (Plantation) NYC, nc.
Lowa, Tanya (Gattaneu) Ottawa, Ont., Can., Aug. 31-Sept. 17, nc.
Loy, Thida (Gladstone) Casper, Wyo., h.
Lubina, Ada (Old Rumanian) NYC, re.
Lucas, Nick (State-Lake) Chi, t.

McCabe, Sara Ann (Strand) NYC, t.
McKay & La Vallee (Palm Beach Casino) Cannes, France.
McLean, Bobby, & International Ice Carnival (Lookout House) Covington, Ky., nc.
Malone's, Jay, Harlem Cioners (Shamrock) Redding, Calif., re.
Mahmoud, Ali (St. Moritz) NYC, h.
Mann, Marlon (Blackhawk) Chi, nc.
Mapes, Bruce (International Casino) NYC, nc.
Marey & Roberta (Alpine Village) Cleveland, O.
Marine, Fjola (Wivel) NYC, re.
Marinos, Los (Trocaadero) 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. (Stanley) Pitts-burgh, t.
Martinez, Juan (Havana Madrid) NYC, nc.
Mason, Jackie (Wonder Bar) Cincinnati, nc.
Massey & Miller (Leon & Eddie's) NYC, nc.
Mauseth, Irene (18) NYC, nc.
Meadows, Frankie (Butler's) NYC, nc.
Melton, Sid (Columbia) Boston, t.
Mercer, Maryann (Village Barn) NYC, nc.
Merman, Ethel (Earle) Phila, t.
Mexican Charros (Tivoli) Juarez, Mex., nc.

Michaels, Eddie (Parson's Showboat) NYC, s.
Michaux, Jules (Tavern) Charleston, W. Va., cc.
Miller, Beth (Rumanian Village) NYC, nc.
Miller, Cathlyn (Royal Hawaiian) San Francisco, nc.
Mills, Starr & Tracy (Leon & Eddie's) NYC, nc.
Miraeva, Inna (Bublichki) Hollywood, nc.
Mitchell-Hedges, Dorothy (Village Nut) NYC, nc.
Morales Bros. & Little Daisy (Celebration) Adrian, Mich.
Moran & Piemonte (Warwick) NYC, h.
Moran Bros. (Cavalier) Virginia Beach, Va., nc.
Morison, Alex (St. Regis) NYC, h.
Morris, Chester (Earle) Phila, t.
Morrison, Jce (Capitol) Washington, t.
Mulcay, Jimmy & Mildred (Beverly Hills) Newport, Ky., cc.
Myers, Timmy (Moonlight Cafe) Chi, nc.
Myers, Helen (New Yorker) NYC, h.

Napua (Lexington) NYC, h.
Nazarenko (St. Regis) NYC, h.
Nelsen, Eleanor (Crisis) NYC, nc.
Nesbit, Evelyn (Cavalier) NYC, nc.
Newdahl, Clifford (One Fifth Ave.) NYC, h.
Ninon & Villon (Villa Venice) Chi, cc.
Noland, Nancy (Elysee) NYC, h.
Norman & McKay (S. S. Bear Mountain) NYC, s.
Norris, Harriet (Alabam') Chi, nc.
Novello Brothers (Palmer House) Chi, h.

O'Connor, Ann (Leon & Eddie's) NYC, nc.
O'Day, Darlene (Bismarck) Chi, h.
Oakes, Jimmy (Tivoli) Juarez, Mex., nc.
Odeta & Kahala (Biltmore) NYC, h.
Ortego, Rosita (Villa Venice) Chi, cc.
Owen, Guy (International Casino) NYC, nc.
Owen, Cass & Co. (Palace) Chi, t.
Oxford Trio (Astor) NYC, h.
Oxford Boys (Palace) Chi, t.

Page, Al, & Co. (Moonlight Garden) Toledo, O.
Paige, Carol (Leon & Eddie's) NYC, nc.
Parker, Ray (Rancho San Pablo) El Cerrito, Calif., nc.
Patterson, Trent (Whirling Top) NYC, nc.
Paul & Queta (Ringside Club) Mansfield, O., nc.
Pepper, Mack (Rancho San Pablo) El Cerrito, Calif., nc.
Peppino & Camille (Earle) Washington, t.
Pierce & Harris (St. Regis) NYC, h.
Pitts, Zasu (Paramount) NYC, t.
Playboys, Three (Leon & Eddie's) NYC, nc.
Plaza, Trini (Gaucho) NYC, nc.

Raeburn, Burt (Colonial) Dayton, O., t.
Ralph, Wynne (Radio Franks) NYC, nc.
Ramon & Renita (Vista Del Arroyo) Pasadena, Calif., h.
Ramos, Bobby (Hawaiian Paradise) Hollywood, nc.
Ramos, Francisco (El Chico) NYC, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Ransom, Blenda (Cavalier) NYC, nc.
Rathburn, Vern & Revels (Colonial) Dayton, O., t.
Raye, Gil, Vic & Edith (Huntington) Huntington, W. Va., cc.

Renard, Rita (Monte Carlo) NYC, nc.
Reyes, Paul & Eva (Chez Paree) Chi, nc.
Rhodes, Dorothy (Black Cat) NYC, nc.
Rhodes, Carol (Bossert) Brooklyn, N. Y., h.
Richmond, Margaret (New Yorker) NYC, h.
Rickard, Earl (The Dome) Chi, re.
Rickson, George (Chateau Moderne) NYC, nc.
Ringo & Harris (Whirling Top) NYC, nc.
Robbins Bros. & Sister (State) NYC, t.
Roberts, Mary (Gay Nineties) NYC, nc.
Roberts & Farley (New Yorker) NYC, h.
Rochelle & Rita (Matteoni's) Stockton, Calif., nc.
Rogers, Dick (Queen Mary) NYC, re.
Rollickers Trio (Cavalier Inn) La Crosse, Wis.
Rolling Cloud, Chief, Dog Town Follies: Mt. Hope, W. Va., 6-8; Oak Hill 9-11.
Romona (Cavalier) NYC, nc.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
Roth & Shay (Apollo) Nurnberg, Germany, t.
Royal Hawaiian Sweethearts (Biltmore) NYC, h.
Rufus & Richard (Surfside) Long Beach, N. Y., nc.
Rush, Ann (18) NYC, nc.
Russell, Maude (Surfside) Long Beach, N. Y., cc.

Ruiz, Maclovio (Blackhawk) Chi, nc.
Ruvel & Marcea (Jimmy Kelly's) NYC, nc.
Ryers, Frankie (18) NYC, nc.
St. Claire & O'Day (Tivoli) Sydney, Australia, Aug. 29-Oct. 12, t.
Sankar, Kostia (Bublichki) Hollywood, nc.
Satch & Satchel (St. George) Brooklyn, N. Y., nc.
Sande, Kailer (Swing) NYC, nc.
Sawyer, Myra (Matteoni's) Stockton, Calif., nc.
Scott, Virgie (Black Cat) NYC, c.
Scott, George (Arcola Inn) Arcola, N. J., re.
Sedgwick, Edna (Chicago) Chi, t.
Seely, Winnie (Chez Paree) Chi, nc.
Shandor (Buckingham) NYC, h.
Sharlan & Aldyth (Normandy Inn) Warren, Pa., nc.
Shatten, Anna (Rumanian Village) NYC, re.
Shutta, Ethel (Chez Paree) Chi, nc.
Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc.
Siegel, Al (Casa Manana) NYC, nc.
Simmons, Lee (Plantation) NYC, nc.
Simpson, Carl & Faith (State Fair, Coliseum) Detroit: (Colonial) Dayton, O., 12-17, t.
Singing Strings (Graylyn Blue Room) Indianapolis, nc.
Sirens in Silk (Majestic) Evansville, Ind., t.
Smythe, Jerry (Arcola Inn) Arcola, N. J., nc.
Spec & Spot (Colosimo's) Chi, nc.
Sperry, Frank (Roosevelt) NYC, h.
Spitalny, Phil, & Orch. (Paramount) NYC, t.
Stanton, Oswald & Ernie (Colonial) Dayton, O., t.
Starr, Jack (Music Hall) Portland, Ore., nc.
Sterling, Wynne (Rumanian Village) NYC, re.
Sullivan, Ed (State) NYC, t.
Suzanne & Christine (Jimmy Kelly's) NYC, nc.

(See ROUTES on page 60)

ATLASS—Frank, 70, father of H. Leslie Atlas and Ralph Atlas, vice-president of CBS and president of WJJD and WIND, respectively, at his home in Chicago August 2 after a long illness. His widow, Sarah, also survives. Burial in Rosehill Cemetery chapel August 5.

BEDINI—Victor, 74, equestrian, known in the circus world as Sir Victor, August 30 in Aurora, Ill. Born in Vincennes, Italy, Bedini had been in show business practically all his life. He came to America in 1903 with the original Barnum & Bailey Circus. The following year he joined the Ringling Bros.' Circus and remained with it for many years. In 1887 he married Adey Hodges in England. She, too, came of a circus family and was a rider with the Ringling Bros.' Circus for many years. During the past 20 years Sir Victor and Madame Bedini trouped with various circuses. Last season they were with Hagenbeck-Wallace. Bedini was the originator of the jump-up collie dog. For years he also featured the Yankee Doodle horse. Survived by his widow, Mme. Bedini, of Aurora; two daughters, Mrs. Joe Coyle, of Chicago, and Mrs. Walter Guice, and a grandson, Orrin Davenport Jr. Burial in Aurora.

In Memory of My Beloved Husband
CHAS. V. BEASLEY
Departed this life September 4, 1937.
MRS. CHAS. V. BEASLEY

BLACKBURN—Aaron, 88, father of Harrison Blackburn, one-man circus attraction with Siebrand Bros.' Piccadilly Circus, of complications in Dallas August 14.

BROWN—Fitzhugh L., 70, dean of Southern theatrical men, August 27 at Columbia, S. C., of a heart attack. Brown was formerly manager for many years of the old Columbia Theater, Columbia. Survived by a sister, Mrs. Jack Rhodes.

CAMPBELL—Arligh, 35, contestant in the Tin Lizzie races staged at the Madison, Wis., fairgrounds, August 28 in an auto crash during the feature 50-mile race. Survived by his widow, a son, his parents, three brothers and a sister.

CARAWAY—James Jeffries, 24, bat man and parachute jumper with Kenny McCord's Thrill Show at North Dakota State Fair for Fargo, August 30 when his parachute failed to open after leaping from a plane. Body was sent to Des Moines, Ia., where his father resides, for interment.

CLOUS—Irvin S., 53, comedian on the old Keith Circuit, in Reading, Pa., after a three-day illness. He was unmarried, and in recent years was secretary of the Berks Engineering Co., Reading.

CRAGG—Louise Unsworth, 69, well-known Detroit musician and instructor, in Florence, Ont., August 28. Mrs. Cragg and her husband, the late Dr. Charles Cragg, founded the Detroit College of Music. Prior to that she had been associated with the staff of the Detroit Conservatory of Music, to which she later returned as a member of the faculty. She was actively interested in both the Michigan and the national federation of music clubs. Survived by a brother in Sarnia, Ont., and a sister, Nell Unsworth, of Florence, Ont.

DAVIS—David, 83, Cincinnati music teacher and nationally known singer, in Bethesda Hospital, that city, August 30 after a week's illness.

DOUGHERTY—C. G., 39, secretary Monroe County Fair, Woodsfield, O., August 22 in St. Francis Hospital, Cambridge, O., of peritonitis. He was a World War veteran and member of BPO Elks. Survived by his widow, who will serve the remainder of his term as secretary.

FACTOR—Max, 61, Hollywood make-up artist, at his home in Beverly Hills, Calif., August 30 of a kidney and liver ailment. He had been ill for eight weeks. Survived by his widow, two daughters and four sons.

FIELDING—Harry, 87, veteran vaudeville performer, known in private life as Caleb Hatch, in Maine General Hospital, Portland, Me., August 25. Fielding began his stage career in minstrelsy when 17 and appeared with the Mocking Bird Green Minstrels in 1868. He was with Washburn's Minstrels when he married Peggy Fielding. In later years the Fieldings did a vaudeville turn on the Keith Circuit, and later Fielding served as vaudeville production manager at the Keith Providence house. Survived by his widow and one daughter. Services August 28 at Peak Island, Me., and burial in the Peak Island Cemetery.

The Final Curtain

FITZGIBBON—Bert, 50, former vaudeville headliner, in an automobile accident August 28 in Atherton, Calif. He retired as a professional three years ago. Survived by a son and daughter, Frances, of Council Bluffs, Ia. Burial in Alta Mesa Cemetery, Palo Alto, Calif.

GERARD—Mrs. Evelyn Gerber, 47, former motion picture and stage actress under the name Evelyn Stevens, in St. Elizabeth's Hospital, New York, August 28. Survived by her husband, who is general manager of the Barney Gerard burlesque shows; two brothers and two sisters.

GUTTERSON—Fred S., 88, cellist of the Hollywood Bowl Symphony Orchestra, of a heart attack in Hollywood August 30. Gutterson was the oldest member of the orchestra.

HAYES—Arthur L., 52, former actor and director in Chicago and New York stock theatrical companies, of pneumonia in Huntington, W. Va., August 26. In late years he was a member of the Sherman Stock Co., Chicago, and the Dorothy La Verne Co., New York. He also directed plays in Chicago and toured the RKO Circuit. Survived by two sisters, Mrs. Arnold and Mrs. Dave Womack, of Huntington, and a brother, R. B. Hayes, of Logan, W. Va. Burial in Spring Hill Cemetery, Huntington.

KITTLESON—James L., 32, member of the Viking Quartet, August 23 in a Madison, Wis., hospital after an illness of several months. Survived by his parents and three sisters.

LAFFERTY—Ned, 74, old-time vaudeville comedian, at his home in Wichita, Kan., August 6. He also traveled with circuses in his younger days. Survived by his widow; three sons, Edwin, Tulsa, Okla.; Leonard, San Antonio; Al, of Wichita, and one daughter, Mrs. Robert Cortell, of New York.

LAMB—Chester, 20, grandson of Chester Lamb, animal dealer catering to show business, August 22 of an attack of appendicitis.

LANE—Max, well known to outdoor showfolks, in New York recently following an emergency operation. Survived by a son, Paul, concessioner with Marks Shows.

LEONHART—Leroy, 48, clown with Robbins Bros.' Circus, in Easton (Pa.) Hospital August 29. He was taken ill when the circus played that city August 2. Earlier in the season he was with the Downie Bros.' Circus, with which he had been connected for a number of years. Prior to joining Downie Bros. he was with J. Augustus Jones, Christy Bros. and others.

In Loving Memory
Of
My Darling Wife,
HELEN MULLALY
Who Passed On August 1, 1938.
The greatest tribute I can pay you is—you were the sweetest, best and bravest woman I ever knew. Guide me now as you always did, help me to carry on. God rest your precious soul in peace.
Your broken-hearted husband,
TOMMY MULLALY
Friends can reach me at 471 Downing Street, Denver, Colo.

MANN—H. S., 53, formerly associated with the management of Station WRJN, Racine, Wis., in Dubuque, Ia., August 24. Mann took an active part in the organization of what is now the Racine Broadcasting Co., operator of WRJN. At the time of his death he was general

manager of *The Daily Tribune*, Dubuque. Survived by his widow and two sons, one of whom, Herbert Jr., is announcer with WRJN.

MULLALY—Mrs. Helen, 45, wife of Tommy Mullaly, vaudeville and burlesque comedian, August 1 in Denver after a lingering illness. Survived by her husband, father and a sister. Services at Olinger's, Denver, with burial in Berrien Center, Mich., August 6.

O'DAY—Eddie, 31, of Wisconsin Rapids, Wis., who for the last 10 years traveled with various outdoor shows, in Wheat Ridge, Colo., August 26 of a lingering illness. Burial in the former city.

PEEDE—James G., 51, press agent and business manager, September 2 of pneumonia. He had been associated with the stage since 1908, representing Mrs. Fiske, George Arliss and William Faversham. His first post as road manager was for Mrs. Fiske in *Salvation Nell*. He later handled Harrison Grey Fiske in *Pillars of Society*, Arliss in *The Devil and Septimus*, and Faversham in *The Faun*, *Julius Caesar* and *Othello*. Between 1914 and 1924, Peede remained on Broadway, serving Richard Walton Tully in *The Bird of Paradise* and *The Masquerader*, and Mr. and Mrs. Sidney Drew in *Keep Smiling*. He was general press representative for Winthrop Ames' productions of *Beggar on Horseback*, *Minick*, *Old English* and the famous series of Gilbert and Sullivan revivals. His single attempt at producing *Gold and Dust* had a tryout in Brooklyn in 1928 but never made Broadway. More recently he was advance man for the Shuberts with *Blossom Time*, *The Student Prince*, *Shadow and Substance* and *Bachelor Born*. Survived by his widow, the former Ida Roche; three children by his first wife, Jean Murdock, actress; his parents and a brother.

PLANK—Theodore R., 80, director of the Ashland County Agricultural Society, August 28 at his home near Ashland, O., after a lingering illness. Services and burial locally.

SHORT—Mrs. Ruby, in Brisbane, Queensland, Australia, July 19. Deceased and husband were both well known in the side-show world of Australia.

MY SINCERE THANKS
To All My Friends for their condolence in my hour of grief, caused by the passing of my dear husband,
JOE TILLEY
I take this method of thanks due to my bereavement.
MRS. ANNA TILLEY.

TILLEY—Joseph, 52, at Princeton, Ill., August 29 of heart and kidney trouble. Deceased was the owner of the Tilley Shows, Nos. 1 and 2, and had been in the carnival business for 35 years. He expired in his trailer on the Princeton fairgrounds as he was preparing to set up the show. Burial in Memorial Mausoleum, Peru, Ill. Tilley was a resident of Ladd, Ill., and a member of the LaSalle-Peru Lodge of Elks. Survived by his widow, Anna; a brother, George A., of Clifton, N. J., and four sisters.

VALE—Eddie, 28, trick rider, well known in rodeo and circus fields, killed in an auto accident in Waterville, Minn., recently while en route to the Iowa State Fair Rodeo. Survived by his widow, the former Joan LaRue, of Hagenbeck-Wallace Circus. Burial in Waterville.

WEISS—Adolph, 70, father of Marty Whyte, Chicago agent, in New York September 1.

YOHE—May, 69, actress of a generation ago and one time possessor of the famous Hope Diamond, of a heart attack

in her Boston home August 28. Survived by her husband.

YOUNG—Waldemar, film scenarist and writer for MGM, in Hollywood Hospital, Hollywood, August 30.

Marriages

ALFORD-JONES—Jed (Tex) Alford, Ferris Wheel operator, and Helen Jones, chorus girl, in Decorah, Ia., August 21. Both are with the Gold Medal Shows.

CAMERON-KNIGHT—Arthur Arden Cameron, Houston oil magnate, and June Knight, stage and screen dancer, in Beverly Hills, Calif., August 27.

BALKOW-SAGER—Fred Balkow, with Bill Holt's concession on the White City Shows, and Iona Sager, La Grande, Ore., August 20 in the Christian Church in that city.

HARLAN-COOPER—Dell Harlan, Salisbury (Mo.) musician, and Tessie Cooper, nonpro, in St. Louis September 3.

HATFIELD-DUMAS—Joe Hatfield, of Al Renton's side show on Mighty Sheesley Midway, and Lillian Dumas, of Karl Walker's Gay Nineties with the same show, in Mattoon, Ill., recently.

HOLMES-HAYNES—Carl Fleischmann, Holmes, grandson of the late Charles Fleischmann, yeast manufacturer, and Nancy R. Haynes, actress known on the stage here and in London as Nancy Ryan, in Carson City, Nev., August 30.

KOHL-ELLIS—Arthur Kohl, now in the cast of *The First Nighter*, feature of the NBC network, and Elwrt Ellis, in Chicago August 25. The bride, 24, made her stage debut when two months old with her father and mother, Mr. and Mrs. John Ellis, in a vaudeville act. For years after that she appeared in dramatic stock under direction of her father.

MCDONALD-HUSTON—Charles F. McDonald, film comedian, and Dorothy Huston, film writer, formerly with Gaumont British, in Las Vegas, Nev., August 18.

NANCE-FUNKE—Bally Nance, Loop-o-Plane operator with the Gold Medal Shows, and Josephine Funke, Waterloo, Ia., in Decorah, Ia., August 21.

POUNDS-CARRICO—Clarence Pounds, son of Mr. and Mrs. Charles Pounds, operators of the Midway Cafe on Mighty Sheesley Midway, and Martha Carrico, concessioner on the same show, in Terre Haute, Ind., recently.

PRIPPS-MARTIN—Eddie Pripps, member of Red Nichols' orchestra, and Martha Martin, nonpro, Palestine, Tex., in Fort Worth, Tex., August 27.

RENDINA-JACKSON—William Rendina, Kansas City (Mo.) musician and son of Savino F. Rendina, orchestra conductor and accompanist, and Betty Jackson, nonpro, in that city August 27.

WEHLE-CRIDER—Billy Wehle Jr., son of Billy and Marion Wehle, owners of Billroy's Comedians tent show, and Raby Crider, daughter of Hal and Grace Crider, with the Billroy show, in Manokato, Kan., August 26.

YARNELL-OSBORN—Bob Yarnell, concessioner, and Dorothy Dean Osborn, of the *Miss America* cast on the Gold Medal Shows, in Decorah, Ia., August 21.

Births

A 7½-pound daughter to Mr. and Mrs. Murray M. Ross recently. Parents are theater and night club entertainers.

A son to Mr. and Mrs. Myron Blank in Des Moines, Ia., August 27. Father is associated with the Central States and Tri-States Theater corporations. Mother is the former Jacqueline Navran, of Kansas City, Mo.

A five-pound son to Mr. and Mrs. William (Tex) Knoll, attaches of Heller's Acme Shows, recently in Hammonton, N. J.

A son to Mr. and Mrs. Victor Farley in Oakland, Calif., recently. Father is a penny pitch concessioner with Crafts 20 Big Shows.

Twin girls to Mr. and Mrs. Cecil Carmichael in Bethesda Hospital, Cincinnati, August 24. Father is special events director for Station WKRC.

Divorces

W. E. Franks from Elsie Franks in Atlanta September 1.

Margot Grahame, stage and screen actress, from Francis Lister, English actor, in Reno September 2.

Venita Varden Oakie from Jack Oakie, film comedian, in Los Angeles August 29.

Al G. Pinard Jr., musician, from Marjorie Werk Pinard, nonpro, in Macon, Ga., recently.

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:
Name; age; place and date of birth; home address; number of years in amusement business, or if in allied field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

Biographies

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Behee, Mrs. Rose, Franklin, C. O., 20c
Bowen, D. M., 30c
Castro, Dora, 3c
Conlon, J. J., 10c
Cook, Chas. F., 10c
Cox, O. O., 6c
Donner, Chas. J., 6c
Cushing, Capt. F. H., 6c
Doran, Richard, 6c
Heck, Luther, 11c

Women

- Abbott, Mrs. Noel Lee
Abdella, Genevieve Adams, Mrs. Gladys
Allen, Peggie
Allison, Blanche
Amara, Thelma
Anderson, Helen
Andre, Nitzia
Anna, Mlle.
Anthony, Orpha
Anthony, Mrs. W. W.
Applegate, Joy R.
Archer, Mrs. J. V.
Arnold, Evelyn
Arnhelm, Mrs. Edw.
Artis, Anna
Austin, Mrs. Z.
Ayers, Mrs. J. D.
Baily, Mrs. Gloria
Baldwin, Mrs. Billie
Baldwin, Mrs. Florence
Bales, Vada Lee
Balis, Mrs. Dorothy
Barbara, Mrs.
Barber, Bobbie
Barfield, Mrs. Dolly
Barker, Joyce
Barry, Mrs.
Bars, Mariou
Bartlett, Jackie
Bartok, Mrs. Betty
Baxter, Mrs. Beck
Bedoni, Nellie
Beers, Mrs. Sadie
Behney, Elsie
Beisel, Marge
Bell, Bee
Benbow, Mrs. Margie
Bennett, Cleo
Berridge, Eileen
Bierly, Lou Ann
Bill, Madam
Bingo, Mrs. Billie
Birkman, Mrs. Wm.
Bisnany, May
Bixler, Elsie
Black, Mrs. C. L.
Bladdie, Marvin W.
Blaney, Beverly
Blizzard, Loretta
Blount, Mrs.
Lucinda
Bobbett, Wauvnetta
Bohn, Mrs. Grace
Boisau, Isabel
Bookman, Edith
Bookman, Mrs.
Boone, Mrs. S.
Bowman, Mrs.
Frank L.
Bowman, Mrs. Iva
Brabham, Blanche
Brady, Mrs. Fred
Bryman, Pauline
Bryant, Mrs. Velma
Breese, Mrs. W. M.
Britton, Helen
Brown, Elizabeth
Brown, Mrs. Zuelien
Brownston, Mrs. A.
Brunfield, Mrs. Dewey
Bryant, Florence
Buchanan, Mrs. Margaret
Buck, Mrs.
(Dolletta)
Bunnell, Betty
Burdge, Irene
Burrell, Virginia
Lee
Butler, Mrs. Tom J.
Byers, Patty
Cain, Lou
Calkins, Lola
Campbell, Mrs. W. S.
Canoe, Mrs. Jimmie
Cantara, Mrs. S. J.
Carajona, Mrs.
Carejo, Mrs. Clara
Caricafie, Hazel
Carlson, Mrs. Lee
Carp, Jewel
Carroll, Kay
Carroll, S. J.
Carson, Mrs. Freddie
Carter, Mrs. Mary
Caughey, Mrs. R. J.
Cayser, Jean
Chapman, Mrs.
Fern
Check, Bernice
Checks, Mrs. Gilbert
Clark, Nell
Clark, Virginia
Coatney, Mrs. Annie
Coleman, Olivia
Collie, Rubie
Consigns, Lucille
Conway, Mrs. Edith
Cooper, Mrs. Helen
Corrine, Mlle.
Costello, Mrs. Lois
V.
Cox, Lillian
Crawford, Mrs. R.
Crowe, Mrs. C. H.
Culverhouse, Mrs. J. L.
Cunningham, Con
Curtis, Edna

- Humphreys, Mrs. Edna
Humphreys, Gladys
Huntington, Thelma
Isom, Mrs. Sophia
Jackson, Babe, Cyclist
Jaffery, Mrs. Molley
James, Mrs. A. F.
Jennings, Mrs. Tony
Jewell, Mrs. Bessie
Jewell, Mrs. Clifford
Johnson, Mrs. A. F.
Johnson, Mrs. R. A.
Johnston, Mrs.
Janetta
Johnson, Orrel
Johnstone, Mrs. Fannie
Jones, Alma
Jones, Mrs. C. B.
Jones, Mrs. Dewey
Jones, Mrs. Flo
Jones, Mrs. Virginia
Jones, Mrs. Viola
Justus, L. M.
Kamm, Mrs. Clara
Karnes, Dorothy
Karral, Kay
Kearns, Mrs. Jean
Keating, Kathryn
Kennedy, Chic
Kenny, Ann
Kerow, Mrs. Wm.
Ketzier, Dolly
Kimerer, Mrs. Dora
Kimmerer, Mrs. Max
King, Carrie Mae
King, Helen
King, Mrs. Walter
Kirkland, Mary
Knight, Mrs. Nady
Knowlton, Marion
Koehler, Mrs. Harry
Koepfel, Mrs. Gladys
Krom, Helen
Kuhn, Mrs. Georgia
LaGracia, Madam
LaMar, Dolores
LaSalle, Mrs. Constance
LaSalle, Mrs. Mary
Lafollore, Imilia
Lane, Mrs. John L.
Lanvartie, Mrs. Lena
Lawson, Estelle
Lefroy, Eva M.
LeRoy, Patsy
Lee, Mrs. Anna
Lee, Mrs. Lily
Leonard, Dolly
Leonard, Mrs. Fred
Leonard, Mrs. K.
Leonard, Mrs. Harry
Leonard, Batty & Fred
Leonard, Mrs. Bettie
Leuell, Lena
Levine, Mrs. Ben
Levy, Mrs. Helen
Lewis, Mrs. Dick
Libby, Mrs. Myrtle
Libby, Mrs. Frank
Liedtke, Mrs. V. A.
Linhart, Mrs. D. W.
Lindsey, Mrs. Marge
Liniam, Doris
Livmore, Belle
Lloyd, Mrs. Polly
Lobdell, Bernice
Lovell, Mrs. Virginia
Lyons, Mrs. Elizabeth
MacDonald, Mrs. Hazelle
MacFarland, Mrs. Harry
McGee, Jeanne
McNally, Mrs.
McBride, Avolyn
McGhee, Mrs. Bertha
McKee, Nancy
McLain, Dorothy
McNally, Mrs.
McNutt, Mrs.
Goodwin, Jeanette
Grabbe, Ella
Graves, Jammie
Gray, Isabelle
Gray, Mrs. Roy
Gregory, Mrs.
Chester
Grey, Glenda
Griffith, Mrs. B. S.
Grison, June
Gross, Mrs. Geo.
Gundy, Mrs. May
Gutshall, Althea
Hahn, Mrs. Pegg
Halena, Princess
Hall, Mrs. E. U.
Hammond, Dorothy
Hammond, Mrs. Babe
Hammond, Mrs. Earl F.
Haney, Mrs. Shannon
Hanson, Mrs. J. J.
Harden, Mrs. L. H.
Hardy, Mrs.
Katheryn
Harman, Elise
Harmon, Mrs. Rosa
Harp, Mrs. Roxie
Harris, Mrs. Ben
Harris, Gladys
Pepper
Harris, Margaret &
Harrison, Marcella
Harvey, Mrs. Henry
Hasley, Mrs.
Hosvett P.
Metzler, Mary E.
Metz, Grace
Miller, Iva
Miller, Mrs. C. M.
Miller, Jean
Miller, Lucille
Miller, Mrs. Mary
Miller, Sadie
Miller, S. A.
Mills, Mae W. R.
Miller, Mrs. W. R.
Misch, Mrs. Flora
Mitchell, Jean

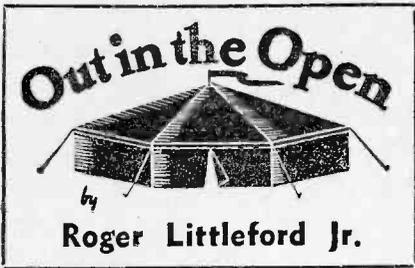
Letter List

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.

- Mitchell, Bertha
Monroza, Donna
Moorhead, Vivian
Moore, Mrs. Marie
Moody, Ruthie
Morgan, Mrs. J.
Morgan, Hila
Morriss, Mrs. W. R.
Moseley, Marie
Mruphy, Mrs. Warren
Myer, Margaret
Mylon, Marcia
Nasser, Georgia
Nazimova, Madam
Nelson, Joan
Nelson, Kitty & Jimmie
Nelson, Pauline
Nemar, Mrs. Shirley
Nevins, Mrs. Harry
Nicholas, Louise
Nixon, Bunny
Nolin, Dorothy
O'Ambrosio, Theresa
Omvaah, Mrs. Mary W.
Orr, Mrs. Odell
Otte, Mrs. Elizabeth
Owens, Mrs. Virginia
Page, June
Parker, Boots
Parkerson, Mrs.
Parks, Mrs. Willie
Parrish, Mrs. Kay
Pate, Blanche
Pearce, Katherine
Peardue, Agnes
Perse, Mrs. Hilda
Leonard
Peters, Mrs. Robt.
Petrae, Carmine
Phipps, Mrs. W. J.
Phillips, Mrs. Pearl
Pickens, Mrs. Inez
Pierce, Emma
Pierce, Mrs. Geo.
Pierce, Mrs. W. L.
Pope, Mrs. Billie
Potts, Mrs. Steve
Prites, Frances I.
Pugh, Mrs. Geo. W.
Quails, Mrs. Fern
Rafea, Deane
Rainhart, Ethel
Randolph, Mrs. Florence
Rattle Snake, Princess
Ray, Dorothy
Raye, Olga
Red Horse, Mrs.
Blanche
Reddings, Mary
Reed, Patsy
Reekie, Bobbie
Reese, Mrs. A. K.
Reno, Mrs. Helen
Reynolds, Mrs. Billie
Rice, Mrs. A. C.
Richey, Mrs. Leona
(Michael)
Riddle, Annette
Ries, Rita
Riley, Georgia
Riley, Olive
Rinehart, Mrs. Jack
Roberts, Dixie
Roberts, Fannie Lay
Roberts, Gracie
Roberts, June B.
Roberts, Mrs. Lula
Robinson, Alma
Rocco, Mrs. Hazel
Rocco, Mrs. Phil
Rogers, Peggy
Rosenberg, Mrs.
Mattie
Ross, Jackie
Rossano, Helen
Rossi, Evelina
Rowe, Mrs. Jack
Rush, Florence & Fred
Russell, Mrs. W. C.
Sanders, Betty Lou
Sanders, Pauline
Satti, Violet Mouse
Schellenberg, Mrs.
Schenks, Mrs.
Schmidt, Pat
Schmitt, Mrs. Edna
Schreiber, Mrs. Jean
Schuman, Pearl
Scott, Frances
Scott, Mrs. Mina
Seaton, Mrs. Helen
Seck, Mrs. Geo.
Sekula, Rosa Lee
Sesinger, Mrs. E.
Seymour, Lucille
Sharkey, Mrs. Geo. E.
Shean, Mrs. Frank D.
Sheppard, Mrs. L. A.
Short, Mrs. L. A.
Siegrist, Bebe
Silverlake, Johnnie
Simms, Mrs. J. W.
Simms, Kenner
Belle

- Briscoe, Benny F.
Brodel, Neal
Brown, Bob Rose
Brown, Bill Shorty
Brown, Ernest C.
Brown, E. L. Agent
Brown, James
(Bratty)
Brown & Lynn Show
Brown, Richard (Dick)
Brownell, Ray
Bruce, Edgar B.
Bruce, Kid
Brunks' Comedians
Brunner, Artie
Brunner, J. R.
Bryan, Charles
Buchanan, Skipper
Buchanan, Tommy
Buck, Arthur
Buck, Go Go
Buckland, Thomas
Bulfin, Emmet
Bug House & Hokum Show
Bukett, Charles
Bullock, R. T.
Bundy, Rudy
Bunnell, Wm. R.
Bunner, Eddie
Burgess, Hiram
Burke, Merle
Burkhart, Melvin
Burkuel, Duke
Burlington, Jack
Burns, Blakie
Burns, Bobbie
Burns, (Hi-Brown)
Burriss, E. H.
Burns, Robt. H.
Burt, Charles
Burto, Frank (Frenchy)
Burto, L.
Burwell, Hal
Butler, W. R.
Butter, Bill
Button, Geo.
Buttens, W. R.
Byars, Ralph
Byers, Lawrence
Byrd, Steve
Cadeux, Fred J.
Cagan, Frank
Cain, J. L.
Caines, Clarence H.
Calk, Fred
Callahan, J.
Calliff, Robt.
Campbell, Frank A.
Campbell, Lloyd
Campbell, Mason D.
Candra, Joe
Cantara, S. J.
Carlos, Don
Carlson, Edward
Carlson, Frank
Carner, J. Bill
Carpenter, Bill
Carrington, N. W.
Carter, Day
Carson, Freddie
Carter, Felton
Peewee
Carter, Fred
Caruthers, Bob Lee Myra
Cary, Ray
Cash, Lester Garret
Castro, Harry
Cassandra
Cassidy, Edward
Chalkias, Wm. Nick
Chapman, Wayne
Chappell, Delisle & Co.
Charneski, Felix
Chavonelle, Roger
Checo-Checo
Cheneweth, Jack
Chernut, Geo. T.
Chester, C. B.
Chilberg, Pete
Childers, Ralph
Childs, Solie
Christ United Show
Christain, C. B.
Christine, Russell Co.
Christo, Tom
Church, John
Ciaburri, J. P.
Cimino, Joe
Cinillo, John
Clair, John E.
Clark, Archie S.
Clark, Bozo
Clark, Cliff
Clark, Keith
Clark, M. P.
Clark, Paul
Clayson, Richard
Clayton, Clarence
Clem, Bob
Clifford, Lou
Clifton & Jules
Cline, John
Clint & Clark
Coburn, Thomas
Cochran, R. F.
Cockerell, Geo.
Coddins, H.
Cody, J. M.
Cogle, Jack W.
Colb, Matt
Cole, Jack
Cole, Rex
Coleman, H. S.
Coleman, H. C.
Collier, John, Comedians
Collings, Bill & Alice
Collins, Dean P. A. Carlton
Collins, D. J.
Collins, Elbert
Comin, Clifford
Comalla, Chas. (Clown)
Comer, Winter A.
Compton, Harold
Constock, Edw. A.
Conatser, Geo. L.
Conceilo, Arthur
Conder, Frank
Conger & Santo
Conkling, Will E.
Conley, Thomas F.
Conlon, J. G.
Cunn, Harry E.
Conrad, Robert
Conrad, Tex
Converse, Art
Conway, Danny
Conway, Dewey
Conway, H. D.
Conway, W. S.
Cook, Charles Wm.
Cook, Dea
Cook, P. E.
Cook, Harry
Cook, P. C.
Cooke, Bobbie & Frank
Cooper, Arley
Cooper, Jimmy
Corbin, Kenneth C.
Corey, Ralph
Correa, Othel
Correa, Eric
Corson, Fred
Costa, Geo.
Costa, Zeke
Couch, Cash
Country, Chas. Klutz
Couts, Cootie
Coyote, Al
Craigan, Gordon
Crago Players
Craman, M.
Cramer, Fred
Craver, Geo.
Cravat, Nick
Crazier, R. B.
Crawford, L. L.
Creator, Maestro
Crenniss, Prof.
Crenshaw, Edw.
Crenshaw, Tarzan
Crisman, Blakie
Crittenden, Wm.
Cronin, J. L.
Crowder, Geo. L.
Crowe, Donald S.
Crownson, W. P.
Cruse, Lloyd
Cruz, Dewey
Curran, Mike
Curry, Chas.
Curtis, M. O.
Curtis, V. E.
Curwell, Ted
Cushing, Capt. F.
Dabbs, Cecil
Dabney, M. P. (Tex)
Dale, Billie
Dallas, Johnce
Daly, Jack
Dams, A. C.
Dana, Gene
Danwell Troupe
Dardarella
Dare, Wally
Darling, Earl W.
Darling, Jack
Darrow, Sherry
Darrow, John
Datson, Frank
Davenport, Ben C.
Davenport, Orrin
Davis, John W.
Davis, Wm.
Dawn, M.D.
Dawson, Back, Players
Dawson, W. G.
DeBell, Major
DeBrea, John
DeCardos, The
DeCleo, Mystic
DeLong, Fred
DeMars, Lawrence
DeMitchell, Otto
DeRay, Gene
DeVore, Chas. H.
DeWolfe, Linton
Debow, Jimmie
Decker, Earl
Decker, Otis
Delaney, J. D.
Dell, E. M.
Delmo, Joseph
Delmonte, Joseph
Delmonte, Lou
Delno, The Great
Delotch, Chick
Demetro, Tom
Demetro, Sam
Dengler, Geo.
Dennis, W. Burt
Dennis, Chas.
Whitney
Derbois, Henry J.
DesJardin, Tom
Devere, C. M.
Devlin, Robt.
Dexter, Bob
Dilglossok, Mr.
Dillery, Delmar
Dillon, Ty (Dunn)
Dimario, Harry
Dime, Jake
Disney, Verne
Dixon, Howard M.
Dobbs, Robert E.
Dodson, Darby
Dodson, Eddie
Dolan, Roy
Dolan, Roy
Donohue, Chas. F.
Donohoe, H. A.
Donnelly, James
Donnelly, Russell
Doonan, H.
Doonan, H. H.
Doolin, Fred
Dorman, Geo. F.
Dorrell, James G.
Dorsey, Geo. Lee
Doto, Phil
Dowdy, S. H.
Doyle, Harry
Doyle, S. B.
Drake, Harry
Draper, Roy
Drouillon, Frank D.
Duble, C. E.
Duckoff, Concessioner
Duffy, Bruce J.
Dugan, John
Dugan, Wm. W.
Dunbar, Leo Jack
Dunbar, Smokie
Duncan, C. W.
Dunlop, Pop
Duplessis, Ernest
Perry
Durall, Toby
Durante, Al
Durgin, Elson
Dye, Cecil
Dyke, Chief
Eagle, Edw.
Eagle Eye, Geo.
Earle Jr., Geo.
Eaves, Frank
Eaves, Genrin
Edwards, J. D.
Gowdy, N.
Eisenmann Jr., Gus
Elam, Rufus
Ellis, Bob
Elliott, Silas C.
Endicott, Gilbert
English, C. L.
English, W. H.
Enoch, Ray
Ephraim, Frank
Epton, L. R.
Ernest, L. R.
Erzel, John
Etzel, Stephen S.
Eule, Joseph
Evans, E. C.
Evans, Geo.
Evans, Harlan
Evans, Jack
Evans Jr., Robt. L.
Evens, Davey
Ewitts, Geo. E.
Eysters, Harry
Ezario, Joseph
Fabian, Joe
Fabry, Steve
Fagan, Pete
Fairbanks, G. E.
Fallan, Charles
Farrell, Geo.
Farrell, (Frisco)
Farrell, James B.
Farrell, John
Farrington, J. L.
Faulkner, Robt.
Fay, Charlie
Feazell, Robt.
Fendrick, Boydie
Fenton, Paul
Ferguson, Daniel
Ferguson, Danny
Ferguson, Huddle
Ferry, Slim
Ferris, Lester
Finn, Tobias
Fisher, Bob L.
Fisher, Robt. L.
Fitzgerald, Babe
Flynn, Jerry
Folk, Carl J.
Folkerson, Rubo
Fonda, Gordon
Ford, Art
Ford, C. L.
Ford, Chester
Ford, G. L.
Forsyth, Del. Joseph
Forsyth, Del.
Forsythe, F. Mitchell
Fort, Bill
Fort, Harold M.
Foster, Jacky
Foster, Robt.
(Flackie)
Fowler, Tommie
Fox, John
Foxworth, Doc
Foye, Doc John E.
Francis, John
Francisco-Amer. Novelty Co.
Franklin, P. C.
Franklin, Wiley
Frazier, Owen
Frazier, Al
Frederick, Cecil
Frederick, Henry
Frederick, Ray
Frederick, Ray
Freuch, Buck
Fried, James
Friedrichsen, Fred
Frost, Frank
Fuder, Geo. A.
Fuer, Edw. G.
Gains, F. W.
Gale, Larry
Gallagher, Eddie J.
Gallagher, Jack
Gallup, Jack
Gambie, Curley
Ganch, John
Gann, James
Gannon, John
Patrick
Gardner, Orville
Garner, Bryant R.
Garner, Joe H.
Garrison, Jns
Gates, Aron
Gatton, Harold H.
Gay, Willie
Gayle, Gus
Gear, Billy
Gene, Jake
Geneva, Glen
Gentry Bros.
Gentry, M. B.
George, Miller
George, Peter
Gerber, G. A.
Gerber, Guy Louis
German, Wm.
Gilbert, Art
Gile, Ozzie
Gillon, H. C.
Gill, Red
Ginsburg, Sam
Gise, Willie
Gish, Nicholas
Glascock, D.
Glen, J. L.
Glosson, Jack
Gluskin, Sam
Godfrey, Jerry
Godfrey, Lonnie
Goff, Newell
Goglia, Joe
Goldberg, Joel
Golden, at
Goldstein, Morris
Good, Charlie
Good, Elwood
Good, M. W.
Gooding, Mr.
Goodman Jr., Joe
Goodridge, Johnnie
Goodwin, John
Blackie
Gorda Frank
Gordon, Alvin
Gordon, Buster (High Diver)
Gordon, C. C.
Gordon, Danny
Gordon, Gene
Gordon, Geo.
Gordon, Harry
Dudley
Gordon, Robt. A.
Gordon, Thomas
Gorman Jr., James F.
Eaves, Frank
Eaves, Genrin
Edwards, J. D.
Gowdy, N.
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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



NEW YORK, Sept. 3.—As promised by fair officials in early summer, August saw the concession ball really begin to roll at New York's 1939 World's Fair. Handicapped by no end of red tape, opposition from within the fair organization and absurdly conservative boards of approval, at one time it looked as tho a contract for a concession never would become an actuality.

But the ice broke in late July and by the end of last month new amusement zone attractions were joining the concession ranks almost daily. On September 1 there were approximately 55 participants in the big fun area, concessions either completely signed or bearing final indorsement of the fair with assurance of being a part of the Flushing picture. They range from the run-of-the-mill carnival ride to tremendously expensive roller coasters; from the typical amusement park walk-thru to theatrical extravaganzas. Apparently there will be sufficient novelty and ingenuity displayed on Flushing Meadows next summer despite reports (usually of the sour-grapes variety) that nothing much will be revolutionary and that the fun zone will be little more than a glorified carnival midway.

A few months ago it seemed that the outdoor showman was "out in the cold" as far as fair acceptance was concerned. Today quite a few well-known exposition and carnival folk are already represented with attractions. Harry C. Baker and Harry G. Traver, for years prominent figures in the amusement park and expo pictures, are leading the way with more than a dozen rides and walk-thrus; E. W. McConnell, another expo veteran, has landed more than his share of novelty shows; Lew Dufour and Joe Rogers, who must be a part of every world's fair, are in with a show and an elaborated Boomerang; Clif Wilson, carnivalite, is set with an animal show; Dr. Herbert Couney, Coney Island incubator op, will save babies at the fair; Colonel Billingsly will be there with a tribe of Indians; Frank W. Darling is subleasing acres of midway ground in his kiddyland sector; Dodgem Corporation has done business; Frank Buck will desert the circus for a jungle show at Flushing; Norman Bartlett, who has built rides from Coast to Coast and thru most of Europe, has the big rides for 1939.

To be sure, there will be plenty of indoor entertainment and it will be a vital part of the amusement set-up, but there will be almost equal representation of outdoor features. By no means has outdoor show business been neglected by the formulators of amusement zone policy. On the contrary, that sort of enterprise has been given special attention in recent weeks. Many more attractions have yet to be signed and this pillar is resting confidently with the assurance that many more names known to a Century of Progress, San Diego, Dallas, Ft. Worth, Cleveland, etc., as well as on State fairgrounds and in leading amusement parks, will be in lights, big bright ones, when A World of Tomorrow opens eight months hence.

On Broadway—Showmen are awaiting with interest the introduction of Jai Alai at the Hippodrome next week. The game, long a leading sport in Cuba and Mexico, has possibilities as an American professional attraction, many believe, but they're waiting for the Hippo to guinea-pig it. . . . Altho outdoor rodeos thru-out the East have had anything but a financially successful season this year, Madison Square Garden is expecting a banner run when the alleged "World's Championships" open there in October. City folk seem to go for the Western stuff with more zeal than their country cousins, who have been watching Wild West shows and rodeo units for generations.

Despite all the squawks early this year, New York State auto license plates will again carry the World's Fair ad in 1939. . . . Sam W. Gumpertz, general manager of Hamid's Million-Dollar Pier, Atlantic City, departs for Europe shortly after close of the Pier's season. . . . And Jack

Rosenthal, co-operator of Palisades (N. J.) Park, heads the same way this fall. . . . Namy Salih converts his Newark arcade into a museum again this week. G. W. Trafford, of the Tower Amusement Park Enterprises in New Brighton, England, will shortly visit this country. . . . Clem Schmitz, insurance dispenser, will be off for the South and Southwest ere long to contact carnivals and circuses. Will probably hit the Robbins and Sparks shows first.

J. A. Wagner, past president of the Circus Fans of America and president of Des Moines Union Railway Co., was a brief New York visitor following his conference with American Federation of Labor officials in Atlantic City. Wagner is one of the leaders in the CFA's "Save the Circus" campaign. . . . The WPA Federal Theater Project is preparing a history of the New York WPA circus for publishing in book form. Wendell J. Goodwin, the press agent, is preparing the manuscript. . . . J. R. Reddy, of Ringling-Barnum Corp. legal department, back in town after a visit to the Barnes-Sells-Floto show.

Eddie Vaughn has returned from the Hagenbeck-Wallace Circus and points west. Will remain here indefinitely. . . . Frank and Paul Miller, concessioners, visitors this week. They are taking things quietly near Long Beach and will not play fairs. Frank has recovered remarkably from his recent illness. . . . They say Zack Terrell, manager of Cole Bros.' Circus, is undergoing a physical check-up at the Mayo Clinic in Rochester, Minn. William Judkins (Red Onion) Hewitt, ex of *The Billboard*, in town for a week's visit, then off to Virginia to visit relatives. He's on the loose again and having a wonderful time.

Hartmann's Broadcast

THERE never can be too much said in the daily newspapers and over the radio on the value of a carnival to a town or city. We are glad to see the Royal American folks keeping up the good work about which we told you some months ago.

At the Tri-State Fair in Superior, Wis., last week, both the daily paper and radio stations seemed interested in the story behind the operation of a large carnival. In a radio broadcast from the midway by Station WEBC general expenditures and information already printed by *The Billboard* in past issues was "aired," and the news article, which we are reprinting herewith, followed in *The Superior Telegram*. Headed "Show Employees Spend \$2 Daily While in City," the news item reads:

"Owners of the Royal American Shows, now supplying midway attractions at the Tri-State Fair, estimate that the average person employed by the show spends not less than \$2 per day while in Superior.

"Approximately 1,200 persons are connected with the show, owners said, and this would mean that about \$2,400 is spent daily by the employees here.

"This outlay does not include expenses incurred by the show in purchasing water, lights, employment of trucks for hauling purposes or other incidentals, Carl J. Sedlmayr and Curtis and Elmer Velare, owners, declare.

"The Royal American Shows turn over to the Tri-State Fair a percentage of the money taken in at the fair.

"A carnival such as the Royal American Shows is an agency for revolving money in a community and every branch of business profits in some manner by the amusement enterprise, owners reported."

Let's see more carnivals get behind this good work.

IF District Attorney John L. Cutshall carries out his threat—and we don't doubt that he will—game concessions will have a much different appearance on the midway of the Allentown (Pa.) Fair this year. Last spring the D. A. issued an order banning all forms of games of chance, and he now says there will be no exceptions to this order at the fair.

Games operated for cash and those where the public has no chance of winning should be barred from fairs, educational institutions that they are, but putting the kibosh on straight merchandise wheels and other stock concessions

having an element of chance is going to put a big crimp in Allentown's midway receipts, it is almost a certainty. And not only that, it is going to rob the public of a lot of fun which is expected on the midway of a fair.

It is too bad Allentown did not follow in the footsteps of the York and Bloomsburg fairs, which for several years have had a showman thoroly familiar with all methods of operation of concession games—J. F. Murphy, should you care to know his name—handle the duties of censor of their midways. Now everybody is well satisfied there—directors, officers and, most important of all, the public.

PERFORMERS and workmen don't mix—in a labor union. Performers want their own organization, especially since the labor trouble which resulted in the closing of the Ringling-Barnum circus at Scranton, Pa. Performers who were with the show at the time will attest to this.

AKICK about wages of ride foremen and ride help comes from John Youngbauer, apparently a ride man, of 245 East 34th street, New York City. He wants to know how some carnival owners expect such employees to get along and keep clean on \$8, \$12 and \$15 a week, and especially when there is no payoff.

"I have been on some shows this season," says Youngbauer, "where the ride help had to wear shirts, bearing the name of the show, so long that they rotted on their backs."

If the shows of the guilty owners make no better impression with the public than the ride men with advertising shirts on their backs rotting, then it can readily be seen why the wages are low and in some instances conspicuous by their absence.

But what can be done about it? Nothing, apparently, except to wait until such shows go out of existence thru no public support at all—in the hope that creditable ones will take their places.

IT IS a common thing for daily newspapers to crack down on carnivals after they have left town, blaming the shows for law violations and doing things considered objectionable, instead of aiming their guns at those locally responsible, where the roots of the evils really lie.

Therefore it is good to find an exception—*The Alexandria (Va.) Gazette*. To bear out this statement, we quote a paragraph from an editorial in *The Gazette* of August 27, headed "Carnivals and Law Enforcement." It reads:

"We think the time has come when the responsibility for our lack of law enforcement should be fixed. The law-abiding citizens of this community who have the best interests of our city foremost in their hearts are entitled to know who is responsible when there is failure of enforcement."

Notes From the Crossroads

By NAT GREEN

FAIR DAYS are happy days, and it does one's heart good to see huge crowds packing and jamming grand stands, midways and exhibit halls. We watched them cheer Barnes-Carruthers' *Belles of Liberty*, Ralph A. Hankinson's auto races, Jimmie Lynch's Death Dodgers, Greer's Rodeo and Thearle-Duffield fireworks at Wisconsin State Fair, and it was great stuff. Then we jumped a rattler for Des Moines and the same thing was repeated. Saturday afternoon grand-stand crowds were so great they almost got out of hand. At night, again capacity. Same thing Sunday—and they kept coming, giving Iowa State Fair one of the greatest weeks it has ever had. On the Beckmann & Gerety midway shows, rides and stands did rushing business. And, by the way, B. & G. have a beautiful midway, its neon-lighted entrance, towers and fronts making a gorgeous picture.

The office wagon and its accompanying reception top were a favorite meeting place. Ralph T. Hemphill, Maurice W. Jencks, Noble C. Fairly, M. E. (Pat) Bacon, Frank P. Duffield, Ida Cohen (they are calling her the insurance expert from Chi), Larry Hogan, Phil Little and others dropped by while we were there, and Fred, Barney, "Mac" and Walter Hale

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No telegraphed advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.

Vol. L. SEPTEMBER 10, 1938. No. 37

was a continuous reception committee. Over at the grand stand Art Corey and Mike Barnes chewed their fingernails on Thrill Day while "Admiral Throttlebottom" kept them guessing with his daredevil airplane stunting.

Over in the infield a big guy introduced as the "Ambassador from China" held open house. Another big guy whom Pat Bacon designated as "Chiselin' Slim" kept insisting that Jack Story, announcer, tell the story of Juan Somebody-or-other that everyone had heard, while a dapper gentleman from Milwaukee made facetious remarks about a Mr. Montgomery and Mr. Ward. But it was all in fun, and Chief of Police Albers and his wife, who happened along, got a big kick out of the good-natured but not so subtle banter.

From California Edna Curtis writes that she is doing nicely with her acts and that the Coast fairs are well patronized. . . . Edna entered the Gay '90s free-for-all in the Stockton horse show and, with an aged rig and Beeswax comedy mule, won a \$25 prize. . . . J. A. Wagner, railroad president and Circus Fan, was a daily visitor at the Des Moines fair and could be found in the vicinity of the Two-Hemisphere Wagon, where hundreds of fairgoers were signing the "save-the-circus" petitions. . . . Billy House, the comedian, has a P. T. Barnum photograph, autographed, that is the envy of collectors. . . . Eleanor Getzen-daner, jumping-horse rider, will play the Ak-Sar-Ben show. . . . S. L. Cronin returned to Chicago Wednesday after a visit with his brother in Hartford City, Ind., and left for the West Coast, stopping en route to see the Al G. Barnes show. . . . Rube Liebman, decked out in a million (more or less) medals and chin-piece, was a familiar figure around the Iowa State Fair grand stand, where he ballyhooed the show. . . . Carl J. Sedlmayr stopped off in Chicago on his way from Des Moines to the Royal American Shows in Superior, Wis. . . . Johnny O'Hara back from the West Coast and can't enthuse over the San Francisco fair.

Edward H. Bean, director of Brookfield, Ill., Zoo, is trying an interesting experiment. He has placed apacacs, anteaters and other animals, reptiles and birds from South America together, with no bars separating them. This was done some three weeks ago and so far there have been no casualties. The colony seems to be getting along amicably.

WPA Big Top Is Destroyed

Lost in fire at Throggs Neck, Bronx—stand best of the season

THROGGS NECK, Bronx, N. Y., Sept. 3.—The WPA Federal Theater Project's circus closed its engagement here August 27. About 10 minutes after the tent had been cleared fire broke out in the rear-center grand stand and destroyed the big top, a 110-foot round top with a 40 and two 30s. Joe Wall, superintendent of properties, and his boys worked hard and managed to save all of the performers' equipment. Another top has been obtained.

The show had the best business of the season here. Every house was a winner. It was the first week that the show received a break in the weather since the season began.

Announcement has been made by the executive staff of the show that they have been officially notified by Walter M. Buckingham, national secretary-treasurer of the Circus Fans' Association, that at its recent convention held in Madison, Wis., the unit adopted several resolutions lauding the success of the WPA show, heartily indorsing the aims and program of the circus in providing employment for unemployed and needy circus folk and at the same time providing an opportunity for thousands of children to see a circus at a moderate admission fee. Copies of the resolution were sent to Harry Hopkins, Aubrey Williams, Mrs. Ellen S. Woodward, Mrs. Hallie Flanagan, George Kondolf and Paul Edwards.

It also has been announced that a history of the WPA show since its inception in 1935 is being prepared for presentation to a publishing company, the manuscript of which is being prepared by the writer, Wendell J. Goodwin, general press representative.

Gainesville Free Attraction for Ft. Worth Store

GAINESVILLE, Tex., Sept. 3.—Playing a two-day engagement for Leonard Bros.' department store as a free attraction in Will Rogers Memorial Auditorium at Fort Worth September 1 and 2, the Gainesville Community Circus entertained thousands of kiddies at the store's annual kiddies' party.

Performance was presented with usual set-up minus canvas, the center poles being set up in the big building to carry the rigging, while the show's 2,500 seats were also set up to supplement the 7,500 permanent seats.

The Gainesville circus' engagement at (See GAINESVILLE FREE on page 59)

Nashville Big For Robbins Bros.

NASHVILLE, Tenn., Sept. 3.—Robbins Bros.' Circus played here Monday to big business, having capacity house in the afternoon and a turnaway at night. The management stated that business has been quite satisfactory the past few days. Show is headed for the Carolinas and will probably go south from there.

Many Letters Received On "Save the Circus"

DETROIT, Sept. 3.—Letters are coming in at the rate of 40 to 50 a day demanding restoration of the Ringling-Barnum circus to the road, Fred L. Shaw, chairman of the CFA's Save the Circus Committee, told *The Billboard* this week.

Intervention by President Roosevelt is anticipated, Shaw said, adding: "We think there is sufficient demand so that President Roosevelt will do something about it. President Melvin D. Hildreth, now in Europe, is going to take the matter up with Mr. Roosevelt when he gets back with indications of public sentiment to back him up."



"TEX" COOPER, famous 101 Ranch cowboy, closed a summer run as sheriff and host at Tom Endicott's Dude Ranch on the Boardwalk in Atlantic City, Labor Day, and soon will return to picture work in Hollywood. He is shown here with his \$50 Panama hat looking at *The Billboard* to see if he can pick a show that will stay out next season. "Tex" had the Col. Tim McCoy Wild West fold on him in Washington, D. C., early in the season. He is the oldest active cowboy on the road today and still does his old Buffalo Bill shooting act on horseback.

Seils-Sterling To Go on Block

SHEBOYGAN, Wis., Sept. 3.—The Seils-Sterling Wild Animal Circus will be sold at public auction in Sheboygan September 19 after operating for more than 17 years.

The show was organized in 1920 by three brothers—Bill, Pete and Al Lindemann. In 1933 Al bought his brothers' interests and continued to operate the show until this year.

It grew steadily from four trucks and a crew of 12, using gasoline torches, to a caravan of 66 motor-driven vehicles and a personnel of 350 people—one of the largest motorized circuses on the road. It enjoyed a reputation for clean, high-class entertainment.

King Featured With Fernandi

MEXICO CITY, Mex., Sept. 3.—The Circo Fernandi is playing a 60-day stand in the heart of the city. Manuel King and his lions, an American act, are featured. The show is drawing.

Barnes Show Draws at Jefferson City Despite Labor Union Action

JEFFERSON CITY, Mo., Sept. 3.—Despite action of the central labor union here placing it on the "unfair list," the Al G. Barnes-Sells-Floto Circus played to near-capacity houses at both performances here August 29. Altho the union did not picket the grounds, it conducted an advertising campaign against the show.

Show was characterized by local newspapers as "greatest to visit this city," and plenty of space went to Frank Buck and other headliners. Dolly Jacobs, Frank Buck and others were interviewed on the air, and Buck spoke at civic club luncheon.

Charges Against Show

DES MOINES, Ia., Sept. 3.—Charges of exhibiting a circus without a license have been brought against the Al G. Barnes-Sells-Floto Circus following its recent showing at Ottumwa, Ia. Information against the circus was signed by County Attorney E. J. Grier and was filed in District Court after the show had played just outside the city limits.

The Wapello County Fair at Eldon opened on the same date. Circus representatives at first brought a mandamus action against the board of supervisors

Mighty Haag Show in Storm

Big top badly damaged in blowdown at Rochelle, Ga.—no one injured

ROCHELLE, Ga., Sept. 3.—The Mighty Haag show was the victim of a terrific sudden storm here last Saturday night.

The big top was badly damaged in the blowdown, houses were unroofed near by, and there was considerable property damage. No one with the show was injured.

Sunday found many troupers sewing canvas, and the following day in Vienna the big top was up again and everything moving smoothly.

Barnett's Hurried Trek to the South

RICHMOND, Va., Sept. 3.—Barnett Bros.' Circus has reached Southern territory in a few long jumps from Maine.

There was an over-Sunday move from Holyoke, Mass., to Morristown, N. J., around 200 miles. Two spots in Pennsylvania, Easton and Norristown, were played. Show is to make an overnight move of 130 miles from Annapolis, Md., to Richmond.

Richmond has given Downie Bros.' and Robbins Bros.' shows good houses this season.

Kingsport, Tenn., Big For Richard Bros.' Show

BOONE, N. C., Sept. 3.—Richard Bros.' Circus had two big houses at Kingsport, Tenn. Manager Richard Brandon and Ernest Whetsel met many friends and acquaintances.

Jack Taylor Troupe closed at Elizabethton, Tenn., to play fairs. Neal McCrea and wife joined at Newland, N. C., and Texas Slim Williams' Jo-Jo gorilla show at Glade Spring, Va. Show played day and date with Baxter's Comedians at Roan Mountain, Tenn. Recent visitors, James D. Winnie and Kent Maynard and Ora Ernest and daughter.

Two Good Days for Hebron

CANTON, O., Sept. 3.—Hebron Bros.' Circus had two good days its first week out at Hopedale and Piney Fork, O. It was the first circus in several years to play Piney Fork, a small mining settlement, and the play date was on a pay day. Show will continue playing thru Southwestern Ohio until mid-September, and will then move into the South, via West Virginia or Kentucky.

Tom Mix Disarmed

PLYMOUTH, Eng., Sept. 3.—When Tom Mix arrived here Thursday on the liner Paris for a vaude tour British customs officers took eight six-shooters and five rifles away from him. They were impounded until the American cowboy movie star obtains a license to import them or leaves the country. Mix led his horse, Tony II, ashore in person.

Wagner Expects Adjustment of Labor Troubles

DES MOINES, Ia., Sept. 3.—On returning to his home here last week from Atlantic City, J. A. Wagner, in a statement to the local press, told of his visit there with William Green, AFL president, for the purpose of discussing circus labor disputes, and said that he felt "further conferences will bring harmony out of difficulties resulting from unusual conditions circuses have had to meet in their 1938 tour." On the trip Wagner was accompanied by Karl Kae Knecht, another member of the committee, of which Wagner is chairman, appointed at the last annual convention of the Circus Fans of America to investigate the labor situation.

According to Wagner, who will have a meeting soon with Ralph Whitehead, of the American Federation of Actors, it is the contention of the CFA that the transient labor employed by circuses should not be organized in the same union as performers, adding that circuses average 320 per cent annual turnover in this class of labor. He also said AFL leaders told him they were conscious of public disapproval of the labor controversy that sent the Ringling-Barnum circus back to winter quarters shortly after its 1938 tour had begun.

Russell Circus Attached, But Tour Not Interrupted

CHICKASHA, Okla., Sept. 3.—Russell Bros.' Circus, now in its 21st week, is continuing its tour of Oklahoma, with Charles Moss, attorney, traveling along as representative of the District Court at Oklahoma City. Property of the circus was attached in Oklahoma City last Monday after three employees filed personal injury suits totaling \$67,000 as a result of a collision of two circus trucks at Enid August 20. The attachment was suspended, however, and Moss was appointed trustee by agreement of attorneys to permit the show to resume its tour at the close of its two-day engagement in Oklahoma City. Moss is to remain with the circus during the remainder of its stay in the State, pending further action in the damage suits.

The show went from Oklahoma City to Shawnee, where there was a promotional tie-up with the Elks, booked by T. Dwight Pepple and conducted by Mr. and Mrs. G. O. Dupuis. Late arrival, due to legal conferences in Oklahoma City, delayed the matinee until 4 p.m., but there was a sellout at night. The dates in Oklahoma City were (See RUSSELL CIRCUS on page 59)

Hinckley Closes With Parker & Watts Show

WAYNOKA, Okla., Sept. 3.—A. Lee Hinckley, band leader, closed with the Parker & Watts Circus Thursday. He and his wife will spend a few days at their home in Cleveland, Okla.; then go to Hot Springs, Ark., for a few weeks' rest.

Hinckley will have his dance band ready November 1. Will again be with the big tops next season.

DE QUEEN, Ark., Sept. 3.—George DuVall, ahead of Parker & Watts Circus, swung thru Southwest Arkansas the last week in August and scheduled several dates. Said that he found conditions in this lumber, cotton and oil section of the State looking fairly good.

DuVall said the show had played to good business in the Northwest and Middle West. Show is now moving across Northern Oklahoma and will enter Arkansas around Fort Smith.



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., Sept. 3.—New England Circus Fans closed their outdoor season at Holyoke, Mass., August 27 when they attended Barnett Bros.' Circus. Performance is well balanced, and show has an excellent eight-piece band. Every courtesy was extended by R. W. Rogers and others of the personnel. C. E. Davis and Jim Hoye, of Hartford, rode elephants in spec at the night show. Fan W. H. Judd, of New Britain, shot some movie scenes on the lot. The following fans

and guests were present: W. H. Judd, Jane Judd and Bill Day, New Britain; C. E. Davis and Jim Hoye, Hartford; Raymond L. Bickford, Greenfield, Mass.; Joe Beach, Springfield, Mass.; Bill Montague, West Hartford.

Gold Medal Shows broke a jump to Elkhorn, Wis., by showing at Rochelle August 29-31. Officials report that they did not break even on the spot, but the motordrome, the first one here in a number of years, did fair business. H. B. Shive, general agent, and Pat Ford, banner man, were callers at White Tops office, and the editor and his wife were their guests at the show one evening. Ray Dailey, former circus troupier, has the side show.

Fans reporting attendance on the Barnes show were Fred Schlotzhauer, of Oquawka, Ill., and Frank Upp, of Macomb. Schlotzhauer was on the show at Ottumwa, Ia., and states that it had about a two-thirds house on a very hot night. Upp attended at Keokuk and states fair houses at both performances. Visited with Terrell Jacobs and others.

F. E. Loxley caught the International Congress of Dare-Devs at New Bedford, Mass., August 22.

W. B. Fox Blasts Circus Blast

CINCINNATI, Sept. 3.—The Jackson (Miss.) Clarion-Ledger recently carried the following in its editorial columns: "In recent months a number of circuses have folded their tents and silently stole away to the bankruptcy courts, but in the midst of the current chaos and confusion has anybody missed them?"

Walter B. Fox, general representative of the Wallace Bros.' Shows (carnival), replied to this comment, writing the editor as follows:

"Has anybody missed the circuses? Yes, they have been missed by thousands of children and hundreds of adults to whom the circus will always be the great American institution. No other country in the world knows the circus as it is known in this country and the circus is the ONLY branch of the amusement business that has NEVER required a censor.

"It IS true that ONE circus was forced into bankruptcy thru no fault of its own, but it did NOT 'silently steal away into the night' as you intimate; in fact, its owners petitioned the U. S. Courts for bankruptcy in order to clarify the situation and protect its creditors.

"Other circuses that terminated their tours were forced to do so because of labor trouble, incessant rainy weather and poor attendance. But in NO case did ANY of them steal away 'like a thief in the night' as your editorial would have your readers believe.

"In writing editorial 'sticks' and space fillers such as the above it might be a good idea to thoroly investigate the subject on hand before sitting down at the typewriter to write such misleading inaccuracies."

Greenhaw and Others Pay Tribute to James Randolph

ELK CITY, Okla., Sept. 3.—L. B. Greenhaw, publicity man for circuses for 24 years, who was in this city ahead of Parker & Watts Circus recently, visited the grave and paid his respects to the man who gave him his first circus job, James (Jim) Randolph. Randolph was advertising man for the Sparks Circus for 30 years.

Greenhaw was accompanied by a party of 14, four of whom also worked under Randolph. They were Claude Morris, William Durant, Herbert Goerke and Glen Edwards. The party placed a wreath on Randolph's grave in Fairlawn Cemetery.

Patterson Biz Good; Show Is in 18th Week

CINCINNATI, Sept. 3.—Frank J. (Doc) Powers, general agent of Patterson Bros.' Circus, managed by J. C. Patterson, states that show is having good business. It is in its 18th week.

Program is under direction of Earl Smith, who also presents acts in the big show. Joe Mix has the Wild West concert. R. E. Feran is legal adjuster, Jake Grimbergh has the banners and Al H. Cole is in charge of bill car with two assistants.

ROBERT G. KING cards that he has left the Mighty Haag Circus.

15 Years Ago

(From The Billboard Dated September 8, 1923)

W. J. (Bill) Erickson, manager of Al G. Barnes Circus Advertising Car No. 1, while billing Taylorville, Ill., August 28, announced that the car would remain out until November 20. . . . Claire Elenton, better known as Babe Weldon, closed with Cole Bros.' Circus in Oklahoma and left with her husband, Capt. Lawrence Weldon, for St. Louis to accept their former work in the Busy-Bee Cafe. . . . Viola Brainerd joined the Gentry-Patterson Circus as a menage rider. James Patterson Jr. left the show and went to Paola, Kan., to finish high school.

Gentry-Patterson Circus was the free attraction at the Missouri State Fair August 20-24. Show was forced to cancel its performance at Kirksville, Mo., because of rain. . . . W. H. (Pop) McFarland, side-show manager on Sells-Floto Circus, said his show did \$3,300 in one day at Louisville, Ky. . . . Steve McDonough and Sailor Frank Winchell, drivers, left Golden Bros.' Circus. . . . May Wirth put on her riding act at the Palace Theater, New York. . . . H. R. Brison, formerly with Barton Bros., Robson Bros.' and Rice & Bell circuses, was on the Great Keystone Show. . . . Robert Stickney Sr. and daughter Emily finished a two-week engagement at Dreamland Park, Newark, N. J. Mr. Stickney returned to his home in Cincinnati and Emily joined the John Robinson Circus to ride.

Manuel Macious, with Gutierrez Bros., a Spanish show, was bitten by a monkey while trying to catch it. . . . Two free act monkeys of the D. C. Gentry Dog, Pony and Wild Animal Shows were stolen at the Rockport (Ind.) Fair August 25, but animals were later recovered. . . . Mrs. Bell Crum, formerly with many circuses, was in a hospital at Atlanta, Ga., suffering from cancer of the bone in the ankle. . . . Charles P. Carey, 78, old-time circus man, died August 26 at Westport, Conn. He was in the business department of the Barnum & Bailey Circus. . . . Tom Sharkey, elephant man on John Robinson Circus, died August 30 at Kalamazoo, Mich., of heart trouble.

Mrs. Emily Ringling Loses in Court Fight

BRADENTON, Fla., Sept. 3.—Mrs. Emily Haag Buck Ringling was the loser on Wednesday in her effort to obtain a review and amendment to the divorce granted her husband, the late John Ringling. Circuit Judge W. T. Harrison, to whom her petition was referred by the State Supreme Court, overruled Mrs. Ringling's claim that the divorce was obtained by fraud.

Mrs. Ringling, when she filed her petition, stated she had new evidence and could produce three witnesses to prove the fraud allegation. It was said by Judge Harrison that the witnesses should have been brought forward before the divorce was granted in July, 1936.

FRANK B. HUBIN, old-time circus troupier, will be a candidate for sheriff of Atlantic County in New Jersey.

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Under the Marquee

By CIRCUS SOLLY

JACK FITZPATRICK, who was on the No. 1 car of Cole Bros.' Circus, is back in New Haven, Conn.

HINNIE MARCUM, clown, is now at his home in Salem, Ill., and says he may remain off the road.

BENNIE LEVINE and wife are located in San Francisco and expect to remain for the fair next year.

GUY BLACKBURN, Mack McKay and Lawrence Cross were entertained at the home of Francis Doran when Russell Bros.' Circus was in Oklahoma City.

A **CONSISTENTLY** hard worker who's seldom in the limelight—O. C. Cox, lessor and legal adjuster of Barnett Bros.' Circus.

EDDIE JACKSON, for many years a Sparks trouper and in recent seasons with the Big Show, was a visitor to the Downie show at Augusta, Ga.

A **MAN OF GRIT** carries in his very presence a power which controls and commands.

JOE STIRK, formerly of the Arena Brothers, acrobats, after a summer season at Nantasket Beach, Mass., returned to his home at Brockton, Mass.

THE KLINES (Charles and Peggy) while working the Greenville, O., Fair, met a number of old circus friends who were on the bill.

LEWIS BROS.' CIRCUS, which opened at Jackson, Mich., April 30 and closed at Morenci, Mich., August 31, covered 4,992 miles.

EVELYN COOK, widow of Frank Cook, was in San Francisco for a brief visit. She was accompanied by her two daughters. Were en route to Los Angeles.

UNCLE TONY LAVELY, former circus performer, is located at Dawson, Ga. He is 91. *The Dawson News* recently carried a story regarding him.

THE INTERNATIONAL Order of Fire Eaters will meet in Oakland, Calif., next February and fire eaters on various shows will be invited to attend.

J. ROWE cards that Milton LaBouve and James Reynolds, of the Barnes show, will probably spend the winter at Hot Springs, Ark.

BOB RUSSELL, with Happy Billy's Famous Shows, saw Haag Bros.' Circus at Elkins, W. Va. Enjoyed the show and especially L. Claude Meyers' Band.

JAMES M. BEACH, general agent, and Art Miller, contracting agent for the Downie show, were in Raleigh, N. C., recently arranging for a September date.

LARRY (RED) FILLINGER, of the Bob Eugene Troupe, while playing Coney Island, Cincinnati, had relatives and visitors from that city; Blanchester, O., and Huntington, W. Va.

SILVER BROS.' business has picked up the past two weeks, altho weather has been very hot. Guy Eskew, Frank Meinert and Alonzo Brown were recent visitors.

AUSTIN KING, past four years with the Ringling-Barnum Side Show, is now located in San Francisco and expects to remain on the Coast during the 1939 exposition.

NORMA ROGERS, en route from South Georgia to join Robbins Bros.' Circus in Kentucky, stopped over in York, S. C., to visit her mother, Mrs. Ray W. Rogers.

MINERT DeORLO, clown cop, who had been at Coney Island, Cincinnati, for several weeks, has started his fair season, opening at Ebensburg, Pa. Will later play indoor circuses.

REX COLE and his Wild West, with Newton Bros.' Circus this season, recently headed west to play fairs and celebrations. The unit is moving on five trucks.

LIFE IS NOT so short but that there is always enough for courtesy.

IRA MILLETTE was at the Iowa State Fair, Des Moines. Is playing a return engagement at Flint Park, Flint, Mich.,

Labor Day week and will go to Pomona, Calif., for the Los Angeles County Fair.

VALENTINE'S Sensational Flyers returned to the States August 22 from the Dutch West Indies and are now playing fairs and celebrations. They picked up their cars and trailer at Bloomington, Ill.

FRANTZ TIBOSH (Chiko, the Bushman), for many years a Side-Show feature of Ringling-Barnum, was a recent visitor in San Francisco. Was en route to Hollywood. Says he may go in pictures.

WHILE IN STATESVILLE, N. C., making contracts for the Downie Bros.' Circus to appear there for a September date, Art Miller met Dr. James W. Davis, an ardent CFA and a close friend of Charles Sparks.

HELEN HAAG, who in private life is Mrs. Buster Hayes, with the Mighty Haag Circus, sprained her ankle recently when she stepped in a hole on a lot. She did not miss a performance and is now much improved.

CLEO THE MENTAL MARVEL, who had been with Newton Bros.' Circus, is now with World Bros.' Circus side show, also Hopkins' Royal Kilties and the McCreas. Leon Bennett is kid show manager.

LINE-UP of band with Barney Bros.' Circus: Henry Blank, leader; Joe Hess, Charles Wojesky, cornets; Loyd Kindel, Fred Kirk, clarinets; Frank Strong, trombone; Louis Mittendorf, baritone; Howard Berg, bb bass; Burt Barnes, snare drum; Jack King, bass drum.

BEERS-BARNES Circus played to a nice crowd at night at Zelenople, Pa., states J. F. Hartman. The Knight troupe visited. Bennie Waters recently had as visitors Frank LaPointe and wife, whom he had not seen since 1916 when all were on the Cook & Wilson Circus.

SIG BON HOMME, who has been clowning with the Mighty Haag Circus since opening the season in Marianna, Fla., closed recently in Ocilla, Ga. He spent several days visiting friends in Macon, Ga., and then motored to his home in Marshall, Tex.

JOHN ELLIS, who is not trouping with the white tops this season, will again (See *UNDER THE MARQUEE* on page 63)

Dressing Room Gossip

DOWNIE BROS.—At Florence, S. C., Lassies White's Minstrels pulled off the lot as Downie pulled on. Mr. and Mrs. White, Honey Wilds, Slim Williams, Chester Wilson, Lois and Irvin Behmar,

Mr. and Mrs. Buddy Hale and son stayed over to visit and celebrated Lassies White's 50th birthday anniversary. Were the guests of Mr. and Mrs. Charles Sparks at matinee. Sugarfoot Williams, former minstrel performer, was in his glory renewing old acquaintances. Lassies and Honey will return to Hollywood for radio and picture work after September 10. Avias Feister, Martha Principini, Corinne DeAro, Jewel Poplin, Dorothy Parks, Arlene Kenitz and Princess Red Bird are new additions to the show's group of daily radio broadcasters.

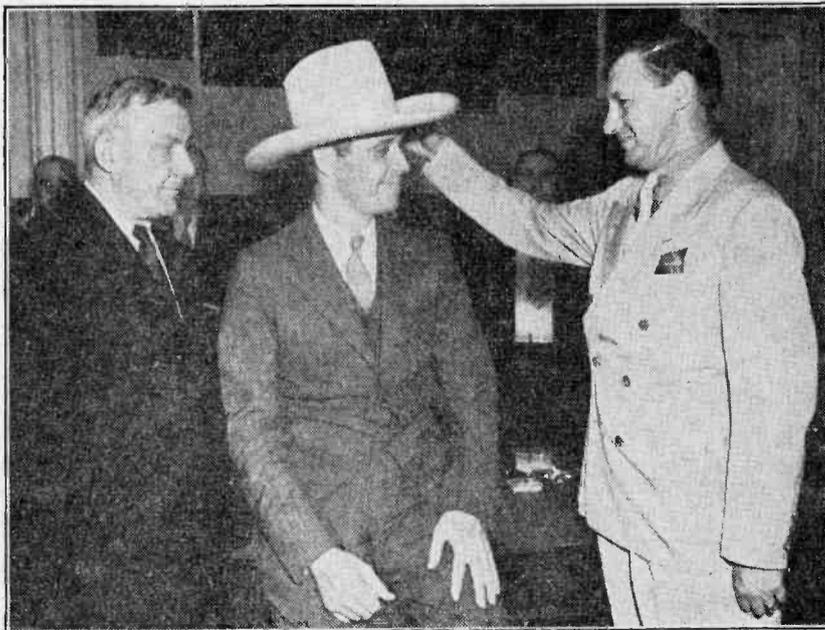
Ernie White is painting banners. J. H. (Doc) Oyler is presenting a good group of side-show attractions. Among them is the colored minstrel show of 15 pieces under direction of Joseph Brantley. Theresa Jones and Exie Jackson, dancers, contest dally with Pee Wee Taylor and Willie Britches, comedians, in the dance sensation "The Shag." Johnnie Bossler has added the pick-up mule to his list of walk-arounds. During the recent horseshoe-pitching tournament Chief No Knife and Joe Tagert were the victors. Mamie Butters has a new set of awnings on her trailer. The Children's Industrial School of Florence, S. C., turned out 100 per cent for the afternoon show and presented Mrs. Sparks with several hundred red roses. In appreciation of the gift each performer wore a rose during the show. Slim Thorgerson, musician, visited Ted Girgard and Dave Rowlands. Professor Milo and Madam Zeta caught the show in Kings-tree, S. C. Walter Gulce missed the arrows and drove 40 miles to the wrong town but arrived in plenty of time to make the show. Incidentally, Walter's comedy bar and riding acts are hits of the program.

CHESTER (BOBO) BARNETT.

ROBBINS BROS.—Van Wells and Happy Kellems left the show recently. New faces in the dressing room are Norma Rogers, Helen Sharon, Gen Jacynce, Betty Stephens, Horace Laird, T. P. Lewis, Prince Sultan and Prince Paul. Have a new trunk spotter in the women's dressing room (nice going, Mrs. Harris). Micky Lund is happy about the whole thing now that we're headed for the "Big Foot" country. Notice Hoot Gibson spending quite a bit of time at the back door watching the show here of late. We have a new mascot by the name of Mike Freeman. One of the writers named "her" too soon, but the handle still sticks.

Ralph Swisher, catcher with the Flying Behees, was suddenly stricken with appendicitis and was taken to the Edwards Hospital, Corbin, Ky. Jack Voise joined the following day in Elizabethtown, replacing Ralph. Rose Behee is fast recovering from two serious operations in Canada, but it won't be long before she is back in the act again. Looks as tho the dog days have come to stay when a clown plays cribbage by himself. Far be it from us to mention any names, but his initials begin with "Kinko."

CLIFF DOWNING,
FREDDIE FREEMAN.



MAYOR MAURICE TOBIN of Boston is presented with a 10-gallon hat by Bob Morton (right) during the recent 15-day second annual Rodeo and Wild West Combined at Suffolk Downs, under direction of George A. Hamid and Col. Jim Eskew. Joseph L. Murphy, exalted ruler of the Elks, looks on. Morton was general manager of the event.

The Corral

By ROWDY WADDY

POWDER RIVER JACK and Kitty Lee are among the features appearing nightly at Old Faithful Lodge, Yellowstone Park, Wyo.

JOHNNY MULLENS has been contracted to furnish the bucking horses for the six-night rodeo to be held in conjunction with the Panhandle South Plains Fair in Lubbock, Tex., soon.

MIKE PRIBBLE, trick roper, formerly of Fort Worth, Tex., will manage the rodeo to be held in Sulphur Springs, Tex. Event is sponsored by the Junior Chamber of Commerce.

JESS GOODSPEED won all day moneys in the three calf-roping events at the rodeo in Atoka, Okla., August 26-27. Show was directed by Henry and Curtis Noel and Claude Wallace.

BURT NORTHRUP and his educated pony, Bess; Billy Keen and his Roman auto jumping team, and Bud Nelson, trick rider, closed with the J. E. Ranch Rodeo at Albany, N. Y., and left for the Flemington, N. J., Fair.

OFFICIALS of the three-day rodeo to be held in Duncan, Okla., are Fred Alford, arena secretary and director, and Pete Adams, announcer and manager. Kelley and Binns have been contracted to furnish the stock.

OKLAHOMA CURLEY ROBERTS and Freddie Clancy were visitors to the New York offices of *The Billboard* prior to Curley's departure for the Southwest. Will visit his brother, Rube Roberts, in Ft. Worth.

JACKSBORO Reunion Rodeo Association, of Comanche, Tex., has filed incorporation papers at Austin to operate rodeos at fairs. Capital stock is placed at \$500. C. B. Crowley, W. A. Nelson and E. E. Ellis are the incorporators.

R. E. HICKEY left Chicago Friday for Detroit to do some preliminary publicity work on the rodeo to be held in the Detroit Olympia there. Hickey emphasized the fact the event will be a contest, not a show. It will be under Barnes-Carruthers direction, with Fred Kressmann as arena secretary.

FOUR COWGIRLS, Mary Parks, Rose Davis, Nellie Rogers and Alice Gordon, vied for prize money at the rodeo held at Albany, N. Y., week of August 21. Cowgirls' bronk riding winners were Nellie Rogers; Opal Wood, second, Jimmy Downs won the cowboys' bronk riding and J. D. Farnks won the calf roping. Charles Paul directed the show and Jim Eskew supplied the stock and managed the arena.

COLLINS RODEO is playing to slow business in Tennessee, according to Dixie Williams. Line-up includes Dave and Virginia Little, whip and shooting act; Pauline Lorenze, bronk rider; Dick Johnson, roping and trick riding; George Noble, bronk and steer riding; Jack Berger and family, trick roping and clowning; Montana Earl, chief of cowboys. Chief Washington and Rose, with her horse, Sonny Boy, have joined the Bob Follette Rodeo.

A **PACKED** grand stand witnessed the recent Voth (Tex.) Rodeo. Winners: Calf Breakaway—C. C. Hamer, Milton Maubles, Roy Mintz. Wild Cow Milking—Ted Bergdorf, Hal Wingate. Steer Riding—D. Adams, Howard Harding, Charles Berdorf. Bronk Riding—Paul Ainsworth, Homer Trinkle, Skeeter Stone. Calf Roping—Pop Gantz, Dan Hines, Earl Cooley. Package Race—Jody Chesson, Douglas Wright, Henry L. Griffith. Wild Cow Race—Henri Lee Griffith. Joe Mack-an presented the steer riding exhibition.

VFW RODEO, in Shreveport, La., August 18-21, showed returns on the black side of the ledger, according to sponsors. Thursday, opening day, drew about 4,500. Matinees were held Saturday and Sunday and a cowboy parade preceded first night events. Charlie Schultz clowned and his son and daughter, Clark and Norma, did the trick riding and roping. Bill Perkins sustained a wrenched shoulder in the bronk riding event. Results: Bareback Bronk Riding—First day, Bill Hancock, Johnny Coker, Melvin Harper. Saddle Bronk Riding—Texas Kid

(See *CORRAL* on page 63)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ARRANGEMENTS have been completed for a tour of the United States by the Lidstone dance team, it was announced by Secretary-Treasurer Fred A. Martin, Roller Skating Rink Operators' Association of the United States, from his offices in Arena Gardens Rink, Detroit.

"For the benefit of those not familiar with this couple, this is a brother-and-sister team from England, very proficient in the art of roller skating. Jimmy having held the British men's roller figure skating championship for two years and he and Joan together having held the British roller-skate dancing championship for the past six consecutive years," he said. "Therefore after a film of them had been projected at the national convention last April, members of the RSROA, feeling that in so doing they would benefit roller skating throughout the country, took the initiative to bring this couple over here to give demonstrations of their work and thus give added incentive to patrons towards finer and more intricate work in the graceful art of roller skating.

"For the information of those in West Coast territory we want the skating public there to know that the association feels honored by the whole-hearted and willing co-operation given by T. L. Keller, W. J. Betts and Robert Bollinger, of Salem, Ore.; Redondo, Wash., and Portland, Ore., respectively. But due to the very limited time the Lidstones have in the United States we have found it impossible to send them that distance. Otherwise patrons of those rinks would have had the opportunity of seeing them."

The itinerary to date: Earl Van Horn's Rink, Mineola, L. I.; Freeman's Rink, Boston; Ruhlman's Lexington Rink, Pittsburgh; Sefferino's Roller-drome, Cincinnati; Cecil Milam's Rink, Wheeling, W. Va.; W. H. (Billy) Carpenter's Rink, Uhrichsville, O.; Wilgus Skateland, Dayton, O.; Anagnost's Skateland, Columbus, O.; Bergin's Rink, Moxahala Park, Zanesville, O.; Bell's Rink, Ft. Wayne, Ind.; Hinchcliffe's Roller-drome, Elmont, L. I.;

Vic Brown's Dreamland Park Rink, Newark, N. J., and Fred Martin's Arena Gardens, Detroit. Dates of exhibitions will be announced to RSROA members later.

WITH opening of Arena Gardens Roller Rink, Detroit, on September 3, General Manager Fred A. Martin said a number of improvements were made recently. Refreshment booth of knotted pine and chromium with strip mirrors as decoration has been built, women's lounge is decorated in Chinese red and black. Office has been enlarged and lobbies refinished. New salesroom with show cases has been added and new lounges for spectators have been ordered. The staff includes Thea E. Bourget, cashier and secretary to Manager Martin and his son, Robert D., assistant manager; Helen Wolds, assistant to Miss Bourget; Earl King, maintenance; Dwight Gray, electrician; Ed Martin, skateroom; Mickey King, Robert Burton, fountain; Russell Rice, organist; Luella Uhley, Marjorie Martin, Mary Jess, Madeline Eastland, floor girls; George Brett, Joseph Parchem, Hugh Shively, Mickey Dunn, Jesse Bell, floor men; Clarence Gerity, checkroom, assisted by Robert Reid, Bryce Hauke, Milton Hibbs, Arthur O'Neil, John Thompson; William Wilson, doorman; Herman Thompson, Lampton Johnson, Howard and Paul Simms, porters, and Mrs. Elizabeth LaRose, matron.

WILL H. WITTIG, managing director of Pla-Mor Amusements Co., Inc., Kansas City, Mo., will open Pla-Mor Roller Rink the last of September. Rink will take the place of a huge reversible swimming pool now in use. Wittig reports the rink operated to good business last fall and winter and expects an equally successful season this year. He is author of the article *This Ballroom Business*, which appeared in the August 27 issue of *The Billboard*.

ON JULY 29 Keith Wheeler started on a 24-hour record attempt in Westgate Roller-drome, Sydney, Australia. The record was held by Joe Schutte, his figures being 246 miles, 129 yards. Wheeler's figures at conclusion of the attempt showed 4,236 laps of the Roller-drome, a skate of 259 miles, 1,006 yards, beating Schutte's record by 13 miles, 877 yards. The Ice Palais, managed by J. C. Bendrodt, is packing them in, and this new rink has helped put ice skating back on the map as far as Sydney is concerned.

JOHN A. PERRUZZI, former rink operator of Niles, O., reports he has leased the 25,000 square foot Idora Park Ballroom, Youngstown, O., and a new floor will be installed after September 15 for winter skating. Sessions will be held nightly with matinees over week-ends and on holidays. Local and traveling bands will be featured. He plans to organize a club and cater to parties. An outdoor rink will be built next spring. Rink will be equipped with Chicago roller skates.

ROLLER rink in Meyers Lake Park, Canton, O., erected about a year ago and operating nightly thruout summer, will suspend on September 10 for two weeks to permit renovation and installation of new equipment and improved acoustics, said Carl Sinclair, park manager. Rink will be operated thruout winter.

JEFFERSON (Ia.) Roller Rink was leased for a Free-for-All Day, sponsored by merchants on August 24.

LEO MAYTNIER, Akron operator, whose open-air rink in Summit Beach Park there has had a big summer season, plans to shift roller skating when inclement weather arrives to the large park building housing the beer garden. He said extensive improvements will include installation of new equipment. Russ Golden will continue in charge of the Akron rink, besides looking after other rinks in Northeastern Ohio, which Owner Maytnier will operate this winter.

"AFTER an absence of more than 30 years, Burt Bacon, former operator of Tacoma Park Roller Rink, Dayton, Ky., returned to McKeesport, Pa., on August 10 to aid me in operating the Roller-drome," writes Paul Bacon. "He was warmly welcomed, getting a two-column story in the sports section of *The McKeesport News*. He recently gave three demonstrations of his baton act on skates, two by request, to sellout crowds. Business has increased 40 per cent recently and prospects for the fall opening are good. We are contemplating opening another rink near here. Burt has been asked to give a baton exhibition with the new Taylor Band, McKeesport. I recently visited H. D. Ruhlman, man-

ager, Lexington Roller Rink, Pittsburgh, and found conditions good."

HAVING about recovered from a siege of defective vision and discarding black eyeglasses, Fred (Bright Star) Murree, Indian fancy roller skater, advises from his home in Red Lion, Pa., that he will soon start another exhibition tour of rinks, this time to comprise about six months and to take him as far west as Seattle. He will close a three-day booking in Gloucester City, N. J., in time to appear on October 7-9 in Fred Martin's Arena Gardens Rink, Detroit, the first date being Bright Star's 77th birthday anniversary. He reports rink managers responsive to his efforts to revive popularity of fancy skating and declares his tour to the West Coast some months ago was the most successful in a 59-year career of roller skating.

WALTER L. MAIN has leased to Lee H. Bennett, Dublin, Ireland, Coliseum Roller Rink, Walter Main road, in suburbs of Geneva, O. Bennett is said to have operated rinks in all British possessions. The Coliseum, one of the largest and most beautifully decorated buildings on the Western Reserve, was well advertised for the opening on September 1. Sound trucks covered three counties and there were plenty of lithos and cards used.

FAIR PARK Rink, Dallas, was opened on August 19 with the Whirlwind Duo, Doc and John Carlton, featured. The new rink is in the automobile building in Fair Park and under management of Shearmen Johnston and Samuel Bert. It has 11,000 square feet of floor space and has room for another 10,000 square feet of skating floor, which Johnston and Bert say will be installed by the time of opening of the 1938 Texas State Fair. Admission charges are 35 cents for men and 25 cents for women, with 25-cent matinees on Friday and Saturday. Management will use professional skating talent from time to time and is considering booking bands when loud-speaker equipment is installed. Rink is equipped with an excellent flood-lighting system and has all new skating equipment. Floor men and skate men are nattily attired in bright new uniforms.

Change of Whole Mode Of Moving Circus Seen

Kansas City, Mo.

Editor *The Billboard*:

After having seen the way in which the Al G. Barnes and Sells-Floto Circus now moves, want to write a few lines.

For some time have been reading about the circus being on the wane. On August 31 as I watched the unloading and setting up of this circus I saw something that eventually will change the whole mode of moving the circus. In the past one of the most important departments on any railroad circus has been the baggage stock, coupled with the train department. It was the prime factor in moving the circus. August 31 both at the train and on the lot the use of caterpillar tractors and bulldog Mack trucks greatly curtailed the use of stock. Old-time boss hostlers no doubt turned over in their graves as six and eight-horse teams stood idle as the "gas," as it is called, moved the show. I sincerely hope the superb horsemanship of the long-line drivers isn't going to be lost to the American public. Yours in defense of the circus. JACOB H. SCHWEITZER.

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, Sept. 3.—The Lillian Leitzel Tent, CSSCA, Bradford, Pa., held its annual Jamboree at Maple Grove Farm August 27. Eccentric printed matter was released for the occasion.

The New York Times of Sunday, August 14, had quite a circus twang to it. In an article titled *Fred Stone at 65 Looks Back* we discovered this outline of his circus career: "Finally when he was 11 he joined Howard's two-ring circus. The show had real elephants, which put it in a class above many of its competitors. Fred Stone's career was now determined. By the time he was 13, he was an acrobat with the Sells-Remfrew Circus, one of the larger shows traveling thru the Middle West. When the winter came and circus jobs were over there was employment in small-town variety shows. In 1894 he was with a circus in New Orleans. Times were bad. Salaries were low and a part of the salary was paid in tickets which were honored by an oyster bar owned by the theater. Stone at that time hated oysters, but he had to eat them to live. That is the way, he says, he acquired a taste for them. At last, like the Arab, the circus folded its tent and the acrobat was stranded in New Orleans."

Mrs. Frances Edwards, of Willard's, is to be congratulated on her untiring efforts in displaying in Hartford, Conn., the most complete set of Buffalo Bill paper extant. She not only shows the sheets but the blocks from which they were made. She writes, among other things: "The exhibit still goes on, but it is rather discouraging after all the work I put into it. So many people are away, and while most all enjoy looking at the posters and blocks, they do not buy. I still think that the blocks are very important because Buffalo Bill had the Calhoun firm do all of his work and these blocks represent his advertising. While there may be a few posters still to be had thruout the country, there is no such complete record as the blocks represent. One man bought the large block of the Pony Express and had it cleaned and waxed and hung up with screw eyes. It is very effective."

Clayton Under Auspices

BINGHAMTON, N. Y., Sept. 3.—The Clayton Circus is now playing auspice dates. Performance opens with spec, *Miss America*, with all performers and animals. Trained ponies, goats, birds, monkeys and dogs follow, interspersed with clown numbers. Music is furnished by an amplifier.

Show travels on two trucks and three trailers, and at present 11 people are with it.

EDDIE WOECKENER, band leader, who directed the concerts on the Barnes show after Merle Evans, of the Big Show, joined (he playing the program), states that when he left the show several weeks ago it was of his own accord, that it was his idea for Evans to direct the show program and he to take the concerts. Woekener adds that he was treated fine by John R. North and that his 16 picked musicians are still with the show.



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SPECIAL—Your old 2-piece Bushings from Fibre or Maple Wheels rewooded for 60c per Set. Sample Set with new bushings sent prepaid for \$1.00.

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LONG BEACH DRAWS

Crowds Holding Up in Fun Area

Rides report increase of 37% and gross take only little under that of '37

LONG BEACH, Calif., Sept. 3.—Crowds have been increasing, notably on week-ends, report concessioners and others in Long Beach amusement zone, one of the largest on the West Coast. It is predicted that when attendance figures are given out they will prove to be up with those of former years. The general take is reported only a little less than in previous seasons and rides report an increase of about 37 per cent over last year.

Long Beach Pike amusement area, Rainbow Pier, Virginia Park, Silver Spray Pier and Cyclone Racing Pier are included in the fun zone. Besides varied entertainment, Long Beach Municipal Band, directed by Herbert Clarke, gives concerts in the ocean-front pavilion nightly and Saturday and Sunday afternoons. Regattas and special aquatic events are presented, and Capt. Charles Soderberg, in a 92-foot fire dive, is featured in the new Virginia Park, directed by J. Ed Brown.

Concessions, some permanent but most of them locating for the big attendance period, include: Poppyberger, D. Lampino, owner; Ed Kindel, J. Steinmetz, agents. Soft drinks, Ben Thompson, Joe Helmquist. Sno cones, J. Pellicki, owner; Ann Ryan, Grace Turley, Mildred Householder. Double-deck cones, J. Swartwood, Martha Oylar, Jessica Faley. Beach novelties, Ruth Small, Hilda Winters. Sno cones, Harry Kingsbury, owner; Emma Earhart. Rainbow, Bowers and Robinson; J. K. Kennedy, Harry Fellers. Beach parasols, Harry Kingsbury, owner; Henry Haley, Joe Steen, Jack Gibboney. Four star waffles, Fred Orman, owner; Maude Kane, Ruth Gillogley, Esther Mueller. Frozen fruit juices, Mr. and Mrs. M. A. Dyer. Helen's Shop, Helen Myers, Mrs. M. H. Keith. Turn-Back Inn, Phillip Engle. (See LONG BEACH on page 34)

Geauga Mardi Gras Draws Over 200,000

GEAUGA LAKE, O., Sept. 3.—Mardi Gras Week in Geauga Lake Park, near Cleveland, led into a big Labor Day holiday. Manager W. J. Kuhlman said final check-up will show that more than 200,000 visited the park during the Mardi Gras, second festival of fun there. It grew strongly from last year's opener. Featured high act was the Great Fussner. Cleveland territory radio stars were on the bill.

Joe C. Wilt, park superintendent, and Billy Earhardt, emcee, helped much to put the show over. There was a free gate. Spending per person was a bit down, but extra attendance gave a nice revenue. Geauga, which has been operating daily since Decoration Day, did not follow the policy of some parks in the area of operating Saturday and Sunday only during the end of August. It adopts its usual "open week-ends" policy for remainder of September.

The park gained ground in every department this season and will go into next year in a stronger position.

Bingo Taken to Dance Spot

RAVENNA, O., Sept. 3.—Dancing has been discontinued in the large pavilion in Lake Brady Park and the building converted for bingo play, dance sessions having been shifted to the beer garden for remainder of the season. Bingo, introduced in the beer garden several weeks ago, has been attracting heavy patronage and the shift was made to accommodate the crowds. In the pavilion more than 2,000 players can be seated at sessions nightly and Sunday afternoons. Free bus service between the park and Akron and Cleveland is being maintained.



MEMBERS OF PENNSYLVANIA AMUSEMENT PARKS ASSOCIATION and delegates to the annual meeting on August 25 in Rocky Glen Park, Moosic, were guests of Manager Benjamin Sterling Jr. at luncheon and dinner. There were 120 owners, operators and attaches in attendance at what was called one of the most successful yearly conclaves. While business was reported off, it was noted that some burdensome legislative acts have recently been put into the discard. During the dinner there were a floor show and addresses by visiting notables.

\$1,000,000 Development Is Idea Of Batt, Who Submits Check and Bid for Tract to Board in N. O.

NEW ORLEANS, Sept. 3.—Playlands, Inc., operator of Pontchartrain Beach, which is to be abandoned shortly after Labor Day, on Monday placed in a bid of \$262,500, calling for a 20-year lease beginning on May 1, 1939, on a large tract on Lake Pontchartrain, where the once world-famous Milneburg stood. It was only bid received by Orleans Levee Board, owner of the entire lake beach front, and will without doubt be accepted.

Manager Harry J. Batt of Playlands, before leaving on Tuesday for a visit to leading beaches and resorts in the East and North, placed with the board a check for \$25,000 as initial payment and expressed satisfaction over prospects for a million-dollar resort for New Orleans by 1939.

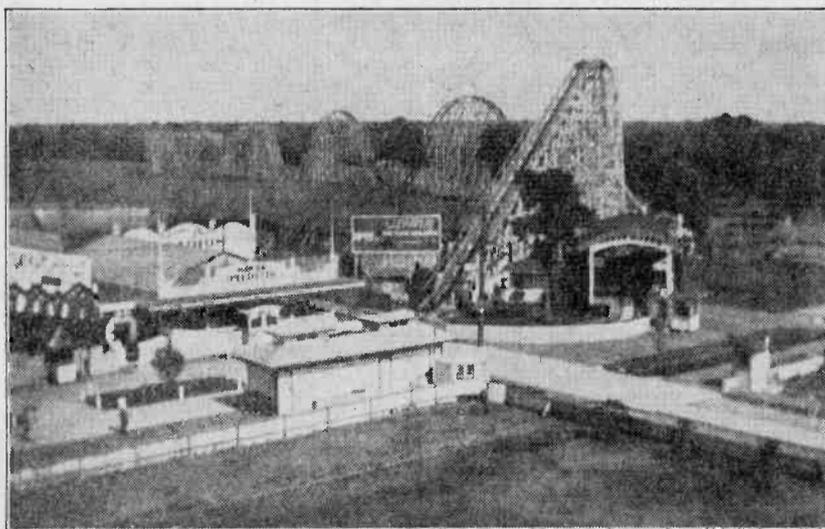
Would Lease Facilities

"If our bid is successful and we

acquire the Milneburg tract," he said, "we intend to spend enough money to bring its value to the million-dollar mark. In this trip east and north I plan to study designs for a most modern amusement center, with the best of new devices to be installed with some of the equipment now in use at Pontchartrain Beach."

With the bid check for initial payment, Manager Batt offers to pay an additional \$125,000 during the first 10 years and \$112,500 during the second 10-year period. His statement indicated that he would be ready in time for the 1939 season next May. Under an appropriation announced recently, the Levee Board plans building a sloping beach on the lake front, salt-water swimming pool, bathhouses, permanent buildings and landscaping at a total cost of \$400,000. All of these facilities will be leased.

(See \$1,000,000 on page 34)



COASTER AND SOME OF THE BUILDINGS in River Park, Winnipeg, which is host of more than 10,000 tourists yearly, average season running about five months. Good business was reported this season. Merry Mizup, operated by Victor Leise, has been drawing well, and T. J. Davis' stationary Merry-Go-Round has had good biz in good weather. Western Amusement Co. operates the big roller rink built in 1929. Coaster, Dodgem, Crazy House, Little Train, Penny Arcade, San Quentin and Whirl-o-Ball. Other concessioners have shooting gallery, spill-the-milk, hoopla, French doll game and penny pitch. Manager Pacallis, who also operates the Tarantella, dance pavilion, leases the property on banks of the Red River from Winnipeg Electric Co.

Neighbor Drops In

AKRON, Sept. 3.—As a friendly gesture, Frank Rafal, manager of Summit Beach Park here, hopped into his airplane and flew to Youngstown, O., where he circled over Idora Park, where Akron concessioners and their families were spending a day as guests of park employees. Attached to the plane was a long trailer bearing the words, Summit Beach Park. After flying over Idora for a while, Rafal grounded his plane and participated in festivities.

Recreation Center Set for So. Orange

SOUTH ORANGE, N. J., Sept. 3.—South Orange Recreation, Valley road, first of its kind in this vicinity, will soon open to the public. Opening was originally set for September 15, but because work has progressed faster than expected, the recreation center probably will be ready on September 8 or 9.

Filling a breach in entertainment offerings hereabouts, the spot appears due for success. C. Frank Briggs, well known in South Orange and surrounding territory, is owner and manager. Featured in the set-up will be a roller-skating rink under supervision of Ray Thompson, Plainfield. There will be bowling alleys, Skee Ball and deck shuffleboard. Fred Hewitt has been named supervisor of the alleys.

Tentative price set-up calls for 40 cents admission for skating during the day and 50 cents at night. Bowling and deck shuffleboard is scaled at 20 and 25 cents for the same periods. Skee Ball sticks to the jitney fare. There will be a refreshment counter, and a p.-a. system will furnish music. Vending machines will be used to dispense cigarets and candy.

Season Has Slump For Chippewa Lake

CHIPPEWA LAKE, O., Sept. 3.—After a slow first half, season's grosses in Chippewa Lake Park began rising with July 4 and have been mounting until the August 15 statement showed business off about 20 per cent as compared to the corresponding period in 1937, said Parker Beach, managing director. Inclement weather, absence of industrial outings and general economic conditions were blamed for the worst several weeks' business in the park in many years.

Altho rides and concessions have been off thruout summer, dance business has held its own with last season, he said. Policy of middle-bracket name attractions was again maintained in the pavilion, with changes every two weeks. Ace Brigode and his orchestra will remain until Labor Day closing. Bathing business showed substantial gains in recent weeks and speed boats have had liberal patronage, which has helped to overcome the slow first half. Park has had some big days, with occasional spending crowds, but few outings. (See SEASON HAS on page 34)

Fairyland's Close Better

KANSAS CITY, Mo., Sept. 3.—Fairyland Park will close on Labor Day after a spotty season, which brought best business in the usually slow month of August. The last three weeks, said John B. Tumino, general manager, have been very good. Victor and Mario Brancato, owners, returned from Denver and St. Louis, where they inspected other parks, and said there would be plenty of changes in Fairyland when it reopens next May.

Cincinnati Coney Has Big Crowds for Light Festival

CINCINNATI, Sept. 3.—Attendance during first part of Coney Island's nine-day Festival of Light ending on Labor Day and featuring thrill acts twice daily and night fireworks topped last year's mark, officials said.

Presented on the mall by President and General Manager Edward L. Schott are Bob Eugene Troupe, aerial bars; the Satanellos, featuring motor-driven gyrostatic rigging, and the Wallendas, high wire. Thearle-Duffield fireworks, augmented by spectacular lighting effects, are in charge of Ray Anderson.

American Recreational Equipment Association

By R. S. UZZELL

R. H. Brainerd, one of the right-hand men of the late Michael Heim, of Electric Park, Kansas City, Mo., has passed on and, altho older than Heim, he survived him by about three years. He was left in charge of Electric Park during the entire non-productive period of the park because Heim for many years spent winters in Florida or California. Heim trusted him so thoroly because of proven integrity that he was always ready to take one-half of any device which Brainerd might propose for their own operation.

At the same time Brainerd had charge of the electrical system of the old park and its maintenance and took great pride in developing the electric fountain which gave Electric Park so much prestige and enabled them to install it at some of the larger places of the country, notably Riverview Park, Chicago. Then he developed a smaller size which had a wider distribution, one of which is still operating at Euclid Beach, Cleveland. His daughters married into show business, one of them being the wife of Abner K. Kline, and Art has been the electrician in Fairyland Park, Kansas City, for many years and has also been a concessioner there. R. H. was often seen at our conventions hobnobbing with oldtimers, such as Charlie Browning, Bill Dentzel, John A. Miller and many others who belong to the early era of park development. His credit was good and he was dependable. Friends were not made in a hurry, but he made friendships that lasted. His family can justifiably be proud of such a father.

"Barking" an Institution

Dodgem Corp. has been honored again, and it's no small honor. In *The Saturday Evening Post* of September 3, on the opposite side of the editorial page, is a good cartoon of several Dodgem cars walloping a Dodgem delivery truck and seem to be taking keen delight in knocking the truck in every direction. We don't know who was responsible in getting this thru, but it's a good job and we congratulate him.

"Barking" at Coney Island, N. Y., can always make the front pages. It's an institution now that lends color to Coney Island, and as it was there before business invaded the place it seems to enjoy a priority of right that the courts acknowledge. What the new laws may be if the city should own the water front is another story, but when the realty is individually owned it's going to be pretty hard to squelch this time-honored method of attracting attention to what is offered in the way of diversion at this famous seaside place. They fought all summer over it, but the "spieling" is still heard during business hours of the resort. The agitation against it cannot be said now to be used as a method to draw attention to the place because it's sincere, and the man who is inspiring it all is determined that it shall cease, but he will have to get some new laws before he can succeed.

William Judkins Hewitt, none other than the well-known Bill or Red Onion, came in this morning unannounced. For a moment we wondered if it were an apparition that passed thru the door, but surely it was Bill. He's not been in New York for many moons. He asked how to get to the World's Fair and we sent him merrily on his way. What he has under his hat we do not know, but the bees are always buzzing in the hive and he never says much about what he is going to do until he does it. So we are expecting to hear of some new connection soon.

Figures on the Season

By the time this column gets to readers the "swan song" will have been sung by a great majority of amusement parks in the country—and what a song it's going to be in some localities! We would like very much to be able to give the exact percentage for the country of the decrease from the previous year's gross,

WANTED FOR PLAYLAND, ROCKAWAY

Agent to book Picnics and Excursions for Amusement Park in New York area for 1939 season. Write ROCKAWAYS' PLAYLAND, 276 Fifth Ave., New York City, for appointment.

but this is entirely out of the question because there's no clearing house. It has to be gathered piecemeal and it takes time.

Detroit can speak well for the auto-manufacturing section, Pittsburgh and Youngstown can speak for steel, Omaha can speak for the agricultural section, but in any of these key cities which we might select the report would be only an approximation. We have yet to hear of any place that has an increase over 1937, altho it might be possible in just a few places, but the writer doubts it. No really accurate statement can be made until well into October, when park men themselves know more accurately just where they stand than any of them do just now. At any rate, if there's no war we feel safe in predicting a better 1939 for all parks outside of the areas of New York City and San Francisco, which are sure to suffer from the expositions.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, Sept. 3.—One of the largest week-end crowds of summer was here for the pre-Labor Day review, garages and parking lots being filled to overflowing. It is estimated 100,000 came by car, while busses brought 12,000. Railroad travel figures revealed more than had been expected. Over 16,000 came on Sunday from Philadelphia, with 500 from New York. Pennsylvania excursions added 4,000 more. Beach crowds were estimated at 300,000. Hamid's Million-Dollar Pier and Steel Pier had the busiest days of the season to date. Auditorium Ice Follies was practically sold out. Ben Blue and Guy Lombardo were Steel Pier headliners.

Auditorium will call it quits Sunday night after having good crowds, and the Ice Follies troupe, with Bess Earhardt and Roy Shipstead, will pack for Hollywood, where they are scheduled for an ice picture. Lex Carlin, at Garden Pier, which will go dark after an excellent season for legit, is laying plans for a return next season.

Hamid's Million-Dollar Pier, thru good showmanship of General Manager Samuel W. Gumpertz, kept the big week-end show a secret until the last minute and then, with everything ready, splashed the town with Paul Whiteman and last-minute arrival, George Jessel. Hamid's is carrying over Fifi D'Orsay and Harry Rose. Cuban Rumba Queens, one of the big hits of the pier, must return to Cuba upon completion of their engagement because their stay in the States is up. George A. Hamid came from the Toronto Canadian National Exhibition to be at the pier for the holidays.

There is much interest in amusement and sporting circles as the time nears for a referendum on pari-mutual racing. If State voters okeh it there will be a new amusement set-up here next season, with dogs and perhaps horses running. Steel Pier opened several new turnstiles in anticipation of a record Labor Day week-end, with Rudy Vallee in the ballroom and Hugh Herbert heading a stage show. Pageant week finals will be in the ballroom next Saturday night.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Final free attractions are Ed and Jenny Rooney, aerialists, and the Great Curran, high pole artist. Both clicked nicely with fans. Fireworks were scheduled every night during final week with a special display on Labor Day. Second Children's Day under sponsorship of Westchester dailies was as big a success as the previous one a week before.

By the time these lines are in print the State Horseshoe Pitching Championship will be history, the event taking place on September 3-5. All the big barnyard golf champs were entrants.

Sympathy of Playland employees is extended to Superintendent of Games Gus Rosasco on the demise of his mother. Employees are looking forward to their own big outing on September 12. Will be aboard the S. S. Americana. Superintendent George Baker leaves shortly for an extended vacation on the Pacific Coast and to points west. Arthur (Tarran) Marras goes to his pet shop in New York City this winter. Dorothy Dwin, sketch artist, is booked at a large New York department store for the cold months. And Frank Laper, the missus and Walter to their winter home in Palm Beach. Yogi Jordan will practice on the Mahatma stuff all winter. Bette Skagg,

HAMID'S MILLION DOLLAR PIER ATLANTIC CITY

CUBA'S

PRIZE WINNING RHUMBA QUEENS

UNDER DIRECTION
GUILLERMINA FOYD

HAMID'S MILLION-DOLLAR PIER

ENTIRE 1938 SEASON HIT
THANKS TO GEO. A. HAMID and S. W. GUMPERTZ

DR. BEVERLY SPROUL'S

ESKIMO VILLAGE

FEATURING
Prize-Winning Canadian Huskies—Entire Season Hit Hamid's Million Dollar Pier.
Respects to Geo. A. Hamid and S. W. Gumpertz.
Open for Future Engagements.
DR. SPROUL, Lake Placid, New York.

THE CELEBRATED DEL RIO FAMILY

TRINIDAD, DOLORES AND PAUL (Peter the Great)
Extend Heartiest congratulations and thanks to America's two outstanding Showmen,
GEORGE A. HAMID AND SAMUEL W. GUMPERTZ.
Just Finishing Eleven Weeks to SRO at Hamid's Million Dollar Pier.
Exclusive Management MURPHY AND MEIKLE.

Congratulations

GEORGE A. HAMID AND SAMUEL W. GUMPERTZ.
On First Successful Season With Hamid's Million Dollar Pier.

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HAROLD BARNES

"AND HIS WIRE"

Thank You, Messrs. Hamid and Gumpertz

EDDY

MORGAN

and His Orchestra

Entire Season 1938 Ballroom of States.
4th Consecutive Year at this spot.

CHARLES LAJOIE

SENSATIONAL 60-FOOT MOTORCYCLE
PLUNGE INTO TANK OF WATER.
Entire Season Outdoor Circus.
HAMID'S MILLION-DOLLAR PIER.
Now Open for Booking.
Write
839 STATES STREET, Care Indian Sales,
Springfield, Mass.

SIDNEY B. LUBIN

Original one-man band and his Patented Beer Bottle Organ. Featured in Olde Tyme Movie Theatre entire season. Music, Sound and Dialogue for silent pictures. Thrilled Thousands.

Thanks to
Geo. A. Hamid and S. W. Gumpertz, of
Hamid's Million Dollar Pier.

WORLD'S ONLY WILD

DIVING ELK and BUFFALO

Biggest Sensation of Atlantic City and Hamid's Million Dollar Pier Entire 1938 Season.
Direction Courtland Durand Wild Game and Guest Ranch Water Rodeo, Martinsdale, Montana.

AL FLOSSO

"KING OF KOINS"

"PRINCE OF PUPPETEERS."

ALL SEASON DEL RIO THEATRE,

HAMID'S MILLION DOLLAR PIER

Palisades, N. J.

By CLEM WHITE

The season's story seems to carry a note of confidence. All hands are unanimous that if the sunshine had been on "our side" all would have been okeh. Jack and Irving Rosenthal have concluded arrangements for even more new attractions than had previously been planned.

Doc Morris scored a bull's-eye in arranging a State-wide meeting with bands, et al. for the two leading Democratic candidates. Many comments in the praise fashion for Anna Halpin on her Mutual network Coast-to-Coast appearance on the "firsts program," altho there may be a little dissension about Anne being the world's first woman park manager. Minette Dobson all set for her winter season producing chorus routines for theaters. Barney Korn, who holds a record for 20 years with season ticket in the pool, recently broke a record by swimming from George Washington Bridge to the Statue of Liberty in five hours and 20 minutes.

Big farewell party finally was set for September 7 with everyone inside the fence scheduled to attend. Vera Macauley returned from Milwaukee and Agnes Burke feels more at home with her long-time partner.

granddaughter of Min Bossert, off for Philly, and Herbie (Bud) O'Malley returns to Colgate University for his Junior Year. Adios, Hasta Manana.

Ohio Concessioners Visit And Have Softball Battles

AKRON, Sept. 3.—More than 50 concessioners of Summit Beach Park and their families chartered two busses for a journey to Idora Park, Youngstown, O., on August 15, where a softball team of Akron employees played a team from Idora Park, losing 8-7. Dave Roberts, vet concessioner in Summit Beach, was in charge of the outing. Manager Charles Deibel, Idora Park, was host to the visitors, who took in all midway concessions and rides and were served refreshments.

On August 22 the Youngstown group were guests of Summit Beach concessioners here, the two ball clubs competing on the park diamond and the local team evening the series, 12-8. A deciding game probably will be played. The Akron group turned over amusements to the visitors and dined them in the beer garden.

Roberts said plans are on to form a softball league among amusement park employees in Northeastern Ohio next summer, playing a Monday schedule thruout the season, six parks having agreed to affiliate. Harry Shirk, concession manager in Meyers Lake Park, Canton, O., plans to bring his team to Summit Beach for a softball game and outing before the season ends.

PARIS.—M. Ledon, 32, groom at Vincennes Zoo here, was gored to death recently by a Lake Tchad water buffalo. The animal charged as Ledon bent over to place oats on the floor, a horn piercing his stomach.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Viola Blake, wife of Ken Blake, high diver, writes from Kimball, Neb.: "Our hearts are heavy because of an accident recently in Casper, Wyo. Working side by side with the John Cimse Company, high motorcycle act, which is the same act that worked at Palisades (N. J.) Park in 1936 just prior to the high diving championships, their rigging gave out and one girl crashed to the earth, and two others were injured very badly. The girl who crashed gave her last bit of showmanship when she slipped from her safety as she went into a perfect swan dive and held it all the way down till she crashed—and she didn't even let out a peep. The motorcycle driver suffered a broken arm and wrenched back and the other girl suffered internal injuries. The other boy is all right. Mrs. Cimse, whose husband was killed a year ago, is getting along fine and as a showwoman is 100 per cent as she is going to build another act just like this one."

While the Cimses are not members of the aquatic fraternity, they have countless friends among pool owners who also operate parks and beaches which have played them.

Glad to hear from Mrs. J. C. Kelly that Jack (Clown) Kelly, high diver, is back working after an absence of two years from the tank. According to the missus' letter, Jack was with the Tashers diving act at Rex Billing's Belmont Park, Montreal, Can., last week.

I think one of the most impressive entrances of any pool in the country is that of the Arcola (N. J.) open-air aquarium. Or do you think I'm wrong?

Al Sanders, publicity director for the Hinchcliff Bros.' Wal-Cliffe tank, Elmont, L. I., writes this column again to report that the recent beauty competition held at the plunge drew 3,500 persons, which was the largest crowd the pool ever held.

Other swim folks who took pen in hand last week are Mildred Skjonhaug, from Casper, Wyo., and Bill Sadlo, from



JOSEPH A. MCKEE became the first life member of the National Showmen's Association when he obtained the required 50 fully paid-up new members to the growing eastern outdoor organization. An ardent NSA booster, he is a veteran of amusement park business and is well known as designer, builder and operator of amusement devices. He is employed this season by Palisades Park, Cliffside, N. J.

Toronto, two marathon swimmers, and Matt Sedgwick, from Bronx, N. Y., manager of the Jerome Cascades tank. This is to inform them that their letters were gratefully received and just as soon as this department's secretary returns from her vacation they will be answered personally.

Coney Island, New York

By UNO

Principal news of the week was Magistrate Charles Solomon's "guilty" verdict in Coney Court in the case of a side-show owner, Sam Wagner, accused of violating the administrative code by conducting free entertainment on the sidewalk to advertise the show. It was the first adverse decision in the resorts' history. Defendant has operated World's Circus, freak show, at Coney for 16 years. Cases of Dave Rosen, operator of Coney Side Show, and Fred Sindell, Palace of Wonders, come up on September 13. The magistrate said that ballyhoo had been an inseparable part of Coney life for 40 years but that he must find in accordance with law, despite personal views. Prior to the Wagner case Magistrate James E. Finegan ruled that Park Commissioner Robert Moses could not limit activities of talkers on private property adjoining the boardwalk. However, he urged show owners to co-operate with Moses.

Oldtimers are still "Coneying." George Sweeney, former concert hall comic, is now barkeeper in Luna. Ditto Clarence Trador, formerly of Feltman's and one-time famous Andy Horn's, New York. Bill Hickey, pianist, once in Paddy Shea's, is now at Imperial Hotel. Charles Ryan, singer, is now at Lane's Irish House. Billy Hess, bell player of burlesque fame, is also at Lane's. Jack Scully, another Laner, is tap dancing with Jack Brennan. Paul Bergfeld, at Coney for 44 years, has sold *The Billboard* for 18 years. Artie Myrtle, on West Fifth street, still puts up beefsteak parties once a season for oldtimers. Harry Hamill, former character actor with *Rain* and *Eternal Road*, also dad of Ben Hamilton, burlesque tenor, sells tickets for Ghost Train in Luna.

Artie Pilatski, last season with Tony Miccio at People's Theater, New York, is

\$1,000,000

(Continued from page 32)

by Batt and associates if their bid is accepted.

Big Biz Built Up

Taking over management of Pontchartrain Beach 11 years ago as a mediocre lakeside resort, Batt's energetic plans have steadily built up a spot that compares with the best in the South. Thousands of dollars have recently been spent modernizing the beach, and continuous outdoor free acts, reasonably priced rides and concessions, well-guarded bathing facilities and courteous treatment of patrons have enabled the corporation to establish new peaks for attendance each year of operation.

Total attendance this season should easily surpass the aggregate of 1937, estimated at 1,000,000. Manager Batt's father, J. Batt, and a brother, Richard, are actively associated with him and two "unnamed" officials in operation of Playlands, Inc.

SEASON HAS

(Continued from page 32)

brought as large crowds as last season.

Promotional efforts were stressed more than ever. Much renovating and painting was done in the spring. Season will end on Labor Day, with tentative plans on for continuing winter sports thruout cold months. Most encouraging has been response to vaude revues Sunday afternoons in the open-air theater, all mid-way attractions being helped as a result. Concessioners in the park many years report they have never before experienced such a poor year and, while they would not estimate how far off business has been as compared to a year ago, it was indicated to be as much as 40 per cent in some instances. Doc Kerr, who has novelties, souvenirs and pony track, said the season has been the worst he has had there in more than 15 years. Leo Maytnier, picnic agent, and Russ Biechele, in charge of special promotions, are credited with having done a good job.

expert over the "mike" at the Saratoga ball game on Stillwell avenue. Recent visitors were the Ritz Brothers, besieged by autograph fans; Libby Holman and Alfred Goldman, ork leader.

Big mystery over at Feltman's. A mess of fish reported caught by George DeHart, private chauffeur; Irwin Gottschalk, general manager; Richard Plaza, head barkeeper; Al Grosh, electrician, and C. A. Feltman, didn't arrive with the return of the anglers. Harry Witt, of the Boomerang ride, went to Springfield, Ill., and other points west to plant Boomerangs. Veronica Burns, Boomerang cashier, has been dubbed "Belle of the Arcade." Julius Tolces, behind the premium counter, is equal to any kick or request when it comes to satisfying.

Luna Park's Willow Grove has a new vaude show. "Smiling" Gene Dover continues as emcee. He also emsees the Prince Nelson high-wire act after the Grove show. The McCune Sisters, Jean and Bee, singers and dancers, are new to Coney and New York, fresh from Chiniteries. Renee is Hawaiian dancer. George and Jeannette are ballroom dancers. Alice Hayward is soprano prima donna, and Tom Sawyer is hillbilly musician from Arkansas.

Bob Kirschman, Luna shooting gallery operator, leaves September 7 for Brockton (Mass.) Fair. He will take Mrs. Kirschman with him and leave his stepson, Albert Hannafin, to guard the Luna plant. He will return for Coney's close, then off for Trenton (N. J.) Fair. Liquid boss Campbell has a new dog, Rags. The Hi Lo contest will have its elimination finals on September 17 when some kid of five will tote off a bike. Prince Nelson, last week, added a high trapeze stunt to his other stunts. And how they gasp when he starts his sky-drunk capers. There is a treasure hunt every Wednesday p.m. in the pool when bathers flounder for \$25 in silver thrown by Manager Charlie Miller. Ruth Hannafin, of the handwriting booth, has grown proficient in readings. Murray Felton, of Dipsy Doodle, has installed a woman talker. Jack and Charlie Greenbaum, of Playland game, are rehearsing for a Broadway show, *Pop 'Em In*. Nick LaChase, electrician, will winter at Dick Schramm's health farm. Ed Van Pelt is

LONG BEACH

(Continued from page 32)

Monty Lowry, M. Coughlin, H. G. Bernard. Sea-Side Gift Shop, Mr. and Mrs. J. F. Parmenter. Jewelry and novelties, L. R. Douglass, Josephine Smith, H. G. Warburton. Beach toys, Gertrude Parman, Nellie Fairbury. Agate shop, Ben Frescher, Nita Carpenter. Astrology, Katherine Berry. Oriental Gift Shop, B. Yamamoto, M. Sorakichi, S. Tanamichi. Carmel corn, George Plematis, Esther Harvey. Lunch and soft drinks, Mr. and Mrs. Henry Myles, Anna Severson. Jewelry novelties, Joe Arthur, Harry Goodman. Occult suite, Mme. E. Ray.

In Display Building

Concessions in Jergins Display Building: Beach novelty shop No. 1, C. E. Turner, owner; Edw. Bennett, Mrs. E. Wood, agents. Gift shop, Walter and E. N. Fitzgibbons. Perfumes, Florence McGinnis. Portraits and caricatures, S. Semion, Ted Salee, Paul Binder, Mrs. Ben Percin, Bob Peterson, Ben Percin. Forecasts, Flo N. Detric. Fantasies in glass, Joe Guillami. Pennants, Tex Houseman. Grace R. Gibson. Gift shop, Henry Smith. Kitchen gadgets, Major Woods, owner; Mrs. White, Mrs. Jernigan, agents. Velas beads and shells, E. Tamura, M. Yoshihara. Numismatic shop, W. Schmidt, H. D. Warren. First-aid articles, Bette Flanagan, Raymond Ray. Chinese shop, W. T. Lee, A. Hanania. House of Chen, G. Chen, Eunice Fielder. Oriental rugs and tapestry, Mr. and Mrs. L. Hanian. Souvenirs in leather, Mr. and Mrs. William Turpen. Pen and engraving shop, John West. Card writer, A. K. Dennison. Portrait artist, Fred Jaye. Professor and Mrs. A. L. Morrell, Yankee whittlers. Phantom photo strips, P. S. Allen, G. E. Gregory. Handwriting analyst, Virginia Hinkley Young. Redwood shop, Mr. and Mrs. C. A. Parker. La Hacienda, Mexican plants and novelties, Barbara Saltsman. On spot candies, Georgia Yeakle. Puzzles, S. H. Meacham. Novelties, Mrs. S. H. Cross. Dorcas shop, Mabelle Prohaska. La Rancho shop, Ethel and Irma Spurbeck. Pressed flowers, Cora Harrison Shafer. Indian gift shop, Mr. and Mrs. E. K. Miller. Redwood plaque shop, Mr. and Mrs. Alfred Peet. Capistrano pottery, Gladys Williams, Mrs. E. Hurth. Plastic art, Mrs. M. North. Bamboo hut, Nimo Warren. La Tiena de Cobra, McIntosh & Strong, owners; Orpha Tunison, agent. Tung Hsi Pootz, Mr. and Mrs. C. E. Brownlow. Silver Shell shop, E. K. Miller Jr., Olive Sprouse. Tropical fish, Mrs. E. Wingo. Gem art rugs, Mrs. J. C. Thraikill. Revue films and Mexican novelties, August Bahr. Rainbow shop, Jane Hooper. Card reading, M. Stenberg, Lellia Grund. China shop, E. L. Lee, owner; Neta Shaw, Mrs. F. G. Humphreyville. Village china shop, Mabel Hester, Ann McQuaide. Pop-corn crispies, Mr. and Mrs. J. G. Kalmeyer.

Concessions on the Pike: Fish and chips, J. E. Adams, Jack Cavendish, Jerry Harahan. Photos, Mott Boa, owner; Ben Summerville, Bert Ryland, E. Amori. Blood pressure, Dr. R. A. Wilson. Bottle game, J. S. Wieman, owner; William Poster, W. H. Mayo, agents. Long-range lead gallery, Josephine Clark, owner; Lee Berger, Lorna McBride, agents. Leather novelties, Mr. and Mrs. B. Parent. Coon dodger, Mrs. Cal Leips, owner; Mrs. Ed and "Smiling Eddie" Rayburn. Card shop, E. Vincent, Fred Garside. Penny arcade, Steve Stevens, manager; Hugh Weir, Louie Salee, Mrs. E. Gustafson, Bennie Horton. A Chap de Laine, Nick Pittenger. Souvenir shop, T. and M. Samuels. Knock-'em-over, Eddie Ingram, Charles Tuttle, Al Bergenwald. Grunt derby, Danny Zampino, Pete Sudento, Gasper Sudento. Bottle game, Al Guico, Elvin Scalise. Guess-your-weight, Dick Wolff. Bottle game, Carroll Court, Fred Hardy, M. Daveny. Pop-Corn George's, Eddie Farney, Nora Jenkins, Sam Young, Anna Cassidy. Pillow shop, Mr. and Mrs. James Myers. Texas tamales, F. Koppe, Joe Burton. Salt-water taffy, Lewis Ervin, Edith Patterson, Zelma Haines.

(Continued next week)

taking a civil service exam for the position of comfort station keeper. Agatha Martorello, of Spicy Moments, will winter in Bermuda. Joe Melani, of Grand Canyon, plays only with aces back to back. Harry Becker is manager of Dragon's Gorge. Josephine George, relief cashier, is the center of admiration. Looks like pass booth King Budd may travel with Prince Nelson after the park closes. Gladys Golden, Adeline Nasti and Babe Maresco are out for the beauty prize in the Mardi Gras parade.

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MORE RECORDS ARE TOPPLED

Ottawa Sets Up New High

Gates and grand stand are biggest in history--Hamid show draws much praise

OTTAWA, Ont., Sept. 3.—Central Canada Exhibition here on August 22-27, with record daily attendance, was declared a success without parallel in its history. With 60,000 on closing day, a new last-day record, attendance totaled 336,000, 27,500 more than the all-time record in 1925, and 55,500 more than last year's attendance. Every department showed increases and President H. Stanley Higman and directors were well pleased with support accorded the exhibition.

Comparative attendance:

	1938	1937	1936
Monday	61,300	58,500	57,500
Tuesday	24,100	39,000	30,000
Wednesday	72,880	53,500	57,000
Thursday	73,500	52,000	60,000
Friday	44,120	30,000	40,000
Saturday	60,100	47,500	54,500

Totals.....336,000 280,500 299,000
A new record was also chalked up for the grand stand with total attendance of 50,461, as compared with 42,773 last year. Horse Show was well patronized, average nightly attendance being 3,500 to 4,000.

Max Linderman, general manager of the World of Mirth Shows, estimated (See OTTAWA SETS on page 38)

Detroit Goal Is 1,000,000

Good start made on 16-day fair—big building plan is projected by Isbey

DETROIT, Sept. 3.—Michigan's 89th State Fair, August 27-September 11, opened with a gate increase of about one-third over the first Saturday last year, dropping about the same percentage below last year's figure on Sunday. Weather was clear on the first five days. Extension from 10 to 16 days for the first time makes comparison with last year difficult. Comparative figures used (See DETROIT GOAL on page 38)

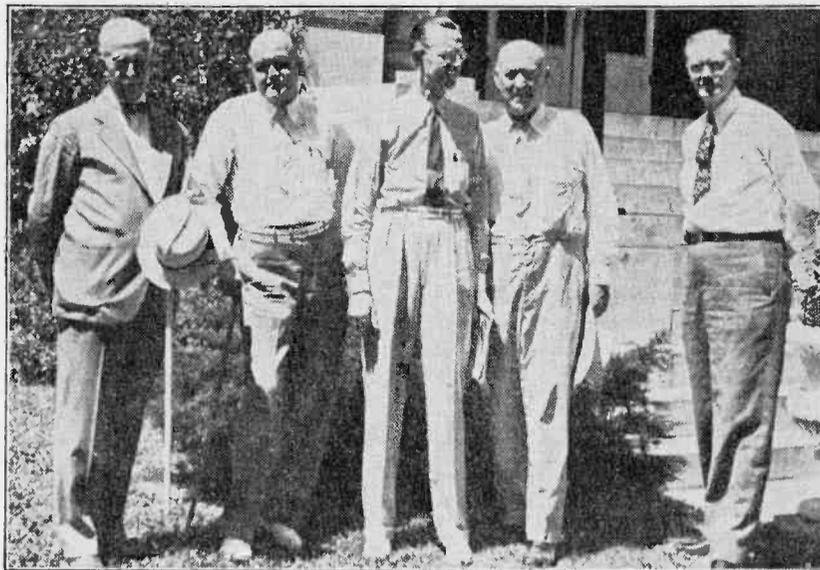
Detroit Lakes Has Gate Top

DETROIT LAKES, Minn., Sept. 3.—Record crowds attended Becker County Fair here on August 11-13 where Frisk Amusement Co. was on the midway and Black Brothers, comedy act, among others, were furnished by DeWaldo Amusement Co. for the grand-stand show, reports G. W. Peoples Jr., president.

Parachuter Leaps to Death

FARGO, N. D., Sept. 3.—James Jeffries Caraway, 24, bat man and parachute jumper with Kenny McCord's Thrill Show at the six-day North Dakota State Fair for Fargo ending today, was killed on Tuesday when his parachute failed to open after leaping from a plane. Body was sent to Des Moines, Ia. On the same day McCord sustained broken ribs when his safety belt broke as he drove a car into a brick wall. He was taken to a Fargo hospital.

DETROIT.—Pete, leader of the buffalo herd at Belle Isle Zoo and known for his size and majestic bearing, was taken ill and had to be shot. He was 19 years old and came here as a 2-year-old from Cleveland Zoo.



LOOKING OVER MISSOURI STATE FAIR, Sedalia, August 20-27, this group posed long enough for a photographer to do his stuff. Left to right: J. C. Penny, president of a chain of stores and owner of several large stock farms; Frank B. Joerling, of The Billboard, St. Louis; R. D. (Duke) Molesworth, secretary-manager of North Iowa Fair, Mason City; Jewell Mayes, State commissioner of agriculture, Jefferson City; E. L. Preston, publicity director of the State Fair.

CNE Gates Run 150,000 More Than in '37 in First 5 Days

TORONTO, Sept. 3.—With ideal weather except on Wednesday, when rain fell from 7 to 9 p.m., the Canadian National Exhibition, August 26-September 10, piled up on its first five days an attendance of 619,000, an increase of 150,000 over last year. All available space in buildings is filled and exhibitors report business has exceeded that of last year by a large margin. Automobile display in particular, said an official, has created wide interest, inquiries regarding new models having

been most numerous in years. Early attendance by days:

	1938	1937
Friday	51,000	45,000
Saturday	203,000	165,000
Monday	176,000	114,000
Tuesday	86,000	69,000
Wednesday	103,000	78,000
	619,000	469,000
Total increase	150,000	

On Monday, Young Canada's Day, vis- (See CNE GATES on page 37)

Mo. State Tops '37 Mark by Over 2,000

SEDALIA, Mo., Sept. 3.—Missouri State Fair here on August 20-27 had total attendance of 273,174, compared to 270,903 in 1937. Heavy rains on opening Saturday night and final Saturday morning materially reduced attendance. Grand-stand receipts also exceeded those of last year. Second auto race day was on the closing Saturday.

Mighty Sheesley Midway, making its first appearance in Missouri in many years, reported good business, with gross given at about \$17,000, practically doubling 1937 midway receipts. It was the first railroad show to play the fair in many years. Fair's concession division reported a 33 per cent increase in receipts over 1937; 24 leading farm ma- (See MO. STATE TOPS '37 on page 38)

N. Y. Two Weeks' Annual in Syracuse Has a Light Start

SYRACUSE, Sept. 3.—Off to a disappointing start, New York State Fair here, August 29-October 10, began picking up on the third day of the annual, which has been lengthened to two weeks. Syracuse Day, counted on to open with 50,000, was a disappointment. Comparative figures for the three days:

	1938	1937
1	15,737	15,191
2	20,671	70,131
3	*35,000	25,132

*estimated
Weather was fine on the first three days except for a light shower early on (See N. Y. TWO WEEKS' on page 38)

Ohio To Pay Own Way for First Time in 88 Years, Figures Show

COLUMBUS, O., Sept. 3.—The 88th annual Ohio State Fair, August 27-September 2, is the first to pay its own way, said Earl H. Hanefeld, State director of agriculture. On the first five days all attendance records were shattered.

"The expense of the fair already has been met with paid attendance plus donations of breeding societies and the like, which swelled premiums in the 16 divisions to a new high of \$133,465. We have taken in more than enough to meet expenses and premiums offered," Director Hanefeld said on Thursday.

The Legislature appropriated \$107,191 this year, while other premiums amounting to \$26,274 were donated. As inaugurated in 1937 the fair was extended two days, opening Saturday and Sunday

previous to regular opening day, this set aside for the Junior Fair; now one of the largest exhibitions of its kind. Concession space was at a premium weeks before the fair, and scores had to be turned away. At that 108 concessions were granted, with Grant Wooley, Urbana, veteran of more than 40 years on the grounds, once more having novelties.

Floyd E. Gooding, F. E. Gooding Amusement Co., who again placed 20 rides, reported on Thursday receipts up about 25 per cent from last year. New lighting aided in improving the midway. Other oldtimers, according to George Rohleder, charge of concessions, were Mrs. Alice Dixon, Columbus; W. R. Westlake, Columbus, with colored glass for (See OHIO TO PAY on page 37)

Badger Mark Now 624,401

Ammon reports a Wisconsin profit for the 4th year—to provide more parking

MILWAUKEE, Sept. 3.—Wisconsin State Fair, August 20-28, turned in another record with attendance of 624,401, topping by 21,815 the high mark of last year. Manager Ralph E. Ammon estimated it would show a profit of more than \$25,000, income exceeding that of last year, but premiums and other expenses being greater. It marked the fourth successive year that the fair, under Ammon management, has showed a profit.

Opening day was pelted by heavy rains, whereas not a drop marred the nine days last year. Income from three chief sources was estimated at \$226,000, as against \$218,000 in 1937. There were profits in several other divisions. Milwaukee and Industrial Day on Thursday drew 81,903, as against 81,828 last year. An estimated 25,000 witnessed afternoon AAA races and a good night crowd viewed the Belles of Liberty and fireworks and about 3,000 the first night of the Horse Show in the Coliseum. Dairy (See BADGER MARK on page 37)

Gate at Iowa State Leads '37 In First Week

DES MOINES, Ia., Sept. 3.—With about 317,000 attendance on the first seven days of Iowa State Fair, August 24-September 2, officials on Wednesday believed total attendance might top 400,000. The all-time record, set in 1929, was 435,385, established with exceptionally large crowds on final days. The fair continued thru Tuesday to maintain attendance increases over last year. Crowds held up well on Tuesday, despite threatening weather, altho the overcast skies brought a welcome drop in temperature.

Attendance on Tuesday was 45,560, exceeding that of a year ago by 3,735. Attendance for the first seven days was (See GATE AT IOWA on page 38)

Red Lion Close to Record

RED LION, Pa., Sept. 3.—For the second time in 20 years perfect weather prevailed during Red Lion Gala Week Fair on August 22-27, making it one of the most successful in history, reports Manager R. M. Spangler. Attendance was 1,616 less than the 1935 record of 34,000. On Saturday 12,000 attended. There were 19 commercial exhibits in tents and band concerts. Heller's World of Pleasure Shows reported good business on the midway. Free acts were Ski-Hi Harris, net dive; Helen Adams, trapeze, and Charles Siegrist and Company, aerialists.

Oregon Annual Is Up 40%

GRESHAM, Ore., Sept. 3.—Aided by fine weather and good attractions, 32d Annual Multnomah County Fair, managed by A. H. Lea, who built it into a \$500,000 plant during depression years, had a 40 per cent attendance increase here on August 22-28, reports George Haley. Night horse races were a feature. W. T. Jessup, manager West Coast Amusement Co., on the midway for the fifth time, said business was 25 per cent above any other year. Barbour's stock was used in a daily rodeo. Jim McCleave's Horses were a free act and there were fireworks.

SOMERSET, Ky.—Directors of Pulaski County Fair decided to call off the scheduled 1938 annual, said Secretary Beecher Smith Jr.

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 HEIGHT, 110 FT. **MID-AIR GYMNASTS** NOVEL LIGHTING
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 Open Time: Week September 12-17 and Some Time in October and November. Prefer Middle West and Southwest.
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7 DAYS NEW JERSEY 7 NITES
TRENTON STATE FAIR TRENTON
 SUNDAY—SEPT. 25, TO SATURDAY, OCT. 1st
 CAN PLACE STOCK CONCESSIONS — Will consider EXCLUSIVE ON NOVELTIES—Pitch-Till-U-Win, Scales, Cane and Knife Racks, Ball Games, Fish Pond, Juice, Grab (no hot dogs), Bumpers, Flashers, Photo, String Game, Mouse and Turtle Games. WARNING—You must work strictly for stock; no buy-back; no flat joints.
 SHOWS, RIDES AND GAME CONCESSIONS, ADDRESS CETLIN & WILSON, EN ROUTE.
 EXHIBIT BUILDING DEMONSTRATORS AND ALL OTHERS ADDRESS HARRY LaBREQUE, Secy.-Mgr., New Jersey State Fair, Trenton, N. J.
 NOTE—Game Concessions open on Monday, September 26. No Games Sunday.

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 "SOUTH'S GREATEST EVENT"
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 SEPT. 19 TO 24

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS. NO EXCLUSIVES!
 CAN PLACE Custard, Candy Floss, Grind Stores and legitimate Concessions of all kinds. Concessions can open September 16 at Battle of Chickamauga Celebration on Fairgrounds. Address
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 Wants Shows and Concessions.
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 September 27 to October 1, Inclusive.
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 D. P. LILLY, Phone 1612-F2.
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WANTED
 HIGH-CLASS CARNIVAL FOR
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Saved by Saturday
 —By R. P. (BOB) BUCKLEY—
 Secretary of Bad Axe (Mich.) Fair

We never had a Saturday fair before this year, but I am sure we will never hold another fair without including Saturday. I think all county fairs should include a Saturday in their dates. It is a protection against any rainy days preceding it.

It was a life-saver for Bad Axe Fair, scheduled for August 16-19, allowing us to break even. Had we closed Friday night as usual, the fair would have been in the red. I never want to see another rainy week, something very unusual in this territory.

There were four days of rain out of five, several tents were blown down and grounds were a sea of mud. Happyland Shows had a tough break, as they had to close shows and rides off and on every day because of the weather. The operators were very nice to us, agreeing to stay over on Saturday, thus saving something from the wreck, as Saturday afternoon pulled a crowd, but we were rained out again Saturday night.

It was fortunate that we had Henry H. Lueders' attractions for the grand stand, as his waterproof canopy on the platform permitted putting on the show twice daily and saving the grand stand. He also was good to us, staying over and giving a Saturday show.

First Device Signed For San Fran's Expo

SAN FRANCISCO, Sept. 3.—Frederick Weddleton, director of concessions for the 1939 Golden Gate International Exposition, has contracted with a London engineering firm for a device calculated to eliminate all neck-craneing troubles. It is described as a "giant crane which swings two metal cages 166 feet into the air where they slowly revolve, showing the cash customers in the cages all the sights from a lofty position."

It is the first definitely announced fun zone attraction to come out of expo headquarters, altho it is known that Weddleton has other well-advanced deals which, he says, will soon be revealed.

Bill Collins, son of 80-year-old John Collins, outdoor showman of Great Britain, here on Monday for a conference with Weddleton, praised Treasure Island as a wonderful site. He has nine major concessions at Empire Exhibition, Glasgow, Scotland.

Harry Baker, formerly with Sells-Floto Circus and producer for Fox West Coast Theaters, has joined the special events staff to direct pageants and stage shows. Argentine cabled fair officials that it is sending Juan A. de Marval as commissioner general and informing them of plans for an exhibit building. Germany will take its place with those of Denmark, Sweden, Portugal, Hungary, Belgium, Poland, Czecho-Slovakia and Holland in the International Palace. About December 1 giant clippers of Pan-American Airways will arrive and depart at exposition harbor.

Cold Hits Wis. Tri-State

SUPERIOR, Wis., Sept. 3.—Cold weather held attendance below the 100,000 mark of last year at Tri-State Fair, which closed a seven-day run here on August 28. Grand-stand attractions included WLS Barn Dance and Disappearing Water Ballet and Royal American Shows were on the midway.

Grand-Stand Shows

ACTS at Tioga County Fair, Owego, N. Y., on August 9-12 were Juggling Gordons; El Ray Sisters, skaters; Polly Jenkins and her Plowboys, and Pa and Ma Sherman, Western entertainers, now at home in Oneonta, N. Y., where Sherman is recovering from an attack of poison oak.

FOUR Hillbilly Swingsters and LaVerne Lamb and Company, booked thru Burton offices, played Sheridan (Ind.) Free Fair on August 25-27.

WESTERN Washington Fair, Puyallup, is being advertised on the air in an eight-week period by Captain Rausch's Exposition Band, playing marches and gallops in circus style, reports Roy Stone. Band, made up of ex-troupers, comprises D. W. Clingenpeel, Harold Brown, DeFor-

est Morris, John Burk, Miles and Andy Nelson, trumpets; Roy Stone, Tom Gilmore, Joe Elsom, trombones; George Anderson, George Johnston, baritones; Tom Solberg, Harry Crowe, Joe Cox, Esty Scholl, Jack Kerns, clarinets; Leon Mosher, Joe St. Jean, basses; Charles Kreamer, Buford Thornburg, drums; Glen Dodge, H. A. Chard, horns; Nick Sirignano, E-flat clarinet; Jim Stanfield, flute and piccolo. Band plays the grandstand show a la big top with continuous music.

AFTER playing Hillsboro (Wis.) Fair, George Bink's circus acts, with Leo Demers, Geddi Duo, Billy Williams and Hopp Green, emcee and clown, jumped to Francisville (Ind.) Fair.

FIVE FREE ACTS, booked thru Henry H. Lueders, United Booking Association, played twice daily before packed grand stands at Wayne County Fair, Northville, Mich., on August 17-20, said L. O. Stewart, attractions chairman.

MIDGE FOX and his band will play the 1938 Mid-South Fair, Memphis, 12th year for him at this annual.

WISCONSIN National Barn Dance Group played Gogebic County Fair, Ironwood, Mich., on August 16-19, where attendance records were broken, reports George Francis, National Entertainment Service. Fair Secretary Victor F. Lemmer said a five-day fair will be held in 1939.

BONETTE BROTHERS, balloon and sky ride act, played Charlottetown (P. E. I.) Exhibition on August 16-19, attended by biggest crowds in its history. Act is booked for Halifax (N. S.) Provincial Exhibition and after September 15 will play Southern fairs.

PLAYING Clark County Fair, Neillsville, Wis., on August 16-19 were Three Olympia Boys, horizontal bars and casting; Stanley Beebe and Rose Kress, bears; Three Named Brothers, hand balancers and perch, and Lew Rosenthal's Review of 1938, with Vall Williams, emcee, and Bob Allen, stage manager.

CAMBRIDGE (N. Y.) FAIR, August 17-20, was successful, reports R. Babcock. Attractions, supplied by Frank Wirth, included Original Funny Ford; Flying Siegrists; the Lockwells, skating act; Nelson and Nelson, comedy acrobats; Mile. Ora, horizontal bars, and Miss Minerva, cloud swing.

SECRETARY Harry B. Tanner, Cortland (N. Y.) Fair, August 22-27, who reports a good week, booked Frank Wirth acts, including Nelson's Elephants; Sensational Jacks, high act; Original Funny Ford and Four Lanyards.

HEAVY grand stands were drawn at Auglaize County Fair's Diamond Jubilee Celebration on August 28-Sept. 2 in (See GRAND-STAND SHOWS on page 48)

WANTED
 Carnival or Shows, Rides, Concessions
Lincoln County Free Fair
 September 14, 15, 16.
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WANTED WANTED WANTED
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 5 BIG DAYS — SEPTEMBER 14-18.
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 Shows of Merit with something inside, especially Big Banner Line Side Show, Freak Animal, etc. Percentage or flat rate. Concessions complying with Ohio Fair Laws. Archery, Ball Games, Grab, Eats, Drinks, Cotton Candy, Apples, Games of Skill. Will give exclusive on Cane Rack. This will be the biggest Fair we have ever held. Very reasonable rates. Write or wire.
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73rd ANNUAL RENSSLAER COUNTY FAIR
 NASSAU, N. Y.
 4 Days and Nights 4
 September 14-15-16-17.
 Want Rides and Legitimate Concessions of all kinds. Racket Boys keep away. You won't operate here. Concession Space \$2.00 per foot. Wire or Air Mail 50% deposit to reserve space. Shows with own outfits. WILL BOOK Kiddie Rides, Drive-Yourself Cars and Pony Track on very liberal percentage. Will sell exclusive on Novelties, Custard, Bingo, Scales and Palmistry.
 FERD A. KELLER, Midway Supt.,
 Nassau, N. Y.

N. Y. World's Fair Amusement Zone's Roster Is Filling Steadily

NEW YORK, Sept. 3.—Additional contracts for concessions at the World's Fair were signed this week and officials announced names of several attractions virtually set for inclusion in the amusement zone altho not signed as yet.

Amusement zone is filling steadily, tho somewhat slowly, with attractions of indoor and outdoor nature. Of signed and sealed deals rides seem to predominate, altho officials aver that there will be practically equal representation of each by opening day, April 30, 1939. Construction in zone has not been launched to much extent, altho site of Children's World, Inc., immense kiddleland, has been undergoing preliminary preparations for several days. Exhibit area is mushrooming, with new buildings and halls and landscape popping up almost daily.

Attraction for the lower end, site of the proposed "draw" feature of the fair, has not been decided. Billy Rose has been negotiating for a Casa Manana on the site. George White wants his Scandals epic there, and other big-time operators are interested in similar ventures. Understood difference of opinion as to type of attraction needed, existing between fair officials, is chief reason for the hold-up. It is likely that Rose will get the bid, even tho most experts believe that the attraction should have tremendous mass appeal and low admish fees, etc., to draw greatest number of weary patrons full length of the midway. Rose's night-club-type Casa Manana will not be that type of attraction. Should the Rose deal go thru, renewed juggling of concession locations and layout is expected, and construction will be postponed even longer.

Baker-Traver Leading

Harry C. Baker and Harry G. Traver, veteran amusement park and exposition engineers, operators and builders, lead the way in number of attractions already signed or virtually set for inclusion in the fun-area make-up. They are forming their own operating company with capital from the outside and will operate features jointly. Their line-up to date includes Laffland, funhouse; three Stratoships, Centipede, Bunny Hug, Serpentine, Roller Coaster, Comic ride, Water ride, Turtle Chase, Speed Cars and Roto Whip.

Next in number of attractions comes E. W. McConnell, another vet outdoor attractionist who has been identified with nearly all recent big-time expositions. He has signed a Naval Show, Creation Show, South Sea Islands Show and is co-operating with the local fire department on a Fire-and-Flame attraction.

Dufour & Rogers are set for Strange As It Seems and a 12-car Boomerang. Dodgem Corp. will operate water and auto Dodgems as separate attractions. Norman Bartlett is already in North Tonawanda, N. Y., supervising construction of Adventure, a dark ride; Drive-a-Drome, new round ride; Aerial Joy Ride and big Flying Turns. Spillman Engineering Co. is handling construction.

Austin, Nichols & Co., general U. S. distributors for the Heineken breweries of Holland, consummated the biggest concession deal of the week when they signed to present a typical Dutch Village to be called Heineken's on the Zuiderzee. Attraction will be of the village type, with copies of authentic buildings on the great inland sea, windmill, etc., which will house a restaurant seating 1,000, and a large bar. Entertainment in form of native folk dances, etc., will be of floor-show type.

Other attractions comprising the entertainment roster at the fair to date and listed previously in *The Billboard* include Dr. Martin Couney's Infant Incubator, Tony Sarg's Enchanted Forest, Morris Gest's Midget City, Col. M. S. Billingsly's American Indian Village; Bronx Zoo's Bathyspherium, Messmore & Damon's Flash Gordon in a World of Tomorrow, Admiral Richard E. Byrd's Penguin Island; Children's World, Inc. (Frank Darling), kiddle sector and playground; Ballantine Brewery's Three-Ring Restaurant, Jack Sheridan's Living Magazine Covers.

King Features' Popeye; Old China, operated by a Chinese syndicate headed by Wilbur Pyn; Felix Ferry's Monte Carlo Night Club, Schless Construction Co.'s Merrie England Village, Frank Buck's Jungle Show; a French Village, Bendix Archeological Trust's Llama Temple; Robert Sipchen's Winter Wonder-

land Alpine show, Schaefer Brewery's restaurant, Morris Green's Greenwich Village, Moe Gale's Savoy Ballroom, Cliff Wilson's Live Monster Show, Woodney Silverman and Julian Levy's Surrealist House.

Brass Rail's restaurant (one in amusement zone, three in exhibits), Robert Siering's Rainbow Ride, Harry R. and Charles H. Dash's Cuban Village and International Parachute Co.'s Parachute Drop.

List of concessioners for novelties, food and drink, etc., has appeared before. No additions have been made except 44 drink stands to Orange Crush Co. and 22 stands for sale of postcards and view books to Exposition Souvenir, Inc.

Heads Visit in Toronto

Concession department heads received leaves of absence this week and last to visit the Canadian National Exhibition, Toronto, for educational reasons. Rowland Bardell spent several days of last week at the fair, and Maxwell Harvey and George P. Smith Jr. departed on August 31 for the Canadian city. Smith takes a week off following the expo for his last vacash until after first season of the fair closes in November, 1939.

Visitors to concession and entertainment department this week included Herbert Smeck, Philadelphia Toboggan Co.; Cy D. Bond, Dodgem Corp.; Frank W. Darling, Children's World; Harry G. Traver and Harry C. Baker, and Leo Y. Chertok, Mexican Jai Alai authority.

Prompted by an article appearing this week in *The Daily News* upholding the fair for its objection to "Little Egypts and Sally Rands" as forms of entertainment, Grover A. Whalen, president, said that "the entertainment program of the New York World's Fair is well rounded in every way; there will be plenty of entertainment of every variety," etc., but did not commit himself as to whether there would be a ban on nudity or close supervision of types of entertainment.

CNE GATES

(Continued from page 35)

itors with money to spend filled grounds and crowded buildings, concessioners remarking that never before had they seen so much paper money in the hands of children. Shriners, who entertained 2,000 youngsters, taking them in groups of 40 thru all attractions of Frolexland as guests of Director J. W. (Patty) Conklin, handed out 8,000 sandwiches, 3,000 bottles of milk, 5,000 ice cream cones and 2,500 bags of candy.

Grand stand has been filled nightly, afternoon shows playing to three-quarters filled. On Children's Day the stand was jammed with 32,000 tots. Rain Wednesday night did not curb grandstand attendance, long lines standing in rain waiting turns at the ticket office. While the track in front of the stage was a sea of mud and back-stage areas a quagmire, conditions failed to break the fair's record of never having lost a show in 30 years, said Charles W. Ross, manager of attractions.

Grand-Stand Bill Strong

This being Jubilee year, the grandstand spectacle *The Decades* was designed as an impressionistic review of Canadian progress during the past 60 years. Scenic effects carry out the theme, the pageant being greatly enhanced by sparkling performances of the Roxettes and fireworks, which draw big hands. Pageant is preceded by an outstanding bill booked thru George A. Hamid, Inc., and greatly pleasing to audiences, judging by applause.

Acts, in order, are Cahill, cloud swing; Ted and Pearl Elder, fancy ropers; Palenberg's Bears; Waldos, three-girl aerial act; Carlos Circus, dog, pony and bucking mule; Mac's Trained Steers, an unusual act; Ted Elder, presenting Western thrills; Great Michaels, flying act; Deteros Sensation, airplane aerialists; Helen Reynolds Skaters, Nelson's Elephants, Francis Clown Trio, Royal Doberman Pinschers, Marcy Brothers and Beatrice, dance team, and Loyal Repenski Troupe, equestrians. The 24 Roxettes come on five times during the spec. Lee Barton Evans is emcee. Lucky Teter and his Hell Drivers were featured at afternoon performances on Monday thru Friday, drawing big matinee crowds for the third consecutive year.

Frolexland, with its attractive fronts, 24 shows and 26 rides, has played to enormous crowds since opening. Three new rides made their debut here, Flying

Rocket, Bubble Bounce and Rolo Funhouse, and are doing capacity business. Wednesday's rain did not seriously affect business on the midway.

Benny Goodman packed them into the outdoor dance plaza Monday night to the tune of 6,500. Buddy Rogers opened on Tuesday to large attendance. Guy Lombardo opened Thursday for three nights, with Rogers coming back on September 5-7 and Tommy Dorsey closing on September 8-10.

Among visitors who made inspections of Frolexland were Mr. and Mrs. Hyla Maynes, Mr. and Mrs. Harry A. Illions, Harry Hennies, Denny Pugh, Mr. and Mrs. Robert A. Miller, Mrs. Frances Shean, Mr. and Mrs. George H. Cramer and son, Mrs. Neil Webb, Mrs. Herman Larsen and John Coubrough.

BADGER MARK

(Continued from page 35)

Day attendance on Friday was down 4,602 from 93,474 last year. Afternoon grandstand attraction was *Mighty Mike*, a comedy dairy spectacle under direction of Mr. and Mrs. William K. Martin, John B. Rogers Producing Co. Professional acts also were in the 2½-hour program, which drew over 10,000. About 400,000 milk-bottle collars admitting youngsters under 12 years free to the spectacle were distributed by dairies.

First Boy Scout Day on Saturday had about 5,000 Scouts participating and attracted 56,013 persons against 45,976 for the same day last year. It is planned to enlarge this program at the 1939 fair. About 10,000 viewed AMA motorcycle races in the afternoon and night grand stand was again filled for the *Belles of Liberty* and fireworks. The 4-H Club and FFA Day on Sunday, concluding day, attracted 66,410 with AAA auto races in the afternoon before a record grandstand crowd of 30,000. Dissatisfied with the manner in which the races were conducted, Manager Ammon has asked for sanction to operate the fair's own races next year.

Management is already making plans for improvements for the 1939 fair. Included is the proposed spending of \$20,000 to gravel inside of the race track and place lines and markers which will enable parking of 12,000 cars. From the standpoint of exhibits and concessions, the 1938 fair surpassed that of 1937 and business in all departments was rated as brisk.

OHIO TO PAY

(Continued from page 35)

his 46th year; Nate H. Cohen, Buckeye Lake and Columbus, root beer and meals, and A. J. Lathouse and H. Buckenberger, Columbus. Alexander Shore had jewelry; D. W. Mikesell, W. M. Stimson, Ed Strasburg, J. M. Gilchrist, photos; H. E. Bernstein, program and score card; W. J. Thoma, William Cofflett, A. B. Heck, B. H. Eaton, Beechnut Circus, H. A. Schimpf and J. H. Green. Jacobs Confection Co. had horseshoe eats and drinks. There were 88 eating and drinking places, 43 sponsored by church groups.

Attendance estimates, including paid, exhibitors, passes and special day guests: Saturday, 29,000; Sunday, 40,000; Monday, 45,000; Tuesday, 55,000; Wednesday, 60,000; Thursday, Governor's Day, 75,000; total, 304,000. Paid attendance in 1937: Saturday, 15,670; Sunday, 40,612; Monday, 19,434; Tuesday, 34,006; Wednesday, 52,898; Thursday, 46,466; Friday, 11,309; total, 220,395. Rain marred three days last year, while weather was good this year. Fifty cents was charged for adults and 25 cents for children.

There were 163 industrial organizations with exhibits, about 25 more than last year. Horse-pulling and harness races proved popular with rural visitors. Night Horse Show, said to have grown to one of the largest in the country, had prizes totaling more than \$20,000. Night entertainment included fireworks, *Heigh-Ho 1939*, and acts were Watkins' Canine Review; Graham's Western Riders, Yorkley Four; Togo, in Slide for Life; the Wishards, comedy casting; Wells Brothers, juggling; Senioreta, high pole; Elmer's Crazy Cow; Five Elgins; Pirate Ship, and Jerry O'Brien, high diver act. Grand stand was filled to capacity nightly. Renfro Valley Barn Dance played to turnaway business in the Coliseum Saturday night, August 27.

Fair Manager W. W. Ellenwood said more than 6,000 head of live stock were shown. Prizes for the Junior Fair, under direction of B. P. Sandles, totaled \$16,000 with more than 30,000 exhibits. Several vendors were fined for violations of the sales tax law.

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YOU'LL BE SATISFIED WITH
RESULTS

OTTAWA SETS

(Continued from page 35)

there had been a 15 to 20 per cent increase in midway receipts as against last year. He said Monday, opening Children's Day, had been the best financially in history of the fair, while receipts on Wednesday, Thursday and Saturday had been far greater than at any time since he has been bringing his World of Mirth Shows to the fairs.

George A. Hamid put on one of the finest grand-stand shows ever brought to the exhibition. He has been coming

to Ottawa 16 years and his shows have demonstrated their popularity every time. Grand-stand attendance broke all records on two nights, with more than 11,000 viewing performances. Miss Elaine Dowling, mistress of ceremonies, was a hit, while the work of the prima donna, Orsala Areli, was outstanding.

DETROIT GOAL

(Continued from page 35)

for 1937 are of the final revised attendance, certified by public accountants. Day-by-day figures this year are actual for the first two days and estimates for the next three days:

	1938	1937
Friday	not open	9,842
Saturday	38,700	28,465
Sunday	50,164	80,878
Monday	33,000	105,043
Tuesday	38,700	33,050
Wednesday	48,000	42,458

Total to date... 208,564 299,736

Exhibits are about equal to those of recent seasons in commercial and industrial classes. Establishment of the Women's Building, formerly the Machinery Building, required moving of exhibits formerly in this structure to scattered points on grounds. Agricultural exhibits opened far below normal, because of the 16-day run. Live-stock exhibitors had entries scheduled for other fairs during the first week and were unable to rearrange dates. The fair was partly promoted on the basis of an exhibition for the first week, to be followed by the fair proper for 10 days. Live stock, other exhibits and farm machinery, conspicuously absent a year ago, began arriving in quantity on Wednesday.

The grand stand not having been the property of the fair for several years, the racing season, which opened on August 27, is run independently, with separate admission, and so no regular grand-stand show was offered. But free acts were in profusion, with one or more shows going on practically constantly in some part of the grounds. Program on the new mall included Less Cattiers, aerialists; Jansleys, high pole, billed as Aerial Demons; Bill Kyle, fire diver; Peey Ringens, bicycle high dive; Voleros, high act; Maximo, slack wire, and Blondin-Rellims Troupe, high wire. New stage in the grove in front of the Coliseum had the Dunnedins, unicycle jugglers; William and Joe Mandell, trampoline; Harrison's Dog, Monkey and Pony Circus; Tim Doolittle and his Pine Center Gang from WJR. Doolittle also played for square dances on the stage, a popular feature. Fanny, trained goose, put on a show in front of the Coliseum. Luke Pasco's Trained Border Sheep Dogs were in the judging ring. George Washington Lovett Jr., five-year-old mental marvel, appeared in the Coliseum with Rudy Vallee and on stages on the grounds. Free acts were booked thru Barnes-Carruthers and Ernie Young offices.

Names in Coliseum

Coliseum show is being presented with five changes of name attractions, followed by dancing with the bands featured. This feature appealed especially to younger visitors, drawing a substantial number of fresh admissions at the main gate as late as 11 p.m. Bands and acts the first week included: Saturday, Sunday and Monday, Rudy Vallee and orchestra, featuring Vic Hyde, Mirth and Mack, Chick Kennedy, Edna Strong, Caryl Gould and Gentlemen Songsters; Edgar Bergen and Charlie McCarthy, 32 Chester Hale Girls (remaining thruout the fair), Chaz Chase, the Nonchalants, Red Donahue and Mule, Marion Fields

Foursome and Serge Flash. Tuesday, Wednesday and Thursday, Benny Goodman and orchestra, featuring Lionel Hampton, Teddy Wilson, Martha Tilton, Jess Stacy, Harry James and Dave Tough, Morton Downey, Edna Sedgwick, Ames and Arnold, Hazel Majeau Girls, Red Donahue and Mule, Fortunilla and Cellini and Olympics. Friday and Saturday, Buddy Rogers and orchestra, featuring Jack (Screwy) Douglas and Bob Hannon, Joe Cook and Co., Coles Midshipmen Singers, the Nonchalants, Red Donahue and Mule, Simpson Marionettes, Peggy Taylor and Co. and the Olympics. Special show for colored patrons with Benny Goodman's Band was given Wednesday night. Coliseum show was booked by Music Corporation of America, with representative Bill Green on location here. A large number of entertainers found employment for individual exhibitors in buildings.

Total fair budget is \$360,000, with \$100,000 being spent on the entertainment bills. Premium list runs about \$55,000, \$20,000 being spent for advertising.

Midway Starts Well

Hennies Bros.' Shows, again on the midway, reported to Fred Schader, of the fair management, that business was doubled on Saturday and tripled on Sunday over last year. Night patronage during middle of the week was only average on the midway, with bulk money going to rides. Patrons did not appear in a liberal spending mood, as evidenced by business at most game concessions. Censorship of amusements, long under control of the late Lieut. Lester Potter, is in charge of Major R. G. Simpson, Michigan National Guard, who also has control of order on grounds.

The 25-cent no-pass-gate rule adopted last year is being strictly followed, being so rigid that it applies even to fair and State officials and working showmen. Idea caused considerable grumbling last year from midway operators, but several commented favorably on it this season.

Confident of reaching his goal of 1,000,000 attendance, Manager Frank N. Isbey disclosed plans for a \$5,000,000 construction program, to include plans for making the grounds "the automotive showroom of the nation." Under Isbey's plans the State would not bear any of the cost of construction. An indication of the method of financing was a proposal that erection cost of the automotive building be amortized over 10 years by leasing space. Among Isbey's major building projects proposed, all except the last three to be planned for 1939, are: Automotive building, \$1,325,000; horse barn, \$600,000; 4-H Club building, \$300,000; beef-cattle barn, \$400,000; sheep, swine and 4-H Club live-stock building, \$400,000; maintenance building, \$100,000; general exhibits building, \$200,000; women's pavilion, \$175,000; open-air theater, \$175,000.

MO. STATE TOPS

(Continued from page 35)

chinery manufacturers of the Middle West had displays valued at more than \$1,000,000, several reporting sales of every piece of farm equipment on exhibition and all reporting business better than at any recent fair.

Entries in speed, draft and light-horse divisions were ahead of last year, with Night Horse Show in the air-conditioned Coliseum heading the list with 227 entries. In speed events 165 harness and running horses competed. Secretary Charles W. Green said the 38th annual was a record breaker in many respects and an indication that people of Missouri are fast becoming more "fair-minded." Mrs. Green was an active aid to her husband.

GATE AT IOWA

(Continued from page 35)

317,599, compared with 281,460 for the same days in 1937, an increase of 36,139. First rain sent visitors to shelter Tuesday night, being just sufficient to lay dust. Grand stand was full for the Centennial Belles show.

With seating capacity of 12,000 and area space increasing it to 18,000, grand-stand attendance was highly satisfactory. First six shows were sold out, with attendance as follows: Friday afternoon, 15,812; Friday night, 16,423; Saturday afternoon, 29,903; Saturday night, 18,216; Sunday afternoon, 20,022; Sunday night, 14,571; Monday afternoon, 8,130; Monday night, 13,148. Tuesday attendance went up after the Monday change in program.

Acts and Extravaganza Friday afternoon, August 26, National

Circuit auto races, with a dozen acts, were followed at night with the fair's sixth annual rodeo and stampede, plus acts and fireworks. Saturday afternoon's Thrill Day show, headlined by Jimmie Lynch and his Death Dodgers and Dick Graners, "world's worst airplane pilot," making for a program of 16 events, indicated again the importance of the thrill feature established last year. Rodeo was featured Saturday night and Sunday night, with auto races Sunday afternoon. Monday afternoon harness races and rodeo continued, but Monday night a change in program brought the Centennial Belles extravaganza. A bubble dance, a Snow-White-and-Seven-Dwarfs skit and nine Charlie McCarthys helped put the show over big. Some idea of the scale on which the Centennial Belles show was built may be gleaned from the fact that instead of Snow White and the Seven Dwarfs, this Snow White had 14 dwarfs in the show. Highlights were a singing octet, woman ventriloquist and 40 chorus girls on a modernistic stage 50 yards wide. Bo-Brummels and Shanghai troupe were also acclaimed.

Acts with the rodeo included Jackson Troupe, comedy cyclists; Gilbert Brothers; bar gymnasts; Madam Maree's comedy animal circus; Picchiani Troupe, teeterboard; Wilbur's comedy animal circus; auto polo; DeLiberto Four, teeterboard; Funny Ford; Hill's Dancing Elephants, and the Briants, panto acro novelty. Acts with Centennial Belles show were Alf Loyal's Canine Circus; Monroe and Grant, trampoline; Eifel Sisters, aerialists; Aerial Ballet, Ainslee's American Beauties, Grenadiers, Alexander Santos and Company, Doris Cloes, Bo-Brummels, Marlon Ryger, Valentine Vox and Company, Ray and Maidee, Shanghai-Wing Troupe. Thearle-Duffield fireworks, booked at the fair for 38 years, were more appreciated than ever, since a State ban on fireworks, except by special permit, went into effect this year.

Record for Space Sales

The fair had eight nights of entertainment instead of seven as in the past, continuing thru evening of the last Friday instead of terminating that afternoon. Secretary A. R. Corey reported Monday night that receipts were running about \$25,000 ahead of last year's, as when gates opened Monday morning receipts for the two preparation days and three regular days totaled \$197,031, as compared with \$172,837 for the period in 1937. He said the fair must take in about \$310,000 to break even. Last year's receipts were \$331,661. There is no chance for an all-time record on receipts, however, said Mr. Corey, who remarked that in 1920, when the fair took in \$410,976, there was a 75-cent admission to grounds instead of the present 50-cent charge. Another big year was 1929 with total take of \$378,363.

Practically all concession space was sold and all records for space sales were broken this year. A total of \$116,227, an increase of \$6,646 over 1937, goes to exhibitors and contest winners. More than \$1,000,000 worth of live stock competed for \$80,000 in cash premiums. Grand-stand attendance for auto racing increased considerably and there was a drop in attendance for horse racing. Interest was good in Centennial exhibits and features as well as usual exhibits and concessioners reported good business. Beckmann & Gerety Shows, which showed a gross gain of about 20 per cent at close of the fourth day, was one of the brightest spots on the grounds.

N. Y. TWO WEEKS

(Continued from page 35)

Tuesday, but thin crowds hit business, especially that of the midway and night grand-stand show. Concessions, too, were complaining. Fair officials, however, believed later attendance would come on strongly. They hoped to break last year's all-time record of 271,000 in a single week. Feature of harness racing was Tuesday's attempt by Greyhound to crack his world's record of 1:56 for a mile. He missed by more than three seconds before a fair crowd. Harness fields were much better.

Rubin & Cherry Exposition on the midway is crowding the usual spot with 17 rides and 24 shows, the biggest layout the fair ever has had. Rides were running 10 per cent ahead of shows in early business. Second day saw a smart publicity stunt for the New York World Fair by Clifford Sage, director of promotions. He had the 27th Division Air Squadron of eight planes fly from Pine Camp, 100 miles north, and "bomb" the grounds with pennants advertising the 1939 World's Fair.

WANTED RIDES, SHOWS AND CONCESSIONS
at Jenners Fair, Jennerstown, Pa., September 13-16. Communicate with A. O. LAPE, Secretary, Jenners, Pa.

WANT FEATURE SHOW, SABINE PARISH FAIR
28th Annual, MANY, LA., OCTOBER 4-8.
Owing to the fact that WPA will not have Grand Stand completed for opening, this Fair seeks a feature high-class Show with own equipment on a percentage basis. Must be able to furnish bond or evidence of appearance. Only above-board aggregation considered.
BYRON P. BELISLE, Secy.-Mgr.

WANTED FOR OWINGVILLE, KY., STREET FAIR
September 21 to 24, Inclusive.
MOREHEAD, KY., STREET FAIR
Following Week
Concessions, Stock only. Rides booked. Address all communications to ELLWOOD DILLIN, Maysville, Ky. Now booking for ninth Annual Tobacco Festival, third week in October.

WANTED CARNIVAL OR RIDES AND CONCESSIONS. FOUR COUNTY FAIR
SEPTEMBER 12-17.
Payroll town.
WINDSOR FAIR COMMITTEE, Windsor, Mo.

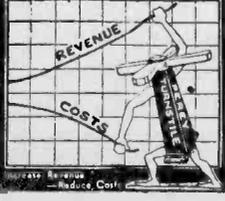
HUNTSVILLE, ALA.
Interested hearing from small Revue or other Grand-Stand Attractions open. Our dates September 20 thru 24, and playing in this territory.
MADISON COUNTY FAIR ASSOCIATION, Huntsville, Ala.

WANTED Merry-Go-Round, Ferris Wheel and one or two additional "Rides." Three Days' District Fair, HOPKINSVILLE, KY., OCT. 20-22, 1938.
Large attendance expected. Service to be Rented on commission basis. Address
PENNYROYAL AGRICULTURAL FAIR, Hopkinsville, Ky.

Booking Independent Shows and Rides
NO CARNIVAL. COME ON CONCESSIONS. 6 Big Days and Nights, September 12-17, Inc.
WABASH COUNTY FAIR
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HELENA, ARK., AT NEW FAIR GROUNDS.
DATES CHANGED TO SEPTEMBER 21-22-23-24.
Can place Carnival, Sensational Free Acts or Grand Stand Show. Will book together or independently. Contact HENRY H. RIGHTOR, JR., Helena, Ark.

Control Your Entrances and Exits Scientifically
Write PEREY TURNSTILES
101 PARK AVE. NEW YORK



AFA Seeks Closed Shop For Carnivals

CHICAGO, Sept. 3.—An intensive drive to unionize carnivals was launched this week by the American Federation of Actors. Paul Sanders, a former carnival press agent, has been appointed by the union to handle the carnival field and he has sent letters to the leading shows informing them of the union's intention and asking representatives of each show to set a time when he could meet them. To date Sanders says he has received replies from the Fairly & Little Shows, Rubin & Cherry Shows, Royal American Shows, Beckmann & Gerety Shows and Hennies Bros.' Shows, all of which expressed willingness to meet and discuss the union proposition.

Sanders says that the present object of the union is to obtain closed-shop agreements with the carnival owners rather than to secure members. The membership drive will come later, he said. It is the intention of the union, he stated, to organize the carnivals 100 per cent. The drive will take in everyone employed on carnivals except those already members of some recognized union. Acts playing fairs and other outdoor attractions also are to be included. The matter of wage scales, hours, etc., will be taken up at conferences with carnival owners.

It was the wish of the carnival owners to have a committee representing the various shows meet with Sanders and discussed a closed-shop agreement. Sanders, however, would not agree to this, saying he preferred to confer with the owners individually. In the event the shows are organized the check-off system of collecting dues will be used, the shows being responsible for collection of dues. Dues will be \$2 a month on the basis of a six-month season.

Sanders has prepared a number of bulletins which are being mailed to chambers of commerce, local unions and civic organizations calling attention to the unionization of carnivals.

Sanders claims that carnival workers are being exploited and that it is time they should have a union to protect their interests. When his attention was called to the fact that on many carnivals the workers are receiving considerably more than the minimum that will be set by the union, he replied: "Yes, that is true, but there are many other ways in which the union can help them."

At one time Sanders was press agent for the S. W. Brundage Shows, and later he worked for Rubin & Cherry.

Showfolks Wedding Guests Of Mr. and Mrs. A. R. Cohn

TORONTO, Sept. 3. — An elaborate wedding party was given on the night of August 25 in the Gold Room of the King Edward Hotel in celebration of the marriage of Isabel Elkins, Chicago, to A. R. (Red) Cohn, of the Conklin Shows. Attending the dinner were a host of showfolks and Toronto friends of the bride and groom, the latter being well known among showfolks in the States and in Canada, having operated bingo with J. W. (Patty) Conklin's organization for the past four years. Wires of congratulations came from all over.

Many beautiful gifts were presented to the couple, one a table dinner bell of silver from Mr. and Mrs. Neil Webb. Dave Picard was emcee at the party, and among those at the wedding table were Mr. and Mrs. J. W. (Patty) Conklin, Mr. and Mrs. Frank Conklin, Mr. and Mrs. Dave Picard, Mr. and Mrs. Newman, John Coubrough, Mrs. Herman Larsen, Mr. and Mrs. Al Kaufman, Mr. and Mrs. Harry Lewiston, Mr. and Mrs. Brockner, Mr. and Mrs. Maxie Herman and Frank D. Shean.

Mr. and Mrs. Cohn departed for Sherbrooke, Que., to join the show, playing the fair there. At close of the show season they will honeymoon in Florida.

Buys Royal Coach Inventory

ELKHART, Ind., Sept. 3.—Purchase of the complete inventory of Royal Coach Co. of Sturgis, Mich., has been announced by Wilbur J. Schult, president of Schult Trailers, Inc. The Royal company, which had been operating under a trusteeship, was recently ordered closed.



LOTTA FOLKS KNOW these smiling emissaries of the "Sunshine Mecca of the World." Earl Neuberry, left, and Frank Winchell have a publicity bureau in Tampa, Fla., Winchell having won his spurs as a carnival praise agent and long since added laurels as a hotel public relations counsel. He didn't do badly when he reaped reams of newspaper space by presenting Johnny Vander Meer, of the Cincy Reds, during a New York game with a commission as honorary mayor of Tampa.

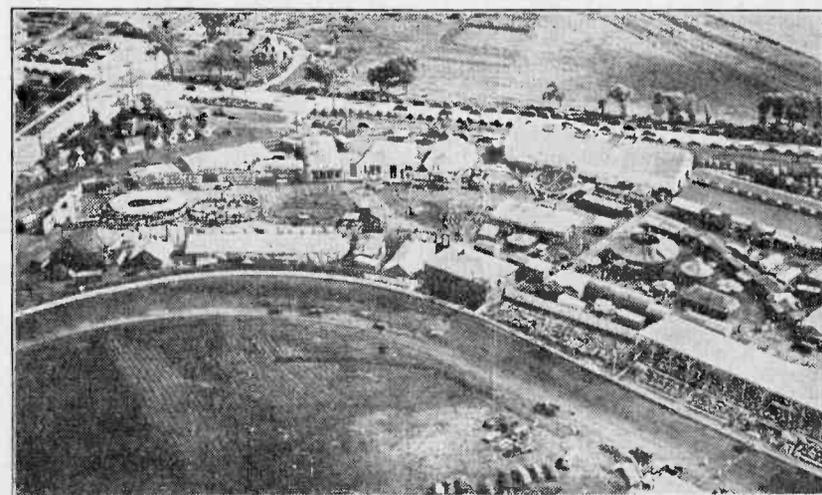
Hamid To Solicit Eastern Shows for NSA Memberships

NEW YORK, Sept. 3.—George A. Hamid, president of the National Showmen's Association, announced from Canada this week dates of NSA membership drives to be staged shortly on leading Eastern carnivals. List is in no way complete, nearly every carnival in the East being covered at least once during the fair season.

First list includes Rubin & Cherry Exposition at New York State Fair, Syracuse, September 7; De Luxe Shows of America at Rochester (N. Y.) Fair, September 8; World of Mirth Shows at Allentown (Pa.) Fair, September 23, and an additional drive on the same show September 27 in Winston-Salem, N. C. Following day the Strates Shows will have a drive in Bloomsburg, Pa., and Cetlin & Wilson Shows will stage a similar event while at the New Jersey State Fair, Trenton.

Meetings, all to be personally visited by Hamid and as many NSA officials as possible, are designed chiefly to create interest in NSA and to obtain new members. Stunt, tried out at parks and carnivals this summer, has proved an excellent interest stimulant and will be conducted as frequently as possible.

Details of NSA activities last week will be found in the regular club column in this issue.



THIS VIEW OF THE MIDWAY of the Goodman Wonder Show was taken from an airplane over grounds of North Iowa Fair, Mason City, played by the show on August 14-19. Ideal atmospheric conditions enabled the photographer, S. W. Lock, Mason City, to obtain an unusually clear impression.

Goodman Indicates Optimism by Adding 7 Steel Flats, Much New Canvas and Flood-Light Towers

DECATUR, Ill., Sept. 3.—One showman who has the courage of his convictions and is already building a "bigger and better" show in anticipation of a bigger and better season in 1939 is Max Goodman, managing director of the Goodman Wonder Shows. He has announced purchase of seven 62-foot steel flat cars to augment those now carried. An order has also been placed for new canvas, some of which is scheduled to arrive within the next two weeks, and other

canvas for replacement and enlargement of the shows for the 1939 season.

While the shows were in Peoria, Ill., last week, a baggage wagon was built by the shop department, work being supervised by Grant Chandler, assistant manager. It was completed in record time and constructed to withstand rigors of many seasons of hard usage. It is contemplated that other wagons of the same type will be built in the near future.

Under direction of Arthur Riley a group of high intensity flood-light towers are being constructed, first of which was completed during the engagement in Peoria. They are of telescopic type, have all-steel construction and are 40 feet in height. At the top is mounted six 1,000-watt incandescent floodlights. Two more towers are being constructed this week and it is planned that additional units will be built until six are completed.

White City Preps For 1939; Signs De Pellaton, King

BAKER, Ore., Sept. 3.—C. F. Corey, general manager White City Shows, this week announced the re-signing of Walton de Pellaton and Lucille King as special agent and secretary and treasurer, respectively, for the 1939 season. Corey stated that the good work accomplished by both officials during 1938 necessitated signing them before the show entered winter quarters in order to benefit from their aid in reconstructing the contemplated 1939 edition of the White City Shows.

Corey added that he and Mrs. Corey are looking forward to a strenuous winter campaign in an effort to create a better and larger organization, and in order to accomplish their objective it was essential that the official staff be installed before the end of the season. "Overcoming obstacles," said Corey, "of what started out to be a most disastrous spring, the past 10 weeks aided greatly in bringing the show out of the red. Inclement weather that prevailed during the first 16 weeks en route was most discouraging, but since entering Idaho and Oregon fair weather smiled upon us and we have all expectations that the end of the season will find the show on the right side of the ledger."

Smith's Has Banner Stand

BERRYVILLE, Va., Sept. 3.—Favored with ideal weather and good crowds, Smith's Greater Atlantic Shows' engagement at the Horse Show and Fair here was highly successful. Midway was in charge of Lloyd Reese. Organization began its list of fair dates with this stand. Two new rides have been added, and a free act is featured. Additions to the show here included Mr. and Mrs. Jay Berman, girl show; Mr. and Mrs. Orville Miller, concessions and chair-o-plane; Lloyd Wible, kiddie autos, and Hank George, photos. Lloyd Reese, former Cavalcade of Fun manager, has been appointed business manager and is in charge of advance.

Miss. Official Lauds Carnivals

WINONA, Miss., Sept. 3. — Walker Woods, secretary of state of Mississippi, in an address before the Lions Club, sponsor of this city's annual Home-Coming Celebration, recently paid high tribute to the part which carnival organizations play in building and maintaining celebrations, fairs and other community efforts.

"The fate of the shows, however, rests squarely with themselves," Secretary Woods declared. "There are many show managers who do not seem to know that the days of exploitation are over. If they prevail States as well as towns and cities will be closed to them. However, there are many organizations which are leading in giving the public clean amusement, entertainment that is truly wholesome, truly entertaining and acceptable to all right-thinking people."

He praised Joe Galler, owner-manager of the Buckeye State Shows, which played the Home-Coming Celebration, as one of the showmen who had pioneered in setting the house in order.

Continued Biz for Small Shows Likely in Detroit

DETROIT, Sept. 3.—With almost all the shows out on the road playing fair dates, this city is comparatively deserted by carnivals. Center of interest locally, however, was the Hennies Bros.' Shows at Michigan State Fair.

Meanwhile prospects of continued business for smaller shows playing locally under auspices until late in the season were evident in requests for two permits granted by city council. They went to Metropolitan Post, American Legion, and to Michigan Drum and Bugle Corps.

Sammy Lowery Is Injured

ANADARKO, Okla., Sept. 3.—Sammy Lowery, operator of the Wall of Death motordrome on Crowley's United Shows, was in a serious condition in a local hospital last week as result of injuries sustained during the shows' engagement here. While presenting his act Lowery's motorcycle skidded, tossing him into seeming eternity, and the Nubian lion with which he was racing attacked him. Lowery fought the beast but was badly clawed. Attendants subdued the lion with spear and guns and rushed Lowery to the hospital, where eight stitches were taken in his jaw.

Mrs. Pearl Calkins Very Ill

SAN MARCOS, Tex., Sept. 3.—LaVerne Luther, secretary of Burdick's All-Texas Shows, this week received a telegram from Fred Calkins stating that Calkins' wife, Pearl, is critically ill in a hospital at Turkey, Tex. She has been in bad health for over six months.

Mr. and Mrs. Calkins are well known in the show world and would appreciate hearing from their friends, especially Harry and Martha Rogers.

Mad Cody Fleming Shows

WANT FOR COUNTY FAIRS
(Not Promotions)

STARTING ELLIJAY, GA., SEPT. 12 TO 17. Eli, one Flat Ride, Shows with or without outfits, Corn Game, Cookhouse, Clean Stock Concessions. No "Girl" Show or "Warm" Concessions. W. E. Franks wants to hear from Agents.

MAD CODY FLEMING,
Adairsville, Ga., September 5 to 10.

WANTED

TALENTED AND ALSO SMALL MALE AND FEMALE MIDGETS.

Continuous Long Work.

Can join immediately. Midgets not known to me send photo and weekly terms to

NANDOR SINGER

Care Goodman Wonder Shows, this week, Duquoin, Ill.; September 12 to 17, Memphis, Tenn.

SAM HIMMEL

Communicate with me for proposition which I am sure will interest you.

C. S. BAKER

25 Old Lancaster Ave.,
Bala-Cynwyd, Pa.

TENT BARGAINS

Made of beautiful striped awning canvas for Skating Rinks, Concessions, Talking Pictures, Shows. Wonderful flash. Efficiently built and at unbelievably low prices. Write, wire, phone.

CRAWFORD-AUSTIN MFG. CO.

Waco, Texas.

JUNCTION CITY, OHIO

HOME COMING ON THE STREETS

September 14-15-16-17.

WANT Concessions of all kinds and two small Shows. Rides booked. All address

THOS. J. O'GORMAN,
Buckeye Lake, O.

WANTED

Athletic Show and Concessions that comply with Ohio fair law for Fayette Co. Fair, September 13-17, Washington, O. H. Ohio. Splendid opening for Bingo starting at St. Paris, O., Street Festival, September 19-24; also American Palmistry, Osborn, O., Community Fair, September 26-October 1; Blanchester, O., Fall Festival on the streets, October 5-8; other spots to follow. Ticket Grinders, Openers, join at once. Yorktown, Ind., Community Firemen's Fair this week. Wire or come on.

W. S. CURL SHOWS

WANTED

For 3 Fall Festivals on the Streets

Merry-Go-Round and Chairplane, Shows with own outfits. Positively no Girl Shows. Concessions of all kinds; Mitt Camp, Bingo, Long-Range Shooting Gallery. C. C. Baker wire at once. Winchester, O., September 7 to 10; Williamsburg, O., week September 12; Seaman, O., September 21 to 24; others to follow.

JACOB PRYOR'S AMUSEMENT CO.

WANTED DROME RIDERS

Account sickness. Man or Woman Straight Rider. EARL PURTLE, World of Mirh Shows, Rutland, Vt., this week; Brockton, Mass., following.

WANTED

FOR CAMEL BROS. SHOWS

All winter's tour: Cornet, Trombone, Talking Clowns, Banner Man who can get them legitimately. Other useful people write. Must work cheap for winter's work. Tell all first letter. Address Danville, Ky.

Ballyhoo Bros.' Circulating Expo.
A Century of Profit Show

By STARR DeBELLE

En route,
Alaska, Bering Strait and Siberia.
Week ended August 27, 1938.
Dear Mixer:

The past week was spent traveling on land and water. Due to the long and unusual jump the show did not have any time on a lot or in any town to unfold its midway. Ballyhoo Bros.' Gold Leaf Special left Fools Gold, Alaska, on a Sunday morning, making a record run to Nome, where the stock was fed, and then roared on to Wales, Alaska, situated on Bering Strait, arriving there late Monday night. At that time the worst was yet to come as no arrangements had been made to carry the World's Largest Bell Metal Midway across the strait to the shores of Siberia.

Tuesday morning the five brothers and staff members met in the private car to try to figure out a way to move the show equipment across the water. Stenographers were taking notes; maps of waterways were strewn all over the floor; sheets of paper with pencil marks, drawings and suggestions lay all over the place, and everyone was talking at once, giving his ideas of how to move it and leave nothing behind. The more they argued the more time was being wasted. Finally Pete's dictator, Mrs. Ballyhoo, decided to horn in and, without the aid of a loudspeaker, addressed the group,

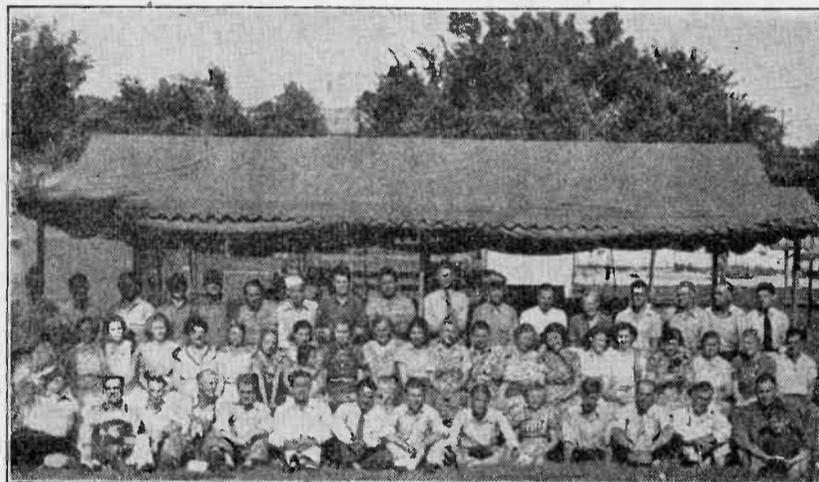
In-Between Islands by dusk Friday. Saturday found the show on foreign soil and again ready for a triumphant tour of the Eastern Hemisphere.

Please run the following ad. Kindly give us an extension on our credit. Don't get shaky; we are coming back to the States. BALLYHOO BROS. CAN PLACE palmistry readers who speak the Siberian, Russian, Chinese, Japanese and Italian languages. Would like to hear from fair secretaries in Asia and Europe. We have several dates open. Can place sign painter who can make Chinese and Russian signs. Want openers and all-day grinders who speak several foreign tongues fluently. Will trade three juice bowls, one tattoo outfit and six lengths of blues for 50 books of foreign railroad mileage. All address Pete Ballyhoo, Manager, Omsk, Siberia.

MAJOR PRIVILEGE.

Missouri Show Women's Club

ST. LOUIS, Sept. 3.—Thursday afternoon card parties will be resumed next week with the return of all vacationists.



ALTHO SOME MAJOR CARNIVALS have had difficult going this season, some of the little ones have been hitting on high, according to Fred Stumbo, who began in 1938 with one small unit, but now finds himself in the fair season as head man of the Stumbo-Lambeth Shows, comprising two truck units. Group constitutes performers, concessioners, workingmen and others of the No. 1 unit. Stumbo is in the rear center, directly to the right of the corn game upright. Stumbo's mother, another veteran show woman, is seated at the extreme left, while Mrs. Fred Stumbo is seated fourth from the right with her Pekingese, Tip. Organization operates within a 200-mile radius of the point where Oklahoma, Kansas, Missouri and Oklahoma join. Photo by Jack Dadswell.

saying, "Gentlemen, you can't move a show over water on paper. In the history of carnivals I have never heard of one wild-cattling a foreign land. I suggest that all of you get out and hunt a means or mode of transportation."

Wednesday morning the show was still in the yards. No ships large enough to carry the cars and equipment were available. The water was too deep to build a railroad bed and to leave the train behind would leave the show in terrible shape. After getting the mileage from shore to shore, only 30, our master builders suggested construction of a pontoon bridge, the first to reach from Wales to the In-Between Islands, a distance of 15 miles, and then to move the pontoon barges around the islands and work the show toward the foreign shores. Then the expense of building material called for another meeting of owners and staff members. After an hour of argument the bosses decided to leave the matter up to show's general agent, Lem Trucklow.

In less time than it takes to write it Trucklow made arrangements with the Soviet Republic engineering department for the use of its entire equipment for the moving of the big show. Hundreds of pontoon boats were quickly towed over, and a chain bridge was soon constructed. Our train pulled onto tracks of the floating trestle, arriving on the

At the same time plans will get under way for some parties early this fall.

Latest reports from the membership committee give following new members: Frances Wilham, Josephine Zacchini, Mary Baker, Jeffie Ward, Lynn Small, Ferne Boyd and Maude Baysinger, presented by Grace Goss; Tillie Kahl, presented by Margaret Haney, and Anne Neal, presented by Bootsie Paddock.



Heart of America Showmen's Club

Reid Hotel

Ladies' Auxiliary

Club is beginning to get busy for the fall. Viola Fairly has sent in two new members, Mrs. Pete Callander and Fran-

Oh, Me! Oh, My!

WICHITA, Kan., Sept. 3.—T. J. Tidwell Shows left here (for a second time) for Vanita, Okla., last week, after announcing a short stand at Eldorado, Kan., following poor business; half-way tearing up the North Broadway stand and then setting the show up again.

Trouble seemed to lie in the fact that a farmer misunderstood arrangements with the sponsors at Eldorado and ploughed up the field which the carnival was to use. On top of this, Suicide Simon, free attraction, tore open an appendicitis incision in making his high fire dive. A doctor who attended told him to take a rest. He did: Two days.

ces Wilhelm, and Lettie White has sent in Dorothy Hense's name. Dues for next year will be payable September 1. Hattie Howk is acting as secretary in the absence of Elizabeth Yearout, who is on the road. Dues can be sent to Hattie at Reid Hotel, Kansas City, Mo.

Lettie White and husband have come in from the All-American Shows. Myrtle Duncan and her husband drove to St. Louis, where their son, Billy, will continue his studies. Virginia Kline and her husband were in the city, called by the death of her father, R. H. Brainerd. There has not been much activities here due to the intense heat. Writer has just returned from California and Oregon. While in Los Angeles she visited the Ladies' Auxiliary of the Pacific Coast Showmen's Association and found a warm welcome. She certainly enjoyed her visit with President Peggy Forstall. HELEN BRAINERD SMITH.

Philadelphia

PHILADELPHIA, Sept. 3. — Weather conditions this week were favorable for fairs and general outdoor amusements.

George E. Roberts will open his annual circus engagement in the Snellenburg store here November 15.

Eighth Street Museum opened its ninth season here today.

Word has been received that Mrs. Elefleta Olson, mother of Mrs. Carl Lauther, is somewhat improved in health. Mrs. Lauther recently spent a week with her.

Houston Expo to Hennies

ST. LOUIS, Sept. 3.—Joe S. Scholibo, general press representative for Hennies Bros.' Shows, this week announced signing of a contract for the organization to present midway attractions at South Texas Exposition, Houston. This marks the fifth time Scholibo has obtained the contract, three times for Morris & Castle Shows and twice for Hennies Bros. The Houston Post sponsors the event.

GOLDEN GATE SHOWS WANT

Cookhouse, Ball Games, Hoopla, Pict-Tell-U-Win, Snowball, All Stock and Grind Concessions, \$10. Come on. Will place you. Have outfit for Hula and Geek Show. Idle Help that drives trucks come on. Going south this winter. Norris City, Ill., September 5 to 10; then New Haven Home-Coming. Then south. Come on, I will book you. Good Skills Agent Wanted. F. A. OWENS, Mgr. GOLDEN GATE SHOWS.

VERNON MOORE

Wants capable Agents for exclusive Concessions at long string of Southern Fairs: Nail, Cat, Wheel and Roll-Down. Address VERNON MOORE, Marion, Va., this week; Rockymount, Va., week September 12.

OLIVER AMUSEMENT CO. No. 2

Wants Rides, Shows, Concessions. Organized Minstrel Show for balance of season and next. Fair secretaries, wire us for open dates. Arkansas and Louisiana. Fair, Marsfield, Mo., September 5-10; Fair, Winona, Mo., September 12-17; Fair, Imboden, Ark., September 19-24. Write or wire MANAGER, OLIVER SHOWS.

WANTED

Shows, Concessions, good Wheel Operator For Arkansas Fairs
OLIVER AMUSEMENT CO.
Fronton, Mo.

WANTED

SHOWS—RIDES—CONCESSIONS,
FRANKLIN COUNTY FAIR, ROCKYMOUNT, VA.
6 DAYS AND NIGHTS, SEPTEMBER 12-17.
Major Rides wanted. Loop-o-Plane, Loop-the-Loop, Octopus, Itdee-O, Kiddie Rides, Auto, Pony and others. Shows with or without outfits. Legitimate Concessions, no X except Corn Game. Located on Fairgrounds from Friday Noon until Fair opens. Long list of consecutive Fairs, including Zebulon, N. C., Reidsville, N. C., Martinsville, Va. Address
ERIC B. HYDE SHOWS, Marion, Va., this week.

WANTED

WANTED



National Showmen's Association

Palace Theater Building,
New York.

NEW YORK, Sept. 3.—Tickets for the First Annual Banquet and Ball to be held at the Hotel Commodore November 23, proceeds of which go to the N. S. A. Welfare Fund, have been mailed to members. As a result, reservations are beginning to come in. Press and Publicity Committee has started the ball rolling. Many details have yet to be worked out and there is still plenty of work ahead for all committees. Banquet Committee is sparing no expense in order to make the affair an outstanding event, what with name bands for dancing and stars from stage, screen, radio and outdoors for entertainment, and of course the Commodore's justly celebrated cuisine to sate jaded appetites. Members who have not received their allotment of tickets, thru change of address, are asked to communicate with the executive secretary at once.

New applications for membership this week came from James M. Fallon, Robert A. Pisani and Lazarus E. Fink, all sponsored by the energetic Bill Block.

Alfred G. McKee, of Rosenthal Bros.' Palisades Amusement Park, continues on his way toward a Life Membership by this week proposing David P. Lichtblau, Frank Felt, John D'Elrelo, Joseph Rarano, Albert Wilbur, Max Freund and Jack Bean.

Another candidate for the Life Membership, as previously announced, is Brother Gene O'Donnell, of the Art Lewis Shows, who this week sent in the applications of George F. and George A. Perley. The Perleys are well known to showmen, being customs brokers of Ottawa, Ont., Can., and have represented American shows in Canada for the past 15 years, and are the first customs brokers to enroll in the NSA.

Ladies' Auxiliary

Due to a typographical error, wrong date appears on award books. Prizes will be awarded October 25 and letters to this effect are being mailed to each member.

Members are urged to send their returns to the secretary as soon as possible, and pay their dues in full, in order that they remain in good standing. Secretary Anita Goldie has been visiting near-by parks and carnivals and reports excellent interest in the NSA and auxiliary. Mack and Ida Harris seem to be doing well in Asbury Park. Palmira Fantimo is appearing in South America. Edith Gumpertz is in Atlantic City and reports that she is proud of her auxiliary pin. Peggy Hiltz and Helen Rothstein are still in Saratoga. President Dorothy Packman, tho awfully busy with regular office work, somehow spends more than her share of time in the interests of the auxiliary.

15 Years Ago

(From The Billboard Dated
September 8, 1923)

Great White Ways Shows played Alliance, O., to satisfactory patronage under Reed Boys' Band auspices despite the fact that city was a "closed town" and much inclement weather prevailed. . . . William (Bill) Holland, for many seasons in advance of several of the larger carnivals, was associated with the Benson-Holland Revue playing Canadian territory. . . . General Agent H. H. (Harry) Tipps closed contracts with the Texas State Exposition at Austin whereby the Cotton States Exposition Shows would furnish the midway attractions there. . . . L. W. Howard, general agent for the C. L. Leggette Shows, was seriously injured in an automobile accident August 22 while at Fort Smith, Ark., making arrangements for his organization to play there the first week in October.

Bernard's Exposition Shows returned to Mandan, N. D., after a successful 10-week tour of Canadian dates. . . . Greater Sheesley Shows were presenting the midway features at the Delaware State Fair, Wilmington, to satisfactory business. . . . Due to much inclement weather, De-Kreko Bros.' Shows' engagement at the fair in Tomah, Wis., didn't prove any too lucrative. . . . Rain played havoc with Boyd & Linderman Shows' start at the Cincinnati Fall Festival. . . . Chief Lone Bird took over the Ten-in-One with McCaslin's Peerless Shows, with Harry Hicks on the front. . . . Walter D. Hildreth was enjoying a well-earned vacation in Michigan. . . . Ed F. Carruthers gave the Fall Festival at Cincinnati the once-over and then jumped into New York for a conference with John Ringling.

Punch Wheeler was gladdening Broadway with his presence and chumming with Sam C. Haller. . . . Rubin & Cherry Shows began a long list of fair dates with their engagement at the Anderson (Ind.) Free Fair. . . . Corey Greater Shows were clicking in Pennsylvania territory. . . . C. E. Barfield, well-known carnivalite, embarked upon a new line of endeavor when he acquired the controlling interest in the Galveston (Texas League) Baseball Club. . . . Thomas D. Brannan, veteran carnival trouper, died in Allegheny Hospital, Pittsburgh, August 19 as the result of injuries sustained while trouping with a carnival company. . . . Buffalo County Fair, Kearney, Neb., proved a red one for Lachman Exposition Shows.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 3.—A subject which we have commented upon from time to time and which brought considerable discussion during the last session of Congress was the one concerning cost of electricity to the consumer. Since nearly all association members and non-member shows alike purchase electricity as consumers, they are interested in this commodity's cost.

From information supplied us by our members, we estimate the average weekly cost for electricity per show is in the neighborhood of \$165. In other words, each show spends annually upwards of \$4,000 for the item alone. Multiplied by the number of shows on the road, it is evident that the carnival industry is annually paying utility concerns upwards of \$1,000,000 a year.

An item of unusual interest has come to our attention in the form of an address by Congressman John E. Rankin, of Mississippi, in which he deals with the ultimate cost of electric current to consumer. He points out that since the inauguration of the T. V. A. program consumers have saved considerable money, because competing utilities reduced their rates to meet T. V. A. rates. Rankin sets forth a table by States showing the estimated amount saved consumers in each State. These amounts range from \$115,000 in Nevada to \$35,300,000 in Pennsylvania. The congressman's address carries

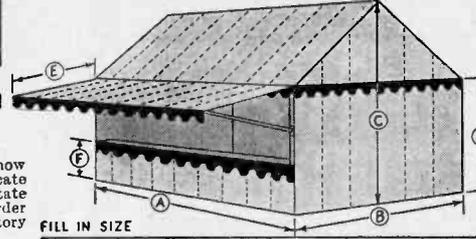
SPILLMAN PRESENTS

Consistent Dividends—**RIDE-O RIDE**—World Wide Acceptance
New Fun House Ride—**HI-DE-HO**—Four Startling Features
Smart, Racy, New—**AUTO-SPEEDWAY**—The Profit Plus Ride
The Ride Supreme—**FLYING TURNS**—For Big Operators
The Big Repeater—**HEY-DEY**—Pleasing, Positive Profits
SPILLMAN'S FAMOUS JUMPING HORSE CAROUSSELLES
Modern, Smart, Indispensable To Any and All Shows
Brilliant, Glamorous—**LIGHT TOWERS**—Visible for Miles
Rigid Construction—**PORTABLE STAGES**—6'x18' Sections

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
World's Largest Builder of Amusement Devices

FULTON Show TENTS

ORDER FROM THIS AD



USAMP Show Tents are preferred by Show People. Built right. Priced right. Indicate size you want in convenient space below. State whether Green, Buff or Khaki, and mail order and deposit today to branch office in territory you are showing.

FULTON BAG & COTTON MILLS
Atlanta—St. Louis—Dallas—Minneapolis—New York—New Orleans—Kansas City, Kan.

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IF YOU CAN STAND PROSPERITY

Invest in the Time-Tested

TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

ALL NEW MONEY-GETTING RIDES

RO-LO — FUNHOUSE AND RIDE COMBINED. A big money earner—a gorgeous flash—loads on one wagon—quick to erect—now operating on Royal American, Coleman Bros., Gooding Greater, Happyland, Sol's Liberty, Joyland others.

KIDDIE AUTO RIDES—Over 180 sold—showmen everywhere say "The Biggest profit from the smallest investment." New modernistic design more attractive than ever.

STREAMLINED PORTABLE CAROUSSELS. All Sizes. Complete Information on Request.

ALLAN HERSCHELL CO., INC., North Tonawanda, N. Y.

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.
Send for Used Tent List.
LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street, Chicago, Ill.

BOOMERANG

Providing Thrills on Many Midways

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ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA

Boomerang Mfg. Corp.
HARRY WITT, Sales Mgr.
366 HAMILTON AVE. BROOKLYN, N. Y.

Send for
Illustrated
Circular

AMHURST COUNTY FAIR

Lynchburg, Va., Week of September 12.

GREAT MT. AIRY FAIR

Mt. Airy, N. C., Week of September 19.
And a Circuit of Eight More Good Fairs To Follow.

CAN PLACE Legitimate Concessions of all kinds. —SHOWS—Good opening for Money-Getting Grind Shows. FOREMEN—For Ride-o and Ferris Wheels.

WIRE JOHN H. MARKS, General Manager
MARKS SHOWS, INC., This Week, Roanoke, Va.

TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW.

Write

CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

We feel the association can serve a useful purpose to our membership if it will co-operate in requesting information on rates in the States in which they operate. Space in this column does not permit us to set forth in detail all available information on the subject, but we would appreciate it greatly if members would write us about rates in States in which they are particularly interested. It is possible that some members may be overpaying for this commodity, and in a year such as this, proper economy has a useful place.



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

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PENNY PITCH GAMES
 Size 46x46", Price \$20.00.
 Size 48x48", With 1 Jack Pot, \$30.00.
 Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price\$12.00

BINGO GAMES
 75-Player Complete\$5.00
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SEND FOR CATALOGUE.
 Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

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 124-126 W. Lake St., Chicago, Ill.

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Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
 Analysis, 3-p., with Blue Cover. Each03
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 Forecast and Analysis, 9-p., Fancy Covers, Ea. .05
 Samples of the 4 Readings, Four for 25c.
 No. 1, 34-Page, Gold and Silver Covers. Each .30
 Wall Charts, Heavy Paper, Size 28x34. Each 1.00
 Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
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ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
M E N T A L TELEPATHY, Booklet, 21 Pages. Each, 25c.
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 19 West Jackson Blvd., CHICAGO
 Instant delivery. Send for Wholesale Prices.

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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.

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 NORTH TONAWANDA, N. Y.

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1938-'39 ASTRO DAILY, HOURLY FORECASTS
 Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
 148 Page Illustrated Catalog Ready.
 Most comprehensive line of Apparatus and Supplies in the World. Catalog 30c. None free.

NELSON ENTERPRISES
 188 E. Third St., Columbus, O.

POPCORN

GOLDEN—Jumbo (Dynamite) O-MI-JAP (hulless), White Rice, Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "battered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. GLASSINE Cones (7 Colors), also Bags and Cartons for "battered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903).

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RED CIRCLE GUN CLUB
 695 Washington St., Boston, Mass.

Midway Confab

By THE MIXER

Communications to 25-27 Opera Place, Cincinnati, O.

FAIRS—and folding money!
PASSING of Joe Tilley marks end of a 34-year show career.
GOOD press agents are a good investment, not an expense.
INSTEAD of pork chops for winter, it's now gas for Florida. Or (we want to be fair) California.

"GET away from this sidewall, you ***" "xxx!!!! Don't you know this is the LADIES' dressing room?"
LOTS of jerks never in show business have been "Buried Alive" for years and don't even know it.—Colonel Patch.
McGOOF'S Mastodonic Marvel often puts the sneak on to get into a town and generally has to leave the same way.
NUTMEG GREATER SHOWS may spring in Connecticut.
ONE of the best arguments we know of in favor of hard work and native ability is Carl J. Lauther.
ACTIVITIES will now move south of the Smith and Wesson line, as Walter B. Fox calls it.

BILL SMITH cards from Greenville, Miss.: "Have the snake show comprising 132 reptiles on the Buckeye State Shows. Wonder who tops that."
MACK AND SUE JONES, formerly with Hennies Bros., Beckmann-Gerety and Fairly shows, are now residing in Fort Worth, Tex.
HE WAS around paying all his bills because the crap game opened in half an hour.
YOUNG FORD MUNGER has quit the fight game and has been operating a Chair-o-Plane on the Joyland Shows since quitting the fight game last June.
F. W. MILLER cards from Caro, Mich.: "Just had two of the best weeks of the season. I'm back home again on the F. E. Gooding Exposition Shows."
RED ONION'S on Broadway! Once again that familiar figure makes the rounds 'round New York and, as usual, is cordially welcomed where e'r he turns.
PHIL LITTLE, cookhouse and concession operator at larger State fairs, opened his season at Missouri State Fair, reporting nice business there. Prior to fair dates he had been with the Fairly & Little Shows, of which he is part owner.



HERE'S THE FRONT of the pretentious Oriental Cafe operated by Barkoot Pasha on the World Exposition Shows. In the photo, furnished by Arthur Stokes and snapped when the organization played Harrisburg, Pa., are, left to right: Al Lawrence, Frank Zisk, Herman Genauer, Jimmy Anderson, Morris Ritter, Pashareen Barkoot, J. D. Atkins and Barkoot Pasha.

LLOYD G. SLINKER, better known as Sailor Ray, is with Byers Greater Shows, now playing Iowa and Missouri territory.
THESE midway crowds at fairs are something of a reminder of the still-date turnouts back in 1923 or thereabouts.
A CIRCUS was out as an attraction presented by "brothers" who obviously never existed. Shades of Jimmy Finnegan's Ten Bros.' Shows!
CHICK FRANKLIN, who closed as press agent with Miller Bros.' Shows recently, is now a member of the publicity staff of Jimmy Lynch and his Death Dodgers.
IT'S NICE to get a string of fairs without a deposit—if they're worth it.
MRS. JIMMY ROBSON and baby on August 27 left the World's Exposition Shows, on which her husband is mail and Billboard agent.
WARREN WOOD is now connected with the Consolidated Film Corp., of Fort Lee, N. J., doing photo gelatin printing.
ZOA SMITH, Alligator Girl, is resting at her home in Double Springs, Ala., after a successful season with Doc Hanke's Variety Shows.
PAUL HAUCKE, who has several shows on the Joyland Shows, cards that he is playing Michigan's resort section to fair business.

BILL COCHRANE, who has been fronting Midge Holding's Posing Show on the American United Shows, is now handling the front on Honey Lou's Girl Shows on Douglas Greater Shows.
PA AND MA SHERMAN, Western entertainers, are now at their ranch home in Oneonta, N. Y., where Pa is recovering from a severe attack of poison oak. They will join the De Luxe Shows soon.
A. N. RICE, who has been operating the concessions on the Heart of America Shows until that show left Kansas City, Mo., recently, had a string of concessions at Missouri State Fair, Sedalla.
NO, CLARICE, a gin pole is not a new kind of mixed drink. But as a bracer it's great for Ferris Wheels at that.
HAPPY SUMRALL cards from New Albany, Ind.: "I'm operating the Tilt-a-Whirl on the Blue Ribbon Shows after closing with Kilne's Greater Shows. My wife will join me soon."
MONA BROWN, known in the South as a composer of native melodies, was the guest of Bertha Bert when the Model Shows played Danville, Ky., recently.
CHARLES AND ETTA MORRIS, glass blowers, now in their second season at Hunt's Ocean Pier, Wildwood, N. J., report that they will return to their home in Pleasantville, N. J., when the season closes.

Spud and Splinter

RICHWOOD, W. Va., Sept. 3.—To settle claims as to who originated the annual Spud and Splinter Festival here, played on August 22-27 by the John H. Marks Shows, Lee F. Reese, chief admiral and chairman, declared the idea for the festival is that of George (Bugs) Teets, former newspaper publisher here, now living in Morgantown, W. Va., who fathered the first festival two years ago when he was secretary of Richwood Chamber of Commerce.
 "Spud" means potatoes grown in Richwood and "Splinter" is for what is said to be the largest clothespin factory in the world. Cherry River navy has a membership of about 620, including such celebrities as President Roosevelt, Vice-President Garner, Charles Lindbergh, governors of 28 States and many outdoor showfolks.
 The Marks Shows grossed considerably more than was the take at the first festival, 25,000 people being on the lot on August 26, Admirals' Day. Reported by Walter D. Nealand.

SOME OPERATORS who play a fair until a late Saturday night closing and who want to open miles away on Sunday afternoon think that the ride boys can get plenty of sleep after the season closes.

LABOR DAY really meant labor, but it was worth it. Yeah? We'll wait for the office statements.

FOR REAL hostility World's Exposition Shows will long remember Alexandria, Va., where last year they were welcomed with open arms. And the reason anyone can guess. Some shows are tough to follow, but Max was game. He tried it to his sorrow.

DICK COLLINS says the newspaper scribes and editors of Washington are a bunch of real fellows and he knows. He has been intimate with them since the Jamestown World's Fair, in Norfolk, Va., in 1907, when he handled publicity for the Warpath, the amusement zone.

MEN who have made good in carnival-dom can cut it at expositions, too. Lew Dufour, J. W. (Patty) Conklin, Cliff Wilson, Joe Rogers, Walter K. Sibley, Floyd Gooding, Harry Illions, Frank D. (Doc) Shean and lots of others are part of the evidence.

A MIDWAY show with real entertainment seems to amaze some carnival managers more than any other one thing.

MRS. GEORGE DOBBINS, of Ideal Exposition Shows, sustained a fractured leg when she fell over an obstruction back of the midway while the organization was playing the Franklin County Fair, Malone, N. Y. She's confined to her trailer, but reports indicate she is rapidly recovering.

MRS. AGGIE TROUT was pleased to have as a visitor at Trout's trailer park, Miami, on August 21 Guy Dodson, of Dodson's World's Fair Shows, she reports.

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Dependable, economical power equipment built for long life trouble free service.
ELI BRIDGE COMPANY
 Builders of Dependable Products,
 N. West Street, JACKSONVILLE, ILL.

Charles's CORN POPPER

Speedy, efficient, economical, handy to serve 1000 guests. The choice of the busy outdoor show world. Four models to choose from: highest quality; lowest price. Giant heavy aluminum 12-quart, 6-quart, 4-quart, 2-quart, rotary corn poppers, ear-roasting equipment. Write for catalog and prices. Also used popcorn.

NORTHSIDE MFG. & SALES CO.
 1528 19TH ST., DES MOINES, IA.

She and her late husband, Ollie Trout, were on the Dodson Shows as concessioners a few years ago.

AROUND the midways he was always making a play for punk town gals—and now he's doing a 10-and-5 bit in the big house.

SUPERSTITIOUS wood knockers and finger crossers were at it with a vengeance last week, as a fortnight of excellent weather continued and that vital Labor Day week-end approached.

HENRY T. CURTIN undoubtedly has the distinction of having been with one show for the most successive years. For about 25 seasons he has operated concessions on the Mighty Sheesley Midway, formerly known as Greater Sheesley Shows.

SAM HYSOON letters from Elkins, W. Va.: "Bobby and I have been making this town our home since May 13, 1937, and we don't have to read all night to keep from sleeping and sleep all day to keep from eating. We have our own chickens and a swell garden and really enjoy it."

MRS. UPSHAW, down in a battle with psoriasis—something, hopes that if things go right she soon will be able to qualify as one of our most eminent invalids.

EDDIE ANDERSON, son of Mr. and Mrs. Art Anderson with Hilderbrand's United Shows, underwent an operation for a ruptured appendix when the organization played Clarkston, Wash., last week. A specialist, summoned from Spokane, reports that Eddie is resting easily.

RALEIGH BROWN letters from Ather-ton, Queensland, Australia: "Jolly Josephine, working here as Mexican Rose and formerly with J. J. Landes Shows, and I will renew our contract with Greenhalgh & Jackson for another year in Australia. Business here is different but good."

SLIM LESCHMAN, lot man and concessioner with Buckeye State Shows, has entered Veterans' hospital in Memphis for a rest, observation and extensive treatment. Mrs. Leschman will continue with the show and look after their concessions. Slim is anxious to read letters from friends.

"SAW a Nudist Revue in a city op'ry house th' other day," said Cousin Peleg, "that made the old Fairies-in-the-Well look like Sunday schools."

FRANK ZORDA cards from Caro, Mich.: "Am with the F. E. Gooding Shows. Rosa Lee, armless girl, and the double-bodied babies are doing well. Have renewed acquaintances with many old-time friends here. Ralph Barr, with 10 stores, is king concessioner. Ralph and I plan to take out a 10-car show next season."

MISS ADELMA WOLZ, formerly associated with Barfield's Cosmopolitan and Blue Ribbon shows, has been appointed manager of Bothel Theater, Seattle. Miss Wolz is living with her uncle, George Mitchley, former special agent with Blue Ribbon Shows, but now Northwest representative for Mapel Attractions, of Denver.

MR. AND MRS. WALTER GREENWOOD and son, Jimmie, visited Mr. and Mrs. Joe Willis, of Midwest Shows, daily when the organization played the Pine Ridge Rodeo in Onida, S. D., recently. The Greenwoods for a number of years were associated with Crowley's United Shows, but now operate a garage in White Clay, S. D.

EDWARD L. LANZO writes from Alton, Ill.: "Am an ex-trouper but still have

Unionizing

STEPS are now being taken in an effort to unionize carnivals. Effort is right! Obstacles there will be aplenty, methinks. It's a far cry from a circus to a carnival. The set-ups are entirely different, and how carnival performers and workmen will mix with circus people in a labor union, let alone with themselves, in deciding issues is another matter that needs serious thought. Of course, anything can be done in one way or another, but unless it is done right it is wasted effort.

Permanent Addresses

TO ALL PEOPLE IN CARNIVAL BUSINESS:

So that *The Billboard* may render showfolks better service, if that be possible, please file your permanent address with it. Mail should be sent for promptly. A postcard is all that is necessary either to file your permanent address or to have your mail forwarded.

TO MANAGERS: Routes of shows should be received not later than early Monday morning; sooner if possible.

Address *The Billboard*, 25-27 Opera place, Cincinnati, O.

show business in my blood. Have been attending many picnics in this section, and concessions seem to be doing just fair. Rides are playing to okeh business, however. Johnnie Howard's Pygmy Shows, with Hank the Bush Man for bally, are really drawing 'em. Plan to return to the ride business next year."

THESE columns are being conducted for the good of the show business and *The Billboard* and not for the personal aggrandizement of any individual.

WESLY BLAIR (Joe Ann LaFrance), who closed with the Bubbles Dance Revue on Smith Greater Atlantic Shows recently, is en route to join the Mystic Courtney Vaudeville Co. for the winter.

MAX GRUBERG suffered for the sins of others at Alexandria, Va. Everything was heavy—city license, State license, light bill, etc.—but business. In fact, there was no business, but 42 policemen were on the lot of his World's Exposition Shows each night, says Max, to see that all laws were complied with. Max also reports no arrests for the week, which is only natural if there was no business.

TEX RUTENAT, of F. H. Bee Shows, cards from Hodgenville, Ky.: "Louis Louise Logsdon and I visited the Model Shows at Springfield, Ky., and spent the latter part of the week with Sahara Rose, physical culture artist, who, we believe, has one of the best show interiors we have ever seen. Shows enjoyed good business, with repeaters galore each night we were there."

"WHAT I can't understand," says Cousin Peleg, "about these gees who 'want' something that 'does not conflict with what we have' is how-in-'ell anyone interested is going to know what they have. Is it a secret?"

FRED L. PRESCOTT cards from Baudette, Minn.: "Dropped down here while playing Rainy River and found relations just as cordial as ever at these border towns. Am on the E. J. Casey midway."

JACK PERRY, snake show operator, and Merry Rose Perry, fat girl, who closed with the Blue Ribbon Shows recently, are now playing independent fairs and celebrations in Indiana to fair business. "We enjoyed our tour with the Blue Ribbon Shows," pens Merry Rose, "and found Mr. and Mrs. Roth good people with whom to deal. We read *The Billboard* every week and enjoy it immensely."

B. C. McDONALD writes from Itasca, Tex.: "Mrs. J. George Loos, of Greater United Shows, and a vacation party, including George Jr., while en route from the Arbuckle Mountains to San Marcos Caves, stopped off here for a brief visit with A. A. Lane, manager; B. S. Bushong and the writer, of the Parade of Shows, last week. Mrs. Loos reports that George is enjoying good health as well as prosperity with the shows."

OUR He-Knows-What-It's-All-About Department—Capable as a general agent, lot superintendent, transportation, publicity; in fact, anything that calls for a keen mind and a strong back. In a class by himself at meeting the law; bows 'em in and bows 'em out. We mean William R. (Red) Hicks.

CHRIS M. SMITH letters from Beckley, W. Va.: "While passing thru here recently I stopped off a few minutes and visited the Marks Shows. They were set up on a new and small lot and presented a swell-looking midway. Altho time was short, I had the pleasure of shaking hands with Walter D. Nealand, Joe Payne, Paul Lane, John Marks, Harry Ramish, Cash and Gertrude Miller and Artist Jewell."

BIG AL ROSS writes from Jamestown, N. Y.: "Turned my job as front man at the Monkey Race Track, Coney Island, Cincinnati, over to Max White, formerly with Haag Bros.' Circus, and I'm now conducting two concessions on Jolly Jaiilet Shows here. My brother, Duke Wilson, has framed a new shooting gallery and is clicking."

LINE-UP OF THE minstrel show on Barfield's Cosmopolitan Shows, according to Joe Wilson, includes the following: Band—R. V. Lewis, leader and trumpet; B. J. Washington, sax; James Clark, clarinet; Del Payne, trombone; Bubbles Connors and Sparky Hall, drums, and A. C. Bridges, piano. Stage—Irene Lewis, Connie Payne, Julia Thomas, Clara and Mosco Arnold, George Edwards and Lloyd Thomas.

IF HER ball game queens work hard during the fairs they may get a fair settlement and also a little mileage, provided, of course, that she can be sure of that new rakish car, fur coat and some rocks for those other two fingers. But, nix, we have no right to be reading Mrs. Upshaw's mind.

DOROTHY LANE, daughter of A. A. Lane, owner of Parade of Shows, was guest of honor at a party in Gainesville, Tex., on August 26 in celebration of her 15th birthday anniversary. She was recipient of many beautiful gifts from her admirers on the Bill Hames Shows, playing near by, and the Parade of Shows. Following the party Dorothy was escorted to one of the downtown cafes, where she was tendered a dinner by her father, with her sister, Edith, and brother, Billie, and Mr. and Mrs. B. C. McDonald as guests.

PENN STATE Midway notes by Whitey Davis: Bob Sanderson continues to put the Chairplane up and down in record time. . . . John Wachter has purchased a new trailer. . . . Rides have been repainted and lineup includes Kiddie Ride, Bill Trean, operator; Ferris Wheel, Whitey Davis, foreman; Frank Bedio, second man; Chairplane, Bob Sanderson, foreman; Hubert Wilno, second man. . . . Mr. and Mrs. Smith joined in Troy, Pa.

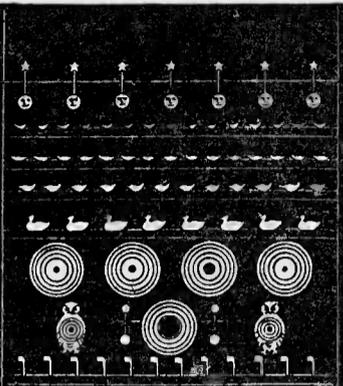
THE MIXER LAUGHED—now it's your turn. The following letter was mailed from Hatfield, Ark. It appears exactly as written, but with names of individuals and show eliminated:

"Dear mester de Bill Board Pu Co
"Cincinatos, OHIO
"I Open up a Sho call ——— June 20. En ah hav a good Business in Ark. mitt 3 Rides un 4 Show, 21 jonts. All Own By Me. un the jonts'er never meek Nuts mith Col ——— adjusted. Palying ArkS.
"Youes trully
"———, meneger."

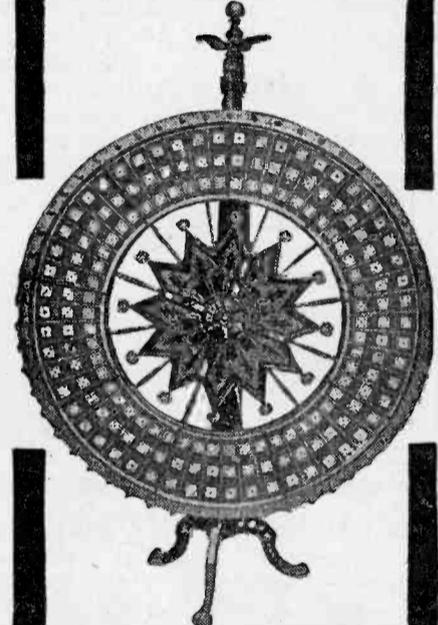
PARTYING WITH WORLD OF MIRTH: Jim McHugh writes from Watertown, N. Y.: "A Sunday in town for the first time in many weeks resulted in the Social Club holding its final party of the season. More than 100 attended the affair, which featured a swell floor show, with Jean LaRue acting as emcee. Mrs. Jean Walker headed the committee, which included Mrs. Donald Murphy, David Linderman, Jesse Rhoades and Eddie Cen-

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WANTED R. D. "BOB" PENNY AMUSEMENTS
TO JOIN AT PENNINGTON GAP, VA., FAIR, SEPTEMBER 12 TO 17; TAZEWELL, VA., SEPTEMBER 20 TO 24; REIDSVILLE, N. C., SEPTEMBER 25 TO OCTOBER 1; WENDELL, N. C., OCTOBER 3 TO 8; HENDERSON, N. C., OCTOBER 10 TO 15; THEN FAIR BLUFF AND OTHERS TO FOLLOW.
WANT Shows with or without own outfits. Would like to hear from good Side Show. Concessions of all kinds come on. WILL BOOK Octopus and Chair-o-Plane, or any Ride that does not conflict for balance of season. Furl Shields wants Musicians and Performers for Minstrel Show. Doc Vanor wants Posing Girls for beautifully framed Posing Show. Address all mail to R. D. "BOB" PENNY, Owner, or EDDIE MACK, Assistant Manager, Wise, Va., Fair, or EDDIE MACK, Pennington Gap, Va.

WANTED For Toe River Fair
Spruce Pine, N. C., September 13-17.
Legitimate Concessions of all kinds, except Bingo. Can place Independent Shows for this date and other Fairs to follow. Address
KEYSTONE SHOWS
Oakland, Md., this week.

NEW! The First Low Priced Compact Roasting Unit

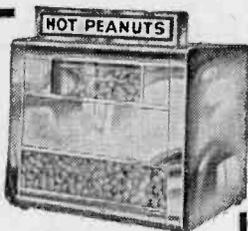
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NORTH CAROLINA STATE FAIR, RALEIGH
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CAN PLACE Legitimate Concessions for North Carolina's two outstanding Fairs. No Exclusives! But will book only a limited number. We hold exclusive Concession rights at the North Carolina State Fair, Raleigh. Address as per route.
JOHNNY J. JONES EXPOSITION, Indianapolis, Ind., September 5 to 9; Louisville, Ky., September 11 to 17.

WANT SHOWS

With or without outfits, Monkey Speedway, Girls for Posing Show, Minstrel Show Performers, Legitimate Concessions, Frozen Custard. Eight Southern Fairs. Out all winter. Paris, Tenn., this week; Milan, Tenn., week September 12; Jasper, Ala., Fair, week September 19.

L. J. HETH SHOWS

Great Galax, Virginia, Fair, Week September 12

CAN PLACE for long string of outstanding Southern Fairs, ending in November—Legitimate Concessions of all kinds except Lead Gallery and Bingo. Have limited space for Eats and Drink Stands. RIDES—Boomerang, Roll-o-Plane, Pony Ride and Ride-O. Penny Arcade, Fun House, Walk-Thru or any single Featured Pit Attraction. Billposter with Car. Experienced Ride Help in all departments. Harvey Potts wants Girls for Girl Revue. Bessie Taylor wants Girls and Talker for Girl Show. All address this week or wire
MANAGER, KAUS EXPOSITION SHOWS, INC., Charleston, W. Va.

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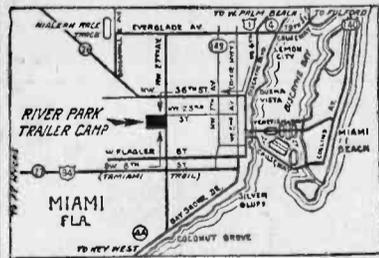
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name. Art Gordon's Swing Club Band furnished the dance rhythms and show music, and Johnny Ornelas, Shirley Parker and Maxine and Tom Reno kept the show moving at a rapid pace."

MORE THAN 30 kiddies with the Smith Greater Atlantic Shows were guests at a birthday party in honor of Junior Berman, son of Mr. and Mrs. Jay Berman, operators of the Oriental Cafe on the show, when he celebrated his third anniversary in New Market, Va., recently.

MAX GOODMAN HONORED: At conclusion of North Iowa Fair in Mason City, Ia., August 19 fair officials honored Max Goodman, owner of the Goodman Wonder Show, when they presented him with a blue ribbon in recognition of having brought to the fair "the highest type of midway attractions which have appeared on the grounds." Presentation, which was made before a large fair-

Waterloo for Wagon

SPRINGFIELD, Ill., Sept. 3.—After seven years of hardy campaigning to its credit, the Byers & Beach Shows' office wagon met its Waterloo near here last week. After breaking loose from the hitch, the trailer catapulted off the highway into an embankment and was demolished. Combined efforts of Harry Beach, Carl Byers and Don Trueblood made it possible for the salvage to be hastily reassembled in a new 22-foot trailer which was ready when the show opened at Monticello (Ill.) Fair last Sunday.

grounds audience and broadcast over Station KGLO, was made by R. D. (Duke) Molesworth, secretary-manager of the fair. The Mason City Globe-Gazette published a story of the presentation and quotation of the letter from fair officials on the front page of its August 19 issue.

PRICES for tobacco sold on markets in the great bright leaf belt of North Carolina, including such towns as Kinston, Wilson, Farmville, Greenville, Rocky Mount, Ahoskie, Smithfield, Robersonville, Tarboro, Washington and Wendell, did not meet expectations of farmers, nor did they equal opening prices on the Georgia and South Carolina border markets. In the border belt, which includes Lumberton, Whiteville, Fairmont and Clarkton, farmers apparently were satisfied with their take. Markets will open mid-September in the Middle Belt, which includes Oxford, Henderson, Durham, Louisburg, Warrenton, Aberdeen and Sanford.

NOTES FROM Dee Lang's midway, by Ray Van Wert: P. E. Waughn was forced to leave the show again due to sickness. He left for St. Louis, accompanied by Mrs. Waughn. . . . Ray Miller is much improved in health after receiving treatment in Minneapolis. . . . Mrs. Ray Van Wert has rejoined after a trip to the Mayo Clinic in Rochester, Minn. . . . A group from Hennies Bros.' Shows, including Joe S. Scholibo, Denny Howard and Mr. and Mrs. Guilleon, visited while en route from Montana to the Owatonna (Minn.) Fair. . . . Other recent visitors included Mr. Tincher and Mrs. Brown, Steel County Fair; Mr. and Mrs. Palmer and Mr. and Mrs. A. Erickson, Dodge County Fair; H. Derrinshaw, and Jack Meyers, formerly with Cresco (Ia.) Fair.

read and approved and current bills were ordered paid.

Letters were received from President C. F. Zeiger, Fritz Landes, G. E. (Mysterious) Blondell and A. W. Ronbeck with inclosures; Claude A. Barie, Joe Glacy, Capt. Dave Barnett, Ross R. Ogilvie and Walter K. Sibley. New members: Louie Henry Graveau, credited to Jack Arnott, and Fred T. Morman, credited to John R. Ward and Harry Hargraves. Doc Hall, who has been ill four weeks, is getting along nicely. J. Ed Brown is home from Sea Side Hospital, Long Beach, and is on the mend. John S. Lyons is recovering. John M. Miller won the weekly award. Banquet and Ball ticket went to John T. Backman. Ed Walsh, Harry Fink, Charles Haley and Ben Dobbert, new quarters committee, said a comprehensive report would be made next week. John M. Miller returned from a long vacation. Harry Hargraves checked up on quotas set for the membership drive and said that reports indicate that the number of September memberships will measure up to previous years. Dues received for coming year is gratifying, indicating that the organization is in a healthy condition.

Doc Cunningham elaborated on his plan for the one-ring circus for benefit of the Emergency Sick and Relief Fund. Fred Morman made a brief talk in which he complimented the organization, saying he joined because he received so many fine reports on the splendid work the club is doing. Archie Clark and Arthur Hockwald visited.

Membership drive is going at full speed. Eligibles should realize that now is a most opportune time to join.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Sept. 3.—In a few weeks the first fall meeting will be held. Membership drive goes merrily on, with Ned Torti, Fred Kressmann and Buddy Paddock in the running for Gold Life Membership. Applications received this week for Tom Arger, Walter Weiss, Edw. Moyer and Charles Schwacha and were credited to Lew Keller, Sam Feinberg and Buddy Paddock. Membership cards have been mailed to Robert Baldwin, Jack E. Swift, Clarence Katz, Mark Ellman, F. M. Scruggs, C. Groschlose, John N. Cissell, Louis J. Caffereta, J. W. Winters and Sam Levine.

Added pep is being put into the Showmen's Home Fund Drive. Shows planning benefit performances are Royal American, Happyland, Hennies Bros., Goodman Wonder and Johnny J. Jones Exposition. Beckmann & Gerety, Dodson or Blue Ribbon shows have not set their date yet. Royal American held the first one at Tampa, Fla., in February, and Conklin Shows just had theirs at Prince Albert. Those who have signified cooperation to the fund but whose names were omitted last week are Frank Hanasaki, Ollie E. Bradley and Fairly-Little Shows. Our apologies.

Received the sad news of the death of Brother Joe Tilley, owner of Tilley Shows, who passed away at Princeton, Ill., August 29. A number from Chicago attended the services held in Ladd, Ill.

Sick list still includes Col. F. J. Owens, Tom Rankine and Bob Miller, who are at their homes, and T. Brent, confined in the hospital.

Brother Max Friedman spent a few days in town before leaving for the East. Visitors included Max Brantman, A. L. Rossman, Jack Pritchard, Joe Murphy, Irving Malitz, Julius Wagner, Charles H. Hall and William Young.

Secretary Joe Streibich was among the guests at a birthday dinner given in honor of Brother James A. Terry's 77th anniversary at the La Porte Fairgrounds.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

Despite intense heat, 33 attended Monday night's meeting. Vice-President Harry Hargraves presided. Minutes were

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND

Previously Acknowledged . . . \$15,320.00

Received This Week . . . 165.00

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
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"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE

Department

THIS WEEK and EVERY WEEK

Crafts

(Motorized)

Bakersfield, Calif. Week ended August 28. Location, Kentucky street show-grounds. Business, fair. Weather, hot.

Opening to packed midway, which continued all week, shows, rides and concessions reported business in keeping with the times. As a whole, tho, the gross was not up to last year despite elimination of pay gate. Everyone is readying for the long jump to San Diego. Last of the ride boys' picnics was held Friday after show hours. O. N. Crafts flew in from a three-day fishing trip late Friday and reported another 200-pound Marlin swordfish catch. Thomas J. Myers, secretary, reports his new air-cooled compartment in the big office wagon is a life saver these hot days. Red Crawford has his new lion just about broke for the Lion Motordrome. Buck Buchanan, of Side Show, is getting his attractions in shape for the Pomona Fair. Avon Gaylees will spend two weeks in her Los Angeles studio prior to opening with her Follies Parisien at the fair. Karl Miller's Monkey Circus has been drawing 'em all season. Ed Kanthe's Athletic Stadium is enjoying the best business of its career the past two weeks. Jake Boyd's Heyday ride is in fine shape. Lusse Skooter, in charge of George Williams, has been repainted. Roll-o-Plane is still among the top aerial rides. Paddy Murphy and George McBride keep the Ferris Wheel in tip-top shape, as do Joe Duran and Philby Van Sikle with the Merry-Go-Round. Octopus, in charge of William Harris and Johnny Martin, is always among top money-getters. John (Spot) Ragland is perfecting a new flasher-type race course. Eddie Bliss' country store has been registering big business. Charles Johnson is still giving 'em plenty of onions and pink lemonade at his grab stand. Kay Cambell and Bobbie Hickman are getting top money with their ball game. Ruth Korte, operator of ham and bacon stand, made a flying trip to Los Angeles. Jimmie Lynch, eat and drink concessioner, states he will not vacation in Mexico this winter.

ROY SCOTT.

Curl

Franklin, O. Week ended August 20. Auspices, Golf Club. Location, streets. Business, excellent. Weather, fine.

This was one of the show's best spots of the season. Midway was packed each night, and the crowd spent freely. Charles Ports left to join a show in Pennsylvania. Mrs. Edwards going over big with hoopla. Monkey show topped midway, with girl show a close second. W. S. Curl is having rides and show fronts repainted in preparation for fairs and celebrations. Mrs. Curl busy with secretarial work. Charles Rife going over big with ball game. Mrs. Harding pleasing all with her pop corn. Writer has show booked solid.

DOC EDWARDS.

Reynolds & Wells

Mankato, Minn. Fair. August 12-16. Weather, good. Business, good.

Buck McClanahan's new Roll-o-Plane arrived here in time to be put up, and it went over big. Pit show with its new top also did capacity.

Bayport, Minn. Fair. August 19-21. Weather, good. Business, good.

Spot surprised as it had been predicted a blank. Shows, rides and concessions, however, did good business.

Worthington, Minn. Fair. August 22-24. Weather, good. Business, very good.

Nobles County Fair here was one of the best fair dates played in Minnesota. Tuesday (23) drew 22,000, and midway did capacity business.

Pipstone, Minn. Fair. August 25-27. Weather, good. Business, good.

This spot was not up to expectations, but shows, rides and concessions enjoyed good business. Frank Cannon's You-Drive-It did well. General Agent Burns is in Arkansas and Texas on business.

W. J. LINDSAY.

O. J. Bach

(Baggage cars and trucks)

Middleburg, N. Y. Week ended August 20. Weather, threatening first three days. Business, light.

Attendance was light here, resulting in a below-average week. Weekly social was held Wednesday with Jack Wolfe and Frenchy LaFontaine emseeing. A local colored orchestra furnished the dance rhythms. Tom Horan returned to his home in Jamestown, N. Y., but plans to rejoin later. Lynn Webb, of cowboy

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

show, entertained many friends and relatives here. George White, manager of one-ring circus, lost six African turtle-back cats while attending the social.

LEO GRANDY.

Kaus

(Baggage cars)

Charlottesville, Va. Week ended August 20. Weather, one day rain. Business, fair.

Lot was a difficult one on which to set up, but thanks to an extra day gained from the early tear down on the last spot, show was ready to operate on time. Monday and Tuesday nights opened to fair crowds and slow business. Wednesday night was lost due to rain. Latter half of week registered better attendance, however. Kiddie matinees on Wednesday and Saturday afternoons drew fair. Almost all shows registered poor grosses. Scooter had a good week and twin Wheels and Octopus had fair success. Concession row came in for more business than at previous spots. Weather was unusually hot and many found relief in a nearby swimming pool. Mrs. Harry Hattle, of photo store, was overcome with the heat. Frank Lawring has added Dot Grey to the Chez Paree show, while George Dixon is new talker. Tom Percival added a concession and Mr. and Mrs. Walter McKay joined with a high striker. Dick

Leo Blondin, C. G. Edwards, J. J. Colley, Mr. and Mrs. Tex Chambers, Guy Dillion, T. L. Teems, Boots Cutter, Col. H. T. Braught, Jack Montgomery, Maj. Dallas P. Leader, Ruby Glatzau, Claude Orrin Neville, Rev. William Bailess and wife, Mr. and Mrs. Melvin Bailess, Clifford Nicholas and wife, Anna Nichols and daughter, Flora; Mrs. Mary Montgomery and Mr. and Mrs. Amos Hines.

GEORGE WEBB.

White City

La Grande, Ore. Six days ended August 20. Location, X avenue at Second. Auspices, American Legion. Business, fair. Weather, fair and windy. Pay gate, 10 cents.

A baby whirlwind hit show Thursday afternoon, wrecking five concessions and parachuting hundreds of dollars' worth of merchandise skyward. Five ride boys, attempting to hold down a big top, were lifted several feet off the ground. The whirlwind entered one side of the midway, circled the Merry-Go-Round and departed on the opposite side, carrying everything in its path. Fortunately no one was injured, and wrecked concessions were replaced before the week ended. The same evening May Collier, high diver, narrowly escaped injury when she attempted her dive. A gust of wind carried her across the tank, causing her

Huggins' West Coast

Bellingham, Wash. August 15-20. Auspices, American Legion Convention Committee. Location, downtown. Weather, rain Tuesday. Business, good.

Show was brought here as a feature of the American Legion State Convention. Weather was good excepting Tuesday night, when it rained. Business continued good, rising each night until Saturday. Hickman's miniature circus topped all shows excepting Joe Glacy's Ten-in-One. Heyday was popular. Joe Glacy sprang his Gorilla Woman and foster baby show here, with Joe de Mouchelle in the ducat box. Clark Willey's drome has been repainted. Jerry Boultong, of Chandu, joined the Pacific Coast Showmen's Association here, sponsored by Joe Glacy and Billy Williams. Ralph Meeker is handling side-show annex.

CARL FOREMAN.

Regal

(Trucks)

What Cheer, Ia. August 23-25. Keokuk County Fair. Weather, good. Business, fair.

Had fair crowds here and got some money. Management built another semi-trailer. Slim Hardwick, banner man, left at Eddyville and was replaced by Joe Counts. Mrs. Counts opened a penny pitch and Mr. and Mrs. Blackie Todd built a new penny pitch. Edith Kelley has a new front for her palmtree booth. Austin Newland bought a Buick sedan.

MRS. AL NATION.

New England

(Motorized)

Cambridge, N. Y. August 17-20. Location, fairgrounds. Auspices, Cambridge Fair. Weather, good. Business, fair.

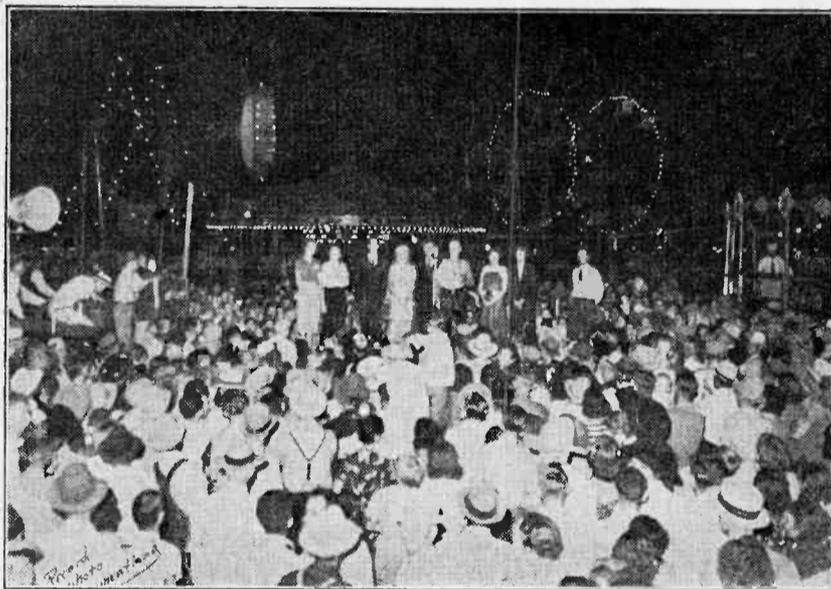
Concessions and rides did well. Committee, especially Mr. Houlton and Mr. Babcock, co-operated splendidly. Jimmy Howard, former partner of Steve Swika, worked the bird cage, while Frankie Fay, former partner of Eddie Dressler, had the nails. Harold Nevins, who early in the season had the cigaret gallery on the show, visited. Billy Giroud Jr. did well by himself, as the show played next to the kiddie swimming pool. King Reid and Al Grill visited.

ALFRED P. YOUNG.

Endy Bros.

Vineland, N. J. Week ended August 27. Location, Landis avenue at Circle. Auspices, Diamond Social Club. Weather, perfect. Business, good.

This was the first week of perfect weather the show has had this year and business reflected same. The Great Wilno proved a good drawing card. Fine co-operation was received from the auspices and its chairman, George Kraggale. Local papers gave splendid write-ups and



A TYPICAL WESTERN EVENT IN A REAL WESTERN CITY was the cellophane wedding of Mr. and Mrs. Joe Murphy on the Western States Shows' midway during the recent Days of '49 Celebration in Wheatland, Wyo. Unique feature of the event was the regalia, comprising a 10-gallon hat, chaps and two pistols, worn by Judge Pender, who officiated. In the wedding party from left to right are Alice West, Lucile Cummings, Mr. and Mrs. Joe Murphy; Albert Wright, general manager of Western States Shows; Judge Pender, Ruth Smith, Helen Smith and Bill Williams, announcer. A portion of an estimated 6,000 attending the wedding are shown in the foreground.

Traylor, of the side show, entertained his parents, Mr. and Mrs. J. W. Traylor, of Petersburg, Va. Victor Palmer and C. C. Humphries, manager of Lexington, Va., Fair, visited.

LESTER KERN.

Crowley's

Anadarko, Okla. Week ended August 27. Location, fairgrounds. Auspices, American Indian Exposition Association. Weather, hot days and cool nights. Business, big.

Arrived too late for Monday opening, but performances started Tuesday, one day ahead of exposition. Indians came from everywhere. Midway was well attended with the rides going from 9 a.m. until after midnight each day. Tent theaters thrived. George Harris Colored Revue topped the shows, with Sammie Lowery Speedy Jack Thrilldrome second. Concessions did fair. *Anadarko Tribune* co-operated, as did *Anadarko Gazette*, which carried pictures and feature stories of the show. E. W. Wells, general agent, is making an airplane trip. His wife, Annalee Wells, returned from Springfield, Mo., where she visited relatives. Fred Webster, chief billposter, entertained his cousin, Frank Martin. New Whip was installed here. Mrs. Thorn is recovering from a serious illness. Dutch Waldron purchased a new truck. Visitors included Roy Gray, Louis Bright,

to strike the bottom, and the impact left her body black and blue. Local periodicals were generous in giving her credit for her courage and fortitude. Wind was so strong that Miss Marlo, of Marlo and LeFors, aerialists, was unable to do her pennant stunt. American Legion did everything in its power to make the event a success and held open house in the office all week. Saturday night a reception was tendered Mr. and Mrs. C. F. Corey on their second anniversary, and the office was filled with flowers and gifts, climaxed by a dinner party at a local hostelry. Lucille King came up from Baker, Ore., to attend the affair. Lu Verne Raymond spent one day visiting friends in Union, Ore. Mrs. C. F. Corey and daughter, Betty, returned from a four-day visit in Portland. Mrs. Peggy Nelson suffered a relapse and returned to her home in Olympia, Wash., to rest. Mike Herman, after a week's visit in Venice, left for the Vancouver Fair. During Peggy Nelson's illness Mrs. Johnnie Davis is marquee mistress. Pa and Ma Slover's cookhouse is under management of their son-in-law and daughter, Mr. and Mrs. Lloyd Hole. The Slovers are successfully managing the new trailer pop-corn stand with marked success. Ming Toi and her fan dancers made several personal appearances at local fraternal events.

WALTON DE PELLATON.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 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 30 sets or 100 cards each. Played in 3 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, 8 3/4 x 14. Per C. . . . 1.50. Stapling Bingo Cards on same, Extra, per C.50. Bingo Card Markers, in strips, 25,000 for 1.80. 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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newsboys were entertained by the writer. First accident of the season occurred while en route here when Merry-Go-Round truck was demolished and one man taken to hospital. Only slight damage was done to Merry-Go-Round. Weekly show in charge of Lucky Mott was well attended. David B. and Ralph Endy attended the wedding of their youngest sister, Anna, in Pottstown, Pa. Roll-o-Plane was installed here and did good business. William Tucker purchased new canvas for Baker-Lockwood Co. Bobby Mansfield's new revue is still doing well, while Speedy Merrill's Wall of Death is taking high honors. Boomerang was top ride. Eddie Lippman was on the sick list for a few days. Electrician Jack Lambert purchased a new car here and son Al built a concession stand.

GLEN IRETON.

Buckeye State

Greenville, Mass. August 22-27. Location, edge of town. Auspices, Masonic Club. Weather, clear and hot. Business, good.

Show opened Monday night to a fair crowd. Rides enjoyed good play all week, while concession and show business improved steadily. Intense heat brought on the cotton fast and kept everybody busy and tired. Business was satisfactory, however. W. F. Tomlin rejoined here, as did Alberta Mills. Slim Leschman went to Veterans' Hospital, Memphis, for rest and examination. Manager Joe Galler brought back some special high-fidelity recordings for sound equipment from Memphis. Visitors this week were headed by Crawford Francis, Paul Archipoli and Publisher E. W. Smith, of *The Times-Democrat*, which was most liberal with space for show. Show publicity staff co-operated with Acting Mayor Starling and the Chamber of Commerce in greeting the Mississippi Air Tour at the new airport here.

TED JOHNSON.

Johnny J. Jones
(Railroad)

La Porte, Ind. Week ended August 27. La Porte County Fair. Weather, ideal. Business, big.

Show enjoyed one of its most successful weeks here. Business was good from start, the riding devices doing capacity business and gross for the week showed a slight increase over last year. Mrs. Hody Jones purchased new wardrobe for the *Chez La Femme* show. Johnny J. Jones Jr. will return to the Florida Military Academy soon. Mrs. Carl J. Lauther returned after visiting her mother, who is ill at her home in Virginia. Paul Sprague also returned here after visiting homefolks. Superintendent Joe McKennon is still building and designing new fronts. Thursday Owner E. Lawrence Phillips gave a birthday party in honor of J. A. Terry (Uncle Jim), the secretary of the La Porte County Fair, who was celebrating his 77th anniversary in Joe Sty's Midway Cafe. Guests included Henry F. Schrickler, lieutenant governor of Indiana; Alban M. Smith, mayor of La Porte; Peter F. Hein, State treasurer; Harry G. Templeton, manager Indiana State Fair; Edward O. Craft, president La Porte County Fair; Joseph L. Strelbich, Showman's League of America; Henry F. Schrickler Jr., son of the lieutenant-governor; George N. Beamer, prosecuting attorney of St. Joseph County; M. E. Leliter, La Porte attorney; Dr. A. E. Herold; Fred Brewer, La Porte postmaster, and Louis Kunkel. Visitors were Mr. and Mrs. Max Goodman and Mr. and Mrs. Joe Goodman, Clifton Kelley, Betty Hartwick, Jimmy Morrissey and W. H. (Bill) Rice.

STARR DeBELLE.

F. H. Bee

Lebanon (Ky.) Fair. Week ended August 27. Weather, ideal. Business, good.

Everything was ready early Monday and everyone enjoyed a good day. Children's Day, Tuesday, proved one of the best kid days of the fair season. Army Day Wednesday. Lebanon Day, Thursday, when all stores closed, resulted in good business. Remaining days were carnival days and receipts were away above expectations. American Legion co-operated in grand manner. Model Shows played Springfield, nine miles distant, and many old friendships were renewed. F. H. Bee Sr. and his son-in-law, Mr. Waybright, visited the boss and Mrs. Bee for a few days. Bee Sr. celebrated his 81st birthday anniversary August 27. He was the recipient of many presents and well wishes. Little four-week-old Betty Bee seems to like the show. Ferris Wheel again topped the rides, with Tilt-a-Whirl second. Alfredo Museum topped the shows. Doc Devore left here to enter a hospital in Atlanta.

WILLIAM R. HICKS.

Zimdars

Fairbury, Ill. August 24-27. Livingston County Fair. Attendance, very good. Business, good.

This American Legion-sponsored fair was the biggest small fair this show has ever played. Attendance records of previous years were broken every day. Midway business was good, but not up to expectations. Grand stand was jammed at day and night performances. Pine Ridge Follies performed one night, Joe Smith's Revue two nights and B. Ward Beams' Congress of Dare-Devils gave two performances opening day. Show received little co-operation. Max Wilson, manager of Girl Revue and Posing shows, bought a new car, and Mr. and Mrs. Bud Munn, of the Octopus, purchased a new Palace housecar. I. G. Barnett, Mr. and Mrs. Norman Barnett and James J. McLaughlin joined here.

BUDDY MUNN.

Rubin & Cherry
(Railroad)

Hamburg, N. Y. Week ended August 27. Erie County Fair. Weather, good. Business, good.

Western New Yorkers gave show and rides excellent patronage here. Johnny Myers, known as Dr. Montague, revealed triple talent here. He went from palmistry concession to blower store and then talker on Kortes Side Show. Mike Buhnla is making straight openings on Streets of Shanghai with marked success. Mr. and Mrs. Bill Moore, of the Drome, entertained Mr. and Mrs. Guy Marino and son, Junior, and Russell McKelvey and John Pellegrini. Frank J.



THAT OLD AXIOM, "Absence makes the heart grow fonder," certainly was true in the case of E. D. Schaas, affable lot man with Cumberland Valley Shows. After serving in that capacity for three years, E. D. last season left to join another organization in a similar position. His constant longings for his old friends on the Cumberland Shows, however, forced him to return this season. Photo of Schaas, who celebrated his 50th birthday anniversary August 19, was furnished by Stan Reed, general agent of the shows, and snapped in Tracy City, Tenn.

and Noma McHugh joined the Illusion Show. Mickey and Gladys Donahue's daughter visited here. Mickey is recovering from slight injuries incurred in Drome spill. Colleen Humphreys giggling over the sad but true story of the candy apple man who purchased a covered bushel basket of raw material and found that it contained cucumbers. Writer visited with Irish Horan, of Lucky Teeter thrill troupe.

RALPH WILLIAMS.

Funland

Livermore, Ky. Week ended August 27. Auspices, Fire Department. Location, parking lot in center of town. Gate, free. Weather, fair. Business, poor.

This was the show's first total blank since the flood at Hodgenville, Ky., in May and it certainly was a whopper. Monday morning a strike was called at a factory and huge crowds we had nightly gave us a walk-around strike. Ma and Pa Richards' new pop corn, peanut and candy stand is a beauty.

TED C. TAYLOR.

Gold Medal
(Motorized)

Northwood, Ia. Three days ended August 17. Location, fairgrounds. Auspices, Fair Association. Weather, hot. Business, good.

Show enjoyed three big days here. *Decorah, Ia. Four days ended August 21. Location, fairgrounds. Weather, clear and warm. Business, excellent.*

Only rest the showfolks had in this town was from 2 a.m. until 9 a.m., the natives being amusement hungry. Vincent Stallets joined with Harold Dittmar's corn game and did capacity business. Assisting Stallets were his brother, LaVerne; Stan Casmer and their wives. Pat Ford, special agent, purchased a new car. Ford claims this has been his top season.

Osage and West Union, Ia. Week ended August 27. Location, fairgrounds at both spots. Auspices, County Fair Association. Business, excellent in West Union, poor in Osage.

Show split into two units for these fairs, with the one at West Union getting nearly all the business. Manager Bloom was in fine fettle, driving back and forth from the two units and making a trip to Albert Lea, Minn., to visit Fairly & Little Shows, also to Mason City for a visit with Goodman Wonder Shows. Dottie Moss now has five girl riders at the Thrilldrome. Chester Chinn and wife joined with photo gallery, as did Mr. and Mrs. Galler Henderson with long-range gallery. Irwin Boggs is doing okeh with guess-your-weight scales. Uncle Tom Leep is assisting. Bob Wilson framed a nice grab stand. Frank and Gladys Sager made a flying trip to Chicago for new costumes. George Clark joined with three concessions, as did Deaffy Smith and Malcolm Lewis. Joe

Wasso added two readers to his palmistry concession. Ruth Halley and Thelma Frenzel report good business with their ball games. Bill and Irene Dunn and Walter Hohenadel visited at Rochelle. Jean Long returned after a brief visit with her sister in Cleveland. John T. Lappin was surprised when his friends staged a big birthday party for him.

H. B. SHIVE.

Marks

Richwood, W. Va. Week ended August 27. Auspices, Spud and Splinter Festival. Location, American Legion Athletic Field. Weather, perfect. Business, great.

This date produced a splendid week. Business started off slowly Monday, Tuesday and Wednesday, but Thursday, Home-Coming Day, saw hotels and rooming houses doing capacity business. Friday, Admirals' Day, drew 25,000. A big street parade, with Admiral John H. Marks, riding with Mayor E. C. Bennette, Chief Admiral Lee F. Reese and Governor Homer A. Holt, was a feature. Following christening of S. S. Clothespin, flagship of the Cherry River Navy, Admiral Marks escorted the party, which included Sir James Croxton Pearse, of London, on a tour of the midway and later entertained them in his office trailer. Others appointed admirals were Harry Ramish, Walter D. Nealand, Grover Lafayette Armistead, Capt. Fred Delmar and Cassius Miller. After a brief experience as a fireworks expert in Richwood, C. Jack Shafer, decided to devote his time and talents to monkey ranching and potato farming. Homer Kropp, State tax collector, visited here. Many out-of-town newspaper men on hand for the Spud and Splinter Festival. Business here was far in excess of last year.

WALTER D. NEALAND.

Buffalo
(Motorized)

Attica, N. Y. August 23-26. Wyoming County Fair. Weather, good. Business, fair.

Other years this date would be marked "business poor," but as this season goes it was "fair." Attendance was good and weather swell, with one cool night. Several extra concessions were booked. Superintendent Putney had a difficult lot to lay out but managed to spot four rides, shows and concessions okeh. Elson R. and Peggy Durgin left with two concessions to join Bantley's All-American Shows. Bill Miller left the bingo game to start on a job in the East. Ride men Ken Shafer and Day Raymond left, the former for a job in Detroit, the latter to return to school. Visitors were Mr. and Mrs. Sam Wirebach.

HOWARD POTTER.

Dixie Model

English, W. Va. Week ended August 27. Weather, good. Business, fair.

Business was much better than anticipated. Mines here working four to six days a week, and it has the natives spending. Mrs. Hazel Bolt's Royal bingo had two good days. Mr. and Mrs. Chris Smith spent every day but one during the week in Pocahontas, assisting committee there. Bill Spence is away on business, while Splinter Royal is directing the building of new cookhouse. Earl Tilghman is giving the electric equipment a thoro overhauling. Mrs. Dixie Kepley's custard truck has been repainted. Mr. and Mrs. Bolt commuted daily from War, some miles distant. F. E. Kelly visited here.

CHRIS M. SMITH.

World's Exposition

Alexandria, Va. Week ended August 27. Auspices, Veterans of Foreign Wars. Location, Mount Vernon drive and Washington street. Ten-cent gate. Weather, fine. Business, bad.

Alexandria can be wiped off the map as a carnival date for probably some time. There is a crusade against carnivals. In spite of a friendly city manager and city attorney and a splendid organization in the Veterans, had it not been for the Washington and out-of-town customers we would have been snowed under. As it was, attendance figures ran around 1,500 a night with little money spent. Concessions worked. All shows were operated but at a loss to managers and organization alike. Add to this the fact that certain soft-drink people are on the unfair list, and we not knowing this were picketed for two nights. Being a 100 per cent union city that hurt. Publicity in *The Washington Post*, *The Washington Herald*, *The Wash-*

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THIS WEEK and EVERY WEEK

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

ington Times, The Washington Evening Star and The Washington News, together with radio donated by three stations, was our only salvation and brought what little business we did do. But plenty of red ink was used. Eddie Lewis has framed the Expose Show with Mazle King, Lulu Srokes, Alice Gorman and Millie Du Val. Dipsey Doodle has been shipped to Syracuse. Mrs. Morris Stokes has purchased a new ride, the Wibble Wobble. Visitors included Red Barlow, Mr. and Mrs. Harry Freidman, Fitz Brown and Buster Burris. The five midgets visited the White House and other points of interest. Freddie Goodrow, of the midget village, has recovered from a recent illness. Pence Sisters are firmly established as features on French Casino. Elsie Wolf had her Esquire Show repainted. Wall of Death is getting plenty publicity. Dorothy Stone is making good broadcasts. Don Venning is making big strides with bingo. His mother visited here.

DICK COLLINS.

J. J. Page

Lebanon, Tenn. Week ended August 20. Wilson County Fair. Weather, fair and warm. Business, fair.

Receipts at this, the shows' first fair date of the season, surpassed last year's. A strong grand-stand attraction, wonderful exhibits and horse show along with the show, were incentives for record draw. Everyone got his share. Many of Mr. Page's friends were on hand to greet him. Credit Messrs. McCartney and Walker with putting on a swell fair. Among old stand-bys of independent midway were Zeke Webb with ice cream and the Tuckers, who took care of the catering end. Bille Bassinger was stricken ill here and had to be rushed to a hospital. Rastus Johnson's Minstrel Show clicked. Visitors included Rob Roy, Fen Oglesby, John R. Wade and Hiram Higgins.

Fulton, Ky. Week ended August 27. Fulton County Fair. Weather, fair and hot. Business, fair.

John R. Wade, fair manager, was on hand to greet the show after a long, hard Sunday move. Local night ball games hurt Monday, Tuesday and Wednesday business, but the fans turned out after the games and a fair patronage was enjoyed. Wednesday, Children's Day, drew only fair, due to the intense heat. Messrs. Wade and Yates did everything possible to put the event over. Friday night was good, with Saturday taking the first money for attendance. The Flying Flemings, free act, left on Friday to make three fairs previously contracted.

R. E. SAVAGE.

Strates

(Railroad)

Cortland, N. Y. Week ended August 27. Fair. Weather, rain-fair. Business, fair.

Altho prospects looked bright for a huge success, but rain Sunday and Tuesday gave the show a bad start and spot resulted in just another fair date. Wednesday drew well, but remainder of week was ordinary. Peter Christopher, owner of the cookhouse, is greatly improved in health, but not out of danger. Chris Christopher is managing the cookhouse in his absence. Visitors included Sammy Lawrence, Bryan and Billy Woods and Bill Malarkey. Construction Superintendent Jimmy Yotas is busy on the 100-foot front for the Folles de Nuit. Elizabeth Strates, daughter of the boss, was rushed to a local hospital Wednesday with bronchial trouble. Her condition is not serious, however.

BEN H. VOORHEIS.

Parade of Shows

Nocona, Tex. Week ended August 27. Old Settlers' Reunion. Business, not the best. Weather, favorable.

Altho business here was below normal, everyone seemed satisfied. Show arrived late, and opened Tuesday night. Natives began coming out Thursday and Saturday the midway was filled. William McKwade and company rejoined. Paul Mahar has taken the revue. Bob Cunningham again is in the pit. Roy Gray and party from Longhorn Shows were guests. Jim (Sugarfoot) Green and Earl Hubbell left the show here. H. Salyer and J. B. Elmore joined the Tom Mix Circus. Harold Crain, heading the committee, threw the usual chicken dinner after Saturday night's show and altho had proved himself to be a real fellow before, he outdid himself at the banquet. Lillian and Charley Cudney and Bill Sapp visited some of their friends in Oklahoma. Many visits were exchanged



IT'S PRIVATE JIM FOWLER now. After being associated with the Keystone Shows for the past three years, Jim, son of J. T. Fowler, special agent with the organization, left recently to enlist in the United States Marine Corps.

between this organization and the Bill Hames show, which was only 35 miles away. J. J. Lane, of the Ardmore, Okla., Fair, visited here. B. C. McDONALD.

Dixie Belle

Greenfield, Ind. Week ended August 27. Hancock County Fair. Weather, good. Business, fair.

Show made a 100-mile jump, but ride boys had everything ready for a nice crowd on Sunday night. However, there was little spending. Crowds increased each day, but business picked up little. Fair was a disappointment. Rides did fair, but shows and concessions little. Athletic Show topped, with Hillbilly Show second. Girl Show did fair. Wish Cassidy, vet trouper, visited. One more stand in this State then Kentucky fairs.

ANNABEL STARKEY.

Cunningham

Wellston, O. August 16-19. Jackson County Fair. Weather, good.

This was the first fair date of the season and the engagement turned out to be one of the biggest. Several concessions joined. Committee was wonderful to do business with. Willis' Side Show made a hit with patrons.

Point Pleasant, W. Va. Week ended August 27. Location, Main street. Auspices, Potato Festival. Weather, good. Business, good.

All registered a good gross here. Committee gave every assistance. Mr. and Mrs. John Cunningham purchased a 38-foot wheel and a tractor and trailer. Merry-Go-Round topped rides. Representatives of Spain Family Show were visitors.

DOROTHY CUNNINGHAM.

Hilderbrand's

(Motorized)

Clarkston, Wash. Week ended August 27. Location, downtown street. Auspices, VFW. Weather, hot. Business, fair.

Shows' last 1938 still dates found Manager E. W. Coe and Superintendent Fred Stewart with a paint-brush brigade touching up all shows, rides and concessions. Opened Monday night to fair crowd, with increasing throngs each night with little spending. Verna Seeborg and Hazel Fisher blanked out for the first time this season. Ed and Ma Leahy's Midway Cafe added new grab stand. Bob Booker, secretary and treasurer, first new member of Pacific Coast Showmen's Association. Toots and Sammy Epple, Ralph and Margaret Balcom, John and Clara Cardwell, Art Anderson

and wife and Rube Miller added new stores. Owner O. H. Hilderbrand returned to show all smiles with a complete booking for season. Leone Barle tendered members of her French Casino a wienie roast and swimming party on Snake River. Mr. and Mrs. C. H. Matthews opened ice-cream store here. Babe and Lucille Grisham were entertained on their wedding anniversary by Hazel Fisher and Verna Seeborg.

CLAUDE BARIE.

Ideal

Malone, N. Y. Week ended August 27. Franklin County Fair. Weather, good. Business, very good.

Things were quiet Monday, but Tuesday, Children's Day, a large crowd was out despite showers. Wednesday was also good, with the midway crowded after the grand-stand show. Rides and shows did business. Thursday, Canadian Day, was biggest of the week and attractions kept going until late. Friday was on a par with Wednesday and Saturday was satisfactory. It was our biggest week. Fletcher Hodges assisted M. Lasky on the Side-Show front. He will leave for home next week to resume studies.

M. LASKY.

Rogers Greater

(Baggage cars and trucks)

Fayetteville, Tenn. Week ended August 27. Lincoln County Fair. Weather, good. Business, good.

With beautiful weather and fair advertised heavily, crowds were larger than last year. Rides did wonderful business, and shows and concessions had a satisfactory take. Scott's Loop-o-Plane joined last week. A number of troupers caught Robbins Bros.' Circus at Nashville Monday.

TIGE HALE.

Smith's Greater

New Market, Va. Aug. 22-27. Location, showgrounds. Auspices, Baseball Club. Weather, clear. Business, above expectations.

Due to the small lot here, several attractions lost a week's work. Opened Monday night and received generous newspaper and radio publicity. Organization experienced competition from the Page County Fair at Luray, Va.; Volun-

LORDS PRAYER PENNY MACHINES
 AMAZING NEW MACHINE
 Engraves Lord's Prayer, Ten Commandments, Crucifixion of Christ, 23d Psalm, 478 letters on pennies. Big Sensation! Everybody buys! Quality Bracelets, \$7.50 per 100.
 WRITE, WIRE, HURRY!
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CANDY FLOSS & CORN POPPERS
 Cheapest, Best, Genuine.
 Original Ball-Bearing Motor. 10 Patents. Latest April '37, 1-Piece Bands. Ribbons, \$3.50 Ea.; two, \$5.50; 6 Ass't, \$14.00. Originators; 100% true Spinnerheads, \$20; Double, \$28; no wobbly heads. All postpaid. Guaranteed perfect. Highest grade. 1 lb. sugar brings \$2. Catalog free. NATIONAL CANDY FLOSS MACHINE CO., 310 East 35th St., New York City.

READING SHOWS
 Want Stock Concessions, Ball Games, Pitch-Till-U-Win, Photo, American Palmistry. Everything open except Eats, Corn Game, Pop Corn, Novelties. Scottsville, Ky., this week; Sparta and Santa Fe next week; all fairs. W. J. WILLIAMS, Mgr.

CAN PLACE
 For long season fairs and street celebrations: Two Men for Blower and three Men for Count Stores; also two capable Wheel Men. Have entire Midway Toledo Fair. Ray Ellis are you joining? Wire AL WAGNER, Mansfield, O., until September 8, then Antwerp, O., on streets; then the big one, Toledo. Booked solid until November.

WILL PAY CASH FOR OCTOPUS
 Must be latest model. With or without transportation. State lowest price. BOX D-154, care Billboard, Cincinnati, Ohio.

SECOND-HAND SHOW PROPERTY FOR SALE
 \$65.00, Genuine Rickshaw, rubber tires, good paint. \$125.00, Mechanical Man, moves head, smokes cigar, cost \$1,000.
 \$12.50, Indian Head Gear, beautiful colors.
 \$50.00 Five genuine unborn Specimens in jars.
 \$1.00, Genuine Snake Skin, 5 ft. long, big selection.
 We Buy All Kinds of Rink Skates! Pay Cash!
 WEIL'S CURIOSITY SHOP,
 20 S. Second St., Philadelphia, Pa.

NORTHERN EXPOSITION SHOWS WANT
 Lead Gallery, Fishpond, Photo Gallery, Blanket Wheel, Scales, Cigarette Gallery, Penny Arcade, Bumper Joint, Darts, any Grind Store that can work for a quarter without heat. Wire, don't write. Fort Yates, N. D., Fair and Rodeo, September 8, 9, 10; Wishek, N. D., Fair, September 12, 13, 14.

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

COMMUNITY FREE FAIR
 UNION CITY, IND., SEPTEMBER 20-24.
 Main Streets, Auspices Chamber of Commerce.
 WANTED—Legitimate Concessions of all kinds (except Bingo), including Eating and Drinking Privileges. This is no Promotion or Carnival. Bona-Fide Fair with Farm Exhibits, Horse Show, Parades, etc. Address inquiries
THE F. E. GOODING AMUSEMENT CO.
 Box 386, Columbus, Ohio.

WANTED SHOWS AND CONCESSIONERS TO PLAY THE FOLLOWING ROUTE OF CELEBRATIONS AND FAIRS WITH THE BANTLY ALL-AMERICAN SHOWS
 Johnsonburg, Pa., Annual Labor Day and Firemen's Festival, week September 5-10; Tyrone, Pa., Old Home Week, September 12-17; The Great Clearfield, Pa., Fair and Exposition, September 19-24; American Legion Celebration, Pulaski, Va., September 26-October 1; Annual Elks' Charity Fair and Festival, Concord, N. C., October 3-8; Southeastern Colored State Fair, Charlotte, N. C., October 10-15; Marlboro County Fair, Bennettsville, S. C., October 17-22; Lee County Agricultural Fair, Bishopville, S. C., October 24-29; Georgetown County Exposition, Georgetown, S. C., October 31-November 5. CAN PLACE for the above route Ball Games of all kinds, Palmistry, Merchandise Wheels and Grind Stores that will throw out stock, Fish Pond, Bowling Alleys, Blower, Lead Gallery, Long Range, Custard, Candy Apples, Floss Candy. WANT Grind Shows, Organized Minstrel, Drome and good Illusion Show. CAN PLACE Cook House; privilege in tickets. All reply as per route. NOTICE to Fair Secretaries and Celebration Committees—We have Armistice Week and balance of November open; contact us. We guarantee not a New Deal, but "A Square Deal."

WANTED WANTED WANTED
 Owing to Conflict of Dates Can Place at
WEST TENNESSEE DISTRICT FAIR, JACKSON, TENN. SEPTEMBER 12-17.
 Legitimate Concessions of all kinds. WANT Capable Ball Game Agents. Pauline Meyers Wants Fast Money-Getting Reader for Mitt Camp. Madam Palmer, Jack Tangee, wire. Write or wire to
J. J. ALLEN, RUBIN & CHERRY EXPOSITION
 Syracuse, N. Y., until September 10, after that Jackson, Tenn.

teer Firemen's Convention at Mt. Jackson, Va., and Broadway (Va.) Community Fair, but a crowd estimated at 7,000 came out Saturday night. Mr. and Mrs. Orville Miller joined here with their Chair-o-Plane, cigaret shooting gallery and pop corn. Mr. and Mrs. Lloyd Reese have charge of promotions, publicity and advance. Paul Sutton and Everette May joined with their Mickey Mouse. Wheller and Durbin, free act, joined for remainder of season. Mr. and Mrs. Hank George have a swell photo gallery. Palmistry booths operated by Harry Harrison and Mr. and Mrs. Leonard Harrison are clicking. Mr. and Mrs. C. M. McGinnis joined here. Captain and Mrs. Simpson, with Pete Whitaker, have two ball games. Clarence Springer and Fred Bernier are operating the cookhouse. Jimmie McDowell's Merry-Go-Round is going well, as is Paul Sanders Smith's Kiddie Ride. Bill Penny is clicking with his fishpond, devil's bowling alley and cigaret shooting gallery. Peggy Ewell continues to play her original flageolet. Anne Lee Smith King's Minstrel Show still packs 'em in. Dutch Godden's Congress of Living Oddities is featuring Chief Coyote and Princess Wannette. Mrs. Durbin's hoop-la is popular. Mr. and Mrs. Tuller have the candy apples and snowball concession. Mrs. K. F. Smith, secretary and treasurer, is constantly on the job. Merrea Smith, *The Billboard* agent and carrier, will return to school at Salisbury, N. C., soon.

MERREA SMITH.

J. F. Sparks

Germanicon, Ky. August 24-27. Fair. Weather, ideal. Business, good.

Show made a 70-mile jump from Winchester and after a day's wait was ready to take over the four-day, Old Reliable Fair. Business was disappointing the first two days, but Friday and Saturday the show did well, with the fair a success. Horse shows and other exhibits were some of the best ever witnessed by the writer. Free act was popular.

TOM SPARKS.

Sam Lawrence

Hughesville, Pa. Week ended August 27. Lycoming County Fair. Weather, excellent. Business, good.

First fair date here was satisfactory. Attendance and patronage was cut perceptibly by a 50-cent gate. Thursday and Saturday were the big days. Peanuts Richardson's Swingtime Revue topped the shows. Miss U. S. was second, with Prof. George Keller's Jungle-land third. Ferris Wheel topped the rides. Visitors included David Lawrence; Carl Fleckenstein, secretary Blomberg (Pa.) Fair, and Sam Russell, secretary of Lewistown (Pa.) Fair. C. D. Crump, general agent, is trekking southward on business. Howard Conaway, show's advance man and billposter, reports that he learned his trade with tab shows. Jack Sidney, brother of George Sidney, movie star, is visiting with the boss. Sam and Jack were reared together and have been friends for over 40 years. Jack is handling the Plant show front. Peanuts Richardson is adding new talent. Recent additions were Jackie Mason, Freddie Rahn, Lill Edenfield, Dawn Meyers and Joy Holley.

DICK NUFER.

O. J. Bach

(Baggage cars and trucks)

Cairo, N. Y. Week ended August 27. Auspices, none. Weather, ideal.

Oh, — LEO GRANDY.

W. C. Kaus

Matamoras, Pa. Week ended August 27. Auspices, American Legion. Weather, good. Business, fair.

This was the shows second engagement here this year and it was only fair. Good crowds came out early and stayed late, dividing their spending among all attractions. Gus Elsner's Octopus did capacity business, tho. U-Drive-Its were second. Charles Johnson's Girl Show topped the shows. Speedy Rays' Motor-drome and Bob Howell's Side Show were close behind. Henry Vonderheid's Monkey Show also did well. Mack's cookhouse had another banner week. Social Benefit Club held its weekly meeting in the Hawaiian top, with Frank Bee as emcee, and it was a great success. Among those lending their talents were Mr. Bee, Marie Kaus; Marie, Helen and Dot, and five members of the Legion. Mae and Tony Chunis were called home because of the death of his father.

DOT GORGRANT.

Mighty Sheesley

(Railroad)

Sedalia, Mo. August 20-27. Missouri State Fair. Weather, hot; rain opening night. Business, fair.

A miniature cyclone tore to tatters the Night in Harlem Revue top, Dillinger Gangster Car top and the Illusion Show top and flattened several concessions here. New canvas was ordered. New Hawaiian show front debuted here. Designed and built by Howard Ingram, it's an eye-filling sight. George Rody has a show on inside in keeping with the front. Intense heat resulted in light afternoon business. Abner Kline's new Roll-o-Plane was a hit. Ernie Murray Jr., Mrs. Dorothy Sheesley, Mrs. Al Renton, Bobbie Renton and Gene Ketting celebrated their birthday anniversaries. Drake Shultz is managing the Dillinger Gangster Car show. Pat Anger, manager of Zeidman's rides, continues to be first up and down. Mrs. Jeanne Williams has been confined to her stateroom with a bad cold. Ward (Dad) Dunbar, popular *Billboard* salesman and mailman, celebrated his 80th birthday anniversary August 22. Charley Pounds, show treasurer, is proud of the new canopy and chairs which grace the office. Oscar Babcock continues to thrill 'em with his bicycle act. John D. Sheesley Jr. had two corn games here. Hilton Hodges' Darkest Africa show received its new top and banners from O. Henry Tent and Awning Co. Bill Rice departed for another stay in American Hospital, Chicago. J. B. Hendershot, general agent, is very much impressed with future dates.

FLOYD NEWELL.

World of Mirth

(Railroad)

Ottawa, Can. Central Canada Exhibition. Week ended August 27. Weather, fair. Business, very good.

Show business here this year increased 20 per cent over previous years when all-time attendance records were broken for the week. Crowds were large commencing Monday, which was Children's Day. Rain Tuesday hurt business. Showers early Saturday kept the natives from arriving early, but total attendance for the day didn't suffer. Wednesday topped Saturday's gross, altho the latter had always been considered the big day. Shows and rides did well, with Earl Purtle's Liondrome topping the midway. T. W. Kelley's Oddities was second. Bill Brown's Heyday topped the rides in a week which was a banner one for rides. General Manager Max Linderman's new amplifying system proved successful. Plenty of newspaper space and an average of four 15-minute radio programs daily helped make midway one of the best publicized attractions here. Vera Hauck underwent an appendectomy at Civic Memorial Hospital. Her condition is reported as good. Frank Kingman, secretary of Brockton (Mass.) Fair, was General Manager Max Linderman's guest for several days.

JIM MCHUGH.

West Bros.

(Motorized)

Austin, Minn. Week ended August 14. Mower County Fair. Weather, fair, except Sunday rained out. Business, good.

First fair date of the season proved much better than the still dates. Sunday was lost due to rain. Jule Miller revue and grand-stand acts were able to stay over for Monday, however, and a good day's business resulted.

Appleton, Minn. Week ended August 21. Swift County Fair. Weather, good. Business, only fair.

Ordinarily a good four-day fair, this turned out only a fair two-day one. Don Burke, Mix-Up foreman, underwent an appendectomy here. He's reported well on way to recovery.

Redwood Falls, Minn. Three days ended August 25. Redwood County Fair. Weather, good. Business, good.

Show had only five rides and seven shows booked here, sending remainder to various two-day celebrations. Business was good, however. This was the first time fair officials booked an organized carnival.

New Ulm, Minn. Week ended August 28. Brown County Fair. Weather, ideal. Business, exceptionally good.

At last a red one and everybody well pleased. Gate grand stand and shows' gross far in excess of 1936. Secretary Billy Lindemann and his brother, Roman, displayed their usual affable co-operation with management.

BRUCE BARHAM.

GRAND STAND SHOWS—

(Continued from page 36)

Wapakoneta, O., where Secretary Harry Kahn booked a change of program nightly for the third year. Bric-a-Brac Troupe, across; Six Lucky Boys, Risley and knockabout; Six Skating Marvels, girl roller skaters; Melodeers, instrumental and vocal quartet, and the Gauchos, teeterboard act, formerly with Ringling-Barnum Circus, all booked thru Barnes-Carruthers, were on the Sunday bill with Captain Sparks' American Legion Zouaves, Jackson, Mich., and X Bar X Rodeo; Monday, rodeo and fireworks spec; Tuesday, Renfro Barn Dance and fireworks; Wednesday, Kaltenmeyer's Kindergarten; Thursday, Pine Ridge Band and Follies; Friday, Henry H. Lueders' musical revue.

A 50-PEOPLE revue, *Continental Varieties*, booked at Darke County Fair, Greenville, O., August 21-26 for a two-day showing by Henry H. Lueders, United Booking Association, included Monte Carlo Four, acrobats; Tovre Twins and Torrence, equilibrists; Fink Animal Circus; the Carltons, adagio; George Royal, Australian juggler; Three Arnolds, hand balancing; Musical Alberts; Conway and Radcliffe, comics; Rule and Virginia, eccentric dancers; Lee Whirl and his Yacht Club Boys Orchestra; Frank and Ethel Carmen, hoop rollers.

J. C. MICHAELS reports that his two Big City Grand-stand circuses played fairs in Smith Center, Kan., and Broken Bow, Auburn and Deshler, Neb., during August, some breaking attendance and receipts records. After playing Montana and Oklahoma fairs during September the No. 2 unit will appear at Texas fairs in October. Michaels contemplates framing a third unit next year.

Chattanooga Adds Features

CHATTANOOGA, Tenn., Sept. 3.—Held concurrently with the National Chickamauga Celebration, the 1938 Chattanooga Interstate Fair is expected to set new records in the first year under management of President Joe Engel in Warner Park. New departments have been added and there will be four days of horse racing and nightly fireworks. Johnny J. Jones Exposition will be on the midway and free acts will include Four Sensational Wishards and Elmer's Crazy Cow. Celebration will be featured by a visit by President Roosevelt.

Barrington To Have Revue

GREAT BARRINGTON, Mass., Sept. 3.—Attractions at 97th Annual Barrington Fair will be George A. Hamid's *Winter Garden Revue* and Stetson's Radio Band, with Mildred O'Done, soloist, as grand-stand show; free acts and Art Lewis Shows on the midway for the fourth year, officials report. There will be agricultural, flower, poultry, industrial, live-stock and rabbit shows and six days of pari-mutuel running races. On the fair staff are Paul W. Foster, president; Art Lewis, treasurer; Mr. and Mrs. J. D. Wright, publicity and pageant directors.

Greenbrier Makes Big Bow

LEWISBURG, W. Va., Sept. 3.—Records were broken at opening of the six-day 18th annual Greenbrier Valley Fair ending here today, when 40,000 attended, 5,000 more than last year, reported Fielding W. Scholler, race starter. Midway shows did good business. Joe Baslle's Band was an attraction, and free acts were furnished by George A. Hamid. Thursday was marred by rain in the morning. Judge Scholler is booked for Kanawha Exposition and 4-H Fair, Charleston, W. Va.; Kentucky State Fair, Louisville, and Limestone County Fair, Athens, Ala.

DALTON, Ga.—The 1938 Whitfield County Fair will be a revival, with H. L. Trammell as general chairman, and sponsored by Dalton Post, American Legion. There will be varied exhibits, a midway and free acts.

JASPER, Tenn.—The 1938 Marion County Fair here will be the first held in the county in a number of years. County Agent J. L. Ikard reports much interest among farmers. Paul Kelly, president, announced a list of notable speakers. F. H. Bee Shows will be on the midway.

DELAWARE, O.—Beverly Kelley, formerly of the press staff of Ringling Bros.-Barnum & Bailey Circus and now in the radio department of Al G. Barnes-Sells-Floto Circus, a director of the re-

organized Delaware County Fair here, is lining up grand-stand and midway attractions for the 1938 fair and has several acts and shows contracted.

MATHEWS, Va.—Preparations for the 1938 Mathews County Fair here are nearly completed, buildings having been made ready for exhibits and grounds renovated, reports Manager R. W. Foster. County Agent Birdsall is assisting with agricultural exhibits. Horse races will be held daily. Roland Shows will be on the midway and there will be fireworks and free acts.

ST. JOHN, N. B.—Appointment on a successor to the late G. W. Frost, secretary-treasurer-manager of St. John Exhibition, has been delayed. W. J. Wetmore, president, is devoting all his time to the association temporarily, and H. A. Porter, predecessor of Mr. Frost in the three-way position, is acting as an advisor, having volunteered his services. Roy D. Smith has been added to the office staff.

RALEIGH, N. C.—Coleman W. Roberts, secretary of Charlotte Chamber of Commerce, has been appointed director of North Carolina's \$100,000 exhibit at the New York World's Fair of 1939. Display space purchased calls for 4,500 square feet in the State buildings area. Negotiations will get under way with art designers and Roberts expects to tour the State with designers before putting their ideas into action. Tentative plans call for a North Carolina Day at the fair. W. E. Fenner, Rocky Mount, is chairman of the fair committee.

Fair Grounds

STURGEON BAY, Wis. — Three-day Door County Fair closed here on August 28 with attendance of 15,000. Extended grand stand was taxed to capacity on Saturday and Sunday, and concessions, rides and shows reported business above average.

LUBBOCK, Tex.—A pretentious rodeo; fleet horse racing, according to C. E. Groves, Los Angeles, racing steward and secretary, and Mighty Sheesley Midway will be features of the 1938 Silver Jubilee Panhandle South Plains Fair here, said Publicity Manager R. D. Shinkle.

SHELBY, N. C.—J. S. Dorton, secretary of Cleveland County Fair here, said awards of more than \$8,000 are being offered exhibitors and contestants at the 1938 fair. Buildings and grounds are being expanded and improved to care for more varied exhibits and larger crowds.

TIFFIN, O.—Receipts of Seneca County Fair here on August 23-26 were double those of the first day of any previous fair and increased patronage held up, said Secretary C. B. Baker. All departments were filled to capacity. Midway, one of the best in recent years, included Peters' Freak Animal Circus; Buck Maughiman's giant horse, with Marian Clark assisting; snake show and others. Grand stand had radio acts and Black's Bears.

SHIPPINGPORT, Pa. — Shippingport Fair, sponsored by the Civic Association, to replace Beaver County Fair, discontinued several years ago, and held on three days, attracted record crowds and because of its success will be made an annual. Entertainment included band concerts, acts from KDKA, Pittsburgh; vaudeville and a midway.

CHIPPEWA FALLS, Wis.—Grand stand on Northern Wisconsin District Fair grounds here, damaged by wind, will be remodeled and roof floodlights installed. Remodeling will provide clear vision for spectators, unhampered by posts.

JANESVILLE, Wis.—Rock County 4-H Junior Fair and Live-Stock Association reported a successful fair at end of its ninth annual here on August 18 despite rain on opening day. Hugh Hemingway, superintendent of concessions, said more space was sold machinery exhibitors and midway showmen than for several years.

SALEM, Ore.—Administration staff of Oregon State Fair here has moved into the new \$12,000 building on the grounds, which have been extensively improved for the 1938 fair. The building, located near the main entrance, is equipped with a radio studio from which KOAC will send programs for an hour each day during the fair.

Concessioners At Redondo Fete

REDONDO BEACH, Calif., Sept. 3.—Recent four-day fifth annual Covered Wagon Days here, sponsored by the Empty Saddle Club and Junior Chamber of Commerce, was attended by about 300,000, a pageant drawing 100,000 one day. There was a rodeo on two days.

Ray Roland Stephon, assisted by Mrs. Stephon, secretary and treasurer, and John Hightower, mechanic, had rides, including Kiddle Seaplane, Ben Coy, foreman, and Mary Jane Hightower, tickets; Mix-Up, Marion Hightower, operator, and Mary O'Connell, tickets, and a Ferris Wheel, Harvey Garvey, foreman, assisted by Ed English, and Judith Farkey, tickets.

Concessioners were Frank Spring, lead gallery; Minnie Hale, Helen Combs, agents; Grover Bruitnell, Edith Sperry, drinks; Elva Rockwell, ham and bacon, Lonnie Rockwell, Lee Walters, agents; George Jackson, Ben Evans, M. Carracci, duckla; E. Rockwell, Toots Rarden, hoopla; Sam Harvey, Walter Lee, grocery wheel; C. W. Grove, Lily Mae McHale, drinks; H. W. Ellis, C. I. and Marie Ames, penny pitch; Ed DeGarro, Jack Murphy, knife rack; Harold DeGarro, Earl Clyde, Popeye store; Raymond and Hazel Behee, novelty wheel; Grace DeGarro, Dixie Olsen, cork gallery; Harry DeGarro, Ed Thuhldreher, ball game; L. B. and Frances Mills, pitch-till-win; L. B. Miller, Charles Nolan, ham and bacon; E. Fleming, Harvey Bernside, lead gallery; E. G. Hyde, Elchard Carpenter, bottle game; A. E. Weber, Mr. and Mrs. I. J. Miller, novelties.

George and Beulah Hyde, five-spot gallery; Henry Neil, Gordon Corson, cat game; Daniel C. Stover, Carl Varo, ham and bacon; Nacey and Louis Donzelles, Manuel Pinault, penny pitch; Mrs. R. J. Smith, Alice Barker, Irene Prior, photos; L. Ellenwood, Ben Smith, Albert Bernard, lead gallery; J. Fritz, V. D. Wilson, mouse game; Joe Simonos, Martha Sul-lavan, cork gallery; F. E. Fleming, J. M. Turrell, Andrew Stevenson, grocery wheel; Daniel Bogarth, Benjamin Stahl-smith, coon dodger; J. Solari, Giuseppe (See CONCESSIONS on page 56)

WANTED

GOOD CARNIVAL
FOR WEEK OF LIVE STOCK SHOW,
Any Week Last of September to Middle of October.
Address A. L. CARRAWAY, Fordyce, Ark.

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FOR BIG ANNUAL FALL FESTIVAL & HORSE SHOW & GENERAL HOME COMING,
September 14-17, on Street, Day and Night.
Clean Concessions, 2 Clean Shows. CAN USE Corn Game. Rides booked. Address
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WANTED

For Indianapolis, Ind., 3d Annual Merchants' Fall Festival, September 19 to 24, inclusive: Shows, Legitimate Concessions. Liberal privilege. Miller's Rides booked. Marion, Ind., on street to follow. Address W. C. WEHRLEY, 710 King Ave., Indianapolis, Ind.

EFFINGHAM FALL FESTIVAL

SEPTEMBER 12 TO 17.
Rides, Custard, Corn Game, Picture, Cookhouse booked.
All other Concessions open. Address
SECRETARY, CHAMBER OF COMMERCE,
Effingham, Ill.

FENTON, MICH., FREE FAIR

Sponsored by American Legion. New grounds, right down town. Want Concessions, Photo Gallery, Palmist, any kind that use stock. Lunch Stands, Bingo, Ball Games sold. Want Free Acts. Must be cheap. Address CHAIRMAN, American Legion Free Fair, Fenton, Mich.

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WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Street Space Is Shy For Ohio Vets' Post

EAST PALESTINE, O., Sept. 3.—With ideal weather and attendance of about 12,500, sixth annual Street Fair, sponsored by the American Legion Post here on August 26-28, was successful, altho spending was off somewhat. Rides grossed about 20 per cent less than last year, concessions likewise. Opening night, featuring a kids' parade, drew over 3,000.

Fair was held on three streets, but George Kirtley, general chairman, said lack of space prohibited the committee from having many shows it wanted. There were band concerts and radio and vaude turns as free acts.

On the midway were R. H. Wade's Ell Wheel, Merry-Go-Round, Chairplane, Kiddie Ride and Loop-o-Plane, managed by Harry Detrick; Greenawald's athletic show; Eddie Harris' snake show; Larry Larrimore's 11 concessions, including bingo, skee ball and grab store; Bill Copeland, duck pond, assisted by Bernhardt and Art Leedam; "Akron" Frank, novelties; Wagner's Penny Arcade; Charlie Gillipsie and Barney Felger, candy apples and root beer; Hoover's photo gallery and six Legion-operated grab stands.

Zoo Acts at Outing in Los

LOS ANGELES, Sept. 3.—On the bill of a recent 20th Century-Fox outing in California Zoo Park here were Olga Celeste, leopards; Leslie Koontz, lions and tigers; Joseph Metcalf and Anna Veldt, elephants, and Mel Koontz, lions. Concessioners were Herbert Radley and Joseph Tamastni, ball game; Frank Le-Croix, Joseph Daley, Roy Greer, Benjamin Dugdall, ham and bacon; Ed Landers, Harry Carney, William Hulett, grocery wheel; Norris Stensland, George Bussey, Walter Guyman, cigaret wheel; "Martie" Healey, Kenneth Humeston, Geisler, coffee wheel; Mrs. T. H. Jamison and Mildred Fairman, candy apples.

Merchants Stage Free Day

JEFFERSON, Ia., Sept. 3.—Committee in charge of a non-profit Free-for-All Day, sponsored by merchants and Chamber of Commerce here on August 24 as a good-will gesture, spent \$400 for entertainment, reports J. R. Goble, secretary. Rides and concessions did well, and free acts included a magician, vent act, chalk-talk artist, dancers, singers and musicians. A theater, skating rink and municipal swimming pool, leased for the day, were free.

Waukegan Festival Planned

WAUKEGAN, Ill., Sept. 3.—For the first time a Fall Festival, Industrial, Merchants and Agricultural Fair and Exposition will be sponsored here for seven days by the Chamber of Commerce and special committee of 100, including farmers, officials report. Event will be held on streets and will extend into Washington Park. There will be livestock, horse and agricultural exhibits and over \$3,000 will be offered in prizes.

Ind. Festival Profitable

FRENCH LICK, Ind., Sept. 3.—Profit of about \$800 was made by the Kiwanis' Club, sponsor of a Farmers' Fall Festival here on August 25-27, reports Farwell Rhodes Jr. Attendance was about 7,000. Ellis Fry was chairman. Jacob Pryor Amusement Co., with Merry-Go-Round, Kiddie ride, Loop-o-Plane and Martin's Athletic Show, were on the midway. Revenue from concessions and exhibits was about \$500, and a queen contest brought in about \$143.

AT DEDICATION of a bridge at Atchison, Kan., there will be a carnival, concessions and free acts on streets, fireworks, parade and water pageant, said C. M. Warner, chairman.

Ark. Club Finances Show

DE QUEEN, Ark., Sept. 3.—Over \$900 has been pledged by the Commercial Club here to finance a dairy and livestock show during the annual Achievement Celebration for 25 Home Demonstration clubs and 22 4-H clubs of Sevier County, said Ralph B. Kite, secretary. Ground and buildings of old Sevier County Fair will be used. Over \$800 will be offered as prizes for poultry, dairy cattle and hog exhibits.

Shorts

CARNIVAL attractions and free acts will be featured at Johnstown (O.) Pumpkin and Corn Show. David Bennett is chairman.

FREE vaude acts and a midway were featured at the recent successful six-day Annual Chester (W. Va.) Volunteer Firemen's Fair, climaxed by a prize parade which drew record attendance of 12,000. John Robbs was chairman.

MIDWAY of Waynesburg (O.) Pumpkin Fair, George Marlow, director, will have rides, shows, free acts, concessions and exhibits.

VERNE NEWCOMBE will again direct carnival events at second annual Fall Harvest Festival, El Paso, Tex., said Dan White, secretary-manager.

CAPT. DAN E. FOX and his Rough Riders played Erie County Fair, Hamburg, N. Y., on August 22-27. Troop is booked for Dunkirk and will appear in State Park, Lilly Lake, N. Y., under Auto Club auspices.

CROWLEY United Shows broke attendance and receipt records at the recent Anadarko (Okla.) American Indian Exposition and contracted for the 1939 event, reports Doc Waddell.

HERBIE KAY'S Orchestra and radio acts will play Wichita (Kan.) Fall Festival.

CELEBRATING dedication of the first pumper, firemen of Marion Center, Pa., (See SHORTS on page 56)

Festival in Omaha May Be an Annual

OMAHA, Sept. 3.—Altho both sponsor and producer lost money, Ak-Sar-Ben's Market Festival Week will become an annual affair if present plans work out. The Nebraska non-profit booster organization sponsored *Soaring High*, Barnes-Carruthers musical show, in connection with the Omaha Fall Merchants' Market Week, which draws 2,000 retailers from Nebraska and surrounding six States. *Soaring High* was presented six nights, ending on August 27, on three revolving stages in front of the Ak-Sar-Ben grand stand on Ak field. Audiences indicated by applause they "would like such a show every year." Competition was keen from theaters, and the Barnes circus was here two days before.

Director Nat D. Rogers of the show and Manager Jake Isaacson of Ak-Sar-Ben received reams of publicity in newspapers and publications hereabouts. *The Omaha World-Herald* went whole-hog on features and art preceding and during week.

Tickets were sold in blocks to larger Omaha firms for employees. Radio was used for advance plugs, and performers were aired while show was on. Acts included Alnsworth Dancers, dance ensemble; Empire Male Octet, singers; Gray Family, tap and novelty dancers; Stevens Brothers, comedy; Ben Beri, juggler; Bobby Jean, cannon act; DeVelde Four, adagio; Seven Blue Devils, acros; Elnore Perry, blues singer; Bernhardt Foursome, dancers; Hudson Wonders (Ray and Geraldine), acrobatic dancing; Anita La Pierre, blues singer; Ross, Pierre and Shuster, comedy. Frank Ross was emcee. E. George Wood is company manager; Charles Soutiea, musical director; Bobby Broiler, head carpenter; Charles Sawyer, electrician. Prices were 25 cents for children and 55 cents for unreserved seats. Reserved seats sold at 80 cents and \$1.10 and boxes at \$1.65.

WANTED

FIRST-CLASS CARNIVAL
FOR THE
WEEK OF SEPT. 26
INCLUDING OCTOBER 1.

This Carnival will be in connection with the Central Kentucky Race Meet, to be held at the Taylor County Fair Ground during this week. Carnival must be large, as we are expecting a large crowd. Communicate with

WALTER HOBSON,
Secy. Taylor County Fair, Inc.,
Campbellsville, Ky.

JACK (Abie) TAVLIN WANTS

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DEPARTMENT STORES
IN CHICAGO

SIX WEEKS---NOV. 15-DEC. 24
ENTERTAINING ACTS FOR XMAS HOLIDAYS

Reuben Castang, Walter Jennier and Daisy Doll, please wire me.
Good Magician—A-1; must work Punch.
Illusions—Sword Box, Sawing a Woman in Half and others.
Native Hawaiian Troupe—4 or 5 people. Snake Girl. Freaks suitable for Side Show. Midgets who can sing, dance or do specialties. Real Indians. Bill Penny, write me. Cliff Robinson, write me.

Address all communications to

JACK (Abie) TAVLIN

CARE THE BILLBOARD, 54 W. RANDOLPH, CHICAGO, ILL.

NOTICE! --- BIG FALL CELEBRATION

SPONSORED BY

TOWNSEND CLUB NO. 2

KOKOMO, IND., SEPTEMBER 26 TO OCTOBER 1.

WANTED Concessions of all kinds: Diggers, Photo Gallery, Palmistry, Ball Games, Pitch-Till-You-Win, Scales, Hi Striker, Mouse Race, Turtle Race, Wheels open. SHOWS OF ALL KINDS. Good Athletic Show. Grl Show booked. Roy Wear Rides. Write
W. C. BALDWIN, 118 1/2 North Union Street, Kokomo, Ind.

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ATTENTION, VOCALISTS—TUNES ARRANGED in your keys, popular or standard, with orchestra background. Write to **DICK BENVENUTI**, Arranger, Ridgewood Pk., Waterford, Conn.

SNAPPY VENTRILOQUIAL DIALOGUES WRITTEN (Requiring No Lip Movement), Crossfire Monologues. Send stamp for details. **TIZZARD**, 17 Suydam St., Brooklyn, N. Y.

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A BUSINESS OF YOUR OWN — SELL USED Clothing, 100-300% profit. We start you. Satisfaction guaranteed. Catalogue free. **GLOBE RUMMAGE MART**, H-3238 State, Chicago.

AGENTS — MAKE BIG PROFITS ON FOOD Products, Bargain Deals. Low wholesale prices. Rush name for trial outfit offer. **HO-RO-CO**, 2821-R Dodier St., St. Louis, Mo. x

BE YOUR OWN BOSS—OPERATE USED-NEW Clothing Business from store, home, auto. Up to 300% profit. Everything furnished. Catalog free. **PORTNOY**, 566-B Roosevelt, Chicago. se24x

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD**, 4922-A Lincoln, Chicago. se24x

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J. x

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. Also sideline salesmen for Name Plate and Tire Cover Transfers. "RALCO," 1305 Washington, Boston, Mass. x

CHRISTMAS CARDS — SELL 50 ASSORTED Folders, name imprinted, \$1.00. Cost you 50c. Samples free. No investment. **DUNBAR**, New Brunswick, N. J. x

COSTS 2c—SELLS 25c. FAST SELLING NECESSITY for agents, crews, demonstrators. Sample 10c. Details free. **LINNELL**, Box 1963-B, Cleveland, O. tffx

ENGRAVINGS — LORD'S PRAYER, TEN COMMANDMENTS, Crucifixion of Christ, 23d Psalm, on cards, \$12.50 per thousand. **RAY MANUFACTURING COMPANY**, 2250 Clybourn, Chicago.

EXPERIENCED SUBSCRIPTION MEN WANTED —Rural work exclusively. Attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. oc8

MANUFACTURE AND SELL YOUR OWN MOTOR Overhaul Compound. Expanding mineral supplied. Clean up with fastest selling specialty. Make as easy as a cup of coffee. Formula and enough mineral to start business, \$1.00. **XROLITE**, Kalispell, Mont. se10x

NEW ITEM—SELLS ON SIGHT TO EVERYBODY. \$15.00 daily easily earned. Free particulars. Sample 10c stamps. **MARQUEZ-BAB**, Apartado 1176, Mexico City. se24x

PERFUME BUDS — COST 1c EACH, SELL 5c. Particulars free. Sample 10c. Agents, streetmen, demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif. se10x

RESURRECTION PLANT—UNIQUE NOVELTY, miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico. x

SEASON JUST STARTING—ELABORATE CAL-endar Line, Billboard and Hanger; also Artist Model Type. Every business your prospect. Commissions big. Low prices. Experience unnecessary. Send for Free Sample Kit. **GEM PRESS**, 1916-1932 Park Ave., New York City. x

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A column about Specialty Salesmen, working house-to-house and store-to-store

In the

WHOLESALE MERCHANDISE Department

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SELL BY MAIL — FORMULAS, BOOKS, PIC-tures, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. tffx

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107 WAYS TO MAKE MONEY IN HOME OR office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. se24x

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ALLIGATORS — 8 LARGE, HARMLESS AS-sorted Snakes for Show, \$10.00. Price List. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala, Fla. oc1

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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.

HAND-RAISED BABY PANAMA PARROTS — That anyone can handle. Guaranteed to talk within two months, \$18.00 each. **LACKEY'S PET SHOP**, San Antonio, Tex.

LIVE ARMADILLOS—ALL SIZES. COMPLETE Families, \$7.00; each, \$2.00; pair, \$3.50. Prompt delivery. Good feeders. **APELT ARMADILLO FARM**, Comfort, Tex. se24

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DOLLARS FOR YOU — OUR LEGITIMATE Money-Making Schemes will make you rich. Six plans complete \$50c. **ELRAINE SERVICE**, Box 1131, Waco, Tex.

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SMALL CASH BUYS MUSIC MACHINE ROUTE —100 miles from New York. Choice locations, high average. Account poor health. **BOX C-633**, Billboard, Cincinnati.

COIN-OPERATED MACHINES SECOND-HAND

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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-1 MACHINES — 5 1c SNACKS, THREE COL-umn Nut and Confection Vendors, \$12.00 each, with floor stands; 2 Gottlieb 1c Grip Testers, \$7.50 each; 50 Columbus 5c Peanut Vendors, \$3.00 each. **ROBBINS COMPANY**, 1141B DeKalb Ave., Brooklyn, N. Y. se17

AAA-1 BARGAINS—1937 TRACK TIME (RED Head), \$95.00; 1938 Bally Skill Field, \$99.50; 1938 Kentucky Club, \$145.00; Derby Day Console, \$39.50; Fast Track Console, \$17.50; Gottlieb Derby Days and Hi Cards (with clocks), \$17.50; Mills 1-2-3, \$57.50; Bally Reserves, \$39.50; Dux, Silver Flash, \$17.50. Write for our used list. **MARKEPP COMPANY**, Cleveland, O. x

ALAMO, LEATHER NECKS, RED SAILS, BALLY Multiple, Parlay Sr., \$10.00; Peerless, Jumbo, \$7.50; Carom, Heavyweight, Royal Races, Flickers, Pamco Chase, Hi-De-Ho, \$12.50; Mills Dial, 5c play, \$17.50. **THE ATLAS**, Wells, Minn.

ARCADE MACHINES — DIGGERS, BUCKLEYS, Erics, Merchantmen, Mutoscopes, Iron Claws, Candy Bar, Cigarette Machines, 200 Peanut Machines, Skeeballs. Bargains. **NATIONAL**, 4242 Market, Philadelphia, Pa.

ATTENTION—WANT TO BUY ROTARY MER-chandisers in quantities. Give serial numbers, lowest cash price. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla. se10

BALLY RESERVE, \$27.50; AIRWAY, \$20.00; Bull's Eye, \$22.00; Zephyr, \$25.00; Power Play, \$9.00; Stoner Races, \$10.00; Hare 'N Hound, \$17.00; Mercury, \$12.00; Ricochet, \$6.50; Scoreboard, \$5.50. List free. **MUNVES**, 555 W. 157th, New York.

BAMBINO, \$40.00; JUNGLE, \$34.50; SWING, \$32.50; Gaytime, \$32.50; Snappy, \$32.50; Silver Flash, \$19.50; Q. Ts., \$35.00; Slots, \$10.00 up; Reel Spots, \$9.50; Ginger, \$12.50; Rose Bowl, \$15.00; Beamlite, \$15.00; Ricochets, \$7.50; Firecracker, \$7.50; Stoner Races, \$10.00; Auroran, \$15.00; Chicago Express, \$19.50; Jockey Club, \$69.50; Dark Horse, \$39.50; Forward March, \$10.00; Tournament, \$10.00; 9 Ft. Rola Scores, \$35.00; 14 Ft. Rola Scores, \$45.00; Reserves, \$39.50; Coney Island, \$44.00; 120 Pack Cigarette Machines, \$19.50; Peanut Machines, \$4.50; Ball Gum Venders, \$4.50; Mills Wheel, \$17.50; Penny Pack, \$7.50; Sweepstakes, \$7.50; Turf Flash, \$7.50; A. B. T. Guns, \$9.50; Hare and Hound, \$14.50. **LEHIGH SPECIALTY CO.**, 2d and Green Sts., Philadelphia, Pa. x

CLOSEOUTS — PACES RACES, BLACK cabinets, 5c play, \$100.00; 1 Pace Races, 25c play, \$125.00; Chucklette, Silver Bells, Exhibit Races, Pamco DeLux, \$32.50 each; Grub Stakes, \$12.50; Carom, \$17.50; Bally Derbys, \$17.50; Dux, \$17.50; Chico Derby, \$12.50; Double Track, \$42.50; Running Wild, \$7.50; Daval Reel "21," \$5.00; Cent-A-Paks, \$7.50; A. B. T. Target Skill, \$16.50; Used Gingers, without base, 1c and 5c, \$15.00; Used Gingers, with base, 1c and 5c, \$17.50; Used Sparks, 1c and 5c, \$22.50; Deuces Wild, like new, \$20.00 Caille Cadets, 10c and 25c play, \$25.00. Third deposit, balance C. O. D. **AMERICAN MACHINE SALES CO.**, 605 E. Commerce St., San Antonio, Tex. x

FIVE PACES RACES—TWENTY MILLS FLASH-ers for sale. Best buy in United States. First come first served. **PALMANTIER-KING SALES CO.**, 1107 W. Tuscarawas, Canton, O.

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GOODBODY'S BARGAIN LIST IS WAITING for You. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. oc1

P-12 WURLITZER — 12 RECORD SELECTIVE, \$50.00; six Watling 3-Way Guessing Scales. Make offer. One-half deposit. **L. R. PORTER**, Alexandria, Ind.

PACES RACES, TRACK TIMES—WE BUY AND sell. We sell Paces Races Parts. **CHARLES PITTLE**, New Bedford, Mass. se24x

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. se10x

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PRACTICALLY NEW—30 THREE-WAY GRIP Machines, \$8.50; Stands, \$1.50; three Advance Shockers, \$7.00. One-third cash with order, balance C. O. D. Wanted, Manes, Double Nuggets. **BOYER VENDING CO.**, 408 John St., Champaign, Ill.

SACRIFICE — FIFTEEN PENNY HAND OP-erated Diggers, \$7.50 each. One-third deposit on orders over \$10.00. **BELVEDERE PENNSYLVANIA**, Keansburg, N. J. se17

SEND FOR BADGER'S BARGAIN LIST — OVER 500 reconditioned machines. Phonographs, Consoles, Payouts and legal machines at prices you hoped for. Write today and save money. **BADGER NOVELTY COMPANY**, 2546 N. 30th St., Milwaukee, Wis. se24

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THIRTY WATLING ROL-A-TOP BELLS AND Treasures—Late serials, used two months. Nickel, dime and quarter play. Rol-A-Tops, \$45.00; Treasures, \$30.00. Also some Blue Fronts, QTs and Futurities. **BOX C-632**, care Billboard, Cincinnati, O.

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USED PHONOGRAPHS — 1935, '36 AND '37 Models, \$25.00 up. Write for price list. **KANSAS NOVELTY**, 555 W. Douglas, Wichita, Kan. se24x

USED PHONOGRAPH RECORDS — IN GOOD playing condition, \$2.35 per 100. Cash with order. **MISSOURI TAVERN SUPPLY**, 421 Walnut, Springfield, Mo.

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WILL TRADE ONE ROCK-OLA WORLD SERIES and one Bang-A-Deer Rifle for Phonographs. **STAHL SPECIALTY CO.**, 20777 Gratiot, East Detroit, Mich.

WILL PAY CASH—FOR USED WURLITZER Six Sixteen or Six Sixteen As in any amount. Write or wire lowest cash price and condition. Also give serial numbers. **W. C. FAIRBANKS CO.**, Sioux Falls, S. D.

WILL BUY ANY QUANTITY WURLITZER P10, P12, 412, 616 for cash. Condition of case does not matter. Interested in chassis only. **AMERICAN SALES CORP.**, 950 Wrightwood Ave., Chicago, Ill.

3/8" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. se17x

4 MILLS FLASHERS—WITH FRUIT SYMBOLS, perfect condition, \$45.00 each. Send deposit. **AMUSEMENT MACHINE CO.**, 207 Church, Nashville, Tenn.

10 LITTLE DUKES—1c PLAY, \$14.50 EACH. Mills Slots, \$7.50 and up. Write for latest list. **MARION COMPANY**, Wichita, Kan. se10x

100 USED PHONOGRAPHS — GUARANTEED Wurlitzer 412s, \$75.00; Mills Do-Re-Mi, Seeburg Symphonola, \$69.50; four Watling Rola-tops, \$97.50. **COLEMAN NOVELTY**, Rockford, Ill.

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES—ODDS AND ENDS, \$1.00. Costumes, Evening Gowns, Shoes, Bally Capes, Hulas. Bargains. **CONLEY**, 310 W. 47th, New York.

CHORUS COSTUMES—BRASSIERE AND Panties Suits, 50c set; Shorts, Mediums, Longs 50c to \$2.00 each; Principal Costumes, Character Wardrobe. Money refunded if not satisfactory. **THEATRICAL EQUIPMENT COMPANY**, 3433 Carnegie, Cleveland, O.

INDIAN RELICS, BEADWORK, CURIOS, Weapons, Old Glass, Catalogue 5c. 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranch, Kan. x

ORCHESTRA MESS JACKETS—COATS, BEAU-tiful Cyke, \$25.00; Fur Coats, Overcoats, Minstrels, Band Coats, Caps, Tuxedos, Orientals. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfnx

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HELP WANTED

FEMALE IMPERSONATOR—VERSATILE, TALEN- ted, sober, worker. Appearance, wardrobe important. Photo (returnable), age, experience in first. **M. L. HORN**, Hotel Raleigh, Chicago.

GIRL SINGER - VIOLINIST WHO WANTS TO join high class Girl Strolling Trio. Must be a good Singer-Violinist, attractive, single and a willing worker. Write **ROOM 328**, Julien Hotel, Dubuque, Ia. x

WANTED—LADY TRUMPETS, SAXES, TAKE- off; Clarinet. No young players. Read, fake, professionals. Write **MISS BILLIE MCGILL**, 954 Pingree, Detroit, Mich.

WANTED—MEDICINE PERFORMERS, TEAM and Single. South all winter. State all. Low, sure salary. **DR. R. E. MOON**, Sedalia, Mo.

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A CATALOGUE OF MINDREADING MENTAL Magic. Spirit Effects, Horoscopes, Buddha and 1938 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 148 illustrated page catalogue, 30c. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. se24

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Show Family Album



JUDGING by their confident appearance, this women's baseball team, members of the Carl Hagenbeck and Great Wallace Shows, season of 1917, could give the present-day "murderers' row" of the New York Yankees a run for their money. From left to right are Sophia Egner; Dallis Julian, now Mrs. John R. Andrew; Rose Sullivan, Bertha Rounds, May Davenport, Louise Stickney, Marion Waite; Stella Coyle, deceased; Bertha Weaver, Lola O'Wesney; Sadie Conners, deceased, and Juanita Cole.

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.

VENTRILOQUIST FIGURES—LIMITED OFFER. Undressed Figures, \$10.00. **TURNER CARVED WOOD PRODUCTS**, 1214 N. 11th St., St. Joseph, Mo.

VENTRILOQUIAL FIGURES—24-PAGE ILLUS- trated Catalog, 10c. **FRANK MARSHALL**, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. se24

MISCELLANEOUS

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WHEN IN THE MARKET FOR THEATRE EQUIP- ment, Road Show Portable Projectors and Films drop us a line. **WESTERN FEATURE FILMS**, 1018 S. Wabash Ave., Chicago. oc1

16MM. MOVIE SEASON IS HERE—EXCHANGE your subjects for different ones. Exchanges, Rentals, Arts, Supplies. New and used Films. No dupes. **BALD MOUNTAIN EXCHANGE**, Somers, Conn.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—WURLITZER BAND ORGAN, ONLY used 4 months. New Organ cheap, Double Tractor. **P. O. BOX 236**, Burlington, N. J.

PERSONALS

WANTED — INFORMATION OF LOCATION and home address of Joseph DeTrapani, owner of Nudist Colony Show. **LE ROY REYNOLDS**, Stony Creek, Conn.

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ACT NOW — 4-FOR-A-DIME OPERATORS. New Eastman made Super-Speed Direct Positive Paper. 2 1/2 times faster than regular direct positive paper. Wire order now. Send for free catalog of complete line of money-makers. **MARRS & FULLER, Inc.**, Dept. BC-11, Rochester, N. Y. se24x

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SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI- val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. oc1

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, Inc.**, 1236 S. Halsted St., Chicago, Ill. se17

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TENTS—SECOND-HAND

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THEATRICAL PRINTING

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1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 Letterheads or Envelopes, \$2.25; post-paid zone 4. **LAWDALE PRESS**, Box 303, Franklin, N. H.

WANTED TO BUY

WANTED TO BUY — CHAMPIONSHIP FIGHT Film, 16M. Old and new. **CLEM J. MCGUIRE**, 270 Wartburg Pl., Dubuque, Ia.

WANTED TO BUY — OLD-TIME PHOTOS OF Physical Culture Women, Diving Girls, Posing Girls, etc. Address **BOX C-630**, Billboard, Cincinnati.

WANTED — 1,000 USED PHONOGRAPHS. State models and lowest cash price in your first letter. **BOX 887**, Billboard, New York City.

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ADVANCE AGENT — 20 years' experience. Can route and book any attraction anywhere in the United States or Canada. Close contractor. Salary, reliable. **BOX 335**, Billboard, Chicago.

PUBLICITY AGENT—Wants to hear from a dance band ready for immediate national build-up. Combo must have appearance, ability and ambition. Union or eligible for union membership necessary. Have set-up to skyrocket the right band to the top in double-quick time. Thoroughly experienced in publicity, exploitation and merchandising of bands via stage, dance, transcription and radio. Have organized, managed and booked bands from Coast to Coast. Know the right people and the right angles. State all in first air mail letter and don't misrepresent. I don't. All inquiries answered promptly and guarantee fast action. I have handled best in the biz and will send proof with reply. Time is essential element, so don't fail to state everything in first letter if immediate consideration desired. Photo necessary. **BLAIR CUNNINGHAM**, Hilton Hotel, Lubbock, Tex.

AT LIBERTY BANDS AND ORCHESTRAS

ATTENTION, BOOKING AGENCIES—ELEVEN- Piece Band. Swing and Commercial. Union. Recently completed 5 months' location. Special arrangements, vocalists, novelties, wardrobe, transportation, photos, publicity. Desire better connections. **BOX C-610**, Billboard, Cincinnati.

AT LIBERTY — 4-PIECE UNION COMBO. Doubling vocals, novelties. Four years playing night clubs, hotels, etc. Complete wardrobe and library. Travel. State all in first letter. Address **ART PERLMAN**, New Canaan, Conn. se24

AVAILABLE SOON—6-PIECE BAND FOR LOCA- tion work. Uniforms, P. A., Doubles, Vocals. Reliable. Cut or augment. References. Write **KLAYTON KELLOGG**, New London, Wis. se24

JAY GROBEY AND HIS ORCHESTRA — NINE men, union. Featuring sweet, legato style dance music, vocals and novelties. Available for hotels, resorts, ballrooms, etc. Reliable managers and bookers write **JAY GROBEY**, 306 Loepere St., Buffalo, N. Y. se10

OCTOBER 1ST—11-PIECE DANCE BAND FOR hotel, ballroom or night club. All essentials. All special library. Top performance at a moderate cost. Agents, this will make money for you. All replies answered. Please address **BOX C-631**, care The Billboard, Cincinnati, O.

AT LIBERTY SOON—Four or Five-Piece Reading, Sweet Swing Band. Will augment. Girl vocalist, floor show in hand. Young, dependable. Present location since January. Desire location in South. Wire or write **CHET BRADEN**, Neon Cafe, Louisville, Ky.

FIVE-PIECE BAND—Unexcelled musical entertain- ment. Dependable, sober. Latest equipment. Will augment. State salary, length of engagement in first. **OLLIE HOWARD**, General Delivery, Denver, Colo. se10

FIVE OR SIX-PIECE All-Girl Entertaining Dance Orchestra—Attractive, all double, vocalist, special arrangements. Available on short notice. Locations only. State full particulars. **BOX C-564**, Billboard, Cincinnati.

GEO. NODZO and His New Yorkers Orchestra — A fast 6-Piece Swing Combo at liberty September 10 and open for steady engagement. Band is young, union and uniformed. Can cut floor show. Augment orchestra to 10 pieces if desired. Write or wire full details in first. **GEO. NODZO**, 156 St. James St., Kingston, N. Y.

JOHNNIE NAGEL and His Orchestra—Union 6-Piece Unit that is exceptionally full, swing and sweet. All men double, arranger and two vocalists in band. Complete, up-to-date library, including many specialties; modern racks, uniforms, P. A. system. Have been working past eight months in one spot. Desire change. Prefer location, hotel or night club. References. JOHNNIE NAGEL, 601 S. Blackhoof St., Wapakoneta, O.

MODERN NINE-PIECE Recognized Dance Band available Sept. 10. Both sweet and swing. Have racks, complete modern library, specials, vocals and entertainment. Union. Organized three years and can furnish best of references. Willing to cut to seven or eight or augment to ten or eleven men. Can furnish sell-out Girl Vocalist. Guarantee complete satisfaction and can cut any floor show. Will go anywhere for reliable work. Wire or wire BOX C-598, Billboard, Cincinnati, O. se10

TEN-PIECE BAND wants one-nighters in Texas or Oklahoma. Band has everything. Excellent novelties, swing, sweet. Organized long time. Sell-out guaranteed. Full particulars will be sent. Answer before Sept. 10. P. A. system, union. Good transportation. ORCHESTRA, Box C-621, The Billboard, Cincinnati, O. se10

UNION SWING MALE TRIO—Play eight instruments. Also singing, dancing, comedy. Many other specialties. Available September 9. Address HARVEY THOMAS, 3600 Addison St., Chicago, Ill.

AT LIBERTY

CIRCUS AND CARNIVAL

HALF AND HALF AT LIBERTY — PLENTY flash, work strong. Annex or single if you have top and banners. BOX C-628, care Billboard, Cincinnati.

ELECTRICIAN—35 years old, white, single, 180 pounds and 5 ft. 10 in. tall, desires position with some well-organized outfit. Understand all phases of electricity, including transformers and portable power plants. Was former chief electrician of a large manufacturing concern for a number of years. Can master any mechanical or electrical emergency that may arise. Also taught electricity in Chicago school system. JOSEPH KOMM, 223 W. 115 St., Chicago, Ill. se10

GEO. BURKHART — Comedy Magician, King of Coins and Punch. A laughing riot. Experienced all-around showman and many years manager of circus side show. Have car. Can join circus. Own high-class equipment for picture theaters, night clubs, units, etc. Anything pays salary. 255 Summer Ave. Brooklyn, N. Y. se10

WHITEFACE CLOWN—General Clowning and good come-in. Wardrobe one of the best. Years of experience. JOE BUMSTEAD, 66 Weldon St., Brooklyn, N. Y.

AT LIBERTY

COLORED PEOPLE

VIC HARDCASTLE and His Diamond State Serenaders—Seven-Piece Band. Union, sober, reliable gentlemen. Up-to-date library. Play shows, Sweet and hot music. Location only. VIC HARDCASTLE, 651 W. Lafayette Ave., Baltimore, Md. se24

AT LIBERTY

MISCELLANEOUS

CLUBS, LOGES IN MIDWEST—Raise money by sponsoring Kaylo, the Magician. A two-hour show with over a ton of equipment. Booked on percentage. Address: 1326 Dewey Ave., Beloit, Wis. oc15

LADY NUMBER PRODUCER — Available after September 5. Long experience, Tab, Burlesque, Floor Show. Fast worker. Only those that pay off need reply. TINY RUSSELL, care Billboard, New York.

AT LIBERTY

M. P. OPERATORS

PROJECTIONIST — Able to do all service on Powers equipment. Go anywhere. Age 33, steady, single, sober, reliable, reference. Work reasonable. HARRY BENSON, Chesterton, Ind.

AT LIBERTY

MUSICIANS

A-1 MUSICAL DIRECTOR—Leader. 436 Crown St., Brooklyn, N. Y.

FRENCH HORN — UNION, Tone, Experience. MARK C. LEACH, Rushville, Ill.

DRUMMER—SEPT. 9. NAME BAND EXPERIENCE. Complete white pearl outfit, bells. Anything considered. CHAS. NOBLE, care of Orchestra, Brown Swan, Schroon Lake, N. Y. se10

DRUMMER AT LIBERTY—GO ANYWHERE. Have car; entertain; library of fine arrangements. Play good solid Drums. Write or wire CARL "JEW" STOETSEL, Scribner, Neb.

DRUMMER AND SINGER—AGE 28. PLENTY rhythm, experienced. Will go anywhere. Can join immediately. Write or wire CHESTER PARK, Greenleaf, Kan.

EXPERIENCED DRUMMER — TWELVE YEARS' work, union, neat, sober, reliable, single. Read or fake. Prefer dance band. Available September 10. HOOPIE MOORE, Canyon Lodge, Yellowstone Park, Wyo. se10

EXPERIENCED, RELIABLE DRUMMER—SWING, read, cut shows. Young, neat, no habits. Attractive outfit. BILL RUSH, General Delivery, Detroit, Mich.

TENOR AND CLARINET—WORKING, DESIRE change. Go, read and jam. Union. BOX C-629, Billboard, Cincinnati.

PIANO AND ACCORDIONIST—HAS INIMITABLE style. Excellent reference. Sober. Open for engagement October 7. FREEMAN BUSSARD, P. O. Box 12, Xenia, Ill. se17

TRUMPET AND TENOR MAN — AVAILABLE immediately. Union, all essentials. Plenty experience, ages 25-28. Wire MUSICIAN, 1310 S. Cedar, Marshfield, Wis.

BANDMASTER—A-1 Director. Teach all band instruments; also Violin. Will go anywhere. Will consider small salary in town with opening for lunchroom. Can furnish the best of references. Address BANDMASTER, 1010 W. 2d St., Pittsburg, Kan. se24

DRUMMER — Age 27, experienced, union. Cut stage shows, troupe with unit or locate. Consider anything. Join on wire. Need ticket. DICK DIXON, 816 E. Magnolia, Knoxville, Tenn.

ELECTRIC STEEL GUITARIST—Doubling strong Rhythm Guitar, Violin and Trumpet. Some Tenor Sax. Read and jam. Union, good appearance. Age 30, all essentials. MUSICIAN, 357 N. College Ave., Fayetteville, Ark.

EXPERT ARRANGER—On Vocal, Stock, Special Dance Orchestration, Concert and Symphony Scoring. Popular and Concert Songwriting. Desire connection with organization needing services of competent all-round arranger; if necessary in "ghosting" capacity. Confidence guaranteed. Also desire collaboration with professional lyric writer having connection with standard publishers. BOX C-612, Billboard, Cincinnati, O. se10

SIX-STRING GUITAR MAN—Doubling Violin and Trumpet. Union, sober and reliable. Go anywhere if job is good. Have new automobile. CLARENCE T. NELSON, Yankton, S. D. se17

STRING BASS—Experience, sober, reliable. Read or fake. Can furnish Swing Drummer; also Hot Tenor, Clarinet. Same band five years. J. R. BROWN, Niquana, Mo.

TEACHER—Spanish, Hawaiian Guitar, Violin, Sax, Clarinet. Over ten years' experience, class and private instruction. Married, sober and reliable. Address UNIVERSAL, Box 1013, Warrenton, Va. se17

THREE CATANZARO BROS.—Piano, Tenor and Trumpet. Over latest styles. Cut anything. A good-paying job sincerely appreciated. CHARLEY CATANZARO, 402 W. 3d St., Pittsburg, Kan. se10

TROMBONE—Singer, Arranger. Range, swing or sweet. Only names write or wire. BOX C-624, care Billboard, Cincinnati, O. se10

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. se17

BALLOON ASCENSIONS—Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. CLAUDE L. SHAFER, 4704 W. Washington St., Indianapolis, Ind. se17

BALLOON ASCENSIONS for Parks, Fairs and Celebrations, covering the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. se24

BALLOONISTS AND AIR-plane Parachute Jumpers. Maine to California service. Cash bond if desired. Established 1903. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. se17

BALLOONIST—PROF. CHAS. SWARTZ. Committees write, wire. Address Humboldt, Tenn. se24

TUMBLING AT WOODS—Bozo, Raggedy Ann, Falling House. Billboard, Cincinnati, O. oc8

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O. oc1

ATTENTION—SECRETARIES AND MANAGERS. A High Swaying Pole Act with several new features that are original. A spectacular, thrilling feature. BOX C-594, Billboard, Cincinnati. se17

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. se24

OKLAHOMA BLACKIE IN PERSON — THREE separate acts. Five 12-Year-Old Razorback Hogs, seven Samoyede Dogs, Whip Cracking and Sharpshooting. Flashy wardrobe. Satisfaction guaranteed. For price and literature write or wire OKLAHOMA BLACKIE, care of The Billboard, Cincinnati, O. se24

AT LIBERTY AFTER SEPT. 24—Three Acts. Tight Wire, Rolling Globe and Slack Wire. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. se24

AT LIBERTY—Four separate Acts. Wire walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn. se17

AT LIBERTY—Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn. se17

AVAILABLE AFTER SEPTEMBER 9—Bob Tomlinson Union Swing Band Trio. Play eight different instruments; also put on own surprise floor show. Singing, dancing, ventriloquism, comedy juggling, roving. Many other professional specialties. Salary \$150.00 per week. Have car and sound equipment. Address BOB TOMLINSON, care General Delivery, Beloit, 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.

"BINGO" SUNSHINE, Grand-stand Clown Cop. Also White-Face Clown, Walk-a-Round. Good Dates available now. Write now. JAKE J. DISCH, Packard Ave., Cudahy, Wis. se17

CLOWN MOTORCYCLE COP—General Clowning, Wire and Juggling Acts. Comedy Horse Act. Hollywood experience. Aerial Grand Stand Act. More entertaining value than any other single. ART ATTLA, Billboard, Chicago, Ill.

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., Fort Wayne, Ind.

FAIRS AND OUTDOOR CELEBRATIONS—Quartet, String music and sing. Platform or grand stand, and for dances. Write WEBER'S TROUPE, Broadway and Chestnut, St. Louis, Mo. se10

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Bradner, Ohio. se17

HIGH SWAYING POLE and High* Aerial Contortion Act, with original contortion thrilling features. Two different acts. BOX C-530, Billboard, Cincinnati, O. se24

THEODISHIA, THE CLOWN—Clowning grand stands. Where is the secretary that said there were no more circus clowns playing fairs? Write all in first. This week Tripp, S. D.

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. oc1

AT LIBERTY

PIANO PLAYERS

A-1 PIANIST-ARRANGER—SIX YEARS' EXPERIENCE organized bands. Read, modern take-off cut shows. Write arrangements in any style. Age 24, reliable. BOB DEKLAR, 529 W. Moseley, Freeport, Ill.

CARL WHYTE, PIANIST—AT LIBERTY ON OR before October 1. Cocktail room, radio, repertoire unit. Good vaudeville accompanist and soloist. Address care Billboard, Cincinnati, Ohio.

EXPERIENCED PIANIST — READ, ETC. ABILITY, sober, all essentials. BOX C-597, care Billboard, Cincinnati, O.

PIANIST — YOUNG, RELIABLE, PERSONABLE. Experienced all lines. Union. Details. FLOYD ZARN, Pipestone, Minn. se10

PIANIST — SOLOS, SONGS, EXCELLENT Reader. Experienced, ability, appearance. MAURICE LUCKETT, Fairfield, Ia., until Sept. 10; then Eddyville, Ky.

LETTER LIST

(Continued from page 26)

- Grabel, Walter; Harrison, Robt. R.; Hart, Geo.; Hart, Louis; Hartley, Geo.; Hartz, Ben; Harville, L. R.; Haufmann, Arthur; Havack, Harry; Havins, Lowell R.; Hawk, J. Fred; Hawk, Ralph H.; Hayes & Beck; Hazel, Lester; Hazard, Stuart; Healy & Gordella; Heckman, James; Hefferan, Dr.; Heickel, A. G.; Heiser, Frank; Heller, A.; Heller, Lee; Helm, R.; Helman, Maurice; Hennes, Bill Dale; Henderson, Billy; Gross, Ed; Gross Cavalcade of Wonders; Gross, J. P.; Gunn, Geo.; Gunn Jr., Harry P.; Gurley, R. W.; Guy, Steve; Gwynn, Johnny; Haas, Harry; Haddix, G. H.; Haddison, Max; Hatley, C. P.; Hager Jr., James R.; Haggerty Jr., Joe; Hale, Chas. C.; Hale, J. F.; Hale, Sonny, Mgr.; Halke, R. S., Esq.; Hall, C. P.; Hall, Will; Hallon, Joseph; Hingens, Hartzel; Hinkle, Merlin; Hoagland, Jinks; Hobbs, Marden; Hobson, Herbert; Holbert, Prof.; Holden, Doc Lee; Holdener, Elmer; Holderman, Dr.; Holliday, Frank; Holman, S. N.; Holmes, Curley; Holmes, Del; Holmes, Delmer; Holmes, M. A.; Holmes, R. D.; Holyk, Alex; Hool, A. S.; Hooper, Walter; Hope, O. J.; Horan, Edward; Horton Jr., Wynn; Horton Jr., W. W.; Hortor, Walter; Houck, Paul; Houck, Wm.; Houghton, Jack; Housner, Sam; Houts, J. C.; Houston, Sam; Museum; Howard, Charlie; How, Jack; Howell, Joseph; Howell's Variety Show; Hubbard, Burley; Hubbard, A. L.; Huddle, Glenn; Hudock, Dave; Hudson, Jack; Huffman, Roy W.; Hull, Hubert; Hull, Jimmy; Hulsey, A. R.; Hulvey, Edw.; Hummel, Jack; Humphries, Cecil; Humphreys, James; Humphreys, J. O.; Hunfredo, Tommy; Hundley, R. H.; Hunt, Arthur; Hunt Sr., Charles; Hunt, Freddie Cyril; Hunt, Robt. Carl; Hunt, Thomas P.; Hunt, Warren A.; Hunter, Charley; Hunter, Clarence; Hunter, Harry C.; Hutchins, Mr.; Hutchison, D. C.; Hutchison, Eugene; Hynds, Billy; Hyson, Sam; Ingram, J. S.; Inman, J. S.; Insoce, Jack; Irwin, C. Al; Isser, Phil; Iverson, Carl; Ivey, Bill; Ivy, Dr. W. L.; Jacob, Lou; Jacobs, Joe & Sally; Jackson, Jack; Jackson, (King Do); Jameson, LeRoy; Jameson, Marvin; Jardon, Clyde; Jarvis, Lou; Jenkins, Bill; Jenner, Walter; Jennings, James; Jennings, Ted; Jerome, Sensation; Jessop, Edw.; Jobor, Stanley; Johnson, Al; Johnson, Doc E.; Johnson, H. E.; Johnson, Harry Lee; Johnson, Lewis; Johnson, Hank; Johnson, L. F. H.; Johnson, Louis R.; Johnson, Mickie; Johnson, Neal; Johnson, Toby; Johnston, Earl V.; Johnston, Lloyd G.; Jones, Ben R.; Jones, E. N.; Jones, Eli; Jones, Elmer Casey; Jones, Glen; Jones, Hambone; Jose, Prince; Jones, Mandel; Jones, Soldier; Jordan, Oscar; Jorgenson, James I.; Joyce, Jack; Joyce, James; Joland Comedy Co.; Judd, Harmer; Kahdot, Chief; Kane, Fred; Kaplan, Harry; Kaplan, Sam; Karl, Doc; Karnaw, Joseph; Kashner, Donald; Katch, Bennie; Katch, Binnie; Kay Bros. Circus; Keating, Jack & Rene; Keating, Jimmie; Keene, Hank; Keeno, Jack; Kellam, Walt; Kelley, John C.; Kelley, Pee Wee; Keller, Eugene; Kellogg, Loyce O.; Kelly, J. C.; Kendrick, Richard; Kennedy, Frank; Kepley, I. R.; Keown, Howard; Kerr, Thos. R.; Kessler, Johnnie; Kessler, Wm. F.; Kester, Norman; Kestler, E. J.; Ketrrow, Wm. Keys, Geo.; Kicht, S. S.; Kilgare, Willie; Kilgare, (Cowboy); Killian, Otto W.; Kilpatrick, Wylie; Kimble, Bill; Kimmons, W. E.; King, Hal; King, J. F. Tom; King, Kallie; King & Roche; King, Dr. W. L.; King, Dr. W. R.; Kinser, L. E.; Kinsey, Dan; Kinton, Commodore; Kirkendoll, Marvin; Kistley, M. L.; Kitchens, George; Klaus, Ed; Klein, C. A.; Kling, B. F.; Klug, One Way; Klug, J.; Knapp, Vincent; Knight, Al; Knight, Carl C.; Knopp, Roy; Koban, Kaichi; Kobaltz, S.; Koehler, Harry; Kohl, Fred Heavy; Korney, Jas.; Kourtez, Chico; Koziel, Joseph; Kramer, Will; Krahn, Frank Dutch; Kramer, Paul; Krawczyk, Lucian; Kuhn, Fred I.; Kuliek, Ben L.; Kuliek, Stanley J.; Kunat, Stanley J.; Kuykendall, H. F.; Kyle, Geo. T.; LaBarr, Frank; LaComa, Chris; LaCoste, Donald; LaFay, Ralph; LaFon & LaFon; La Marr, Mickie; La Marr, Dr. Frank; LaMar, Gene; LaRose, H. A.; LaRue, L. E.; LaSue, Thad; LaVale, Russell; LaVerne, Al; Lackey, Jim; Lafel, Leon; Lair, Kenneth; Lake, George; Lakhobie, James; Lamb, Drexel; Lamb, Howard R.; Lanchester, Happy; Lander, B.; Landstrom, Roy B.; Lane, Jack; Lane, Jimmie; Lane, Leo; Langford, Jack; Langley, Wilson; Lanphear, Jack; Larimer & Hudson; Lash, J. O.; Laurish, Matt; Lavine, Mike; Laves, C. D.; Lawrence, C. W.; Lawrence, Larry; Lawson, Aubrey; Lawson, Larry; Lazara, L. E.; Lazara, Larry; Lazone, Elmer; LeBlair, Jack; LeFevre, Antonio; LeRoy, Moinik; LeRoy, LeRoy; LeTourneau, W. G.; Lee, Charley; Lee, Coleman; Lee, Ernest; Lee, Oscar H.; Lee, Jimmie O'Dear; Leeper, Jack; Leifer, Harry; Leifer, Irving; Leidman, Wm.; Leidinger, Jas.; Leisinger, Jas.; Lelands, The Six; Lemarr, Jack; Lenard, Leo; Leonardo, Anthony; Leonard, Arthur; Lewis, W. L.; Lewis, Sid; Levy, Ben; Levitan, Maurice; Lewis, C. L.; Upitt; Lewis, Dick; Players; Lewis, La Verne; Lewis, T. P.; Lewis, W. L.; Lichter, Bailey; Lightfoot, Andy; Limmernan, Sam; Lindsay, Patsy; Litton, Jos. R.; Livingston, Harold; Lloyd, Thomas; Lockren, Stan; Loftis, Speedy;

- Lollar, Roy
Lomatt, Joe
Long, Chester H.
Long, Harry K.
Long, Paul
Longston, Larry
Lopes, Joseph
Lorenz, P.
Lousa, Geo. J.
Lovell, Joe
Lovett, Sid
Lovine, Dr. E. J.
Lowe, Chas. R.
Lowe, Cliff
Lowe, Glen David
Lowen, Michael
Lowery, Warner
Lowery, Carroll R.
Lowery, Sammy
Lucas, Bernard W.
Lucas, O. W.
Luck, Paul B.
Ludwig, Chas.
Lukens, Pete
Lyerly, Ace
Lylesor, Cliff
Lyons, Jack
Lyons, Wayne
MacClone, P. J.
MacDonald, Jack
MacDonald, W.
MacFarland, Jack
MacLonn, Connie
MacNamara, Joe & Maxine
Mac Williams, Big Mouth
McAllister, Jackie Dawson
McArdell, E. (John)
McAroy, Danny
McCallister, Taty
McCallum, C. E.
McCanlies, Clarence
McCarrell, Bob
McCartier, R. C.
McCartier & Family
McCarthy, Geo. T.
McCarthy, John
McClanahan, C. S.
McClanahan, D. H.
McClaske, H.
McClintore, Doc Al
McClure, H. H.
McCoy, Scotti & Maxine
McCrea, Neil
McCrory, Shorty
McCune, Bob
McCune, Geo.
McDaniels, Carl
McDonald, Glen
McDonald & Paradise
McDonald, Dunbar
McDonner, Charles J.
McElvain, Alexander
McEwen, Bill
McGill, Leo
McGill, Walter
McGoddall, Ben
McGregor, Harold
McGregor, H. G.
McGuire, Prof. W.
McHale, J. T.
McHendrix, R. G.
McInroe, Walter
McIntyre, Dan
McJurkin, W. N.
McKay, Bill
McKemy, Frank
McKinnell, Gordon
McKnight, Smiling
McLachlan, Jackie
McLaughlin, Boston
McLaughlin, Kenneth
McLaughlin, Michael
McLennan, Neal
McMahon, Clyde
McMahon, W. H.
McPherson, Sandy
McPherson, Eugene
McQuilian, H. C.
McQuisten, Harry
Mace, Ernest E.
Mack, Johnnie
Macornell, Richard
Macrae, Peter
Magel, Leo V.
Magill, Joe
Magors, Richard
Majestic Expo. Show
Malang, Geo.
Malcolm, George
Manigo, Morris
Mann, Morgan
Mann, Wray E.
Mansholt, H. M.
Mapes, Jimmy
March & Play
Marchand, Frenchy
March's Rides
Marfoot, C. E.
Marigo, H.
Marquis, Ira Wolf
Marion, Sidney
Marks, Dewey
Marks, Steve
Marlow, Jack
Marlowe, Ed
Marriott, Ray
Marriott, Al G.
Marston, Robert M.
Martin, Al
Martin, Carl
Martin, Chubby
Martin, Freddie
Martin, Grover
Martone, Tony
Marvones, Six
Mascio, Fred
Maserang, H. C.
Mason, Jay Tex
Mason, Ralph H.
Masters, Jimmie
Matausch, Franz
Mather, Don
Maxwell, Jack
Maxwell, H. E.
May, Emmitt
May, Tex
Maze, W. R.
Mefford, Buddy
Mehl, T. A.
Mejers, Al
Meisterman, Eddie
Melody Ranch Show
Melton, John S.
Melton, Paul
Melville, Bert
Menge, Roy
Merrick & Allen
Merrihews, Musical
Mettler, George
Meyer, Clint V.
Meyer, Edward A.
Meyers, A. E. F.
- Meyers, Fred
Meyers, George
Meyers, R. J.
Meyers, Wm. K.
Meyerhoff, Henry
Miller, A. G. Glen
Miller, Al H.
Miller, Bob
Miller, Ephron
Miller, Fred
Miller, Kokomo
Miller, Jack
Miller, Joe
Miller, Kent
Miller, Wm. J.
Miller, Vern
Milkman, Joseph
Milton, Paul A.
Milton, Leon
Mincey, Fred
Minnicks, Jerry
Mitchell, Charlie
Mitchell, Elden
Mitchell, E. W.
Mitchell, Frank C.
Mitchell, Geo. J.
Mitchell, Green
Mitchell, Jack
Mitchell, Vera
Mitchell, Larry C.
Mitchell, Louis
Mitchell, Lee
Mitchell, Ralph G.
Mitchell, Walter
Mite, Major
Moffat, Norman
Moler, Harold
Penny, A. B.
Penny, A. B.
Peppers, Frank W.
Perrell, Jack
Perez, Ray
Perkins, Harry
Perkins, Tom
Perry, Doc Ros
Perry, Ernest
Perry, One Man Band
Peters, A. A.
Peters, Capt.
Peters, Frank
Petman, Albert
Petman, Shorty
Phelps, Albert
Phillips, Eddie
Phillips, Eugene
Phillips, D. Ray
Phillips, J. D.
Phillipson, Goody
Pierce, Mathew
Pieron, Alton
Pike, J. E.
Pittman, Albert
Pittman, Elmer
Pittman, A. A.
Pittman, Smokey
Pitts, Shirley
Pitzer, Billy
Plague, Dominick
Plean, Gene
Pless, Fred
Plummer, Al
Poe, James
Pope, Wm.
Porter, Oscar
Porter, Pat
Porter, Teddy
Porter, Walter
Postak, Wm.
Potama, Joe
Potter, M. C.
Powell, C. A.
Powell, Chas. T.
Powell, Major Red
Poy, Paul
Prather, Henry II.
Pratt, Bill
Price & Maude
Pridmore, Paul E.
Prier, Geo.
Pritchard, Bill
Proctor, Geo.
Public Dare-Devil
Pyle, Chas. C. No. 1
Qualls, Knox
Qualls, Fern
Quantrell, Frank
Quantrell, Harry
Quiggin, Roy
Quigley, Johnnie
Quillon, Robt.
Rabbitfoot, Al
Rafferty, Jimmie
Ragsdale, L. H.
Rabajah, Prince
Rabala, Abdulaha
Rambo, J. T.
Rambo, Wesley
Ramsay, Creard
Ramsay, Ted
Ramsay, Victor
Randolph, Bingo
Raves, Frank
Ray, Buster
Ray, Harold R.
Ray, Reuben
Raymer, Walter J.
Raymond, Chas. H.
Raymond, Geo.
Reaver, Vernon
Reddin, Dick
Reed, Elwood L.
Regan, Mike
Regan, Tommy
Reid, Whiteie
Reilly, C. T.
Reilly, R. T.
Reiter, Emil C.
Reiter, Eddie
Reiter, Paul
Retlaw, Walter
Rex, Mac
Reynolds, Carl W.
Reynolds, Donald
Reynolds, Jerry
Rhodes, John
Rhodes, Duckey
Rhodes, Mr. Girtie
Rhodes, Slim
Rice, Al C.
Rice, C. H.
Rice, Lee
Riggs, Circus
Richardson, Roy L.
Richardson, Steve
Riffle, Jack
Riker, Harold
Riley, Harry
Rimmer, Jackie
Rinehart, Jack
Rink, D. E.
Ripley Players
Rippel, Chas. Wm.
Rish, John
Ritchie, Albert
Roberge, Victor
Roberts, Adrain
Olson, C. J.
Curley
Roberts, David R.
Roberts, Johnny
Robert, Lloyd E.
Robertson, Jack
- Robert (Popeye the Sailor)
Robertson, Wm. A.
Robinson, Elim
Robinson, R. A.
Robinson, J. Stork
Roche, Johnny
Rockford, Ben
Rocky Mountain
Roessler, August
Rogers, Al
Rollins, Harry
Rollins, Joe
Roof, Jack
Rose, Dr.
Rose, H. P.
Rose, Louis
Rosebrook, Bob
Rosenberg, Mattie
Ross, A. N.
Ross, Frank
Ross, Jack
Ross, James
Ross, Tommy
Roules, Orville S.
Routt, O. S.
Rowan & Sears
Rubin, Harry
Rucker, Lloyd
Rumbley, Eldredge
Rumbley, W. E.
Rundio, Purple
Runk, D. E.
Rush, Fred
Russell, A. Warden
Russell, Bert
Russell, Bill
Russell & Christine Co.
Russell, Clyde
Russell, Jerry
Ryals, Al
Ryan, Geo.
Ryan, Joe
Ryan, Ray
Sailer, Ervin
Sakobie, James
Sanders, Roy
Sanders, Vic
Santo, Al
Sauerborn, Jacob
Sawyer, Bill
Sawyer, Uncle Tom
Schenk, Al
Schieber, Ben
Schlangen, Edward
Schmidt, Elmer
Schmarr, J. C.
Schneider, Doc & May
Scholler, Fielding
Screbneff, Wm.
Schwacha, Charles
Schwartz, John
Schwartz, Herman
Scovzen, Joseph
Scotfield, Ira A.
Scott, Ira A.
Seig, Scotty Dog
Seigriste, Joe
Seitz, Clarence
Sells, Virgil
Sewell, Frank
Sewell, Garland
Sexton, R.
Shaffer, Walter
Shank, Prince
Shank, John
Shanks, DeWitt
Shanks, Joe
Shannon, Mickey
Sharp, Cowboy
Sharp, Danny
Sheeks, H. M.
Shepard, L. A.
Sherrard, Roy
Sheridan, Paul H.
Sheridan, Walter B.
Sherman, Ernest
Sherwood, Don Dee
Shields, Floyd
Shields, Wilmet
Shively, Fred
Shipman, S. A.
Shore, Albert
Shortell, Oscar
Shorty, Icewater
Shortwell, Doc
Shover, Mark
Shrimplin, Howard
Siebel, Michael
Sigsoe, Albert
Siles, Cliff
Silliman, Geo.
Silver, Hal
Silveston, Gene
Simmonds, Rube
Simmons, Bert
Simpson, James
Simpson, Wilber
Simpson, Jimmie
Singer, Mort.
Single, Mossa
Sinnel, H. H.
Sinton, Ky.
Skinner, LeRoy
Slappay, Eugene
Sloan, LeRoy
Slover, Ray
Smallwood, Robert
Smallwood, Roy
Smart, Robert
Smedick, Frank
Smith, C. M.
Smith, Chas.
Smith, Marion
Smith, Chas. C.
Smith, Charley
Smith, Ed J.
Smith Jr., Geo.
Smith, H. T. Doc
Smith, J. A. Fanchon
Smith, Jack Dot
Smith, Ray
Smith, R. L.
Smith, Steve
Smith, W. B.
Smith, Wm. Robt.
Smith's Superba
Smith's Superba Band
Snediker, C. W.
Snellenberger, C. H.
Snyder, Tex Leon
Sonda, Prof.
Sonny & Tanya
Sorace, W. C.
Stachpol, Earl
Spangler, Dr.
Urban, Shorty
Vale, George S.
Sparks, J. C.
Sparapan, Joseph
Spears, Henry
Spencer, Perry O.
Spencer, Tex
Spending, John H.
Spickler, Samuel
Spieker, G. W.
- Spradling, E. H.
Spragins, George W.
Spriggs, William
Spruill, Albert
Sprouse, Bobby
Spruatt Bros.
St. Charles, Carl
St. Johns, Art
St. Leon, Alfred
Stalard, B. P.
Stanley, Edw.
Stanley, L. L.
Stanley, Stanley
Stanley, Tommy
Stark, Leslie
Stark, Leslie
Starkey, Wm.
Startzel, W. H.
Steedman, Clarence
Steele, H. L.
Steele, Jack
Steinbeck, Floyd
Stephens, Bill
Stephens, J. R.
Stephenson, Geo. L.
Sterchi, E. B.
Stevens Bros., Bear
Stevens, Geo. M.
Stevens, Geo. W.
Stevens, Tom
Stevenson, Pete
Stewart, B. W.
Stewerts, Royal
Stillwell, N.
Stimmes, Dr.
Stoaks, John
Stoekwell, Ralph
Stofel, Smiling Al
Stoltz, Geo.
Stone, Henri
Stoneman, Joe
Stoney, John R.
Storey, W. I.
Stottsberry, C. V.
Stowe, John F.
Strankman, A. L.
Street, Jimmie
Strickland, Amos
Strode, Bill
Stuart, Bob
Studley, Harold
Stull, Sam & Phil
Stumpf, C. L.
Suber, Buck
Suknikonen, Edwin
Sullivan, Eddie
Sullivan, Thom. J.
Summer, Julius
Sunshine, Doc
Sutherland, Pat & Wife
Sutton, G. A.
Suzuki, Prince
Swain, C. W.
Swain, W. I.
Swart, Ira A.
Swanger, Harry
Swartz, Herman
Sweeney, John
Sweet, Geo.
Swicegood, Earl
Swisher, Jerry
Switzer, Charley
Swisher, Wm.
Tabor, H. A.
Taffett, Joe
Taggart, Monty
Talbert, Homer
Talent, Eill
Tanner Jr., Wm.
Tarr, W. B.
Tatum, Bert Dearo
Tatum, Cecil
Tavarnis, The
Taylor, Cecil
Taylor Bros., Free
Taylor, Herbert
Taylor, Jack
Taylor, Louis
Taylor Novelty Co.
Taylor, Paul
Taylor, Wymen F.
Teer, James
Teitenberg, Herbert
Tennis, Miller
Tennis, Theodore
Tennesson, Dave
Terry, Don
Tervay, Eugene
Tetka, Joe
Texas, Eddie
Texas Jr., Kidd
Theodosia the Clown
Thomason, Enial
Thomas, Albert
Thomas, Cecil
Thomas, James L.
Thomas, Lee O.
Thomas, Victor
Thompson, Butch
Thompson, Harry S.
Thompson, Lee
Thompson, Ewell
Thompson, J. L.
Thompson, Lawrence
Thompson, Lester
Thompson, Paul
Thorne, Gerald R.
Thrash, Wm. S.
Thrust, W. W.
Tobital, Willis
Tobit, Keth W.
Tollen, Louis B.
Tolvin, Jack
Tom, Geo.
Tom, Miller
Tom, Steve
Tomlinson, Vivian
Tomlinson, W.
Tomlin, Jack
Tomlin, Earl V.
Town Hall Revue
Tracy, Arthur
Trainer, Raymond
Tramp, Edmund
Travis, L. H.
Traugott, David
Trinkle, Geo.
Turis, Max
Turley, H. O.
Turner, James
Turner, Terry
Turnipseed, Wayne
Twohouse, Chief
Tsvell, O. H.
Udowitz, Irving
Udovitch, Howard
Urban, Shorty
Vale, George S.
Valley & Lee
Valmar, Rudolph
Van Ame, Pete
Van Berkum, Nick
Van Buren.
Van Demark, Reginald
Van Dyke, Robt.
- Van Epps, Donald
Van Hooser, James
Van Secrest, Herbert
Van Sickle, Roy J.
Vananne, Pete
Vanasse, Charles O.
Vandervort, Perry
Vann, J. M.
Varner, R. E.
Vaughan, Rue
Vermont, Chas.
Vern, Jimmy
Vidalia Med Show
Villanucci, Joe
Virgil the Magician
Voight, Ralph L.
Von Herdengen, Francis
Wadsworth, F. W.
Wadsworth, H. S.
Wagner, Mr. Lulu
Waggoner, Carl
Wagoner, M. E.
Waite, Kenneth R.
Walden, Merrill
Walker, Mr. Garnet
Walker, Jean E.
Walker, T. Dufficy
Walker, Harry
Walker, J. W.
Wallace & Wallace
Wallingfords, The
Walsh, Gene
Walsh, Patrick O.
Walters, Bob
Ward, John
Ward, (Dutch)
Ward, Robert J.
Warman, Earl
Warner Jr., Wilbur
Waters, N. R.
Watson, F. R.
Watson, Ira
Watts, Herman
Watts, Roy "Red"
Wayland, Bennie
Wayland, Fred
Weaver Jr., E. W.
Webb, E. L.
Webb, Herbert
Webb, Joe B.
Webb & Brooks
Webster, Harris
Wedge, Chet
Weeks, Eugene
Weer, Roy
Wegner, Geo. M.
Weinburg, Jack
Weiner, Sam
Weir, Alexander D.
Welch, Chas.
Wells, George
Weller, Elmer
Wend, Charles
Werner, Joe
Werry, Charles H.
Wessel, Vincent
West, Jack
West, Leon
Western, Geo.
Western, J. W.
Weston Jr., John
Whal, John
Whalen, Ed
Whalen, James E.
Wharton, G. W.
Whayne, Robert
Wheeler, George
Wheeler, Marcus C.
Whidding, Christian
Whidley, James B.
Whitaker, Wm. E.
Whitaker, W. R.
White Cloud Med
White, Eddie M.C.
White, Lasses
Whitten, W. H.
Whittington, E. V.
Whitworth, Harry
Whyte, Clifford
Wideman, John
Widemann, Thos. F.
Wiedeman, Fred
Wightman, Burt
Wilbur, James
Wilcox, Lloyd
Wilford, Mae Trio
Wilhelu, Eugene
Wilkins, Paul S.
Wilkinson, Paul S.
Willander, J. M.
Willander, J. M.
Willard, Clyde
Willard, Vernon
Williams, Al
Williams, A. H.
Williams, A. J.
Williams, Anthony
Williams, Tony
Williams, Arthur
Williams, Donald
Williams, E. A.
Williams, Ed
Williams, Jack O.
Williams, John
Williams, Louis
Williams, Mike J.
Williams, Morris
Williams, C.
Williams, Ralph
Williams, Texas
Williams, Wm. B.
Willis, Macon E.
Willson, Earl G.
Wilson, Carl V.
Wilson, Ernest O.
Wilson, J. C.
Wilson, P. L.
Wilson, Wilbert
Winneman, Sully
Winters, E. V.
Winters, J. W.
Wiser's Animal
Witt, Larry
Witt, Mark
Woff, Jack & Marie
Wonko, Miller
Wood, H. J.
Woodard, E. W.
Woodleaf, W. B.
Woods, Bryan
Woods, F. A.
Woods, J. B.
Woods, Richard
Woods, Wilber
Wooten, J. G.
Working Village
Worman, Nat.
Wortham, Jack
Woolridge, Bobbie
- Wright, Fat
Wright, Jack Happy
Wright, Willie
Wyatt, R. L.
Yamada, Matt
Yandell, Lee
Yarac, John
Yerger, H.
Young, Ed P.
- Young, Leonto
Younick, Buttons
Zacchini, Teo
Zaino Show
Zarate, Lupe
Zarlington, Ray
Zolar, Prof.
Zukor, Andrew
- Ragan, Madaline E.
Richardson, Doris
Royster, Mrs. N. L.
Siegfried, La Rosa
Smith, Fannie A.
Smith, Nellie E.
Tangine
Teeters, Miss Jaque
- Texas, Peggy
Thibado, Marie
Townsand, Lady
Dorothea
Whitten, Peggy
Wilson, Mrs. Sylvia
Zelma

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- Faye, Robert, 8c
Kerr, Naomi
Kirchoff, Mary E.
Koorst, Katherine
Lavender, Lucille
Layne, Jackie
Lohan, Irene
Martino, Marie
Noble, Mary
O'Dell, Dell
Odrich, Louise
Osborne, Helen V.
Parr, Mrs. E. S.
Perdue, Harriette
Pine, Donald
Renner, Gerorgette
Richard, Evelyn
Roberts, Marion
Rogers, Carolyn
Sing, Toiy
Stalter, Virginia
Stone, Isabel
Stones, Peggy
Westerlund, Gerda
Woods, Claudia
Woods, Pauline

Men

- Alexander, Joseph
Anderson, Al
Anderson, Francis
Antonina, Anthony
Baker, John
Bambrick, Richard
Barlow, Carl
Barry, Martin E.
Beck, Walter E.
Bell, Carl "Curly"
Bergen, Ben
Bernhard, Mr.
Binder, Herman
Bookman, Russell
Boyle, E. A.
Langton
Miller, Eddie
Milton, William L.
Moraine, Lyle
Morris, Doug
Motte, Raymond S.
Murphy, Eugene J.
Newton, Horace
Nix, Dudley
Norris, Harold
North, Jack
O'Connor, T. J.
Olsen & Johnson
Oscar, Martin L.
Palooka, Eugene
Palten, George E.
Pattinock, Fred J.
Pickford, Murray
Phillips, Eddie
Poling, James H.
Pope, Frank C.
Posades, Guillermo
Posty, Charles F.
Richards, Harry
Richardson, Mr.
Roberson, James
Roberts, Curly
Robinson, John
Rumbell, E. J.
Ryan, James B.
Samuels, Sam
Savage, Ted
Sawyer, C. C.
Schulman, David
Scott, Arthur
Shaw, Maurice
Sherwood, Robert
Sigure, Roger
Smith, John C.
Smith, W. E.
Sou, Nan
Stevens, Robert F.
Stevens, George M.
Stover, Murray A.
Stritt, Lawrence
Sutherland, Clifford
Taylor, Billy
Taylor, Sammy
Terry, Thexton
Thomas, Frank
Thunder Sky, Chief
Van, Billie
Vinierra, Fermin
Voyliet, J.
Voigt, Happy R. C.
Walther, Rodolfo
Washburn, Don
Weber, E. R.
Weldon, Frank
Werkle, Arthur
Wheeler, Mike
Wilson, Weston S.
Winokur, Harry
Wolfe, Thomas A.
Wong, Jim, Troupe
Yose, Prof.
Young, Fred
Zapp, William
Zazzara, Frank

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. Parcel Post

Women

- Archer, Lucille
Baldwin, Mrs.
Beck, Gertie
Bowen, Mary M.
Bryer, Mrs. Carrie
Carpenter, Mrs.
Castle, Opal
Conrad, Elizabeth
Conroy, Mrs. Lois
Darrow, Dixie
Dorey, Mrs. Eddie
Doria, Betty Lee
Doyt, Mrs. Mabel
Felice, Mrs.
Garn, Mrs. Helen
Gates, Billie
Griff, Mrs. Nora
Hembree, Ruby
Henderson, Mrs.
Jonas, Mrs. Edna
Kemp, Miss Viola
Kantell, Miss
King, Harriet
Lundgren, Mrs.
Lytell, Anna
Mason, Vera
McCrull, Mitzie
Peterson, Mrs.
Ploczorski, Celia
Reynolds, E. 15c
Schafer, Mrs.
Smith, Mrs. Mae
Smith, Mrs. A. E.
Thomas, Mrs. J. A.
Wadley, Mrs. A. R.
Williams, Louise
Wilson, Mrs. Myrtle

Men

- Alfred, Zeb, Tex
Allman, W. J.
Anderson, C. (Doc)
Bahnsen, William
Benham, Dick
Bozza, Thomas
Brett, Howard
Brown, Russel
Brown, R. W.
Brunst, John Edwin
Burdett, A. C.
Burchoughs, John R.
Carson, George
Clark, I. J.
Cline, Ernie D.
Cradit, George L.
Deal, Edwin
Delmar, Gene
Delmaro, Joseph
Donath, Joe
Doria, B. L.
Dyer, Tony
Easley, Melvin
Forrest, Thomas
Fowler, Jack A.
Fraser, Owen
Freed, H. T.
Galler, Ted
Gardner, W. M.
Garn, Jack
Geer, Billy
Groves, Johnnie
Hamblin, Claude
Hand, Leonard
Hayes, Harold
Hogan, Sandy
Hunter, Harry
Hutton, W. C.
Hymns, Henry
Johnson, Eddie A.
Kingston, Leonard
Kirk, Frank
Kroetz, Geo.
Kuhn, Fred
Lamb, R. Scott
Lime, L. O.
Lore, Thomas
Lynch, Eddie
McCrorey, J. M.
McGregor, Harold
Maye Jr., D. J.
Mikulicz, M.
Miller, William W.
Miller, C.
Miller, C.
Moore, Ben E.

MAIL ON HAND AT CHICAGO OFFICE

404 Woods Bldg., 52 West Randolph St.

Women

- Allen, Mrs. Bobbie
Alter, Marie
Barton, Mrs.
Barton, Mildred
Barton, Dolores
Bobis, Dorothy
Broadwell, Mrs. D.
Corson, Cora
Del Moore, Marie
Dennis, Ella
Ellison, Joey
Ellison, Nellie
Fernham, G.
Fraines, Mickey
Giaquinto, Mrs.
Greely, Catherine
Hall, Mrs. E.
Hart, Mrs. O. J.
Jones, Mrs. Dollie
Kells, Mrs. Jack
La Mar, Marie
Lee, Deana or Jean
Levine, Mrs. Ben
Lorow, Mrs. E. J.
Marce and Madame
Morton, H. C.
Mosby, H. G.
Mlin, Joe
Odell, Lloyd
Ohoma, Wm.
Palmer, R. Harden
Parks, Lester
Passo, Romeo
Payne, James
Perry, Clyde
Phillips, Eddie
Pugh, Mrs. J. A.
Powell, George
Ray, Ralph V.
Reed, C. S.
Reed, Ted
Richardson, A. C.
Sloane, Bernie M.
Smith, Harry
Stanley, Clipper
Stanley, Reddie
Stevens, Vern
Stober, Tex
Storker, J. W.
Stritt & Orch.
Sturdivant, A. O.
Stweiny, John J.
Thunderbolt, Fire
Tyler, Carl A.
Van Ame, Patches
Vinson, Jack
Vreeland, Virgil
Wahl, Ted
Westmoreland,
Hutton, W. C.
Melvin D.
White, George
Williams, Barney
Willis, Macon E.
Wilson, Morgan W.
Woods & Knox Co.
Yagla, E. L.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

A. C. Premium Exposition All Set To Open

NEW YORK, Sept. 3.—With final arrangements practically completed, the Atlantic Coast Premium Exposition is marking time until September 12, when the doors of Hotel Astor will swing open for the four-day show.

Every year this show grows in importance to those in the wholesale merchandise industry as more and more manufacturers of premium goods, novelty items and specialty wares exhibit products. Several numbers that subsequently became popular salesboard and prize items were first exhibited at the premium show.

Exhibits will be open this year from 9 a. m. until 5:30 p. m. except on September 13, when the opening will be postponed until 1 p. m. to permit exhibitors to attend round-table discussions that proved so popular last year. The dinner and floor show will be staged night of September 14.



CHURCHES AND ORGANIZATIONS in New York have raised considerable funds for charitable purposes thru bingo in recent years. Thousands of men and women have spent countless pleasant hours playing a game that affords them maximum relaxation at a minimum cost. Thousands have won valuable, attractive merchandise prizes at these bingos. During the summer on carnival midways throughout the country bingo fans have enjoyed the game.

AND NOW COMES WORD from an official of New York World's Fair that "bingo will be barred at the fair because it is of shady legality."

IT SEEMS TO US that it is the job of fair officials to supply the type of entertainment features for which the public has expressed its enthusiasm. And attendance at bingo games all over the country is certainly proof enough of the fact that the public likes and wants bingo. At Teaneck, N. J., 19,000 played bingo; at the St. Hedwig game, Wilkes-Barre, Pa., 14,000, and at River Downs, Cincinnati, 25,000.

THE MULTITUDE of out-of-town visitors at the fair, as well as New Yorkers who have been playing in neighborhood churches and clubs, will be looking for bingo on the midway. They are going to be sadly disappointed when they don't find it.

THE FAIR OFFICIALS would do well to reconsider their decision regarding bingo. They are not only depriving thousands of bingo fans of a chance to play the game, but they are also passing up what should be a great source of revenue.

Watch That Postage!

For many years letters bearing insufficient postage were dispatched and the postage due collected on delivery. Many disadvantages were disclosed as a result of that experience.

The present law permits a letter which is prepaid at least 3 cents to be dispatched and any postage due to be collected on delivery, but if one full rate is not prepaid effort is made to collect the amount from the sender if known. It is only when this cannot be done that the addressee is notified.

Akron Mayor Stands Up for Merchandise Bingo Games

Mayor Schroy defies sheriff's ultimatum to stop bingo games on grounds that merchandise games are legal—game comparatively new in Akron—biz good

AKRON, O., Sept. 3.—Mayor Lee D. Schroy has openly defied Sheriff Walter P. O'Neil's ultimatum to wipe out keno and bingo games or face an invasion by deputy sheriffs. Mayor Schroy stated that he did not regard keno and bingo games that gave only merchandise awards as gambling and that he had an opinion from the city law department to that effect. The mayor reported that he had personally informed the sheriff that he does not intend to interfere with bingo games when merchandise awards are used. The statement in favor of merchandise bingo games came as a result of the sheriff posting warnings to officials of Akron, Cuyahoga Falls and Barberton to outlaw the game.

Agitation against bingo is reported to have started some weeks ago by the Akron Independent Theater Owners' Association, which maintains that crowds attending the games are seriously affecting their receipts.

Bingo games are comparatively new in Akron. A game was operated for the first time this season at Summit Beach Park and did good business thruout the season despite a lull in the rubber industry which has been felt in the Akron area. Murray Kutzen, operator of the game, stated that the game caught on well and that the concession will wind up the season with a profit.

Kutzen installed the de luxe layout on the park's mall last spring. Housed in one of the larger mall buildings, the layout had counter space for over 100 players, with electric announcing system and other innovations.

Football Season Ups Souve Demand

CHICAGO, Sept. 3.—With the opening whistle of the football season sounded here during the past week at the All-Star-Washington Redskin tilt, wholesalers report increased interest among souve workers for pennants, badges, armbands, noisemakers and other items popular with pigskin followers.

Several new items designed to capture the attention of football followers have made appearances. Men who work Big Ten games and other important tilts are busy lining up dates and goods they want. Increased attendance at games in past years and prospects of a hot season ahead make men optimistic about profits they expect to realize from souve sales at these gridiron classics.

Electric Shaver Mfrs. Cut Prices

NEW YORK, Sept. 3.—Quite a stir was caused in wholesale and retail circles during the past week when Shick and Packard both cut prices on their electric shavers. Long a \$15 retailer, competition finally brought about the price cut.

Shick Dry Shaver, Inc., started the ball rolling by paring its price to \$12.50. A more drastic move was made by Progress Lektro Shave Corp. when it announced reductions of its standard Packard Lektro-Shaver to \$7.50 and its \$18.75 Roto-Shaver to \$12.50.

More than 20 makes of dry shavers are now on the market and it is expected that most firms will adjust prices to correspond to the cuts made by Packard and Shick.

Electric shavers have enjoyed phenomenal runs on salesboard deals and lately store demonstrators have cashed in on consumer demand for this item.

Pen Firms Merge

NEW YORK, Sept. 3.—Two well-known figures in the pen world joined hands this week to form a new organization known as Associated Pen Corp. M. J. Waldinger, of the former Everlast Pen and Pencil Corp., and H. B. Dods, who has long been associated with the manufacturing end of the pen business, are heads of the new firm. Firm aims to turn out pens in every price field. It also plans to produce a line of pencils. Pens will be made in all popular styles and models.

Mexican Items Come to Fore

Colorful serapes, comfortable huaraches and other Mexican items popular

NEW YORK, Sept. 3.—While products have been coming from the land below the Rio Grande for many years, it seems that they are attracting more attention this year than formerly. One official of the recent New York Gift Show stated that it looks to him as tho there is a marked trend toward Mexican merchandise this year.

Several Mexican wares being shown this year look like naturals for prize and premium use. One of the best at this time of the year is the Mexican serape. It would be hard to find a better football robe than one of these blankets. They have a slit in the middle, enabling one to wear it over the shoulders like a poncho for a windbreaker, or the slit can be sewed and used like a blanket. Serapes may be found in various college color combinations. All are brilliantly colored. Serapes may also be used to decorate walls or as a table throw.

Mexican huaraches are rapidly becoming the favorite footwear for both men and women around the house. These handy peasant shoes are made of woven leather strips with a low heel, loose heel strap and a cowhide sole.

Other Mexican items reported to be rapidly gaining favor are long-handled tin dustpans to hold pop corn, pretzels, etc. Mexican pottery in many shapes and hues is an old favorite. Mexican jewelry and carvings have the necessary flash and appeal for good items.

While the trend toward Mexican wares has not become a stampede as yet, still it seems it won't be long before such items will become popular among prize and premium users.

are out walking with your dog you see a strange dark man with tiny mustache following you don't be alarmed . . . It will probably be Zito looking for a situation that will look funny on paper."

There are now about 400 stores taking advantage of the Travel Stamp deal in the metropolitan area, D. George Dumaresq informs us. All show an increasing turnover in stamps as customers return from summer vacations. Dumaresq expects the deal to take hold and soon run as strong in other parts of the country, for he has reports from a number of States which indicate that sections will be closed there soon.

HAPPY LANDING.



By BEN SMITH

The fall season is just around the corner and with it—from the looks of things—that big upturn in business we have been hoping for. Of course, the wish may be the father of the thought, but business men seem to be quite optimistic—which is encouraging if nothing else, especially after all the pessimistic spiels we've had to listen to in recent months. Are you getting set to cash in on the business upturn if and when it does take place? You should have some new deals already lined up—ready to go.

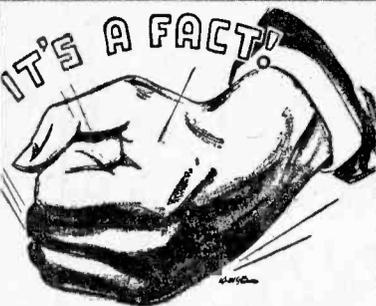
Once in a while a proposition comes along which an operator can work into his regular routine even tho it has nothing to do with a card deal. Such a proposition has hit New York and it has all the earmarks of a money maker. It is built around Zito Dog Cartoons—cartoons which produced many a laugh when they appeared in leading humor magazines and later when combined in a book called Dogs by Zito.

P. Brooks conceived the idea of bringing out the cartoons in a 9 by 12-inch size, ready for framing, and when offered to the public thru local stores the pictures in this form took hold immediately. From reports they are now selling like hot cakes and a new craze is developing—a craze which we believe operators can capitalize on.

Zito Dog Cartoons are issued in a series of 12 different caricatures to the set—each with descriptive punch line. When the thought behind the caricature registers a hearty laugh is the answer—for the cartoons are really funny when their meanings hit home.

"Zito's campaign to humanize dogs for amusement has swept the country, appearing in smart magazines as well as in book form," says Brooks, "and they have caught on. Zito is no ordinary artist . . . framed on the walls of his New York studio are autographed pictures of many of the noted personalities of our day . . . Zito has caricatured many European notables, movie queens, political personages and business tycoons. When a well-meaning friend presented him with a wire-haired puppy the latter's capers distracted Zito from his work of putting people's faces on paper. Fascinated with the variety of expressions and poses he assumed, Zito was inspired with the idea of capturing the dog's antics on paper with proper captions. If some morning when you

IT'S A FACT!



A BRAND NEW IDEA IN TICKET GAMES!

A SMALL JAR STYLE GAME... COMPLETE ON ONE CARD! NEVER BEFORE OFFERED! Operators are ordering and re-ordering because it is so sensationally DIFFERENT... so much BETTER... that it's AN INSTANT HIT wherever shown. Strong Novelty APPEAL. BIG, QUICK PROFITS. EASIEST-TO-SELL deal on the market. Don't pass this! Wire or write for complete details and low prices NOW!

EVANS NOVELTY CO.
946 DIVERSEY, CHICAGO, ILL.

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

S. S. Plate Maker

A new entry in the field catering to demonstrators, pitchmen and agents working Social Security plates is the firm of R. A. Stewart Co. While they are pioneers in the manufacturing of name plates presses, their efforts have been directed mostly to commercial fields. Feeling that the Social Security plate business is destined to be a lasting one, owing to the large volume of additional names added to pay rolls each year, H. Seward, of the Stewart firm, in charge of sales in this division, plans an elaborate campaign. The firm has an illustrated circular outlining its Social Security plate machine. A glance at their product indicates that they have something high class.

ment, yet give a feeling of glove-like support to arch and instep, according to reports. The heel thong hugs the back of the foot, doing away with heel friction on the stockings. Number has already made a hit in Florida and California, it is said. Huaraches, marketed by Fred Leighton, Mexican importer, come in various styles and color combinations. Shoes are said to be ideal for housewear as well as informal sport and campus wear.

Clothesline Reel

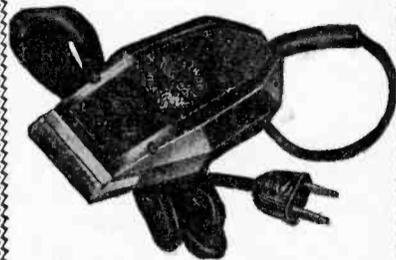
A new automatic clothesline reel is the latest easy-to-demonstrate item introduced by Nordendale Mfg. Co. In 10 seconds' time the reel will wind or unwind almost 90 feet of clothesline, eliminating tangles and keeping the line clean and protected, it is said. It may be used indoors or out, saving countless steps for housewives. Under the liberal profit plan the item looks like a money maker.

Engine Heater

A new auto motor heater, operated on kerosene at a top cost of 2 cents a day, is the latest convenience which seems destined to make the approaching winter season profitable for agents and demonstrators. It's good for prize and premium uses, too. Hung under the hood of the car, heater keeps the motor warm enough to provide quick starts on the coldest days, prevents frozen radiators, checks drain on batteries, prevents oil dilution and ends motor wear from cold starting, it is said. Invention is said to have undergone every test and is being hailed as the answer to a big need in the automotive field, as it takes the place of heated garages. Should be a good seller for three or four months of cold season.

THE NEW novelty Parachute Jumper lamp offered by Victor Sales Co. is a hit this season with concessioners and corn-game operators. The attractive lamp is wired with turn-knob switch mounted in top ring holding metal shade. Figure is white metal with steel base and steel six-inch half-ball shade. Done in antique ivory with lacquered etching, giving the lamp a striking effect. The price is low on the useful flashy premium.

We Scooped the Electric Shaver Market



The Fleetwood \$1.25 Each

No. B83J349

Double-Edged Shaving Head. Self-Sharpening, Self-Cleaning. Just plug into 110-volt A. C. Current and it starts itself. Long-life motor. Guaranteed for 1 year. Streamlined black bakelite case.

Wire Your Orders Now!



We Have a Full Line of Beacon Blankets and Shawls for Immediate Delivery



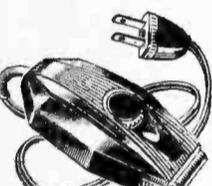
TRIXO Hand Monkey

Composition head shaped exactly like a monkey's. Cloth body. Each in lithographed display box.
B 38N11
Per Gross \$16.50
Per Dozen \$1.50

N. SHURE CO.

200 W. Adams St. CHICAGO

FLEETWOOD ELECTRIC SHAVER \$1.25 each



Get in on the quick easy profits with electric shavers. Here is the shaver that will open up a big new field. Beautiful molded case with latest design dual edge cutter. Guaranteed to give clean shave. For operation on 110 V. A. C. only. Each Individually boxed. Order No. B361 now and be first with the latest.

B362—Packard Lektro Shavers. Nationally advertised at \$15.00. Now at new low price. Each \$5.00. Six or more, each \$4.50.

WRITE — WIRE TODAY.

25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 383, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

Football Novelties

With the opening whistle of the 1938 football season due to sound any day now, officials of Epstein Novelty Co. state that they are set for the season with a new line of football novelties, including badges, feathers and pennants. Demand for this type of merchandise has increased in recent years due to greater attendance at collegiate and professional games. Epstein reports that they are ready to handle any size order and have literature available illustrating items.

Scotty Toy Novelty

Known as Scotty Strings, a flashy line of all-rubber Scotties as a pull-toy novelty has been brought out by Auburn Rubber Co. The item consists of one large and two small Scotties, each mounted on colorful all-rubber wheels and each connected to the other by metal inserts. In all the strings measure 11 inches. Other string novelties in the Auburn line which are popular include rubber hop bunnies and a hen and chicks.

Mexican Huaraches

Mexican Huaraches (Pronounced warrah-chees) are leather woven shoes which Mexican peons have worn for centuries. The shoes are hand made and due to woven construction allow complete ventilation and freedom of move-

MAKE BIG PROFITS



90 tab sales display. No. 2 Blanks. Pleasing merchandise assortment. All items boxed. Takes in \$9.00. Real Opportunity while limited quantity available. Sells readily. Requires minimum counter space. 21 1/2 inches high, 14 inches wide, 4 inches deep. Weight 10 pounds. Special Close-Out Price \$3.50 lots of 6. Sample \$4.00 F. O. B. Kansas City, Mo. Deposit Required on All Orders.

RUSH YOUR ORDER:
H. R. BRANDT COMPANY
729 Baltimore Ave., Kansas City, Mo.

Featuring As Always The Newest NOVELTIES & CONCESSION MERCHANDISE

- Beacon Blankets
- Glassware
- Celluloid Dolls
- Canes — Whips
- Chromium Goods
- Electrical Appliances
- Stuffed Animals
- Luggage
- Balloons
- Charms and Slum

Big Stocks! No Delays!

Send for Your Free Copy Of Our NEW 1938 GENERAL CATALOG. "Everything That's New At Lowest Prices!"

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

MAKE BIG PROFITS QUICK Selling TIES!



JOBBER! WHOLESALER! AGENT!
Now Ready — New Fall Line. Hand-made and machine-made Ties; Tie and Handkerchief Ensembles; Muffler, Tie and Kerchief Sets; Multiple Tie and Jewelry Combinations; New Styde-On Ties; Woolen and Silk Mufflers. Our Merchandise and Novelties Will Bring You Ready Sales and Steady Profits to Make This Season Your Greatest!

EMPIRE CRAVATS
Dept. J-4,
22 West 21st St., New York.

FREE Catalog and Swatches WRITE TODAY!

FOOTBALL PENNANTS

11 1/2" ASSORTED COLOR BACK-3 1/2" LONG GROUND. MINIMUM QUAN-3 1/2" TITY 250. EACH

Souvenir Pennants for Resorts, Fairs, Etc. 1/2 Deposit With Order, Bal. C. O. D.

AMGO EMBLEM CO., Inc.
PAINTED PENNANT DIVISION,
35 East 21st St., New York, N. Y.

LARGEST. BUSHIEST. GENUINE Fur Fox TAILS

\$5.00 PER 100 \$45.00 A THOUSAND SAMPLE TO 2

CASH IN ON THE OTTEST FAIR ITEM for Rush order Now for Quick Big Profits. Tails with two strong cords for tying on radiator cap, motorcycle, bicycle, etc. Flashy red, white and blue streamers.

Genuine Lambskin 2x3 FT. FUR RUGS \$1.00
... in white, brown or gray; Big Flash. \$5 seller in all dept. stores, closeout price. Each

On Both Items 1/3 DEPOSIT BAL. C. O. D.

H. M. J. FUR CO.
150 W. 28th St., N. Y. C.

FUR COAT WORKERS!

Sensational Values and Prices. Hurry while assured earnings are yours. Your selection of Sealines, Beaverettes, Coneys in all shades. Dark, Mellow Squirrelettes, Grey and Morocco. Also Minkolette and Marminks, Caraculs and all other Fur Garments. Write immediately for Price List and Full Particulars. No obligation.

\$9.00 UP

ROELING FUR SHOP,
118-120 W. 27th St., N. Y. C.

WHITE PEARL PEN & PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card. Selling Like Wild Fire. Write for Details.

- NEW REFLECTOR STUDENT DESK LAMP—95c Include Exceptional Value. Each Only
- Premiums, Sales Cards, Electric Clocks, Perfumes, Notions, Lotions, Blades, Soap, Extracts, Carded Goods, Sideline Merchandise,
- Wagonnins, Pitchmen, Home, Office Canvasers and Premium Workers, Get Free Catalog Listing Money-Making Items.

CHAMPION SPECIALTY CO. 814-K CENTRAL ST., KANSAS CITY, MO.

Genuine Brlar PIPES Asstd. Shapes and Stems. 12 to Display Card. \$1.50 Per Card. \$1.50 25% Deposit on C. O. D.s

ELGIN & WALTHAM

RENEWED & GUARANTEED WRIST WATCHES \$2.75

—7 Jewels— New Cases— New Leather Straps. Lots of 3

Sample Watch 50c Extra. NEVER UNDERSOLD. Send for FREE Catalog. 25% Dep., Bal. C. O. D.

LOU MALTZ, 139 SO. 8TH ST., PHILA., PA.

FLASH! BIG PROFITS



Ladies first

Exclusive Distributors Franchise for ZITO'S WORLD FAMOUS DOG PICTURES

Here's an unusual opportunity to obtain an exclusive franchise to this selling sensation for your territory—Nominal investment for merchandise—first series of 12 pictures going over with a BANG. Storekeepers say, "We not only make large profits selling Zito's screamingly funny dog pictures, but in addition have greatly increased our regular business because of large crowds attracted by display in our windows."

With this clever and attractive window display that we provide distributors, a live wire can place these "copyrighted" pictures in hundreds of stores in his territory—pictures are 9x12, ready to frame and retail for 10c each or \$1.00 per set of 12 different pictures. Additional set of new and completely different etchings every six weeks. Act at once. Name the territory you desire and complete details will be sent you by return mail.

P. BROOKS COMPANY, 19 WEST 34TH STREET, NEW YORK, N. Y.

NOTES from SUPPLY HOUSES

David J. Jacoby, Mills Sales Co., states that he is compiling a 268-page illustrated catalog containing a line of fast-selling novelties, toiletries, gifts premiums and salesboard deals. Jacoby has devoted many years to the study of printing, advertising and writing of catalogs. Because of this and his merchandising ability he is regarded as an expert in his line. The new catalog will be available soon to anyone wishing a copy.

CONCESSIONERS

(Continued from page 49)
Fazzi, J. Tomasini, penny pitch; Duncan and Ruby Walton, William Webster, George Campbell, pony ride.

Mike Moore, sea food, assisted by J. DiSalvo, Marty Connors, Jack Weatherly, Harry Norton; Mr. and Mrs. M. Nicholas, pop corn and drinks; Mrs. J. H. Grady, Mildred Thompson, corn store; Richard Bevis, Aug Carlson, candy apples and floss; George Thayer, pop corn; Ed Brenner, Arthur Jack, J. Petersen, string game; Mr. and Mrs. E. Brenner, Delbert Harris, ball game; Kairo, age guess; M. Gladstein, Miniature Train and Kiddie Ride; Mr. and Mrs. B. W. Vanderman, sea shells; Mr. and Mrs. Grant Blaisdell, photos; T. L. McElroy, Cora Lee Barnes, corn on cob; Tony Paehnal, Mario Dulcena, thrill gun club; Mr. and Mrs. William Hyde and William Jr., snow cones; E. T. Fritz, candy apples; M. E. Crow, pop corn; Mr. and Mrs. Bruce McClair, novelty wheel.

Will and Lorraine Adams, photos; Ellenwood, Smith, Arawanah Scharr, caramel corn; J. Ehnets, novelties; A. Vanderhaar, Walter Gilman, Jane Krum-sleck, mouse game; McCarmody and D. F. Jordan, lead gallery; Mary Rathjin, Myrtle Luaelen, mile-hi; Jessica Stiles, Mary Nordstrom, F. M. Bradley, corn on cob; C. C. Martin, drinks; Esther Whalen, J. Daveny, frozen drinks; Garth Corson, Jerry Whalen, age guess; E. W. Tripp, Howard Johnson, handwriting analysis; T. Loof, Hippodrome and Merry-Go-Round, managed by Eddie M. Noble and assisted by Charles Winiger, Bert Bertleson; H. Gorman, arcade, assisted by J. Stanley and H. Desmond; Lee Ames and H. E. Worthington, novelties.

SHORTS

(Continued from page 49)
cleared about \$400 on August 25-27 to buy new equipment, said B. W. Thomas. Ben Davison was manager. Free act was Norma Wein, trapeze, and there were concessions.

TUMBLING ATWOODS and Paul Whiteman's Orchestra will play Durham (N. C.) American Legion Post Tobacco Fair.

CIRCUS acts, shows, concessions and an ice carnival will be featured at a fair sponsored by Elks in Mechanics' Building, Boston.

BUCKEYE State Shows were on the midway and Henry Halstead's Orchestra played the Coronation Ball at Water Valley (Miss.) Watermelon Carnival on August 11, said Secretary Dudley Wagner. Event, sponsored by the city, was attended by about 45,000 and had a parade and prize band concerts.

CROWDS attended Annual Gibsonburg (O.) Volunteer Fire Department Home-Coming and Ox Roast on August 24-27 for benefit of the maintenance fund, said Frank Ottney, chairman. Free acts were Aerial Skyrockets; George Feirnan, magician; Prince Shandra and WSPD acts. Concessioners were Fred Ball, Betts, Steffenie, Meeks, Schutt, Havens and Schuckward.

WAVERLY ROLLER CLUB, Baltimore, is contemplating several trips during the winter and invites skaters to visit it when in Baltimore, writes Gordon B. Gibson, president.

J. R. EDWARDS' Merry-Go-Round, Loop-o-Plane, Eli Wheel, Chairplane, Kiddie Ride and three shows, with Dick John's Penny Arcade, were booked for Wood County Tomato Festival, Bowling Green, O.



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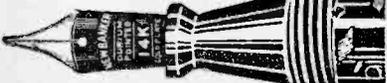
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for PITCHMEN
 A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

BOB POSEY pipes from Battle Creek, Mich., that he is still grinding along as usual. "Among the boys working the fair in Marshall, Mich.," writes Bob, "were Chet Wedge, Jack Halstead, Al Rice and Goldie Brown."

AL REEVES blasts from Washington that Mrs. Judge Hewitt is clicking with demonstrations there.

YOU FELLOWS who worked the Ohio State Fair, Columbus. How was business?

WHAT'S DOIN' Kid Carrigan? Pipe in.

HOW ARE THINGS you fellows working Maxwell street, Chicago?

TEXAS TOMMY and Buffalo Cody, after a successful tour of Missouri, are reported to be clicking in Texas territory.

DOC AND MRS. CHRISTLY and daughter are corralling some lucre with their med show in Missouri.

PURE FOOD SHOW, Cincinnati, which closed Labor Day, is reported to have been a good spot for the boys.

"JUDGING FROM the picture of the tip at the Milwaukee Fair in a recent issue of *The Billboard*, the boys making the event had a red one," wiggles Frenchy Thibaut from Harlan, Ky. "Just returned from North Carolina, where I found prohibitive readers for med. They are asking \$25 for State, \$25 for county and \$25 for city. Soldiers' readers are exempt and okeh. Georgia was good and I had a good month's work."

REPORTS EMANATING from Los Angeles indicate that many of the boys there are preparing for the American Legion Convention to be held there soon.

THE MAJORITY of successful pitchmen say little about themselves and their accomplishments, but commendation is usually in the air regarding the clean and proficient manner in which they operate.

BIG AL ROSS letters from Jamestown, N. Y., that he is with the Jolly Jallet Shows, playing fairs in New York, after leaving his job as front man at the Monkey Race Track, Coney Island, Cincinnati. "I have a pitch stand here, and my brother, Duke Wilson, has four concessions in partnership with me," Al pens. "Met some of the boys in Lakewood, N. Y., last week and they did okeh. Pipe in, Bob Roche and Kid Carrigan. See you in the South this fall."

WARREN LEWIS auctioneer, pipes from Ypsilanti, Mich., that he and C. G. Carey Jr. are building a new auction sales layout.

WE HAVE received several requests recently asking us to supply the writers with a list of towns which require a license for demonstrating. It's impossible to compile an authentic list of that nature because of the ever-changing notions of the various bodies of city fathers. We suggest that you peruse this column each week for the desired information and also write the city clerks in the towns you contemplate working. It'll save you much time and trouble.

GEORGE KENNEY reports that he is still with Coleman Bros.' Shows, passing out the pokes and pen sets to okeh business. He pens that it's hard to work after some high-powered pitchmen. He would like to read pipes from Sam Jones and Johnny Hicks.

MARY RAGAN tells from Centerton, Ind.: "We are in our sixth week with a platform show and business is fair. Roster includes Tierney and Lawler, Swartz and Britton, Wood and Pork Chops, and Paxton, magician. Received many answers to my ad in *The*

Billboard. Just purchased a 40-acre farm 20 miles from Indianapolis. I'm going to make a pitchmen's haven of it and all the boys and gals will always be welcome."

DR. PHIL BRADLEY and yours truly are making sales in Missouri," writes Madaline E. Ragan from Shelbina. "Farmers have their work nearly finished and all turn out for the sales with money, and they spend it, too. Haven't met many of the boys, but if any are coming this way here's a week's route of good spots together with prevailing readers: Palmyra, \$1; Lewistown, \$1; Shelbina, 10 per cent; Brookfield, \$1; Princeton, 10 per cent, and Chillicothe, \$1. If you work clean and have a good product you can get folding money. It would pay anyone coming this way to look the spots over. Dr. Victor Lund, pipe in. Met Doc and Mrs. Christy and daughter, who have a med opera at Ewing, Mo."

CULLED FROM a recent communication to the pipes desk: "The boys have been sending in some good pipes of late. Let's keep up the good work."

"CHICAGO IS FLOODED with pitchmen from all parts of the country," scribes Willie Wolfe of sharpener fame. Wolfe continues: "As bad as it may be here, many say it beats the road. On Maxwell street the following were sighted: Chief Johnny Vogt, Doc Cohen, Doc Grenshaw, Jimmy Wells, Jed Wedge, Chief Red Feather, Tom Burns and Tony Ewing."

DOC BARKER letters from his old stand in Los Angeles: "For some time we have had Ricton (the Barnum of the sticks), but now we have something different here on the Coast. It is the Hillybilly Circus, featuring Jim Barbee, hillbilly auctioneer. Dan Armstrong owns show and it is playing lots here. It will, however, be readied for a long trip south soon."

DAVE ROPHY is reported to be working sheet to fair business in Los Angeles.

EDDIE DeBOLD tells from Minneapolis: "Will keep out of the demonstration line for the time being at least. Closed my demonstration at the H. L. Green store in Birmingham and I'm now working Minnesota out of this city for a Chicago house, dealing with merchants thru theaters on movie trading stamps. Pipe in, Eddie Gillespie, Rudy Small, Mark Jarett."

STOP TRYING to work up prestige at the other fellow's expense and we'll all be a lot happier.

FRED McFADDEN of jewelry note, after a successful 19-week stand in a Butte, Mont., chain store, is now in his 11th week in a Seattle store.

"HAVE BEEN WORKING celebrations and fairs thru Ohio, Indiana and Michigan with my jewelry layout, but have found things slow up until the last 15 days," blasts K. Max Smith from Caro, Mich. "Plan to frame my ink stick and poke demonstration and premium sheet layout in a few days for the remainder of the season. Boys of the fraternity are scarce in this section."

THERE ARE FAR too many of the boys who like to read pipes from the other fellows but fail themselves to send in their bit for the support of the old column. Come on, you delinquents.

WHILE IN Harrisonburg, Va., recently awaiting the opening of the fair there with Specks Higgins, Col. Maitland, Blackie Shefflet and Whitey Morris, Jack (Bottles) Stover took enough time off to pen the following poetic effusion: "A sheetie wearily strolled, looking for a mark with whom he could place a billfold. He had not scoffed the live-long day, for he

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Pitchdom Five Years Ago

Doc Marcus Marcell returned to Cincinnati after a trip that consumed several successful week stands in the East. . . . C. W. Downing was still working Bug-house Square, Chicago. . . . Bob Posey was circling around Shenandoah, Ia., making three or more towns a day and back to the hibernation city for Saturdays. . . . Joseph H. Downer was finding pitching to be at a sort of standstill in Los Angeles. . . . Oscar Chambers was with the Oriental Players, en route in Ohio after several successful weeks in Indiana. . . . Doc John Cooper was holding his own in the wheat belt in Southwestern Kansas while waiting for the moving of the cotton crops in Oklahoma and Texas. . . . J. D. Fally was managing the Weeping Willow Medicine Co., en route in the Central States. . . . William H. Robinson, formerly of Trump and Robinson, was playing Northern Indiana with his platform show. . . . Toby Johnson was with the Conn & Woods Satanic unit, playing two-week stands in Eastern Kansas. . . . L. R. Ernest had his platform show clicking and playing two-week stands in Georgia. . . . The Dale Brothers, after spending several months at their home in Birmingham, Mo., joined the Dr. Bates Medicine Show in Southeastern Missouri. . . . Phil Presson resumed his tour of Eastern Kansas after a few weeks' layoff at his home in Pittsburg, Kan. . . . Harry De Cleo was going along smoothly in Michigan, featuring his magic and escapes. . . . Tom Sigourney was going to town in Chicago. . . . Jeff Farmer was still clicking with gummy in Norfolk, Va. . . . L. Z. Hood was finding little money in Beebe, Ark. . . . Doc C. L. Stumpf had his med lay-off clicking in Hazelhurst, Ga. . . . Louis E. Collins (Roba the Magician) was killing time at his home in Patterson, Mo., after a successful engagement with one of the Clifton Comedy units. . . . Earl B. Wilson, of auto polish note, accompanied by his wife and kiddies, blew into Cincinnati after a lucrative tour of the East. . . . Doc Ted Dunlap's Thunderbird Med Show concluded one of its biggest med sales of the year at Fremont, O. . . . That's all.

wasn't recognized where he could not pay. Finally the Good Provider sent a mark down the line, who listened to the sheetie's story and upped the 99. So over to the hash house he hurriedly walked and wondered what would happen to the bread basket should be forget to talk."

HAVE YOU FELLOWS been banking that hard-earned dough? Remember, it'll soon be overcoat time. How's your bank roll?

BOB LINTON . . . erstwhile med purveyor, reports from Minneapolis that he has been working the Montgomery-Ward store in St. Paul to good business with varnish since last June. He adds that he plans to remain in the store until fall and that he is anxious to read pipes from Irene and Mickey Horrigan, the Martinellas and Eddie Gillespie.

TRIPOD OPININGS: "Courtesy is the most valuable and cheapest asset in the world."

WHITE CHRISTENSON . . . opines from Denver: "Never use the same fellow twice for your tip bulder, you jam men, because you may find him jamming in your spot the next day."

KEN AND GRETA REYNOLDS . . . gold wire artists extraordinary, pipe from somewhere in the Midwest that they haven't played a bloomer since May. But let them tell it. "We've just purchased a new car to pull our trailer and believe we now have one of the flashiest jewelry layouts north or south of anywhere. We're still up and at 'em and facing 10 fair dates. Let's all get the long green and meet under the palm trees next January."

REMEMBER, FELLOWS, Bill cannot use pipes that bear signatures written with typewriters. Typewritten matter is swell, but please sign your name with pen or pencil.

JIMMIE REED . . . rifles from Stroudsburg, Pa.: "Have been working fairs, auctions and parks and managing to get by, but this neck of the woods is only fair. I saw several of the boys working the Kutztown, Pa., fairs and auctions, but they weren't doing so much. Reports here are that med shows in this section are few and far between compared with several years ago. Will play parks and independent fair dates."

DOC HOUCK . . . former med worker, is reported to be clicking in Pennsylvania territory with a new flash.

MEMORIES: Do you boys remember when I worked for Doc T. F. Dean and wife, Alethea, in 1919? Well, the Doc was a prince of good fellows, but he had one bad habit—he hated to shave, despite the fact that he had one of the reddest and fastest growing beards that ever hung on a human. One day Doc and a group of us were sitting on a bench in the shade and he hadn't shaved recently and his chin whiskers were plenty long, when a stranger approached and spied him. Walking up to Doc Dean, he said: "Say, mister, where is the House of David in this town?"—Ed Frink.

ROVING AL BURDICK . . . with Little Chief White Eagle's Show, informs from Lott, Tex., that the organization is clicking in the cotton territory. Roster includes Little Chief White Eagle, manager; Mrs. White Eagle, secretary and treasurer; Micky Price, black-face comedian; Happy King, straights; Mrs. Juanita Brown, emcee; Mrs. Minnie Price, leading woman; Leon White Eagle and his Musical Ramblers furnish the music, and specialties are presented by Mr. and Mrs. Tom Wilson. Chief White Eagle also lectures and makes openings, and Tommie Wilson, press agent and assistant manager, makes second openings. Burdick has the banners and does the advance.

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\$18.00 Per GROSS for BETTER PLUNGERS

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- Cincinnati. Air Show at Sharonville Field, 10-11.
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Sandusky. 125th Anniv. Celebration Battle Lake Erie, 10-11.
Shelby. Community Street Fair, 7-10.
Waverly. Firemen's Celebration, 5-10.
OKLA.—Waynoka. Free Fair & Old Settlers' Picnic, 8-10.
Woodward. Rodeo, 9-11.
PA.—Clymer. Celebration, 5-10.
Pittsburgh. Legion Jubilee, 29-Sept. 10.
TEX.—Dallas. Gift Show, 4-9.
Port Arthur. Bridge Opening Celebration, 7-8.
WASH.—Colfax. Round-Up, 9-10.
W. VA.—Charleston. Dog Show, 9.
Clarksburg. Celebration, 3-10.
Huntington. Dog Show, 10-11.
WIS.—Mount Horeb. Fall Festival, 8-10.
- (Sept. 12-17)
CALIF.—Glendale. Dog Show, 13.
Lodi. Grape & Wine Festival, 16-18.
Los Angeles. E. Los Angeles Rodeo, 17-18.
Walnut Creek. Festival, 16-18.
COLO.—Arvada. Harvest Festival, 16-17.
Cortez. Rodeo, 15-17.
IDAHO—Cottonwood. Stock Show, 14-15.

Events for 2 Weeks

- (Sept. 5-10)
ARK.—Little Rock. Celebration, 5-10.
CALIF.—Alameda. Dog Show, 10.
Escondido. Grape Day, 9.
COLO.—Montrose. Rodeo, 9-10.
IDAHO—Filer. Rodeo, 7-10.
Nezperce. Rodeo, 8-10.
ILL.—Bethalto. Homecoming, 9-10.
Lena. Firemen's Fall Festival, 8-10.
Mahomet. Fall Festival, 8-10.
Milledgeville. Community Day, 7-8.
Niantic. Homecoming, 8-10.
Peoria. Dog Show, 10-11.
IND.—Linton. Celebration, 5-10.
Markle. Fall Festival, 7-10.
IA.—Burlington. Territorial Centennial Celebration, 8-11.
Cherokee. Plowing Match, 7-8.
Creston. Jubilee & Horse Show, 6-10.
Spirit Lake. 4-H Club Congress, 8-10.
KAN.—Cherokee. Homecoming, 8-10.
Leavenworth. Labor Council Celebration, 5-10.
KY.—Ashland. Dog Show, 10.
Greenup. Legion Celebration, 5-10.
MICH.—Merrill. Firemen's Homecoming, 7-10.
Perry. Harvest Festival, 9-10.
MINN.—Clements. Balloon Days, 10-11.
Waterville. Fall Festival, 9-11.
MO.—Alma. Fall Festival, 8-10.
Billings. Street Fair, 8-10.
Jackson. Homecoming, 7-10.
Jamesport. Fox Hunt, 6-10.
Rolla. Lions' Carnival, 7-10.
St. Charles. Pageant of Progress, 8-11.
Saxoixie. Homecoming, 9-10.
NEB.—Lincoln. Rodeo, 5-9.
N. J.—Atlantic City. Miss America Beauty Pageant, 6-10.
N. Y.—Eve. Dog Show, 11.
Tuxedo Park. Dog Show, 9-10.
N. C.—High Point. Celebration, 5-10.
O.—Andover. Street Fair, 9-10.
Antwerp. Homecoming, 8-11.

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- Gridley. Corn-Colt Show, 15-17.
- Mendota. Fall Festival, 14-16.
- Vandalia. Old Settlers' Reunion, 15-16.
- Washburn. Fall Festival & Home-Coming, 15-17.
- IND.—Brookston. Street Fair & Horse Show, 14-17.
- Middletown. Horse Show & Home-Coming, 14-17.
- North Judson. 30th Jubilee, 14-17.
- Peru. Indian Powwow at Sulphur Springs Park, 18.
- Veedersburg. Street Fair, 11-17.
- IA.—Ottumwa. Dog Show, 17-18.
- Waverly. Old Settlers' Reunion, 16-17.
- KAN.—Topeka. Dog Show, 15-16.
- Weld. Home-Coming, 16-18.
- MASS.—Boston. Gift Show, 12-16.
- MICH.—Van Buren. Silver Jubilee & Fair, 13-17.
- MINN.—Morristown. Corn & Colt Show, 16-17.
- MO.—Chillicothe. Legion Calf & Horse Show, 12-14.
- Gallatin. Fall Festival, 14-17.
- Lockwood. Fall Festival, 15-17.
- NEE.—Utica. Fall Festival, 16-17.
- N. J.—Camden. Dog Show, 18.
- Far Hills. Dog Show, 16-17.
- N. M.—Santa Fe. Dog Show, 17-18.
- N. Y.—New York. Premium Expo., 12-16.
- N. C.—Elizabeth City. Firemen's Festival, 12-17.
- N. D.—Sharon. Fall Festival, 15-17.
- O.—Ashtabula. Celebration, 15-17.
- Canal Winchester. Fall Festival, 14-17.
- Cleveland. Dog Show, 18.
- Cleveland. Ye Old County Fair, 14-18.
- Columbus. Dog Show, 16.
- Columbus. 70th Anniv. of Order Railway Conductors, 12-17.
- Junction City. Home-Coming & Water Festival, 12-17.
- Salem. Legion Fall Festival, 16-17.
- Trotwood. Fall Festival & Pumpkin Show, 15-17.
- OKLA.—Enid. Cherokee Strip Celebration, 14-17.
- Perry. Cherokee Strip Celebration & Rodeo, 16-17.
- ORE.—Pendleton. Round-Up, 15-17.
- PA.—Johnsburg. Firemen's Celebration. Second week in Sept.
- McClure. Bean Soup Celebration & Home-Coming, 15-17.
- Mt. Pleasant. Firemen's Fair, 10-17.
- Pittsburgh. Allegheny Co. Sesquicentennial, 2-24.
- TENN.—Dresden. Potato Festival, 14-16.
- Memphis. Rodeo, 12-17.
- Millington. Church Fair, 12-17.
- UTAH—Logan. Rodeo, 12-14.
- WIS.—Barron. Fall Festival, 15-17.
- Wisconsin Rapids. Cranberry Harvest Festival, 16-18.
- WYO.—Basin. Bean Festival, 16-17.

GAINESVILLE FREE

(Continued from page 28)

the Cooke County Fair here August 22-24 was a money maker, but about 33 1/3 per cent off as compared with last year, despite record attendance. A district softball tournament furnished strong competition to the show. Among visitors were Floyd and Florence Randolph, of Ardmore, Okla., rodeo promoters; Robert Randol, *The Fort Worth Star-Telegram*, who did two stories on the show for his paper; Art Lanford, Dallas, former stilt walker for the local show; the Valentinos, presenting the free act on the Bill H. Hames midway.

Mr. and Mrs. Frank Walter, of Houston, who have been vacationing at Yellowstone National Park and on the Barnes circus since the Circus Fans' Association convention at Madison, Wis., arrived last Wednesday night for a visit with friends. They were guests of Mr. and Mrs. A. Morton Smith for dinner Thursday night and were guests of Mr. and Mrs. Alex Murrell and Verne Brewer Friday night.

Roy Stamps, acting manager of the Gainesville circus, and wife are the parents of a son, Roy Jr., born recently. The tradition "the show must go on" was impressively exemplified here the opening night of the Gainesville circus when Richard Renfro went on in his comedy barrel-jumping act in spite of the fact his sister, Mrs. Bernice Johnson, lay dead, victim of a stroke, at his home here.

Benny Saylor's new walk-around, burlesquing W. Lee O'Daniel and his hill-billy band, is garnering plenty of laughs.

The Gainesville circus goes to Wichita Falls for an engagement September 8 and 9 under Junior Chamber of Commerce auspices. The Tom Mix Circus

preceded it August 29, and Barnes and Hagenbeck-Wallace are to follow.

Leo Moore, city commissioner at Electric and brother of Bill Moore, of Hagenbeck-Wallace staff, was here recently seeking to book the local circus for the Wichita County Fair at Iowa Park.

RUSSELL CIRCUS

(Continued from page 28)

under auspices of the Capitol Hill Post of American Legion. With sweltering weather, matinee business was light but night houses were good. The show used a lot on Exchange avenue.

"Uncle Leo" Blondin, head of the zoo in Oklahoma City, engineered several publicity stunts and gave the show some good radio plugs. The newspapers were generous with space. *The Times* carried a long interview with Mrs. C. W. Webb, with a photo of Mrs. Webb and her chimpanzee, Topsy, and *The News* and *Daily Oklahoman* both carried special art. Then, with the filing of the damage suits and attachment proceedings, the papers continued to carry circus stories for several days.

During the stay in Oklahoma City Mrs. Webb and Irene Ledgett were guests at breakfast at home of Mort Highley and at luncheon at home of Norman Carroll, who tramped with the show in 1937.

Bartlett and Others Visit

"Kid" Bartlett, formerly legal adjuster of the Al G. Barnes Circus, has been spending several days with the show. Zack Miller, of 101 Ranch fame, visited at Ponca City, and Mr. and Mrs. C. Newton were on at Seminole and at Ada, where they live. Bob O'Hara's nephew, Donald Clemens, of Hennessey, Okla., was with the show for a week, and his parents have been frequent visitors. Other recent visitors were James Heron and Ira Watts.

When the Russell show played Hominy, home town of Grady Hardin, banners were on display in the business section reading, "Welcome to Russell Bros.' Circus and Grady Hardin."

Guy Blackburn, impersonator and aerialist, is carrying his arm in a cast as a result of a fracture received when he fell during the iron-jaw number at Wellington, Kan. He is still with the show but will not be able to work again this season.

Members of the show's personnel were saddened by news of the death of Sir Victor Bedini. Madame Bedini has expressed intentions of rejoining the show.

TORONTO FAIR

(Continued from page 3)

86,000; 1937, 62,000. Saturday, 1938, 142,000; 1937, 110,000.

Since the opening, according to J. W. (Patty) Conklin, Froxland showed capacity business with increases over 1936 of 30 per cent for Wednesday, 43 per cent Thursday, 51 per cent Friday and 62 per cent Saturday.

Visitors at the fair today included Billy Rose, Joe Rogers, Lew Dufour, Eleanor Holmes Jarrett, Frank Wirth and George Smith (New York's World's Fair). All were guests of Elwood A. Hughes and "Patty" Conklin.

STATE FAIRS

(Continued from page 3)

mile dirt-track record at 38.10. Fred Frame, winner of the 1932 Indianapolis classic, was given a great ovation when he took the track. Gus Schrader is defending his Minnesota State Fair title hung up a year ago. Auto races will continue Monday, Wednesday and Saturday for a total \$14,000 purse. Entries from eight States and Canada will be in the harness races Tuesday and Thursday for a \$7,000 purse.

Lulu, featured dancer with RAS Imperial Hawaiians, was rushed to a hospital for appendectomy and will be out for more than six weeks, according to William Aldrich, impresario. A new addition to World's Fair Side Show is Leah-Lee Norris, half-and-half, who joined in St. Paul.

INDIANAPOLIS, Sept. 3.—With every indication that attendance marks set last year would be equaled, but not surpassed, the 86th annual Indiana State Fair (September 3-9) opened here today. Crowd was estimated at slightly more than 75,000, 18,923 representing paid admissions. This was 45 less than the number of paid admissions last year on the same day.

Altho attendance promised to keep pace with last year's fair, officials were inclined to believe that financial returns would not follow in the same line. As one official said: "We got the people in,

but they're not spending like they did last year. I guess they haven't got it."

Starr DeBeile, press agent for the Johnny J. Jones Exposition, seemed to think the same thing. The Jones show is furnishing the midway for the third straight year. Its glistening new fronts attracted considerable crowds but they did not seem in a buying mood. A Loop-the-Loop Airplane, Ernie and Len and one or two other attractions are among the new additions to the carnival, which is brilliantly lighted by a series of new floodlights atop standards placed about the midway.

The fair boasts 428 more exhibits than last year when the total number of entrants was 3,684. These were distributed as follows: boys, 1,160; girls, 1,547, and general, 1,405. Larger hog and sheep pens had to be constructed to take care of many last-minute entries.

The WLS Barn Dance from Chicago again presented the opening night stage show in front of the grand stand. This year the radio troupe, which filled the grand stand almost to capacity, inaugurated a new, permanent grand stand, which was completed this past summer. On the remaining nights of the fair Barnes-Carruthers will present a stage spectacle titled *Parade of Stars* before the grand stand. Grand Circuit racing, including a special appearance of Greyhound, champion trotter, will be a feature of the afternoons of the remaining days.

Opening day was clear and mild, compared with the overcast and rainy opening day of last year.

SACRAMENTO, Calif., Sept. 3.—First-day attendance of the 84th California State Fair here (September 2-11) was 37,134, as compared with 35,348 on opening day in 1937. Last year was the first time that the fair opened on a Friday, so in effect a first-day record was set this year for the 10-day fair.

An attendance of 250,000 for the Labor Day week-end is expected, based on last year's figures.

The night grand-stand review, featuring Ada Broadbent's *Hollywood Ballet* of 24 girls, is hailed as the most outstanding entertainment the fair has ever offered.

IA. STATE FAIR

(Continued from page 3)

reason for the increase this year was many additional centennial features depicting 100 years of Iowa progress.

A. R. Corey, State fair board secretary, said the fair will probably net approximately \$365,000 for a profit of about \$55,000. Profit for 1937 was \$57,217.15.

With excellent weather and optimistic attendance in view of a good corn crop in the State, it was a splendid fair from every angle and officials are very happy.

Revere Beach, Mass.

By BEACHCOMBER

Revere Beach will have closed by the time this is read. What a season! Records were broken for rain, heat, cold weather and poor business. Visited Coney Island last week. Saw shows and rides going for 5 cents and doing little business.

Councilmen of near-by towns have sponsored many outings here this season. Waltham recently sent nearly 6,000; Brighton, 3,000, and there were also several thousand from Quincy. They spent little. Free acts arrived and performed twice daily. W. J. O'Brien is still in Nova Scotia with acts for fairs. Beano still holds the spotlight. They all work together, having the same price and prizes, and as a result all do business. Mrs. William Jennings O'Brien, secretary of the O'Brien interests, expects to keep a few attractions open after Labor Day. Chuck Connors opened a pepper-steak stand and is doing well. George Vokal (boy with two mouths) bought a super-trailer. He and his wife will go south after an engagement with T. W. Kelley's Auditorium at Brockton (Mass.) Fair. Princess Maugerita, billed as "smallest human mother," will take a vacation and then go to New York for a vaude tour. Herman Hanson, who runs the Max Holden Magic Shop in Boston, was a visitor. Jimmie Fische, pokerino operator, reported good business over the August 27 week-end.

Lagoon Has Olympic Champ

SALT LAKE CITY, Sept. 3.—Lagoon pool, winner of the Perkins System 1937

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K55	Zinc Pot Cleaner	2.10
V89	Assorted Charms	.55
	Small Camera with 2 films	3.95
	Army & Navy Needle Book	1.09
N145	Chinese 8" Sewing Basket	.59
A101	Star Razor Blades on card	1.17
	Fleetwood Electric Shaver, Each	1.25
V640	Candex Candid Camera	2.33
	Single Edge Razor Blades, 1,000	4.35
	Double Edge Razor Blades, 1,000	2.20

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An Assist for Doc Ward

At Nashville, Ga., recently Doc B. W. Ward's med show encountered plenty of opposition. The Mighty Haag Circus was exhibiting and a carnival company was playing just two blocks away. The tip, estimated at 2,000, was Doc's, however, and after sizing up the situation he hurried thru his sales and entertainment and then announced to the crowd that they should patronize the circus and carnival.—Al H. Miller, of the Al H. Miller Shows.

national contest for safe, clean water, scored a hit on August 25 with appearance of Marjorie Gestring, 15-year-old Olympic and AAU plain and fancy diving champion. Surrounded by a group of local stars, she headlined one of the most entertaining water programs ever held in this territory. Her most outstanding dive was the "full twist," an optional performance chiefly responsible for her Olympic laurels. Event was under joint sponsorship of the local AAU and Lagoon Amusement Co., of which Julian M. Bamberger is president and general manager. Long a leader in local athletics, Mr. Bamberger said the exhibition had opened the way for bigger events in 1939.



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ROUTES

(Continued from page 24)

Sydell, Paul (Riviera) Fort Lee, N. J., nc. Sylvio & Melba (Havana-Madrid) NYC, nc.

Tatum, Art (Three Deuces) Chi, nc. Tavares, Freddy Kaulana (Biltmore) NYC, h. Taylor, Sonny (Armando's) NYC, re. Terrace Boys (Barney Gallant's) NYC, nc. Thomas & Kent (Afrique) NYC, nc. Thomashefsky, Boris (Rainbow Inn) NYC, re. Tilton, Martha (Pennsylvania) NYC, h. Tip, Tap & Toe (Casa Manana) NYC, nc. Todd, Dick (Glen Island Casino) New Rochelle, N. Y., ro. Trahan, Al (Casa Manana) NYC, nc. Travers, Helen (St. George) Brooklyn, N. Y., h. Tucker, Sunny (Ivan Frank's) NYC, c. Tucker, Sophie (Lookout House) Covington, Ky., nc. Tucker, Tommy (Sni-a-Bar) Kansas City, Mo., nc. Tyler, Smiling Tex (Green Tree) Cincinnati, nc.

Uherle, Helen (Butler's) NYC, nc. Uppman, John (Manny Wolf's) NYC, re.

Valera, Adelta (Havana-Madrid) NYC, nc. Valentine's Sensational Flyers (Gran Circo Schweyer) Curacao, Dutch West Indies. Valley & Lee (Little Rathskeller) Phila, nc. Velez, Angela (Chateau Moderne) NYC, re. Velez & Yolanda (Palmer House) Chi, h. Venezia, Chiquita (Arcoia Inn) Arcoia, N. J., ro. Vernon & Draper (Beverly Hills) Newport, Ky., cc. Villon, Renee (Jimmy Kelly's) NYC, nc. Volta (Lexington) NYC, h. Von Gassner & Vernon (International) NYC, nc.

Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc. Wainwright, Helen (Leon & Eddie's) NYC, nc. Walker, Jeanne (Hi-Hat) Chi, nc. Wallace Bros. (Black Cat) NYC, nc. Walley, Nathan (International Casino) NYC, nc. Ward, Aida (Surfside) Long Beach, N. Y., nc. Waring, Ruth (Wivel) NYC, re. Warner & Valerie (New Bedford) New Bedford, Mass., h. Warren, Del (Jim Otto's) Hollywood, nc. Washington, George Dewey (Surfside) Long Beach, L. I., N. Y., nc. Welch, Muriel (La Marquise) NYC, nc. Welch, Roberta (Bartolotti's) NYC, nc. Wessels, Henri (Plantation) NYC, nc. Whalen, Jackie (Aylmer Aquatic Club) Aylmer, Que., Can., nc. White, Jack (18) NYC, nc. White, Ann (Queen Mary) NYC, re. Whitney, Marjorie (Skyrocket) Chi, rh. Wicke, Gus "Poppey" (Radio Franks') NYC, nc. Wickse Bros. & Armida (Alhambra) Cape-town, South Africa. Aug. 23-Sept. 17, t. Wildach, Robert (Casa Manana) NYC, nc. Wilkey & Rae (State-Lake) Chi, t. Williams & Charles (Riverside) Milwaukee, t. Willard, Harold (Gay Nineties) NYC, nc. Wilson, Edna Marie (Tooties') Kansas City, Mo., nc. Wilson, Ward (Chicago) Chi, t. Wolfe, Lorna (Villa Venice) Venice, Calif., nc. Wood, Murray (Aylmer Aquatic Club) Aylmer, Que., Can., nc. Woolsey, Ben & Wanda (Casa Del Ray) Santa Cruz Beach, Calif., h.

Zig & Zag (Jefferson) Montgomery, Ala., h. Zito (Claremont) NYC, ro. Zorita (Wonder Bar) Cincinnati, nc.

FAIR GRAND-STAND ATTRACTIONS

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

Aces, Two: Dunkirk, N. Y.; Doylestown, Pa., 12-17. Alec, Edna, & Co.: St. Paul, Minn.; Greenfield, Ia., 11-17. Arontys, Aerial: Oakland, Md. Avalon Troupe: Peru, Ind.; Louisville, Ky., 12-17. Avery, Gertrude, Diamond Revue: Algona, Ia., 6-9; Beaver Dam, Wis., 11-13; Kentland, Ind., 14-16. Avery, Gertrude, Laugh Parade: Saginaw, Mich., 11-17. Avery Trio with Eddie Keck: Hemlock, N. Y. Basile's, Joe, Band: Toronto, Ont., Can.; Lewisburg, W. Va., 12-17.

Bankhead, Tallulah: (Biltmore) Los Angeles. Lawrence, Gertrude: (Curran) San Francisco. Pins & Needles: (Geary) San Francisco. Sing Out the News: (Forrest) Phila. What a Life: (Wilbur) Boston.

DRAMATIC AND MUSICAL

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

Blythe Players: Constable, N. Y., 5-10. Brownie's Comedians: Phenix, Va., 5-10. Ginnivan, Norma, Dramatic Co.: Pittsford, Mich., 5-10.

REPertoire

Blythe Players: Constable, N. Y., 5-10. Brownie's Comedians: Phenix, Va., 5-10. Ginnivan, Norma, Dramatic Co.: Pittsford, Mich., 5-10.

MISCELLANEOUS

Arthur, Magician: Forney, Ala., 7-8; Jamestown 8-10. Birch, Magician: Hot Springs, S. D., 7; Rushville, Neb., 8; Alliance 9; Bayard 10; Sidney 12; Ogallala 13; Benkelman 14; Wray, Colo., 15; Sterling 16. Burro Ball: Stratford, Conn., 7; Fort Lee, N. J., 8; Ridgewood 9; Paterson 10. By-Gosh Vaude Tent Show: Reedsville, W. Va., 5-10. Coriell Family Show: Walthill, Neb., 9-10; Bird Island, Minn., 12-14. Crowfly Shows: Henry, Ill., 5-10. Everett & Conway: (Fair) Hastings, Mich., 5-10. Fayssoux, Hypnotist: Thomasville, Ga., 7; Quitman 8; Ocala, Fla., 10. Frantz Show: Hazleton, Pa., 5-10. Fred's Kiddie Circus: Mason City, Ia., 10. Hoffer & LaVell Show: Stronghurst, Ill., 5-10. LeVant Show: Clarkton, Mo., 5-10. Long, Leon, Magician: Tompkinsville, Ky., 5-8; Bowling Green 9-15. Lewis, H. Kay, Hollywood Varieties: Lewistown, Mont., 9-10; Grass Range 12-13; Roundup 14. Magrum, C. Thomas, Magician: Portland, Conn., 7; Haddam 8; Reading, Mass., 9-10; Salisbury 12-13. Marquis, Magician: Pocatello, Ida., 7-8; Burley 9; Rupert 10; Twin Falls 11; Jerome 12; Shoshone 13; Gooding 14; Mountain Home 15; Boise 16-17. Mayfield, Madame, Co.: Baird, Pa., 5-10. McNally's Variety Show: Phoenixia, N. Y., 5-10. Miller, Al H. Show: Sparks, Ga., 5-10. Princess Edna Show: Vega, Tex., 5-10. Ricton's Indoor Dog Circus: Hoschton, Ga., 7; Candler 8; Chestnut Mountain 9; Gainesville 10; Brazelton 11. Rippel's Community Show: Thornsburg, Va., 5-10. Seccalum Park Rides, No. 1 unit: (Fair) Wauseon, O., 4-9; No. 2 unit: (Fair) Medina, O., 6-9. Walker Family Show: Pelham, Ga., 5-10.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American: (Fair) Carnegie, Okla.; (Fair) Watonga 12-17. American United: Nampa, Ida., 5-9. Anderson-Grader: Beloit, Kan. Atlantic Coastal: Dumfries, Va., 12-17. B. & H. Am. Co.: Mayesville, S. C.; Greelyville 12-17. Bach, O. J.: Tivoli, N. Y. Bantley's All-American: Johnsonburg, Pa.; Tyrone 12-17. Barfield's Cosmopolitan: (Fair) Oneida, Tenn.; (Fair) Dayton 12-17. Barkoot: (Fair) West Branch, Mich. Barnhart's Golden West: Waukon, Ia., 6-9; Zumbrota, Minn., 14-17. Bass & Lane Am. Co.: (Fair) Lexington, Tenn.; (Fair) Huntington 12-17. Baysinger: Charleston, Mo. Beckmann & Gerety: (State Fair) Lincoln, Neb.

Bee, F. H.: (Fair) Russellville, Ky.; (Fair) Jasper, Tenn., 12-17. Blue Light: Cheraw, S. C. Blue Ribbon: Peru, Ind. Bockus, C. L.: Clinton, N. C. Bortz: (Fair) Salem, Mo. Brown Family Rides: Rhine, Ga. Brown Novelty: (Fair) Jesup, Ga. Bremer: Washburn, Wis., 5-7; Amery 8-11. Buck, O. C.: Fonda, N. Y. Buckeye State: (Fair) Itta Bena, Miss.; Leeland 12-17. Bullock Am. Co.: (Fair) Bland, Va. Burdick's All-Texas: Navasota, Tex. Burke, Harry: Ville Platte, La. Byers & Beach: (Fair) Jerseyville, Ill. Byers Greater: (Fair) Webster City, Ia., 5-9; (Fair) Edina, Mo., 12-16. Campbell's United: Reidsville, Ga.; Statesboro 12-17. Casey, E. J.: Hudson, Ont., Can., 7-8; Dryden 9-10; Yorkton, Sask., 12-18. Celebration Shows: Columbus Grove, O., 5-7; Antwerp 8-11; (Fair) Wabash, Ind., 12-17. Central State: McDonald, Kan. Cetlin & Wilson: (Fair) Lebanon, Pa.; (Fair) Reading 12-17. Clyde's United: Coalport, Pa. Coleman Bros.: (Fair) Schaghticoke, N. Y., 5-9; (Fair) Greenfield, Mass., 12-15. Colley, J. J.: (Fair) Cushing, Okla.; (Fair) Pauls Valley 12-17. Cotton Belt Am. Co.: Lake City, Ark. Crafts 20 Big: San Diego, Calif., 5-11; (Fair) Pomona 15-Oct. 2. Crescent Am. Co.: Dillon, S. C. Crowley's United: Nowata, Okla., 6-9. Crystal Expo.: (Fair) Harriman, Tenn.; (Fair) Maryville 12-17. Cumberland Valley: (Fair) Petersburg, Tenn., 5-7; (Fair) Cookeville 8-10; (Fair) Woodbury 12-17. Cunningham's Expo.: Waynesburg, Pa., 7-9. Curl, W. S.: Yorktown, Ind.; (Fair) Washington, C. H. O., 13-16. De Luxe Shows of Amer.: Rochester, N. Y. Dick's Paramount: (Fair) Lewiston, Me.; (Fair) South Paris 13-17. Dixie Model: Dunganon, Va. Dixie Belle: (Fair) Hartford, Ky. Dyer's Greater: Bloomer, Wis., 6-11; La Farge 12-14. Edwards, J. R.: Andover, O., 9-10. Elite Expo.: (Fair) Clay Center, Kan.; (Fair) Central City, Neb., 12-15; (Fair) Utica 16-18. Ellman: (Fair) Westfield, Wis. Endy Bros.: (Fair) Pottsville, Pa.; (Fair) Doylestown 12-17. Evangeline: McAlester, Okla.; Durant 12-17. F. & M.: Parkville, Pa. Fairly & Little: (Fair) Cedar Rapids, Ia., 5-9. Falls City: Jeffersonville, Ind.; Auburn, Ky., 12-17. Fidler United: Rolla, Mo. Fleming, Mad Cody: Adairsville, Ga.; Ellijay 12-17. Frisk Greater: Waterville, Minn. Funland: (Fair) Westmoreland, Tenn., 7-10; (Fair) Monterey 12-17. General Am.: Mexia, Tex. Gibbs, W. A.: Horton, Kan., 6-9. Gold Medal: Calumet City, Ill. Golden Gate: Norris City, Ill. Gooding Greater: Fremont, O. Goodman Wonder: (Fair) Du Quoin, Ill.; (Fair) Memphis, Tenn., 12-17. Great Southern: Richard City, Tenn.; (Fair) Stevenson, Ala., 12-17. Greater American: St. Charles, Mo., 6-12. Greater Expo.: Kokomo, Ind. Greater U. S.: Atlanta, Kan. Greater United: (Fair) Wewoka, Okla.; (Fair) Holdenville 12-17. Groves Greater: Little Rock, Ark. Gruberg's World's Expo.: Durham, N. C.; (Fair) Leaksville 12-17. Happyland: (Fair) Alpena, Mich., 5-9; (Fair) Saginaw 11-17. Harris: Waverly, O. Heller's Acme: (Fair) Timonium, Md., 5-15. Henke Bros.: (Fair) Cranston, Wis., 7-11; (Fair) Wabeno 13-18. Hennies Bros.: Detroit, Mich. Heth, L. J.: Paris, Tenn. Hilderbrand: Pasco, Wash., 5-7; Grandview 8-10. Hippodrome: Kincaid, Ill., 8-17. Hodge, Al G.: Red Wing, Minn. Hughey Bros.: Chandlerville, Ill. Hyde, Eric B.: Marion, Va.; (Fair) Rocky Mount 12-17. Ideal Expo.: (Fair) Ebensburg, Pa. Imperial: Rock Falls, Ill. Jolly Jaiilet: Wesleyville, Pa. Jones, Johnny J., Expo.: (State Fair) Indianapolis, Ind.; (State Fair) Louisville, Ky., 12-17. Joyland: Big Rapids, Mich. Joyland: Weaverville, Calif., 8-11. Kaus Expo.: Charleston, W. Va. Kaus, W. C.: Keyser, W. Va. Keystone: Oakland, Md., 5-7; (Fair) Spruce Pine, N. C., 12-17. Kline Greater: (Fair) Linton, Ind. Krokos West Coast Am. Co.: Klamath Falls, Ore.; (Fair) Yreka, Calif., 14-17. Landes, J. L.: (Fair) Norton, Kan.; (Fair) McCook, Neb., 12-17. Lang's, Dee, Famous: Jackson, Mo., 7-10. Florida Expo.: Denmark, S. C., 8-17.

Large, H. P.: Morgan City, Miss.
 Latlip's Home State: Webster Springs, W. Va.
 Lawrence, Sam: Hatfield, Pa.
 Lewis, Art: (Exhn.) Quebec, Que., Can.;
 (Fair) Great Barrington, Mass., 12-17.
 Liberty National: (Fair) Covington, Tenn.
 McKee: Hydro, Okla.
 Magic Empire: (Fair) West Mineral, Kan.;
 (Fair) Enid, Okla., 12-17.
 Marks: (Fair) Roanoke, Va.; (Fair) Lynch-
 burg 12-17.
 Merry Midway: Man, W. Va., 5-8.
 Mid-West: Rosebud, S. D., 8-10.
 Miller Bros.: Ft. Dodge, Ia.; Ardmore, Okla.,
 12-17.
 Miller Amusements: Hope, Ark.

Miner Model: Nazareth, Pa.
 Miner Ride Unit: Easton, Pa.
 Model: Harlan, Ky.
 Nall, C. W.: Homer, La.; Winnsboro 12-17.
 Northern Expo: Port Yates, N. D., 8-10;
 Wishek 12-14.
 Northwestern: (Fair) Hart, Mich., 6-9; Otsego
 14-17.
 Nye Am. Co.: Waverly, O.
 Oklahoma Ranch Motorized: Woodward, Okla.
 Oliver, No. 1: Ironton, Mo.
 Oliver, No. 2: Marshfield, Mo.
 Orange State: Danville, Va.
 Page, J. J., Expo.: (Fair) Trenton, Tenn.;
 (Fair) McMinnville 12-17.
 Pan-American: Mommence, Ill.
 Parade of Shows: Mart, Tex.
 Pearson: Brownstown, Ill.
 Penn State: Laurelton, Pa.
 Pryor: Winchester, O.; Williamsburg 12-17.
 R. & A.: (Fair) Pamlico, S. C., 12-17.
 Reading: (Fair) Scottsville, Ky.
 Regal United: (Fair) Grundy Center, Ia.;
 (Fair) Postville 15-20.
 Reynolds & Wells United: (Fair) Algona, Ia.
 Rogers & Powell: Turrell, Ark.
 Royal American: (State Fair) St. Paul, Minn.
 Royal Midway: Morrilton, Ark.
 Royal United: (Fair) San Jose, Ill., 5-7;
 (Fair) Avon 8-10.
 Rublin & Cherry Expo.: (Fair) Syracuse, N.
 Y.; (Fair) Jackson, Tenn., 12-17.
 Santa Fe: Florence, Kan.
 Savidge, Walter, Rides: Pomeroy, Ia., 8-9.
 Scott Bros.: (Fair) Linden, Tenn.
 Sheesley Midway: (Fair) Coffeyville, Kan.;
 (Fair) Springfield, Mo., 12-17.
 Shugart, Doc: (Fair) Carney, Okla., 8-10.
 Silver State: (Fair) Torrington, Wyo.; (Fair)
 Mitchell, Neb., 13-17.
 Sims Greater: (Fair) Napanee, Ont., Can.,
 6-8.
 Skerbeck Am. Co.: Nekoosa, Wis.
 Smith Bros.: (Fair) Hakmon, Okla.
 Smith Greater Atlantic: (Fair) Martinsville,
 Va.
 Snapp Greater: Olney, Ill.
 Sol's Liberty: (Fair) Marshfield, Wis., 5-8;
 (Fair) Beaver Dam 10-13.
 Sparks, J. F.: Monticello, Ky.
 Speroni, P. J.: Smithfield, Ill., 7-8.
 State Fair: (Fair) Chanute, Kan.
 Swisher, H. C.: Garnett, Kan., 7-9.
 Terrill & Marohl: Bullsgap, Tenn.
 Texas Longhorn: (Fair) Borger, Tex.; (Fair)
 Sweetwater 12-17.
 Texas Kidd: Turkey, Tex.; (Fair) Ralls 12-17.
 Thomas, Art B., No. 1: Oaks, N. D., 7-8; Web-
 ster, S. D., 9-10; Huron 11-16.
 Thomas, Art B., No. 2: Vermillion, S. D., 8-10;
 Huron 11-16.
 Tidwell, T. J.: (Fair) Miami, Okla.; (Fair)
 Anadarko 12-17.
 Tilley, No. 1: (Fair) Sandwich, Ill., 6-9.
 Tilley, No. 2: (Fair) Melvin, Ill., 6-10.
 Valley: Floresville, Tex.
 Wade, W. G.: Shelby, O.; (Fair) Coldwater,
 Mich., 12-17.
 Wallace Bros.: (Fair) Macon, Miss.; (Fair)
 Okolona 12-17.
 Ward, John R.: Bconville, Ind.; Madison-
 ville, Ky., 12-17.
 Weer, M. R.: Waterloo, Ind., 7-10; Berrien
 Springs, Mich., 12-17.
 West Bros.: (Fair) Sibley, Ia., 6-9; (Fair)
 Butler, Mo., 12-17.
 West Coast: Aberdeen, Wash., 6-17.
 Western States: (Fair) Dodge City, Kan.;
 (Fair) Blackwell, Okla., 11-17.
 West's World's Wonder: Covington, Va.;
 (Fair) North Wilkesboro, N. C., 12-17.
 Weydt Am. Co.: (Fair) Black River Falls,
 Wis., 10-13.
 Weyl's Prod.: Meyersdale, Pa.
 White City: (Fair) Cambridge, Ida., 7-9;
 (Fair) Elko, Nev., 13-18.
 Williams, Ben: St. John, N. B., Can.
 Williams, S. B.: (Fair) Hinton, Okla.
 Wilson Am.: Mahomet, Ill.
 Winter's Attrs.: Moundsville, W. Va.
 Wolfe Am.: Roland, N. C.
 World of Fun: Glade Spring, Va.
 World of Mirth: Rutland, Vt.; Brockton,
 Mass., 12-17.
 Wright's Motorized: Fredericksburg, Va.
 Yellowstone: Edgerton, Wyo.; (Fair) Douglas
 12-17.
 Young, Monte, No. 1: (Fair) Piler, Ida.
 Young, Monte, No. 2: Brigham City, Utah,
 9-10.
 Young, Monte, No. 3: Logan, Utah, 12-14.
 Zeiger, C. F., United: (Fair) Baker, Mont.,
 5-7; (Fair) Miles City 8-10; (Fair) Forsyth
 12-14.
 Zindars Greater: Cairo, Ill.; (Fair) Pulaski,
 Tenn., 12-17.
 Zindars Greater, No. 2: (Fair) Savannah,
 Tenn., 12-17.



THE BEAUX PACKAGE
 ANOTHER ONE OF MY EXCLUSIVE NUMBERS.
 This Gorgeous Package contains Assorted Fruit Jelloetts and Expe-
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PER CARTON \$4.00
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WANTED
 FIRST ANNUAL
WICHITA HARVEST FESTIVAL
 From September 27-October 1.
 Concessions; legitimate only. Grab, Photo, Scales, Scopes, Peelers and any
 others that can work inside.
FIVE BIG DAYS AND NIGHTS
 Write ARCH N. BOOTH, Secy., Wichita Harvest Festival, care Chamber of
 Commerce, Wichita, Kansas.

PARK AMUSEMENT CO.
CAN PLACE
 For the following Fairs: Logansport, La., week September 26; Tallulah, La., Tri-Parish
 Fair, week October 3; De Ridder Fair, week October 10; Alexander, La., Merchants' Cele-
 bration, October 17; Calcasieu Cameron Fair, Sulphur, La., week October 24; several
 other Fairs and Celebrations to follow. Out until Christmas.
WANT RIDES: Baby Auto Ride, Pony Track or any good Kiddie Ride, Loop-o-Plane,
 Shows with own outfit, Circus Side Show, Fun House, Snake, Colored Minstrel, Animal,
 Girl Review, Mechanical, Penny Arcade, Athletic, Midget Show. Concessions: Candy
 Floss, Diggers, Novelities, Huckly Buck, Hoopla, Cookhouse, Juice, Grab, Hit-Miss Ball
 Game, Cane Rack, Auto Bumper. Foreman for No. 12 Eli Wheel. Gurnell Midgets
 write. Joe Kelly Athletic Show wire. Write or wire MANAGER, PARK AMUSEMENT CO.,
 Atlanta, Tex., week September 5; Mansfield, La., week September 12.

GRUBERG'S WORLD'S EXPOSITION SHOWS
 Can place first-class Cook House, exclusive, for our fourteen weeks of Fairs.
 Only interested in a Cook House that can cater to a big show. **WANTED—**
 Octopus Ride; good proposition. Concessions are all open; no exclusive. Wire
MAX GRUBERG, Durham, N. C., Fair, this week; Leaksville-Spray, N. C.,
 Fair, next week.

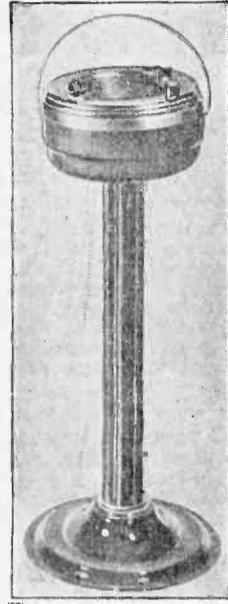
EL PASO, TEX., HARVEST FAIR
WANTED—Rides and Concessions to locate on streets, half block from
 busiest corner in El Paso, September 26 to October 2. Will consider small
 show. Frank Burke, Arkey Reisner, Seifert, Ed Lundgren, wire. Also
 Demonstrators for Building. **VERNE NEWCOMBE, Mgr., 502 Martin Bldg.,**
 El Paso, Texas.

W. C. KAUS SHOWS, Inc.
 WANT for Woodstock, Va., Fair. Legitimate Concessions of all kinds. Good Prices. Helen Owens wants
 Bingo Help. **RIDES—**Rides-O, or Single or Double Loop-o-Plane. Shows with or without own outfits.
 Acts for Side Show. Complete organized Minstrel Show, Hawaiian or Musical Comedy, or Acts for same.
 Penny Arcade or Fun House, Walk-Thru Show. **FAIRS—**We have Woodstock, Va.; Blackstone, Va.;
 Bedford, Va.; Smithfield, N. C.; Winston-Salem (Colored), N. C.; Union, S. C.; Columbia, S. C.
 (State Colored); Bishopville, S. C., and Charleston, S. C. (Colored). Address all communications to
W. C. KAUS, Manager, at Keyser, W. Va.

DIXIE MODEL SHOWS
 Scott County, Virginia, Fair this week, followed by Honaker, Va., Fair next week; then
 Burnsville, N. C., Fair; Whitakers, N. C., Firemen's Fair and Tobacco Festival; Madison,
 N. C., Fair, with Fairs until November. Want Girl Show to join on wire, also Musicians
 and Performers for Minstrel Show. Can use good Ten-in-One at 30 per cent with own
 outfit, also one or two small Pit Shows. Want Octopus to join next week, also Legitimate
 Concessions, especially want Lead Gallery. All address as per route.
J. P. BOLT, Mgr., Dungannon, Va., this week.

WEYLS PRODUCTION CO.
**GOING SOUTH. SHOW WILL STAY OUT UNTIL CHRISTMAS. SEVEN SOUTHERN FAIRS
 ALREADY BOOKED.**
 WANT Girl Show with or without canvas or any money-getting Show not conflicting. **WILL BOOK**
 Loop-o-Plane, Merry-Go-Round, Kiddie Ride and Octopus. Bingo, Diggers, Ball Game, Fish Pond,
 Lead Gallery, Bumper, Blower, Bowling Alley, Penny Arcade or any legitimate Concession wanting to
 go South and work most all winter with a no racket Show. Contact
ED WEYLS, Owner and Manager, Weyls Production Co., Playing Frostburg, Md., September 12-17.
ED WEYLS, Manager.

HARRY BURKE SHOWS WANT
**CAN PLACE FOR STRING OF REAL OUTSTANDING FAIRS, STARTING WEST BATON
 ROUGE PARISH FREE FAIR, PORT ALLEN, LA., WEEK OF SEPTEMBER 19.**
CONCESSIONS—Candy Floss, Scales, Penny Arcade, Novelities, Fish Pond, Ball Game, Pitch-Tilt-
 U-Win, Stock Wheels, Lead Gallery Country Store and American Palmistry.
SHOWS—Motorhome, Athletic Show, Fun House and Minstrel Show with own outfit and trans-
 portation. **WILL BOOK** Octopus or Tilt-a-Whirl. Will sell exclusive on Cook House. Walter Stin-
 felt wants Stock Agents.
HARRY BURKE, Ville Platte, La., September 5 to 18.



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IN LOTS OF 6.
**NEW "POP-
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 Chrome Post
 No. 5328—
 25 In.
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BARCAINS.
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 Inch Ribs, Mottled Handles, Regular
 \$2.00, NOW \$1.20 Doz.
WRITE FOR OUR LATEST CATALOG.
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WIS. DE LUXE CORP.
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**WANTED
 CARNIVAL**
 With FREE ACTS; MUST BE
 CLEAN.
BUTLER COUNTY FAIR
 October 17-22
W. J. RAY, Secy.
 Greenville Alabama

**WANTED
 FOR EIGHT FAIRS**
 Missouri and Arkansas, starting week Septem-
 ber 15: Shows of all kinds. Will furnish com-
 plete outfits for organized Minstrel, Monkey
 Circus, Illusion or Big Snakes. Want Octopus,
 Loop-o-Plane, Chairplan at once. Concessions
 of all kinds. Can place you. Write or wire.
FRED MEYERS, Little Rock, Ark.

Funland Shows Want
 For nine Georgia Fairs: Long-Range Gallery,
 Hoopla, Fishpond, Scales, American Camp,
 Cuscard, Diggers, Ball Games, Arcade and
 Bumper. No grift. Will book Tilt, Octopus,
 Grind Shows. Want Front Man for Hawaiian
 Show, Griddle Man for Cookhouse, Performers
 and Musicians for Jig Show and one good Free
 Act. All replies, Westmoreland, Tenn., Fair
 this week; Monterey, Tenn., next week.

**FOR SALE
 DUAL LOOP-O-PLANE**
 Complete, in perfect condition. Can be seen in
 operation in Coney Island. Price, \$2,250.00.
PLANELOOP AMUSEMENT CORP., I. Kranz,
 6th Street, Coney Island, N. Y.

BOB HURST CARNIVAL
WILL BOOK for the Following Fairs: Pittsburg,
 Camp County Fair, September 13-18; Jefferson, Mar-
 ion County Fair, September 19-24; Linden, Cass
 County Fair, September 27-October 2; New Boston,
 Bowie County Fair, October 4-8. All Texas. Shows
 that don't conflict with Minstrel, Athletic, Rodeo,
 Snake, Girl, **WANT** Loop-o-Plane, Whip or Tilt,
 Frozen Custard, Knife Rack, String Game. All
 other Concessions booked. Committees—Have open
 dates after October 8. Talco, Tex., this week.
 Enc your correspondence to advertisers by men-
 tioning The Billboard.

CIRCUS AND WILD WEST
 Barnes, Al G., and Sells-Floto: Ponca City,
 Okla., 6; Bartlesville 7; Joplin, Mo., 8; Tul-
 sa, Okla., 9-10; Seminole 11; Oklahoma
 City 12-13; Ardmore 14; Wichita Falls, Tex.,
 15; Altus, Okla., 16; Lawton 17.
 Camel Bros.: Carlisle, Ky., 7; Millersburg 8.
 Downie Bros.: New Bern, N. C., 6; Kinston
 7; Washington 8; Williamston 9; Raleigh
 10; Rocky Mount 12.
 Fort Peck Rodeo Co.: Meredosia, Ill., 5-12.
 Gould's, Jay, Circus & Revue: Spirit Lake, Ia.,
 8-10.
 Hagenbeck-Wallace: Los Angeles, Calif., 5-7;
 Hollywood 8-11.
 Kelley, Al G., & Miller Bros.: Cheney, Kan., 6;
 Clearwater 7; Mulvane 8; South Haven 9;
 Geuda Springs 10; Cedarvale 11.
 Mix, Tom: Odessa, Tex., 7; Monahans 8.
 Parker & Watts: Okmulgee, Okla., 6; Eu-
 faula 7; Atoka 8; Antlers 9; Talihna 10.
 Polack Bros.: Saskatoon, Sask., Can., 5-10;
 Prince Albert 12-17.
 Robbins Bros.: Greenville, S. C., 6; Charlotte,
 N. C., 7; Hickory 8; Winston-Salem 9;
 Burlington 10; Greensboro 12.
 WPA: Jersey City, N. J., 6-10.

Bright Light Expo. Shows
 Can place Flat Rides, 2 more Shows, Concessions
 of all kinds. No racket. Cookhouse open. Want six-
 piece Colored Band. Write or wire **JOHN GE-
 COMA, Mgr., Washington, Va.,** this week; Mon-
 terey, Va., week September 12; Hot Springs, Va.,
 week September 19.

4 SHOWMEN'S CLUBS BENEFIT

CNE Scene of Gigantic Show

TORONTO, Ont., Sept. 3.—Arrangements have been made for a gigantic benefit performance for the combined outdoor showmen's organizations at midnight September 8 in the huge tent covering the dance floor and the stage at the Canadian National Exhibition amusement area. The all-star program will be directed by Elwood A. Hughes,

who kindly consented to act as emcee. Entertainment will be furnished by acts from the grand stand and Frolexland and by local radio talent. The main band will furnish music for the big show.

This is the first time the CNE has helped participate in a benefit performance, and all indications are that it will be a tremendous success. Tickets are now on sale at \$1 each. The first two tickets went to the director of publicity of the CNE, Fred Wilson, sold by "Patty" Conklin, who will act as chairman of the general committee.

The executive committee comprises J. W. Conklin, past president Showmen's League of America; George Hamid, president National Showmen's Association;

Harry Ebert, Pacific Coast Showmen's Association; Bob Morton, Heart of America Showmen's Club; Elwood A. Hughes, general manager CNE. Lee Barton is stage director, and Gordon Da'glish, of the CNE, treasurer. Entertainment committee, Charlie Ross, of the CNE; reception committee, Frank Conklin, E. K. Fernandez, John Page and George Hamid; tickets, E. McCann, Lou Herman, F. A. Woods, Neil Webb and James Moore; chairman of publicity, Fred Wilson, with Jesse McTaggart, of *The Golbe and Mail*; Tommy Levine, *The Evening Telegram*; Ted Greenslades, *The Daily Star*.

Five thousand dollars is the objective.

Long Island

By ALFRED FRIEDMAN

We do not have figures available as yet, but to our way of thinking this has been a poorer season than last, and entirely accountable for it was the off-flavor weather of the earlier portion of summer.

Each succeeding trip to the World's Fair grounds at Flushing gives added reason for expression of awe. Knowing as we do the swamp and dump lands that form the foundation for the exposition, we must marvel at the magic transformation. Brightly hued buildings of modernistic texture stand where once existed a region that was aptly referred to as Long Island's worst eyesore.

Rockaway Beach: Playland Park had one of the best seasons in its history because of the razing of so many other amusements, which resulted in a dearth of enjoyment spots. Officials are planning a drastic code of regulations governing all buildings locally. Rockaway Point's annual pageant lent its usual gay note to things locally. Cross Bay Road Channel Bridge is being rushed in hopes of completion for the World's Fair.

Long Beach: With the season over this town's moguls are engrossed in plans to create attractions for World's Fair visitors next summer.

"Soaring High" for Tulsa

TULSA, Okla., Sept. 3.—Barnes-Carruthers, thru Nat D. Rodgers, director of special events, has sold *Soaring High*, musical extravaganza, to the Tulsa Police Association. Show will be held in Coliseum October 11-15.

N. C. Williams, president of police association, and Harry Kiskaddon, secretary, will have charge of the affair for the police. Roy E. Fox will handle local direction for B-C.

It is aimed to make the affair an annual event.

Large Exhibition Planned For Utah Centen in 1947

SALT LAKE CITY, Sept. 3.—Utah's 1947 Centennial Celebration, under plans presented by Ward C. Holbrook, committee chairman of Utah Trails Centennial Commission, calls for enlarged Pioneer Day observance and an exhibition that possibly will involve expenditure of \$3,000,000.

Report suggested that the federal government, States, organizations and institutions be invited to join the observance, the government and States taking part by contributions of funds and exhibits. Report recommended construction of an auditorium, transportation, art center, industrial, resources and political science buildings.

The Legislature, the report said, should appropriate \$1 for every \$2 contributed. Suggestion was made that grounds be prepared for \$1,000,000 and buildings be constructed for \$5,000,000, with WPA co-operation.

Summit Buys Another Ride

AKRON, Sept. 3.—Frank Rafal, manager of Summit Beach Park here, said Summit Beach, Inc., has purchased from Roy Gooding, ride owner and operator, the Lindy-Loop which Gooding installed in the park last season. Ride will remain as a permanent attraction. Gooding retains a kiddie ride in the park which he has operated the past two seasons.

With the Zoos

MILWAUKEE.—A dog was declared to have been cause of the death of 12 of 18 Virginia fawns in Washington Park Zoo. The animals were valued at from \$10 to \$15 each, said Ernest Unterman, zoo director. Oldest monkey couple in the zoo, aged 12 years, are parents of a baby. Herman Matter, 75, a keeper, sustained a broken collar bone and cuts and bruises when he was trampled by Jimmy, 900-pound Sambar buck. Matter was cleaning the pen and the buck became vicious.

MEMPHIS.—According to public demand, officials of Overton Park Zoo are putting on a daily free circus but will revert to weekly shows with cooler weather. Superintendent N. J. Melroy reports average daily attendance of 700 to 800, with all seats filled in special stands well before scheduled time for opening.

OMAHA, Sept. 3.—Barnes-Carruthers Fair Booking Association, thru Nat D. Rodgers, special events director, booked an ice show for the Ak-Sar-Ben seven-day horse show here.

LAST CALL LAST CALL SOUTHERN STATES SHOWS

FAIR SEASON OPENS SEPT. 19th AT THOMASVILLE, GA., with nine more Fairs in the heart of the Georgia and Florida Tobacco and Peanut Belt to follow. This will be the best county fair circuit in the South this year. I know the spots and have stayed down here all summer and picked the best. Route will be furnished to interested parties on request. Want to complete the midway: Merry-Co-Round, Octopus or Loop-o-Plane, one more good show to feature with own equipment. Following concessions open. Will sell exclusive, Cookhouse, Novelties, Custard. Can place a few more Stock Concessions. Remember, no racket, no coupons, no sticks, no stores or traps. All communications to JOHN B. DAVIS, Rochelle, Ga., until September 10th; then Thomasville, Ga., until the opening.

JOHN R. WARD SHOWS

Will book Shows, with or without outfits. Want people for Hawaiian and Posing Shows, no strip performers, and Musicians for Minstrel Show, Man for Monkey Show. Want High Diver. We have outfit complete. COMPETENT RIDE HELP ON ALL RIDES. Want capable Lot Man, also first-class Mechanic, Photo Gallery and Concessions that put out stock. Address Boonville, Ind., this week; Madisonville, Ky., next week; then Paducah, Ky.; Charleston, Miss.; Clarksdale, Miss.; Donaldsonville, La. All Fairs. Long season.

CRYSTAL EXPOSITION SHOWS

FOR MARYVILLE, TENN., FAIR, SEPTEMBER 12 TO 17, AND A SOLID STRING OF FAIRS ENDING NOVEMBER 19.

WANT Legitimate Concessions only, Cook House and Corn Game exclusive. Novelties open. Good proposition for Shows with own outfits, or will furnish outfits for real money-getting Shows. CAN USE Ride Help on all Rides, and Wheel Foreman. CAN USE two more Free Acts, George Neel, Manager Fair, Statesville, N. C., wants two Sensational Acts for September 26 week. State salary. CAN USE Banner Man. Leonard Ross wants Talker and Acts for Side Show. Address all mail Harriman, Tenn., this week.

KLINE'S GREATER SHOWS

Want for a long list of Southern Fairs and all winter in Florida. Elkton, Ky., September 12; Fayette, Ala., September 19; Boaz, Ala., September 26; Center, Ala., October 3; followed by Attalla, Ala.; Winfield, Ala.; Tallapoosa, Ala.; Dothan, Ala.; Marianna, Fla.; Panama City, Fla. Want Side Show Manager with Acts for inside. Have complete outfit for same. Want Midget Show, Fat Show, Crime Show. Want any other money-getting show, with or without outfit. Can place one major ride, either Tilt-a-Whirl or Octopus. Can place Talkers and Grinders. Want sober Canvasman to handle new exhibit tent. Want Experienced Ride Help. Want Legitimate Concessions of all kinds. Can place Experienced Ball Game Workers and Grind Store workers. Write or wire BOB KLINE, Linton, Ind., this week; then as per route.

WANTED R. & A. SHOWS NEXT WEEK

For 10 weeks Fairs and Celebrations. Shows to feature; low percentage. Concessions all open except Pop Corn and Photo. Good opening for Cookhouse and Bingo. No flat joints. 2 more Free Acts. Our fair gates 10 cents. Pamplico, S. C., Fair next week; Latta Fair, September 20-24; Sumter Veterans of Foreign Wars 5th Annual Celebration, September 27-October 1; Florence Veterans of Foreign Wars Jubilee and Summerville, Moncks Corner to follow. Wire, write JACK ARNOLD, Asst. Mgr.; W. W. McMURDO, Pamplico, S. C.

WORLD OF FUN SHOWS WANT

FOR THE FOLLOWING FAIRS:

Farmers' Fair, Clintwood, Va., week September 12; Greene County Fair, Ottway, Tenn., week September 19; Marshall Free Fair, week September 26, and five more bona-fide Fairs, not promotions, to follow. CAN PLACE Tilt-a-Whirl, Loop-o-Plane, Octopus and Kiddie Rides. Grind Shows with own outfits. Have Top for Ten-in-One. Legitimate Concessions of all kinds. Small Cook House open. Photos, Cigarette Shooting Gallery, String Games, or any other Concession that can work for 10 cents. Address all mail and wires to J. E. STEBLAR, Manager, Glade Spring, Va.

MODEL SHOWS, Inc., WANT

For Harlan, Ky., Labor Day Celebration this week, then Fairs, including Armistice Week Celebration, Cordele, Ga.: Good Promoter, join now. Want complete Side Show, with or without outfit. Concessions, come on. Wire W. R. HARRIS, Mgr., Harlan, Ky.

The Last "Word" in Your Letter to Advertisers, "Billboard".

STREET FAIR

IRONDALE, OHIO

September 14-15-16-17. Auspices MERCHANTS & ROD & GUN CLUB WANTED

Shows, Legitimate Concessions of all kinds. Will sell X on Bingo, Diggers, Grab, Karmel Corn, Photos. Rides booked. Address W. S. CLOSE, Chairman.

WANT CHAIR-O-PLANE, FERRIS WHEEL, AUTO-KIDDIE RIDE.

Two real Pit Shows, Stock Concessions, Ball Games. Ten weeks on Atlanta's best lots, all under auspices. Commencing September 12. Mad Cody Fleming or Bill Franks will not be connected with this show. J. L. Johns and Bestland take notice. Address mail and wires

FULTON AMUSEMENT CO.

47 Piedmont Ave., S. E., Atlanta, Ga.

Downie Bros. Circus

WANTS experienced Circus Billposters and Lithographers. Must be capable and drive truck. Address

LEE S. CONARROE, Car Manager, Asheville, N. C.

WANT

First-class Cook, also Cookhouse Help.

CARE George Welch, MARKS SHOWS Fair, Roanoke, Va.

Wanted for Campbell's United Shows

All Legitimate Concessions open. Cookhouse, Pop Corn, Candy Apple, Hoopla, Pitch-Till-You-Win. Rides that don't conflict, Kiddies' Rides. Colored Performers and Musicians. Small Grind Shows. Positively no joints. Reidsville, Ga., this week; Statesboro, Ga., follows. Plenty cotton and tobacco money here.

FALLS CITY SHOWS

Want for Auburn, Ky., September 12-17, and the following Free Fairs: Big Sandy, September 20-24; Rutherford, September 29-October 1; Friendship, October 4-8, all Tennessee. Bingo, Cigaret Gallery, Fishpond, Bowling Alley, Hoopla, Pitch-Till-You-Win, Ice Cream, Frozen Custard, Ball Games, Chairplane for winter tour. Shows with own outfits and transportation. Address FALLS CITY SHOWS, Jeffersonville, Ind.

FIREMEN'S FALL FESTIVAL

Augusta, Ky., September 12-17. Wants Concessions of all kinds. Corn Game and Grab open. Can use good Shows. ROXIE HARRIS, Augusta, Ky.

WANT

Capable Athletic Show Manager with reliable Talent. Want A-1 Truck Mechanic with carnival experience. Don't write; wire or come now. W. E. WEST MOTORIZED CARNIVAL, Sabetha, Kan., this week; Gallatin, Mo., Fair next week.

Ohio State Fair Sets New Mark, Paying Own Way

COLUMBUS, O., Sept. 5.—All attendance records were broken at the 88th Ohio State Fair, August 27-September 2. More than 350,000 attended the fair, the first to pay its own way, Earl H. Hanefeld, State director of agriculture, announced. Estimates by Fair Manager W. W. Ellenwood, placed daily attendance as follows:

Saturday, 29,000; Sunday, 40,000; Monday, 45,000; Tuesday, 55,000; Wednesday, 60,000; Thursday, 75,000; Friday, 40,000, and Saturday, about 10,000, when Junior Hobby Show and annual model airplane competition was held.

Meredith, 3-year-old brown colt from Millikin stables, Youngstown, O., and driven by George Hunter, won the 1938 governor's cup stake for Ohio-owned 3-year-old trotters in straight heats, nosing out Alverado, Walter Michaels' bay gelding driven by Hump Morrison. Nadine Stewart, 18, Xenia, and Earl Rader, 15, Hilliards, were named most healthy Ohio girl and boy on scores of 961 and 968 out of a possible 1,000 points. Red Top from Libertyville, Ill., owned by Mr. and Mrs. Irving Florsheim, Chicago, took top honors in the Horse Show.

Weather thruout was perfect. Ohio State Grange executive committee adopted a resolution during the week, approving the building program for the grounds planned by Hanefeld. It requested the legislature to "make adequate appropriations for removal of the unsightly and unsanitary metal hangars used for public welfare, public health, State University, State and farm organization headquarters at the fair and erection of adequate buildings for the 1939 fair." Attention was called to the fact that dust and lack of proper ventilation endanger health of exhibitors and visitors and that valuable exhibits often are damaged. Approval was expressed of management of this year's fair as one of the greatest State fairs on the continent.

UNDER THE MARQUEE—

(Continued from page 30)

launch his *Rip Van Winkle Co.*, opening about middle of September. Will play several spots in Michigan before heading into Pennsylvania and have plenty of paper and an A1 photo display.

DO NOT OPERATE on a shoestring. It never pays. Plenty of grief when shows are run in this manner.

THE FLYING COVETS, owned and managed by Wayne Larey, who were with the Ringling show the past three years under Concello's name, The Flying Comets, have played a few days in Indiana, Ohio and Pennsylvania. Are contracted for Keokuk, Ia., Fair this month and will then go south for late fairs.

EDDIE HARRIS'S snake show, which had been with Newton Bros.' Circus, was at the East Palestine, O., street fair, the first of six weeks of fair stands for the attraction. Harris said he planned to play fairs until early in October and then probably would join a small motorized circus for the Southern tour.

JIMMIE WALTERS and wife, who have been out of the business for several years, were guests at performance given by performers who were with the Ringling show at the High School Auditorium, Marianna, Fla., night of August 29. The auditorium was filled. An invitation was extended for a return engagement.

GEORGE PENNELL, attorney at Asheville, N. C., who has handled legal work for circuses and carnivals for the past 3 years, is still on the job. Art Miller, with the Downie show, called at his office when he was in Asheville contracting now for September 22. Floyd King and a Parks, of the Robbins show, also paid Pennell a visit.

MEMBERS of Schad & Son Circus Attractions, after visiting the Barnes show Omaha August 20-21, played Laurel, Free Day August 23 and received contract for return engagement in 1939. Joseph P. Schad says they visited with the three Ball Brothers, Hawaiians the Barnes Side Show, who used to work on his theater unit in 1932. They from Schad's home town, Enid, Okla. had says his show will add to its per-

sonnel in preparation for its tour to the West Coast after the fair season closes. LeRoy Schad will be featured on the bill as the world's youngest contortionist. The unit expects to play thru to Washington, then route south thru Oregon and California, closing at Hollywood, where it will re-enter pictures.

W. M. BROXTON pens that John H. Whitney, accompanied by Harry O. Morrison and George W. Paige, was in Chattanooga, Tenn., recently and closed a deal with Joe Engle to present an indoor circus spectacle at the Auditorium in November. Show will be in Birmingham, Ala., the week previous. Circus will play to Los Angeles and San Francisco.

GEORGIE LAKE, of the Aerial Lakes, who are with Bantly's Shows, recently worked a week with the Sensational Royals on their 125-foot rigging in place of George Lanning, who was injured while erecting the rigging in Du Bois, Pa. Lake is in Ray M. Brydon's annex with Bantly presenting a snake dance with a big python.

REX ALLAN OAKHAM, who had been with Cole Bros.' Circus, is now on Robbins Bros. States that Vic Robbins and Ray Brownell have joined the band; Charles Land is head usher and has nine men; Arkie Scott is in charge of elephants; Alonzo Devers is doing headcarry with elephant, "Ding"; Stanley F. Dawson was visited by relatives.

AL CLARKSON, after being engaged by Robert Earle Hague to do contracting for *Gally Go West*, a musical comedy, jumped by motor from Shreveport, La., to Meadville, Pa., a distance of about 1,500 miles, only to stay one week and depart in search of another job. Besides the time lost, he said on a visit to *The Billboard*, Cincinnati, August 31, he was set back more than \$50.

HARRY (SHORTY) RHODES has a real believe-it-or-not record of employment. He has trouped with the Mighty Haag Circus for 44 years. That's an unusual record in show business or anywhere and one to be proud of.

JOEY LaPALMER and wife, who are now in Texas with road show, *Sex Maniac*, saw the Tom Mix Circus at Wichita Falls, Tex., and had a visit with some of the folks. Show had a good biz. Harley Sadler and some of his company were over for the matinee, also Jack Rooney, who is now in politics in Texas. LaPalmer states that the road show is doing very nice business and will be in Texas for some time, after which it goes into Louisiana, Arkansas and Oklahoma.

IN RECENT notes of Robbins Bros.' Circus it was stated that visitors at Lynchburg, Va., included J. C. Kelley, 78, who last trouped with Chester Monahan's Gollmar Bros.' Circus as legal adjuster. Everett Blanshan informs that Kelley spent his last years in the circus world as adjuster on Charles Sparks' railroad show and Sparks' Downie Circus. Blanshan also states that John H. Thiele Jr., of Catskill, N. Y., is planning to take out a one-ring circus and wild animal show combined next year. Thiele had his wild animal exhibit at the Kingston, N. Y., fair and will also play other fairs in that vicinity.

CORRAL—

(Continued from page 30)

Jr., George Yardley, Allen Cranier, Calf Roping—T. J. Smithson, Tell McMellon, Ira Woods. Bulldogging—Melvin Harper, Clinton Booth, Norman Pearson.

WILL ROGERS Second Annual Rodeo, held in the new Will Rogers Stadium at Colorado Springs, Colo., August 19-21, played to more than 33,000. Three night performances and a special Sunday matinee were held. Event was under Broadmoor Hotel Co. management and sponsored by the American Legion. Arthur Perkins had charge of events; Willard Hanes, of the hotel staff, was secretary; Leo J. Cremer, arena director and in charge of stock and featured acts; Cy Taillon, announcer. Features included Jimmie Nesbitt and his mule; Hardy Murphy and his horse, Silver Cloud; Vern and Myrtle Goodrich and Buff Brady, fancy riders and trick ropers. Outstanding stunt was a hanging put on by the cow hands. Mayor George G. Birdsall headed the Community Cowboys' Association, a pep club, which promoted much interest in the event. John Sutak had exclusive refreshment rights.

FAIRS

Covington, Va.
North Wilkesboro, N. C.
Lumberton, N. C.
Wilmington, N. C.
Henderson, N. C.
Monroe, N. C.
Greenwood, S. C.
Dothan, Ala.
Dawson, Ga.
Americus, Ga.
2 More Pending

CONCESSIONS ALL OPEN

EXCEPT COOKHOUSE AND CORN GAME
Come On, We Will Place You. Our Route Through Prosperous Tobacco Belt.
Shows—Can place Fat Show, Working World, Illusion, Athletic.
Want Experienced Snake Show Man. Have complete outfit.
WILL BOOK FUNHOUSE. CAN PLACE RIDE HELP.
All inquiries to
FRANK WEST, Gen. Mgr. WEST'S WORLD'S WONDER SHOWS
This Week—Covington, Va. Next—No. Wilkesboro, N. C.

FAIRS

Covington, Va.
North Wilkesboro, N. C.
Lumberton, N. C.
Wilmington, N. C.
Henderson, N. C.
Monroe, N. C.
Greenwood, S. C.
Dothan, Ala.
Dawson, Ga.
Americus, Ga.
2 More Pending

RUBIN & CHERRY EXPOSITION, Inc. WANT

Complete Train Crew, including Polers, Chalkers and Hookup Man. Join this week at Syracuse, New York. Can place for our Beautiful Girl Revue, Dance Team, Line Girls and High-Class M. C. All people must know their stuff or we can't use them. This is not a school for amateurs. Answer quick. Syracuse, N. Y., this week; Jackson, Tenn., next week.
RUBIN & CHERRY EXPOSITION, INC.

GREAT READING, PA., FAIR

8—DAYS and NIGHTS—8 SEPTEMBER 11 to 18

Can place Eight-Car Whip, Boomerang and Pony Ride. Grind Shows with own outfits. Legitimate Concessions of all kinds only. Dick Keller can use Man Rider for Motordrome. Now selling space for N. J. State Fair, Trenton. All address, this week, **LEBANON COUNTY FAIR, LEBANON, PA.**

CETLIN & WILSON SHOWS

CONTESTANTS AT the recent rodeo held in connection with the Covered Wagon Days celebration in Redondo Beach, Calif., included Lee Goss, Bill Countryman, Lee Pittman, Red Christensen, Tex Steglin, Bob Cahoe, Charley Shields, Bob Hart, P. D. Paxton, Wallace Bates, C. C. Marlow, John Runnalls, Joe Arnold, Buck Davidson, Dogtie Martin, Jack Cunningham, John McFarland, Francis Adams, Lawrence Riggins, Buck Doll, Bud Lewis, Bob St. Marie, Cowboy Joe, Willard Willingham, Craig Tebbe, Jess Corneliusen, Cleve Helms, George Garfield, George Guesford, Joe Russell, Tommy Sheldon, Carl Hollingsworth, James Adams, Bert Dillard, George Demaree, Huey Rutherford, Damon Watson, Curley Jones, Joe Garfield, Buck Sunsole, Reg Thorenson, Ace Perry, Homer Tilton, George Davidson, Don Mitchell, Hungry Hoyle, Joe Knight, Galen Bartemus, Tony Sheldon, Eddie Adams, Bob Whitley, Bob Briggs, Eddie Duarte, Bill Callahan, Jack Warren, Rice Ray, Whitey Wooleen, Baxter Paxton, Everett Perry, W. C. Warren, Alvin Dawson, Bill Lawrence, Chuck Haas, Warren Rycroft and Victor Pirette.

AN ESTIMATED 12,000 attended the rodeo held in connection with the Redondo Beach Covered Wagon Days celebration in Redondo Beach, Calif., August 20-21. George Demarre Ranch furnished the stock. Eldon Frock announced, while John Bowlin and Russ Colliver clowned. Features included Victor McLaglen's Black Horse Brigade; Jack Williams, Hazel McCort, Bee Davidson and May Lawrence, trick riders; Mullins Family and Captain Hardy and daughter, trick shooting, and Digby and Mosely, Indian Shooting Stars and Joddy Mullins. Results: Calf Roping—First day, Bob Cahoe, Charles Sheldon, Bob Hart. Second day, Lee Pittman, Red Christensen. Calf Roping—First day, Jack McFarland; Charles Shields and Craig Tebbe split second and third. Second day, Francis Adams, Charles Shields, Bert Dillard. Brahma Bull Riding—First day, Chuck Haas, Don Mitchell. Second day, Jack Warren, Bob Stevens, Cowboy Joe. Wild Cow Milking—George Demarre, Bob St. Marie, Joe Cayce. Bull-

dogging—First day, Russell Ray, Everett Perry. Second day, W. C. Warren, Joe Arnold, Tom Pierce. Bareback Bronk Riding—First day, Russell Ray, Tom Cahoe, Bob Stevens. Second day, Tommy Sheldon, Russell Ray, Buster Posten. Finals, Bill Callahan, Tommy Sheldon, Hungry Hoyle. Saddle Bronk Riding—First day, Bill Callahan; Tommy Sheldon and Eddie Adams split second and third. Second day, Tommy Sheldon, Bill Callahan, Hungry Hoyle.

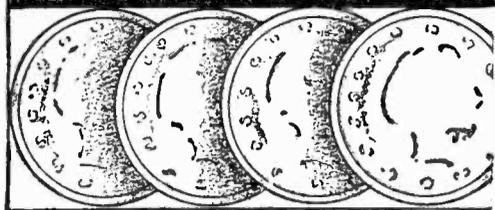
RESULTS of the successful three-day rodeo held in Caldwell, Ida., recently: Bronk Riding—First day, Pete Grubb, Buck Tiffin, Doff Aber and Guy Cash. Third day, Jerry Ambler, Stub Bartlemey, Doff Aber, Guy Cash. Finals, Doff Aber, Guy Cash, Buck Tiffin, Dick Schlappert. Steer Riding—First day, Felix Cooper, Buck Wyatt, Terry Lockyer, Jim McGee. Third day, Zack McWiggin, Hughie Long, Smoky Snyder, Bob Wilkinson. Steer Wrestling—First day, John Bowman, Dee Hinton, Jim Massey, Blackie Karman. Second day, Frank Van Meter, Jim Massey, James Irwin, Red Allen. Third day, Mike Hastings, Arnie Will, Dee Hinton, Blackie Karman. Finals, Jim Massey, James Irwin, Dee Hinton, Frank Van Meter. Team Roping—Homer Pettigrew and Pete Grubb, Charlie Jones and John Bowman, Dee Hinton and Arnie Will. Bareback Bronk Riding—First day, Smoky Snyder, Pete Grubb, Cecil Bedford, Hughie Long. Third day, Hughie Long, Terry Lockyer, Smoky Snyder, Fox O'Callahan, Urban Doan. Calf Roping—First day, Oran Fore, Homer Pettigrew, Vic Rogers, John Bowman. Second day, Fox O'Callahan, John Bowman, Red Allen, Charlie Jones. Third day, Cleve Kelly, Bill Eaton, Charlie Jones, Red Allen. Finals, John Bowman, Charlie Jones, Homer Pettigrew, Red Allen. Intermountain Bronk Riding—First day, Buck Buchanan, Eggs Beckley; third split between contestants who failed to qualify. Third day, Buck Buchanan, Kid Combs, Leo Cox, Terry McKnight. Finals, Buck Buchanan, Kid Combs, Eggs Beckley, Leo Cox. Wild Cow Milking—John Bowman, Ivy Mundy. Wild Horse Race—Eddie Jones, Goldie Butner, Buck Wyatt. Hide race—John Bowman, Ivy Mundy, Homer Pettigrew.

COIN OPERATED

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

AMERICAN DREAM

Fortune magazine (September issue, page 63) has brought to its readers another carefully prepared editorial on what is wrong with America. In raising the question of what is wrong with America there is no attempt to be sensational on the subject. The question is too serious to try to be sensational about it.

Fortune editors, to sum up in a word or phrase the real trouble with America, say that we have lost the "American Dream"—the capacity to grow, the spirit of progress. Then some telling information is given to support the diagnosis.

"So backward has the United States become that the very meaning of the word modernization has been partially lost. . . . More than 70 per cent of the railroad locomotives are over 17 years old and more than 40 per cent of the freight cars are over 20 years old. . . . To create a genuine Modern Era would require all the men and women in the land working 8 hours a day, 5 days a week, 52 weeks a year for the rest of their lives."

Then it is stated that for the past 10 years there has been no business growth in this country. Statistics are carried back even farther to 1916. In 1937 the real per capita income was less than in 1916 or 1926 or 1930, etc. Over a period of more than 20 years the contribution of manufacturing industries to national income has remained practically stationary. Farming contributed almost 20 per cent of our national income in 1899, but fell to only 7 per cent in 1932 and recovered to 11.3 per cent in 1936. And so on, thru various major industries, showing how each has slipped in its contribution to national income.

Only the federal government and two minor industries have increased their contributions during the last 20 years. Then Fortune proceeds to contend that government spending is not the best way to restore income.

With these facts and opinions advanced by Fortune most thinking people will agree. Even the most ardent New Dealers would agree that government spending is not the best way to restore income. At best it is an emergency treatment when nothing else seems available.

Thoughtful citizens will also appreciate the fact that Fortune gives its thesis a non-partisan flavor. In the 20-year period during which income has been sinking both Republicans and Democrats have had a good try at running the country. So the trouble lies deeper than political parties. All that can be said for parties is that the partisan spirit has continually made bad matters worse.

When discussing such serious questions people naturally ask why we lost our "American Dream"—our capacity to grow, our spirit of progress.

There are good reasons why editors generally have to tread lightly when trying to analyze that part of the question. The Fortune editorial does give a clue to a basic reason of why the American spirit has died within the last 20 years. Any slot machine operator and most people in the coin machine industry can put the basic reason in rather blunt words.

Fortune says: "Any shrewd (business) man faced with such an artificial market (created by government spending)

will simply take what comes his way at the highest price he can get."

Notice that good slot machine word, TAKE. Any of the old slot machine operators can tell you a true story of how the "taking" ways, the greed of the people in the business, killed the business.

C. F. Hughes, of The New York Times, recently said that the masses of the people today seem to have more confidence in slot machines than they have in the stocks and bonds offered by business and industry.

The history of the past 20 years, during which Fortune so aptly shows that the American spirit of growth and of progress died, has one pivotal word, and that word is PROFITS. In slot machine language it would be "the take." During that 20 years the people in the slot machine business made too big a "take" and they killed the slot machine business.

During that 20 years American business men emphasized "profits" too much and they have killed the American Dream. Business men insist on too big a "take" from the masses of the people, and the masses of the people have lost confidence in business men. The masses of the people have lost the "American spirit." The story of "profits" since 1916 is the story of killing the old American spirit in the hearts of the people.

It may seem rather trite to mention "profits," but in discussing the responsibility of business men at the present time their greed for profits is a habit that must receive due condemnation. It is not possible to put the finger on those most responsible, but the masses of the people have some pretty daring ideas about the whole subject of profits. They are greatly confused at present in what to do about it or whom to follow, but they have some strong opinions on who is responsible for the whole mess.

Let's note carefully what Fortune says about business men: A SHREWD BUSINESS MAN FACED WITH AN ARTIFICIAL MARKET CREATED BY GOVERNMENT SPENDING WILL SIMPLY TAKE WHAT COMES HIS WAY AT THE HIGHEST PRICE HE CAN GET.

Fortune editors may have unintentionally phrased the epitaph that will mark the end of the American dream and the American spirit as we have always known it. It is this so-called SHREWDNESS of business men today that may carry our profit system to destruction.

This SHREWDNESS of business men was aptly illustrated in 1935 and 1936 when government spending pumped a temporary upturn into the machine. Business men, like slot machine operators, insisted on taking too much while the taking was good. There are indications that business men will do the same thing over again.

Perhaps we need a new American Dream and a new American spirit in which business leaders will be content with a declining rate of profits, while a greater and greater number of Americans share in the rewards of business.

Solomon said: "Go to the ant . . . consider her ways and be wise." A modern paraphrase is: "Go to the slot machine operator, you business men, and learn that if you take too much there will be no business left."

Summer Sales Good, Says Keeney

CHICAGO, Sept. 3.—“On July 1 we introduced three new games,” said J. H. Keeney, head of Keeney & Co. “The purpose was to get sales and production machinery into running order during July and August for the fall business.”

“Much to our surprise sales on the new games were so great that within 10 days after introduction we were in capacity production. Our Triple Entry console game and Multi-Free Race, a non-payout game, have maintained a summer sales volume comparable with mid-winter figures.”

Officials of the company expressed optimism as to future business with the statement, “If summer sales are indicative of fall demands this fall season should find Keeney & Co. showing a new high sales record.”

“You don’t see many coin games still in production after a year and a half,” said Ray Becker, Keeney sales manager, “but Track Time is one of those games that seem to go on forever. We have recently ordered another large release on Track Time, the 34th production run in 18 months.”

“Remarkable, too, is the fact that our new nine coin, three dial console game, Triple Entry, is also selling in large volume. We now have two console game hits at the same time—Track Time and Triple Entry—and they are games that do not compete with each other for play, either. An operator can have both on the same location and each will produce its desired quota of high earnings.”

Astro-Scopes Draw Interest

CHICAGO, Sept. 3.—“The interest manifested in Astro-Scope only two weeks after our first announcement appeared has been tremendous,” remarked Al Williams, of the Operators’ Supply Co., of Chicago. “Distributors, jobbers and operators are swamping us with inquiries and orders for this time-tested, money-making horoscope vending machine. We are advising operators to go to their nearest jobber and see the new Astro-Scope in order that they may understand just what we mean when we say it is an outstanding value at the price being charged for it.”

“Over eight months of research was spent in the preparation of the astrological readings which these machines vend for a dime. The readings conform to the laws of astrology and give satisfaction to everybody who gets one. Even persons with a wide knowledge of astrology are loud in their praise for the manner in which these readings are compiled.”

“The horoscope vending machine idea was originated by Earl L. Crabb, a man of long experience in all phases of the show business—and, according to those in the know, his latest model, called the Astro-Scope, is the last word in showmanship. Operators everywhere are being urged to move fast, as now is the time to get in on the ‘ground floor’ with an item of real merit. Operators in general are not fully aware of the tremendous degree of popularity that the science of astrology has attained. A machine on location will soon convince them that there is a real field for the vending machines,” Williams



JIMMIE BONNIE AND SAM MAY store up energy for coming months with a fishing trip to Cuba. Bonnie is of Western Products, distrib.

Game Earnings Buy Fire Engine

FERRIDAY, La., Sept. 3.—The town fathers of the modern little North Louisiana city of Ferriday are proudly displaying the community’s new fire engine bought with the 25 per cent earnings of slots and pinball games operated in the community.

On each of approximately 50 slots and 10 pinball games operated in the city is the wording, “Permit is issued for operation of this machine to help purchase a new fire engine.” There is only one rule that the city fathers of Ferriday have laid down for strict observance and that is that no children may play on the machines except when accompanied by parents.

These special permits were issued on June 1 and are effective until the end of the current year. They allow the Ferriday Amusement Co. to operate most of the machines. The company is comprised of leading citizens of the community, some of whom are members of the volunteer fire department.

Results so far: the new fire engine, valued at over \$4,000, with liability insurance thereon and hospitalization assured members of the fire department for any injuries received in line of duty.

Locations Plan Demonstrations

NEW YORK, Sept. 3.—Reports from retail locations from more than 30 cities have come into the National Retail Dry Goods Association saying these merchants will join in the National Retail Demonstration week to start September 19.

The retail demonstration week is one of a number of progressive moves made by the NRDGA to help retail locations under present business conditions. The dry goods association has gained a national reputation for being one of the most progressive and enlightened trade groups in the country. Its leaders have shunned partisan politics and have favored many liberal and social advances for the benefit of the consumer. It is one of the few trade associations that also taken definite steps to protect “small” members from the large ones.

W. H. Soffer, president of the dry goods reported by *The New York Times* have said that “the directors depression was largely psychological and political in essence, that others did not appear ready to move toward reviving confidence and that the retailers comprised the only group politically ‘undamned.’”

Enthusiastic for Park Concessions

CHICAGO, Sept. 3.—Altho activities will still continue until about September 18, Max Glass, of the distributing

Console games may come, and console games may go, but **Keeney Konsoles go on forever.**

TRIPLE ENTRY, 9-Coin, 3-Dial
1938 TRACK TIME, 3-Dial, 7-Coin

J. H. KEENEY & COMPANY Not Inc.
“The House that Jack Built” CHICAGO

ANNOUNCEMENT

VEND-RITE SYSTEMS

Announces to their many clients and friends their association with the Wond-Rex Distributing Co. of San Francisco, Calif., and the American Sponge and Chamois Co., Inc., of New York and San Francisco, Calif., to handle through vending machines, a national advertised product of exceptional earning ability.

For further information look for our future advertising in this Journal or write

VEND-RITE SYSTEMS

413 F, 427 F... 420 Market St., San Francisco, Calif.

MAYFLOWER ALWAYS SAVES YOU MONEY

NEW GAMES IN ORIGINAL CRATES.	Paces Races, Serial No. 5000 \$160.00	Liberty Bell \$59.50
Skill Derby \$79.50	Paces Races, Serial No. 4000 140.00	Tanforan 59.50
Rings 39.50	Paces Races, Serial No. 1600 80.00	Domino 29.50
Bally Racer 39.50	Ray's Track, Serial No. 2500 49.50	Sky Line 29.50
Stoner Baseball 29.50	USED CONSOLES IN ORIGINAL CRATES.	USED TABLES.
NEW CONSOLES IN ORIGINAL CRATES.	Lincoln Field, New Head \$169.50	Hey Day \$85.00
Lincoln Field, New Head \$169.50	Jennings Cigarole .. 108.50	Stoner Champ 80.00
Jennings Cigarole .. 108.50	Stoner Turf 99.50	Fairgrounds 69.50
Stoner Turf 99.50	Saddle Club 69.50	Fleetwood 69.50
Saddle Club 69.50		Parley Vouz 49.50
		Lady Luck 35.00
		Gottlieb Derby Day .. 32.50
		Bally Multiple 22.50
		Pamco Races 15.00

Write for our low prices on Slots, Phonographs and Counter Games.

MAYFLOWER NOVELTY CO., INC.

1507-09 UNIVERSITY AVE. ST. PAUL, MINN.

Mills Melon Bells

WITH MILCO HEAD

Serial numbers over 430,000; cannot be detected from new.

5% discount in lots of 10. **\$62.50** Wire deposit at once.

We carry a complete line of slots, one-ball automatics, phonographs—Everything That Operates With a Coin.

SAM MAY "HAS IT"

Price list will prove you can save money. You owe it to yourself to have the information on our prices.

SAM MAY & COMPANY,

2011-13 Maryland Ave. Balto., Md.

Gottlieb Daily Races, Jr.	\$ 12.50
Gottlieb Grip Testers	7.50
Gottlieb Sluggers	30.00
Gottlieb Scoreboard	7.50
Gottlieb Sunshine Baseball	7.50
Stoner's Skill Derby	115.00
Chicago Coin Multipay	7.50
Wills Sunken Jackpots	10.00

All prices F. O. B. Dallas. One-third must accompany orders.

NATIONAL SALES and DIST. CO.

3136 San Jacinto, Dallas, Texas.

It's Here

The Hit of the Year. Write G. B. NOVELTY CO., 1551 S. Kedzie Avenue, Chicago.

Manag

NEW YORK, Sept. 3.—The organization, has taken a step to share his new position. former Lillian Lynn Axel.

Says Soffer, “She is one of the sweetest, dearest and finest of women. I’ve proved that I’m willing to spend all the rest of my life saying the same thing.” Many of the industry’s leaders concurred with Soffer’s statement after witnessing the ceremony and wishing the couple many years of wedded bliss.

DOMINOES	\$69.50
BANGTAILS	75.00
DeLUXE BELLS	39.50
TRACKTIMES	85.00
TEASERS	29.50
RAVS TRACKS	49.50
PACES RACES	49.50

UNITED AMUSEMENT CO.

310 South Alamo, San Antonio, Tex.

Speakers Click, Says Rock-Ola

NEW YORK, Sept. 3.—“There's a brisk demand for Rock-Ola's Playboy coin-operated speakers here in the East,” announced Fred Pray, Rock-Ola Eastern division manager. “Our sales,” he continued, “have been running approximately one Playboy with every five new phonos. In the past we simply sold the operator an auxiliary speaker, but since the drop style slug-proof coin chute was placed on a speaker unit we find that we are offering the trade a profitable money maker as well as a speaker for that extra room.”

B. D. Lazar Co., of Pennsylvania, in writing Rock-Ola, said, “It just goes to show what new ideas can do. For years we have been selling ordinary auxiliary speakers which have actually been a dead expense to the operator, altho naturally he was anxious to accommodate the location owner when possible. Now with the addition of a multiple coin chute and the designing of a special cabinet to harmonize with the phonos we get a quality money maker in a neat speaker that is not a dead loss to the operator.”

Rock-Ola's Chicago factory reports that it is in steady production on the speaker due to the growing demand. Said one exec, “And just as their ‘big brothers,’ the Monarch and Windsor 20-record phonos, the Playboys are filling a world-wide demand. A surprising number of speakers have been shipped to France, England, Germany and Italy.”

Discmen Attend Dealer School

PITTSBURGH, Sept. 3.—Fifty-five RCA Victor musical merchandise dealers and salesmen, representing 38 retail outlets in 31 cities, attended classes for two days of instruction at a novel “dealer school” at a Pittsburgh hotel as the guests of Hamburg Bros., Pittsburgh distributors.

Experts in the musical merchandise field from the Camden RCA Victor plant gave lectures and demonstrations on recording, record manufacturing, retail merchandising and advertising and sales promotion technique. One talk described all the RCA Victor musical merchandise products.

Elmer A. Hamburg, of the distributing company, welcomed the students, explaining that the purpose of the “school” was to educate new dealers in the rapidly expanding musical merchandise field and to refresh the minds of more experienced retailers. The course was opened by John K. West, RCA Victor's Pittsburgh district manager, who read a letter of commendation from George K. Throckmorton, president of the RCA Mfg. Co.

Sapphire Point Needle Released

NEW YORK, Sept. 3.—The sapphire point needle which has been creating such a stir in automatic phonograph circles, according to reports, has been released by Walco Distributors, who revealed that it is the result of many years of extensive research. This product is the Walco Needle with a diamond-

Record-Buying Guide

Going Strong—Keep 'Em Around

A-Tisket A-Tasket
Alexander's Ragtime Band
When Mother Nature Sings Her Lullaby
Now It Can Be Told
I've Got a Pocketful of Dreams
You Go to My Head

On Way Up—Better Stock Them

I've Got a Date With a Dream
I Used To Be Color Blind
So Help Me
Small Fry
Lambeth Walk
Change Partners

On Way Down—Not Worth Pushing

Says My Heart
I Let a Song Go Out of My Heart
Little Lady Make Believe
I Married an Angel
Cathedral in the Pines
Flat Foot Floogee



“Alexander” Jumps to No. 2 Slot on Best Sellers List

By DANIEL RICHMAN

NEW YORK, Sept. 3.—It was predicted in this corner a few weeks ago that one of the most profitable songs to have around in the machines at this time would be the old Irving Berlin number *Alexander's Ragtime Band*. We based our predicting on the general release of the picture bearing the same title, feeling that the attendant publicity and plugging of the name and the tune itself would be certain to create a revived interest in it. This week the prediction was justified with a vengeance. *Alexander* is No. 2 on the best selling song list. After 27 years of varying degrees of popularity the ditty that made Berlin famous is the second strongest seller in the country, and that means that despite its age and familiarity every operator should be playing it now to good returns, and for some little time yet—at least until the excitement over the film dies down, which won't be till early winter.

In any mention of currently popular songs Berlin's name can't be left out for long. Close behind *Alexander* in over-the-counter demand is *Now It Can Be Told*, from the same picture, and climbing pretty fast are *Change Partners*, *The Yam* and *I Used To Be Color Blind*, all from *Carefree*, the new Fred Astaire-Ginger Rogers movie. All these numbers are or will be important in the machines, so you'd better get them.

The latest dance craze to start on its way to popularity is an English importa-

tion, *Lambeth Walk*. The song was released only a week or so ago and already it is beginning to mean something as a radio number, and its sheet sale should soon start. Novelty has been getting a lot of publicity in newsreels and elsewhere and it looks like a possible successor to the Big Apple, Shag, etc. At any rate, enough interest in the song has been aroused to warrant its appearance in the phonos now.

Two newcomers among the leading 15 sellers are *So Help Me* and *Small Fry*. Both have plenty of possibilities to go places and operators ought to jump on the band wagon now before the two become really big and the machines are caught without them. *So Help Me*, a swell ballad, in particular is worth having around.

For the first time in weeks there are almost as many songs going down as there are coming up. Among the departing horde are *Says My Heart*, *Cathedral in the Pines*, *I Married an Angel*, *Little Lady Make Believe*, *Flat Foot Floogee* and *I Let a Song Go Out of My Heart*. These have all slipped badly on both the radio and sales lists and there isn't much need to keep them under the needles any longer, only if there happens to be a special demand for any particular one in your community. Otherwise let them go and fill in the spaces with those for which the demand is growing.

local coin machine row and doubts had begun to spread in the hearts of the coin ops.

Cupid does a “Corrigan” and turns fall into spring in Dixie. Frequent are the whispers of this one and that one falling like a comet for this smile and that. Word comes from California that Louis Boasberg, “coin row's catch of the season,” had married the daughter of a Pasadena business man and that the couple were honeymooning near the roads of the Pacific before returning to New Orleans. Then there is a young secretary at a slot machine distributor's office on Baronne street who is making serious preparations for a march up the center aisle. She, unknown to most of her local friends, will get married within 30 days to a young man of German birth.

And here comes the best yarn of the 1938 fishing season. It all happened when Ben Cohen, of the Automatic Amusement Co., caught three-quarters of a jackfish. Cohen had been fishing off Chandaleur Island, near the mouth of the Mississippi, for about an hour and a half when he suddenly felt the lurch of a large jackfish on his line. A 30-minute fight between man and the 30-pound denizen of the deep followed. But a third party joined in the fracas, a large shark, which pulled on the other end of the captured jackfish as Cohen pulled on the head end. Cohen caught approximately 24½ pounds of the fish and the shark satisfied himself with about 5½ pounds. Several Spanish mackerel and a mess of bull reds made the trip otherwise a success.

Bob Covington, one of the older operators of New Orleans in point of service, reports a good play for all of his recently acquired pin games, particularly *Reserves* and *Bambinos*.

Coin machine men were well represented at the big party given this week for Anthony Mandino at the home of his uncle, Joe Pipitone, of Pipitone & Pace. Among the guests Pipitone; Julius Pace, president of the New Orleans associa-

Minneapolis Disc Picks

MINNEAPOLIS, Sept. 3.—Minneapolis distributor of phono records, Murray M. Kirschbaum, reports that there is a new reigning favorite in the area served by his organization. The new favorite is *I've Got a Pocketful of Dreams*.

His picks based on record demands follow:

Going strong; 1. *I've Got a Pocketful of Dreams*; 2. *A-Tisket A-Tasket*; 3. *Will You Remember Tonight Tomorrow?*; 4. *Stop Beating Around the Mulberry Bush*; 5. *Alexander's Ragtime Band*.

Coming up: 1. *Lambeth Walk*; 2. *Tull Tulip Time*; 3. *Don't Cross Your Fingers*; 4. *Love Is Where You Find It*; 5. *The Yam*.

tion; Jules Peres, association secretary, and Frank de Barros.

Philip Pace, son of Julius Pace, Dixie Coin Machine Co., has joined the firm as salesman. Young Pace is well known for his wrestling prowess, being winner of the SAAU title in 1936 for wrestlers in the 176-pound class. He has a mantelpiece full of cups and trophies won in the past three years.

When Ed Willie, op, stopped into a downtown distributor's office this week with his talented 4-year-old daughter, Gayle, all business stopped. The little girl held quite a crowd of onlookers spellbound as she went thru a fine routine of song and tap.

Sympathies are being extended by members of the local colony to Mrs. Roy O'Keefe following the death of her father during the past week. Mrs. O'Keefe is secretary at the Dixie Coin Machine Co.

Already operating one of the largest and best equipped playlands in the South, Harry Batt, operator of Pontchartrain Beach, and his associates plan a new half-million-dollar lakeside resort at Milneburg on Lake Pontchartrain soon. Batt left this week for Eastern parks to get new ideas and to buy new equipment for his amusement center, which will have a value of nearly a million dollars when completed in 1939. The present Pontchartrain Beach will be torn down this fall to make way for a lakeside residential park, and the city is spending \$500,000 putting a new site in order for Batt's new spot.

Bon Schwartz, of the H. C. Evans factory, was a visitor here this week, stopping over for a couple of days conferring with various connections in the Deep South.

Jim Buckley, of the Bally factory, paid a hurried call at the office of the firm's local distributors this week before leaving for Memphis. He was accompanied by S. L. Stanley, of the Automatic Amusement Co., Memphis.

Sheet-Music Leaders

(For Week Ending September 3)

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	A-Tisket A-Tasket
2	2	Alexander's Ragtime Band
3	3	When Mother Nature Sings Her Lullaby
4	4	Music, Maestro, Please
5	5	Now It Can Be Told
6	6	I'm Gonna Lock My Heart
7	7	I've Got a Pocketful of Dreams
8	8	You Go to My Head
9	9	I Let a Song Go Out of My Heart
10	10	I Hadn't Anyone Till You
11	11	There's a Faraway Look in Your Eyes
12	12	Cathedral in the Pines
13	13	Little Lady Make Believe
14	14	So Help Me
15	15	Small Fry

OFF THE RECORDS

(Continued from page 13)

Of less appeal but just as desirable for those liking the MILLS BROTHERS is their Decca double of *Sixty Seconds Got Together* and *Julius Caesar*. And for those eschewing the Scotch swing of Maxine Sullivan for the lift of the ELLA LOGAN lassie, you can either hop or holler with her *The Blue Bells of Scotland* and *My Bonnie Lies Over the Ocean* on Brunswick.

Lambeth Walk

VICTOR takes the lead in having JOSEPHINE RINES introduce the *Lambeth Walk*, a mink and monocle coating given the Big Apple by blase Britons and introduced on these shores by Prince Obelensky at Hotel St. Regis, where Rines makes the Continental rhythms. But there's no danger of the dance catching the fancy of the democratic souls if it's as dull as the music. Disc-mate is the Fred Fisher-Emil Coleman French folderol of some 18 years ago, *Je Ne Sais Pa Pa*, with Fifi D'Orsay and Mr. Rines reviving. The snooty snobs take to this as being smart, which this uncultured being ain't.

More down to earth, in fact, it's for sentimentalists, is the TED LEWIS debut on the Decca label for the waltzers *Good Night* and *Sweetheart of Sigma Chi*. And this top-hatted tragedian turns on all cylinders on the singing—so tragic.

Bluebird adds a steel guitar and xylophone to the house band for atmosphere and peddles it as the HILO HAWAIIAN ORCHESTRA. Their music is as much Hawaiian as the songs, *That*

Night in Avalon and *Colorado Sunset* (waltzes). THE SKYLINERS, a mixed choir under the direction of Curly Mahr, make listening tolerable on Vocalion with *La De Dooey Doo*, tho neither voices, arrangements nor song excites. Plattermate is an EARL HINES single for *Jack Climbed the Beanstalk*, the orthodox harlemese coloring for a pop which shows the band to no marked advantage. Organist MILT HERTH splits his Decca label with a trio (Willie Smith, piano; O'Neil Spencer, drums) for *Copenhagen* and a quartet (Teddy Bunn's guitar pickings added) for *La De Dooey Do*. It's a refreshing round of rhythm riding with the former more to snuff. Vocalion reissues a short-lived Variety recording, SLEEPY HALL for *Sleepy Time Gal* and *That Old Oaken Bucket*. Excepting for Hall's pre-dated banjo plunks, the arrangements still hold interest.

Rhythm in the Raw

THERE'S a bumper crop of couplets for those that dote on hot horns and demon stuff. On Victor, LARRY CLINTON revitalizes *Milenberg Joys* and *Dipper Mouth* so that it's not too blatantly swingo and still maintains a melodic motif. TOMMY DORSEY does as much for *Copenhagen*, completing the couplet with his customary commercial eclat for *The Sweetheart of Sigma Chi*. While ARTIE SHAW on *Bluebird* is long on rhythm and short on the melody for a killer coloration to the *Indian Love Call*, toning down only in the brassy volume for *Begin the Beguine*, one of those tunes (from *Jubilee*) that carries a rhythmic pattern instead of a tune. GENE KRUPA gives Brunswick a sock

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

STRAIGHT MUSIC

KAY KYSER Brunswick 8197 *Stop Beatin' 'Round the Mulberry Bush* and *So Help Me* (the music professor dishes it out in his own neat style for both popular pops. The nursery rhymes are at the height of rhythmic fashion, while the ballad side is still in the top tune listings).

GEORGE HALL Vocalion 4283 *I've Got a Date With a Dream* and *This May Be the Night* (two swell songs from *My Lucky Star*. And while Hall's harmonies are the straight up-and-down stuff, Dolly Dawn's singing is strictly top of the heap).

SWING MUSIC

TOMMY DORSEY Victor 26016 *The Sweetheart of Sigma Chi* (with school just starting, they'll cut down on their cokes for this cutting, more so because Tommy gives this the sorta treatment he gave *Marie*), *Copenhagen* (one of the old-time stomperos in modern style).

LARRY CLINTON Victor 26018 *Milenberg Joys* and *Dipper Mouth* (more hot jazz of some 15 years' vintage with Clinton bringing the stompers up to date to conform with the swing styles of 1938 vintage).

ART SHAW Bluebird 7746 *Indian Love Call* (this old love song from *Rose-Marie* gets out on the killer diller warpath. And with Artie manning the clarinet, it's hot enough to warm any wigwam. The vocal is plenty beat up, too. Plattermate is *Begin the Beguine*, another show tune that gets a more tender treatment but still plenty toe-tickling. These are Shaw's first sides for this label and this is a lulu for a starter).

TEDDY WILSON Brunswick 8199 *A-Tasket A-Tasket* (this round-up of rhythmpators make music hot and swingy while Nan Wynn's singing makes it a bargain buy. And for the slower tempo, *Now It Can Be Told*, from *Alexander's Ragtime Band*, Miss Wynn will have 'em hanging around for the way she gets under the lyrics of a ballad).

VOCAL

BING CROSBY Decca 1960 *Mr. Gallagher and Mr. Shean* (not the Gallagher and Shean of vaude fame but a Mr. Crosby and Mr. Mercer that is absolutely and positively the wackiest in their attempt to explain swing music. Johnny Mercer pairs with Bing, who's plenty good and both in the mood and groove), *Small Fry* (the brightest moments of his *Sing, You Sinners* screener, Crosby cuts it on wax and the side should have a wealthy existence. Johnny Mercer is also alongside of Bing to help him blow his top).

NOVELTY

THE LAUGHING RECORD Vocalion 4288 *Part 1* and *Part 2* (we suspect that it's Olsen and Johnson making this long, drawn out laugh. Matters little which side you insert, they don't laugh any heartier on one side than they do on the other. Strictly for barroom and roadside locations).

ACCLAIMED BY "THE NEW YORK TIMES" (SUNDAY, AUGUST 28, 1938)

MORE THAN 4000 PLAYS PER NEEDLE

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WALCO DISTRIBUTORS 250 WEST 54TH ST., NEW YORK

stomp that's plenty socko in Chapple Willet's *Rhythm Jam*, doubling with *You're as Pretty as a Picture* in straight but hardly distinctive style.

For those who appreciate the blues for the beatings, Decca has BOB CROSBY coupling *Milk Cow Blues*, heretofore reserved for race listings, with the Dixielandish *Squeeze Me*, a Fats Waller-Spencer Williams standard. And COUNT BASIE gets maximum of blues variation for his *Blue and Sentimental*, coupled with a fastidious *Doggin' 'Round* that is topped by his own piano gambols.

TEDDY WILSON surrounds himself with John Kirby's Onyx Club boys and Benny Carter to make for one of his better Brunswick doubles in *A-Tasket*, *A-Tasket* and in the slower tempo, *Now It Can Be Told*. Per usual, his own ivory massages scintillate, but the honors are all garnered by songstress Nan Wynn, a white gal who makes the search for a yellow basket real without doing a la Fitzgerald copycat and showcases the ballad without resorting to husky monotonies to approximate a true rhythmic sense.

LIONEL HAMPTON fails to achieve that rhythmic relaxation that makes you wanna swing with his barrelhouse gang on Victor for *Muskrat Ramble*, in spite of the solo saxing of Benny Carter. Coupled with a reissue of *Ring Dem Bells*, which has everything its plattermate lacks, including the far superior sax improvisings of Johnny Hodges.

Strictly for Dancing

STICKING tight to the straight dance music, which is dished out satisfactorily enough, SAMMY KAYE couples a couple of niceties from the *Garden of the Moon* flicker for Victor, *Confidentially* and *Love Is Where You Find It*; KAY KYSER enriches the Brunswick roster with a fetching twosome in *Stop Beatin' 'Round the Mulberry Bush* and *So Help Me*; straight up-and-down syncos but sounding slick for dancing is to be had in the Vocalion listings with GEORGE HALL for *I've Got a Date With a Dream* and *This May Be the Night*

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Only PERMO POINT is standard equipment on ALL new phonos. Is recommended and sold by all record distributing companies. Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

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PERMO PRODUCTS CORP.

Metallurgists—Manufacturers 6415 RAVENSWOOD AVE. CHICAGO, ILLINOIS

(both from *My Lucky Star*), LAWRENCE WELK for *There's a Faraway Look in Your Eye*, and the waltz, *Colorado Sunset*, and DICK BARRIE for *Tu-Li-Tulip Time* and *Could You Pass in Love?*, the latter from *My Lucky Star*.

JOHNNY MESSNER, with a music box variation for the intros and vocal announcements, adds a distinctive touch to his Bluebird dansapations with *Don't Cross Your Fingers*, *Cross Your Heart*, *How Much Do You Mean To Me?*, *That Week in Paris* (from *The Lady Objects*) and with a rumba twist, *Spanita*. JIMMY DORSEY adds a rhythmic touch to his Decca tootling for *I Haven't Changed a Thing* and *Killy-Ka-Lee*, but mars his mighty music with mediocre vocals, especially June Richmond's butchery for the ballad side. And with a shuffle variation to the rhythm, JAN SAVITT makes dancing inviting with *Love of My Life* and *I Haven't Changed a Thing* on the Bluebird listings.

100 WURLITZERS ^{MODEL} **412--\$75.00**
EACH

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1000 USED PHONOGRAPHS

State Models and Lowest Cash Price in First Letter.

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Fort Worth

FT. WORTH, Tex., Sept. 3.—Ft. Worth operators are making their plans to attend the coin machine shows which will be held in Chicago. The Texas and Pacific Railway in co-operation with the Missouri and Pacific and the Wabash railroads will carry the Texas and Southwest delegation to the December and January shows.

Operators from Houston and South Texas points will join the Ft. Worth group at Longview, while the San Antonio operators will catch the special at Dallas. West Texas operators will put their suitcases under their seats at Ft. Worth. From St. Louis to Chicago the Alton Railroad will handle the special Pullman cars.

A number of Ft. Worth coinmen attended the funeral services of Harvey Mize in Dallas Friday, August 26. Harvey had resided in Ft. Worth for approximately four years.

Outdoor amusement spots in and around Ft. Worth have been very good for the coin-operated machines. Attendance at outdoor spots has been good all summer, and it is now evident that

this good patronage will hold up until cold weather.

The smiling face of Herb Wedewen is being seen in and around Dallas and Ft. Worth lately. Ft. Worth ops are always glad to see their good friend Herb.

Operating activities are moving along nicely in both the city of Ft. Worth and Tarrant County. Phonographs, merchandise, tables and counter units lead the parade.

Operators are expecting a nice run of business during Labor Day week. This is a strong organized labor city and big celebrations, parades, etc., will be held during the week.

Detroit

DETROIT, Sept. 3.—Monroe, the first city in Michigan to install permanent parking meters, is about to install 1-cent parking meters, entitling the depositor to leave his car 12 minutes; 111 of the 5-cent meters, permitting an hour's parking, installed about a year ago, have earned approximately \$100 for the city.

The penny meters will be mixed in with the nickel ones in two of the principal business streets.

Ben Robinson, manager of the Robinson Sales Co., leaving for a vacation to be spent in Northern Michigan, said: "Michigan people don't have to go out of their own back yards to find the best vacation country in the world."

The Pop-Corn Robot Co. has increased its capitalization to \$100,000. The company has just purchased a building in Detroit which will be used for a factory. William Russell Young, president of the company, stated they are going ahead with plans for manufacturing and assembling their machines in their own plant rather than using the facilities of any other manufacturing organization.

Esther Newman has incorporated the Monarch Distributing Service as sole stockholder. The new corporation, a Michigan chartered company with a capitalization of \$1,000, intends to go into the field of leasing vending machines. Headquarters are at 2619 Glen-dale avenue.

Russell Wagner, east side operator, was buying more Wurlitzers for his route this week.

Kansas City

KANSAS CITY, Mo., Sept. 3.—First week of September finds everyone in the coin machine field in Kansas City active. Cooler weather is an incentive to seek more business, and most manufacturers and distributors report there's plenty of business to be had.

Back from a lengthy tour which took him to Minneapolis, St. Paul, Omaha and Lincoln, A. E. Sandhaus, president of the Great States Mfg. Co., reports he came home with "plenty of orders for our new Sel-Mor venders." Conditions in the coin machine field were excellent in Minneapolis and Omaha, said Sandhaus, because games there now are licensed. Salesboards are returning in Des Moines, which Sandhaus also visited. He will leave in two weeks for a vacation trip to Chicago, Cincinnati, Cleveland, New York and Atlantic City, and he plans to use his fishing rod as well as his golf sticks when he isn't talking business. Sandhaus is optimistic over Great States' chances for a banner fall and winter season.

With Tim Crummett visiting Homer Capehart's farm in Indiana, Rue F. Mason, partner, is in charge of the Central Distributing Co. The new Wurlitzer phonographs are proving Central's biggest seller, Mason reporting a carload—about 64 units—being sold every 30 days. Jack Keeney's tables also are going fine. Biz has been excellent at Central and a banner season appears in the offing.

The new 2-cent cigaret tax on all smokes sold in Kansas City will go into

Lewis Lists Jersey Winners

LONG BRANCH, N. J., Sept. 3.—Ruben Lewis, Jersey Shore disc distributor, lists the ace numbers in his territory as follows:

Going strong: *What Goes On Here?, There's a Faraway Look in Your Eyes, The Lambeth Walk, When Mother Nature Sings Her Lullaby, When I Go a Dreaming, Stop Beatin' Round the Mulberry Bush, A-Tisket A-Tasket.*

Fair: *Music, Maestro, Please; So Help Me, I Let a Song, There's a Brand-New Picture and Tu-Li Tulip Time.*

effect about September 10. Tax money will be used to pay city employees' salaries. The new law is doing plenty of harm to those here with cigaret venders, for they will be useless after the 2-cent tax goes into effect.

Walt Disney venders and charms are going fast, Hamilton Enterprises, Inc., reports.

Bingo Earnings Good, Says Robbins

BROOKLYN, Sept. 3.—"When a penny game will return to the operator 15 to 20 per cent its purchase price in one week," said Dave Robbins, "it seems to me that it is a mighty fine investment, especially considering the original cost of the game. D. Robbins & Co. have the exclusive distributorship of this game, Bingo, the amazing game which is so easy to operate and is so attractive in gaining the customers' attention and play."

"A total of 300 Bingo games in New York have averaged the aforementioned earnings weekly. The operators and I are simply amazed at the consistent play Bingo is receiving on locations."

"I attribute the success of this game to the fact that it is a 1-cent play and the idea of the game can be understood at a glance. All the player has to do is to tap the five rubber balls into the five alleys, thus spelling the word Bingo. A ball of gum is vended with each play of the machine. We have received many requests from operators for exclusive rights. At the rate such requests are coming in we will soon have every section of the country covered with Bingo games," Robbins affirmed.

Seaboard Boosts Genco's Latest

NEW YORK, Sept. 3.—Bert Lane and Fred Iverson, respectively president and regional sales manager of Seaboard Sales, report that Genco's new game, Triple Free Play, is creating a terrific demand throughout the New England area.

Said Bert Lane, "I understand that production on Triple Play has been stepped up in order to take care of the orders that are pouring in as the word spreads that the game is a success. My opinion is this game is as far ahead of the average pin table as modern streamline trains are over the horse and buggy."

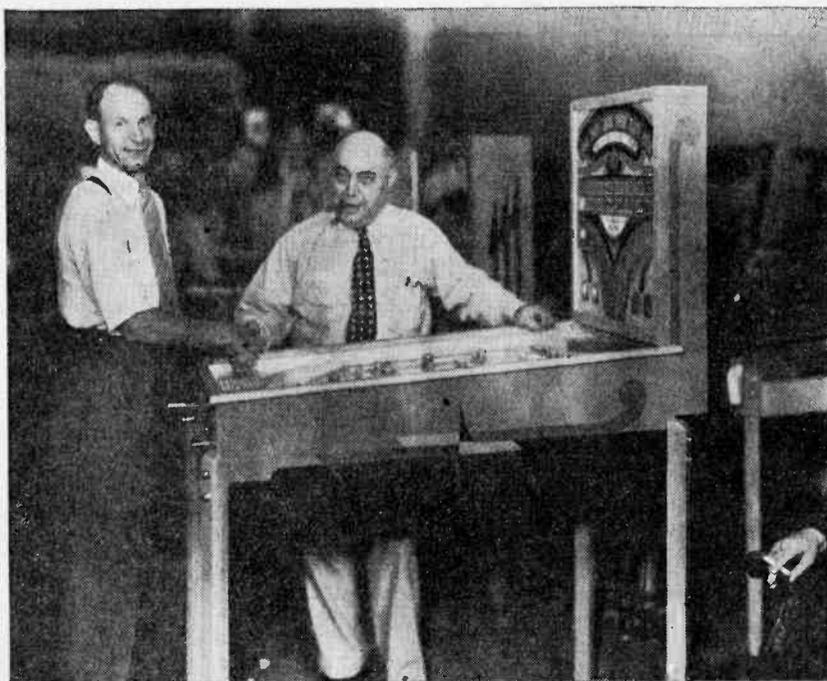
"The ops, of course, have the last word in determining how players take to the game. Opinion of operators contacted is that this is the game they have been waiting for. It's a low-priced free play game that works faultlessly and has the greatest 'come-on' features ever incorporated into a novelty game. This 'underground wire' among the operators is calling Triple Play a sensational hit. I heartily agree!"

Fred Iverson concurs with Lane's views and said, "I would do the boys a favor by carrying a load of Triple Plays in a trailer. I've never seen such a demand for a new game. Locations insist on keeping it for weeks and weeks. Service calls are few and far between. The price is amazingly low for a free play game with so many exciting, play-inducing features. It's what the industry has needed—it's a shot-in-the-arm that is stimulating coin machine prosperity."

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



GEORGE PONSLER CONGRATULATES Al Douglas, president of Daval Mfg. Co., on new novelty game, Odd Ball, that Douglas brought to New York for premiere showing.

MIRACLE POINT NEEDLES

are worth trying and you will learn that a round point long life needle can be better.

Send us your dealer's name for a FREE sample.

M. A. GERETT CORP.
2947 No. 30th Milwaukee

RECORDS FOR SALE

Choice—Orchestra, Blues, Hill Billy shipped all over the country at 3c each. Minimum order, hundred records. Money must accompany the order.
FRANCIS SARACENO
1543 Central Ave., Cincinnati, Ohio.

Bally Announces Reserve Consoles

(New Games)

CHICAGO, Sept. 3.—“Talk about frosting on a cake!” exclaimed Jim Buckley, general sales manager of Bally Mfg. Co., as he discussed the new Lexington and Four Horsemen, seven-coin consoles. “Both games would be classed as mighty sweet consoles even without the reserve feature. But we’ve topped them both off with a super-sweet reserve that starts off at 500 and builds up, up, up to—well, believe me, it really builds up.”

“Altho we have not yet made any general announcement of either machine, we have been making ‘feeler’ shipments for the past three weeks. Reports indicate that the games are definitely the hit consoles of the year. The reserve idea has put novelty operators in a position to draw some real play and, consequently, some real profits. Look what the reserve idea is doing in the Grandstand one-shot—collections are exceeding Fairgrounds at its best. No wonder the reserve principle, when applied to console-type games, is producing the biggest profits in all console history.”

Ohio Specialty In New Quarters

CINCINNATI, Sept. 3.—Ohio Specialty Co. has moved into larger quarters at 12 East Court street here. New location is equipped with modern offices, large display room and spacious stock quarters. A separate display room houses Wurlitzer machines.

A feature of the new location is a sound room where operators may hear the true tone of the instruments. The salesroom is in charge of Lester Fleck, and the phonograph department in charge of Jack Hudnall.

After Labor Day The Work Begins

CHICAGO, Sept. 3.—One man who will join the coin machine industry in bidding the holiday a “fond farewell” is James A. Gilmore, secretary-manager of the Coin Machine Manufacturers’ Association. He said that since July 15 he had heard one familiar expression—“after Labor Day”—over and over again. One would conclude that between Independence Day and Labor Day the coin machine industry takes life at a much easier pace, he said.

Gilmore added that if all industries “plan to snap out of it as the coin machine industry does—after Labor Day—then things will begin to hum in every line of business. Reports from the industry, he said, indicated that manufacturers and all thru the rank and file of the industry there was a feeling of expectancy looking toward the near future.

“There has been no letting down of activity at CMMA headquarters,” said Gilmore, “for we have continued slowly

but surely to sell memberships and exhibit space for the coming convention planned for the industry. It is still four months until the show dates, and yet almost half the space has been sold. We have contracts from manufacturers of every type of machine known to the trade, games, music, vending, weighing, bells, jar deals and so on. Operators are assured they will find much of interest to them at the CMMA convention.

“We attribute our success in the sale of exhibit space,” he continued, “to the fact that our convention leaders decided that the convention must be conducted to be both pleasant and profitable to all who come, both exhibitors and the prospective customers. It is to be a time of happy anticipation.”

British Trade in Seasonal Pick-Up

Bits of news gleaned from *The World’s Fair*, British coin machine weekly (August 20, 1938), in which the American trade will be interested:

Tony Gasparro, of Western Novelties Co., was reported to be sailing for the United States about August 25. Tony had spent about four weeks in England. . . . Opera glasses are reported to be disappearing all too fast from the theaters. These are opera glasses which are “borrowed” upon insertion of the necessary coin in the slot. They are placed in the theaters in London by the Universal Automatic Delivery Co. People who “forget” and carry away the glasses may hand them to any policeman for return to the company, just as we can return hotel keys in this country by mail. “Most amazing thing,” say the English papers about the disappearance of the glasses, is that they are not installed in the cheaper seats. Hence, in American slang, it is the people close to the “lords and ladies” who are forgetting not to “forget” to carry the glasses away when they leave. . . . It seems as if our contemporary has had a healthy pick-up in coin machine advertising—which is encouraging. Evidently the English “holiday” season ends earlier than vacation season in America, which officially ends after Labor Day (September 5 this year).

How Gambling Pay Is Exaggerated

NEW YORK, Sept. 3.—An example of how highly exaggerated earnings of various types of gambling get into the press was brought to light in the current trial of J. J. Hines here.

“Dixie” Davis, a witness in the present trial, told how he was a witness at a bail bond inquiry back in 1935. He testified that the gross annual take of the policy racket was \$100,000,000, he said. When he left the hearing he told reporters that the annual take was really \$500,000,000.

The immense sum of half a billion was given out, he said, to embarrass the city administration. While it was greatly exaggerated, the papers persisted in broadcasting the huge sum as the “take” and the public became greatly incensed.

In many parts of the country, it is reported in major and petty gambling circles, that people in the business are themselves astounded at the huge estimates given to the public about the turnover in the business. Westbrook Pegler, a columnist, has been showing up the falsity of these estimates recently by showing the figures from pari-mutuels where such figures can be obtained.

It is said that newspaper estimate of the gambling turnover in some cities is greater than the total business volume of the city. A little checking would show the utter falsehood of such wild estimates of gambling, it seems.

Harry Mize Dies After Operation

DALLAS, Sept. 3.—The many friends and vast numbers of acquaintances of Harvey Mize, of the Electro Ball Co., will regret hearing of his death.

Mize was known to almost everyone connected with the coin machine industry in the Southwest. He had been connected with Electro Ball Co., of Dallas, since the company was organized. He had also been previously connected with the Edison Shop retail music department and the Gerts Piano Co.

When Electro Ball was organized in 1933 Mize was sent to Fort Worth in

OPERATORS!

100% LEGAL IN MOST TERRITORIES. O. K.'d BY AUTHORITIES IN ONE OF THE TOUGHEST STATES IN THE UNION!

The GREENLITE.. QUIZ

Big Profits—small investment. Operate on Counters in every type of location. New! Different! Operators' reports definitely prove Greenlite a steady, big money maker!

DISTRIBUTORS

Get in touch with us at once for exclusive territory deal. Live jobbers will find Greenlite will sell fast!

WRITE AT ONCE FOR DETAILS

GREENLITE MFG. CO.

521 N. 16th St., Milwaukee, Wis.

SALESBOARD AND JAR GAME OPERATORS

JOBBERS DISTRIBUTORS

WATCH FOR "TAKE-A-TIP"

HERE'S THE BIGGEST TIP YOU'VE EVER BEEN TIPPED OFF TO! COMING SOON FROM

UNIVERSAL MANUFACTURING CO.

108 E. 8TH ST. KANSAS CITY, MO.



L. SULLIVAN, Sullivan Sales Co., Salem, Ind., and J. H. (Jack) Keeney look over Keeney's Winning Ticket, popular new payout table.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

Eastern Distributors:

MILLS NOVELTY CO.

A. B. T. CO. GROETCHEN MFG. CO.
BALLY MFG. CO. H. C. EVANS & CO.
COLUMBUS VENDING CO.
CHICAGO METAL MFG. CO.

KEYSTONE NOV. & MFG. CO.
26th & Huntingdon Sts,
PHILADELPHIA, PA.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

charge of amusement game operation for the company. Later, when the company established offices in that city, he was made manager and remained in that capacity until January of this year, when he was transferred to Oklahoma City, Okla.

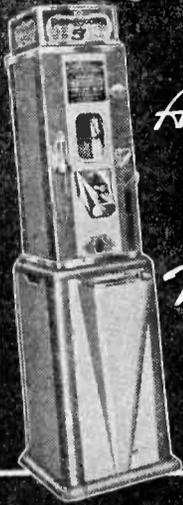
He became ill several weeks ago and for several days it was impossible to decide the cause of his illness. It was finally diagnosed as appendicitis. He underwent an operation at the Polyclinic Hospital, but peritonitis and pneumonia developed. Unable to survive these complications, he passed away Wednesday night, August 24, in Oklahoma City.

Said P. Mason, secretary of Electro Ball: “We of the company have always regarded Harvey Mize as being the most jovial and good-natured employee in the organization. When Harvey came to the Dallas office business ceased temporarily until everyone enjoyed his humorous approach. They went back to their task imbued with the enthusiasm Harvey always so generously radiated.

“It is almost impossible to accept the fact that Harvey has passed away. To say that we will miss him is not enough. Harvey was instilled in our hearts and it will be many a day before we will throw off the shadow of his death.”

Mize was 31 years old and had spent practically his entire life in Dallas. He is survived by his widow, Iora; one daughter, Nancy Ann; his parents and two sisters. Interment in Dallas in Restland Memorial Cemetery August 26.

FIRST and BEST
POPMATIC
The
Automatic
Popcorn
Vending
Machine



WRITE FOR
ILLUSTRATED
LITERATURE

POPMATIC MANUFACTURING CO.
5147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

MERCHANDISE MACHINES

Candy Trade Fights Tax

Ohio dealers face more tests in sales tax issue on candy

CLEVELAND, Sept. 3.—Ohio State Tax Commission moved last week to prosecute those candy dealers in Cleveland who do not collect the 3 per cent sales tax on candy. The merchants will be defended by the Associated Candies, Inc., an association of wholesalers, retailers and jobbers, of which W. M. Hinson is secretary.

Reports say that several merchants halted sales tax collections on candy following the recent decision in an Akron Common Pleas Court that candy is exempt because it is a food. The Akron court held that certain chocolate peppermints, involved in the case, were a food and therefore exempt under Ohio law. The commission filed an appeal to the Appellate Court and a decision is expected some time this fall.

Hinson, speaking for the candy dealers, said that the organization "is prepared to defend any person so arrested, and besides that we will file suits charging false arrest," he said. "The courts have held that candy is a food and not subject to the tax."

"There were two rulings—in Summit and Cuyahoga counties—and neither case had an effective argument from the commission," Hinson said. "Both cases now are in the Court of Appeals."

The candy association has an active membership of 5,000, he said. Its offices are at 688 Union Commerce Building, Cleveland.

uninviting vender to the present-day highly efficient machine, attractive in appearance and often with multiple compartments. These modern machines have vastly stimulated the popular use of vending machines.

"Servicing methods have not kept pace with the improvements in machines nor with the higher standard of sanitation and cleanliness of the up-to-date location. By the very nature of the business it is often necessary to service a machine in full view of the public. This new carrier is modern, attractive and clean looking. It is easy to carry in and convenient to use. It will make the old methods as much a part of the past as is the old-time grocery store, with its open cracker barrel and goods in bins.

"Modern store equipment and ideas of neatness and sanitation require the clean, attractive appearance of this carry-all."

Great States To Make Cig Vender

KANSAS CITY, Mo., Sept. 3.—A. E. Sandhaus, president of the Great States Mfg. Co., one of Kansas City's best known vending machine manufacturing firms, today announced his company soon would place on the national market a new 5-cent cigaret vender which will be coin-operated and which will vend packs of five cigarets of a special imported Turkish blend.

Said Sandhaus: "The new machine will be known as the Sel-Mor cigaret vender and will be of the same quality that has long characterized other Great States products. It will be slugproof and compact in size. We expect it to be a top-ranking sales item within the next month.

"Production will begin soon," Mr. Sandhaus said. "We have virtually completed designs and plans for the vender. It will be a sensation not only for looks but for efficiency in operation and from the profits standpoint."

The *Billboard's* coin machine section will carry advertisements announcing its appearance on the market, Sandhaus declared.

Other Great States machines now in production, it is said, are selling fast and the company is working overtime to fill orders.

Necco Pushing Candy Sky Bar

BOSTON, Sept. 3.—New England Confectionery Co. will launch a spectacular fall campaign on its 5-cent candy Sky Bar beginning in September. The drive will feature a series of strong newspaper ads together with skywriting in the following cities: Albany, Rochester, Syracuse, Buffalo, Philadelphia, Pittsburgh, Detroit, Springfield (Mass.), Hartford, New Haven, Baltimore; Washington, D. C., and Cincinnati.

Besides this advertising, Necco will run a Sky Bar street-car dasher campaign starting in September. Outdoor painted boards have been planned to cover all the key points in New England.

Taxes Show Cigar And Cig Decrease

WASHINGTON, Sept. 3.—Revenue collected on cigars manufactured during the month of July of this year totaled \$1,029,789.43, according to figures released today by the Bureau of Internal Revenue, Treasury Department. Collections on cigars during the same month last year amounted to \$1,169,354.92.

Revenue on cigarets during July, 1938, reached \$41,354,212.42, as compared with \$45,872,137.17 collected during the seventh month of 1937.

Frank Hart Says New Vender Okeh

NEWARK, N. J., Sept. 3.—Frank Hart, of the Eastern Machine Exchange, Inc., reports that the firm's new bulk vender, the Bob White, has clicked in a big way since its introduction a few weeks ago.

Hart, who underwent a leg operation recently, is spending only a few hours each day at his office. He stated: "The Bob White instantly caught the fancy of the bulk vender ops and is without any doubt proving to be what we claimed it to be.

"We realized some months ago that bulk vender ops needed a new kind of a machine at a reasonable price. We spent many sleepless nights completing the Bob White. But we certainly feel repaid by the number of orders arriving daily. The men in the field are finding that the machine is living up to its slogan, 'The Bob White Is a Whistling Good Machine.'"

It is reported that Hart will shortly be ready to be back on the job fully recovered from his operation. Reports are that he plans several more new machines.

Detroit Candy Show Sept. 28-30

DETROIT, Sept. 3.—The Detroit Candy Show will be held at the Book-Cadillac Hotel, September 28-30, it has been announced.

According to J. A. Dillon, secretary-treasurer of the Wolverine Candy Club, Detroit, one of the sponsoring groups, the 1938 show "will far outclass the one held in 1937." Two ballrooms in the Book-Cadillac have been reserved for the event.

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.

ROY TORR 2047-A SO. 68TH STREET
PHILADELPHIA, PENN.
FACTORY DISTRIBUTOR

NUT VENDOR
5¢ Coins Money FOR YOU!

HUGE DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, CIGAR STORES, WAYSIDE STANDS, Many Others.

Establish a permanent paying business in your community with Casterline. Millions of dollars spent monthly for 5c nuts and candies. Merchants eager to put Magic Salesman displays on their counters. They pay only for the cellophane bags of merchandise. You keep display filled—and collect your regular WEEKLY INCOME. Strict territory rights protect your ever growing business. Write: **CASTERLINE BROS.** 1916-1926 Sunnyside Ave., Dept. BK, Chicago, Ill.



Bulk Service Unit Place on Market

DETROIT, Sept. 3.—The Four-in-One Mfg. Co., of Detroit, has announced the release of a new carrying rack for operators. They say, "It's designed to give both efficiency and convenience in servicing bulk merchandise venders. It is called the Service Set and has four large containers, so shaped as to be most convenient for pouring directly from the can into the merchandise compartment of practically every type of vender.

"Each can holds approximately eight pounds of candy or six pounds of peanuts, and two extra containers come with the outfit—six cans in all—so that the operator can have a variety of items ready to take to each location in a clean and attractive manner acceptable to the highest class spot."

Manager Saul Gordon of the company commented, "The development of the merchandise vender in the last decade has been very rapid, from the old-time

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.

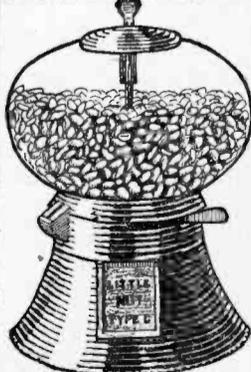
START RIGHT

Buy Reliable Vendors at Factory Prices.

Type C 3lb.—\$4.00
Type C 5lb.—\$4.50
Type A 1 1/2 lb.—\$3.00 (Postpaid)

Buy the Right Vendors and Be Up-To-Date.

LITTLE NUT VENDOR CO.
Lansing, Mich.



ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

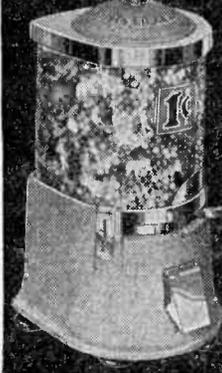
TOPPER & UNIVERSAL Operate These Better Venders!

Designed to provide operators with maximum service and sales appeal at a LOW PRICE. Both venders vend everything — candies, peanuts, pistachios, charms, etc. Capacity 5 lbs. TOPPER also vends BALL GUM. When ordering please specify. Capacity 900 balls.

TOPPER (single unit) . \$ 6.75
TOPPER (double unit) . 13.50
UNIVERSAL (single unit) 6.95
UNIVERSAL (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

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.

HARD SHELL CANDIES FOR VENDING MACHINES

BOSTON BAKED BEANS
SMOOTH BURNT PEANUTS
BLACK and WHITE LICORICE DIBS
BUTTER SCOTCH PEANUTS

FRUIT DIBS
RAINBOW PEANUTS
ASSORTED LICORICE LOZENGES
RED OR GREEN IMPERIALS

Write for Price List

PAN CONFECTION FACTORY

NATIONAL CANDY CO., Inc.

345 W. ERIE ST.

CHICAGO, ILL.

"Originators of Hard Shell Candies"

NCA Bureau Stresses Value Of Candy as Food and Diet

CHICAGO, Sept. 3.—The Educational Bureau of the National Confectioners' Association recently submitted a report on its activities in educating the public as to the value of candy. Emphasizing the gains being made in destroying fallacies that have existed for years concerning candy, the report stated:

"Candy is a reducing diet!
"It's a dream come true for the candy manufacturers.

"A short time ago it would have been considered almost unbelievable. Dieters were shunning sweets as they would the devil.

"But today candy is being introduced into the reducing regimen as an energizer to pep up the dieter.

"The New York Daily Mirror broke the ice with its 'New 1938 Summer Version' of its 'Wonder Diet.' In one of its articles on the diet *The Mirror* said:

"Hooray! You dieters can now have a piece of candy! But don't gobble it down the minute you get out to the corner store. . . . At exactly 3 in the afternoon you may start to nibble.

"Don't think this is kidding. It may sound funny, but it's serious. Candy is an energy builder. That's why you should eat a piece in the middle of the afternoon, when—the scientists tell us—our energy begins to fag."

"In another article the advice to eat candy as an energizer is reiterated.

"The *Mirror* promoted its 'Wonder Diet' in a big way, and it is reasonable to believe that at least two women read each copy. That means that almost 1,500,000 New York women learned this enlightening lesson about candy.

"This smashing victory for the confectionery industry is emphasized by the NCA Educational Bureau in its third report rendered to Corn Products Refining Co., which is financing all activities of the Bureau:

"The inclusion of candy in the 'Wonder Diet' may be traced directly to the material with which the Bureau has flooded newspaper offices," the report points out.

"In all our publicity and information material we have emphasized candy as an energizing food. And we have cited scientific authority to prove it.

"Editors and newspaper writers, as well as the general public, sat up and took notice when the three scientists engaged by the Bureau to speak at the convention emphasized the energizing properties of candy. Their recommendations constituted an opening wedge. Since that time we have been pounding that wedge, opening a wider channel in the editorial consciousness for the truth about candy.

"The New York Mirror's 'Wonder Diet' is startling recognition of this new conception of candy. By keeping up our barrage we believe we can overcome the misconception that dieters should shun confectionery.

"The Bureau had another opportunity recently to hammer home its message of candy as an energizing food in connection with the transatlantic flight of 'Candy Kid' Corrigan. Releases were sent to newspapers drawing attention to the fact that Corrigan might have flown the "wrong way" to Ireland, but he flew the "right way" when he selected candy as his sole sustenance on his arduous journey.

"Information sent to newspapers showed why candy is the aviator's food—because it provides maximum energy for minimum bulk.

"The result was that Corrigan's candy diet was prominently featured in the news of his spectacular flight.

"It is plainly evident that newspaper editors and writers are becoming more and more conscious of the new conception of candy. We should be foolishly optimistic if we believed that our job in that direction is already accomplished. The misconceptions about candy which have prevailed even among intelligent people cannot be broken down in a few days or even a few months.

"Our clippings give ample evidence that we have made a considerable dent in the prejudices against candy, but there is still plenty to be accomplished by constant hammering.

"Much of the information we send to newspapers is not designed primarily for publication. Rather it is meant to enlighten editors and writers so that they will treat candy with proper respect when it comes up in the news.

"Our staff has recently been working on themes for candy stories for some of the mass circulation magazines, with which we have established excellent connections.

"Thru these periodicals millions of readers will have presented to them an entirely new panorama of candy—candy as a healthful pacifier for the cross child, candy as a pick-up for the tired housewife, candy as a relief for shoppers' headaches, candy as a cure for marital strife, candy in courtship, etc.

"Another important activity of the Educational Bureau in the past few weeks has been to design a suitable jacket for a book called *The Romance of Candy*, by Alma H. Austin, which will be published this fall by Harper & Brothers. The Bureau designed the jacket which would not only sell books but would sell candy, too.

"During the past month the Bureau has chosen to switch temporarily from the spectacular to a more solid concentration on educational phases of its campaign.

"A handsome booklet containing the epoch-making speeches of Drs. Haggard, Stevens and Eddy has been printed for distribution to newspapers and the booklet has been listed in *Practical Home Economics* as being available to teachers of home economics thruout the country. This message of candy will permeate the whole school system and from it will spread to every household in the land."

Dallas

DALLAS, Sept. 3.—With the summer vacation period rapidly drawing to a close, ops are beginning to get back in the harness again and local distributors report a number of nice sales of machines, with music machines still leading the parade. Salesboards are also doing good. Novelty candy packages with a combination salesboard deal are being introduced locally and are going good with local and out-of-town operators.

Mr. and Mrs. Earl E. Reynolds have returned to Dallas after attending the big Capehart rally held on the Capehart

farm near Washington, Ind. Reynolds said that "friends and admirers of Capehart came from every section of the United States to attend the big rally and everyone marveled at the efficiency and precision with which the enormous crowd was handled at the Tent City."

Victor Cornelius, one of the well-known operators of Eastland, Tex., was a visitor to the Dallas market this week. Cornelius purchased merchandise and equipment from the Arthur Flake Distributing Co. while in the city.

W. H. Newell, of Wichita Falls, Tex., was in Dallas last week looking over coin machine row.

Altho he was absent for several days while he attended the big Capehart party, Earl E. Reynolds reports that orders for new Wurlitzers never ceased to come into his Dallas office. Reynolds was especially happy upon his return to Dallas to find an order from his old-time friend Marvin McLarty, of Lubbock, Tex. Mr. McLarty has been in ill health and his many friends in Dallas are rejoiced to learn that he has recovered his health again.

Another sign that you can't keep an Irishman down is the fact that Jack Mahoney, of the Panther Novelty Co., Ft. Worth, altho ordered to bed recently by his physician, still manages to stay up and conduct his business.

Charles G. Kidd, of the Kidd Sales Co., is all smiles this week as the result of his recent successful trip to South Texas, where he booked plenty of orders for his new candy deal—a combination candy package and salesboard deal. The novelty package went over so well that Mr. Kidd is in his Dallas office this week supervising shipment and delivery of his new number.

Detroit

DETROIT, Sept. 3.—F. E. Turner, president of the Automatic Merchandisers' Association of Michigan, is out of the city on a business trip.

Russell Anger, head of the American Dispensing Co., returned recently from a vacation trip thru Northern Michigan. "I spent the time motoring, swimming and golfing—but mostly loafing," said Anger.

A new entrant into the Detroit vending machine industry is the Han-D-Products Co., recently formed to manufacture a new type of soap vender designed for industrial and other uses. The machine supplies a piece of soap upon deposit of a penny. Two types are being placed on the market, one a wall-bracket type and the other a stand model. Company is headed by C. A. Chaustowich, Andrew Carnegie and J. W. Langley. National distribution is planned. They are located at 305 W. Fort street, Detroit.

J. & J. Novelty Co. held a picnic recently at Lakeville, Mich., 40 miles north of Detroit, for employees of the company and their friends. About 75 persons attended.

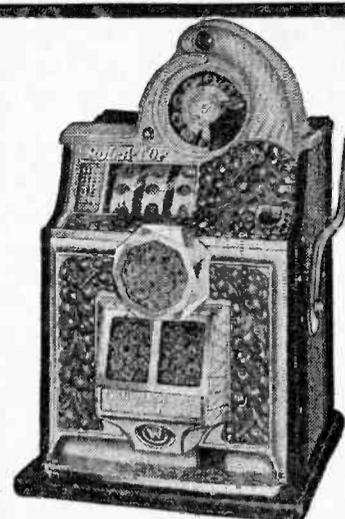
Games were played, prizes were awarded, and plenty of food was on hand. Gay Wobermin, shop foreman, won a 15-pound ham for having the biggest feet. Al Hunter, salesman, won a pedigree bulldog for the men's sack race. Otto Wissner, of the phono department, won a phonograph in the fat men's race. C. E. Brancelone, salesman, won a handsome traveling bag in the long-distance swim event.

Australia More Liberal Than U. S.

LOS ANGELES, Sept. 3.—Altho Australia has the habit of making legal attacks on pinball games as in the United States, yet Australia was liberal on many other things long before the United States, said an official of Tasmania who sailed for home recently after making a 40,000-mile tour to study world conditions.

"The rest of the world is much concerned over what is happening to the United States," he said in view of our huge government spending program.

Australia, he said, long ago attacked problems similar to ours, such as old-age pensions, getting men back to work, settling labor disputes by arbitration, etc.



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

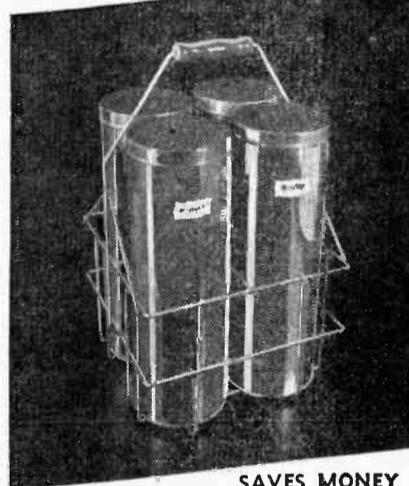
Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

FOR REFILLING MERCHANDISING VENDORS . .



SAVES MONEY MINUTES and MERCHANDISE

This new modern "service set" will enable you to refill your vendors quickly—more efficiently—without loss of time or merchandise. Dust-proof . . . clean and sanitary . . . compact, convenient to carry . . . quick to use . . . welded carrier, sturdy metal containers . . . easy to keep bright and clean.

SPECIAL INTRODUCTORY OFFER
Carrier with 4 regular and 2 extra containers—6 in all. Capacity of each container approximately 8 lbs. candy and 6 lbs. peanuts. **\$3.75**

1/3 Cash With Order—Balance C. O. D.
ORDER YOURS TODAY AND SAVE TIME . . . MONEY . . . MERCHANDISE

FOUR-IN-ONE MFG. CO., DETROIT

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. 61TH STREET
PHILADELPHIA, PENN.
FACTORY DISTRIBUTOR

A ROYAL FLUSH Oklahoma To Vote on Law

You can't beat a royal flush—and you can't beat Daval counter games for profits!

PENNY PACK

The greatest money maker of all time in a new and more attractive model! 3-reel penny cigarette play! Equipped with turntable base!



SMOKE REELS

New 5-reel penny cigarette game! Super-thrilling play! Average take is 6000 pennies! Walnut radio-type cabinet! Turntable base!



SMOKE REELS GUM VENDOR

Sanitary gum vendor model 5-reel penny cigarette game in splendid aluminum cabinet! Sensational money maker! Turntable base!



JOKER WILD

Real Poker. The joker is wild! Easy to play and understand! Multiple coin or single coin play as desired! Walnut radio-type cabinet! Turntable base!

JOKER WILD GUM VENDOR

Joker Wild poker in a sanitary gum vendor model. Aluminum cabinet of lasting beauty! Multiple coin or single coin play as desired! Turntable base!



Get Busy! Order Now!

DAVAL 315 N. HOYNE CHICAGO

May be first State to test slot license in popular vote

OKLAHOMA CITY, Sept. 3.—At last the people of Oklahoma will vote on the question of licensing slot machines, it seems. House Bill No. 410, which was passed by the 15th Oklahoma Legislature, is scheduled to be on the general ballot for the election November 8. This bill has been buffeted back and forth, into court and out, and popular voting postponed for so long that it has been almost forgotten.

It may be the first test vote in which the people of a State actually vote on the question of licensing slots and other machines, altho it is reported that Nebraska may have a popular vote also in the November elections.

Much credit is being given in coin machine circles to Harold Miller, of the Miller Novelty Co. here, who did much to defend the bill from the many attacks made upon it since it was passed by the State Legislature more than two years ago.

Some idea of how the wind blows in the Sooner State politics was demonstrated last month when Miller ran a close second in a field of seven for State representative in this district. It was Miller's first fling at politics and the way he garnered the votes not only is an indorsement of his own popularity and ability but should throw some light on the way a lot of voters look upon slot machines.

In speaking of the bill, Mr. Miller said he was confident that it would actually become a law this time. Previous attempts to make coin machines legal in Oklahoma have resulted in deadlocks between the backers of the bill and a group of ministers who have opposed its passage. The bickerings of the two forces and the fact that first one side and then the other would gain a small victory have put the entire thing into something of a muddle in the minds of the voters, who will do the final deciding. Spasmodic attempts to open a few scattered territories in recent weeks have on the whole been unsuccessful. At the same time non-automatic games, consoles, phonographs, counter games, etc., have been doing a nice business, with heavy buying in some sections.

Miller's race for State representative came at the beginning of his 21st year in the coin machine business, 13 of which have been spent in Oklahoma City. Before that he operated extensively in Texas, and still previously in New Mexico, Kansas, Missouri, Arkansas and Louisiana. Incidentally, his company possesses one of the best record systems for its routes ever devised. The files date back 10 years and have a triple-check system. At a moment's notice the take-in of any machine ever operated by the company can be ascertained for any day or period since 1928. This makes it possible to eliminate dead numbers from the stock and territory and is a big aid to many other operators

A Magic Key for your Territory

COLUMBIA CIGARETTE BELL

WITH CASH DRAWER PAYOUT OR CONCEALED REAR PAYOUT. Wonderful opportunity for financially responsible operators to open new territories with these discreet looking Columbias. Fully automatic Payout, completely slugging.

Already thousands on locations. Sold on exclusive territory basis to bona-fide operators only. Write for full details.

GROETCHEN TOOL COMPANY
130 N. UNION ST., CHICAGO

and jobbers who use the system as a guide. In addition to the five route men Miller's personnel this summer includes a shop foreman, two mechanics and a secretary. Vernon Curle, formerly in the employ of the General Electric Company, recently was added as shop foreman and head mechanic.

Mrs. Clara Earls, bookkeeper at Boyle Amusement Co., accompanied by her young son, has just returned from a three weeks' vacation trip to the West Coast. Incidentally, Mrs. Earls recently purchased a new home which she is now occupying. B. E. Holland, one of Boyle's route men, also bought a new home, and Bernard Boyle, junior partner of the firm, will be added to the ranks of Oklahoma City home owners during the next few weeks.

Boyle's sales department reports a good volume of business on Bally games and that it has sold two carloads of Rock-Ola phonographs during the summer months.

Jack Abrams, of Bristow, and Charlie Todd, of Borger, Tex., attended to business matters in the State capital the past week.

C. A. Kittering, formerly with the Novelty Sales Co. and now in the dry-goods business in Colorado Springs, visited here the past week.

Carl Jackson, of the Western Novelty Co. at Seminole, was in the city long enough to buy some new equipment and to report business good in his section of the State.

Miller Novelty Co. has been appointed State distributor for the Roberts Cabinet Co., of San Francisco. The new cabinets are proving very successful, it is stated.

J. E. McCoy, who is operating consoles and counter games with good success around Shawnee, was a recent capital visitor.

\$400 Monthly Income from PENNIES!

Dropped Daily Into the

HAMILTON

Person Weighing SCALE

(New 8th Anniversary Model)

You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first "Hamilton" at our special introductory price, pick the right spot for it and compute the "net" on the basis of your own test. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation. Nothing To Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.

WRITE FOR THE FACTS TO America's Largest Exclusive Makers of Person-Weighing Machines.

HAMILTON SCALE CO.
Dept. B, 1910 Vermont Ave., Toledo, O.

Few Complaints at National -- Backe

MERRICK, L. I., Sept. 3.—Earle C. Backe, of National Novelty Co., says he is very proud of the record established by his firm in the export field. He claims: "Of all the business we have completed with European firms we have received only one complaint on machines or service. The one complaint came because in our eagerness to have a machine looking nice we painted it. It was shipped before it was thoroughly dry and the customer received a mess. However, this will never happen again. After all, people who do not make mistakes do not do anything."

"We believe that this non-complaint business can be considered as some kind of a record. It is this reputation which is leading us to achieve the mark which we have set for our organization. The repair department has been largely responsible for this fine record. Every part of the machines is gone over carefully, even to repainting the cabinets. We feel that customers realize that much pride goes into the repair of every machine," Backe concluded.

Kay Back From Saratoga Vacation

NEWARK, N. J., Sept. 3.—Jack Kay, of Ace Distributors, Inc., has returned from his annual vacation and is ready, he reports, to dig into the fall business. He spent most of his vacation at Saratoga—the site of the famed horse track. He was noncommittal on his reported losses on War Admiral.

Kay reported that Saratoga was a "swell" territory for coin machines. He plans to return to Saratoga for at least one week each year.

—\$1.25 Per DEAL—

GET A HIT. 1260 Tickets @ 5c, \$63.00. Av. Pay. \$40.50	PECK'N. 1260 Tickets @ 5c, \$63.00. Av. Pay. \$42.00	5-STAR FINAL 1260 Tickets @ 5c, \$63.00. Av. Pay. \$39.85
Av. Pft. \$22.50	Av. Pft. \$21.00	Av. Pft. \$23.15
2280 Tickets @ 5c \$114.00 Av. Pay. 70.00	2280 Tickets @ 5c \$114.00 Av. Pay. 73.15	2280 Tickets @ 5c \$114.00 Av. Pay. 68.80
Av. Pft. \$44.00	Av. Pft. \$40.85	Av. Pft. \$45.20

1260 Ticket Deals—\$1.25 per deal in dozen lots for refills. Refills include Tickets, Jack-pot Card & Jar Label. Jars 25c each. Holders 25c each. Complete deals \$1.75 per deal in dozen lots. Sample deals \$2.25 each complete or \$6.00 for all three complete.

2280 Ticket Deals—\$1.75 per deal in dozen lots for refills. Jars 25c each. Holders 25c each. Complete deals \$2.25 each in dozen lots. Sample deals \$2.75 each complete or \$7.50 for all three complete. If 2520 tickets are desired add 25c per deal. 1/3 deposit with order, balance on delivery.

Tickets Only: 1260's \$9.00 Doz.
2280's \$15.00 Doz. | 2520's \$18.00 Doz.

Send for Catalog of Other Winners.

WINNER SALES CO.
"PICK A WINNER WITH WINNER."
3307 ARMITAGE AVE., CHICAGO, ILL.



HAROLD HOWELL, of National Carloading Corp., and L. Walling-Jones, of Automatic Machines, Ltd., Johannesburg, South Africa, look over Palm Springs during recent visit to Bally Mfg. Co. plant.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Here's a "Long Life" Money-Maker!

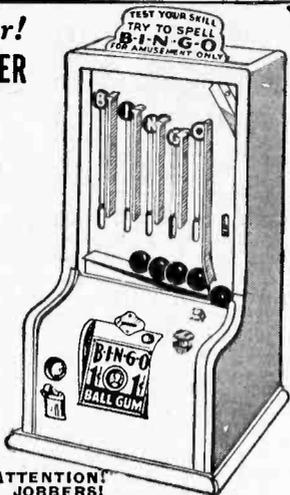
B-I-N-G-O 1c COUNTER GAME

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.

SAMPLE \$17⁵⁰

5c in Trade if you spot B-I-N-G-O



ATTENTION! JOBBERS! ASK FOR OUR OFFER!

Quantify Prices on Request.

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.

cigarette merchandisers' association

Address Communications to Maynard Reuter, 1564 Broadway, New York City.

Now that the summer season is officially over the trek homeward from vacation spots is on. Operators are looking back on a summer in which cigarette merchandising machines found their way into more resort spots than ever before. With the summer behind them ops are looking forward to the fall and winter season ahead with renewed confidence. Cigarette consumption is steadily on the increase. Business conditions look brighter. Thousands of employees have been called back to work in the automobile industry and other lines are showing signs of a definite pick-up. All this means more money in circulation, more sales of cigarettes of which the op is sure to get his share. Ops are busy pulling machines from summer spots and finding places for them in city locations. New models being introduced by cigarette machine manufacturers are being well received, according to reports.

Thinking that cigarette operators would be interested in the history of the cigarette, we did a bit of research last week and uncovered some romantic facts about its origin and growth. Missionaries report that cigarettes were first known in South America about the year 1750. As early as 1844 the cig found its way to France. Consumption began on a comparatively large scale during the Crimean War in 1856 when the various armies made up of Turkish, English, French and Piedmontese soldiers began to roll their tobacco in paper. At the end of the war they took this habit back to their native countries where it quickly took hold. It was not until 1865 in Austria, however, that the first "tailor made" cigs appeared. It was in the gay '90 era in this country that cigs were dubbed "coffin nails" and the aggressive advertising campaigns of leading cig manufacturers are generally credited with having done the major job in breaking down that prejudice. How the demand for cigarettes has grown! More than a hundred billion—164,376,299,638 to be exact—were sold during the fiscal year of 1938.

Just how valuable membership in a Cigarette Merchandisers' Association is can be seen in the fact that the New York Association numbers 75 per cent of all cigarette operators in the metropolitan area on its membership rolls. What's more, these members control and operate 98 per cent of all the machines on location.

The cigarette merchandising industry is still suffering from growing pains. Like all businesses in such a state problems arise too complex in character for one man to solve independently. Therein lies one of the big reasons for the success of the CMA groups, for the association enables members to lay their problems on the table so that all may benefit from the interchange of ideas. Suggestions that have come forth from CMA meetings have shown some members how to decrease operating costs. In a business such as this cutting operating costs 1 per cent or 2 frequently means the difference between red or black ink on the ledger at the end of the year.

Thru organization the members not only are able to iron out differences that arise without friction, but are able to present a united front in combating outside influences of a harmful nature as soon as they arise. Time, money and energy formerly used by members in combating each other now finds its outlet in developing new business and handling other matters of mutual interest. Trade practices have been drawn up and approved which have done away with the ruinous practices of harmful competition and stabilized operating on a businesslike basis.

One of the big benefits accruing from association membership has been the growing preference among location owners to deal with an operator who is a member of an association. They know that such a man is an established business man and have more confidence in him. Other material benefits accruing to association members have been the development of efficient bookkeeping systems, service systems and the establishment of employment bureaus which enable an operator to obtain an experienced mechanic or serviceman quickly as the need arises.

The association movement in the cigarette merchandising field is growing steadily and from all indications it should make much progress during the months to come.

From Boston comes word that the CMA of Massachusetts is progressing nicely. Walter R. Guild is manager of this group, with A. T. Butman, president; C. Murphy, vice-president; C. E. Knight, treasurer, and A. Lubarsky, secretary. The board of directors include A. I. Sharenow, L. Berman, J. Reinhardt, L. Risman, O. Gerson and S. Goldstein. News emanating from this source discloses that Louis Risman, head of Mystic Automatic Sales Co. and one of the largest ops of cig merchandisers in the State, has just purchased practically all of the locations in Massachusetts operated by the Eastern Distributing Co. of Providence, R. I. Alfred T. Butman and Fred Hussey, owners of Eastern Distributing, plan to continue operating cig machines in Rhode Island. As president of the CMA of Massachusetts, Butman has been an able leader. Under his direction the group is rapidly increasing its membership.

NEW YORK CMA NOTES: The Dublin Cigarette Service is a new member of the New York CMA. Homeward from vacation spots have come Benny Metzger, of Ace Vending Machine Co.; Mr. Jacobs, of Aljac Automatic, from a stay at Saratoga; Sam Moskowitz, of Jalna Sales Corp., and others. Jack Bloom, of Cigarette Service; Will Weiner, of F. & S. Cigarette Service, and Sam Yolen, of Modern Cigarette Service, all made trips over the week-end to bring their children home from camp in time for school reopening. Bob Hawthorne, of P. & H.

OPERATORS! EVERYWHERE!

GO TO YOUR **JOBBER**
AND SEE THE NEW
"ASTRO-SCOPE"
The Horoscope Vending Machine With
Mysterious Flashing Display Front

ASK TO SEE a LIST of LOCATIONS where previous models of this machine have TAKEN IN as much as

\$11,000.00 **\$8,000.00** **\$7,000.00**
in ONE Theatre in ONE Dept. Store in ONE Bus Station

LEGAL EVERYWHERE
CONSISTENT EARNINGS
OVER LONG PERIODS OF TIME

ACT QUICK, as all orders will be filled in ROTATION as received.

BE FIRST - ORDER TODAY

1 "ASTRO-SCOPE" \$ 99.50
1 CARTON (1200) READINGS..... 24.00
TOTAL \$123.50

Terms—F. O. B. Chicago; 1/3 Deposit, Balance C. O. D.

OPERATORS SUPPLY CO., INC.

4311 N. LINCOLN AVE., CHICAGO

A Product of the CRABB MFG. CO., Chicago

---GUARANTEED---RECONDITIONED---

<ul style="list-style-type: none"> GOTTLIEB'S MULTIPLE RACES... \$75.00 AK-SAR-BEN, Floor Sample... 75.00 FAIR GROUNDS, Large Pak... 67.50 GOTTLIEB'S HORSESHOES... 45.00 WESTERN'S PADDLES... 49.50 ARLINGTON, Large Pak... 35.00 LATONIA, 5 Ball Ticket... 35.00 DERBY DAY, With Clock... 25.00 COLLEGE FOOTBALL, With Clock... 25.00 	<ul style="list-style-type: none"> SPEED KING... \$25.00 BALLY'S CAROM... 17.50 BALLY'S CLASSIC... 17.50 BALLY'S RACING FORM... 17.50 FOTO FINISH... 15.00 GOTTLIEB SINGLE GRIPS... 7.50 GOTTLIEB DeLUXE GRIPS... 9.50 REEL 21... 5.00
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1/3 Deposit, Balance C. O. D.
MILWAUKEE COIN MACHINE CO.
2316 WEST NORTH AVENUE, MILWAUKEE, WIS.

Cigarette Service, doesn't find the cigarette biz exciting enough for his adventurous blood so he's gone in for midget auto racing on local tracks. . . . The son of Mr. Grennberg, head of Brooklyn Cigarette Service, was operated on for appendicitis. . . . All the members of the CMA extend their sympathy to Nat Finkelstein, of the Franklin Cigarette Service, on the recent loss of his father. . . . Harry Kolodny, of the Le Peko Cigarette Service, is reported working overtime these months in an effort to get off to a good start on the fall season ahead. . . . Dieties are reported to be finding their way into more machines due to the requests of location owners for this brand.

The air lanes will be full of plugs for cigarettes this fall. Right now cigarette makers are laying plans for their programs. Old Gold starts a new Sunday night series on November 20 with Robert Benchley over 60 CBS stations. Firm is continuing "Hollywood Screenscoops," filmland gossip column heard on Tuesday and Thursday evenings. Pall Mall began program over 50 stations on September 5, featuring Eddy Duchin and his band. Brown & Williamson are plugging their new campaign theme, "Give your throat a rest with Kools," on their Tommy Dorsey network programs on Wednesday nights.

Interesting facts: In Dutch East India the natives mix cloves with their tobacco. The addition of cloves to tobacco is said to give it an appealing flavor and aroma. Natives are heavy smokers and the country is the biggest consumer of cloves in the world. . . . According to an accurate check-up, approximately 2,100,000 packages of cigarettes are sold in New York City daily. This is about 10 per cent of the nation's total consumption. . . . An incident took place this week at the famous Hines trial in New York City which illustrates how smoking cigarettes has become second nature to us Americans. A well-dressed man in the third row of spectators became so absorbed in the testimony that absent-mindedly he pulled a cig from a package and lit up. Justice Pencer was the first to notice it. "Will the spectator with the cigarette please leave the room?" he thundered. It was a few seconds before the man with the smoke realized the judge was referring to him. Hurriedly he rose from his seat and made his much embarrassed exit, shielding his face with his hat as he dodged photographers. . . . U. S. Department of Commerce figures disclose that Puerto Rico remains the second largest importer of American-made cigarettes during the fiscal year just closed.

Furlow Recovering From Appendicitis

DALLAS, Sept. 3.—News has just reached here that E. D. Furlow, associated with S. H. Lynch in the Electro Ball Co., was operated on recently for

the removal of his appendix. The latest reports are that he is doing well and unless complications should arise will be back on the job shortly.

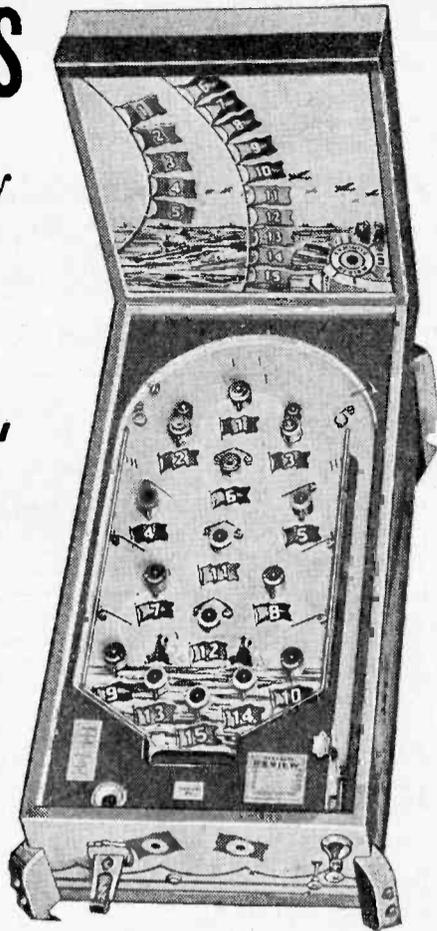
Furlow, vice-president of the Electro Ball Co., has recently been made sales manager of the wholesale tobacco division. His many friends have expressed their wishes for a speedy recovery.

OPERATORS

We are happy you are pleased with EXHIBIT'S "REVIEW"

We thank you for your many compliments and repeat orders for this EXHIBIT WINNER!

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago



COIN MACH

No Complaints for National--Backe

MERRICK, L. I., Sept. 3.—Earle C. Backe, of National Novelty Co., says he is very proud of the record which his firm has established in the export field. Backe says, "Of all the business that we have with European firms, we have never yet received one complaint regarding our machines or service. This no complaint record is something on which we feel we can solidly base the reputation we have gained in the industry which is leading us to achieve the mark which we have set for our organization."

"The repair department," says Backe, has been largely responsible for this fine record. Every single part of the machines is thoroly checked—even to re-painting of cabinets. We are proud of the work that the department turns out and feel that the customers realize that much painstaking pride goes into the repair of every machine.

"Actually renewing machines is a lot different than reconditioning them. We feel that the renewal system we use will be recognized as superior craftsmanship."

Ready for Fall Biz, Says Calcutt

FAYETTEVILLE, N. C., Sept. 3.—Joe Calcutt, of the Vending Machine Co., reports that his firm, with the opening of the fall season, is ready with all the latest games.

"We have been prepared for some time with the best of the new games for the ops," said Calcutt. "We feel that this new season is going to be one of the best if present indications are reliable."

"The men want something new. We have a complete line of the latest games and are ready to help everyone get started right. There is only one way to hold the respect of locations today as well as the play of the players and that is to keep bringing in the best new games."

"Some of the new games that we are featuring are said to be among the best ever made. All the new games are carefully checked and are assured to be in perfect condition. Vemco's check-up system is well known all over the country and there is no doubt that the machines that will be shipped from these offices will meet the approval of the ops in every fashion."

Ponser Appoints Vandecar Manager

NEW YORK, Sept. 3.—George Ponser has announced that A. Vandecar, well-known coinman, who is said to have one of the largest operator acquaintanceships in the country, has been appointed traveling State manager for the Ponser firm.

Said Ponser, "There is no doubt that Vandecar will prove of inestimable value to operators and jobbers in upper New York State. His 15 years' experience with coin machines qualifies him as an expert. He has many ideas on new methods for increasing earnings which should benefit many ops. He will make it his business to bring the men the news of the latest and best games handled by our firm. We feel sure that Vandecar will prove to be one of the best men that we have ever had. We are confident he will show ops the way to bigger and better profits."

PAYTABLES

PREAKNESS	\$ 22.50
BALLY RESERVE	44.50
COLLEGE FOOTBALL	19.50
BEAT 'EM	19.50
PADDOCK	19.50
CENTER SMASH	17.50
FOTO FINISH	17.50
ONE-TWO-THREE	52.50
MILLS FLASHER	42.50
TEN GRAND	4.95
BALLY DERBY	4.95
MISS AMERICA	19.50
BALLY MULTIPLE	13.50
BALLY ENTRY	52.50
CLOCKER	42.50
STONER CHAMP	112.50
WINNING TICKET, fl. sample	185.00
BIG RACE	59.50

CONSOLES

SKILL FIELD	\$ 84.50
FAVORITE	47.50
RAY'S TRACK	39.50
SKILL TIMES, Red Head	112.50
KENTUCKY CLUB	149.50
PACE RACES, ck. sep.	59.50
CLUB HOUSE	37.50
DERBY DAY	42.50
TRACK KING	69.50
SADDLE CLUB	42.50
PAMCO DE LUXE BELLS	42.50
PAMCO JACKPOT	29.50

MODERN AUTOMATIC EXCHANGE
2618 CARNEGIE, CLEVELAND, O.

CLOSE-OUTS SLOTS

5 War Eagles, 20 Stop, 5c Play	\$37.50
2 War Eagles, 10 Stop, 5c Play	32.50
5 Blue Fronts, Dbl. Jack, 5c Play	40.00
2 Mills Extraordinary, 5c Play	37.50
1 Watling Rotatop, 5c Play	32.50
1 Jennings Duchess, Dime Play	17.50
2 Mills Single Jack Reserve, 25c Play	15.00
1 Pace Bantam, Dime Play	15.00
1 Mills War Eagle, Dbl. Jack Esc., 25c Play	40.00
2 Mills Dbl. Jack Goose Necks, 5c Play	25.00
2 Wolf Heads, Dbl. Jack, 5c Play	25.00
1 Mills Single Jack Reserve, 5c Play	12.50
2 Mills F. O. K. Dbl. Jack, Esc., 5c Play	32.50
1 Reliance Dice Machine, 5c Play	15.00
2 Mills Dbl. Jack Goose Necks	22.50
2 Watling Twin Jack, 5c Play	20.00
1 Mills Single Jack Reserve	15.00
1 Jennings Dbl. Jack	20.00
1 Watling 25c Play Single Jack Reserve	15.00
1 Mills Goose Neck, Single Jack Reserve, 25c Play	15.00
3 Jennings Duchess, 5c Play	15.00

NOVELTY GAMES

Skooky	\$12.50	Stoners Baseball	\$27.50
Mysto	12.50	Fire Ball	10.00
Stoner's Races	15.00	Fire Cracker	10.00
Stoner's Stadium	25.00	Double Action	10.00
Electro	25.00	Replay	7.50
Home Stretch	15.00	Great Guns	7.50
Auto Derby	15.00	Stormy	20.00

MISCELLANEOUS

Real Grip, 1c.	\$7.50	Grand Champion (Auto. Pay.)	\$7.50
1 Watling Twin Jack, Penny Play	17.50	1 Pace Double Jack, Penny Play (like new)	22.50
Prior Sale, One-Third Deposit.			

HOWARD SALES CO.

322 So. 13th Street, Omaha, Neb.

FOR SALE

10 BALLY RESERVE, Each	\$37.50
2 SEQUENCE NOVELTY, Each	8.50
1 RED AND BLUE NOVELTY	8.50
1-BALL AUTOMATIC	
2 BALLY ROVERS, Each	\$34.50
2 GOLDEN WHEELS, Each	24.50
1 BALLY PREAKNESS	34.50
4 AIR RACES, Cash and Ticket, Each	14.50
1 BROADWAY ANGEL, Cash-Ticket	12.50
2 DERBY DAY, With Clock	34.50
1 PAMCO BELLS	12.50
1 BALLY PEELESS	10.00
1 BALLY ACE	9.50

PHONOGRAPHS

2 ROCK-OLA MULTI SELECTORS, Each	\$ 59.00
(\$110.00 for the 2)	
12 ROCK-OLA No. 2s, Each	75.00
3 WURLITZER P-12, Each	74.50
7 WURLITZER 616A, Each	159.50
5 ROCK-OLA RHYTHM KING, Ea.	89.50
1 WALS DANCE MASTER	39.00
1 GABELS CHARMER, 18 Record	99.50

2 A.B.T. TARGETS, Each	\$14.50
4 JENNINGS GRANDSTANDS, Each	22.50
1 ZEPHYR	7.50
3 REEL DICE, Each	6.00
3 DAVAL RACES, Each	6.00
1 REEL 21	7.00

All these machines guaranteed or money back. Terms: 1/3 Deposit with Order, Balance C.O.D. C. GEORGE
202 E. MELLETT ST., PROEBUS, VA.

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97 GOTTLIEB DE LUXE GRIP SCALES LIKE

For Only \$9.25 Ea.

USED LESS THAN FOUR WEEKS AND GUARANTEED LIKE BRAND NEW. First Come First Served.

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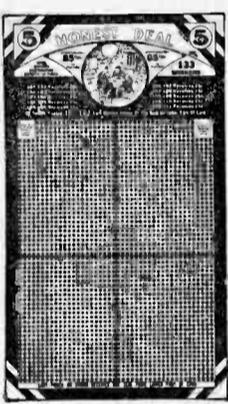
Groetchen		Model 616	
Gingers	\$18.50	Wurlitzers	\$149.50
Kounter Kings	15.50	Model "K"	
Columbia Bells		Seeburgs	159.50
Used 10 days	54.50	U-Pop-It Pop	
Buckley Horses	6.00	Corn Machine	
Scoop	6.00	(New)	139.50
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Tracks	95.00		

ADVANCE SHOCKERS, Like Brand New. Lots of 5, \$6.75; Single Lots \$7.75
TERMS: 1/3 With Order, Balance C. O. D.

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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.

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Stables	\$59.50
Clocker	39.50
Preakness	32.50
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Golden Wheel	24.50
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Hialeah	12.50
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Baffle Ball	7.50

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WURLITZER \$144.50 ea.

— 616 —

(Lots of 10)

SINGLE MACHINE—\$164.50. 616A—\$189.50. P12—\$79.50. 716—\$159.50. ROCK-OLA, Late 1938 Model, \$79.50.

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KEENEY'S BOWLETTE \$29.50 (PRACTICALLY NEW)

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I'M TERRIF... I'M SUPERSATIONAL... I'M A MONEY-MINTING WOW!

PHONO OPERATORS!..ARCADE MEN!

Get the Big Money! Be First with an Amusement Machine Sensation now breaking all records in Cocktail Lounges, Arcades and Bars on the Coast. Write Now.

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ONE OF THE TIGERS BAGGED in Indo-China by Frank E. Gowen, of Peiping, China. Gowen has operated Mills machines in China since 1927.



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The Operator's Salvation
Write for larger quantity
prices.

Sample, \$22.50
In Lots of 10, \$19.75

Sample, \$22.50
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CONSOLES	
2 May's Track, ch. sep. No. 4795, No. 4571	\$75.00
1 Evans By-a-Blade with 1,000 blades	90.00
1 Jennings Derby Day, flat top	50.00
1 Bally Skillfield F. S. No. 2143	55.00
1 Jennings Super Charger	80.00
1 Fleetwood	57.50
2 Galloping Dominos, cash models, original model coin head	75.00
1 Paces Races, cash pay. No. 3836	90.00
1 Gottlieb Racer, 9 slot F. S.	95.00

PHONOGRAPHS	
1 Mills Dance Master, maple finish, perfect. No. 12595	\$50.00
2 Mills De Luxe Dance Masters, No. 19125-19082	55.00
2 Mills Troubadours, No. 12196-12198	22.50
2 Gabel Charms, No. JX4051-JX4024	70.00

Derby Races game (20) table and register with (20) revolving stools. Cost \$3,000.00, used 30 days. Guaranteed to be in perfect condition. Will sacrifice for \$1,000.00 on account of beach closing. Write for descriptive circular.

All Orders Must Be Accompanied by 1/3 Deposit in the Form of P. O., Express or Telegraph Money Order. Write and Ask Us To Put You on Our Mailing List. The Above Prices Are Effective September 10, 1938.

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There's Good in Gambling An Editorial

Published in The New York Daily News, August 26, 1938.

Since prohibition times most of us have felt somewhat apologetic about liquor, feeling that it is at best an evil which we must fight to keep under control.

We've revised our feelings on the subject after careful consideration. We think liquor is sometimes unqualifiedly good—that first soul-freeing cocktail before dinner, for example, after a tough day's work.

We're also coming around to feel the same way about gambling. Here are a couple of anecdotes to show what we mean.

We know the father of a nice girl named Margaret. Thanksgiving Day Margaret won a turkey at a raffle; sometime before that she hit bingo twice at one church bingo party; the summer before the bingo smash she found a \$5 bill at Coney Island. "You," we recently remarked to this father, "should be very proud of Margaret. She's an extremely lucky girl." "Indeed she's not," he retorted, "she's never won the Irish sweeps."

And we've been told of a colored maid who gave her employer her new telephone number. "Victoria," he said, "that's a good number." She had a brain wave and put a policy bet of 5 cents on the number—and hit for \$16. But P.S.—Her husband sulked all night because she hadn't bet 25 cents, which would have brought in \$80.

In these yarns we see human nature in full bloom.

The father of just-medium-lucky Margaret has enjoyed several weeks of happy anticipation before each Irish Sweepstakes and suffered a couple of days of gloom after. Victoria enjoyed the intoxicating feeling of seeing a number hit and return 320 times the original investment. Her husband's peeve because she hadn't bet more was 100 per cent human.

We must confess that we're human enough to get more kick out of the J. J. Hines trial stories of how the numbers racket is worked than out of the other testimony.

The "dream books" telling you what policy numbers your dreams signify. Dutch Schultz and his mob muscling into the Harlem numbers game after prohibition . . . the mob running it honestly until several banks were "hit" too hard, then taking to segregating dangerous numbers thru a gent going by the delightful nickname of Abadaba . . . Harlem's population knowing the game was now crooked, but most of them

continuing to play it—all this stuff is exciting, interesting, romantic.

What rubs us the wrong way is that society doesn't use common sense about it all.

Gambling does not ruin everybody who gambles any more than liquor ruins everybody who drinks. Weaklings are going to be ruined by whatever vices they are susceptible to and nothing can save them. The gambling instinct is merely one phase of the universal profit-making instinct—a desire to speed up the profit system with the aid of chance for one's own benefit. Gambling is going to continue, tho 1,001 J. J. Hineses go to jail.

Why can't we at least see that gamblers little and big can have a fair show for their money? And why can't we skim off some of the profits to build more parks and playgrounds or hospitals or piece out home or work relief?

We could get those results by legalizing gambling and slapping appropriate taxes on it—something which in 1938, 318 years after the Pilgrims brought their Puritan prejudices to Plymouth Rock, we're still too puritanical to do.

Fitzgibbons Gets Ready for Fall Biz

NEW YORK, Sept. 3.—John A. Fitzgibbons, Bally's Eastern representative, reports that he is preparing an entirely new campaign to open Labor Day. He believes it will be of unusually great importance to the entire territory now covered by his offices.

Said Fitzgibbons, "Every fall we have been among the first to help the men get started. There is no doubt that the fall season is probably the best that the industry enjoys. The play is better and the men enjoy greater optimism at this time of the year than they do at any other. Therefore we are going to spring our new ideas to the men just as soon as Labor Day rolls past.

"At the same time we want to assure everyone that Bally Mfg. Co. is going to lead the parade with some new winners. Games under way have all the earmarks of bringing back the greater profits of Bally Reserve and some of the other games which we have introduced. Bally Bumper and Bally Reserve helped the operators get started after two bad seasons. This time we have something which will line the pockets of every Bally operator with its keen appeal."

ZETA

A Proven STONER Success

STONER CORPORATION
AURORA, ILL.

BE THE FIRST
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OPERATORS . . JOBBERS . . DISTRIBUTORS

Send Today for Illustrated Circular on Card-O-Fun Games.
Profit-Making Sensation in Small Jar-Style Ticket Deals.

GAM SALES COMPANY
1319-21 S. Adams St., Dept. B., Manufacturers Only, Peoria, Ill.

"LIKE NEW" USED PHONOGRAPHS

WURLITZER P-12	\$ 64.50	Each Professionally Refinished. Wurlitzers Equipped with Brilliant Lucite Grill and Checked 100% Mechanically—Like New. 1/3 With Order, Balance C. O. D.
WURLITZER 412	79.50	
WURLITZER 616	150.00	
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CENT-A-PACK

THE ORIGINAL PENNY CIGARETTE MACHINE.
More Popular Than Ever
At Your Jobber, or Direct From Factory.
PRICE \$16.50
BUCKLEY MFG. CO., 2158 Washington Blvd., Chicago, Ill.

2 WEEKS AGO: WE SAID "IT MUST BE GOOD!"

Last Week: DISTRIBUTORS SAID "IT IS GOOD!"

Now OPERATORS KNOW it's GOOD!

SPOKES

THE NOVELTY GAME WHOSE
FASCINATING PLAY REQUIRES A
SUPERSIZE BACK RACK

It's a LARGER, BETTER GAME at
NO INCREASE IN PRICE!

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MACHINE MANUFACTURING CO.
1725 W. DIVERSEY - CHICAGO

Only

\$74.50

Immediate Delivery

Metropolitan New York Distributor
GEORGE PONSER, 33 W. 60th St.,
NEW YORK CITY.

Spokes Going Good, Says Chi Coin Head

CHICAGO, Sept. 3.—Spokes, new Chicago Coin Machine Mfg. Co. novelty game, continues to keep the wheels humming on the production line, according to Sam Wolberg, Chi coin head. Said Wolberg: "Sample machines sent out three weeks ago have brought in repeat orders faster than we can fill them. For a while we thought we could keep

up with the demand, but it is increasing again and it looks as tho we're going to start out on the fall and winter season with the plant in full production, if not overtime production.

"It appears that players can't resist the attraction of the gigantic backboard and the fascinating play that goes with Spokes, according to reports we have received from our distributors. Naturally, since it is being offered at no increase in price over our previous novelty games, it affords operators an excellent opportunity to cash in on extra profits."

Genco Introduces Triple Free Play

(New Game)

CHICAGO, Sept. 3.—Genco, Inc., has announced its lead-off game for the fall season game production. The new game is called Triple Free Play. Said Dave Gensburg, executive of the organization, "In addition to being considered highly fascinating in play, Triple Free Play has been dubbed 'America's most beautiful game.'"

Gensburg continued, "We have produced a machine that our distributors tell us is a natural for all locations. It is equally a natural for operators by reason of its playing principle. Inasmuch as awards are free games, cash stays in the machines, offering both location and operators an extra profit—then, too, it can be placed anywhere."

"The play on Triple Free Play is simple yet attractive so that there is no scarcity of players to keep it going, according to reports from operators already deriving income from the game. The game is very attractive to players with its features such as skill lanes, multi-advance lanes, special award bumpers and lite-up backrack.

"Intriguing play, mechanical perfection and outstanding beauty are combined in Triple Free Play," says Gensburg. "As concrete evidence of the fact that operators are quickly taking to the game, we point to the heavy orders we received from our distributors immediately after they had received their samples."

Gensbergs Back From Trip Abroad

CHICAGO, Sept. 3.—Sam Gensburg, executive of Chicago Coin Machine Mfg. Co., was back at his desk this week after completing an extended tour thru the British Isles and part of Continental Europe, including France, Belgium and Italy. Gensburg was accompanied by Mrs. Gensburg and their son.

Upon his arrival home he reported that he had been surprised to note the popularity of pin games in Europe. "In spite of the general unrest on the other side of the Atlantic the people have time to play, and pin games are a most popular type of recreation," he said.

"I was especially gratified to see many of our machines, both the older and more recent models, in high favor with operator, jobber and player alike. This was especially true in Great Britain and France, where operating enjoy a freedom not granted by other nations.

"In spite of the fact that the trip was most enjoyable, I am happy to get back to America and to the scene of activity in the Chicago Coin plant, where Spokes, new novelty game, is enjoying a heavy run," Gensburg concluded.

Nemeroffs of Monarch Vacation in Minnesota

CHICAGO, Sept. 3.—Clayton Nemeroff, Monarch Coin Machine Co. vacationed in Minneapolis during the last week. Mrs. Nemeroff and their infant daughter toured thru the Minnesota lake country with Nemeroff before their return to Chicago.

Nemeroff opines that the forthcoming fall season will be the biggest in Monarch history and says he is now preparing for that business.

California Op Visits Rock-Ola

CHICAGO, Sept. 3.—"Glamorous ladies of the films, stalwart heroes, retired farmers from Iowa—the whole cosmopolitan crowd that makes up one of the most fascinating cities in the world, Los Angeles—all are affected by 'baseball fever.' And they all know about Rock-Ola's baseball game World Series and play it to their hearts' content—and, incidentally, to the operators' content in point of profit." That is the opinion brought to Chicago by H. F. Johnson, Los Angeles operator.

Johnson recently took time off from his business for a combined pleasure and business trip to Chicago. Accompanying him were his wife and 9-year-old son, Stanley.

"It's great to see such activity at the factory," said Johnson. "Back west we've been reading about a general slump—but I don't believe it since I've walked thru your busy plant."

Rock-Ola officials remembered Johnson as being one of the first purchasers of World Series. He told them when queried that he still had 20 of the original machines on location. Five, he states, are on their original location.

Winning Ticket In 29 "Pay" Areas

CHICAGO, Sept. 3.—"Payout table territories seem mighty few and far between, but if you look at our sales map you will see that Keeney's Winning Ticket is in operation in 29 major payout territories. That," said Ray Becker, Keeney sales manager, "is a lot of ground these days and shows that the right kind of a payout table will find its way into more spots than one would ordinarily believe existed."

"Of course," continued Becker, "Winning Ticket had good blood in its veins, as it is an offspring or variation of the famous Handicapper. The new game, however, is for a six-coin multiple play while its ancestor was for but one. And I want to remind operators that used Handicappers are at such a premium that many are even sold for new-game price, as we are not in production on the game any more."

"We have put thru three generous releases of Winning Ticket so far this summer, which is an indication of the popularity of the game amongst operators and their locations as well as the playing public in general."

Multi-Free Races Draws Many Orders

CHICAGO, Sept. 3.—"It has been interesting to watch our Multi-Free Races take hold in the various territories in which it had been introduced," said J. H. Keeney, Keeney Co. head.

"Take New Orleans, for example," continued Keeney, "we shipped but a single game to our distributor there. Within 24 hours he had wired for five more. Within two days he had ordered 40 more. In all New Orleans so far has used several carloads of this non-payout free-game pin table."

"The same was true of Los Angeles, Houston and other territories where this type of game was introduced to operators. Our earlier single-coin Free Races made a big hit in a great many markets, so the big demand for Multi-Free Races was to be expected."

"But it never seems to fail if we ship a sample of Multi-Free Races into a new territory, we can immediately schedule production for at least 100 of these games for that area. In some cases this single sample has led to the sale of several hundred games in the various non-payout sections of the country."

JUST OUT-NEW SALESBOARD OPERATORS COIN MACHINE MEN CIGARETTE-CANDY MEN

Your name sent to us will bring to you full particulars on a new, outstanding, distinctive and low-priced item that will click on every open or closed location and will repeat week in and week out. Also write for our sample outfit offer. Act now and get in on the ground floor.

NATIONAL SPECIALTY CO.

1414 So. Wabash Ave. (Dept. BB.) Chicago.

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.



CROWDS JAMMED THE OFFICES of George Ponsler when Al Douglas brought Daval's new game, Odd Ball, to New York for premiere showing. Pictured here are Al Lifshay, Joe Fishman, Al Douglas, Eddie Ross and Bill Gersh, among others.

HERE Today... GONE Tomorrow...

IS THE WAY OPERATORS TELL US MANY ADVERTISED MACHINE BARGAINS SEEM TO ACT WHEN THEY SEND THEIR DEPOSIT. IF YOU, TOO, HAVE FALLEN A VICTIM TO THE "HERE Today GONE Tomorrow" METHOD

NEXT TIME TRY....

ORIOLE

COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

— ALSO AT —
Pittsburgh • Washington • Buffalo

Oriole Biz Booms With Fall Opening

BALTIMORE, Sept. 3.—Business has tremendously boomed at the offices of the Oriole Coin Machine Corp., according to Eddie Ross, who recently returned from Chicago.

While in Chicago Ross looked over machines for the fall season. He reports, "We are convinced that this fall is going to prove one of the most profitable for the operators. We are spending a lot of time preparing for the rush that is sure to come. We feel that the machines which we have received and those which are on their way will be the best games the industry has ever produced."

"These new games," stated Ross, "plus our profit-sharing plan make this 1938 fall season a sure winner for all operators. There is a more liberal movement afoot in many territories. I believe that the operators can get ready for one of the best seasons in their history and also to 'go to town' with the first batch of new games that they receive."

NACOMM Reports 73% Sold Out

CHICAGO, Sept. 3.—A. B. Coffman, convention manager for the National Association of Coin Machine Manufacturers, said that prospects for the NACOMM Show at the Stevens Hotel here December 12 to 15 grow more promising every day. In proof, he said that "73 per cent of the total exhibit space available in the large air-conditioned exhibit hall of the Stevens Hotel has been sold to and deposits paid by representative firms in the industry."

"Better than 50 leading firms bought this space," he said, "and are preparing outstanding displays. These displays are educational and instructive, carrying with them merchandising plans and advice most helpful to distributors, jobbers and operators. This show is a business activity held for benefit of the entire coin machine industry."

The annual banquet will be held in the Grand Ballroom of the Stevens Hotel on December 15, where all will be in one room, enjoy the eats and entertainment and get better acquainted."

For prospective exhibitors Coffman reports that while a majority of the available space has been sold, desirable locations are still available and all in one hall. The largest exhibitors have taken space as far apart as possible, which makes all intervening space of equal value, he said.

"This, the 11th coin machine show, bids fair to exceed in attendance and business opportunities any previously held," Coffman said.

Coffman invites suggestions from all operators, jobbers and distributors "for making this the finest show ever." He may be addressed in care of NACOMM, 120 South La Salle street, Chicago.

Joe Huber Tells Convention Plans

CHICAGO, Sept. 3.—Joe Huber, show manager of the CMMA annual coin machine show to be held at the Hotel Sherman in Chicago, January 16-19 in connection with the convention of the Coin Machine Manufacturers' Association, has announced that all restrictions have been removed that would tend to prevent attendance of anyone interested in buying any of the products displayed. He reports that exhibitors are enthusiastic about the new arrangement.

Says Huber: "At this show the exhibitor will be host. The public is not invited and will not be admitted, but any operator will be welcome whether he is interested in pin games, amusement machines, phonographs; candy, gum or nut venders; salesboards, jar games or bell-type machines."

"This show will be reminiscent of former years and will be a show for the benefit and profit of exhibitors and operators alike. Every effort will be made to help all who attend to profit thru their attendance."

"Our motto," concluded Huber, "is that the way to get them to come back to the 1940 show is to treat them right while they are here—and that's how they'll be treated."



LOOKING OVER THE NORTHWESTERN CORP. LINE of machines are, left to right, Harry F. Jacobs Jr., Badger Novelty Co. sales manager; W. E. Bolen, Northwestern prez, and W. R. Happel Jr., Badger owner.

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!



100% LEGAL



\$24.50

COMBINATION 1c, 5c, 10c & 25c SLOT

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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

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BIG LEAGUE BASEBALL

4 SHOTS AT \$25.00

No. 2415 2400 Holes
Takes in \$120.00
Average Payout 58.99

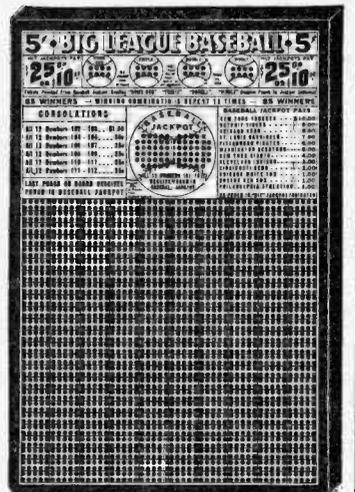
Aver. Gross Profit \$ 61.01

Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

Write Today for NC-15. Price Each
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Size 6x5x7 Inches.

EXTRA SPECIAL!! BABY CIGARETTE MACHINES

World's Smallest Counter Game
Sturdy and Attractive

Legal in Practically All Territories—A Consistent Money Maker—Regular Price \$17.50—Now Offered for

Only **\$12.75 Each**

Thousands of Locations Waiting. Phone, Wire or Mail Your Order Today. Instant Shipment.
TERMS—1/3 With Order, Balance C. O. D.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

KLONDIKE

BALLY'S NEWEST ONE-SHOT

- NEW ODDS BOOSTER LIGHTS
- NEW ELECTRIC BALLY HOLE



INTERCHANGEABLE FOR
MULTIPLE
OR SINGLE COIN PLAY

WRITE OR WIRE
FOR PRICES

New Games Great, Say N. Y. Distribs

NEW YORK, Sept. 3.—Leading distribs here who have visited Chicago report that manufacturers are preparing some of the greatest games the industry has ever known. They are keeping in close contact with the factories and are advising ops of delivery dates of some of the first games.

One distrib stated: "Some of the games that we have seen are without a doubt the best that we have ever seen. These games are going to help put operators right back on their feet again. In fact, I personally feel that the games which all the manufacturers have ready for the first week after Labor Day will help start the ball rolling for one of the best profit seasons operators have ever enjoyed."

Other distribs feel the same way about this coming release of machines. They contribute the idea that operators are going to get better games than were expected and also that the games will open a new era for the industry.

There are also hints that some of the machines are really revolutionary in every way. One distrib claims that one of the games which will be ready late in the fall will be "the most startling that has ever been produced and that it will bring about a new kind of sales action which the industry has not had in many years."

SATISFACTION GUARANTEED

SPECIAL

GENCO MAGIC ROLL,
reg. \$149.50 fl. sample. \$59.50
SHYVERS STRIKETTE,
reg. \$149.50 fl. sample. 74.50

ONE BALLS

CLASSIC\$12.95
RACING FORM 19.95
SPORTSMAN DeLUXE 19.95
TURF CHAMP 19.95

SLOTS

65 5c BLUE FRONTS, D. J.\$34.50
LION HEAD 24.50
WAR EAGLE, 10c 29.50
F. O. K. SILENT 19.50

PHONOGRAPHS

WURLITZER P-12\$69.50
WURLITZER 312 89.50
ROCK-OLA No. 2 69.50

SEEBURG RAYOLITE\$139.50
STEWART-McGUIRE 7-Col. Cig.
Machines 54.50

GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO, ILL.

Crude Pinball Is Found in Ruins

PRAIRIE DU CHIEN, Wis., Sept. 3.—A pinball machine, a crude affair compared to the modern pinball prohibited by law in Wisconsin, but a pinball machine none the less, was unearthed recently by workers who are excavating the 120-year-old ruins of Fort Crawford at Prairie du Chien, Wis.

The relic was found in the north wall of the soldiers' barracks. It was made of a wide board, about three feet long, with cup-shaped holes bored in it. Double rows of brass nails formed the guides for the balls. Several balls made of stone were found with the board.—EDWIN BROOKS.

London Lauds Grip Scales

CHICAGO, Sept. 3.—"The coin machine industry has always had its eye open for 'staples'—those machines that can be counted on for steady profits month after month. Gottlieb Grip Scales, in our opinion, have won that high place among coin-operated machines." These were the words of Sam London, of the Milwaukee Coin Machine Co., Milwaukee, Wis., as he swung into Chicago last week to arrange delivery of a record reorder that he placed for those machines. "Our experience has proved them to be the most consistent earners in recent years."

he went on to say. "Times may change, tastes may do a 'flipflop,' fads may come and go, but these little money makers just keep on producing profits for their operators. When a machine can show that record it deserves to be called a staple."

Sam explained that he found it necessary to make repeated trips to Chicago from time to time to place additional orders or to arrange for extra delivery speed on Grip Scales. Said he: "In the eight months that we have been selling Grip Scales demand has grown from a mere ripple to a mighty wave. Few machines have had a record like that, and there is only one that I believe promises to become a similar staple and that is Indian Dice counter game. The reason is plain. This game has a constructive appeal, as has the Grip Scale. By that I mean it does not compete with other games, robbing Peter to pay Paul, so to speak, but opens entirely new channels of profit. Operators quickly see that it means additional new income to them, rather than enticing play away from their other games, and locations are not slow to appreciate what it can save them in losses due to sharpers' tricks, not to mention the extra profits it makes. Indian Dice is already showing signs of becoming one of the 'stand-bys' for the operator, a game that he can really count upon for steady returns. I'd be greatly surprised if this game didn't show a record like the Grip Scales in a comparatively short time."

PALM SPRINGS

BALLY'S NEWEST RESERVE TYPE GAME

WITH
INTERMEDIATE AWARDS



ALL AWARDS
METERED

●
ADJUSTABLE
SCORE INSERTS

●
5-BALL PLAY
WRITE FOR PRICE.

A REAL SUMMER SPECIAL!

Write for circulars on GRANDSTAND, BALLY ARCADE, SPORT PAGE, LITE-A-PAX, BALLY'S PONIES, MILLWHEEL, LINCOLN FIELDS, LEXINGTON, FOUR HORSEMEN.

BALLY MFG. COMPANY

2640 BELMONT AVE. CHICAGO, ILLINOIS

ANOTHER TWO HITS

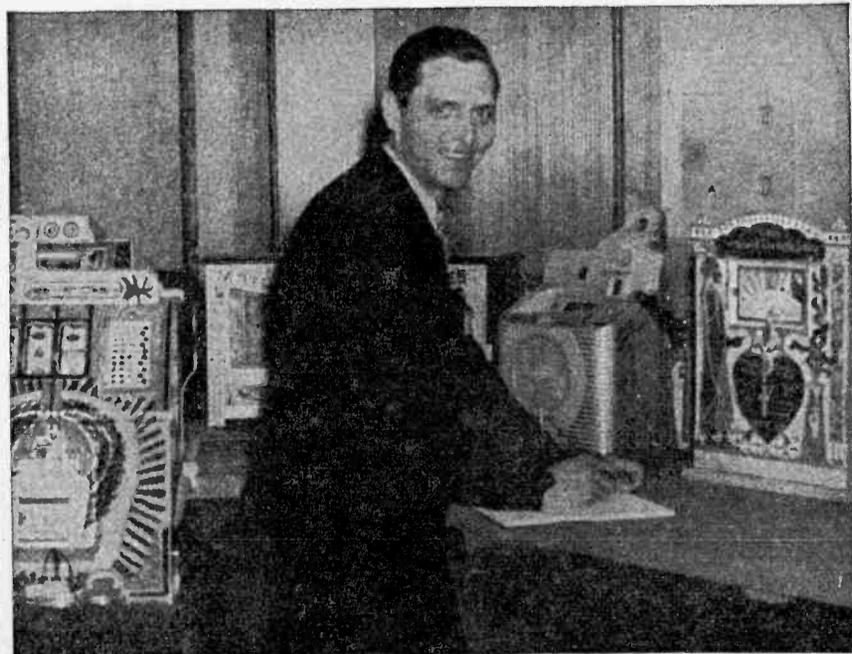
SNOW WHITE
2100 Holes
Tip Tickets
127 Winners
Takes in \$105.00
Average Payout - 54.35

PROFIT - \$50.65
PRICE - \$ 4.60

BALLOT BOX
720 Holes
Tip Tickets
Takes in - \$36.00
Average Payout - 19.44

PROFIT - \$16.56
PRICE - \$ 2.20

GLOBE PRINTING CO.
1023 Race St., PHILADELPHIA, PA.



CHARLIE ZENDER LOOKS OVER USED EQUIPMENT on display at the used machines counter at the Mills Novelty Co. The shop, it is reported, specializes in every type of used and rebuilt machines.

AMERICA'S LARGEST DISTRIBUTORS

THE HOUSE OF FRIENDLY PERSONAL SERVICE

ATLAS

FALL OPENING SPECIALS

**Reconditioned Machines
FREE GIFT OFFER**

To introduce new fall season a beautiful Rubber Blade Electric Fan FREE with purchase of any three Paytables or Consoles listed. Two speeds, assorted colors. Ideal for office or home. An \$8.95 value.

CONSOLES.

Ray's Track	\$89.50
Favorite	64.50
Bally Saddle Club	99.50
Bally Teaser	39.50
Western Dewey Jr.	52.50
Mills Rio	84.50
Saratoga	43.50
Jennings Derby Day, latest model with skill feature	86.50

PAYTABLES.

Keeney Derby Champs, combination console and paytable	\$119.50
Mills Big Race	69.50
Sk-Sar-Ben Multiple	67.50
Classic	18.50
Breakneck	32.50
Photo Finish	21.50

PHONOGRAPHS.

Wurlitzer 616	\$142.50
Wurlitzer 716	147.50
Rock-Ola Rhythm Master	92.50
Rock-Ola Rhythm King	92.50
Wurlitzer 412	84.50
Mills Dance Master	27.50
Seeburg Model A	59.50
Seeburg Model B	59.50
Seeburg Rex, 1937	182.50

COUNTER GAMES.

Ginger	\$19.50
Sparks	23.50
Daval Bell Slide	9.50
A. B. T. Target	16.50
Reel Gripper	11.50
Dixie Dominoes	8.50
Track Reel	9.50
Daily Races Jr.	14.50
Sum Fun (new)	10.00

Write for Bulletin listing complete line of Paytables, Novelty Games, Consoles, Slots, Counter Games and Phonographs.

Terms: 1/3 Dep., Bal. C.O.D.

ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago.
Branches — Pittsburgh, Pa.; Miami, Fla.
Cable Address Atnovco.

Chi Mfrs. in Trek To New York City

NEW YORK, Sept. 3.—Distributors here report that leading manufacturers will send representatives to this city with the opening of the fall season immediately after Labor Day.

Among those expected is Al S. Douglas, of Daval Mfg. Co., Chicago, whose Green Light and Robin Hood games made a hit in this market. He will probably arrive with the new Odd Ball pin game for George Ponser and will also have with him a new counter game which the firm calls Tally. Daval will tell the trade here of the plans which they have for the fall season, Ponser says.

Says Ponser: "When the trade sees these new games and hears of the firm's plans they will be tremendously enthused over the season's prospects."

Another manufacturer expected around Labor Day is Ray T. Moloney, of Bally Mfg. Co. Whether or not Moloney will bring his new "meat grinder" along is as yet a deep and dark secret. But it is generally believed that when he and Jack Fitzgibbons get together that there will be plenty of sure hits for the men in this territory.

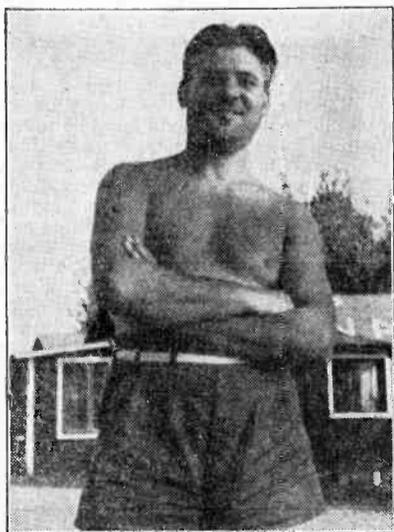
Myer Gensburg, of Genco, Inc., is expected to arrive and tell the men about some of the new games which he now has ready. Bert Lane will probably arrive with Gensburg, for he is to be in Chicago to discuss plans with Genco, Inc. Gensburg promised to return around Labor Day and tell operators about the new games that Genco is making.

Another manufacturer who promises to be present is Jimmy Johnson, of Western Equipment and Supply Co. He claims that he is ready with the game that will be "the greatest sensation of all time." He has held it back during the hot months and is now ready to break loose with it. He will probably appoint a new distributor on his visit here and will have ready one of the latest ideas for the industry at the same time, he says.

Bally Grandstand In Ticket Model

CHICAGO, Sept. 3.—Announcing a ticket model Grandstand multiple one-shot, Ray Moloney, president of Bally Mfg. Co., stated: "The machine has topped all previous multiple records for consistently strong earning power."

"It used to be," he continued, "that a multiple game was considered good if it earned as much as the famous Fair Grounds. But Grandstand has now broken Fair Grounds records, not only for volume of sales but also for earnings reported by operators. All of us at Bally are particularly proud of the fact that the two outstanding features which are combined in Grandstand were both originated by Bally. I refer, of course, to the four-coin multiple idea and the bank-night reserve idea. Our ticket-model Grandstand now brings the profit power of these two features to hundreds of additional operators in all sections of the country."

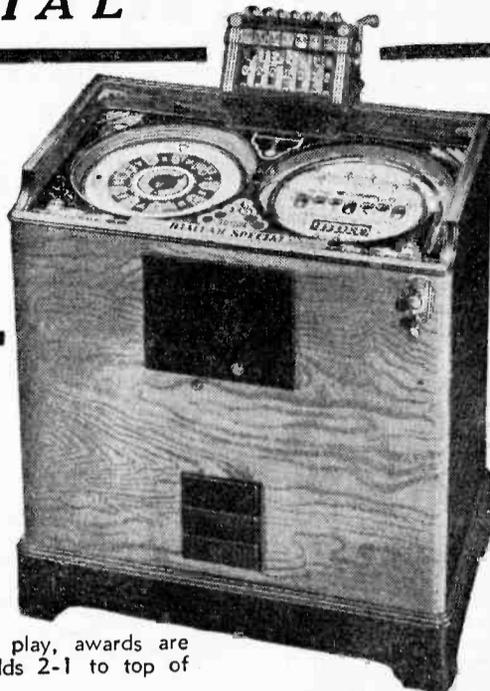


ROY BAZELON, Monarch Coin Machine Co., snapped while on vacation at Eagle River, Wis., looks as if he were ready to climb into the ring and start swinging for the fall business.

EVANS' IMPROVED HIALEAH SPECIAL

DOUBLE AWARD SENSATION!

IDEAL FOR RESTRICTED TERRITORY



Really TWO big games in one, with double thrills, double amusement and DOUBLE AWARDS!

May be operated for payouts, tickets, checks or amusement only!

First, spinner-lite pays indicated odds on a winning selection. Then, if player matches such winning selection by pin-ball play, awards are automatically doubled. Odds 2-1 to top of 60-1 for match play!

Evans' Improved 7-Coin Head stops gyp-artists! No coin jamming. Last 3 coins visible. Silent action precision mechanism. New steel inner wall prevents tampering with mechanism. Dozens of new features plus Evans' famous engineering guarantee performance and satisfaction!

AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630.
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

★ TRUTH IN ADVERTISING

To prevent wrong impressions, we make only conservative statements of facts in our advertising.

OTHER EVANS HITS
Profit-Sharing Phonograph
By-A-Blade, Rolletto, Sr.
Write for Details.

"\$30.00 IN 30 HOURS!"

Reports Leading Operator on
Genco's Sensational Free Play Novelty Game

"TRIPLE PLAY"

READ THIS UNSOLICITED LETTER. THEN DECIDE

DEAR MR. LANE:

Being one of the first operators in this section to place your "TRIPLE PLAY" on location, it certainly gives me great pleasure to report that the first 30 hours of play on this machine grossed THIRTY DOLLARS!

The action, playing field arrangement and the appeal of "TRIPLE PLAY" is the best I have ever seen.

My honest opinion is that any operator who hesitates even a minute to operate this machine is making the biggest mistake of his life.

Sincerely Yours,
SUBURBAN COIN-O-MATIC AMUSEMENTS,
Edward S. Wimley.

★ IT'S WORTHWHILE TO BE FIRST! RUSH YOUR ORDER NOW!

SEABOARD SALES, INC.

619 TENTH AVENUE, NEW YORK, N.Y. — All Phones: Wisconsin 7-5688
Direct Sales Agents for Leading Manufacturers!

BASEBALL IS HERE

TAKE YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole—Form 3490 Takes in \$50.00 Pays average \$26.00 Price \$1.32
The BIG HIT-400 Hole-Form 3625 Takes in \$20.00 Pays average \$9.16 Price \$0.76 1/2

CHAS. A. BREWER & SONS
"The Largest Board and Card House in the World"
6320-32 Harvard Ave. CHICAGO, U.S.A.

5 GET A HOME RUN WIN \$\$\$ 5

\$1000

AMERICAN LEAGUE	PAYS \$500	PAYS \$100	NATIONAL LEAGUE
PITCHER 100 CATCHER 50 FIRST BASE 25 SECOND BASE 25 THIRD BASE 25 SHORT STOP 25 LEFT FIELD 25 CENTER FIELD 25 RIGHT FIELD 25 HOME RUN 1000	PITCHER 50 CATCHER 25 FIRST BASE 12 SECOND BASE 12 THIRD BASE 12 SHORT STOP 12 LEFT FIELD 12 CENTER FIELD 12 RIGHT FIELD 12 HOME RUN 1000	PITCHER 100 CATCHER 50 FIRST BASE 25 SECOND BASE 25 THIRD BASE 25 SHORT STOP 25 LEFT FIELD 25 CENTER FIELD 25 RIGHT FIELD 25 HOME RUN 1000	PITCHER 50 CATCHER 25 FIRST BASE 12 SECOND BASE 12 THIRD BASE 12 SHORT STOP 12 LEFT FIELD 12 CENTER FIELD 12 RIGHT FIELD 12 HOME RUN 1000

WIN \$1000

LAST PLAY IN EACH SECTION RECEIVES ONE PURCH IN HOME RUN BASEBALL

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—6 Column	12.50
MONGREL—4 Column	5.00
ROWE ARISTOCRAT—6 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
3 NEW GORRETTA CANDY PACK-AGE VENDORS—6 Column	37.50
F. O. B. New York City.	

TERMS: 1/3 Cash, Balance C. O. D.
HENRY WERTHEIMER
381 FOURTH AVE., NEW YORK, N. Y.

SALESBOARD OPERATORS
Read
"DEALS"

A column about new salesboard ideas, deals and personalities.

In the
Wholesale Merchandise Department

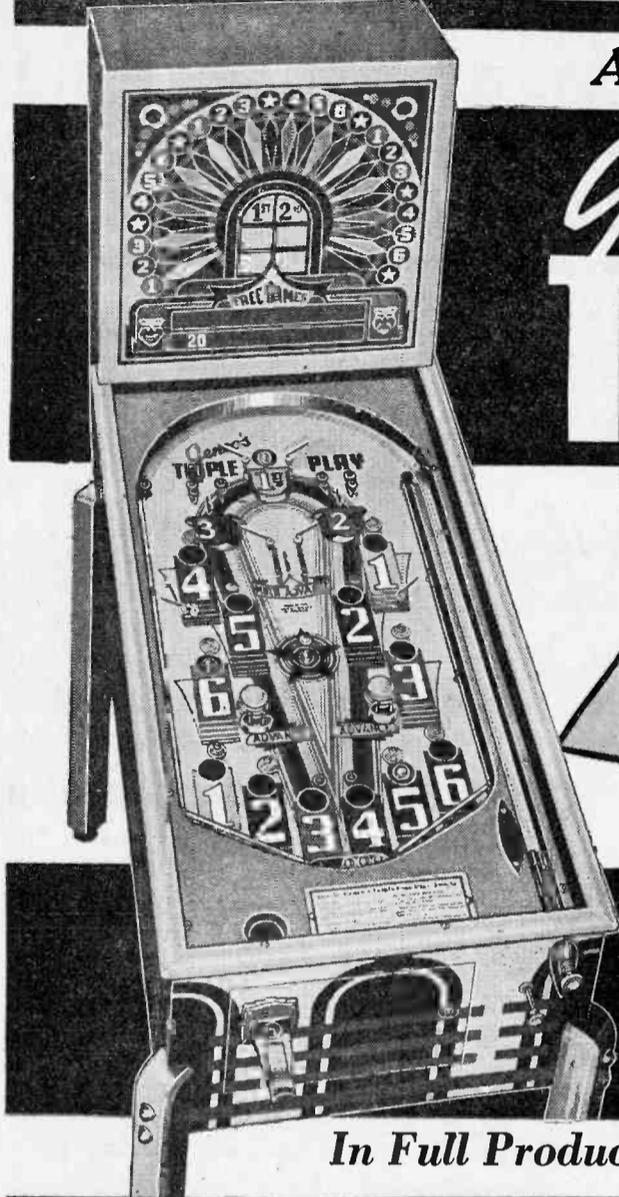
THIS WEEK and EVERY WEEK

WILL PAY

\$100.00 Cash for Bally Sport Page.
\$12.50 for Groetchen Gingers,
1c or 5c.
BOX D-126,
Care The Billboard, Cincinnati, O.

AMERICA'S MOST BEAUTIFUL GAME!

Genco's TRIPLE PLAY



Genco's
New Deluxe
"FREE PLAY"
Game!

CASH STAYS IN THE MACHINE — PLAYER
"PLAYS-OFF" AWARDS — LEGALIZES PLAY
— INCREASES PLAY ON ALL LOCATIONS!

Intriguing play, mechanical perfection, outstanding beauty combine to make this a powerful money-making game for operators in ALL locations! Player simply has to place one ball in "first" hole and one ball in number opposite lighted indicator. Score is increased by going over "second" and "third" Skill Lanes. Lighted Indicator advances when Advance Bumper or Multi-Advance Lane is contacted. When indicator stops opposite a lighted star on backrack player wins 20 free games. (Or operator may set game to award from 12 to 20 free games.)

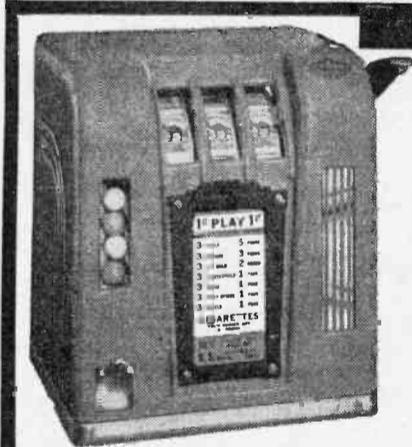
\$114⁵⁰
F. O. B. Chicago.

GENCO, Inc.

2621 N. ASHLAND AVE. CHICAGO, ILLINOIS

In Full Production--Order Today!

SEABOARD SALES, Inc., 619 Tenth Ave., New York.
Eastern direct factory representative
See Bert Lane at once for Genco's Triple Play



ZEPHYR \$18.75 TAX PAID

Two Machines in One—Cigarette Vender or Ball Fruit Vender. Visible Ball Gum Vender. Cigarette or Fruit Symbols. 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.

BALL GUM—15c a Box (100 Pieces), Case Lots (100 Boxes) **\$12.00**

SICKING MFG. CO.

1922 Freeman, Cincinnati, O.

McCALL'S SPECIAL SALE

NOVELTY GAMES!
1 Ball Bally Entry, 65.00
new—S 65.00
Gottlieb Derby Day, 29.50
with clock 75.00
Fairgrounds 22.50
Turf Champ, 17.50
Bluebird — 75.00
Fleetwood 22.50
Air Races, 52.50
Photo Finish 27.50
Golden Wheel 85.00
Ak-Sar-Ban 85.00
1/3 Deposit, Balance C. O. D.
WE BUY, SELL OR EXCHANGE.
3147 Locust St.,
St. Louis, Mo. **McCALL NOVELTY CO.**

Keeney Derby Champ — \$135.00
Mills Big Races 75.00
CONSOLES
Bang Tails \$ 99.50
Bally Skillfield 135.00
Jockey Club 69.50
Paces Races 95.00
Ray's Track 62.50
Shoot the Moon 75.00
Track Times 139.50
Keeney Skill Time 139.50

FREE TO OPERATORS

WEEKLY LIST OF ALL LATEST NEW AND USED GAMES! WRITE TODAY!

Exh. Hi-Ball	\$36.50	\$5.45 EACH	or 5 for only \$18.00
Daily Dozen	46.50		
Gay Time	29.50	Neck'n'Neck	
Keen. Free Races	75.50	Thriller	
Mercury	10.50	Gold Gulch	
Rose Bowl	14.00	Match 'Em	
Power Play	10.50	Mad Cap	
		Bolo	

1/3 Deposit With Order. We ship Balance C. O. D., F. O. B. Merrick, L. I., N. Y.

NATIONAL NOVELTY COMPANY, MERRICK, L. I., N. Y.

Homer E. Capehart Catchee No Fishee, Moans Nat Cohn

CHICAGO, Sept. 3.—Many newspaper reports and editorial opinions of the unusual exploit of Homer E. Capehart in playing host to Republican leaders were noted here. They ranged all the way from a semi-humorous editorial in *The New York Times* to the following personal tribute to Capehart in *The Milwaukee Journal*, August 28:

"Party leaders were saying that they hoped the big rally had made history. They were saying, too, how Homer E. Capehart, who rose from Indiana farm boy to an Eastern industrialist, had put it over. The rally was Capehart's idea. He dug into his own pocket to foot the bill. Friends thought the whole thing must have cost \$25,000.

"Capehart, 41-year-old vice-president of the Wurlitzer Co. at Buffalo, N. Y., a former Hoosier and farm owner, was all smiles when the last echo of oratory had died away and the multitude of party workers from many States began the homeward journey."

WASHINGTON, Ind., Sept. 3.—Homer E. Capehart, sponsor of the Republican rally here, began to feel what propaganda can do for a man in politics as he took vigorous steps to deny that he was a candidate for Democratic precinct committeeman in the town of Amherst, N. Y.

As he winced under the first potshot of adverse publicity he was reminded that the propaganda machines are in high gear today, "and that they can make or break any individual or any administration, no matter what party or how popular a cause may be with the people."

NEW YORK, Sept. 3.—With these short and clipped phrases, "No fish—good time—big deal," Nat Cohn, president of the Modern Vending Co., described the fishing expedition made by Joe A. Darwin, of Wurlitzer; George Mayer, State Music Co., Brooklyn; Jimmy Schare, Washington auditor, and Sidney Levine, well-known phono men's attorney.

"We had the roughest trip I have ever experienced off the Long Island peninsula," said Cohn. "It was so rough that it was impossible to do any fishing. And as if that weren't enough, we had one of the finest fishing boats on the Coast. However, regardless of the rough weather, we all had a great time. What's more, we completed one of the largest phono deals of the year, with George Mayer, of the State Music Co., buying a great many Wurlitzers. So, tho we didn't catch any fish, we did have a happy day—as far as we were concerned."

Hankin Organizes New Coin Firm

COLUMBIA, S. C., Sept. 3.—Carolina Music Co., Inc., has been chartered by Secretary of State Blackwell to deal in coin-operated vending machines and musical devices. The authorized capital stock is 25 shares, no par value.

Incorporators are M. Hankin, president and treasurer, and Sadie Hankin, secretary.

NOW

THAT THE SEASON IS OVER AND YOU ARE READY TO CLOSE YOUR PARKS AND PENNY ARCADES IS THERE ANYTHING YOU HAVE TO SELL? WE WILL BUY!!!

WE HAVE A COMPLETE LINE OF PAYTABLES, CONSOLES AND SLOTS ON HAND FOR DELIVERY!

SAVOY VENDING CO.
406-8 W. FRANKLIN ST.
BALTIMORE, MD.

WANTED FOR CASH!

GROETCHEN CIGARETTE MACHINES.
DAVAL PENNY PACKS.
GINGERS, 1c & 5c, With Bases.
GOTTLIEB'S TRIPLE GRIP.

NATIONAL COIN MACHINE EXCHANGE
1407 Diversey Parkway, 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.

Send your correspondence to advertisers by mentioning *The Billboard*.

★ Easy ON THE EYES!

It's a feast for the eyes! The beautiful slant-top cabinet made of exquisite matched woods; the romantic "Borealis" light-up grille—all focus attention on the Rock-Ola. People who admire beautiful design and like to watch the mechanism, get their money's worth of enjoyment from Rock-Ola's "Streamline" phonographs.

Easy ON LISTENERS

Whether it's "Swing" or "Sweet" music, Rock-Ola's incomparable life-like reproduction scores. Its matchless tone draws crowds and swells collections.

Easy ON RECORDS and NEEDLES

Rock-Ola's famous lightweight crystal pickup doubles the life of records and needles. It saves the operator money and increases profits.

Easy TO OPERATE

Simple flawless construction! Fewer parts. Operators of Rock-Ola phonographs enjoy a big advantage due to the small amount of service required.

Easy TO HOLD LOCATIONS

Locations prefer Rock-Ola's "Streamline" models because they take in more money. Rock-Ola tone quality holds the crowds — stimulates business.



Hard ON SLUGS!!!

There's no lost profits from slugs in Rock-Ola's phonographs because the new 99% slug-proof drop-style coin-chute emphatically rejects them. It takes REAL MONEY ONLY — quarters, dimes and nickels. Most important of all, this great multiple coin chute is STANDARD EQUIPMENT on the 1938 Monarch and Windsor 20-record phonographs. Get your share of these extra earnings! Buy Rock-Ola!

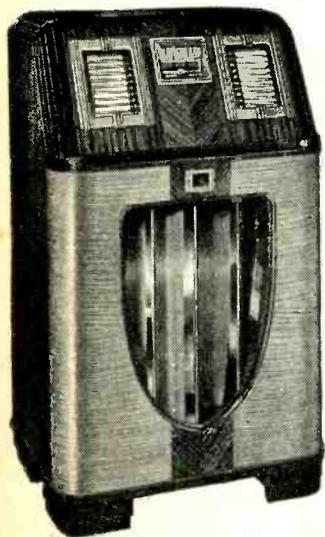
Rock-Ola's "PLAYBOY" Coin Operated SPEAKER! DOUBLES AND TREBLES YOUR INCOME

The "Playboy" coin-operated speaker is Rock-Ola's latest development in music merchandising. It makes an irresistible sales "ensemble" with the 1938 Rock-Ola phonographs, having the same "Streamline" cabinet, individual volume control, 99% slug-proof coin chute and light-up effects. Make that "extra" room pay extra dividends by installing a new Playboy!

IT'S EASY TO BE SUCCESSFUL
WITH

Rock-Ola

COIN OPERATED PHONOGRAPHS



CANADIAN OPERATORS ATTENTION
ROCK-OLA
Multi-Selector Phonographs
HYDRO-ELECTRIC
APPROVED IN CANADA
Distributed by
P and H COIN MACHINE CO.
120 DUNDAS ST. W., TORONTO, CANADA

WURLITZER MODELS 500-600

SCORE ALL TIME HIGH IN PLAY APPEAL

DAZZLING CABINET ILLUMINATION—24 RECORDS—SMARTLY STYLED SELECTORS—SET NEW STANDARDS FOR ATTRACTION POWER

Again with the Models 500 and 600 Wurlitzer has smashed all precedent in automatic phonograph construction, design and performance! And again the result is a sensational advance in eye arresting beauty, in earning power—models that will quickly prove their ability to get and hold the best locations!

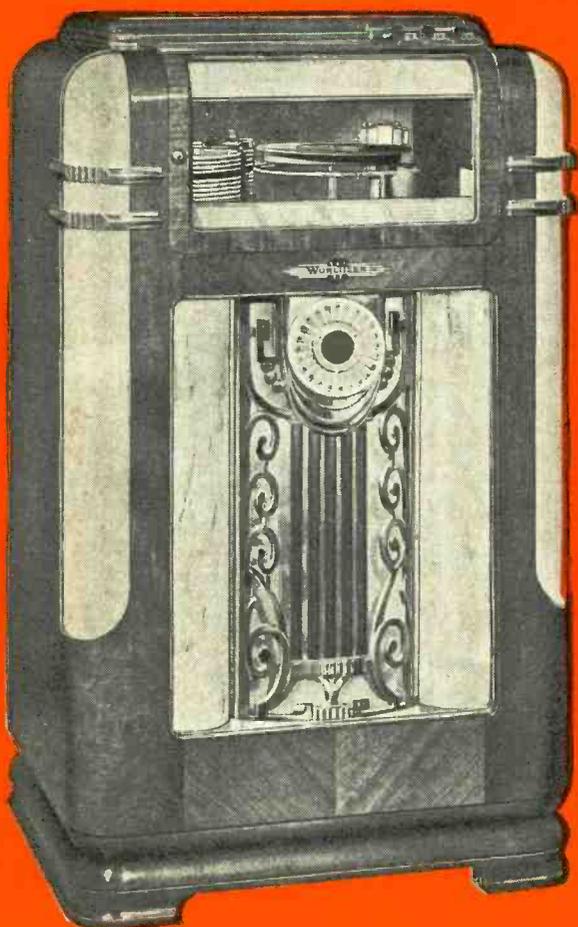
See the Wurlitzer "FIVE HUNDRED" and "SIX HUNDRED" in action. Hear them play! You'll realize why successful music merchants are unanimous in saying "They set the pace for beauty, for cabinet illumination, for record capacity, for tone."

Then if you know the music business, you'll make it *your* business to get these new Wurlitzer Automatic Phonographs working and earning for you. Write or wire for details.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

WBS-112



MODEL 600

OPTIONAL COLOR EFFECTS—MODEL 600

Plastic grille rods and record changer compartment background in any one of three matching colors—red, green and amber, as desired.

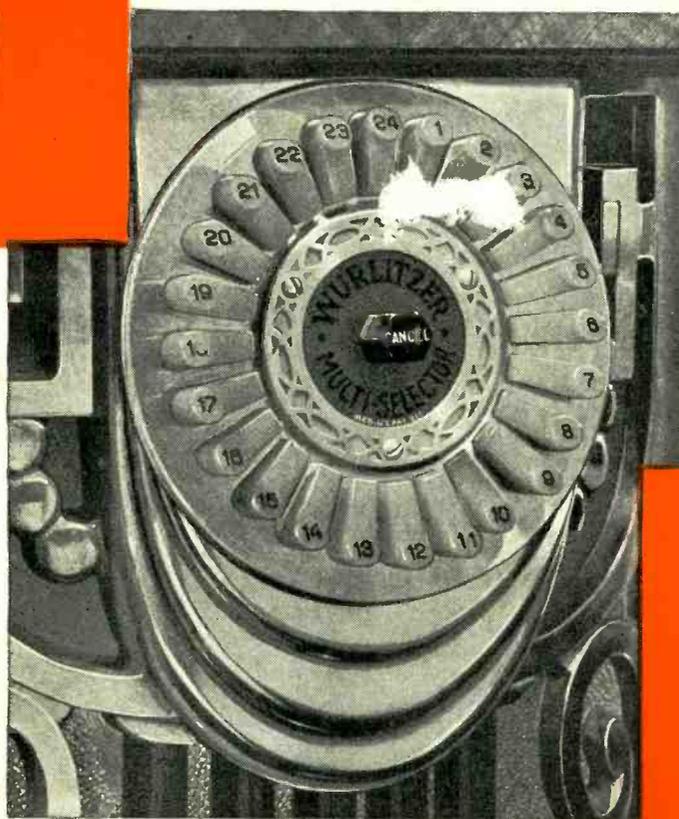
OPTIONAL COLOR EFFECTS—MODEL 500

Moving varicolored illumination in white onyx-like plastic corner panels with red mottled plastic grille panels or vice versa, as desired.

Also available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost, as Models 600-A and 500-A.

BOTH MODELS PLAY 24 RECORDS

The name "Multi-Selector" as used in this advertisement is registered in the U. S. Patent Office.



NEW "MULTI-SELECTOR" DIAL ON THE MODEL 600

Brilliantly illuminated, translucent red plastic with chromium embellishments, make the "Multi-Selector" dial of the Wurlitzer "Six Hundred" the most beautiful ever designed for an automatic phonograph. The large and generous size buttons are beveled so that all are easily readable—preventing errors in selection.

SOLD ONLY TO MUSIC MERCHANTS



MODEL 500

TURN IN YOUR OLD INSTRUMENTS ON

WURLITZER
AUTOMATIC PHONOGRAPHS

UNDER WURLITZER'S LIBERAL FACTORY TRADE-IN ALLOWANCE PLAN