

PERIODICAL ROOM
MUSICAL LIBRARY
PROPERTY OF MUSE

OCT 5 1938

The Billboard

The World's Foremost Amusement Weekly

OCTOBER 8, 1938

15 Cents

Vol. 50. No. 41



AL PEARCE
"Elmer Blurr" Broadcasts for Grape Nuts
NBC-Red Network
Management: Faehon & Marx



WLW · WOR



DEAN HUDSON

AND HIS FLORIDA CLUBMEN... NOW APPEARING
BEVERLY HILLS COUNTRY CLUB

THE SHOWPLACE OF THE MIDDLE WEST
 NEWPORT, KY. (ACROSS THE RIVER FROM CIN. O.)
4 WEEKS



Featuring the "A CAPELLA" Glee Club.
 Modernistic Arrangements, Old and
 New. Distinctively Different!

Thanks to
GLENN SCHMIDT

for his invaluable co-operation in presenting us to Midwestern
 Audiences. Thanks, too, to Belle Baker.



COAST TO COAST...
 SUNDAY: 12:00-12:30 A.M.—WLW-WSAI and
 Red NBC
 MONDAY: 11:30-11:45 P.M.—WLW
 TUESDAY: 10:00-10:30 P.M.—WSAI
 WEDNESDAY: 11:30-12:00 Midnight—WLW
 THURSDAY: 12:00-12:30 A.M.—WSAI and
 Red NBC
 FRIDAY: 12:45-1:00 A.M.—WLW
 SATURDAY: 12:45-1:00 A.M.—WLW
E. S. T.

With Miss Frances Colwell, "Drummer
 Boy" Sam Latimer, "Cowboy"
 Harold Willis and "Truckin' Senator"
 Howard Able. Originated on the campus
 of the University of Florida. One of the
 country's young up and coming bands that
 presents music in the modern dance tempo.

Victor and Bluebird Recording
 Artists

Personal Management

GUS C. EDWARDS

First National Bank Bldg., - - Chicago, Illinois.
 HANK LINDER — Tour Manager

A Hit from the East! Direct from Boston!

EAST

Daily Record (Boston).
 Early this summer we instructed the universe that Dean Hudson can't help become one of the top flight maestros—the Dean goes a super book up from Beverly Hills Country Club. This great spurge of prominence seems a sure fore-runner to a smash click season for Dean! You might listen tonite to his tailored titillating tunery and then marvel that some of the supposedly learned in the music business could have doubted he's a commercial bonanza! George C. McKinnon's Wisdom Box.

Billboard (Amusement Weekly).
 outfit possesses top notch quality—okay for ball-room, hotel and radio—showmanship is pre-eminent with Hudson dishing out entertainment as well as absolute danceable music. Versatility ranges from Dixieland to Glee Club work and showing patrons how tunes are created. Never a dull moment with ork going from hot to semi-classic—pace set is smooth—arrangements exceptional—good—distinctiveness can put this combo on a podium of its own. Sidney J. Paine (Boston).

Post (Boston).
 —dinner guests were really thrilled by the soft strains of Dean Hudson and his rhythmic Florida Clubmen. Their comedy arrangements were swell, but when the Glee Club stood up and sang, it was truly sensational. We predict after the Normandie engagement they won't need any advertising in New England. Louis Hughes.

Post (Boston).
 No band in recent years has captured the hearts of music lovers as quickly as this young Southern outfit. Dance Editor.

Daily Mirror (New York).
 Dean Hudson is creating a sensation thruout New England. Nick Kenny.

Union Leader (Manchester, N. H.).
 One of the most rapidly rising young bands in the country—their complete versatility and unique appeal can't help from carrying them to the tip-top. Miss Frances Colwell with her rich contralto voice and pleasing personality is unsurpassed.

COLLEGES

The Dartmouth (The oldest college newspaper in America), Hanover, N. H.
 —band has been discovered! The standees were rewarded with some of the best music which has ever bounced off a Dartmouth wall—the difference between Hudson and half a thousand other bands which have climbed into these hills is not alone in technical ability. The boys have technical ability to spare. They have that extra drive so pleasing to routine wearied ears—they do not merely play the notes—they live the notes! They applauded his dance music, they applauded his arrangements, and when the band put on their show, the house came down—they're still looking for the first man, woman or rabbit who didn't holler for him, Lynn Callaway.

The Tiger (Clemson), Clemson, S. C.
 We just can't seem to get this Dean Hudson off our minds—we got more actual enjoyment out of Hudson's music than any band we've heard in over four years—and we've heard them all. We predicted you would soon be seeing Dean Hudson's name in the headlines—since getting the corp's reaction, we would like to emphasize that prediction threefold.

SOUTH

Atlanta Journal (Atlanta, Ga.).
 The boys dispensed many forms of orchestral music during their spiritive half hour, and those with ears that vibrate to the swing of good music brilliantly played are invited to listen. Ernest Rogers.

Atlanta Georgian (Atlanta, Ga.).
 None more pleasing than this group from Florida. Mildred Seydell.

Gainesville Daily Sun (Gainesville, Fla.).
 Although Maine has its Rudy Vallee, Pennsylvania its Fred Waring, University of Florida can now point with pride to Dean Hudson and the Florida Clubmen. Bill Jibbs.

Charleston Evening Post (Charleston, S. C.).
 Establishing himself as one of the crack orchestras of the country.

Times-Dispatch (Richmond, Va.).
 Glee Club arrangements distinguish this group from the usual run of dance bands. It seems as though every member of the band sings. Vocal arrangements by pianist William Van Brunt, who was president of the University of Florida Glee Club, have a distinctive quality of their own.

Palm Beach Times (Palm Beach, Fla.).
 Former vocalist Royal Poincain Chapel, Palm Beach winning acclaim in Northern music circles.

MIDWEST

Enquirer (Cincinnati, Ohio).
 Dean Hudson and his 15 Florida Clubmen, entertaining orchestra and Glee Club, has been knocking the jitterbugs for a row of bass drums. "Swing Your Lady Column."

Billboard (Amusement Weekly).
 For those who dance, a capable crew of swingers in Dean Hudson. Show gets off with Hudson's Glee Club—a novelty by Hudson crew also pulled nifty mitting—Hudson and his musical crew kept the dancing patrons in a happy mood and introduced a string of novel arrangements in beating out the swingers.

Bill Sachs (Cincinnati).

A RECORD BREAKER

Setting a week-day house record at The Normandie, Boston—3,500 on a solo stand at Hampton Beach, N. H.—All time high during Lenters period at Tanglewood Gardens, Richmond, Va.—15,000 in three weeks—Pulled week's attendance record 25 per cent higher than any other band in past two years at Boston's Totem Pole—Breaking all records at Bluefield, W. Va., with 2,500 people at a single nite's stand—Smashing all house records both by the nite and week at The Weirs, N. H.

The Billboard

Vol. 50
No. 41

October 8,
1938

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.
92 Pages. Subscription, \$5 per year. Copyright 1938 by The Billboard Publishing Company.

INDIES AS VAUDE BACKBONE

AFA Pushes Chicago Night Club Campaign

CHICAGO, Oct. 1.—American Federation of Actors added three organizers from the ranks of the Chicago Federation of Labor to its pay roll to speed up its current drive on night clubs and hotel rooms. George Howard and Elmer Wilson, former performers, have been assigned to the North Side and West Side, respectively, while Leonard Richman, veteran labor organizer, is handling the South Side.

Howard this week signed the Happy Hour Cafe, a small North Side nitery. Guy Magley, AFA rep here, expects to sign contracts with a couple of larger spots in a couple of days. The 606 Club and Royale Frolics came in last week.

NEW YORK, Oct. 1.—AFA Executive Secretary Ralph Whitehead left Thursday for Houston to attend the American Federation of Labor convention. Dan Hurley, organizer, left the same day to reorganize the Detroit branch.

This follows the reorganization of the Philadelphia branch Sunday. Tom Kelly, head of the local performers' union absorbed by the AFA, was elected head of the new branch. The branch is working in closely with Philly club bookers.

Whitehead is expected to stop off at Los Angeles and San Francisco, where there are AFA branches, on his way back east after the Houston convention.

Alabama State Fair, Drawing Nearly Half Million, Smashes Records of Past Five Years

BIRMINGHAM, Oct. 1.—Nearly half a million visitors passed thru the gates of the Alabama State Fair, General Manager P. T. Strieder said tonight as the curtain was dropped on the most successful exposition held since he and associates—Carl J. Sedlmayr, Frank Duffield, J. Warren Leach, the late Ed Carruthers and the late J. Alex Sloan—look over its management five years ago.

Favored by clear skies and ideal temperatures, daily attendance figures kept pace with those of 1937 during the early part of the week and soared far above last year's records on the final three days, Mr. Strieder said.

The event closed tonight with an all-time record-making auto race crowd remaining on the grounds until dismantling of exhibits and attractions began.

An unusually strong array of attractions combined with expanded exhibit displays in all departments and generally improving economic conditions to produce the banner crowds. Up and down the line the exhibition phase of the fair was regarded as particularly outstanding, with general standards higher than ever before.

Creating State-wide attention, a special day for Alabama school children—Wednesday—was a record breaker that indicated the growing interest in the exposition thruout the State. Working in conjunction with the Birmingham Junior Chamber of Commerce, fair officials featured the day and its programs to a point where attendance exceeded that for the regular Birmingham school children on Monday.

Unemployment Agreement

NEW YORK, Oct. 1.—Reciprocal agreements entered into by all but eight of the 51 States and territories affected by unemployment insurance laws now enable unemployed performers and all workers to collect on benefits for which they may be eligible under the laws of other States by filing claims at offices nearest their current whereabouts. This State has just become a signatory to this multi-State interchange of unemployment insurance benefits.

BAA Revived; Signing Houses

NEW YORK, Oct. 1.—Skies are brighter for the much-harassed Burlesque Artists' Association, with two-thirds of the benefits enjoyed by the organization during its heyday returned to it, and local burlesque houses signing or about to sign BAA contracts. Second bid of the American Federation of Actors to win jurisdiction held by the BAA was lost when the Associated Actors and Artists of America, parent performer union, dismissed charges preferred by the AFA in connection with the certification by the BAA of its members who were in good standing.

BAA contracts again stipulate a lay-off for chorus performers, pay for mid-night shows (one-fourteenth of weekly salary) and two weeks' notice to all but those under term contracts. Agreements (See BAA REVIVED on page 5)

FCC Cites 9 Stations Charging Program Missteps; Trade Worried

WASHINGTON, Oct. 1.—During the absence of Chairman McNinch, who is under treatment for gastric ailments at the Naval Hospital, and Commissioner Norman S. Case, who is in the New England storm area, Federal Communications Commission indulged in a crack-down spree, putting nine broadcasting stations on the griddle for license renewals. Hearings were ordered for the renewals after the commission's staff had reported that further steps should be taken because of alleged violations.

KLCN, Blytheville, Ark., was labeled with violations of operating regulations on six different scores. WTCN, Minneapolis, was placed aboard the patrol wagon for program service, with particular reference to one titled *Beyond the*

Indie Theaters and Bookers Lead Fight for Vaude Return

To the fore due to circuit decline—booking problems tougher—indie managers more alive, aggressive—new group of vaude showmen being built up

By PAUL DENIS

NEW YORK, Oct. 1.—With the steady decline of vaudeville these past several years has come a complete shake-up in the functions and importance of the theater owners, managers, exploitation men, artists' representatives, circuit bookers and indie bookers and, in fact, every element connected with vaude. The breakdown of circuit vaude has given importance to the indie bookers, the exploitation men, the big talent agencies and the indie theater owners. Once overshadowed by big-time vaude, the indie crowd has surged heroic job of keeping vaude alive. Indie bookers have had to fight doubly hard to convince theaters to try vaude. When they land a house they must dig up box-office attractions quick or run the chance of losing it.

At the same time, managers of big houses formerly affiliated with the circuits now find themselves forced to shop for attractions, to exploit these attractions intensively and to use great showmanship in order to meet circuit and first-run competition. The days of the janitor-type of house manager are gone so far as vaudefilmmers are concerned. Those managers now running big theaters for mortgage holders, bankers or creditors must of necessity be live wire, imaginative and show-wise executives who know what attractions are available, when to play them and how to book them.

A good example of a former de luxe now run independently is the Fox, Detroit. During the past five years it has been directed by David Idzal, who has maintained "the open door" vaude booking policy. All agents are invited to submit talent and, in this way, the house has been able to grab attractions ordinarily not available to indie operation, even though the theater has had Paramount and RKO vaude opposition.

Altho Idzal invites all agents to contact him direct, he prefers that they submit their acts thru either MCA, William Morris Agency or Herman Citron here, or thru Max Halperin, of Chicago. Citron, says Idzal, "co-ordinates the attractions controlled by the lesser indie agents." On the West Coast Idzal has established "substantial contacts with personal reps and film stars" who advise him of the availability of film names for his theater. "In this manner," says Idzal, "we get nation-wide coverage and (See INDIES AS on page 51)

ATC To Set Up Local Audiences

NEW YORK, Oct. 1.—As part of its plan to bring back the road, the American Theater Council will undertake, as suggested at its convention last month, to organize audiences via the advance subscription plan which has been used by the Theater Guild and the American Theater Society. ATC program calls for trained advance men going out into selected territories, contacting local big-wigs, such as newspaper editors, bankers and organization leaders, for a general promotion campaign among the townspeople. ATC agents will be guides, but the prestige of the local names will be used to sell the minimum guarantees necessary to draw a season of shows.

The Theater Guild pigeonholed any notion that ATC would be encroaching on it when a Guild spokesman commented on the program, saying it "would be a great help if anything to us. We would be glad to work with them on the idea."

The questionnaire which the American (See ATC TO SET on page 5)

In This Issue

	Pages
Air Briefs	9
Broadway Beat	6
Burlesque Notes	24
Carnivals	39-47
Circus and Corral	30-32
Classified Advertisements	49-51
Coin Machines	62-82
Endurance Shows	24
Fairs-Expositions	34-36
Final Curtain	26
General News	3-6
General Outdoor	57-61
Hartmann's Broadcast	29
Legitimate	15-16
Letter List	26-27
Music	24
Minstrelsy	24
Night Clubs-Vaudeville	17-23
Notes From the Crossroads	29
Orchestra Notes	13
Out in the Open	27
Parks-Pools	37-38
Pipes	55-57
Possibilities	4
Radio	7-10
Repertoire-Tent Shows	25
Rinks-Skaters	39
ROUTES: Orchestra, page 11. Acts, Units and Attractions, 20 and 58. Dramatic and Musical, 58. Repertoire, 59. Carnival, 59. Circus and Wild West, 59. Miscellaneous, 59.	
Show Family Album	50
Sponsored Events	48
Thru Sugar's Domino	4
Wholesale Merchandise-Pipes	52-57

War Threats Boom Shows; Plenty Acts Going Across

NEW YORK, Oct. 1.—Despite the tenseness of the war threat situation in Europe, show business abroad is booming. Since the first sign of a possible embroilment the cash customers in London and Paris have been flocking into

the night clubs, theaters and picture houses as an escape from the troubled scene.

But, according to local agents and bookers who have been keeping in touch with the foreign situation because of its effect on the many acts now working in Europe, this form of escapism on the part of the public has always been profitable to night club and theater owners during a crisis of any sort.

Last week, when war appeared imminent, there was a flock of cancellations of American acts booked abroad. But across the water, American acts, while fearful of the outcome, have been reluctant to leave because of booking commitments and contractual obligations and the hope that the whole thing will blow over.

Dick Henry, foreign booker for the William Morris Agency, who just returned from a trip abroad, said that of the 120 American acts booked in Europe by the Morris office no cancellations have been made. There are approximately 200 American performers working in France, England and Germany. As a matter of fact, Henry claims, the theaters are thriving and it may be necessary to import more American acts; tho it is doubtful that they would go in view of the present situation. He says that many are hanging on over there until there is an actual call to arms, but also feels that some will take their chances and stay after that because the value of performers will shoot sky high, as in the World War.

On this side, tho, European dates are being canceled left and right. Agents are having a tough time urging performers to go on over and fulfill their contracts. Scheduled to sail last week, the Gilbert Brothers canceled their Berlin date at the last moment, as did Miriam Verne, Jose and Patricia and the Gaylene Sisters. Bert Wheeler, who was playing Great Britain, canceled 10 weeks and is on his way home.

But in spite of the pessimism here, seven acts booked by the Morris office sailed last week. They include Cardini, Jean Sheldon, Loretta Fisher, Ed Ford and Whitey, Buster Shaver and Olive and George, Dave and Dorothy Fitzgibbons and Gladys Aherne, who open October 1 at La Scala, Berlin, for a two-month stay.

Penn State May Make Radio a Major Course

PENN STATE, Oct. 1.—Possibility of Penn State College here inaugurating a four-year major course in radio was reported following granting of six-month leave of absence to Frank S. Neusbaum, assistant professor of dramatics, enabling him to study agency and network production methods in New York. Final check must be given by college board. Other colleges which have radio courses in their curricula have yet to make the subject a major.

DETROIT, Oct. 1.—New course in radio broadcasting is being started by the University of Detroit this fall, with cooperation from WWJ. Principal part of the instruction will be given by WWJ staff, including Harry Bannister, sales manager; Walter Hoffman, chief engineer; Ty Tyson, sports announcer; Myron Golden, script writer; Ole Pocher, music; Bill Mishler and Bob Stanton, announcing.

Frisco Burly To Resume

SAN FRANCISCO, Oct. 1.—Capitol Polles, burlesque, is temporarily closed. Manager Eddie Skolak has gone east on a scouting expedition for talent. House will be reopened with Skolak's return with a complete new Eastern burlesque road show production.

Workmen meantime are installing a new \$10,000 air conditioning system.

AL PEARCE

(This Week's Cover Subject)

AL PEARCE, whose "I hope, I hope, I hope" helped to sell Ford cars for almost two years while Al was master of ceremonies of the "Watch the Fun Go By" series for that sponsor, was born in San Jose, Calif. He worked his way thru school helping with the family dairy and at 15 garnered his first entertainment experience playing banjo in an orchestra at the San Francisco World's Fair. He continued in music to the point where he had his own band at Lake Tahoe.

Turning to the selling game for a while, Pearce sold insurance, real estate, roofing and diamonds. His first radio appearance occurred when he sang with his brother Cal on a real estate glee club program in San Francisco, and then when real estate hit the skids in 1929 he turned to radio as a profession and has remained in it ever since.

Al inaugurated the successful "Happy Go Lucky Hour" and produced the "Blue Monday Jamboree" programs, both participating shows on the Coast's Don Lee network. After several years of these broadcasts Pearce brought his "Gang" to New York in 1935 and went on NBC sustaining, with the program sold almost immediately after to Peppermint, January, 1937, saw the start of the Ford commercial with Al starred, and it continued on CBS until the beginning of the past summer. Last winter and spring the Pearce Gang made personal appearances in major Eastern and Midwestern cities, their radio popularity enabling them to break many box-office records during the tour.

Al and other members of his group have been vacationing in California since the conclusion of the Ford programs, but they go back on the air October 10, starting a new series for Grape Nuts over the NBC-Red network Mondays at 8 p.m., EST.

A POPULAR HOME FOR PROFESSIONAL PEOPLE

A Stone's Throw From Times Square.

Modern homelike apartments from 1 to 4 rooms, with kitchenettes and kitchens furnished or unfurnished.

• ONE OF THE FEW APARTMENT HOTELS IN THE NEIGHBORHOOD OFFERING SO COMPREHENSIVE A SERVICE IN HOUSEKEEPING APARTMENTS.

Equipped for housekeeping, with free gas and automatic refrigeration. Maid attendance, linen, valet and laundry service optional. 24-hour switchboard and elevator service.

On Lease or Transient at Moderate Rentals.

Phone for Information: Circle 6-9430

THE WHITBY
325 WEST 45TH STREET
NEW YORK CITY

SPECIAL PRINTED ROLL OR MACHINE	100,000	\$20.00	RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS	STOCK
				ROLL TICKETS
				ONE ROLL \$.50
				TEN ROLLS 3.50
				FIFTY ROLLS 15.00
				ROLLS 2,000 EACH
				Double Coupons, Double Price
				No C. O. D. Orders Accepted
ELLIOTT TICKET CO.				400 LAFAYETTE ST., N. Y. C. 127 N. DEARBORN, Chicago 616 CHESTNUT ST., Phila.

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

JUNE PREISSER—younger half of team of Cherry and June Preisser, now appearing as a single in You Never Know, legit musical at the Winter Garden, New York. Was sensational as a child acro dancer, and is just now getting out of the kid stage. Her amazing acro work is consistently show-stopping, and she's developing a pert and charming personality that makes her one of the cutest soubrettes in the theater. Would be a film sensation if properly spotted in a celluloid musical.

THE CHARIOTEERS—singing quartet of colored lads now appearing in Hellzapoppin, legit revue at the 46th Street Theater, New York. Have also appeared with tremendous success on the air and in vaude. Their voices are topnotch, their arrangements are stirring and excellent, and they shape up as one of the finest vocal quartets in decades. Quality of voices, material chosen and the treatment they give it lift them far above the average. Can be compared favorably to the Mills Brothers at their best. Certainly rate a film try.

For VAUDE

SYLVIA RHODES—young, pert, charming singer of pop songs with Ace Brigode's Band. She's a delightful youngster, and swings tunes with great personality. Has about everything a young singer needs to make the grade, and ought to be glove-fit for vaude—or for radio or a legit revue, for that matter.

For LEGIT MUSICAL

CAROL BRUCE—pretty brunet singer now at NTG's The Midnight Sun, New York. Has a fine ringing voice, and works well with or without a mike. On account of her striking beauty she would fit perfectly into a legitimate musical; but her voice alone would rate her an engagement either in legit or on the air.

KGER Retaliates With Pic News Ban

LOS ANGELES, Oct. 1.—Hitting at the motion picture industry's "anti-radio advertising" policy, KGER here has sent out a letter informing all Los Angeles and Long Beach motion picture exhibitors that the station is discontinuing all programs involving references to pic productions, Hollywood gossip and "similar non-paid publicity."

Letter states KGER's feeling is that pic industry has been unwise and discourteous in executing a vast ad campaign to the exclusion of radio, and adds "apparently it is being overlooked that radio has done much to publicize Hollywood. . . ."

Station in the future will consider theatrical publicity at regular commercial rates only.

Letter was signed by C. Merwin Dobyns, president and general manager.

No Ducat Code Violations

NEW YORK, Oct. 1.—Two charges that producers were violating the ticket code were investigated and found to be unfounded by James F. Reilly, executive secretary of the League of New York Theaters, which is supervising the enforcement of the regulations. Productions involved were Sing Out the News and Kiss the Boys Goodbye.



WE DON'T have to go outside of the show business for material to study on the question of whether trade unionism has done as much for the laborer as its leaders claim. In fact, we don't have to go beyond the theater industry. All that we need do is to consider the case of the average stagehand and musician who carries a card in the AFM and IATSE, respectively.

There are more stagehands and musicians unemployed the greater part of the year than there are men employed in these occupations. We have gone thru several varieties of depressions and recessions since 1929 and we have at last reached the point where we can safely state that depressed business conditions are not responsible for unemployment among members of these unions. And we can add that the beclouding of the horizon for stage shows has not been caused by business conditions, the machinations of exhibitors conspiring to keep stage shows out of theaters or the overwhelming appeal of Hollywood canned product.

We all know that while business conditions are by no means good they are not that bad as to bar the return of flesh, which was heralded long in advance of the season's opening. We should know also that exhibitors all over the country were earnestly devising ways and means of restoring flesh to their theaters during the weeks preceding the actual opening of the fall season. And even the kids in the streets are aware by now of the fact that the run-of-the-mine product turned out by Hollywood is just as poor this season as it was when exhibitors decided that the only way to sell lousy pictures to a penny-wise public is to run bargain double features.

So what are we faced with just past the threshold of the season? A very simple array of facts, these being that the stupid, officious and arrogant handling of local situations by many musicians' and stagehands' locals is keeping union men out of work and nipping in the bud what started out to be one of the best flesh seasons we would have had in many years.

Actors are being deprived of work; agents are being stymied in their attempts to get a foothold again in the only business they know; bookers' plans are being shot to smithereens and various industries that would have benefited from a revival of activity in the flesh business are back to where they were during the worst days of the industrial crises thru which we have been passing since the post-war bubble burst. All of this because locals of the major unions seem to be doing everything possible to stave off the day when all factors would be merrily working again.

Bookers are afraid to talk out against the locals because of the possibility of getting it in the neck in new situations that have not yet given trouble. Actors can't talk because their organization is not yet in a position to make demands and back these up with threats of reprisals. We don't blame exhibitors for being indifferent. After all, their interest in stage shows was more or less artificial anyway. If they wanted stage shows as badly as we would like them to they would have shown signs of life long ago. It was only thru careful approaches made by bookers—approaches backed up by patient canvassing season after season—that the exhibitors finally succumbed. When they did they found that the very men who would benefit most from a revival of stage shows put every obstacle in their paths.

The season is still young. Something can yet be done. The only ones that can do it are the stagehands and musicians. As individuals they must take more interest in their organizations. They must impress upon their leaders that the important thing is to keep working; that bullying and arrogance are all right in their place and frequently necessary when strong, unbending personalities are opposed to each other. But the present situation, the average stagehand and musician must realize, is not one of insuring security and other benefits for labor's posterity. It has come down to a simple matter of opening theaters, keeping them open and co-operating in every way possible with the men who are earnest in their de-

(See SUGAR'S DOMINO on page 6)

All-Girl Vaude Novelty at the Cirque Medrano, Paris, Clicks

PARIS, Sept. 26.—In putting on *Le triump de la Femme* at his indoor circus Medrano has something—nine acts and every one a feminine challenge to man's superiority.

Recorder, the regular announcer, was replaced by a good-looking gal in abbreviated shorts. First out was a pair of contortionists, the Marfranos. They got a sock hand for their good work on a polished table top.

Joan Brandon, of California, combines black magic with her blond beauty and a bewitching smile. Kept the audience sitting tight with her skilled hand, Cilly Feindt, a holdover, pranced in for her high-school horse act. An international four, Mireilly, French; Joan Tanya, Polish; Wilkey Lester, English, and Rose Lugano, were sensational on their four trapezes.

Chrysis de la Grange, hand-over-hand, climbs 70 feet on a loose rope to demonstrate why she is the world's champ in her field. Marie Hollis, American, was selected to represent the acro dancers and the choice was well made.

The Stedel Sisters, billed as "Broadway's favorite dancers," have not studied their subject deeply enough. An apache dance is a dance, whereas a better term for their bit would be "an unequal wrestling match." La Venus de Milo, a beautiful young lady born without arms, does with her toe dances about all that her more fortunate sisters do with hands and fingers. Splendid number.

The Twelve Mexican Ladies furnish a strong close. From a slow tempo the ladies work up to a pitch where they are no longer ladies, finishing in a free-for-all. Pilar Lopez tries to keep up in her dancing, but Spanish dancing has no place in Mexican music when it's hot.

Unable to locate a female clown, Medrano puts dresses on his stock assortment and sends them in to round out a performance heavy with talent.

C. M. Chambers.



Distinguished

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

A. S. Kiskaby, 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.

PHOTOGRAPHIC

WITH YOUR OWN PHOTO

100 for \$8.00 inc. Envelopes

Send for Our FREE Catalogue of INDIVIDUAL GREETING CARDS FOR ORCHESTRAS AND ARTISTS.

Mass Photo-Reproduction Service
1545 Broadway, New York City.

ROOFLESS PLATES

Featherweight—no sagging—Natural Taste—Holds Better. Singers, Speakers like the extra lounge room, clearer mouth. All Tanya false teeth—by mail—as low as \$9.75. 60-day trial. Write for FREE Catalog and Impression material. We trust you. Monthly Payments. 48-Hour Service. HOD LAB., 781 Hod Williams Bldg., Tampa, Fla.

THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, GENERATORS, CHAIRS, STOLTES, STENOGRAPHS, FILM CABINETS, PORTABLE PROJECTORS, M. P. GENERATOR, GENERATOR SETS, MICROPHONES, REFLECTORS AND LAMP, REFRIGERATORS, VENTILATORS, FANS, GARDENS, FILM CLEANING, FIXERS, WAXED LAMP AND SUPPLIES. EVERYTHING FOR THE THEATRE. WRITE FOR FREE CATALOG "B".
MOVIE SUPPLY CO., Ltd.
1718 S. WABASH AVE. CHICAGO, ILL.

PARTNER WANTED

Excr. middle aged, to 50s Gentleman with knowledge of Music, Mind Reading and small show experience. Must be sober, industrious. Have car. "LA RAE."
Care Billboard, Woodruff Bldg., Chicago, Ill.

FOR SALE

SIX NEW SETS COMPLETE COSTUMES. Palazzo, Sport Number, Flower Number, Cowboy, Introductory and Finale Number, with Hats to match. Forty Costumes in all, which includes Specialties. New complete Seema Set with Sky Back Veil. 16 all cost less \$2000. I will sell for quick sale for \$200. (References.) LEWIS KROEGER, JR., 421 East 3rd St., Cincinnati, O.

Plug—Buy Nothing

PHILADELPHIA, Oct. 1.—Powers Gouraud, WCAU, has the dubious distinction of being a radio personality with a sponsor who has nothing to sell.

Gouraud's bank roller is the Yellow Cab Co. Firm's drivers have been on strike for the past six weeks.

years was held this week, with about 200 in attendance, mostly working performers in five local houses being present.

ATC TO SET

(Continued from page 3)
Theater Council will send to producers to survey available product for the road has already been drafted by James T. Reilly, exec secretary of the League; praised by Frank Gillmore, of the Four A's, and readied for mailing within a day or so.

Shubert-FTP Tie For Road Is Out

NEW YORK, Oct. 1.—Proposed tie-up between the Federal Theater Project No. 1 of the WPA and Lee Shubert for the touring of *Prolog to Glory* fell thru this week when the two parties failed to draw up an agreement which would keep all happy. This failure will probably doom the glorified, nation-wide scale for touring shows which the FTP had envisioned with help from commercial producers.

Understood Shubert could not wangle from the government terms which would compensate him for his risk and expenditures. Paul Dullzell, executive secretary of Equity Actors' Association, scotched babblings that Equity demands were at the root of the collapse. He pointed out that the Shubert intention to pay the commercial scale for the stagehands and the musicians was as large an expense as were Equity's road requirements.

cold note from a hot trumpet



It's a big day for the band. We land this Hot Trumpet from down below the M&D. And the kid is good! Well, we're all set to go in Chicago, see, when the Hot Trumpet stops dead. "What," he remarks, "no sound system. I thought I was coming with a modern outfit!" I see him once since he left us. I managed to get a seat that night at Carnegie Hall.

Here's the System.

Any act becomes a better act when you include Lafayette Public Address. Ideal for the ambitious "coming" troupe is Model 811-T—a 15 to 18 watt portable system—boasting practically all the really important features found in expensive models. At amazingly low cost, this Lafayette offers you power galore, two 10" concert type speakers, a modern velocity type "mike" and a compact carrying case. Model 811-T is one of a complete line of advanced sound systems in our new FREE catalog. Send for your copy today.

LAFAYETTE 15-18 WATT DUAL SPEAKER SOUND SYSTEM \$47.50

MODEL 811-T

READY TO OPERATE

WHOLESALE RADIO SERVICE CO. INC.

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

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

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

Rush FREE 1939 Catalog No. 73-62KX

Name _____
Address _____
City _____ State _____

FAST COUPON ON REPLY POSTCARD

Low Cost Money Orders FOR MAILING

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

Postal Telegraph

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

STOCK TICKETS	IF WE GET YOUR FIRST ORDER FOR	SPECIAL PRINTED
ONE ROLL... \$5.00	TICKETS	Roll or Machine
FIVE ROLLS... 2.00		10,000... \$ 6.95
TEN ROLLS... 3.50		20,000... 9.35
FIFTY ROLLS... 15.00		50,000... 12.75
100 ROLLS... 29.00		100,000... 20.00
ROLLS 2,500 EACH.		1,000,000... 150.50
Double Coupons.	YOUR SATISFACTION WILL GIVE US YOUR SECOND.	Double Coupons.
Double Price.	THE TOLEDO TICKET CO., Toledo, Ohio	Double Price.
No C. O. D. Orders	(Centralized Ticket Town.)	
Size: Single Tick. 1x2"		

Scenery Biz on Upgrade

WASHINGTON, Oct. 1.—Indications that the theater is climbing out of the depression were revealed last week by the Bureau of Census in a 1937 report on theatrical scenery and stage equipment. Comparing business for last year with that of 1935, census director William L. Austin concluded that during the two years employment increased 42.3 per cent. Exclusive of the executives and regular employees, scenery firms hired part-time workers equivalent to 397 full-time employees. Pay rolls jumped approximately 11 per cent, and other costs increased a fraction over 58 per cent.

The bureau's survey embraced establishments engaged primarily in the manufacture of scenery for theaters, opera houses, halls and schools; advertising curtains; stage hardware and equipment; floats for street pageants, etc., and motion picture screens.

EMA Misinterpretation

NEW YORK, Oct. 1.—Howard Wheeler's endorsement of the American Federation of Actors agent licensing plan and related minimum salary requirements has brought forth from Bill Robbins, representing other members of the Entertainment Managers' Association, complaint that the president overstepped his position in making commitments in the name of the whole association. Fredric Watson, secretary, defending the president, declared Wheeler had no such intentions, being fully aware that the organization's constitution protects the independence of contract to each member.

Screwball Stuff on Tour

NEW YORK, Oct. 1.—Gracie Allen's surrealist painting exhibit, which hit the dailies last week for plenty of publicity, will be sent out on a road tour covering 50 cities. Tour will be under the auspices of a charitable organization.

BAA REVIVED

(Continued from page 3)
Have been practically signed between the union and Izzy Herk's Galety, final consummation awaiting only the printing of contract forms. Pact goes into effect October 7, to run till August, 1939. BAA meets with the Star, Brooklyn, and the Ettinge here next week and indications are that there will be no difficulties involved in signing these houses.

First BAA membership meeting in two

DIMENSIONING RADIO NEWS

Click of CBS-Kaltenborn Stuff May Change Air's News Handling

NEW YORK, Oct. 1.—First and most important change in radio's handling of news, and the only change in years, may hit the trade as an important development within the next few months as a result of broadcasting's coverage of the Czecho-Slovak crisis. This will be the addition of interpretation and possibly editorialization of the news. Step stems from the manner in which the Columbia Broadcasting System handled the Europe situation, bringing H. V. Kaltenborn, its commentator, on the air immediately following news bulletins and having Kaltenborn give an interpretative and editorialized view of the developments.

It is generally believed in the trade now to a large degree that Kaltenborn's treatment of his assignment was a major personal achievement—as well as one for the chain—arising out of the past hectic fortnight. It is likewise believed that this handling of the news delivered a number of listeners to CBS.

Heretofore radio has, except in the cases of regular news commentators, strictly limited itself to dishing out news. This is especially true in cases of Press Radio Bureau news programs, five-minute shots, winding up with a tag. "For further details consult your newspapers." Radio's eschewing of interpretation was its chief handicap as a news medium. Broadcasters feared squawks in cases when they editorialized. Failure to interpret the news became

even more of a handicap in the European question.

WOR, Mutual's New York outlet, has already added an interpreter, using Quincy Howe for this purpose. NBC states it has no such intentions, but some opinion is that Stanley High, NBC commentator, actually served this purpose for the past fortnight.

New type of news comment is not the same as previously used on radio, where regularly sketched commentators, such as Gabriel Heatter, Lowell Thomas et al., gave their viewpoints on some news developments some time after the actual development.

DETROIT, Oct. 1.—Charles Givens, newspaper feature writer, joins WXYZ to do an interpretative news program.

Heavy Pitt Sked; "YCTIWY's" Third

PITTSBURGH, Oct. 1.—Nixon will open Monday with third engagement here of *You Can't Take It With You*. Manager Harry Brown said upon his return from New York, where he set dates for a quartet of plays and penciled in 15 more. Perennial Blossom Time, October 10; George M. Cohan, October 31, in *I'd Rather Be Right*, and Ethel Barrymore in *Whitecocks*, November 7, are other weeks certain.

Katharine Cornell is supposedly slated to open her new show here in October instead of in Buffalo as originally announced.

Nixon schedule also includes *Of Mice and Men*, Alfred Lunt and Lynn Fontanne double-billed in *Amphitryon 38* and *The Sea Gull*, Mercury Theater's *Five Kings*, Pulitzer winner *Our Town*, Group Theater's *Golden Boy*, Ed Wynn in *Hooray for What*, return engagement of *Shadow and Substance* with original cast, *I Married an Angel*; return showing of *The Women*, which last year neared the local box-office record; Gertrude Lawrence in *Susan and God*, Dudley Digges in *On Borrowed Time*, a new Theater Guild play still untitled and *Bachelor Born*.

Rambeau Denies Quitting Rep Field

CHICAGO, Oct. 1.—William G. Rambeau, station representative, denied yesterday that his firm was going out of business. Report had it that the Detroit office was to fold Saturday (8) and that entire outfit might soon follow. Rambeau, saying there was "absolutely no basis for the rumor," added that it originated with Clark Branson, Detroit manager, who has been given notice and is looking for a job.

Report has been given credence when it was heard that WIRE, one of Rambeau's Indianapolis stations, had switched to E. Katz.

Rambeau states his firm has recently contracted four new stations.

Flood Interrupts Webb's Hope for Big Dough

HARTFORD, Conn., Oct. 1.—Chick Webb lost no houses, boats or other property in the hurricane that lashed the Atlantic Coast, but that little blow cost him plenty anyway.

He and his band opened a week at the State Theater here with a guarantee of \$4,250 for the engagement. Chick drew the exceptional sum of \$3,800 the first day, topping the records set by Rudy Vallee and Mae West, and with continued great business the following day seemed well on the way to a \$20,000 gross for the week.

Management felt so good about it that it offered to tear up Webb's contract and replace it with one giving him 50 per cent of the gross, which the "King of the Drums" accepted gladly. He was gleefully rubbing his hands at the prospect of taking probably \$10,000 for the week's stint when fate, in the guise of the elements, intervened.

The week ended abruptly Wednesday with several feet of water in the theater auditorium, and Chick's dream of 10 grand gone with the wind. Due to the revised contract, he received about \$2,000, according to the Gale office, which handles him—\$2,500 less than he would have gotten had he left well enough alone.

SUGAR'S DOMINO

(Continued from page 5)

termination under tolerable conditions to give stage shows a fair fling.

Day after day we hear about locals of both unions making unreasonable stand-by demands. We hear about verbal agreements being made in regard to the number of stand-by men required and when the theater is ready to open the union slaps down additional demands that make a continuance of the flesh policy out of the question. In Newark there was an opportunity recently to launch stage shows in one of the larger theaters. Shows were booked two weeks in advance; budgets were large and everything else was set for a high-gear promotion. The proposition flopped because the local is alleged to have made demands that were unreasonable and not in accordance with the original understanding arrived at with the manager. This is not an isolated case. It is typical of fiascos reported from all parts of the country. It shows quite definitely that many locals are not acting in the best interests of their members.

One of the leading circuits in New York City would launch stage shows tomorrow in eight of its houses on a seven-day policy if it could get what it regards as a fair break from the out-of-town locals. One would think that the possibility of putting pit bands and stage crews to work in eight houses would bring the unions to the point of giving way here and there so long as its members were given employment. There has been no straining in this direction as yet. There will not be unless the members permit themselves to be heard from. The head of one of the important independent booking offices in New York is authority for the statement that this office could use the phone and open up a dozen theaters if labor difficulties were cleared up.

It would be silly for us to suggest that the theater men get together in a confab with the unions. The theater men are not that much interested, although there is every reason that they should be. The actor can't do anything about it and there is less that the booker and agent can do. The internationals—the AFM and the IATSE—can in some way provided the desire is strong adjust local situations. Because of local autonomy in both organizations the route would be tortuous. But progress is possible only thru the unions themselves. The locals that are holding up the works should be whipped into line. The men who direct the policies of the internationals are broad in viewpoint, constructive in purpose and not burdened down with the smugness, stub-

Broadway Beat

By GEORGE SPELVIN

JEFF KEEN, drama critic of *The Philadelphia Daily News*, is in the hospital nursing a broken leg received when he fell down the stairs of the Fox Theater in his home town—but ironically enough he couldn't collect damages even if he wanted to. . . . He got in on a pass.

Brock Pemberton was largely instrumental in putting thru the new ticket broker code in legit, which limits the commission boys to 75 cents per ducat—so when Pemberton's new show, *Kiss the Boys Goodbye*, opened, all the brokers waited like harpies for the bulldog editions of the dailies, praying it would be a flop. . . . According to reports, they even sent boys downtown to pick up the earliest possible editions of the afternoon sheets. . . . Jimmy Fidler, the Hollywood columnist who's featured in the current *Garden of the Moon*, became a performer in a somewhat roundabout way; 20 years or so ago he was a double for Wallace Reid—but he had to become a big-time commentator before they'd let him become an actor. . . . That is, if acting in a film makes him an actor. . . . Sherman Billingsley, Stork Club owner, has quit looking for another East Side spot; as soon as realtors know he's interested rents are jacked up to dizzy heights. . . . The Professional Music Men are throwing a benefit dance at the Manhattan Opera House October 9, with plenty of name bands scheduled to appear. . . . Culinary-socio-political note: Live-wire restaurant men have added Frigate ham and other timely dishes to their menus.

POWER OF THE STAGE DEPT.: Fred Craig Jr., mentalist, tells this one. . . . When Craig was appearing recently at the Mayfair Hotel, Akron, he noticed one of the colored waiters paying particular attention to his act. The fellow would stop serving while he was on and listen raptly. So attentive was he, in fact, that when Craig asked the audience to call out three numbers for a chain-lightning addition, the waiter memorized all three and immediately sought a runner for a policy syndicate. According to the story he played the numbers and came in exactly \$450 ahead—and nothing's been heard of him at the hotel since.

Some of the dressing rooms in the Esting Theater are six flights up—and there's no elevator. . . . March of Time or something: Mack Miller and Monte Proser started off together years ago as night club press agents, and their first account was Gordon and Revel at 815 a week; later on they split, and only last summer Miller left Broadway "to get away from night clubs"—sooooo, now he's press agenting Proser's new club in Hollywood, La Compa. . . . What local p. a. is sending out releases on a big band just for the "prestige" and not for pay? . . . Zeb Carver, hillbilly act, carries a bass drum on which are written more than 200 autographs of well-knowns. . . . There's still a sign outside the Cotton Club (or was at the time this was written) announcing that it will reopen early in September. . . . Fred Jagel, the Metropolitan tenor, and his wife, Nancy, flew back from Buenos Aires last week, taking four days for the trip; Jagel had originally been booked for six performances down there and stayed 18 months on renewed contracts. . . . It's reported that they're adding a second \$50,000 first prize in the movie quiz—to anybody who can hit thru all the films involved.

Some of the dressing rooms in the Esting Theater are six flights up—and there's no elevator. . . . March of Time or something: Mack Miller and Monte Proser started off together years ago as night club press agents, and their first account was Gordon and Revel at 815 a week; later on they split, and only last summer Miller left Broadway "to get away from night clubs"—sooooo, now he's press agenting Proser's new club in Hollywood, La Compa. . . . What local p. a. is sending out releases on a big band just for the "prestige" and not for pay? . . . Zeb Carver, hillbilly act, carries a bass drum on which are written more than 200 autographs of well-knowns. . . . There's still a sign outside the Cotton Club (or was at the time this was written) announcing that it will reopen early in September. . . . Fred Jagel, the Metropolitan tenor, and his wife, Nancy, flew back from Buenos Aires last week, taking four days for the trip; Jagel had originally been booked for six performances down there and stayed 18 months on renewed contracts. . . . It's reported that they're adding a second \$50,000 first prize in the movie quiz—to anybody who can hit thru all the films involved.

Some of the dressing rooms in the Esting Theater are six flights up—and there's no elevator. . . . March of Time or something: Mack Miller and Monte Proser started off together years ago as night club press agents, and their first account was Gordon and Revel at 815 a week; later on they split, and only last summer Miller left Broadway "to get away from night clubs"—sooooo, now he's press agenting Proser's new club in Hollywood, La Compa. . . . What local p. a. is sending out releases on a big band just for the "prestige" and not for pay? . . . Zeb Carver, hillbilly act, carries a bass drum on which are written more than 200 autographs of well-knowns. . . . There's still a sign outside the Cotton Club (or was at the time this was written) announcing that it will reopen early in September. . . . Fred Jagel, the Metropolitan tenor, and his wife, Nancy, flew back from Buenos Aires last week, taking four days for the trip; Jagel had originally been booked for six performances down there and stayed 18 months on renewed contracts. . . . It's reported that they're adding a second \$50,000 first prize in the movie quiz—to anybody who can hit thru all the films involved.

Some of the dressing rooms in the Esting Theater are six flights up—and there's no elevator. . . . March of Time or something: Mack Miller and Monte Proser started off together years ago as night club press agents, and their first account was Gordon and Revel at 815 a week; later on they split, and only last summer Miller left Broadway "to get away from night clubs"—sooooo, now he's press agenting Proser's new club in Hollywood, La Compa. . . . What local p. a. is sending out releases on a big band just for the "prestige" and not for pay? . . . Zeb Carver, hillbilly act, carries a bass drum on which are written more than 200 autographs of well-knowns. . . . There's still a sign outside the Cotton Club (or was at the time this was written) announcing that it will reopen early in September. . . . Fred Jagel, the Metropolitan tenor, and his wife, Nancy, flew back from Buenos Aires last week, taking four days for the trip; Jagel had originally been booked for six performances down there and stayed 18 months on renewed contracts. . . . It's reported that they're adding a second \$50,000 first prize in the movie quiz—to anybody who can hit thru all the films involved.

Some of the dressing rooms in the Esting Theater are six flights up—and there's no elevator. . . . March of Time or something: Mack Miller and Monte Proser started off together years ago as night club press agents, and their first account was Gordon and Revel at 815 a week; later on they split, and only last summer Miller left Broadway "to get away from night clubs"—sooooo, now he's press agenting Proser's new club in Hollywood, La Compa. . . . What local p. a. is sending out releases on a big band just for the "prestige" and not for pay? . . . Zeb Carver, hillbilly act, carries a bass drum on which are written more than 200 autographs of well-knowns. . . . There's still a sign outside the Cotton Club (or was at the time this was written) announcing that it will reopen early in September. . . . Fred Jagel, the Metropolitan tenor, and his wife, Nancy, flew back from Buenos Aires last week, taking four days for the trip; Jagel had originally been booked for six performances down there and stayed 18 months on renewed contracts. . . . It's reported that they're adding a second \$50,000 first prize in the movie quiz—to anybody who can hit thru all the films involved.

New McClatchy Sales Head

SAN FRANCISCO, Oct. 1.—David Sandberg has taken over the duties as San Francisco sales manager for the McClatchy radio and the California Radio System. He succeeds Don Robbins, resigned. Robbins has joined KYA sales staff.

Some of the dressing rooms in the Esting Theater are six flights up—and there's no elevator. . . . March of Time or something: Mack Miller and Monte Proser started off together years ago as night club press agents, and their first account was Gordon and Revel at 815 a week; later on they split, and only last summer Miller left Broadway "to get away from night clubs"—sooooo, now he's press agenting Proser's new club in Hollywood, La Compa. . . . What local p. a. is sending out releases on a big band just for the "prestige" and not for pay? . . . Zeb Carver, hillbilly act, carries a bass drum on which are written more than 200 autographs of well-knowns. . . . There's still a sign outside the Cotton Club (or was at the time this was written) announcing that it will reopen early in September. . . . Fred Jagel, the Metropolitan tenor, and his wife, Nancy, flew back from Buenos Aires last week, taking four days for the trip; Jagel had originally been booked for six performances down there and stayed 18 months on renewed contracts. . . . It's reported that they're adding a second \$50,000 first prize in the movie quiz—to anybody who can hit thru all the films involved.



WHAT AN IMPROVEMENT

Maybelline
DOES MAKE!

Eyes framed by long, dark, lustrant lashes—twin pools of loveliness! They are yours instantly and easily with Maybelline Mascara, either Solid or Cream form. Here is the very essence of romantic charm.

Maybelline is harmless, tear-proof, non-smudging. Not waxy, heavy or gummy. Applies simply, smoothly, gives a natural appearance. Tends to make lashes curl. More than ten million beauty-wise women from Paris to Hollywood use Maybelline regularly. 75c everywhere. Black, Brown or Blue.

Use the smooth Maybelline Eyebrow Pencil and creamy Maybelline Eye Shadow in flattering shades that harmonize with the mascara. Generous introductory sizes of all Maybelline Eye Beauty Aids obtainable at 10c stores.

TODAY—discover this thrilling way to lovelier, more enchanting beauty—with Maybelline—the eye make-up in good taste!

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

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

STOCK TICKETS

1 ROLL 50c
3 ROLLS 1.40c
10 ROLLS 35c

WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

\$50,000.00 Bond Guarantees Quality and Accuracy

Radio Survey of Beaumont, Texas

8 Stations Reported Heard in Beaumont; Some Not Identified

Beaumont listeners reported listening to eight stations in the survey published in this issue. Two of these stations, KRIC and KFDM, are local. It will be noted that a large number of programs have no station identification, these programs being marked as "DK" (don't know).

Stations reported heard were:

Station	City	Network Affiliation
KFDM	Beaumont	NBC
KMOX	St. Louis, Mo.	CBS
KRIC	Beaumont	Texas-Mutual
KPRC	Houston	NBC-Texas Quality
KTRH	Not Springs, Ark.	NBC
KTRH	Houston	CBS
WLW	Cincinnati	NBC-Mutual-WLW Line
WOAI	San Antonio	NBC-Texas Quality

Rumor "Showboat" May Do Comeback

HOLLYWOOD, Oct. 1.—Rumor making the local radio rounds is that General Foods and Benton & Bowles ad agency are discussing a revival of *Showboat* for Maxwell House coffee. Present show, Good News, is expected to fold at the end of the year by mutual agreement of the sponsor and MGM pix. Neither is reported especially satisfied.

Showboat rumor has the original cast, or as many as available, due back.

NEW YORK, Oct. 1.—*Showboat* rumor is not confirmed in New York. Benton & Bowles agency had no comment.

Tax Poll Music Firm Issues First Numbers

LOS ANGELES, Oct. 1.—First batch of tunes from Davis & Schwieger, who intend issuing tax free music to radio stations throughout the country, was released this week. All numbers, by Arthur Norris, who has clefled tunes for pix, have been sent to the radio stations free.

On each song appears the following notation: "Public performance by any radio station is free of copyright tax on sheet music, records or transcriptions furnished by Davis & Schwieger." Tunes are: *In Our Hidden Hideaway*, *Put Your Saddle on a Dream*, *Dancing in the Street*, *Wass'n' It You, Let's Start All Over*, *Yola Galli Introduced Put Your Saddle on a Dream at the Coconut Grove*, *Charlie Ament and ork are going for Let's Start All Over*.

Rockwell-O'Keefe, Inc., which owns radio rights to *Bringing Up Father*, working on a radio script based on the comic strip.

Thursday Peaks Beaumont Radio; Tuesday Phooey

Thursday holds a commanding lead in Beaumont evening radio listening, as judged from figures in *The Billboard* survey in that city. Sunday ranks second. Saturday and Tuesday are the weakest days. Figures:

Day	Listening	Not Listening	Total
Thursday	119	78	197
Sunday	94	100	194
Friday	89	103	192
Monday	82	76	158
Wednesday	76	122	198
Saturday	62	134	196
Tuesday	56	88	144
Totals	578	701	1,279

STUDY OF LISTENING HABITS IN IMPORTANT CITY IN SOUTHEAST TEXAS SHOWS BULK OF AUDIENCE TO OUTSIDE STATIONS... NIGHTTIME AVERAGE OF 45% HIGHER THAN USUAL... SUMMER SHOWS NOT VERY STRONG... LOCAL STATIONS DO O. K. ESPECIALLY WITH SPORTS AND FEATURES

By JERRY FRANKEN

BEAUMONT, Tex., is one of those cities in the Lone Star State keeping company with the better-than-average business condition in Texas. For some time now, largely because of the oil industry, Texas has been a leader in general business conditions throughout the United States. Accordingly, a survey of Beaumont becomes additionally valuable, shedding light on radio habits in a market where buying is better than in most other localities. This issue of *The Billboard* presents the first portion of a radio listening habit survey made in Beaumont by Market Research Corp. of America, covering evening programs, with later issues to

be devoted to analyzing daytime listening habits, favorite programs and stations, and, most important of all, the sponsor identification values of favorite programs.

This survey also gains additional interest because among the programs covered are various summertime shows acting as temporary replacements for radio's bigger shows, such as Jack Benny and Fred Allen. Additionally, Beaumont has a station on Elliott Roosevelt's recently organized Texas network, KRIC, a local Beaumont station which started service only July 18 of this year, is one of the Roosevelt stations. Other Beaumont local outlet is KFDM, an NBC supplementary

Southwestern group station. Survey in Beaumont started September 12, just three days before Roosevelt's Texas chain went into operation.

Outsiders Strong

It becomes apparent that while KFDM and KRIC showed good results on numerous local programs listed late in this story, Beaumont listeners get a major portion of their radio entertainment from stations outside the city. Reason, in many cases, is presumably that the localities are not yet favored on time buyers' schedules and the name shows are not available on their wavelengths. Thus, KPRC, NBC outlet in Houston, Tex., received a large number of listener identification mentions by virtue of broadcasting the Chase & Sanborn, Rudy Vallee, Kraft Music Hall, Good News, Barn Dance and Kay Kyser shows, among others. KTRH, the CBS Houston station, was similarly reported, with the Major Bowes and Hollywood Hotel attractions. Strength of these stations is especially noticeable in hour productions, such as those listed, and also noticeable to a somewhat smaller degree in programs with shorter broadcast periods.

Summer Shows

In connection with summer shows, it is especially interesting to note that the Kraft Music Hall program, without its star, Bing Crosby, who is off for the summer, shows no loss in drawing power. During Crosby's absence program is using Bob Burns as featured performer, along with the customary guestees. This show figures as the No. 2 hour attraction, the Chase & Sanborn festival taking its expected post as No. 1. That the Kraft assembly landed in No. 2 spot, only six mentions behind Charlie McCarthy and companions, signifies the potency of this program. The table on this page headed "Beaumont's Leading Programs" gives the order in which others most heard were mentioned by Beaumont radio listeners.

Other summer programs offer a considerable contrast to the Kraft show. The Town Hall Summer Show replacing Fred Allen temporarily, while coming in second in the half-hour broadcasts, does not measure up to the strength of the Allen show, scoring 13 mentions against the No. 1 half hour, Bob Ripley, with its 47 mentions. Likewise, the Jack Benny summer replacement, Hobby Lobby, shows quite a difference between the known Benny draw and its own position. Nevertheless, considering the difference in budget and name values of these two shows, it may be said that they deliver in direct proportion and should not be expected to do more.

Half-hour third position has a three-

Beaumont's Leading Programs

HOURLY PROGRAMS

Program	Origin	Station	Mentions
Chase & Sanborn	N	DK-5; KPRC-59; WLW-1	65
Kraft Music Hall	N	DK-14; KPRC-45	57
Rudy Vallee	N	DK-9; KPRC-25	39
Good News of 1939	N	DK-3; KPRC-26	29
National Barn Dance	N	DK-6; KPRC-22	28
Kay Kyser	N	DK-1; KPRC-25	26
Major Bowes' Amateur Hour	N	DK-12; KTRH-11; KMOX-2	25
First Baptist Church	L	KFDM-7	7
Hollywood Hotel	N	DK-3; KTRH-3	6

HALF-HOURLY PROGRAMS

(Reported Heard Four Times)			
Gordon Gensch Orchestra	L	KRIC-9	9
(Reported Heard Twice)			
Wayne King	N	DK-3; KPRC-11	14
(Reported Heard Once)			
Believe It or Not—Robert Ripley	N	DK-1; KFDM-13; KPRC-23	47
Town Hall Summer Show	N	DK-2; KPRC-10; WOAI-1	13
American Album of Familiar Music	N	DK-4; KPRC-7	11
Manhattan Merry-Go-Round	N	DK-11	11
One Man's Family	N	KPRC-11	11
Fibber McGee	N	DK-1; KPRC-7	8
The Shadow	S	KFDM-6	6
Tommy Dorsey	N	KPRC-5	5
NBC Minstrel Show	N	DK-3; KFDM-2	5
Hobby Lobby	N	KPRC-5	5

45-MINUTE PROGRAMS

Your Hit Parade	N	DK-10; KTRH-3	13
-----------------	---	---------------	----

15-MINUTE PROGRAMS

(Reported Heard Five Times)			
Amos 'n' Andy	N	DK-7; KFDM-1; KPRC-27	35
Baseball Scores and Fishing Facts	L	KFDM-6	6
(Reported Heard Twice)			
House of Peter MacGregor	S	KFDM-5	5
(Reported Heard Once)			
Walter Winchell	N	DK-3; KPRC-15	18
Willa V. Dennis—Local Blind Girl	L	KFDM-5	5

SPECIAL EVENTS PROGRAMS

Baseball Game—Beaumont vs. Tulsa	8-10 p.m.	L KFDM	61
Democratic State Convention	7:45-1 a.m.	L KFDM-32; KRIC 4	4
Football Game	8-10 p.m.	L KRIC	14
Wrestling Match	8:20-11 p.m.	L DK-2; KRIC-3	5

These programs while receiving five or more mentions did not have the time listened to specified by the listeners:

Mutual's Fourth Birthday Salute to Texas Network	N	KRIC	12
W. Lee O'Daniel	L	KFDM	11
News	L	KPRC	5
News	L	KFDM	5
Paul Sullivan	L	DK-1; WLW-4	5

Explanation—Initial under Origin indicates: "N", network program; "L", local program; "S", spot program, usually transcribed. Under station column are listed stations carrying the broadcast. "DK" indicates listeners did not know station from which program emanated.

Radio Rivals

On page 8 of this issue will be found a brief study of Beaumont and its industrial and economic conditions, as well as a list of activities in the city which would tend to act as opposition to radio listening during the survey. This includes motion picture attractions, sports and other special events in Beaumont.

EVENING PROGRAMS HEARD IN BEAUMONT, TEXAS

FROM SEPTEMBER 12 TO SEPTEMBER 18

Hour Listening	Programs Heard	Program Origin	Station	Total No. Listeners	Hour Listening	Programs Heard	Program Origin	Station	Total No. Listeners
5:00-5:15	Don Winslow of the Navy	N	DK	1	8:00-10:00	Baseball Game—Beaumont vs. Tulsa	L	KFDM	61
5:00-5:30	Hobby Lobby	N	KPRC	5	8:00-10:00	Football Game	L	KRIC	14
5:00-5:30	The People's Platform	N	KTRH	1	8:15-9:00	Art of Musical Russia	N	KFDM	4
5:15-5:30	Ross Macis, Songs	N	DK	1	8:20-11:00	Wrestling Match	L	DK	2
5:30-5:45	The Revelers	N	DK	1	8:20-11:00	Wrestling Match	L	KRIC	3
5:30-6:00	Gordon Gensch Orchestra	L	KRIC	2	8:30-8:45	Jimmy Fiddler	N	DK	2
5:30-6:00	Dr. Pepper's Pepper Uppers	L	KPRC	4	8:30-9:00	NBC Minstrel Show	N	KFDM	2
6:00-6:30	Public Hero	N	KPRC	2	8:30-9:00	NBC Minstrel Show	N	DK	3
6:00-6:30	Gordon Gensch Orchestra	L	KRIC	9	8:30-9:00	Believe It or Not—Robert Ripley	N	DK	1
6:00-6:30	Gang Busters	N	DK	3	8:30-9:00	Believe It or Not—Robert Ripley	N	KFDM	10
6:00-6:30	Gang Busters	N	DK	3	8:30-9:00	Believe It or Not—Robert Ripley	N	KPRC	23
6:00-6:30	Gang Busters	N	KTRH	1	8:30-9:00	Win Your Lady	N	KPRC	3
6:00-6:30	One Man's Family	N	KPRC	11	8:30-9:00	Concert in Rhythm—Al Roth	N	KFDM	1
6:00-6:30	First Nighter	N	DK	2	8:30-9:00	Col. Frank Knox—Republican Constitu-	N		
6:00-7:00	Rody Vallee	N	DK	9	8:30-9:00	tion Day Celebration	N	KPRC	2
6:00-7:00	Rody Vallee	N	KPRC	28	8:45-9:00	Republican Constitution Day Celebration	N	KMOX	1
6:00-7:00	Chase & Sanborn Program	N	DK	5	8:45-9:00	Jesse Crawford	N	KPRC	1
6:00-7:00	Chase & Sanborn Program	N	KPRC	59					
6:00-7:00	Chase & Sanborn Program	N	WLW	1	9:00-9:15	Jergens Program—Walter Winchell	N	DK	3
6:30-7:00	Voice of Firestone	N	KPRC	1	9:00-9:15	Jergens Program—Walter Winchell	N	KPRC	10
6:30-7:00	Tommy Dorsey	N	KPRC	5	9:00-9:05	News	L	KRIC	1
6:30-7:00	Texas State Network Salute to Mutual	N	KRIC	2	9:00-9:15	Henry Busse Orchestra	N	DK	1
6:30-6:45	Baseball Scores and Fishing Facts	L	KFDM	6	9:00-9:15	Amos 'n' Andy	N	KPRC	27
7:00-7:15	Crimson Trail	L	KFDM	2	9:00-9:15	Amos 'n' Andy	N	KFDM	7
7:00-7:15	Baseball Scores	L	KRIC	1	9:00-9:15	Amos 'n' Andy	N	DK	7
7:00-7:30	Win Your Lady	N	WLW	1	9:00-9:15	Willis V. Dennis—Local Blind Girl	L	KFDM	9
7:00-7:30	Manhattan Merry-Go-Round	N	DK	11	9:00-9:30	Vincent Lopez Orchestra	N	DK	1
7:00-7:30	Professor Quiz	N	DK	1	9:15-9:30	Arlington Hotel Program	L	KTHS	1
7:00-7:30	Professor Quiz	N	KMOX	1	9:15-9:30	Hollywood Screen-scroops	N	DK	1
7:00-7:30	Town Hall Summer Show	N	WOAI	1	9:15-9:30	Lum and Abner	N	DK	1
7:00-7:30	Town Hall Summer Show	N	KPRC	10	9:15-9:30	Easy Aces	N	DK	2
7:00-7:30	Town Hall Summer Show	N	DK	2	9:15-9:30	Irene Rich for Walsh	N	KPRC	1
7:00-8:00	Ford Sunday Evening Hour	N	DK	2	9:30-10:00	Abe Lyman	N	DK	2
7:00-8:00	Ford Sunday Evening Hour	N	KTRH	2	9:30-10:00	Abe Lyman	N	KFDM	2
7:00-8:00	American Dances	N	DK	1	9:30-10:00	Al Donohue Orchestra	N	DK	1
7:00-8:00	National Barn Dance	N	KPRC	22	9:30-10:00	WLW's Salute to Texas State Network	N	KRIC	2
7:00-8:00	National Barn Dance	N	DK	6	9:30-10:00	Larry Clinton Orchestra	N	KFDM	1
7:00-8:00	Lux Radio Theatre	N	DK	3	10:00-10:10	Southport Reporter	N	DK	1
7:00-8:00	Good News of 1939	N	DK	3	10:00-10:30	Freddy Martin	N	KFDM	1
7:00-8:00	Good News of 1939	N	KPRC	26	10:00-10:30	Shap Fields Orchestra	N	KPRC	1
7:00-8:00	Major Bowes' Amateur Hour	N	DK	12	10:00-10:30	Erskine Hawkins	N	KFDM	1
7:00-8:00	Major Bowes' Amateur Hour	N	KTRH	11	10:00-12:00	Grand Prix Dance Parade	L	KTRH	2
7:00-8:00	Major Bowes' Amateur Hour	N	KMOX	2	10:00-12:00	Richard Himber Orchestra	N	KPRC	1
7:00-8:00	Hollywood Hotel	N	DK	3	10:15-10:30	Blue Barron Orchestra	N	KPRC	1
7:00-8:00	Hollywood Hotel	N	KTRH	3	10:30-11:00	Bob Crosby Orchestra	N	KRIC	1
7:15-7:30	It's Dance Time	L	KRIC	1	10:35-11:00	Earl Hines Orchestra	N	KPRC	1
7:30-8:00	The Shadow	S	KFDM	9					
7:30-7:45	Walter Winchell	N	WLW	1	DK	Press Radio News	N	DK	1
7:30-8:00	American Album of Familiar Music	N	KPRC	7	DK	News	N	DK	1
7:30-8:00	American Album of Familiar Music	N	DK	4	DK	Y-M-B-L Band Issue	L	KFDM	1
7:30-8:00	Eddy Duchin Orchestra	N	DK	2	DK	Ebb and Seth	L	KFDM	1
7:30-8:00	Carrol Caravan-Benny Goodman	N	DK	3	DK	News	N	KPRC	5
7:30-8:00	Fibber McGee and Molly	N	KPRC	7	DK	News	N	KFDM	5
7:30-8:00	Fibber McGee and Molly	N	DK	1	DK	News Flashes	N	WOAI	2
7:30-8:00	NBC Jamboree	N	DK	1	DK	News Flashes	N	KLUF	1
7:30-8:00	March of Time	N	KPRC	3	DK	Mutual's Fourth Birthday Salute to Texas Network	N	KRIC	12
7:45-8:00	The House of Peter MacGregor	L	KFDM	3	DK	Hughie Wood's Orchestra	L	KRIC	3
7:45-1:00	Democratic State Convention	L	KFDM	32	DK	Jubilee Family	L	KRIC	1
8:00-8:15	House of Peter MacGregor	L	KFDM	5	DK	Democratic State Convention	N	KRIC	4
8:00-8:30	Horace Heidt's Alameda Brigadiers	N	WLW	1	DK	Local	L	KFDM	1
8:00-8:30	Carnation Contented Program	N	DK	2	DK	Tex Times	L	KFDM	1
8:00-8:30	Wayne King Orchestra	N	DK	3	DK	Senator Pittman	L	KPRC	3
8:00-8:30	True or False—Dr. H. Hagen	N	DK	1	DK	Movie Stars Program	L	KRIC	1
8:00-8:30	Lady Esther Serenade—Wayne King	N	KPRC	11	DK	Old-Times Religion	L	KTHS	1
8:00-8:45	Your Hit Parade	N	DK	10	DK	W. Lee O'Daniel	L	KFDM	11
8:00-8:45	Your Hit Parade	N	KTRH	3	DK	Paul Sullivan	L	DK	1
8:00-9:00	Kay Kyser Musical Class	N	DK	1	DK	Paul Sullivan	L	WLW	4
8:00-9:00	Kay Kyser Musical Class	N	KPRC	25	DK	Gene Aubry	L	KRIC	1
8:00-9:00	Kraft Music Hall	N	DK	14	DK	Walter Rippet	L	KRIC	1
8:00-9:00	Kraft Music Hall	N	KPRC	45	DK	Recordings	L	KRIC	1
8:00-9:00	First Baptist Church	L	KFDM	7	DK	Comedy Drama	L	KFDM	1
8:00-9:15	Capt. E. V. Rickenbacker	L	KFDM	1	DK	Music	L	KFDM	1

way tie among "American Album of Familiar Music," "Manhattan Merry-Go-Round" and "One Man's Family." This is more drawing power than previously indicated by the two first-named programs. It may be due either to Beaumont preferences or because of weaker summer opposition. "One Man's Family," in previous surveys published by The Billboard, has shown strong drawing power. Fibber McGee, in fourth place in the half-hour shows, had just returned to the air after a summer layoff the week before the survey was made, with the result of his landing as No. 4 indicating popularity.

Local Attractions

A number of local shows come thru as drawing cards in this survey. Two of them may be called straight talent

Local Leaders

Two live-talent programs stand out in the Beaumont survey as worthy of sponsor attention. They are Gordon Gensch, orchestra show on KRIC, and on KFDM a kid program conducted by Willa Dennis.

programs, the others being in the nature of either service or special features. In the live talent group, KFDM and KRIC each has one. KFDM program is Willa V. Dennis, telling children's stories. Miss Dennis' showing is all the more surprising since she has been on the air only eight days. KRIC program is Gordon Gensch and his orchestra, with the station since it started on the air last July. Band originally organized in Wisconsin three year ago.

Other locally broadcast attractions drawing well were "The Shadow," heard in other cities and a KFDM transcription; baseball scores on KFDM sponsored by Southern Select Beer for the summer season; a sustainer giving fishing information and news, on the air two years, and another waxed job, "House of Peter MacGregor." Latter has been airing four months.

The table showing all the programs mentioned during the survey, on page 7 of this issue, as well as the table on page 6 listing the most heard programs, substantiate conclusively the value of two types of programs to local stations. These are, respectively, sports and special event broadcasts with a strong community or State interest. There are a number of sports affairs

in addition to the two already mentioned which seem to garner plenty of listeners. Included are baseball game broadcasts on KFDM; a football game on KRIC; a wrestling match on KRIC.

Special events which pulled heavily included the Mutual Broadcasting System salute to the new Texas chain on KRIC and a talk by Governor-Elect W. Lee O'Daniel on KFDM. The Democratic State Convention on KFDM also grabbed off plenty, with 32 mentions, plus four on KRIC.

Listening Percentages

A total of 1,279 completed telephone calls was made covering evening programs in Beaumont, with 578 families stating they had listened to the radio on the evening involved in the survey. (Evening programs are defined as those heard after 5 p.m.). There were 701 who said they had not listened. Percentage of listening is thus 45 per cent and a fraction; percentage of those not listening is 54 per cent and a fraction. This is a higher average than in previous surveys published in The Billboard, as well as higher than the average generally recognized by researchers in radio. This is all the more important since it comes in the early part

of September; and it may safely be said that the summer influence in and on radio listening is still fairly strong. Thus, insofar as evening programs are concerned, opinion may be drawn that radio plays a considerable part in Beaumont's social and entertainment activities; furthermore, this same conclusion may possibly be extended to Southeastern Texas—possibly even more of the State. Statistics covering day by day listening during the survey period are on page 6 of this issue.

Next week The Billboard will present the results of the Beaumont survey dealing with daytime programs.

Catherine E. Kreft, cashier at the Center Theater, Salt Lake City, will play the role of Sally in KDYL's sketch, *The Morgan Family*.

Burrelle's
ESTABLISHED 1880
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building,
125 Barclay St., New York, N. Y.
Barley 7-5371.

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

A

Ackley, Carlton: (Rancho San Pablo) El Cerrito, Calif., Mo.
Alberto, Don: (Chico) NYC, Mo.
Albion, Harold: (Pepper Pot) NYC, Mo.
Alton, Ovie: (Roseland) NYC, Mo.
Andre, Russ: (Child's Rainbow Room) NYC, Mo.

B

Barrie, Dick: (Stalder) Cleveland, Mo.
Bartel, Jeno: (Piccadilly) NYC, Mo.
Beale, Cozart: (Painful Door) NYC, Mo.
Baum, Charles: (St. Regis) NYC, Mo.
Beck, Victor: (Palace) Chi., Mo.
Beecher, Vic, Cozart: (Palace) Chi., Mo.
Bester, Don: (New Kenmore) Albany, N. Y., Mo.
Bilmore Boys: (La Salle) Chi., Mo.
Blaine, Jerry: (Park Central) NYC, Mo.
Blake, Leo: (Atlanta-Biltmore) Atlanta, Mo.
Bono, Americo: (Chez Amel) Buffalo, Mo.
Bradford, Ray: (Omar's Dome) Los Angeles, Mo.
Braslow, Irving: (Jack Stamp's) Phila., Mo.
Breeze, Louis: (Stanley) Pittsburgh, Mo.
Bridges, Ace: (Olson) Cincinnati, Mo.
Burkhardt, Johnny: (Southern Mansion) Kansas City, Mo., Mo.
Burnside, Dave: (Ansley) Atlanta, Ga., Mo.
Buss, Henry: (New Yorker) NYC, Mo.

C

Cabot, Tony: (Villa Moderne) Chi., Mo.
Calloway, Cab: (Cotton Club) NYC, Mo.
Carnegie, Eddie: (Crystal Terrace) Louisville, Mo.
Campbell, The: (Owensboro) Owensboro, Ky., Mo.
Candice, Johnny: (Seven Seas) Los Angeles, Mo.
Candullo, Harry: (New Penn) Pittsburgh, Mo.
Clark, Lowry: (Troquas Gardens) Louisville, Mo.
Clinton, Larry: (International Casino) NYC, Mo.
Cline, Bernice: (Tutwiler) Birmingham, Mo.
Coates: (Ausable Chasm) Ausable Chasm, N. Y., Mo.
Costello, Charles: (Commodore) Detroit, Mo.
Covato, Eini: (Italian Gardens) Pittsburgh, Mo.
Crocker, Mel: (Amid) Washington, Pa., Mo.
Cooper, Al: (Kis Kat Club) NYC, Mo.
Croswell, Chaucery: (Commodore Club) Detroit, Mo.
Crosby, Bob: (Blackhawk) Chi., Mo.
Cummings, Bernice: (Trianon) Chi., Mo.

D

DaFron, Louis: (Capitol) Washington, D. C., Mo.
Daley, Frank: (Meadowbrook) Cedarbrook, N. J., Mo.
Davis, Del: (Bertrand Island Casino) Lake Hopewong, N. J., Mo.
Davis, Johnny: (Miami Club) Milwaukee, Mo.
Davis, Fred: (House of Jacques) Oklahoma City, Okla., Mo.
Davis, Eddie: (Larue's) NYC, Mo.
Davis, Milton: (Hamilton) Washington, D. C., Mo.
De La Rosa, Oscar: (La Conga) NYC, Mo.
DeLange, Eddie: (Show Bar) NYC, Mo.
DePaul, Hugo: (Colony Club) Chi., Mo.
Denkner, Paul: (Van Cortland Tavern) Bronx, N. Y., Mo.
Deon, Dick: (Florida Palace) NYC, Mo.
DePue, Eddy: (Seven Ponds Inn) Southampton, I. I., Mo.
Denabee, Al: (Rainbow Room) NYC, Mo.
Denath, Jeno: (Walton Roof) Phila., Mo.
Derry, Tommy: (Paramount) NYC, Mo.
Desire, Murray: (St. George) Brooklyn, Mo.
Drummond, Jack: (Zig's Tap Room) Albany, N. Y., Mo.
Duchin, Eddy: (Piaza) NYC, Mo.
Duerr, Dolph: (Green Derby) Cleveland, Mo.
Duke, Jules: (Bismark) Chi., Mo.
Duranda, Eduardo: (La Conga) Hollywood, Mo.

E

Edwin, Earl: (Club Artee) Milwaukee, Mo.
Ehler, Fiso: (Nixon) Pittsburgh, Mo.
Elliott, Baron: (Riviera) Pittsburgh, Mo.
Ellis, Joe: (Queen Mary) NYC, Mo.
Ellis, Seger: (Sai Jen) Canton, Mo.
Elmstann, Mary: (Mark Hopkins) San Francisco, Mo.
Ernie, Val: (Versailles) NYC, Mo.

F

Farber, Bert: (Netherland Plaza) Cincinnati, Mo.
Faulkner, Mickey: (Silver Lake Inn) Cleveland, Mo.
Feistling, Allen: (Adelphia) Phila., Mo.
Fields, Shep: (Beverly Wiltshire) Beverly, Calif., Mo.
Flo-Rito, Ted: (Topsy's) Southgate, Calif., Mo.
Fisher, Mark: (Royal Prolife) Chi., Mo.
Fodor, Jerry: (Jack's) Toledo, Mo.
Fodor, Ernest: (Stork's Nest) Toledo, Mo.
Foshee, Basil: (St. Moritz) NYC, Mo.
Ferd, Frank: (Embassy) W. Orange, N. J., Mo.
Ferman, Lou: (President) NYC, Mo.
Frank & Johnny: (Saganore) Rochester, N. Y., Mo.
Frederick, Marvin: (St. Paul) St. Paul, Mo.
Ferd, Don: (Stratford) Bridgeport, Conn., Mo.
Furry, Wendell: (Casa Marina) Jacksonville Fla., Mo.
Furst, Joe: (The Brook) Summit, N. J., Mo.

G

Garber, Jan: (Strand) NYC, Mo.
Gasparre, Dick: (Ambassador) NYC, Mo.
Gates, Mannie: (Royal Palm Club) Miami, Mo.
Gendron, Henri: (Colosimo's) Chi., Mo.
Gerard, Jerry: (Capitol City Club) Atlanta, Mo.
Gill Joacquin: (Biltmore) Dayton, O., Mo.
Gibba, Billy: (Bedell House) Grand Island, N. Y., Mo.
Gibson, Neil: (De Witt Clinton) Albany, Mo.
Gonyea, Leonard: (Lenox) Duluth, Minn., Mo.
Gonzalez, Ralph: (St. Moritz) NYC, Mo.
Goodman, Benny: (Orpheum) Minneapolis, Mo.
Goodson, Gray: (Syracuse) Syracuse, N. Y., Mo.
Goff, Johnny: (Beany the Bum's) Phila., Mo.
Graftler, Frenchy: (Cocoanut Grove) Minneapolis, Mo.
Grant, Bob: (Troadero) Hollywood, Mo.
Gray, Antoinette: (Bal Tabarin) NYC, Mo.
Gray, Glen: (Fox Tower) Kansas City, Mo., Mo.
Greer, Johnny: (Perkins Club) Kansas City, Mo., Mo.

H

Hall, George: (Clartide) Memphis, Mo.

Orchestra Routes

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

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

Hallett, Mal: (State) NYC, Mo.
Haymes, Joe: (Club Palorama) Schenectady, Mo.
Headrick, Pearl: (White Swan Club) Johnstown, Pa., Mo.
Heidt, Horace: (Tower) Kansas City, Mo., Mo.
Heller, Jackie: (Stevens) Chi., Mo.
Herbeck, Ray: (Willows) Pittsburgh, Mo.
Hicks, Billy: (St. Regis) NYC, Mo.
Himber, Richard: (Saxe House) NYC, Mo.
Hines, Earl: (Grand Terrace) Chi., Mo.
Modalski, Frank: (Orpheum) Springfield, Ill., Mo.
Hopkins, Len: (Chateau Laurier) Ottawa, Ont., Mo.
Horton, Harry: (Le Mirage) NYC, Mo.
Howell, Ed: (Buena Vista) Biloxi, Miss., Mo.
Hudson, Dean: (Beverly Hills) Newport, Ky., Mo.
Hummel, Ray: (Milway) Grand Junction, Colo., Mo.
Hutton, Ina Ray: (Fox) Phila., Mo.

Lee, Julia: (Milton's) Kansas City, Mo., Mo.
Leonard, Harlan: (Dreamland) Kansas City, Mo., Mo.
Lewy, Ted: (Casa Mamana) NYC, Mo.
Light, Enoch: (Tall) NYC, Mo.
Lombardo, Guy: (Palmer House) Chi., Mo.
Long, Johnny: (Bill Green's Casino) Pittsburgh, Mo.
Lopez, Vincent: (Casa Mamana) NYC, Mo.
Los Guechos: (Club Guechos) NYC, Mo.
Lose, Jimmy: (Nelson) Rockford, Ill., Mo.
Lowland, Archie: (Olympic) Seattle, Mo.
Lucas, Clyde: (Stalder) Boston, Mo.
Lunceford, Jimmie: (Southland) Boston, Mo.
Lyzan, Abe: (Chez Paree) Chi., Mo.
Lyon, Bob: (Brant Inn) Burlington, Ont., Mo.

M

McCarel, Red: (Arcadia Grill) Canton, O., Mo.
McCart, Will: (Beasert) Brooklyn, Mo.
McFarlane, Frank: (Chateau Moderne) NYC, Mo.
McGrath, Garrick: (Yacht Club) Chi., Mo.
McKay, Coyler: (Jefferson Beach) Detroit, Mo.
Malville, Bud: (Rio Del Mar) Los Angeles, Mo.
Malzone, Don: (Turks Club) Shelby, Mont., Mo.
Manzanara, Jose: (Colony Club) Chi., Mo.

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

K

Kahn, Paul: (Rainbow Grill) NYC, Mo.
Kaye, Sammy: (Commodore) NYC, Mo.
Kezop, Hal: (Drake) Chi., Mo.
Kendis, Sonny: (Stork Club) NYC, Mo.
King, Hal: (Half Moon) Steubenville, O., Mo.
King, Henry: (Fairmount) San Francisco, Mo.
King, Teddy: (Strand) Brooklyn, Mo.
King's Jesters: (Clover Club) Hollywood, Mo.
Kinney, Ray: (Lexington) NYC, Mo.
Kirby, John: (Onyx Club) NYC, Mo.
Knights of Note: (Radisson) Minneapolis, Mo.
Kryer, Kay: (Pennsylvania) NYC, Mo.

L

La Marr, Ayars: (Blue Moon) Tulsa, Okla., Mo.
Lake, Sol: (606 Club) Chi., Mo.
Lamb, Old: (Paramount) NYC, Mo.
Landis, Marry: (El Club) Phila., Mo.
Lang, Sid: (El Hat) Chi., Mo.
Launoy, Babe: (Club Lido) Texarkana, Tex., Mo.
Layne, Leslie: (Crocetto's) South Beach, Staten Island, N. Y., Mo.
Le Baron, Eddie: (Rainbow Room) NYC, Mo.
McCroy, Trent: (Demsey Tavern) Mason, Ga., Mo.
LeRoy, Howard: (Arcade) St. Charles, Ill., Mo.
Lee, George: (Brookside) Kansas City, Mo., Mo.

Mannul, Don: (El Club) Peoria, Ill., Mo.
Marsala, Joe: (Hickory House) NYC, Mo.
Martin, Lou: (Leon & Eddie's) NYC, Mo.
Martin, Freddie: (St. Francis) San Francisco, Mo.
Master, Freddie: (Nut Club) NYC, Mo.
Maul, Herbie: (Silver Moon) Pueblo, Colo., Mo.
Mays: (Monte Carlo) NYC, Mo.
Mayhew, Eddy: (Governor Clinton) NYC, Mo.
Mellen, Earle: (Gray Wolf Tavern) Sharon, Pa., Mo.
Melvin, Jack: (Midnight Sun) NYC, Mo.
Messner, Johnny: (Strand) NYC, Mo.
Meyers, Vic: (Trianon) Seattle, Wash., Mo.
Miller, Gene: (Oladstons) Casper, Wyo., Mo.
Miller, Glenn: (State) Boston, Mo.
Miller, Walter: (Copley-Plaza) Boston, Mo.
Molina, Mauro: (Club Tivoli) Juarez, Mex., Mo.
Mooney, Art: (Webster Hall) Detroit, Mo.
Morse, Carl Deacon: (Danceband) Hammond, Ind., Mo.
Morgan, Russ: (Paradise) NYC, Mo.
Morton, Gerry: (Warwick) NYC, Mo.
Motes, Ben: (White Horse) Kansas City, Mo., Mo.

N

Nazel, Harold: (Pierre) NYC, Mo.
Neibauer, Eddie: (Paradise) Chi., Mo.

Songs With Most Radio Plugs

"Change Partners," Screen Song, Bags Top Position for Berlin

Songs listed are those receiving 10 or more network plugs (WJZ, WJAZ, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, September 29. Independent plugs are those received on WOR, WNEF, WMCA and WHN. Film tunes are designated as "F." musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Table with columns: Position, Title, Publisher, Plugs (Net, Ind.). Top entry: 1. Change Partners (F) Berlin, 38 Net, 16 Ind.

Nelson, Ozzie: (Paramount) Ft. Wayne, Ind., Mo.
Nicola, Frank: (Log Cabin) Chandaken, N. Y., Mo.
Nichols, Red: (Showboat) Fort Worth, Tex., Mo.
Nielsen, Paul: (Moonlight Garden) Saginaw, Mich., Mo.
Nissel, Bert: (Palais Royale) Toronto, Ont., Mo.
Noblet: (Edgewater Beach) Chi., Mo.
Norton, Eddy: (Kit Kat Klub) Des Moines, Mo.
Novak, Frank: (Biltmore) NYC, Mo.

O

Oltman, Val: (Belmont Plaza) NYC, Mo.
Osborn, George: (Wilder-Astoria) NYC, Mo.
Osborne, Will: (Glen Island Casino) New Rochelle, N. Y., Mo.
Owens, Harry: (Baker) Dallas, Mo.

P

Pablo, Don: (National Roof) Peoria, Ill., Mo.
Palmer, Skeeter: (Seneca) Rochester, N. Y., Mo.
Panchito: (Versailles) NYC, Mo.
Patrick, Henry: (20th Century) Phila., Mo.
Pedro, Don: (Gramercy) Chi., Mo.
Pendarvis, Paul: (Palace) San Francisco, Mo.
Perez, Chuy: (Club Zarape) Hollywood, Mo.
Perry, Roy: (Dupont) Wilmington, Del., Mo.
Perry, Eddie: (Bayway-Plaza) NYC, Mo.
Peyton, Jimmy: (Piaza) Pittsburgh, Mo.
Pierce, Ross: (Olsson Sidwalk Cafe) Cincinnati, Mo.
Pope, Bob: Caruthersville, Mo., 6-9.
Powers, Eddie: (New Riverside) Sprad Eagle, Wis., Mo.
Fryer, Roger: (Roosevelt) NYC, Mo.

Q

Queens of Melody: (Chittenden) Columbus, O., Mo.

R

Ramos, Ramon: (La Conga) NYC, Mo.
Ravara, Carl: (Rainbow Rendezvous) Salt Lake City, Mo.
Rejcek, Al: (Lenox) Troy, Mo.
Reyes, Chico: (Continental) Detroit, Mo.
Richards, Jimmie: (Merry-Go-Round) Dayton, O., Mo.
Riney, Joe: (St. Regis) NYC, Mo.
Rodriguez, Nano: (Havana-Madrid) NYC, Mo.
Rogers, Buddy: (Sherman) Chi., Mo.
Roland, Don: (Utah) Salt Lake City, Mo.
Rollikers Trio: (Bennett) Binghamton, N. Y., Mo.
Rollins, Adrian: (Piccadilly) NYC, Mo.
Rosen, Tommy: (Wisteria Gardens) Atlanta, Mo.
Ruland, Ralph: (Hi-Hat Club) Steubenville, Mo.

S

Russell, Buddy: (Community Coffee Shop) Binghamton, N. Y., Mo.
Sachs, Coleman: (Bankhead) Birmingham, Mo.
Salamak, Tony: (Blue Meadow Club) Lexington, Ky., Mo.
Sapienza, George: (Silver Grill) Buffalo, Mo.
Sappola, Chick: (400 Club) Wichita, Kan., Mo.
Sart, Lee: (Club LaSalle) San Francisco, Mo.
Sears, Carl: (Child's Spanish Garden) NYC, Mo.
Senators, Three: (Homestead) Hot Springs, Va., Mo.
Shaw, Arlie: (Chase) St. Louis, Mo.
Shelley, Lee: (Murray's) Tuckahoe, N. Y., Mo.
Silvers, Buddy: (Casa Grande Dude Ranch) Berwyn, Mo., Mo.
Smith, Joseph C.: (La Rue) NYC, Mo.
Smuder: (Antlers) Kansas City, Mo.
Smith, Paul: (Pickwick Club) Birmingham, Ala., Mo.
Snider's, Billy, Ky. Colonels: (Lookout House) Covington, Ky., Mo.
Southern Gentlemen: (Music Box) Omaha, Mo.
Spocelo, Irving: (Lyrics) Syracuse, Mo.
Steel, Leonard: (St. Shelby) Detroit, Mo.
Sterney, George: (Coq Rouge) NYC, Mo.
Stone, Blue: (La Conga) Hollywood, Mo.
Strong, Benny: (Brown) Louisville, Mo.
Strong, Charles: (Queen's Terrace) World's Fair, Flushing, L. I., Mo.
Sudy, Joseph: (St. Francis Drake) San Francisco, Mo.
Swanson, Billy: (Lowry) St. Paul, Mo.
Sylvio, Don: (Bertolotti's) NYC, Mo.

T

Tatro, Bill: (Bridgway) Springfield, Mass., Mo.
Thompson, Grant: (Wellington) NYC, Mo.
Thompson, Lang: (Muehlebach) Kansas City, Mo., Mo.
Three Commanders: (Catsina) Champaign, Ill., Mo.
Three Shades of Blue: (Skyrocket Club) Chi., Mo.
Tisen, Carl: (Troika) Washington, D. C., Mo.
Tito & His Swinglets: (Lincoln) NYC, Mo.
Tofte, Norman: (El Chico) Binghamton, N. Y., Mo.
Travers, Vincent: (International Casino) NYC, Mo.
Travers, Ted: (Old Vienna) Cincinnati, Mo.
Tucker, Orrin: (Lyric) Indianapolis, Mo.

V

Vailce, Roddy: (Buffalo) Buffalo, Mo.
Van Odell, Jimmy: (Club Village, Almas) Cincinnati, Mo.
Velasco, Emil: (Book-Cadillac) Detroit, Mo.
Versiliana, The: (Thomas Jefferson) Birmingham, Mo.
Vincent, Carl: (Club Mayfair) Detroit, Mo.
Vossen, Nick: (Coq Rouge) NYC, Mo.
Vorden's, Vivian All-Girl Band: (Cricket Club) Bossier City, La., Mo.

W

Ward, Dick: (Black Cat) NYC, Mo.
Wardlaw, Jack: (Jefferson) Columbia, S. C., Mo.
Warren, Arthur: (Narragansett) Providence, R. I., Mo.
Watkins, Waddy: (C. B. T. C.) Edmond, Okla.
Watkins, Sammy: (Hollister) Cleveland, Mo.
Wayne, Penn: (Cafe Loyale) NYC, Mo.
Weeks, Anson: (Roosevelt) New Orleans, Mo.
Welk, Lawrence: (William Penn) Pittsburgh, Mo.
Weems, Ted: (Palomar) Los Angeles, Mo.
Weldon: (Armado's) NYC, Mo.
Wharton, Harry: (Village Barn) Phila., Mo.
Widmer, Ben: (Planor) Cheyenne, Wyo., Mo.
Williams, Griff: (Victor Hugo) Beverly Hills, Calif., Mo.
Williamson, Douglas: (Crystal Terrace) Louisville, Mo.
Wilson, Sammy: (Coronado) St. Louis, Mo.
Wood, Grant: (Westwood Supper Club) Richmond, Va., Mo.
Yales, Billy: (El Tivoli) Dallas, Mo.

AFM May Use Studio Musikers As a Wedge in Theater Fight

Imposing array of West Coast producers set to meet with Weber—union seeks to up theaters' music pay roll to \$12,000,000 a year

NEW YORK, Oct. 1.—If things don't go smoothly for the American Federation of Musicians in its attempt to increase theater employment for its members it may use the musicians employed in Coast studios as a wedge to gain its ends. Meeting of Joe Weber and his executive board with representatives of the picture companies is slated for October 20 here. Although the course the union may follow in its campaign to get the studios to rehire a substantial number of pit men for the theaters under their control is not known at present, there is a possibility that the studio musicians may be used as an effective weapon if the AFM encounters trouble in its demands.

There are several hundred AFM members recording music for pictures, and if these were pulled out of the studios the crippling effects on production are obvious. The union used these men as a means to an end last spring when it threatened to prevent them from recording for any company until agreements were signed to eliminate the practice of dubbing in music from stock libraries, which had been materially decreasing employment for studio musicians.

Line-up of pic execs attending the October 20 conclave is an imposing one. Producers expected to sit in are Nicholas M. Schenck, prez of Loew's, Inc.; Sidney R. Kent, 20th Century-Fox head; prexy Leo Spitz of RKO; Nate J. Blumberg, Universal chief; Jack Cohn, vice-president of Columbia; Major Albert Warner, Warner Bros. v.-p.; Barney Balaban, head of Paramount; Maurice Silverstone, United Artists general manager, and Pat Casey, producer-labor contact for the studios.

Earnings of pit musicians in theaters in the pre-sound picture era were \$55,000,000 yearly, which sum dipped to an all-time low of \$2,000,000 shortly after talkies changed the entire complexion of film-house presentation. Figure is now up to about \$8,000,000 a year. Weber believes this can be upped another \$4,000,000 this year and hopes to be able to push it much higher than that eventually.

New Det. Dance Promotion

DETROIT, Oct. 1.—New Saturday Night Swing Club will be inaugurated at Masonic Temple Drill Hall October 22 or 29, using big name bands. Capacity of hall is 4,000, making for the biggest dance promotion this city has seen. Bands will be booked thru the Mike Falk office. Two undisclosed Detroiters are reported to be back of the promotion as "angels" as well as active managers.

Scott's First in Person

NEW YORK, Oct. 1.—Raymond Scott and his quintet start their first location job at Le Mirage here October 7. Marks the outfit's first appearance other than on radio or screen. Scott, set by Columbia Artists' Bureau, goes in for an indefinite engagement.

BIG HELP. Fan story showing how Ella Fitzgerald helped Chick Webb, with Mildred Bailey meaning just as much to Red Norvo, planted in Collier's by Al Wilde, publicist at Moe Gale office, New York.

The Height of Sumpin'

MINNEAPOLIS, Oct. 1.—Neither snow nor rain nor sleet nor hail may stop the mailman on his daily rounds. But Horace Heidt can't stop that demonstration of intestinal fortitude. Even a train wreck couldn't stop the Heidt Brigadiers from their scheduled appearance at the Orpheum here. En route the rattle met with a bit of an accident which left several cars piled up in a very unconventional position. But the boys, altho they missed the first show, played to over 125,000 people during the engagement, to gross more than \$25,000.

Heidt capitalized on the wreck with a clever promotion piece. Used a postcard with pic of the wreck and the information that a little thing like that can't stop the outfit from breaking records.

N. O. Local Ends Suit Against MCA

NEW ORLEANS, Oct. 1.—With agreement by Music Corp. of America and the local St. Charles Hotel to "book thru" the local musicians' union three months of the year, George Pipitone, musicians' prexy, withdrew a court suit filed by the union against the agency several months ago. Union brought suit originally to restrain the hotel from booking exclusively thru Music Corp. as an outgrowth of charges lodged against Dick Abbott for playing the hotel stand allegedly under the fixed union scale.

Pending settlement of suit, hotel employed localite Pinky Vidacovitch for the past four months and will retain this ork thru local affiliation for another month, more than fulfilling the three-month agreement. Hotel further agrees to fulfill union requirements in paying the 10 per cent above scale on all future MCA bookings.

In clearing up the St. Charles impasse, Pipitone reported that for the first time in many months there exist satisfactory agreements between the union and all local spots.

Denny Gets CRA Release

CHICAGO, Oct. 1.—Story appearing in an earlier issue of *The Billboard* that Jack Denny was leaving Consolidated Radio Artists to link up with Music Corp. of America was confirmed here this week. Settlement was an amicable one, reached during a conference between Charles E. Green, CRA prez, and the maestro. Denny was released from his CRA contract on paying the office \$1,440 due on back commissions.

Wilcox Open Year Round As R. Sherman Shuttles

NEW HAVEN, Conn., Oct. 1.—A local landmark for traveling bands and dancing fans, the Roger Sherman Ballroom, unwaxes its polished floor. Manager Thomas Murphy has turned his tepid tavern into a bowling alley. As a result, the Wilcox Dance Pavilion, usually shuttering for the fall and winter season, will remain open year round. Manager Dave Hudkins uses his own and local bands for the week days and plans to bolster the ballroom with names for Sunday nights.

Bestor Battles It Alone as Calendar Floors Johnny Hamp

CHATTANOOGA, Oct. 1.—The "battle of music" planned as a feature last Friday of the National Chicamauga Celebration turned into a rather one-sided affair when Johnny Hamp failed to turn up at Memorial Auditorium and Don Bestor had to "fight" it out with himself. It was quite a tribute to Bestor when no one took advantage of an announcement that money would be refunded at the box office.

More than 2,300 persons made a gate of over \$2,000. Dancers paid \$2 per couple, box seats sold at \$2 per and spectators paid 75 cents each for the privilege. Band concert preceded the dance and Bestor doubled up on all duties.

Some 12 hours later Johnny Hamp arrived on the scene of "battle" and was

Wish Fulfillment

KANSAS CITY, Mo., Oct. 1.—Benny Goodman satisfied an ambition he has nursed since he began his cigaret commercial when he turned the tables on Dan Paul, WDAF announcer, during an air impromptu.

Paul had been asking the swing maestro questions regarding music and musicians for nine minutes when Benny suddenly interrupted, dropped his script and started firing one query after another at the announcer in fast succession. The young spicler groped about several seconds and regained his composure only after Goodman was shooed from the studio.

The swing master later said he realized an urge to disregard formality, script and other details and "let my hair down naturally for the hell of it" and that he was glad he got it out of his system.

Rhythm Rodeo and Dorsey Gross 69C

KANSAS CITY, Mo., Oct. 1.—Jimmy Dorsey and four youthful but accomplished university bands from this area proved almost colossal attractions Friday night in Municipal Auditorium as a Jubilesta attraction, as evidenced by the \$6,880 gross at the box office. Admish was 30 cents a head, and Lincoln G. Dickey, general manager, counted 8,600 kids in the crowd, making it the largest and most spectacular terp event ever held in the Kaycee corner.

Dorsey's Band was making its initial appearance here and went big. Earlier in the evening Matt Betton's Kansas State College Ork won first place in a "rhythm rodeo and battle of bands" staged by Tom Drake, local booker. Louise Kuhn, Kansas University; Eldon Jones, Missouri University, and Red Blackburn, University of Kansas City, finished in that order. Dorsey and an applause meter served as judges.

The swing battle was held one night after Benny Goodman left the city. Goodman's \$22,000 week at the Fox Tower Theater shattered all previous marks. Also at the Jubilesta, among nationally noted acts, were Jimmy Grier, Rudy Vallee, the Hooster Hot Shots and two local pit bands. Only the Dorsey and Vallee bands were profitable.

GREAT BEND, Kan., Oct. 1.—Bill Burton, who recently left Rockwell-O'Keefe to serve as personal manager for Jimmy Dorsey, confirmed reports appearing in previous issues of *The Billboard* that the band is leaving that booking office for the Music Corp. of America banner. While Burton would not commit himself on details, he admitted that the switch will be effected within the next fortnight.

NEW YORK, Oct. 1.—Admitting a rift between Jimmy Dorsey and his booking office, Tommy Rockwell, Rockwell-O'Keefe prez, declared that an iron-bound contract precludes any possibility of the band leader's breaking away. Dorsey's prime peeve is that the agency booked his brother Tommy, a Music Corp. of America band, into the Hotel New Yorker here while he has to tour the tank towns.

ASCAP Board Evades Issues

First fall meeting routine—classification committee still quiescent

NEW YORK, Oct. 1.—First meeting of the board of directors of American Society of Composers, Authors and Publishers since last June took place Thursday (29) and resulted in nothing more than a routine discussion of matters that have accumulated from the deferred summer meetings, according to John G. Paine, general manager of the Society.

It had been understood that one of the primary points to be taken up at the conclave was the question of recalcitrant publishers regarding the renewal pacts sent out by ASCAP a couple of weeks ago. Membership agreements still have until December 31, 1939, to run but the Society wants to dispose of this matter in order to work on the problem of renewals with the broadcasting stations. Understood that several publishers, notably Robbins, were squawking about the renewal 10-year period, but Paine asserted that no official protest had been received by the Society to date, and further that none is expected. He said that of 1,100 renewals sent out, more than 800 have been received duly signed.

Question of finding a new method of classification of publishers was not touched upon at last week's meeting, altho this is a particularly sore spot in the ASCAP structure right now. Last spring a special committee was appointed to study the situation and to attempt to devise some system which would meet with majority approval. The committee has not met since it was appointed, summer vacations and business trips having been the deterrent factor, according to Paine. Now that the summer is over there are no more definite plans forthcoming as to an eventual get-together of the committee, Paine claiming that it will meet "soon."

Vallee's Sock 45C in Neb.

OMAHA, Oct. 1.—Sponsored by Ak-Sar-Ben, Nebraska booster organization, Rudy Vallee grossed a high \$4,500 last Monday on his solo stand at Ak-Sar-Ben Coliseum. Offered an hour-long vaude show in addition to dancing, and 8,500 persons in attendance made it practically a sell-out. Ducats peddled at 80 cents in advance, \$1 at the gate and 55 cents extra for the reserved seat section.

Harlem No Go for Vallee

CHICAGO, Oct. 1.—Rudy Vallee had a bloomer in his Omega Psi Phi Fraternity affair at the Eighth Regiment Armory here last week when he pulled only \$253 with 297 people for the night. The date was a race dance in the Negro district and was preceded by little advertising. Admission was only 85 cents, and while Vallee was set thru the CRA office, band leader is reported to stand the loss. Played the full evening and staged the show in the spot, which has a capacity of several thousand. His reward included a couple of tennis racquets presented by Mrs. Joe Louis, wife of the ring champ.

Lake Breeze Pier Shuttles

BUCKEYE LAKE, O., Oct. 1.—Lake Breeze Pier, managed by "Doc" Perkins, calls it a season October 7 with Rudy Vallee. Ballroom has been operating week-ends since the regular season closed Labor Day. Perkins reported a satisfactory summer in face of slow biz generally in Eastern and Central Ohio amusement parks.

Spokane Spots Unshutter

SPOKANE, Wash., Oct. 1.—Garden Dancing Palace ushered in the new season with Del Yandon as house band. Policy calls for old-time dancing twice weekly, with Al's Old-Timers on deck. Desert Hotel's Roundup Room got started again with Don Casey on the stand. Natatorium Park Ballroom carries on with traveling tootlers.

Lincoln Ballroom Ops in Price War

LINCOLN, Neb., Oct. 3.—Price cutting is going to get under way with a vengeance now after the break made by R. H. Pauley, of Turnpike Casino. Pauley has maintained a \$1-per-couple rate and barred stags for a long time. Principal competition has come from the Pla-Mor, operated by Matt Kobalter, and King's Ballroom, managed by Harry King, both going at two bits per.

Business took a slump a week ago, so Pauley booked Hank Halsted (1-2). On Sunday (2) he opened the doors free for the first half hour and then charged two bits per person to the later corners. This is the first time Lincoln has ever seen a name band offered to the public under such a deal. It is expected to be the signal for some ballroom furries. Pauley says the next move is up to Pla-Mor and King's; that when they decide to move the scale up, he'll duplicate.

BVC Gets "Boys' Town"

NEW YORK, Oct. 1.—Bregman, Vocco and Conn publishing Boys' Town, by Will J. Harris, featured in the current p.-a. tour of the Boys' Town A Capella Choir. Song has no connection with the MGM film of the same name.

LIONEL RAND

and his
ORCHESTRA
★
Permanent Address
300 W. 49th St.,
New York City.



The
BILTMORE
BOYS and their
ORCHESTRA
Currently 24th Week
LA SALLE HOTEL, Chicago.
Mgt. CONSOLIDATED RADIO ARTISTS, INC.

"The Smiling Maestro Is on the Air."
REGGIE CHILDS
AND HIS ORCHESTRA
Now on a Personal Appearance Tour
Direction: CONSOLIDATED RADIO ARTISTS, INC., 30 Rockefeller Plaza, New York, N. Y.

EDDIE PAUL
AND HIS ORCHESTRA
Entire Summer Elberta Beach.
Now Opening 3rd Season Columbia Ballroom.
Broadcasting WQAR, Cleveland.
For Dates or further information Communicate with FRANK ROSKO, Personal Mgr., Hotel Statler, Cleveland, O.

Orchestra Notes

By M. H. ORODENKER

Gotham Gab

THE birdie buzzes that JAN GABBER has been having it hot and heavy with his booking office because of his second fiddling to a similar-styled syncopator. . . . TOMMY DORSEY adds a fourth slip-slder to his band, adding trombonist Elmer Smithers from Ozzie Nelson's crew. . . . Trumpeter LOUIE (KING) GARCIA has a 14-piece combo in rehearsal hall. . . . Aside to JOE GLASER—after hearing LOUIE ARMSTRONG sermonizing *Skedrack* on the Decca disks, PAUL WHITEHEAD is desirous of sashmo participating in his Carnegie Hall concert this Christmas night for the revival of Gershwin's one-act opsy, 135th Street. . . . Coronet mag will portray CAB CALLOWAY in a yarn by-lined by Robert W. Marks. . . . Plant is credited to NED WILLIAMS, who did as much for DUKE ELLINGTON in a *Fortune* issue some years back. . . . DICK GABBE has taken over the personal management of Will Osborne's crew. . . . It's the 47th wedding anni for JOE (AFM) WEBER.

The Eastern Stands

RON PERRY, added to the R-O-K roster, locates at Hotel DuPont, Wilmington, Del. . . . Office has also taken on HOWARD JACOBS. . . . DEL DAVIS makes the music at Bertrand Island Casino, Lake Hopatcong, N. J. . . . AL JAHNS opens the 30th at Providence Biltmore Hotel. . . . In Boston, GLEN MILLER takes over the stand at Roseland-State Ballroom, and WOODY HERMAN at Baymore Ballroom for the first two October weeks. . . . In New York State, FRANKIE AND JOHNNIE get a holdover ticket at Rochester's Sagamore Hotel good 'til mid-November; LESSE LAYNE lingers 'til New Year's Day at Crocitto's Restaurant, South Beach, Staten Island; GRAY GORDON locates at Syracuse Hotel, Syracuse; BUDDY RELYEA takes his stand at Lenox Restaurant, Troy, and, for the Albany scene, DON BESTOR takes in four weeks at New Kenmore Hotel, NEIL GOLDEN gets the call at DeWitt Clinton Hotel, and JACK DRUMMOND starts an indef stand at Igo's Taproom.

The Western Stands

JOE VENUTI takes in the October month at Detroit's Book-Cadillac Hotel. . . . CLAUDE HOAGLAND locates this week at Milwaukee Athletic Club. . . . TED TRAVERS gets the call at Cincinnati's Old Vienna Restaurant. . . . and across the river on the Kentucky border, Beverly Hills Country Club has OZZIE NELSON to follow DEAN HUDSON on the 28th, with TED LEWIS set for the after. . . . FRENCHY GRAFFOLIER takes over the stand this week at Coconut Grove, Minneapolis, and at the same city's Nicollet Hotel, LANI MCINTIRE takes in a four-weeker starting the 20th. . . . in Omaha, SOUTHERN GENTLEMEN ORCHESTRA linger 'til the 27th, and PAUL SABIN opens Friday at Chez Paree. . . . EMIL VELAZCO opens an indef stay November 10 at Madura's Dance-land, Hammond, Ind. . . . JIMMY LOSS locates at Hotel Nelson, Rockford, Ill. . . . LANG THOMPSON opens Friday at Hotel Muehlebach, Kansas City, Mo., and is already set to return next summer to Cavalier Beach Club, Virginia Beach, Va. . . . HENRY G. MORRIS in Chicago shopping around for a band to preem the new \$85,000 dining room at Rice Hotel, Houston, scheduled to light up next month.

The Southern Stands

RED NICHOLS plays the first two October weeks at Show Boat, Ft. Worth, Tex. . . . HENRY BUSSE hits the Dallas territory next month for the solo stands. . . . BABE LAUNY and her Rhythm Sweethearts locate at Texarkana, Ark. . . . BENNY STRONG, at Louisville's Brown Hotel, adds ROSALIND MARQUIS for the song selling. . . . Baker Hotel, Dallas, gets XAVIER CUGAT mid-November. . . . ED HOWELL locates for an indef period at Buena Vista, Biloxi, Miss. . . . ERSKINE HAWKINS returns to his original stomping grounds November 14 and 15 in Tuscaloosa, Ala. . . . he started his Bama State Collegians at that college campus four years ago. . . . the exclusive and private Capital City Club, Atlanta, where the millionbucks sip and snack, has GERRY GERARD and his Lazy River Rhythm. . . . EDDIE

CAMDEN takes in a fortnight at Louisville's Crystal Terrace, with JACK COFFEY taking over the 13th. . . . and in Lexington, Ky., TONY SALAMACK locates this week for an indef period at the Blue Meadow Club. . . . ANSON WEEKS replaces LITTLE JACK LITTLE at Roosevelt Hotel, New Orleans, on the 18th, with ABE LYMAN following for a similar period November 30.

Pitt Patter

JIMMIE GAMBLE opens this week at Lincoln Terrace, and HARRY CANDULLO at the New Penn Club stand. . . . JACK WALTON, former sddler with Herman Middleman, builds a band for Hotel Schenley. . . . EARL MELLON, who opens next Tuesday at Coral Gables Club, Lansing, Mich., comes here November 4 to follow Tommy Tucker at Bill Green's Casino. . . . DON BRUCE, former Pitt radio columnist, becomes personal rep for ROY HENDRICKS and his Royal Hawaiian Ork. . . . JIMMY PEYTON draws another 52-week holdover at Plaza Hotel; FRAN EICHLER lingers at Nixon Cafe; HUGHIE MORTON holds over at Anchorage Restaurant, and SHORTY BANKS, sepiu swingouts, are filling out their fourth year at Ada Frew's suburban Evergreen Gardens. . . . elsewhere in the Penn State MEL CROCKER carries on at Auld Hotel, Washington. . . . HOWARD GALE, Harrisburg maestro and a fave for all of Governor Earle's parties, grabs off the Democratic Ball in Philly on the 28th. . . . HENRY PATRICK, air troubadour at Philly's WIP, has built a band for his balladeering, debuting at the town's 20th Century Tavern.

Notes Off the Cuff

UP IN Canada, LES HOPKINS and his Mellomusic open this week for the winter at Chateau Laurier, Ottawa, Ont. . . . his is a Lombardo-styled band and rightly, since Len hails from London, Ont., Guy's point of origin. . . . BERT NIOSI, Canada's swing master, gives the downbeats at Palais Royale, Toronto. . . . our own swing master, BENNY GOODMAN, alternates between Chicago's Aragon and Trianon ballrooms for the October 7 week. . . . HOWARD LEROY rounds out six months and still carries on at Arcadia Club, St. Charles, Ill. . . . and after four months at Hotel Casper, Casper, Wyo., GENE MILLER and his Musical Millers draw an indef holdover ticket. . . . and so we send our cuffs to the cleaners.

Storm Kayos Spots In N. E. Territory

BOSTON, Oct. 1.—This section took a terrific beating from last week's hurricane, with the Junie Edwards office, Interstate Orchestras, Inc., the hardest hit. Ballroom at Cashman's Park, Fortemouth, R. I., was a total loss; Billy Brooks Ork had been set for the week. Joyland Ballroom, Woonsocket, R. I., lost part of its roof, damage estimated at \$10,000; Tony Cotter was set. Totem Pole Ballroom, Norumbega Park, Auburndale, Mass., was spared property damage, but 65 fallen trees made entrance to the place impossible; Bill Tassilo slated for that week-end. Jimmy Walsh was out of a job at Whalom Park, Fitchburg, place demolished by the storm.

Newly operated Fred Freeman Ocean-view (formerly Spanish Gables) at Revere Beach, Mass., canceled band night of the storm. Two other Freeman ballrooms, Riverview and Lyonhurst, received slight damage.

Edwards believes within four weeks bookings will be back to normal, despite the destruction. Season, he says, started off with indications of a big year.

FRED W. BIRNBACH, national secretary of American Federation of Musicians, goes to Milwaukee October 2 to address a conference of the Wisconsin State Musicians' Association. About 125 delegates from musicians' locals throughout the State are expected to attend.

This is FRANKIE and JOHNNIE
their Orchestra
with "Music in the Southern Style"
Now 9th Week
SAGAMORE HOTEL
Rochester, N. Y.
Management
MUSIC CORPORATION OF AMERICA
Personal Rep: BILLY AUSTIN.

LANG THOMPSON

AND HIS ORCHESTRA
Featuring
MARGIE KNAPP
"CAPTIVATING CO-ED OF SONG"
Just Concluded Season at
BON AIR COUNTRY CLUB
Wheeling, Ill.
(Heard Nightly on WGN-MBS)
Opening October 7
MUEHLEBACH HOTEL
Kansas City
(Broadcasting Over WDAF, The Kansas City Star Station)
Personal Direction: BERT GERVIS, 12 W. 72d Street, New York.

BALLROOM & NIGHT CLUB OPERATORS

YOUR DANCERS DESERVE THE BEST
Try SUNSET DANCE WAX
None could be finer regardless of price. Goes twice as far, costs half as much as ordinary wax. No dust, no gum, no grit. Contains everything good for hard or soft wood Dance Floors. Cleans as it polishes! Used exclusively in America's finest dance spots, including beautiful Trianon Ballroom, Cleveland, O.
TRY AT LEAST 5 LB.
OR
SEND FOR FREE SAMPLE.
Address
SUNSET DANCE WAX CO.
CARROLLTOWN, PA.
5 LB. DRUM32c LB.
10 " " " "30c " "
25 " " " "28c " "
50 " " " "25c " "
F. O. B. FACTORY

The Reviewing Stand

Sammy Kaye

(Reviewed at Palm Room of Hotel Commodore, New York)

WITH a million-buck tag-line in his swing and sway syllogism and music ear-marked by stylized song-title singing, Sammy Kaye makes his metropolitan debut for dancers here. His coming had been heralded since early spring and the enthusiastic response of first-night throngs augurs a long tenure for his tooling here.

While the band leans strongly on the saccharine side for radio and records, the swing and sway being strictly promotional, Kaye pulled a pleasant surprise by changing the pace with lively tempos and even rumbas. Arrangements are smooth, following a familiar pattern, and carry plenty urge for spirited stepping on the polished floor.

Instrumentation is orthodox, using four saxes, three brass and three rhythm. Kaye makes for a personable front, occasionally dropping the baton for a subtle clarinet chorus. Apart from their solid ensemble playing, band is strong on singing side. Tommy Ryan, Charlie Wilson and Jimmy Brown, individually and collectively as the Three Barons, handle the song-selling assignment. Have nicely pitched voices and good enough diction. Rest of the band are also devoted to lyricalness for the swing choir singing. No fem decor and, surprisingly, not missed.

It all adds up to toe-tapping but plenty tuneful music. They go a long way toward satisfying the dancers, and that's what counts.

Orodenker.

Lang Thompson

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

A YEAR-OLD organization that is making headway with an acceptable style of sweet, soothing music dispensed by a bunch of good musicians. Thompson is a personable La Salle, Ill., lad who can toot a trumpet, slide a trombone, tickle the ivories and play the accordion. He first fronted a 10-piece outfit around the University of Illinois campus and later added two men, giving him an instrumentation of three fiddles, three tenor sax, three brass and three rhythm.

Arrangements stack up as soft compositions of the current and old hits. It is music that is both danceable and easy on the eardrums. A Thompson trade-mark, noticeable after a few shots, is a blending four-bar introduction of his theme song, "You Durlin", at the beginning of each tune. Another band asset is the vocalizing of Margie Knapp, a striking personality kid in mid-teens who socks away with a good voice and fine delivery. Songstress is both a vocal and physical decoration.

Library includes waltzes, rumbas, tangos, swing tunes in dance tempos and a few novelty numbers adapted for either band or show sessions. Outfit should do well in spots looking for good music, noticeable by the absence of blaring.

Hontigberg.

Val Olman

(Reviewed at Belmont Plaza Hotel, New York)

OLMAN'S Band opened the Glass Hat Room of the Belmont Plaza Hotel when it debuted under Hitz management a year ago. Now he's back for a couple of weeks.

Olman is a tall, presentable young fellow who fiddles while fronting his eight-man band. The band is a typical hotel band—it plays sweet stuff, pepping up as the evening wears on and the customers get flightier. The music is not particularly distinctive. Rather, it is danceable and is not hard to listen to.

Young, brunet Patti Morgan is the vocalist. As with most band canaries, she can't rise above the band but does her job of relieving the straight music and providing feminine fluff nicely.

Denis.

Russ Morgan

(Reviewed at Paradise Restaurant, New York)

MORGAN, as feature of the club's fall revue, blossoms out as a versatile entertainer. The show gives Morgan a big build-up. He's spotted as the emcee and grabs the opening number spotlight by singing, talking and even waiting a couple of showgirls around. In other words, he turns juvenile on us. Later on in the revue he's spotted at the piano in a Moonlight production number. He doesn't sing well or charm his audience with words, but the surprise of seeing him turn entertainer is strong enough to carry him thru the show nicely.

The band itself (15 men) dishes out music that is easy on the ears—what with the sweet violins and muted brass section spreading the schmaltz—and Morgan himself fronts, taking turns at the piano, violin and trombone. Gloria Whitney, attractive brunet, is the band vocalist.

Morgan is getting the main portion of the publicity and advertising the club is getting.

Denis.

Dick Jurgens

(Reviewed at Aragon Ballroom, Chicago)

THIS ex-collegiate trumpet-tooter has set up a strong outfit since emerging from the halls of learning, an ork that proves to be a natural for the dancers. Band packs a terrific wallop from the showmanship angle, with a repertoire of novelty arrangements capably executed by all the members. Tops among these when caught were pianist Ronnie Kemper and guitar-strummer Eddie Howard in a comedy vocal version of *Small Fry*.

Boys prove to be a versatile ork on the dance stuff, library loaded with good pop arrangements and extra sweet waltzes. Instrumentation includes five rhythm, four brass and four sax. Rhythm section has two sets of ivories plus a celeste which is used to good advantage. Swing without the blasting of the brasses is the forte on the Jurgens stand, and a lot of crescendos woven into the arrangements make for a novel yet well-rounded musical product. With all its novelty and showmanship, however, this band is still essentially for the dance crowd, giving out a smooth tempo, adaptable for both ickies and plain straights.

Jurgens is a personable front man and evidently wins friends easily, judging from the autograph bugs giving him the office. Eddie Howard pipes the straight and sweet vocals in a distinctive deep-throated manner and also wins the plaudits of the mob.

Summing up, the band, tho perhaps not what would be called a technical musicians' muller outfit, has all the ingredients from the angle of the stubholder.

Humphrey.

Billy Brooks

(Reviewed at Riverview Ballroom, Quincy, Mass.)

IT WAS four years ago that Billy Brooks decided on a musical career while a student at University of North Carolina. His present combo, the fourth since collegiate stompings, dotes on novelty and musicianship with plenty on the showmanship ball. Band performs much on the Horace Heidt pattern, dishing out the sweet and swing for dancers, and has 'em crowding around the apron to hear and see the novelty interludes.

Instrumentation, interpreting the Woody Calligan arrangements, include four sax, two brass and four rhythm. Lads double fiddle and accordion but need a better brass balance.

Brooks is a born showman, knowing the pulse-beatings of the dancing crowd. Is sincere and ambitious, his own manner reflected in the conduct of the entire band. When not waving the wand, plays sax or fiddle or lends his voice to a vocal threesome.

Apart from the many glee club offerings, solo singing is in the keeping of Frances Garrett, who gives the bandshell pretty setting and piping, and Jack Bryson. Bull-fiddler Bryson steps down for the sweet songs.

Paine.

Noble Sissle

(Reviewed at Fairland Ballroom, Kansas City)

SISSLE knows the meaning of showmanship as do few other Negro wand wielders of the current crop.

Band's first impression is bad, however.

Sheet-Music Leaders

(For Week Ending October 1)

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. Title	Wk.
1	1. I've Got a Pocketful of Dreams	
2	2. Alexander's Ragtime Band	
3	3. Change Partners	
3	4. A-Ticket A-Ticket	
5	5. When Mother Nature Sings Her Lullaby	
4	6. I've Got a Date With a Dream	
7	7. So Help Me	
11	8. Small Fry	
6	9. Now It Can Be Told	
15	10. What Goes On Here?	
10	11. There's a Faraway Look in Your Eyes	
—	12. Lambeth Walk	
—	13. Garden of the Moon	
13	14. I'm Gonna Lock My Heart	
14	15. Stop Beatin' Round the Mulberry Bush	

Off the Records

By M. H. ORODENKER

Gershwin Memorial Album

IT IS an uncomplimentary commentary on human frailties that all too often we rush into monument building. And then sit back sadly as we see it collect an unusual compliment of moss. For some mysterious reason, perhaps they became panicky when we reported that Paul Whiteman was preparing a similar tribute for a rival waxwork, the Victor Red Seal label has rushed to print a Gershwin Memorial Album. And we venture to say they will sit back sadly as they see it collect an unusual compliment of dust.

(See OFF THE RECORD on page 67)

Gershwin Estate \$341,089

NEW YORK, Oct. 1.—The late George Gershwin left a gross estate of \$430,841 and a net estate \$341,089, with his mother, Mrs. Rose Gershwin, the sole beneficiary, the composer having died intestate. The figures were made public this week after a transfer-tax appraisal was filed in Surrogate's Court. The residuary value of his works was appraised at \$50,125, with *Rhapsody in Blue* valued at \$20,000 and rated as being of the greatest value to the estate. An *American in Paris* was appraised at \$5,000; *Of Thee I Sing* score, \$4,000, and the *Concerto in F*, \$1,750. Performing rights to the opera *Porgy and Bess* were listed as of only "nominal interest" to the estate, Henry Spitzner, of Chappell, stating in an affidavit that separate numbers of the opera will probably sell in small quantities for years. Score was valued at \$250.

The music stands are faded and battered. The men also are guilty of sloppy appearance, the red jackets they wear looking very much like the ones worn by Cornwallis' gents in the Revolutionary War. Many of the instruments look as if they had gone thru the same campaign.

The kick comes when Sissle stamps his feet, shrugs a shoulder, nods his grey head and starts his boys to rolling. They don't swing. They play danceable music and never lose sight of the melody. Sidney (Pops) Bechet, vet soprano sax and clarinet artist, takes care of virtually all solos, tho he can't read a note. Singers are Billy Banks, a tenor who is socko as a comedian when he isn't singing ballads, and Edith Wilson, buxom gal who fares best with renditions of the blues. Banks is the better. He has a swell voice and employs smart showmanship to ring the bell every time.

As a sideline attraction, Sissle stands by to allow Bechet to direct a flashy five-piece rhythm combo, grouped about the mike up front. The turn goes big every time. A floor show also is a Sissle feature, band boys dancing, singing and cavorting in general to make an informal vaude offering. The band is low on appearance, strong on danceability and spectacular in regard to showmanship.

Dexter.

Music Items

Donaldson, Rose Place a Third Song

WALTER DONALDSON placed the third song he's written with Billy Rose this fall with Bregman, Vocco & Conn. Title is *You Look Good to Me*. . . . Ben Oakland and Sammy Lerner get publication for *Everybody's Laughing* from Kalmar and Ruby. . . . Irving Berlin offices are getting a thoro going-over, transformed from their drab brown to a sparkling blue and gray paint job.

Morton Gould conducted four of his original compos in a first performance on WOR this week. Works are *Lullaby to a New Born Love*, *Robot*, *Continental Serenade* and *American Symphonette in Three Movements*. Mills Music is the publisher for all of Gould's efforts. . . . Ralph Rainger departed momentarily from his accustomed role of hit tune composer to do the underscoring music for Bing Crosby's *Paris Honey*. He wrote the accompanying music after lengthy research into Balkan folk songs, and the result will be heard thru almost three-fourths of the film.

Frederick Hollander and Frank Loesser added a third song to the two they have already written for the Claudette Colbert pic, *Zaza*. Star warbled their *Hello, Darling*, and *Zaza* so well that another one was requested, boys turning out *I'm the Stupidest Girl in the Class*.

Robbins is reading a sequel (something new in music) to *A-Ticket A-Ticket*, called *I Found My Yellow Basket*. Same combo responsible for the current hit will work on the follow-up.

Swing On for Old Paducah

NEW YORK, Oct. 1.—The wax factories are getting set to cash in on the approaching football season and its attendant rah-rah spirit by releasing a bumper crop of recordings of college songs. Dick Powell, Sammy Kaye and Larry Clinton have waxed several school tunes, and even the swingers are getting that collegiate touch. Clinton has a Victor disc called *Dodging the Dean* and Ozzie Nelson cut something called *Stompin' at the Stadium*. No more Savoy or Divorcee stuff apparently.

Exclusive Gets Powell-Whitcup Paradise Score

NEW YORK, Oct. 1.—Frank Kelton, Exclusive Music general manager, is getting set to do a thoro job on the score for the new Paradise Restaurant floor show, preeming Wednesday (28). Songs, by Teddy Powell and Leonard Whitcup, include *I Can't Say It Too Many Times*, *Blue Night*, *The Hittero* and *Angelia*. Kelton expects great things from the score, and he's also confident of a new Duke Ellington number being released by the firm, *Prelude to a Kiss*.

Brown Readies B'way Show

NEW YORK, Oct. 1.—Low Brown is back from Hollywood on a leave of absence from the 20th Century-Fox studios to work on the book, lyrics and music of a musical comedy he plans to produce here about Christmas. Show has been a year in the making but so far lacks a title. Brown tie-up with 20th Century will probably give that studio first lien on the pic rights.

DUDLEY WILSON, prez of the Spokane musicians' union, has been admitted to the Washington State Bar Association.

SHOW PRINTING

100 - 1 sheets '5
11 x 22 - FLASHY
WINDOW
CARDS
HEAVY ENDOURED

\$3.00
PER 100

POSTERS & CARDS

OF EVERY DESCRIPTION

Of every size, heralds, etc.
for all occasions—special de-
signs for your show—quick ser-
vice—low prices—write for samples.

METROPOLITAN PRINTING COMPANY

1325 VINE ST. - PHILA. - PA

For Additional Band Reviews

Turn to the review section of the Night Club-Vaudeville Department for additional reviews of bands playing vaude houses, niteries and hotels.

BOOTH

Beginning Monday Evening, Sept. 26, 1938.

DAME NATURE

A play by Andre Birabeau, adapted by Patricia Collinge. Directed by Worthington Miner. Settings designed by Norris Houghton, built by Vail Construction Co., Abe Kurmit and Martin Fontana, and painted by Robert Bergman Studios. Press agent, Joseph Heidt. Stage Manager, John Haggoff. Assistant stage manager, John O'Connor. Presented by the Theater Guild, Inc.

- Max Thomas Coffin Cooke
- Beer, a Schoolboy Charles Bellin
- Second Schoolboy Frederick Bradlee
- Third Schoolboy Edwin Mills
- Conscience Edwin Cooper
- Doctor Faridol Harry Irvine
- Leonie Perrot Lois Hall
- Andre Brisac Montgomery Cliff
- Salton Morgan James
- Fourth Schoolboy Peter Miner
- Nanine Kathryn Grill
- Marie Grace Matthews
- Madame Brisac Jessie Royce Landis
- Monsieur Brisac Onslow Stevens
- Uncle Lucien Forrest Orr
- Paul Marachal Wilton Craft

The Play Takes Place in Paris. Time the Present.

ACT I—The Shop of Leonie Perrot, a Morning in April. ACT II—The Library of the Brisac Home, a December Afternoon. ACT III—The Shop of Leonie Perrot, Three Weeks Later.

The Theater Guild, that stern old fortress on 52d street, became disconcertingly juvenile and sentimental at the dawn of its 21st subscription season, and on Monday night, to start its theatrical year, presented a hoke-filled, gentle, heart-warming and on occasion surprisingly intelligent concoction adapted by Patricia Collinge from the French of Andre Birabeau. It is called *Dame Nature*, and it deals with the tribulations of a pair of somewhat confused youngsters who become parents at the ripe old age of 15. Possibly in order to avoid shattering the grim and determined intellectualism of the home donjon-keep, the Guild presented it at the Booth Theater.

Dame Nature, it may as well be said at the outset, is no great shakes as a play. It is filled with Grade A, aged-in-the-wood, over-ripe hokum (given spurious new angles and slants by the surface "modernity" of the age of its protagonists), and it has a second act that seems, except for a few scattered moments of isolated effect, a total loss. But, on the other hand, its writing is filled with tenderness and grace, it has a warmly human and sympathetic knowledge of its characters, and it offers an urbane, amusing, understanding approach. The last act, despite its hokum, is engaging and immensely effective.

The story is so simple that it verges upon the theatrically naive. It tells simply of Andre, a schoolboy unhappy in the no-man's-land between a flighty mother and a stodgy father, who meets and loves little Leonie, who supports herself by running a stationery shop near the school. Victims of a virulent fate, they see their one excursion upon the arid path of passion leading them to the doorway of a maternity ward; but, since they love each other, it doesn't seem so hard. The only real problem is how to tell Andre's parents.

The parents aren't told, and Andre, in his confused adolescent mind, assumes the not entirely compatible double role of schoolboy and family man. The second act, which spends a long while showing the customers the things that they have already been told in the first act, displays Andre as a frantically and imminently expectant father who is caught in the toils of a party his mother is giving for him—a children's party, complete with puppets and ice cream.

Andre's parents are finally told in the last act by a kindly old window washer who has befriended the youthful pair, and they are more than mildly surprised to see their offspring, whom they look upon as a child, assuming the role of husband and father in the few moments he can snatch in Leonie's shop. He tells them that their constant bickering and the resultant dry loneliness he felt drove him to drink at the flowing fountain of Leonie's love, and suggests that when they decided to stay together in order to give him a "home" they not only stinned against themselves but against him. Far better no home at all than one such as his. It is an excellent and important point, cutting thru a huge amount of the fuzzy thinking that still hangs around divorce, and *Dame Nature* should be honored for presenting it, if for no other reason.

There are other reasons, however. The desperate excitement of the juvenile plight is beautifully told, and the play's graceful tenderness is a welcome delight

New Plays on Broadway

Reviewed by Eugene Burr

on a street not overmuch given to either tenderness or grace. So much of it is eye-misting and heart-warming, and the last act with its central point is so fine, that you quite forget the surface trickery that disguises a set of old theatrical cliches beneath the subterfuge of 15-year-old lovers.

And, too, a great deal of the play's lack of effect in its early scenes is due to its young players and the inconclusive direction of Worthington Miner. When the drama seems strained—as it does frequently at the beginning—the fault can usually be traced to the acting of Lois Hall, who plays Leonie with the high, breathless delivery of the determined ingenue, or Montgomery Cliff, a personable juvenile, who seems to have studied Alfred Lunt and come away with only his accent. Also hard to take are various other young players (Morgan James, in particular) who go around being childish until it hurts—until, that is, it hurts the audience.

Mr. Miner does less than nothing to help by allowing the children to become as coy or whimsical or cute as they care to. It is only when Jessie Royce Landis and Onslow Stevens, as Andre's mother and father, appear on the scene that the play takes on the semblance of an adult performance. With their fine, assured and effective playing it immediately tightens up; and the performances of Miss Hall and Mr. Cliff tighten with it. The kids do really excellent work in the last act, work that matches the solid sparkling portrayals of their elders; and that is an achievement, for Miss Landis offers the finest performance of her career as Andre's mother, a performance filled with beautiful readings and illuminating effects; while Mr. Stevens, who's rapidly becoming one of our best actors, does grand character work as the father.

Others who help immensely are Harry Irvine, Kathryn Grill and Thomas Coffin Cooke.

MUSIC BOX

Beginning Saturday Evening, Sept. 24, 1938

SING OUT THE NEWS

A revue with lyrics and music by Harold J. Rome. Additional ballet music by Will Irwin. Conceived and directed by Charles Friedman. Settings designed by Jo Mielziner, built by T. B. MacDonald Construction Co. and painted by Triangle Scenic Studios and Studio Alliance. Costumes designed by John Hamilton and executed by Eaves Costume Co. and Mildred Marling. Dances directed by Ned McCurn and Dave Gould. Additional dances (ballet) directed by Charles Walters. Press agent, Nat N. Dorfman. Stage manager, Frank Hall. Assistant stage managers, Paul Porter, Bernard Hart and Bernard C. Hayman. Orchestration by Hans Spialek. Orchestra conducted by Max Meth. Presented by Max Gordon in association with George S. Kaufman and Moss Hart.

PRINCIPALS—Philip Loeb, Will Geer, Hiram Sherman, Joey Faye, Mary Jane Walsh, Dorothy Fox, Michael Loring, Rex Ingram, Benjamin Wallis, Christina Lind, Leslie Litome, Charles Lawrence, Ben Ross, Daisy Barnier, Ginger Manners, Burton Pierce, Edith Gresham, Jimmy Lydon.

THE VIRGINIANS—Bruce Rogers, Edwin Smith, Bruce Barclay, Howard Warriner, Randolph Dupler, Tomas Mitchell, John Barry, Edward Galloway.

SINGERS—Liljyn Brown, Henriette Lovelace, Jackie Petty, Ethel Brown, Musa Williams, Ad Bates, William Tinney, Allen Tinney, Ray Harrison, Herbert Sumpter, Richard Huey, Clarence Wheeler, George Jones Jr., Gus Jones, Travers Crawford, Ohio Gaines, Harry Lewis, Elmace Miller, Maude Simmons, James Lillard, Sadie McGill, Carrington Lewis, Hazel Scott, Sibyl Cain, Sally Ellis, Emmett Matthews, Warren Coleman, Lucille Wilson, Mae Williamson, Elizabeth Dozier, Louie Williams, Lydia Holmes, Estelle McDowell, Elizabeth McDowell, Bertram Holmes, Wanda Macy, Shirley Macy, Grant Timmons, Portia Patterson, Mrs. Pely, Will Brown.

GIRLS—Miriam Franklyn, Thelma Lee, Georgia Jarvis, Jane Fraser, June Allison, Eleanor Eberle, Madelyn White, Rosalind Gordon, Kathryn Lazell.

BOYS—Dudley King, Fred Nay, Bernard Pearce, Joel Friend, Fred Deming, Chic Gagnon, John Benton, Harry Woodford, Bob Norris, Michael Moore, Cecil Jackson.

Rome followed it was bound to suffer from unfair but inevitable comparisons. *Sing Out the News*, the revue he wrote for Max Gordon, which was presented by Mr. Gordon, George S. Kaufman and Moss Hart at the Music Box last Saturday night, suffers from them—yet the fault is not entirely Mr. Rome's. If he had been able to top or even to equal *Pins and Needles* he would have been the outstanding genius of the entire history of the American musical stage, and he does come perilously close to equaling or even topping it on frequent occasion in *Sing Out the News*. That the final effect is nowhere near the same is seldom his fault.

But, his fault or not, the sorrowful fact remains that nine-tenths of *Sing Out the News* falls woefully flat. And, so far as a mere spectator may judge, the responsibility rests with the director and the cast. Certainly Mr. Rome has furnished tidbits as good as anything in *Pins and Needles* in such biting, hilarious, burlesqued or wry interludes as *Up, Fiorello!*; *Cafe Society*; *Congressional Minstrels*, *Plaza 6-9423*, *A Liberal Education*, *Sing Ho for Private Enterprise*, *Yip Ahoy* and the two terrific scenes that enlist the services of the large Negro section of the cast. But even these excellent interludes, unless they happen to be played by the colored folk or by Messrs. Philip Loeb, Joey Faye and Will Geer of the white contingent, fall to the stage with dull and pitiful thuds.

With the exception of those just mentioned and the fine ballet work of Dorothy Fox, the cast wholeheartedly lacks the verve and spirit and enthusiasm and theatrical knowledge of the amateur cast of ladies' garment workers who played in *Pins and Needles*. They appear, as a matter of fact, infinitely more amateurish than the amateurs; or, to draw a distinction, while the *Pins and Needles* players seemed able and enthusiastic amateurs, the so-called professionals of *Sing Out the News* are merely pale and incompetent dilettantes.

In all probability the worst offender—because he has the most and the best material—is Hiram Sherman, the current antic idol of the intelligentsia. Mr. Sherman, underplaying like mad and being graciously condescending to a mere commercial audience, carefully places all of his effects at the feet of Max Meth, the excellent orchestra leader in the pit. The pointed and excellent *Plaza 6-9423* falls to his hands, for example; it might have been a high spot of the show (or any show) if delivered by a professional comedian, but as Mr. Sherman offers it it becomes merely a change-wait. In view of *Hellasopoppis* on the next block, Mr. Gordon would have been wise to have swapped a Hiram for a Hal.

Even Mary Jane Walsh, who was such an effective song-and-dance seller in *I'd Rather Be Right*, succumbs to the general inertia and seems hardly to know what to do with some of the excellent material that falls to her lot. As for such performers as Michael Loring, Ginger Manners, Daisy Barnier and any number of the others, they'd best travel down to Labor Stage as often as possible and by watching the seamstresses and buttonhole makers there engaged learn the rudiments of professional performing.

The direction is by no means a help. It is, for one thing, painfully slow; for another, it allows the timing to go constantly haywire, and it lets effect after effect escape it completely. As a matter of fact, it is only when such seasoned players as Messrs. Loeb, Faye and Geer are on the scene that the show assumes any talent of professionalism—and, of course, in the two stirring scenes handled by the colored folk led by Rex Ingram. The Negro section of the cast rises above the direction and offers the same spontaneity, freshness, excitement and effect that the garment workers gave to *Pins and Needles*.

Since the staging is in the hands of Charles Friedman, the *Pins and Needles* director, this lack of effect poses a problem—until one recalls the rumors that no less a personage than George S. Kaufman stepped in to redirect. It may be that that was a help rather than a hindrance; but the show offers evidences of lack of a single directorial purpose—and there's just a chance that two good directors may be only half as good as one.

If that's the case the result isn't Mr. Kaufman's fault—nor Mr. Friedman's. You'll just have to charge it in to profit and loss.

In the rare intervals when the evening does achieve the effect of which it is capable you usually see Messrs. Loeb, Faye and Geer somewhere on the stage. Mr. Geer does characteristically effective work throughout. Mr. Loeb, that droll and acidulous mime, impersonates everyone from Fiorello La Guardia to Groucho Marx, brings snap, vim and point to the production and in general proves that he's one of the finest comedy performers in the theater. As for Mr. Faye, he brings to what are called legitimate musicals the grand knowledge of theatrical effect that he acquired in burlesque and emerges as the most promising comedian to erupt in seasons—as anyone who had seen him in burlesque would have expected. With a castful of Loeb and Faye *Sing Out the News* might have been as good as *Pins and Needles*.

EMPIRE

Beginning Monday Evening, September 19, 1938

MISSOURI LEGEND

A play by E. B. Ginty. Staged by Guthrie McClintic. Settings and costumes designed by John Koenig. Settings built by T. B. MacDonald Construction Co., and painted by Triangle Scenic Studio, Inc. Costumes executed by Helene Pons Studio and Eaves Costume Co. Press agent, Richard Maney. Associate press agent, John Toohy. Stage manager, John Cornell. Assistant stage manager, Vincent Copeland. Presented by Guthrie McClintic in association with Max Gordon.

- Aunt Belle Clare Woodbury
 - Billy Gashade Jose Ferrer
 - Frank Howard Richard Bishop
 - Jim Cummins Russell Collins
 - Charlie Johnson Karl Malden
 - Bob Johnson Dan Duryea
 - Mrs. Howard Dorothy Gish
 - Thomas Howard Dean Jagger
 - The Widow Weeks Mildred Natwick
 - Hosea (Pop) Hickey Joseph Sweeney
 - Sam John Woodworth
 - George Vincent Copeland
 - Asa James Craig
 - Old Timer John Phillip
 - Police Commissioner Gregg Ben Roberts
 - The "Reverend" John Winthrop
- ACT I—A Room in the Home of Thomas Howard in Missouri. An Evening in March. ACT II—Scene 1: The Widow Weeks' Cabin in the Ozarks. Five Days Later. Scene 2: The Office in a Small Bank. The Next Day. ACT III—Scene 1: The Room in the Howard Home. Night, One Week Later. Scene 2: The Same. The Next Morning, After Breakfast. Scene 3: The Same. The Next Day. Times 1852.

Whether or not *Missouri Legend*, the E. B. Ginty play that was brought by Guthrie McClintic and Max Gordon to the Empire Theater last Monday night, sticks to the facts of Jesse James' history, or even to the facts of the much wider and more exciting Jesse James legend, are questions that can't be settled by this reporter, who knows neither the facts (aside from the finale) of James' life nor the legend that has grown up around them. But I do know the lifting inspired folk tale that bears the outlaw's name, and I can vouch that *Missouri Legend* lives up to that. And a song, after all, is far more important than a fact or even a myth. When, after Jesse's death in the last act, Billy Gashade stands up and blurts out that new tune of his—blurs it out with tense heartbreak, with tear-choked love for Jesse and virulent, black hate for his murderer—*Missouri Legend* takes on all

BROADWAY RUNS

Performances to October 1, inclusive.

Dramatic	Opened	Perf.
Isabelle Bern (Lyonna)	Jan. 25	282
Dame Nature (Booth)	Sept. 26	8
Kim the Boss Goodbye (Miller)	Sept. 28	6
Lightbulb (Golden)	Sept. 28	6
Missouri Legend (Empire)	Sept. 19	16
On Borrowed Time (Longacre)	Feb. 3	279
Our Town (Broadway)	Feb. 4	277
Shadow and Substance (Fifth Avenue)	Jan. 26	271
Thanks for Tomorrow (Broadway)	Sept. 27	7
Thirty Days Hath September (Hudson)	Sept. 30	5
Tobacco Road (Broadway)	Sept. 23	2052
What a Life (Billboard)	Apr. 13	199
You Can't Take It With You (Imperial)	Dec. 14, '36	766
Musical Comedy		
Hellasopoppis (46th St.)	Sept. 22	12
I Married an Angel (Broadway)	May 11	166
Sing Out the News (Music Box)	Sept. 24	9
You Never Know (Winter Garden)	Sept. 21	14

the aspects of true and living folklore. Those last few moments, with Billy sobbing his song and the widow Weeks proclaiming that it will live forever in the hearts of the people, are as stirring as anything the season of 1938-'39 is likely to produce. They touch the mad, commonplace, lawless, homesy heart of America.

Not all of the play, however, lives up to its final scene. E. B. Ginty (who is the Elizabeth Ginty who was David Belasco's secretary) has delved into the American past to paste together an authentic and sometimes living re-creation; but in spots the glue shows thru. Thus, her entire first act, which presents Jesse and his desperadoes planning to rob a train, which shows the outlaw as a God-fearing man warped by the war between the States and his guerilla activities thereafter, is static and stogy, and it is not at all aided by the spotty staging of so usually excellent a director as Guthrie McClintic. Mr. McClintic achieves fine effects on occasion; but for the most part he allows his actors to go haywire, lets the pace slip and slide, and often seems to be trying to create a chromo rather than a production.

The second act, which tells how Jesse saved the cabin of the widow Weeks from a mortgage foreclosure, improves tremendously. It is salty, humorous and exciting, and it leads into a third act that is taut, tense and altogether excellent, spoiled only by the fact that Jesse's fate is too well known to allow full play to the suspense that author and director evidently tried to create. The third act becomes a session of waiting—waiting for Robert Ford, "that dirty little coward," to pull the trigger and send Jesse to an outlaw's grave and the immortality of a nation's heart.

Like the direction, and perhaps because of it, the acting is spotty, with even so steady a trouper as Russell Collins, as an assistant outlaw, perpetrating an overstressed and unbelievable performance, made phony by chromo attitudes as studiously quaint as those of W. S. Gilbert's gentlemen of Japan. As a matter of fact, there is a general tendency to overplay rather embarrassingly, with Joseph Sweeney, Jose Ferrer and Dan Duryea the chief victims.

Dean Jagger, as Jesse himself, is adequate—but barely adequate—in a role that cries aloud for much more. Mr. Jagger lacks maturity and commanding power, and he misses much of the full-flavored humor of the role because of a generally unsteady characterization. Dorothy Gish, as his wife, studs her performance with a lovely and effective last-act job.

But the real acting honors of the evening go to Mildred Natwick, that fine and dependable trouper, as the widow Weeks. Once she comes upon the scene the play takes on reality, pace and effect.

Really, despite the obvious defects in Miss Ginty's script, it is the acting and direction that take the fire, belief and effect out of much of it. But during the moments when Mr. McClintic lives up to his own past, *Missouri Legend* becomes a deep, rich and thoroughly heart-warming section of American folklore.

BAYES

Beginning Tuesday Evening, September 27, 1938

THANKS FOR TOMORROW

A play by LeRoy Bailey. Staged by Walter Brooks. Setting designed and executed by Louis Kennel. Incidental music by Jewel Bennett, Beatrice Roderick and Raymond Curtis. Press agent, Jack Chazush. Stage manager, Scott Moore. Presented by Walter Brooks.

Art Keeler..... Robert Williams
Eugene Graham..... Mary Drayton
Melley..... May Vokes

Peter..... Francis De Sales
Zaza..... Adelynn Owens
June Keeler..... Eleanor Wells
Jack Graham..... Ralph Holmes
Joe Morrison..... Frederick Manatt
Jean..... Del Cleveland
Frank Martin..... Scott Moore
ACT I—Bet Keeler's Home in the East
Fifteen Minutes Later in May; ACT II—
Scene 1: Next Morning. Scene 2: Several
Days Later. Scene 3: Same Day, Midnight.
ACT III—Scene 1: Immediately Following.
Scene 2: 15 Minutes Later. Scene 3: Immediately Following.

For the first time in seasons, an evening at the rooftop Bayes Theater wasn't entirely wasted. After LeRoy Bailey's *Thanks for Tomorrow* was over, this reporter and a little group of other intrepid souls, dodging the mob waiting for the elevator, opened a door marked "Exit"—with the proper red light burning above it—and descended the stairs. After one turn, however, the stairs became pitch dark; and a long descent thru impenetrable murk, pierced occasionally by the tiny flar of matches, finally brought us to the top gallery of the 44th Street Theater, on the roof of which the Bayes is built. Far down below, on the stage, they were striking the set of some play or other that is in rehearsal, and it all turned out to be pretty interesting, including the long climb (again in absolute darkness) from the 44th Street's top gallery to the comparative safety of the pavement. At any rate it was infinitely more exciting than Mr. Bailey's pitiful little play upstairs in the Bayes.

One shudders, however, to think of a fire-frightened mob from the Bayes plunging down those pitch-dark stone steps in panic, if an alarm were ever raised. The fire department had responsible for checking the theater hardly deserves a medal for his services.

As for *Thanks for Tomorrow*, it was presented Tuesday night by Walter Brooks and was written by the same deluded incompetent who once gave us an unsavory tidbit that self-consciously insisted it was positively not based on the love-life of Duse and D'Annunzio. This later effort has to do with a villainous gangster who tries to win a society girl by refusing to let the band in his night club play a tune written by her brother—who sees and loves the gangster's blind sister—who is used by her brother as bait for an even bigger gangster whom the brother wants to murder. He commits his murder and later, when his sister, her sight miraculously restored by auto-suggestion, refuses to perjure herself to save him, he shoots himself. If it sounds impressively complicated, don't worry about it. It's simple to the point of feeble-mindedness at the Bayes.

One thing, however, Mr. Bailey has done for us; he has assembled a compendious compilation of every stale dialog cliché known to the language, only slightly diluted by a thin connecting thread of what is probably known as "plot."

Obviously, performers forced to recite such piffle will hardly show to the best possible advantage—but a lad named Francis De Sales, who has demonstrated in the past that he is really an excellent actor, did all that anyone could possibly do with the role of a minor gangster. Robert Williams, usually a good, solid performer, is completely routed by the lines he has to say as the murderer; while Eleanor Wells, as his blind sister, gives everything she's got and quite a bit that she only thinks she has. May Vokes, who wasn't particularly funny even when she was in *The Bat*, erupts briefly as a supposedly comic maid; Phillips Holmes' brother Ralph, as the juvenile, looks and acts as though he should be playing left tackle for Yale; and a lass named Mary Drayton displays a stunning figure and a Southern accent, a combination which almost always leads to theatrical success, even when combined with incompetence such as Miss Drayton's.

Everything points to the theory that Mr. Brooks got his financing from the committee now spreading the slogan, "Movies Are Your Best Entertainment."

Pitt's Ermine Woes

PITTSBURGH, Oct. 1.—Katharine Cornell's *Herod* and *Miranne* premieres

From Out Front

By EUGENE BURR

In Harold J. Rome's revue, *Sing Out the News*, which is reviewed elsewhere in this issue, there is one sketch that deserves particular comment. It is more than a sketch; it is more than a play, even; it is a graphic, frightening, moving (albeit humorous) portrayal of the plight of a large section of thinking humanity today. The actual number of people it depicts is comparatively small, since even a large section of thinking humanity is only an infinitesimal section of humanity as a whole, but the importance of that number is tremendous. They are the handful, despised by the world, who keep the world from running wildly off its axis and spiraling in insane meanderings thru the rigidly plowed fields of Fascism on the right or the creeper-infested thickets of Communism on the left. The terms Fascist and Communist, it is to be noted, are not used here merely in their narrow political connotation.

The sketch in question, as the perspicuous have probably gathered by now, has to do with the plight of the intellectual liberal in a world gone mad. It has to do with the plight of the thinking man, relentlessly forced by his balanced judgment to see both sides of every question, in the midst of a cosmos turned to chaos by insistence upon partisan tags.

It is called, fittingly enough, *A Liberal Education*; and it tells of a little liberal lad left by his father for a while in the park. The little liberal wants to play, and tries successively to join a Fascist kids' maypole dance and a Communist kids' May-day march. Neither party, of course, will have anything to do with him. In the end, his wistful efforts (thru no fault of his own) precipitate a fight; and when a cop comes along to break it up and ask who started it, both parties unite in pointing to the little liberal. Under such circumstances, even Private Willis of *Iolanthe* (he who rejoices that every boy and every girl who's born into the world alive is either a little liberal or else a little conservative) may be successfully contradicted. Communism was just struggling from the swaddling clothes of religion into the status of an esoteric cult in the spacious days of Gilbert and Sullivan.

Altho we may deplore the dialog with which the producers of *Sing Out the News* saw fit to encumber the approach to this parable (dialog that pokes at the liberal point of view gibes that are as unfair as they are unfunny), still we can only acclaim the sweeping and definitive symbolism of the parable itself. In this modern world the liberal, cursed with fair-mindedness, with the intelligence to see two sides to each question, with spiritual reticence that prevents his becoming a partisan of a one-sided cause, and with clarity of vision that shows him the futility of all such causes, invariably gets it in the neck.

The inclusion of the skit in *Sing Out the News* also serves to point out once more the fact that our playwrights (and now even our librettists) are becoming increasingly cognizant of and interested in the liberal's plight. None, I think, has presented it with the revealing simplicity and sweeping universality of Mr. Rome; but the attempts are being constantly multiplied. This, of course, applies not only to the liberal in the narrow and surface field of world politics, but to the liberal in all walks of life and in all aspects of what Mr. Brooks Atkinson would call the life of man.

The liberal, if we boil it down, is merely the man who hungrily envies the act of faith in others, while he himself is cursed with too much intelligence to share it. The act of faith may be operative in any one of an infinite number of categories in the life of man—in politics, where it is expressed in adherence to either the Communist or the Fascist dogma; in art, where it espouses the empty, rigid formalistic molds of neo-classicism or the fantastic, wild, incoherent, lush outpourings of so-called new art or some other all-embracing cult; in the emotions, where it never allows the clutching fingers of the old to reach out to pierce or strangle the new; in business, where it either panders to mistaken authority or browbeats unjustly those who are beneath it—or else does both simultaneously; and even in religion, where it clings fanatically to the cold, surface formality of outward forms prescribed by a sterile church or else madly flings itself into the futile, silly excesses of diabolism, spiritualism, transcendentalism, swami-ism or any of the other fluttering isms that infest the religious air.

The liberal looks longingly upon all these safe harbors of faith; but, driven relentlessly onward by the exigent pressure of his seeing mind, he is able to enter none. He sees both sides of each question and perceives the tragic futility at the core of every cause; and his knowledge blasts him as he looks hopelessly ahead. But he must never be allowed to despair, for within him he carries the tiny grain of the world's sanity; and without him Earth would be indeed a world gone mad.

Our dramatists have become increasingly conscious of him in all his aspects—not only the political, which is the least important—and, if the present trend means anything, we may expect him to dominate more and more of our plays. Last season Ben Hecht hit him off excellently in several aspects, in his splendid but viciously damned *To Quilt and Back* (which is one of the few plays of the 20th century that will still be read in the 21st—a safe prediction to make at a distance of 62 years). Now Mr. Rome has hit him off in the tiny compass of a revue skit, and, the using surface political terms, given his tragedy the force and poignance and emotional import of common life.

The liberal, forced on by that "common" sense that is so pitifully rare, must willy-nilly drive past all acts of faith. He is neither Communist nor Fascist, neither neo-classicist nor free-versifier, neither hater nor lover, neither supine underling nor overbearing master, neither priest nor wizard. He is cut off from all ties; and the only thing that he may wrap surely about him is his own exile. Insisting upon his personal judgments, he is unpredictable to the faithful of all the varying kinds and degrees of faith; and therefore to them he is anathema. Cursed with clear vision, he sees thru and beyond their teeming faiths, and therefore spurns them. He stands alone—and lonely—a gray and battered figure who is the forlorn hope of the world.

at Nixon here October 25, same night Pittsburgh Playhouse has announced for season opening. Ermine-wrapped lassies and white-fronted gents who usually attend both theaters' openings are registering mild complaints because they can't take in both first nights. With only two legit houses in town, ticket-holders wonder why both must unshutter on same night.

actor projection keep the story moving and lend credulity to the general proceedings. Luther Adler enacts the difficult titular role very capably. He is forceful wherever needed, equally reserved in contrasting scenes and when on can be depended upon to increase the interest of the action. Frances Farmer contributes a satisfactory job as the moral-lacking sweetheart of the fight manager.

Cast Helps "Boy" In Chi Opening

Morris Carnovsky, burdened with the heavy character role of Joe's loyal father, comes thru with honors. Comedy lines are tossed in the way of Michael Gordon, Will Lee, Phoebe Brand, Lee Cobb and Harry Bratsburg and net expected laughs. Elia Kazan is a highlight as Eddie Fusell, presenting a razor-edged characterization. Roman Bohnen is active as the manager, as are Art Smith, John O'Malley and Rollin Bauer, among others, of the original cast. Sem Hontigberg.

Alviene SCHOOL OF THEATRE

(14th Year) 3-in-1 Course—Stage, Screen, Radio. Choice—Drama, Dance, Opera. Each Department a School in Itself.

GRADUATES—Una Merkel, Lee Tracy, Fred Astaire, Peggy Shannon, Etc.

Specialists in discovering, developing and exploiting new Stage, Screen and Radio Talent. ALVIENE THEATRE & STUDENT STOCK CO., assuring New York appearances while learning, plus moving picture filming, voice recording and radio. (Sponsored Stage Children's Screen Acting Dept.) For Catalog apply Secretary, T. BELL, 60 W. 85th Street, New York.

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

FALL TERM BEGINS OCTOBER 25.

FOR CATALOG Address Secretary, Room 146, CARNEGIE HALL, NEW YORK

Club Talent

New York:

SHARLAN AND ALDYTH, ballroomers, are playing their fourth return date at Ye Olds Tavern, Fort Wayne, Ind. . . . WOODS AND BRAY are competing their vacation in the North Woods of Wisconsin this week. Billy Bray interrupted his rest long enough to take part in the Flyer Shoot that was held at Eagle River.

JIMMY McCALLION, brother of Ernie Mack, mimic, left last week for Hollywood on a contract to RKO-Radio. McCallion has been in legit. . . . ERIC WAIT, now with the ice show at the Hotel New Yorker here, is set to open the middle of the month in Honolulu, where the city's largest hotel is installing an ice rink. The New Yorker's ice show goes out when Tommy Dorsey's band opens October 11. Maurice and Cordoba and Oxford Trio will supply floor entertainment. . . . When DWIGHT FISKE replaces Hildegard at the Savoy-Plaza this week he is only exchanging locations with her, as Hildegard is set to follow Fiske into the Colony Club, Chicago, on the 12th.

Chicago:

MARY JANE BROWN, at the 606 Club, had her option for 16 additional weeks picked up. . . . CARROLL AND GORMAN are playing a return date at the 883 Club. . . . HILDEGARDE goes into the Colony for four weeks October 12, with Nan Blackstone scheduled to follow her.

ILLNESS of her costume designer prevented Sunnie O'Dea from making the first Drake Hotel show which opened this week. Manager A. S. Kirkeby is scheduling her for the second bill. . . . THE COLSTONS, comedy dance team, left for Minneapolis, where they opened an engagement at the Radisson Hotel. . . . RENE LARKE signed as vocalist with Lou Blake's band, which opened at the Baltimore Hotel, Atlanta, Thursday (29). . . . SONDRAL MILLER, songstress, is back in town after a visit to her home in Texas.

Here and There:

FREDA SULLIVAN closed in the Blue Grass Room of the Brown Hotel, Louisville, September 29 and opens at the Lyric Theater, Indianapolis, for the October 7 week. She follows into the Beverly Hills Country Club, Newport, Ky., with a fortnight's stand beginning October 14. . . . LOU HOLTZ will head the new show which cracks the fall season at Jimmy Brink's remodeled Lookout House, Covington, Ky., October 7. . . . OLD VIENNA, downtown Cincy spot, held its fall opening October 1. . . . BERNICE CLEMONS, of the accordion team of Clemons and Nevel, has returned to Cincinnati after a three-week sojourn in Hollywood. She was accompanied by her dad, Charles Clemons, and her daughter, Donna Jean. . . . SONNY JOY, now working a Lansing (Mich.) spot, is invading next the Kansas City (Mo.) area.

BARNEY WHITNEY and Leslie Parker, who recently closed a six-week run in Atlantic City for Frank Palumbo, are now playing Palumbo's Cafe in Philadelphia. . . . VALLEY AND LEE opened at the State Theater, Baltimore, October 2 for a week's run. . . . NADINE AND CHARLES began their third engagement in the Rainbow Room of George Washington Hotel, Jacksonville, Fla., September 26. . . . RYCK AND KAYE, tap team, opened at Saks, Detroit, Friday (20) for two weeks. . . . THE BOY-ETTES, ballroomers, are working Cincy nights after a fortnight's vacation in the Windy City. They will head southward toward Florida late this month.

HACKER AND SIDELL opened at the Kit Kat, Cairo, Egypt, September 1 for a month after completing a two-month stay, July and August, at the Argentina, Athens, Greece. May play Alexandria for month of October, altho team has already booked passage on the Normandie, sailing for home October 5. . . . PAUL and QUETA, currently appearing at the Kentucky Klub, Toledo, were set to follow with Gus Sun dates, set by Ernie Croach, Columbus, O. . . . MARIA KARSON'S MUSICALES are held over at the Tavern Club, Staubenville, O. . . . THE STYLISTS have ended 12 weeks in the Viking Room, Belden Hotel, Canton, O. Made up of Bob Allen, electric organ, and Cal Conway, piano and vib.

Just Like Mother

KANSAS CITY, Mo., Oct. 1.—Sign in a 12th street night spot a few feet above the band stand in red and white lettering: "Drinks Just Like Mother Used To Make."

Tucker's Record Gross at Walton

PHILADELPHIA, Oct. 1.—Jack Lynch proved a big name will still bring them in at the box office, despite poor business elsewhere, when a show headed by Sophie Tucker brought \$23,000 to his Walton Roof last week, breaking all previous records for the spot.

The engagement, originally scheduled for two weeks, was cut short because of Miss Tucker's engagement in the new Broadway musical, Estelle Taylor will fill in for four days and will be followed by Benny Fields for a fortnight. Joe Lewis will follow Fields.

The Walton show is one of the best put together in a local club for many a moon. Powers Gouraud, local radio commentator, made his debut as emcee and is a click. A favorite here, he handled the show with plenty of aplomb. Others in the show are the Readinger Twins, the Ghessi Brothers, Herman Hyde and Co. and Jack Lynch's Glamour Girls.

Chi Cafe Owners Eye N. Y. Fair \$\$

CHICAGO, Oct. 1.—As expected, some of the local night spot operators will try to have a finger in the after-dark entertainment pie during the New York World's Fair next year. First local man to venture into that field is Lou Falkenstein, operator of the local Hi Hat, who is dickering for the Hawaiian Room at the Lexington Hotel.

Falkenstein will probably invest most of the Hi Hat profits, reportedly good since turning to a name policy. Joe E. Lewis closed a big five-week engagement this week, followed by Wini Shaw.

Maisie Learns About Unions — And the Better Things of Life

By PAUL DENIS

Dear Paul:

I NEVER knew there were so many unions until I got into show business. Why, even the waiters are unionized. And I always thought waiters worked just to make tips so they could bet on the fifth race. Well, was I surprised when Nick told me that his union waiters were giving him trouble again.

Nick says the union wants him to install white lights over each table so that the waiters won't have to strain their eyes reading the menu to the customers. Nick says the waiters got bad eyes reading *The Racing Form* in the kitchen, and that it's not fair blaming his menus, which are printed in a high-class union shop. Not only that, but the waiters are complaining that the last emcee closed without paying off. When Nick asked "What paying off?" they explained that most emcees paid the waiters for applause.

There's even a sort of unofficial scale: 50 cents a week a man for applause, 75 cents a week for shouts and applause, and \$1 for cheers and whistling. The last emcee didn't pay off, and now the waiters want the new emcee to pay in advance.

NICK wants the band leader to push the button for the floor show lights, but the band leader says the union won't let him push buttons because that's the electrician's job. But Nick has no electrician, so he has a bus boy push the buttons. But now the stagehands' union threatens to picket. It's very complicated.

The cooks give Nick trouble, too. The kitchen's very hot and the cooks drink a lot of beer to cool off. Nick wants them to drink soda or ice water, but the cooks threaten to strike if they can't have beer.

Last night an AFA delegate visited

107 in Fischer Cast at Int'l; B'dway Big Spots Reopening

NEW YORK, Oct. 3.—Broadway for the first time in months is again running full blast as Manhattan's night club artery with the reopening of the International Casino and Cotton Club this week and next week the Hollywood Restaurant.

The International Casino will unshutter Wednesday at a reported cost of \$150,000 for redecorating and production of Clifford C. Fischer's revue. Opening night will carry a \$10 cover and will be followed by a \$250 minimum week days and \$3 and \$3.50 minimum for Saturdays and holidays.

Fischer's two revues, *Plaisirs de Paris* and *Montmartre a Minuit*, one for the dinner and the other for the supper show, carry a cast of 107 performers. There will be 60 chorus girls divided into three units—ballet, chorus and showgirls. Only 12 of the girls are American, the rest being imported from Fischer's London Casino revue.

Principals include Grace and Nikko, dance team; Marion Manning, singer; Eileen O'Connor and de Cruz, dancers, and Vera Nargo, ingenue. Dances directed by Natalia Komarova. Original music by George Komarova. Val Ernie's Band has also been added to the music roster, consisting of Larry Clinton and Vincent Travers.

The Cotton Club reopens Thursday with an all-colored revue featuring Cab Calloway and band and the Nicholas Brothers. Beginning its fifth season, it will have the Berry Brothers, W. C. Handy, Sister Sharpe, Dandridge Sisters, Mae Johnson, June Richmond, Timmie and Freddie, White's Lindy Hoppers, Jig Saw, Will Vodery's Choir and a relief orchestra, Soccares' Cuban outfit.

Paradise Restaurant had a pretentious opening last week, with the house jammed opening night, and reported good business since then.

The Hollywood Restaurant will reopen October 15. Place will be open all day with music and entertainment. Three bands set are Lee Shelley, Red Stanley and Monchita's St. Regis rumba band.

Billy Rose is dickering for a new spot

where he will install a girls show. Understood he will take over the grill at the Paramount Hotel or another spot where he will build a glorified bar and erect a stage in back of the bar.

At the Casa Manana Charlie Freeman, Billy Rose's booker, is having difficulty getting a name act to front the new show opening October 9. The Casa unsuccessfully sought Al Jolson and then telephoned Maurice Chevalier in Paris, which was also fruitless. Already set for the new bill are Lanny Ross, Sheila Barrett, Paul Gerrits, Frank Libuse, Joe Howard, Harry Carroll and Vincent Lopez's Band.

Charles Baum, formerly Paul Whitman's pianist, has organized his own band and opens October 5 at the Iridium Room of the St. Regis Hotel, LA Conga, under the management of Bobby Martyn and Connie Immerman, formally reopens Thursday.

The Voodoo Room at the Pepper Pot has undergone a change of name to the Polynesian Room, and Harold Aloma, formerly with Hal Kemp, and his orchestra have been engaged to provide the music.

The El Rio on East 58th street, a new Brazilian night spot, will soon make its debut.

Bon Air Expands; New Chicago Spots

CHICAGO, Oct. 1.—Bill Johnson, operator of the Bon Air Country Club near Wheeling, Ill., will spend another bank roll next year to add some 60 feet of space to the main room, increasing the seating capacity to over 1,000. Johnson will reopen for the season late in May with name bands and name acts. This summer he used some 40 acts and four bands.

Reopenings here this month will include the Ball Ball, under new management, and the Congress Hotel's Casino. Otto Eitel, managing director of the Stevens Hotel, opens the Ol' South Cocktail Garden there Friday. Bar entertainers will be used in that new spot.

New Spokane Club

SEATTLE, Oct. 1.—One of the finest night spots is shortly to be opened by Tex Howard near Spokane. New nitery will cost \$100,000.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their name, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

the club and talked to all the performers. He asked me why I wasn't a member and I said, "Nobody asked me." If the organization had any manners it would have asked me a long time ago, I told him. It asked Mae Gordon to join last year, and you know what a cheap act she does!

Anyway, I don't want to be in any union with Mae Gordon. She's been copying my high-class toe number and twice she took away dates from me by working for less money.

WE HAVE a line of girls here and they are really sweet. Don't believe those stories about line girls getting drunk and fighting in dressing rooms. These girls are really high class—and very intellectual, too. All last night they were discussing serious subjects. Margie was saying the word address had one "d" and Helen insisted it had two. Then when they looked up the dictionary they started arguing how to pronounce the word.

These discussions are wonderful, and Margie says she's beginning to feel like she went to high school, too. Tomorrow the girls plan to visit the museum. Museums are wonderful—especially the local one, which is air-conditioned and has seats almost everywhere you turn. The museum gives afternoon symphony concerts, too. Gladys is wild about them, but Margie says the delivery is good but the arrangements are so old-fashioned.

Margie says, "The concerts are okay, but they need a couple of good girl vocalists and perhaps a high-class tap dancer to fill those dull minutes when the heroine's spirit is supposed to be rising to heaven."

Really, I never heard Margie talk so intellectual before. Matsie.

the aspects of true and living folklore. Those last few moments, with Billy sobbing his song and the widow Weeks proclaiming that it will live forever in the hearts of the people, are as stirring as anything the season of 1938-'39 is likely to produce. They touch the mad, commonplace, lawless, honey heart of America.

Not all of the play, however, lives up to its final scene. E. B. Ginty (who is the Elizabeth Ginty who was David Belasco's secretary) has delved into the American past to paste together an authentic and sometimes living re-creation; but in spots the glue shows thru. Thus, her entire first act, which presents Jesse and his desperadoes planning to rob a train, which shows the outlaw as a God-fearing man warped by the war between the States and his guerilla activities thereafter, is static and stogy, and it is not at all aided by the spotty staging of so usually excellent a director as Outhrie McClintic. Mr. McClintic achieves fine effects on occasion; but for the most part he allows his actors to go haywire, lets the pace slip and slide, and often seems to be trying to create a chromo rather than a production.

The second act, which tells how Jesse saved the cabin of the widow Weeks from a mortgage foreclosure, improves tremendously. It is salty, humorous and exciting, and it leads into a third act that is taut, tense and altogether excellent, spoiled only by the fact that Jesse's fate is too well known to allow full play to the suspense that author and director evidently tried to create. The third act becomes a session of waiting—waiting for Robert Ford, "that dirty little coward," to pull the trigger and send Jesse to an outlaw's grave and the immortality of a nation's heart.

Like the direction, and perhaps because of it, the acting is spotty, with even so steady a troupier as Russell Collins, as an assistant outlaw, perpetrating an overstressed and unbelievable performance, made phony by chromo attitudes as studiously quaint as those of W. S. Gilbert's gentlemen of Japan. As a matter of fact, there is a general tendency to overplay rather embarrassingly, with Joseph Sweeney, Jose Ferrer and Dan Duryea the chief victims.

Dean Jagger, as Jesse himself, is adequate—but barely adequate—in a role that cries aloud for much more. Mr. Jagger lacks maturity and commanding power, and he misses much of the full-flavored humor of the role because of a generally unsteady characterization. Dorothy Gish, as his wife, studs her performance with a lovely and effective last-act job.

But the real acting honors of the evening go to Mildred Natwick, that fine and dependable troupier, as the widow Weeks. Once she comes upon the scene the play takes on reality, pace and effect.

Really, despite the obvious defects in Miss Ginty's script, it is the acting and direction that take the fire, belief and effect out of much of it. But during the moments when Mr. McClintic lives up to his own part, *Missouri Legend* becomes a deep, rich and thoroughly heart-warming section of American folklore.

BAYES

Beginning Tuesday Evening, September 27, 1938

THANKS FOR TOMORROW

A play by LeRoy Bailey. Staged by Walter Brooks. Setting designed and executed by Louis Keeler. Incidental music by Jewel Beers. Beatrice Rodrick and Raymond Curtis. Press agent, Jack Charash. Stage manager, Scott Moore. Presented by Walter Brooks.

Earl Keeler.....Robert Williams
Lyle Graham.....Mary Drayton
Melley.....May Vokes

Alviene SCHOOL OF THEATRE

(44th Year) 3-in-1 Course—Stage, Screen, Radio, Choice—Drama, Dance, Opera. Each Department a School in Itself.

GRADUATES—Una Merkel, Lee Tracy, Fred Astaire, Peggy Shannon, Etc.

Specialists in discovering, developing and exploiting new Stage, Screen and Radio Talent.
ALVIENE THEATRE & STUDENT STOCK CO., assuming New York appearances while learning, plus moving picture filming, voice recording and radio. (Suggests Stage Children's Screen Acting Dept.) For Catalog apply Secretary, T. DELL, 90 W. 88th Street, New York.

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

FALL TERM BEGINS OCTOBER 26.

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

Peter.....Francis De Sales
Zaza.....Adelynn Owens
June Keeler.....Eleanor Wells
Jack Graham.....Ralph Holmes
Joe Morrison.....Frederick Manatt
Jean.....Del Cleveland
Frank Martin.....Scott Moore
ACT I—Earl Keeler's Home in the East
Fifties, a Midnight-Late in May. ACT II—
Scene 1: Next Morning. Scene 2: Several
Days Later. Scene 3: Same Day, Midnight.
ACT III—Scene 1: Immediately Following.
Scene 2: 15 Minutes Later. Scene 3: Immediately Following.

For the first time in seasons, an evening at the rooftop Bayes Theater wasn't entirely wasted. After LeRoy Bailey's *Thanks for Tomorrow* was over, this reporter and a little group of other intrepid souls, dodging the mob waiting for the elevator, opened a door marked "Exit"—with the proper red light burning above it—and descended the stairs. After one turn, however, the stairs became pitch dark; and a long descent thru impenetrable murk, pierced occasionally by the tiny flair of matches, finally brought us to the top gallery of the 44th Street Theater, on the roof of which the Bayes is built. Far down below, on the stage, they were striking the set of some play or other that is in rehearsal, and it all turned out to be pretty interesting, including the long climb (again in absolute darkness) from the 44th Street's top gallery to the comparative safety of the pavement. At any rate it was infinitely more exciting than Mr. Bailey's pitiful little play upstairs in the Bayes.

One shudders, however, to think of a fire-frightened mob from the Bayes plunging down those pitch-dark stone steps in panic, if an alarm were ever raised. The fire department had responsibility for checking the theater hardly deserves a medal for his services.

As for *Thanks for Tomorrow*, it was presented Tuesday night by Walter Brooks and was written by the same debilitated incompetent who once gave us an unsavory tidbit that self-consciously insisted it was positively not based on the *lovelife* of Duse and D'Annunzio. This later effort has to do with a villainous gangster who tries to win a society girl by refusing to let the band in his night club play a tune written by her brother—who sees and loves the gangster's blind sister—who is used by her brother as bait for an even bigger gangster whom the brother wants to murder. He commits his murder and later, when his sister, her sight miraculously restored by auto-suggestion, refuses to perjure herself to save him, he shoots himself. If it sounds impressively complicated, don't worry about it. It's simple to the point of feeble-mindedness at the Bayes.

One thing, however, Mr. Bailey has done for us; he has assembled a compendious compilation of every stale dialog cliché known to the language, only slightly diluted by a thin connecting thread of what is probably known as "plot."

Obviously, performers forced to recite such piffle will hardly show to the best possible advantage—but a lad named Francis De Sales, who has demonstrated in the past that he is really an excellent actor, did all that anyone could possibly do with the role of a minor gangster. Robert Williams, usually a good, solid performer, is completely routed by the lines he has to say as the murderer; while Eleanor Wells, as his blind sister, gives everything she's got and quite a bit that she only thinks she has. May Vokes, who wasn't particularly funny even when she was in *The Bat*, erupts briefly as a supposedly comic maid; Phillips Holmes' brother Ralph, as the juvenile, looks and acts as though he should be playing left tackle for Yale; and a lass named Mary Drayton displays a stunning figure and a Southern accent, a combination which almost always leads to theatrical success, even when combined with incompetence such as Miss Drayton's.

Everything points to the theory that Mr. Brooks got his financing from the committee now spreading the slogan, "Movies Are Your Best Entertainment."

Pitt's Ermine Woes

PITTSBURGH, Oct. 1.—Katharine Cornell's *Herod* and *Miramne* premieres

From Out Front

By EUGENE BURR

In Harold J. Rome's revue, *Sing Out the News*, which is reviewed elsewhere in this issue, there is one sketch that deserves particular comment. It is more than a sketch; it is more than a play, even; it is a graphic, frightening, moving (albeit humorous) portrayal of the plight of a large section of thinking humanity today. The actual number of people it depicts is comparatively small, since even a large section of thinking humanity is only an infinitesimal section of humanity as a whole, but the importance of that number is tremendous. They are the handful, despised by the world, who keep the world from running wildly off its axis and spiraling in insane meanderings thru the rigidly plowed fields of Fascism on the right or the creeper-infested thickets of Communism on the left. The terms Fascist and Communist, it is to be noted, are not used here merely in their narrow political connection.

The sketch in question, as the perspicuous have probably gathered by now, has to do with the plight of the intellectual liberal in a world gone mad. It has to do with the plight of the thinking man, relentlessly forced by his balanced judgment to see both sides of every question, in the midst of a cosmos turned to chaos by insistence upon partisan tags.

It is called, fittingly enough, *A Liberal Education*; and it tells of a little liberal lad left by his father for a while in the park. The little liberal wants to play, and tries successively to join a Fascist kids' maypole dance and a Communist kids' May-day march. Neither party, of course, will have anything to do with him. In the end, his wistful efforts (thru no fault of his own) precipitate a fight; and when a cop comes along to break it up and ask who started it, both parties unite in pointing to the little liberal. Under such circumstances, even Private Willis of *Jolenthe* (he who rejoices that every boy and every girl who's born into the world alive is either a little liberal or else a little conservative) may be successfully advised. Communism was just struggling from the swaddling clothes of religion into the status of an esoteric cult in the spacious days of Gilbert and Sullivan.

Altho we may deplore the dialog with which the producers of *Sing Out the News* saw fit to encumber the approach to this parable (dialog that pokes at the liberal point of view gibes that are as unfair as they are unfunny), still we can only acclaim the sweeping and definitive symbolism of the parable itself. In this modern world the liberal, cursed with fair-mindedness, with the intelligence to see two sides to each question, with spiritual reticence that prevents his becoming a partisan of a one-sided cause, and with clarity of vision that shows him the futility of all such causes, invariably gets it in the neck.

The inclusion of the skit in *Sing Out the News* also serves to point out once more the fact that our playwrights (and now even our librettists) are becoming increasingly cognizant of and interested in the liberal's plight. None, I think, has presented it with the revealing simplicity and sweeping universality of Mr. Rome; but the attempts are being constantly multiplied. This, of course, applies not only to the liberal in the narrow and surface field of world politics, but to the liberal in all walks of life and in all aspects of what Mr. Brooks Atkinson would call the life of man.

The liberal, if we boil it down, is merely the man who hungrily envies the act of faith in others, while he himself is cursed with too much intelligence to share it. The act of faith may be operative in any one of an infinite number of categories in the life of man—in politics, where it is expressed in adherence to either the Communist or the Fascist dogma; in art, where it espouses the empty, rigid formalistic molds of neo-classicism or the fantastic, wild, incoherent, lush outpourings of so-called new art or some other all-embracing cult; in the emotions, where it never allows the clutching fingers of the old to reach out to pierce or strangle the new; in business, where it either panders to mistaken authority or browbeats unjustly those who are beneath it—or else does both simultaneously; and even in religion, where it clings fanatically to the cold, surface formality of outward forms prescribed by a sterile church or else madly flings itself into the futile, silly excesses of diabolism, spiritualism, transcendentalism, swami-ism or any of the other fluttering isms that infest the religious air.

The liberal looks longingly upon all these safe harbors of faith; but, driven relentlessly onward by the exigent pressure of his seeing mind, he is able to enter none. He sees both sides of each question and perceives the tragic futility at the core of every cause; and his knowledge blasts him as he looks hopelessly ahead. But he must never be allowed to despair, for within him he carries the tiny grain of the world's sanity; and without him Earth would be indeed a world gone mad.

Our dramatists have become increasingly conscious of him in all his aspects—not only the political, which is the least important—and, if the present trend means anything, we may expect him to dominate more and more of our plays. Last season Ben Hecht hit him off excellently in several aspects, in his splendid but viciously damned *To Quit and Back* (which is one of the few plays of the 20th century that will still be read in the 21st—a safe prediction to make at a distance of 62 years). Now Mr. Rome has hit him off in the tiny compass of a revue skit, and, tho using surface political terms, given his tragedy the force and poignance and emotional import of common life.

The liberal, forced on by that "common" sense that is so pitifully rare, must willy-nilly drive past all acts of faith. He is neither Communist nor Fascist, neither neo-classicist nor free-versifier, neither hater nor lover, neither supine underling nor overbearing master, neither priest nor wizard. He is cut off from all ties; and the only thing that he may wrap surely about him is his own exile. Insisting upon his personal judgments, he is unpredictable to the faithful of all the varying kinds and degrees of faith; and therefore to them he is anathema. Cursed with clear vision, he sees thru and beyond their teeming faiths, and therefore spurns them. He stands alone—and lonely—a gray and battered figure who is the forlorn hope of the world.

at Nixon here October 25, same night Pittsburgh Playhouse has announced for season opening. Ermine-wrapped lassies and white-fronted gents who usually attend both theaters' openings are registering mild complaints because they can't take in both first nights. With only two legit houses in town, ticket-holders wonder why both must unshutter on same night.

Luther Adler enacts the difficult titular role very capably. He is forceful wherever needed, equally reserved in contrasting scenes and when on can be depended upon to increase the interest of the action. Frances Farmer contributes a satisfactory job as the moral-lacking sweetheart of the fight manager.

Cast Helps "Boy" In Chi Opening

CHICAGO, Oct. 1.—A brilliant cast comes to the aid of Clifford Odets' weakly framed *Golden Boy* and makes the production far more entertaining and interest-holding than its shallow plot has any right to be. Their hard work and particularly their honest sincerity of char-

acter projection keep the story moving and lend credulity to the general proceedings.

Morris Carnovsky, burdened with the heavy character role of Joe's loyal father, comes thru with honors. Comedy lines are tossed in the way of Michael Gordon, Will Lee, Phoebe Brand, Lee Cobb and Harry Bratsburg and net expected laughs. Ella Kazan is a highlight as Eddie Fusell, presenting a razor-edged characterization. Roman Bohnen is active as the manager, as are Art Smith, John O'Malley and Bollin Bauer, among others, of the original cast.

Sam Honigberg.

Club Talent

New York:

SHARLAN AND ALDYTH, ballroomers, are playing their fourth return date at Ye Olds Tavern, Fort Wayne, Ind. WOODS AND BRAY are competing their vacation in the North Woods of Wisconsin this week. Billy Bray interrupted his rest long enough to take part in the Flyer Shoot that was held at Eagle River.

JIMMY MCCALLION, brother of Ernie Mack, mimic, left last week for Hollywood on a contract to RKO-Radio. McCallion has been in legit. . . . ERIC WALT, now with the ice show at the Hotel New Yorker here, is set to open the middle of the month in Honolulu, where the city's largest hotel is installing an ice rink. The New Yorker's ice show goes out when Tommy Dorsey's band opens October 11. Maurice and Cordoba and Oxford Trio will supply floor entertainment. . . . When DWIGHT FISKE replaces Hildegarde at the Savoy-Plaza this week he is only exchanging locations with her, as Hildegarde is set to follow Fiske into the Colony Club, Chicago, on the 12th.

Chicago:

MARY JANE BROWN, at the 606 Club, had her option for 16 additional weeks picked up. . . . CARROLL AND GORMAN are playing a return date at the 835 Club. . . . HILDEGARDE goes into the Colony for four weeks October 12, with Nan Blackstone scheduled to follow her.

ILLNESS of her costume designer prevented Sunnie O'Dea from making the first Drake Hotel show which opened this week. Manager A. S. Kirkeby is scheduling her for the second bill. . . . THE COLSTONS, comedy dance team, left for Minneapolis, where they opened an engagement at the Radison Hotel. . . . RENEE LARKS signed as vocalist with Lou Blake's band, which opened at the Edmore Hotel, Atlanta, Thursday (29). . . . SONDRRA MILLER, songstress, is back in town after a visit to her home in Texas.

Here and There:

FREDA SULLIVAN closed in the Blue Grass Room of the Brown Hotel, Louisville, September 29 and opens at the Lyric Theater, Indianapolis, for the October 7 week. She follows into the Beverly Hills Country Club, Newport, Ky., with a fortnight's stand beginning October 14. . . . LOU HOLTZ will head the new show which cracks the fall season at Jimmy Brink's remodeled Lookout House, Covington, Ky., October 7. . . . OLD VIENNA, downtown Cincy spot, held its fall opening October 1. . . . BERNICE CLEMENS, of the accordion team of Clemens and Nevel, has returned to Cincinnati after a three-week sojourn in Hollywood. She was accompanied by her dad, Charles Clemens, and her daughter, Donna Jean. . . . SONNY JOY, now working a Lansing (Mich.) spot, is invading next the Kansas City (Mo.) area. . . . BARNEY WHITNEY and Leslie Parker, who recently closed a six-week run in Atlantic City for Frank Palumbo, are now playing Palumbo's Cafe in Philadelphia. . . . VALLEY AND LEE opened at the State Theater, Baltimore, October 2 for a week's run. . . . NADINE AND CHARLES began their third engagement in the Rainbow Room of George Washington Hotel, Jacksonville, Fla., September 26. . . . RYCK AND KAYE, tap team, opened at Saks, Detroit, Friday (20) for two weeks. . . . THE BOY-ETTES, ballroomers, are working Cincy nights after a fortnight's vacation in the Windy City. They will head southward toward Florida late this month.

HACKER AND SIDELL opened at the Kit Kat, Cairo, Egypt, September 1 for a month after completing a two-month stay, July and August, at the Argentina, Athens, Greece. May play Alexandria for months of October, altho team has already booked passage on the Normandie, sailing for home October 5. . . . PAUL and QUETA, currently appearing at the Kentucky Klub, Toledo, were set to follow with Gus Sun dates, set by Ernie Croch, Columbus, O. . . . MARIA KARSON'S MUSICALES are held over at the Tavern Club, Steubenville, O. . . . THE STYLISTS have ended 12 weeks in the Viking Room, Belden Hotel, Canton, O. Made up of Bob Allen, electric organ, and Cal Conway, piano and vib.

Just Like Mother

KANSAS CITY, Mo., Oct. 1.—Sign in a 12th street night spot a few feet above the band stand in red and white lettering:
"Drinks Just Like Mother Used To Make."

Tucker's Record Gross at Walton

PHILADELPHIA, Oct. 1.—Jack Lynch proved a big name will still bring them in at the box office, despite poor business elsewhere, when a show headed by Sophie Tucker brought \$23,000 to his Walton Roof last week, breaking all previous records for the spot.

The engagement, originally scheduled for two weeks, was cut short because of Miss Tucker's engagement in the new Freedly musical, Estelle Taylor will fill in for four days and will be followed by Benny Fields for a fortnight. Joe Lewis will follow Fields.

The Walton show is one of the best put together in a local club for many a moon. Powers Gouraud, local radio commentator, made his debut as emcee and is a click. A favorite here, he handled the show with plenty of aplomb. Others in the show are the Readinger Twins, the Ghezzi Brothers, Herman Hyde and Co. and Jack Lynch's Glamour Girls.

Chi Cafe Owners Eye N. Y. Fair \$\$

CHICAGO, Oct. 1.—As expected, some of the local night spot operators will try to have a finger in the after-dark entertainment pie during the New York World's Fair next year. First local man to venture into that field is Lou Falkenstein, operator of the local Hi Hat, who is dickering for the Hawaiian Room at the Lexington Hotel.

Falkenstein will probably invest most of the Hi Hat profits, reportedly good since turning to a name policy. Joe E. Lewis closed a big five-week engagement this week, followed by Wini Shaw.

Maisie Learns About Unions -- And the Better Things of Life

By PAUL DENIS

Dear Paul:
I NEVER knew there were so many unions until I got into show business. Why, even the waiters are unionized. And I always thought waiters worked just to make tips so they could bet on the fifth race. Well, was I surprised when Nick told me that his union waiters were giving him trouble again. Nick says the union wants him to install white lights over each table so that the waiters won't have to strain their eyes reading the menu to the customers. Nick says the waiters got bad eyes reading *The Racing Form* in the kitchen, and that it's not fair blaming his menus, which are printed in a high-class union shop. Not only that, but the waiters are complaining that the last emcee closed without paying off. When Nick asked "What paying off?" they explained that most emcees paid the waiters for applause.

There's even a sort of unofficial scale: 50 cents a week a man for applause, 75 cents a week for shouts and applause, and \$1 for cheers and whistling. The last emcee didn't pay off, and now the waiters want the new emcee to pay in advance.

NICK wants the band leader to push the button for the floor show lights, but the band leader says the union won't let him push buttons because that's the electrician's job. But Nick has no electrician, so he has a bus boy push the buttons. But now the stagehands' union threatens to picket. It's very complicated.

The cooks give Nick trouble, too. The kitchen's very hot and the cooks drink a lot of beer to cool off. Nick wants them to drink soda or ice water, but the cooks threaten to strike if they can't have beer.

Last night an APA delegate visited

107 in Fischer Cast at Int'l; B'dway Big Spots Reopening

NEW YORK, Oct. 3.—Broadway for the first time in months is again running full blast as Manhattan's night club artery with the reopening of the International Casino and Cotton Club this week and next week the Hollywood Restaurant.

The International Casino will unshutter Wednesday at a reported cost of \$150,000 for redecorating and production of Clifford C. Fischer's revue. Opening night will carry a \$10 cover and will be followed by a \$2.50 minimum week days and \$3 and \$3.50 minimum for Saturdays and holidays.

Fischer's two revues, *Plaisirs de Paris* and *Montmartre a Minute*, one for the dinner and the other for the supper show, carry a cast of 107 performers. There will be 60 chorus girls divided into three units—ballet, chorus and showgirls. Only 12 of the girls are American, the rest being imported from Fischer's London Casino revue.

Principals include Grace and Nikko, dance team; Marion Manning, singer; Eileen O'Connor and de Cruz, dancers, and Vera Nargo, ingenue. Dances directed by Natalia Komarova. Original music by George Komarova. Val Ernie's Band has also been added to the music roster, consisting of Larry Clinton and Vincent Travers.

The Cotton Club reopens Thursday with an all-colored revue featuring Cab Calloway and band and the Nicholas Brothers. Beginning its fifth season, it will have the Berry Brothers, W. C. Handy, Slater Tharpe, Dandridge Sisters, Mae Johnson, June Richmond, Tirmie and Freddie, White's Lindy Hoppers, Jig Saw, Will Vodery's Choir and a relief orchestra, Soccare's Cuban outfit.

Paradise Restaurant had a pretentious opening last week, with the house jammed opening night, and reported good business since then.

The Hollywood Restaurant will reopen October 15. Place will be open all day with music and entertainment. Three bands set are Lee Shelley, Red Stanley and Monchita's St. Regis rumba band. Billy Rose is dickering for a new spot

where he will install a grille show. Understood he will take over the grill at the Paramount Hotel or another spot where he will build a glorified bar and erect a stage in back of the bar.

At the Casa Manana Charlie Freeman, Billy Rose's booker, is having difficulty getting a name act to front the new show opening October 9. The Casa unsuccessfully sought Al Johnson and then telephoned Maurice Chevalier in Paris, which was also fruitless. Already set for the new bill are Lanny Ross, Sheila Barrett, Paul Gerrits, Frank Libuse, Joe Howard, Harry Carroll and Vincent Lopez's Band.

Charles Baum, formerly Paul White-man's pianist, has organized his own band and opens October 5 at the Iridium Room of the St. Regis Hotel. La Conga, under the management of Bobby Martyn and Connie Immerman, formally reopens Thursday.

The Voodoo Room at the Pepper Pot has undergone a change of name to the Polynesian Room, and Harold Aloma, formerly with Hal Kemp, and his orchestra have been engaged to provide the music.

The El Rio on East 58th street, a new Brazilian night spot, will soon make its debut.

Bon Air Expands; New Chicago Spots

CHICAGO, Oct. 1.—Bill Johnson, operator of the Bon Air Country Club near Wheeling, Ill., will spend another bank roll next year to add some 60 feet of space to the main room, increasing the seating capacity to over 1,000. Johnson will reopen for the season late in May with name bands and name acts. This summer he used some 40 acts and four bands.

Reopenings here this month will include the Ball Ball, under new management, and the Congress Hotel's Casino. Otto Kitel, managing director of the Stevens Hotel, opens the Ol' South Cocktail Garden there Friday. Bar entertainers will be used in that new spot.

New Spokane Club

SEATTLE, Oct. 1.—One of the finest night spots is shortly to be opened by Tex Howard near Spokane. New nitery will cost \$100,000.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Radio fields.

Those wishing to establish idea or material priority are asked to inclose descriptions of same in a sealed envelope, bearing on its face their name, permanent address and other information deemed necessary. Upon receipt the packet will be dated, attested to and filed away under the name of the claimant.

Send packets, accompanied by letter requesting registration and return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

the club and talked to all the performers. He asked me why I wasn't a member and I said, "Nobody asked me." If the organization had any manners it would have asked me a long time ago, I told him. It asked Mae Gordon to join last year, and you know what a cheap act she does!

Anyway, I don't want to be in any union with Mae Gordon. She's been copying my high-class toe number and twice she took away dates from me by working for less money.

WE HAVE a line of girls here and they are really sweet. Don't believe those stories about line girls getting drunk and fighting in dressing rooms. These girls are really high class—and very intellectual, too. All last night they were discussing serious subjects. Margie was saying the word address had one "d" and Helen insisted it had two. Then when they looked up the dictionary they started arguing how to pronounce the word.

These discussions are wonderful, and Margie says she's beginning to feel like she went to high school, too. Tomorrow the girls plan to visit the museum. Museums are wonderful—especially the local one, which is air-conditioned and has seats almost everywhere you turn. The museum gives afternoon symphony concerts, too. Gladys is wild about them, but Margie says the delivery is good but the arrangements are so old-fashioned.

Margie says, "The concerts are okeh, but they need a couple of good girl vocalists and perhaps a high-class tap dancer to fill those dull minutes when the heroine's spirit is supposed to be rising to heaven."

Really, I never heard Margie talk so intellectual before. *Matate.*

Paradise, New York

This big Broadway cabaret-restaurant, now fighting its way out of a receivership, has grabbed the fall opening spotlight with a colorful eye-filling floor show and swell dance music by Russ Morgan's Band.

Outside of Morgan there are no names. But that doesn't make the show any less interesting. Staged by Marjorie Fielding, with score by Teddy Powell and costumes by Mayhew, the one-hour show is essentially a girl revue, with good specialties interspersing the chorus and parade numbers.

Eight gorgeous showgirls and a dozen chorines sport alluring costumes in several numbers that include interesting formations, parades and dance routines. The *Angelita Senorita From Mexico* number, built around the novel ABC Trio, is an engagingly satirical piece. The whip-cracking number, in which the girls crack small whips during the smooth whip and ax-throwing routine of Harry Jackson, is a real novelty for a night club.

The opening number is cute. It has Morgan out as emcee, turning him into a juve leading man who sings sweet nothings to the gals and then waits them around. The girls parade in period costumes, climaxed by Edward Noll and Mary Nolan doing a rousing impression of the Castles. Another engaging number is the *Blue Moonlight* scene, with the

girls prancing around in white feather costumes and ceiling lowering to reveal the shapely blond Della Carroll reclining at natural. She steps out for a brief bit of fluttering so stimulating to tired business men.

The closing scene has everybody doing *The Jitteroo* or something—a jittery dance that the Paradise hopes will catch on (but we'll stick to waiting, thank you). This follows the engaging puppet manipulating in full view by Frank Paris. His puppets are swell and his Sonja Henie in particular is refreshingly different.

Gloria Day, a lovely young brunet, impresses immensely with her lively, graceful tapping in a Eleanor Powell. Ray Block's Swing Chorus (five youths and three girls) offer a batch of *I Married an Angel* tunes, their voices blending nicely. Gloria Whitney, comely brunet, is band vocalist and is also in the show. Good, but distinctive. Noll and Nolan are spotted for a couple of routines that hit heavily. Their loose-limbed high-kick routine is outstanding.

But the surprise of the show is Morgan, who is emcee, leading juvenile, band leader and fine musician. He gets a chance to shine, and does shine. His band (16 men) provides the strong urge to dance, drawing full dance floors. In addition, the band is good for listening. The ABC Trio lead a smaller relief band which is okeh, too.

The show lacks distinctive singing or comedy, but these elements are hardly missed in the avalanche of pulchritude.

Jack Timron is p. a. Nicky Blair is the front man. Paul Denis.

Harry's New York Cabaret, Chicago

Completely remodeled and redecorated, C. Harry Hepp's near North Side spot looks a lot more attractive. Removal of the posts makes the room ideal for floor shows, the vision perfect from almost any angle. Stage is now elevated and the band stand moved on a balcony.

Bill Anson is the initial emcee of the season and handles the bill with veteran showmanship. His own act is still topped by the impersonations, switching to and from black-face characters. With talk trimmed to a minimum, he should have a good attention-holding session for night clubs.

Marie Kuhlman's six-girl line is a real highlight, their fine dance training reflected in a trio of versatile numbers. Their *Trip to Harlem* opening is flavored with atmosphere in both costuming and routine, and their Spanish finale is equally colorful.

Marcia Wayne is on early with a waltz and rhythm tap, and Muriel Love, a striking torch singer, gives out with slow-tempoed *Fool That I Am* and *Where in the World?*

Natasha offers an effective slave dance, a well-mounted number that has several worthy acts. Mildred Rock, vivacious swing singer, commands attention with a booming voice and a forceful delivery. Scored well with *There'll Be Changes Made*, *Martha* and *After You've Gone*.

Grace Rank and Georgianna Roush, of the line, double in a breezy toe number that's acceptable, and Jean Mode, stripper, reveals one of the most shapely figures undraped in any local spot for months. Kid knows how to sell that type of specialty and draws a real hand.

Charles Engles' Orchestra is back to furnish dance and show music. A pianist and several singers brighten up intermission periods. One-dollar dinners are served and never a cover or minimum in effect. Sam Honigberg.

New Yacht Club, Chicago

The Mandel Brothers (George and Mike), operators of the Bowery during the Chicago World's Fair days, are back in the nitery game. This near North Side spot, dark for several months, has been entirely remodeled and looks 100 per cent smarter. The band stand and bar have changed places, giving the performers more room to work on and a chance to face the customers as they walk in. The bar, near the entrance, affords a fine view of the entire room, which has an indirect lighting system and atmospheric walls decorated with undersea denizens.

Operated as a late spot, it should get a play from the theatrical crowd itself.

Night Club Reviews

as the Mandel boys are well known to performers. George has been a chief technician at the Chez Paree, and Mike has been connected with various vaude and band units.

Joe Herbert, emcee, excels with a good voice, capable of punching out a pop tune. He needs material and will have no trouble selling it as he possesses a good sense of delivery. In his own act he works with Mickey Hale, a lively strut dancer who is shapely and easy on the eyes.

The disrobing department is well attended to by Colleen, a parader in blue, and Mona Leslie, a better known performer who executes a daring cape number with a knowledge of showmanship.

Ruth Denning, an attractive and personable singer, gives out with a strong voice in such songs as *Siboney*, *Basin Street Blues* and *Ain't Necessarily So*. Should be recorded as one of the more talented features on this bill.

Winnie Hoveler's six-girl line appears in three numbers—a lively sailor opening, a festive Hungarian costume routine and a sophisticated finale. Girls are good lookers.

Gareth McGrath's four-piece combination occupies the band stand. Between dance sessions, table singers and a strolling accordionist keep things on the go. Three shows nightly (first one starting near midnight) and never a cover or minimum. Sam Honigberg.

Glass Hat, Belmont Plaza Hotel, New York

This trick bar and dining room in Mr. Hitz's gaudy hotel on the East Side brought in a new band and floor show Wednesday night. The new entertainment, set thru Rockwell-O'Keefe, follows the hotel's policy of two bands, singer, emcee and singing waiters. Just enough.

The band is Val Olman, who, incidentally, opened this room under Hitz management almost a year ago. Olman is a violinist who leads a good eight-man combo, mostly sweet. Does a nice job accompanying the show, too. Pretty Patti Morgan is the band's vocalist.

Nan Wynn, CBS singer recently at the local Paramount Theater, makes her night club debut here. A charming little brunet, she impresses with her skillful treatment of both swing and ballad arrangements. Except for clutching the mike too much, she's okeh. Ray Hunt, a good-looking blond emcee, introduces the turns in conventional fashion and then baritone romantically on his own. The lyrics are not always clear and it's hard to figure whether his diction or the mike is to blame.

Ten colored waiters form the Belmont Balladeers and offer spirituals in a thoroughly pleasing manner. Major Brown, colored, does a military strut and baton swinging specialty. Novel for a hotel spot.

Relief band is Echoes of Cuba rumba orchestra led by Diosa Costello, dusky singer of Latin melodies. Music is very danceable and Miss Costello's singing is just right.

Dinner is from \$1.25. No cover or minimum except Saturdays.

Dick Mockler is the energetic p. a. Paul Denis.

Continental Arms, Baltimore

This suburban night spot, located about seven miles northeast of Baltimore, is unusual because of its large dance floor and plenty of elbow room between tables. Club itself, under direction of John Aiber, is probably one of the most spacious in this section.

Business has been showing up well, drawn by good floor shows and occasional big names. However, show this week is rather thin in comparison to others unfolded here.

Show is opened by Eve Lane, attractive brunet. A combo of swell pipes and good looks, she vocalizes with Joe Hasson's Band for the dancing, but her excellent warbling in the show leaves no doubt as to her ability, particularly on the torchy numbers.

Jewel Kent, shapely chorine, steps out for a rapid-fire tap. Neat shafts and a well-curved torso.

The evening's honors, however, were easily captured by Guido and Eva, dance stylists de luxe. They perform the tango and adagio with all the grace and smooth rhythm necessary plus plenty of acrobatics. Eva, small looker, is a contor-

tionist, and her bending and twisting blend well with the muscular Guido. Their combination of smooth and acrobatic dancing, done with graceful ease, brought well-deserved heavy applause.

Peggy Dale, another from the chorus, offers a fair soft-shoe number.

Al Nesor, who emceed the show, concludes the 45-minute presentation. Nesor did fairly well under the circumstances, being constantly annoyed by hecklers. Between the introductions he managed to get in some good jokes and some that were bad. His closing *Today I Am a Man* was really a socko.

The Bernard line of Streamline Steppers handles the chorus assignments to good advantage. They are cleverly costumed and execute their numbers with supreme precision. Outstanding of their three specialties was a chain dance. Nice response.

Joe Hasson and orchestra of eight do more than their share for the dancers and show. Altho a local outfit, Hasson has the hottest swing band in these parts. Also plenty torchy on the slow numbers. With any sort of break band should go places.

Dorothy Di Sierro helps make the intermissions shorter with her own style of classical piano renditions. A few more popular ballads would improve appeal.

No cover, but \$1 minimum every night. Bernard Bernard, of New York, is booking agent. Phil Lehman.

Havana Casino, Buffalo

McRae Bros.' Band has been here so long it has become part of the club. Still pretty hot on dance tunes and adequately competent on accompaniment, this colored four-piece unit has apparently lost some of its brothers along the way during its two-year stand. Floyd McRae, sax and clarinet, is director and arranger. With him are Earl Fraser, piano; Warner Oliver, trumpet; Phil Keeble, drums.

High spot of the show is the comedy act of the Three Bishop Brothers (Jerry, Sam and Moe), young, funny and tireless workers who would obviously like

THIDA LOY

Chinese Princess of the Dance Character & Interpretive Dance Creations. GLADSTONE HOTEL, Casper, Wyoming, Until Further Notice.

For Open Dates Either Phone or Wire. BERT PITTMAN AGENCY, Denver, Colo.

ROSE'S PARISIAN MIDGET FOLLIES

New Playing RKO THEATERS Biggest, Little Show on Earth. Mrs. IKE ROSE (Manager) 461 Audubon Ave., New York City.



The Great INDIAN FAKIR BLACAMAN

Master of Animals. Presenting the greatest Variety-Music Hall Act in the world. Running time 1 hour. 50 Crocodiles, 50 Lions, 50 Snakes. For promotion: 145 different striking lithographs, 1,000 cuts, 3 complete wagon loads of material.



Permanent Address: THE BILLBOARD 1564 Broadway, New York.

Crown Princess of Comedy.

Josephine Parker

Contact JOHN KING, Kaidelstein Office, Chicago. 32 W. Randolph, Chicago.

CARL and LEONE BONNER

Singing Stars



NOW PLAYING

CASINO COPACABANA

Rio De Janeiro Brazil, South America



Recent Successes

RAINBOW ROOM, N. Y.

and

RAINBOW GRILL

7 consecutive months

BOOK-CADILLAC

HOTEL

Detroit, Mich.

DE WITT HOTELS

PROVIDENCE-BILTMORE HOTEL

Providence, R. I.

to grow up to be another Ritz Brothers some day. Not only do they look like the movie comedians, but they copy their routines. They're very clever, however, in their own right, for they do some convincing impersonations of Edward G. Robinson, Winchell, Cantor and Boake Carter.

Darlens DeChant, blues singer, has a French accent of questionable source, but the crowd seems attached to her powerful larynx.

Maxim, a dyed-in-the-wool Frenchman, very capably manages a show that offers genuine European Continental atmosphere. With his diminutive partner, Odette, he executes some fine acrobatic, adagio and classical toe numbers. These two belong in a better club.

Part of Maxim's outfit are the Pom-pomettes, a four-girl line made up of Ruth LeBrunna, rhythmic tap; Bunny LeRoy, toe tap; Helen Sinclair, roller skating; Elsie Sterling, Hawaiian dance. A French parade and gypsy number are done by the line. Emceeing is started by Maxim and finished by the Bishop Brothers.

A new plan was started last week—Sunday afternoon dancing and floor show from 3 to 6 o'clock, the first attempt of its kind in Buffalo.

Capacity is 200. George Cecala is manager. Harold J. Warner.

Cuban Casino, New York

Running the gamut of name changing in the local night club scene, this site for the third time this year is operating with a face lifting and a new name. True to form, the change of name has faithfully carried a change of motif, partly in the furnishings and specifically in the type of show. While the current show is just slapped together and the setting is cold and somewhat bare, the individual acts overcome the surroundings with good performances.

Entire bill is of Latin origin and the material is seemingly directed to Spanish tastes. Consuelo Moreno, pronouncedly Spanish, was also a great favorite at the Havana-Madrid on Broadway. Senorita Moreno renders Flamenco songs, typifying gypsy abandon and gaiety, with a sense of warmth and radiance, also lending a dance step and castanet clickings to her interpretation.

Ramon and Lucinda, ballroom team, who do a swift tango-bolero number and encore with a well-paced ballroom routine, easily please and are suitable for better type spots. Lila, another dancer, trips lithely over an Oriental dance but not gracefully. Her rumba is infinitely better.

Show is presented by Frances Quiros and emceed by Sandoval, who also plays the guitar and sings native songs.

Music is provided by Don Alfredo and eight-piece Cuban band and a relief ork. Alfredo's band has a smooth style and suave tone that virtually force the patron to the dance floor to rumba to the infectious rhythm.

Eli Cass and Phyllis Kraus press engagements. Sol Zett.

Wonder Bar, Cincinnati

This spot, piloted by Charles Ostendorf, together with its neighborhood opposition, Kelly's and the Cat and the Middle, has served to make Cincy's Central avenue popular to stay-up-late addicts for miles around. Altho located on what is frequently referred to as the local Barbary Coast, the spot pulls a fare measure of tip-top trade, usually those out on a lark, but the bulk of the patronage is drawn from lower salary brackets who love their beer, noisy surroundings and plenty of entertainment for the money. Despite its location, there's a minimum of rough stuff. Femme patrons on the make are discouraged and males on the muscle don't last long.

The Wonder Bar, like its two contemporaries, offers the cheaper acts, but the shows as a rule are plenty sound for the type of patronage. With the current layout the management, in an effort to trim the entertainment nut, introduces a new policy of using two fewer acts but employing a line of five girls instead. One of the acts now works in several spots in the show, thus making the present offerings seem just as large as the former shows.

Stanley Montfort, natty singing emcee now in his seventh month here, paces the show in able fashion. Curley Burns and Allene Walker fill in several spots in the current offering with their comedy singing, dancing and hokey cross-

fire. While corny in spots, the pair clicked handily with the well-filled room. They're set for six weeks here. Five line girls are well garbed, prance capably and make a good appearance. Several of the girls offer fair specialties.

Feature act is Zorita, now in her 16th week here, who has made the street snake conscious with her dances in which she employs a live reptile. On this look-in she discarded the snake in favor of an old-time burly strip, introduced by her singing of the bawdy *Hot Nuts* ditty. She's a looker, has oodles of attractive wardrobe and is a fave with the Wonder Bar clientele.

Bob Hunter and his six-piece combo do okeh with the show melodies and knock out the kind of rhythm appreciated by Wonder Bar patrons.

Food sales are negligible, beer being the heaviest seller at a dime a mug or 15 cents a bottle. Mixing by performers is permitted, which has a tendency to boost liquor sales somewhat. Hard stuff prices are practically the same as those asked in the better downtown locations.

Bill Sachs.

Doelger's Rumson Inn, Rumson, N. J.

A cozy little place on the banks of the Shrewsbury River, nestled amid a number of large estates. Spot does land-office biz in summer when city crowd comes to shore. In winter, swell place to drop in for snack and highball. Acts and culinary staff have been cut for cold term. Plans on tap to present good acts at special banquets this snowy weather.

For present Kay Ray and Billy Finnegan are holding forth. Miss Ray, blond and beautiful, has above-average pipes and packs personality into her numbers. Finnegan, who once led a band on a Bowes' unit, plays her accompaniment on the piano. The pair clicks solidly here. The best team to hit the spot recently.

Sam Abbott.

Bob White's Grill, Buffalo

Bob White's Grill, a popular Eastside spot, opened this week after a shuttered summer to celebrate its 21st year at the same location. Bob's new policy includes an orchestra and floor show, both to be enlarged as soon as the season picks up. Opening show has Jimmy Collins as singing emcee; Connie Bell doing acrobatics; Jean Holly, novelty dancing, high kick and Oriental numbers, and Jane Lee, tap dancer.

Ruth Kruger directs the orchestra and plays the piano. With her are George Burkhardt, drums; Tony Gino, saxophone; Ralph DeBlazo, guitar and electric guitar. Ann Wolff books shows and music. Bob White is owner and manager.

H. J. Warner.

Dorchester Hotel, London

New floor show here is a dandy affair. Produced and presented by Henry Sherek, show is full of talent. Stand-by here is the typically Mayfair emcee, Naunton Wayne, who scores heavily.

Also popular here and remembered from previous visits is Nick Long Jr., tops in trick dancing. He clicks heavily. Bobby May fits in nicely with his nifty comedy juggling. Successfully ceases seemingly impossible juggling tricks with disarming nonchalance.

Singing solos, Vera Haal (Miss America) is plenty easy on the eyes and a personable performer. Betty Luster offers her Gavotte number. Beatrice Kent clicks with her South Sea number. The personable Mary Nielson is also a favored contributor.

Dorchester Hale Girls top all previous lines here and appeal with their charm and looks in addition to talents. They are seen at their best in *Symphony in Feathers* and *Rhythm Thru the Ages*.

Jack Jackson and his band are a fine aggregation, scoring both in the show and with the dancing patrons.

Show looks set for a long run.

Bert Ross.

Monte Carlo, New York

This is one of three or four French atmospheric spots in town. Operated by Gaston, who doubles as star accordionist in the dance band, and Edward, who is also the host, the club is intimate but large enough to handle a couple of hundred people.

The floor show goes on at 8:30, 11:30 and 1:30 and is a surprisingly pleasing affair. No production effort; just the five acts doing a couple of numbers

RAY KINNEY

and his Native Hawaiian Orchestra

Nightly at the
Hawaiian Room

HOTEL LEXINGTON

New York

And on the air via NBC Saturday,
1:30 P.M.; Sunday, 11:30 P.M.

Also Appearing With His
ALOHA MAIDS

In the New Musical Hit
"HELLZAPOPPIN"

of which Eugene Burr, in *The Billboard*, says: "Ray Kinney and the Aloha Maids, whose sinuous Hawaiian weaving is a complete delight."

3 OXFORD BOYS

HELD OVER
CHEZ PAREE
CHICAGO

Personal Management:
DAVID P. O'MALLEY
140 N. Dearborn St.,
CHICAGO.

RUTH DENNING

POPULAR SINGER OF POPULAR SONGS

Currently

YACHT CLUB, CHICAGO, ILL.

VELOZ & YOLANDA

Edward Allen

PALMER HOUSE, CHICAGO

Thanks to MERRILL ABBOTT.

WGN-Mutual Broadcasting
System Announcer.

each. Outstanding are Julian Altman, violinist, and Jack Rosello, pianist, both doubling from the band, who offer pop and classic pieces. Altman is a fine violinist and strictly concert type.

Mildred and Maurice, ballroom team, reveal themselves as excellent dancers, but do not blend perfectly as a combo. Their routines are away from the conventional and their movements are really smooth, but each is such a strong personality that they distract from their dancing.

Brunet and comely Marcia Harris, nicely costumed, impressed with her song-and-tap and more so with her lively acrobatic toe-tap. Senorita Nena, a small, well-formed Latin gal, does an Oriental and a Cuban rumba. Not too smooth, but strong enough to arrest attention. Pierre Beaucaire is emcee and also lends his vigorous and pleasing tenor to French tunes.

The Maya Cuban Band, six men, dishes out good dance music but does not do well accompanying the show. Gaston leads the four-piece French band which does relief.

Harry Dell is booking. Frank Law is p. a. Paul Dent.

Berkeley Bar, Berkeley Carteret Hotel, Asbury Park, N. J.

An attractive place, with touches of the Bavarian taproom and a fisherman's rendezvous combined in the motif.

Quite unlike its torrid weather schedule of four and five acts of topnotchers, the Berkeley offers only an act or two over the week-ends now. This bill had the lone offering of Jimmy and Nora Bell, dancers, in *Portraits of Modern Youth*. Act itself is not much of an

offering and too short, but the pair are flashy.

Playing for dinner and dancing are Jack Arnold Press and orchestra. Press opened last March and will bow out next July.

Aggregation employs four rhythms, one brass and three sax for its "society music." The well-balanced combo supplies sedate dinner music in the early evening but gets hotter as the evening grows.

Product is good, danceable music, with Press' easy-going personality adding to the performance.

Bar has no cover or minimum. Dinner from \$1.50 and drinks are excellent. Miss Montague handling the press.

Sam Abbott.

Orpheum, Lincoln, Puts Off Flesh Indefinitely

LINCOLN, Neb., Oct. 1.—Return of flesh to the Orpheum here seems definitely set back now for two months or more, if it materializes at all this season. Original plan was to have the Orpheum remodeled and ready to open late in October. House will, however, darken before the year-end for remodeling. Billy Diamond's office expected to do the flesh furnishing if and when the vaudeville start is made.

COLOR YOUR HAIR THE NEW FRENCH WAY

Women, girls, men with faded, gray, straggled hair shampoo and color your hair at the same time with SHAMPO-KOLOR. No fuss or muss. Takes few minutes. Lasts, most lasting color, unaffected by washing or treatment. Free info. VALLIGNY PRODUCTS, INC., Dept. 2-D, 254 W. 31st St., New York, N. Y.

Vaudeville Notes

BILL ROBINSON plays the Paramount, Los Angeles, week of October 13. 20th Century-Fox did not renew his contract. . . . BOBBY BREEN is picking up vaude dates in conjunction with his film, *Breaking the Ice*. . . . CARLOS MOLINA is going on another vaude tour. . . . VANDERBILT BOYS have split. . . . HUGH HERBERT goes into the State-Lake, Chicago, week of October 7.

ST. CLAIRE AND O'DAY, currently presenting their cycle turn in Melbourne, Australia, soon move on to South Africa, with India and then London to follow.

BARBARINA has returned from Australia after a 20-week engagement for the Tivoli and other circuits in that country.

GENE AUSTIN, with Candy and Coco, open at the Orpheum, Memphis, October 7 with Austin's new pic, *Songs and Sadies*. Sam Roberts is booking and has set a month's time for the combo thru Kansas.

HAL SANDS, producer, is back in New York from South America. Has a couple of units working there now. . . . LOUIS LIPSTONE, in a recent visit to New York, said: "Vaudeville bills are okeh Sundays, but only attractions do business week days in the Chicago area."

DOROTHY VAN WINKLE, New York, designed and executed the new gown of Florida Newcomb (Mario and Florida). . . . THREE BONOS were held up at the immigration office, causing them to miss their opening at the Roxy, New York, Friday. Abbott and Costello subbed. . . . BENNY BAKER goes into the State, New York, October 20. Now in Hollywood.

HOLLYWOOD HOTEL, starring Willie and Eugene Howard, is playing to capacity houses in Auckland, New Zealand.

VARIETY SHOW BOAT, with St. Clair and O'Day, the Four Rubens, Clifford and Marston and Chris Gill, is doing excellent business at the Tivoli, Sydney.

WILL MAHONEY continues on his successful way on the other side with his new revue, *Why Be Serious?*, presented by Frank Nell at the Melbourne Tivoli. . . . LARRY ADLER is due in Australia shortly under contract to the Tivoli Circuit.

GASTON PALMER, recently arrived from the other side for the first time in six years, opens a two-week engagement at the Palace, Chicago, October 14. Next a week in Detroit, then back to Paris, where he is booked for the ABC show. . . . THE KIDDOOLERS, heard over NBC, are set for theater dates, playing the Century, Baltimore, this week and the Capitol, Washington, October 21. . . . HARRY HOWARD, producer of the *Hollywood Hotel Revue*, now in Australia, plans to fly to London to arrange a theater to house his show after its Sydney run.

CARL AND LEONE BONNER, just out of the Providence Biltmore, Providence, are currently playing the Casino Copacabana, Rio de Janeiro. . . . THE ICE FOLLIES that was such an attraction at the Polar Palace, Hollywood, last year, has started rehearsals at MGM studios for a film to be called *Ice Follies*. Troupe contains 53 people, among them Bess Ehrhardt, Ruby and Bobby Maxson, Roy Shipstadt, Everett McGowan, Frances Mary Claudet, Karl Zwack and Idi Papez. . . . NORMA GALLO is appearing at Loew's, Montreal.

SHRA AND RAYMOND returned from Europe last week, canceling 42 weeks because of the war scare. . . . BEN MARKS, former vaude performer, is now business promotion manager for Billy Rose's Casa Manana. . . . FREDDIE BARTHOLOMEW, motion picture child star, is set for Loew's State, October 14, for a week. . . . BENNY BAKER, Schnickelfritz Band and Sailed Puppets move in the following week beginning October 21. . . . RUDY VALLEE goes in the State October 28.

NEW YORK, Oct. 3.—Bob Russell, singer; Pepper January, singer; Hal and Honey Abbott, dancers; Six Fordham Collegiates and 30 girls are set for the new Bobby Sanford show rehearsing for the October 12 opening of the new Hollywood Restaurant. Lee Shelby's Band, 16 men and a vocal trio, and a rumba band are also set. In addition, Red Stanley's Band, nine men, and nine girl dancers doubling as barmaids will entertain in the cocktail lounge after-noon and evenings. Jack Bertell booking.

NEWARK, N. J., Oct. 1.—Al Dow and George Oshrin, operating the local Shubert Theater, have canceled their Henry Armetta-Mary Brian bill for tomorrow as a result of a squabble with the local musicians' union.

The theater has also canceled Charles Yates' *Battle of Sizing* 45-people unit, with the Lucky Millinder and the Mike Riley bands, which had been booked for a week and was to start a full-week vaude policy for the season.

Theater did good business with Cab Calloway Sunday but claims the musicians' union forced it to take 12 men in the pit instead of the 10 originally agreed. Men got \$15 each (\$20 for leader) for the one day, playing an overture only.

Meanwhile the local Skouras Terminal has switched from amateur shows one night a week to Saturday-Sunday vaude. Has six union men in the pit.

Paramount, Branford and State, former vaudefilmers, are sticking to straight films.

Hollywood Cafe Show Set

NEW YORK, Oct. 3.—Bob Russell, singer; Pepper January, singer; Hal and Honey Abbott, dancers; Six Fordham Collegiates and 30 girls are set for the new Bobby Sanford show rehearsing for the October 12 opening of the new Hollywood Restaurant. Lee Shelby's Band, 16 men and a vocal trio, and a rumba band are also set. In addition, Red Stanley's Band, nine men, and nine girl dancers doubling as barmaids will entertain in the cocktail lounge after-noon and evenings. Jack Bertell booking.

Just Kids

KANSAS CITY, Mo., Oct. 1.—Audiences at the Fox Tower Theater this week got a laugh when Johnny Perkins, heading a revue on the Tower stage, introduced Billy House, another vaude vet now with Chicago's CBS studios, as "my little brother who never seemed to get enough to eat" when Perkins and House were kids.

House weighs 290 pounds; Perkins 260. But the payoff was the fact that the customers thought Perkins' introduction was the real McCoy. House was here for a Jubilesta appearance.

Talent Agencies

A new booking agency is the ROCH-ESTER THEATRICAL EXCHANGE, operated by George Kendall and Al La Dad, Kendall, who entered the field six years ago, joined with La Dad.

GEORGE D. KITZINGER, Southern representative of the Chancellor-Jackson Agency, New York, is booking the Wisteria Gardens, Atlanta, only full-week floor-show spot there. Current bill includes Ginger Ruth, Vanga Karanova, Coschita De Gomez, Ray Martell and Tommy Rosen's Band. . . . HARRY STONE, head of the H. S. Theatrical Exchange, with offices now in both Rochester and New York, will divide his time between the two branches, devoting Tuesdays, Wednesdays and Thursdays to New York for shows in the Northern territory.

ROBERT JACKSON, former Detroit vaude agent, disclosed himself this week as the proud father of Miss Detroit, otherwise Marjorie Jackson. Miss Jackson is known to the show business as Dixie Dean. . . . CANOVA-HANSEN, Inc., a new agency in New York, was authorized last week by the secretary of state to engage in business in New York State. Promoters and shareholders are Edward J. Donnelly, Ida Stutskin and B. J. Santospirito.

JOE GLASER, New York, has taken over the personal management of Irving C. Miller's Brown-Skin Models and of Gordon and Rogers. He also has Sunshine Sammy and Sleepy Williams, featured in the stage show at the Radio City Music Hall, New York, this week. . . . JAMES PICCHIANI has joined the Simon Agency, New York, to handle acts for fairs and other outdoor shows.

HATTIE ALTHOFF has been made head of the foreign department of the Simon Agency, New York, as well as assistant to Charles V. Yates, new head of the agency. . . . IRVING SPECTOR is now connected with the Irving Jacobs office, Syracuse, handling acts and orchestras. . . . BILLY GOLDIE, New York, booked Vince and Anita into Leon and Eddie's, New York.

MARLATT-SCHLESINGER PRESENTATIONS, Detroit production office, folded this week, with future plans undisclosed. Bernard Besman, who handled orchestra bookings, moved into the Mike Falk office. . . . ALEX AGREENOFF, Detroit agent, has left Gus Sun office to join the Betty Bryden-Sol Berns office.

Musicians Blamed For Vaude Brodie

NEWARK, N. J., Oct. 1.—Al Dow and George Oshrin, operating the local Shubert Theater, have canceled their Henry Armetta-Mary Brian bill for tomorrow as a result of a squabble with the local musicians' union.

The theater has also canceled Charles Yates' *Battle of Sizing* 45-people unit, with the Lucky Millinder and the Mike Riley bands, which had been booked for a week and was to start a full-week vaude policy for the season.

Theater did good business with Cab Calloway Sunday but claims the musicians' union forced it to take 12 men in the pit instead of the 10 originally agreed. Men got \$15 each (\$20 for leader) for the one day, playing an overture only.

Meanwhile the local Skouras Terminal has switched from amateur shows one night a week to Saturday-Sunday vaude. Has six union men in the pit.

Paramount, Branford and State, former vaudefilmers, are sticking to straight films.

Goodman Tops K. C. Grosses at Tower Despite Jubilesta

KANSAS CITY, Mo., Oct. 1.—Benny Goodman's seven days at the Fox Tower last week saw the all-time house record fall. Stanley Chambers, manager, counted \$22,000 after the Goodman date, shattering Phil Harris' mark of \$18,431 set last July. The Tower seats 2,100, and \$9,000 is a good average gross.

The Goodman record was all the more amazing because Martha Tilton, his singer, dropped out due to illness two days after the opening. Also making it tough was the Jubilesta four blocks away, in Municipal Auditorium, with Jimmy Dorsey, Rudy Vallee, Burns and Allen, Jimmy Grier, Connie Boswell, Nick Lucas, Joe Cook, Hugh Herbert, Eleanor Whitney and other acts.

Picture which ran with Benny's appearance was *Freshman Year*, one of the weakest of the season. The band worked six shows daily until the last two days, and admish prices were 35 and 55 cents. Chambers, only theater manager in Kansas City who presents flesh week after week without a miss, said he had never seen an attraction like Goodman and his band.

Heidt Band Pulls \$19,000 in Omaha

OMAHA, Oct. 1.—Horace Heidt and his Brigadiers pulled a very satisfactory \$19,100 in a week at the Orpheum, Omaha's one-a-month stage house. Heidt got no help from so-so screen fare, *Give Me a Sailor*.

Show was aided by several unusual publicity angles which got plenty of play. Jimmy Skyles, Heidt's trombonist, was once a resident at Boys Town, Neb., now a very hot subject due to MGM's *Boys Town*.

Heidt aired his weekly *Alemite* program from a local hotel, with the Boys Town choir as part of the program.

Grosses

Theater attendance took a running jump last week because of the Jewish holidays, with all of the Broadway presentation houses reporting heavy receipts, even on second and third-week shows.

NEW YORK.—Radio City Music Hall, with the regular stage presentation, including Raye and Naldi and Jan Peerce, along with *Carefree*, grossed \$88,500. The Paramount, in its third week of Eddy Duchin and *Spacen of the North*, did \$31,000. So strong and potent is the current bill of Tommy Dorsey and the Boswell Sisters with *If I Were a King* at the Paramount that it grossed \$18,700 during the first two days, and on opening day had to close the box office once because of the capacity crowd. Jan Garber and Ethel Merman, at the Strand, in conjunction with *Garden of the Moon*, accounted for \$37,000. The Roxy, with *Hold That Co-Ed* and Abbott and Costello, Radio Aces and Florence and Alverez on the stage, drew \$36,000. Loew's State, featuring Benny Fields and Block and Sully on stage, with the screen fare *Three Loves Has Nancy*, drew a week \$20,000.

CHICAGO.—Roger Pryor's band unit at the Chicago Theater topped the combo house gross parade with a moderate \$32,000, a figure which the accompanying Bing Crosby's *Sing You Sinners* picture helped to reach. Marquee names of Sammy White, Oswald and Sonny Lamont with Betty Burgess gave the State-Lake a better than average \$10,500, while the second week of a vaude bill with the Marx Brothers in *Room Service* brought in a mild \$16,000, totaling a good \$42,000 for the fortnight.

PHILADELPHIA.—Fox Theater, with newly opened (and closing next week) vaude policy, did a better-than-average \$15,500 with Harriet Hootor, Rasch Girls, Gail Gail, Don Cummings and Carole Manners with *Valley of the Giants*. The Earle did just twice its normal business with Kay Kyser and *Freshman Year*, grossing \$28,000.

PITTSBURGH.—Stanley Theater, week ending September 22, grossed but \$15,000 with Jan Garber and *Valley of the Giants*. Average is \$18,000.

MILWAUKEE.—*Stars Over Broadway* unit at the Riverside, with *Freshman Year* on the screen, had a normal take of \$5,200.

Veloz and Yolanda Plan To Retire Next Year

CHICAGO, Oct. 1.—Veloz and Yolanda announce they plan to retire within the next year. Frank Veloz told the local press that the financial goal set by the team some time ago would soon be reached and that he and his wife did not want to wait until they started slipping.

Since 1933 it is estimated they have earned over \$500,000.

3-a-Day, \$2 Top For Robitschek's Palladium Policy

NEW YORK, Oct. 1.—Kurt Robitschek's plans for operation of the old Broadway Theater, to be renamed the New York Palladium, have been extended to the point where he will present three-a-day instead of the originally planned two shows. Negotiations to take over the house were concluded last week with Robitschek's depositing \$10,000 with Prudence Bond Co., owner of the house. Lease is for a year with an option.

Robitschek, former London vaude producer, will use his idea of "produced vaude" by presenting excerpts of his past foreign success of *Let's Raise the Curtain* and *Wonderful World* in the first bill, scheduled for mid-November.

Prices, tentatively set, will be 60 to 90 cents for the matinee show; 60 cents to \$1 for the first evening performance, and 75 cents to \$1 for the second evening performance. There is a possibility that the top price for Saturday and Sunday will be \$2.

Fox, Philly, Vaude Out After 4 Weeks

PHILADELPHIA, Oct. 1.—The Fox Theater will drop flesh next week following the engagement of Ina Ray Hutton's crew.

Because of lack of strong attractions to supply both the Earle and the Fox, Warner has decided to go back to one central city vaudefilm.

Mal Hallett's crew, which opened the Fox's short stage season, clicked big with \$24,000 for the week, proving that name bands are still top attractions here. Connie Boswell drew \$15,000, Harriet Hootor \$16,000 and the current show, American Joe Carisad, drew about \$16,000. Par for the Fox with only first-run pictures, without stage show, is about \$15,000.

4 More Detroit Vaude Weeks Pend

DETROIT, Oct. 1.—Prospects for local vaude look brighter with dickering under way for return of flesh to four downtown houses. If all come thru at one time, making five with the Fox, this would set a record for the past several years.

Foremost is the Michigan, which is expected to play names in competition with the Fox. House is continuing indefinitely with double film bills.

Plans for vaude for the Broadway-Capitol, under management of Max Marmorstein, of Cleveland, were reported last week. Agents have not yet approached local union officials.

William Mick, of Milwaukee, was in town this week looking over the situation of the Downtown Theater, closed for about eight months. Hopes to open it with a low-priced vaude policy, probably at 35 cents.

Fourth house considering vaude is the Colonial, which has just passed into the hands of Ray Schreiber, and will probably go to flesh in a few weeks.

Pavillon Caprice Opens 20th

CINCINNATI, Oct. 1.—Pavillon Caprice in the Netherland Plaza Hotel cracks its fall season October 20, when Ramona and Ben Men of Music and Erica and Novello, ballroomers, begin a limited engagement. Cover for the opening night has been upped to \$4 per person. Jack Hoag and Delice Hazen, Arthur Murray dancers, are currently being featured in the hotel's Restaurant Continentale with the Burt Farber ork.

Paramount, New York

(Reviewed Wednesday Evening, Sept. 28)

Booked for his third date at this house within a year, Tommy Dorsey is there by setting a record. And with a strong picture (Ronald Colman in *If I Were King*) and an equally strong vaude bill, with additional marquee power from Connie Boswell, this should be a profitable show all around, a three or four weeker.

The Dorsey Band is plenty good in all branches, with the leader's trombone, the No. 1 in the field today, in work several times during the show—but not enough. The brand of swing is the irresistible kind, but no screaming or excessive blare. By now Dorsey is at home on a stage and that helps, but it would help more if he'd still loosen up a bit.

Dropping the organ by Don Baker on the house organ, house instead uses the console pander in a three-tune medley on a Hammond on stage with the band, one tune of which is a superb solo by Dorsey, *Stardust*.

First act is the Titan Trio, first-grade slow-motion strong-arm hand-to-hand and balance team. One of the best seen of this genre in a long time and warmly applauded.

Dorsey's vocalists, Edythe Wright and Jack Leonard, went over nicely. Miss Wright, however, makes a mistake in giving out on cooch, detracting from an otherwise good appearance in a smart-looking gown. Leonard is a tall, nice-looking chap with a soft voice. Skates Herford, sax, works with Miss Wright and later in the show for some good comedy results. Incidentally, he blows a *Margie* chorus which is a corker chorus in a corking arrangement. One of Dorsey's better known pieces, this is the original Don Redman set-up of this tune.

Gil Lamb really tore the house down for the best reception on this show and one of the best seen here in a long time. Opens with his eccentric comedy hoofing and gets by strong on that. Then introduces Tommy Sanford, youngster, who plays the harmonica very well but hampers his reception by constantly changing from one size mouth organ to another. Then Lamb makes believe he's playing a harmonica, kid tooting off stage. Uproarious part comes when Lamb acts as tho he swallowed a small harmonica, getting music out of it by touching himself on the stomach, etc.

Connie Boswell worked under handicap of a severe cold which changed her voice and made it quite throaty. Nevertheless she has to do about five numbers, including *I Let a Song Go Out of My Heart*, *Martha*, *You Go to My Head*, *Lullaby in Rhythm* and *Alexander's Ragtime Band* in community sing fashion for the get-off. She got plenty of mitting and a swarm of autograph hounds as the band stand went down.

Trade very strong. Jerry Franken.

State-Lake, Chicago

(Reviewed Friday Evening, Sept. 30)

A five-act bill that is equally as entertaining as it is long. And at first evening show it ran a good hour and was heartily received by an unusually healthy house. It was laid out so well that it mounted in reception as it went along. Augmenting the acts were two flashy routines by the house line (back to 12 in number), first a modernistic outlet in blue costumes and in the closing spot a lively prancing football novelty.

Perry Twins opened with a mixed tap hodge-podge, linking a novel boxing number and amusing versions of how various dance steps originated. Boys make a likable team and a neat appearance in top hat, et al.

Texas Jim Lewis and his four musical cohorts are as diverting as they were at the Palace a few weeks ago. They play cowboy tunes with feeling and give them generous touches of Western atmosphere. Texas Jim's odd musical contraption used for a novelty, his slick eyeball movements and some funny couplets net many laughs.

Pinky Lee, back with his comedy and eccentric dance act, is still a good sale in the mirth department. Working with

him are Tanglefoot, good straight and capable dance assistant, and Patsy Dell, new gal who stands out with a sexy figure and a high kick acro number. Her brief costume in a follow-up swing bit is too revealing for this type of act.

Joe and Jane McKenna went best with their adagio satire, Jane a very funny girl when a ballet costume envelops her muscular figure. Laughs were also heavy during Joe's drunk impersonation. Jane turned brunet, incidentally.

Ada Brown stopped the show with a voluminous, rich voice and a beaming mammy personality. Should have piped a couple more tunes in legit fashion, however, before letting loose with *Some of These Days*, to the accompaniment of a blazing trumpet solo, and *Flat Foot Floogie*. Her initial songs were *She Comes From Dixie* and *Alexander's Ragtime Band*.

On screen, Robert Young in *Metro's Rich Man, Poor Girl*. Sam Hontigberg.

State, New York

(Reviewed Thursday Evening, Sept. 29)

Marquee strength of this week's bill is not as great as in recent weeks, but entertainment quotient remains at a high level. Well-rounded card takes in swing, comedy, magic and Gus Van and adds up to a nice 75 minutes. Coupled with the Edgar Bergen-Charlie McCarthy *Letter of Introduction*, house should have a good week judging from opening-night crowds.

Prestidigitation, in the form of Jack Gwynne, opens the show. Gwynne is of the old school of magicians, complete to the disappearing fish bowl and several stoges, but his stuff is good, especially to those who are fools for magic—and who isn't? Frank Conville, with an assist from Sunny Dale, also has a standard vaude turn; they work well together in a good comedy routine, and Conville's Chaplin impersonation is better than all right.

Gus Van is—Gus Van. Same old dialect patter songs, the one about *Di Maggio* and the Semetic, *For This I'm Raising Children*, still going over big. Van is one of the last landmarks of vaudeville when it was vaudeville, and it's a tribute to his ability to entertain that, in the face of constantly changing standards, his style, unaltered thru the years, still manages to be a crowd-pleaser.

Headlining this week is Mal Hallett's band. This is a real stage outfit, and what it lacks in the purveying of swing as dispensed by the Goodmans, Dorseys et al., it makes up in visual entertainment. Jerry Perkins does *My Own* and, with the glee club, *In a Little Dutch Kindergarten*; Lola Bard warbles—you guessed it—*A-Tisket A-Tasket*; Buddy Welcome, rotund and jovial, has *Posin'* with the boys, and *Christmas Night in Harlem*, incorporating a few tricks of phosphorescent costumes and sign-winds it up. But not before Hallett's drummer has his innings on the skins and cymbals in a way to make anyone sit up and take notice, and not before a lot of clowning and showmanship that show Hallett knows he's on a stage and not in a radio studio.

Added attraction opening night was Roy Eldredge, from Harlem's Savoy Ballroom, who plays a trumpet as tho it were a clarinet. Here is a talent that's very soon going to put its owner up with the Armstrongs and others of that class. Daniel Richman.

Palace, Akron, O.

(Reviewed Sunday Evening, Sept. 25)

A very ordinary vaude and band presentation, entertaining but with no act standing out. A smooth-running show and not too long. Clyde McCoy and band provide the musical background for a half dozen turns.

Al Bernie, mimic, has one of the more neatly arranged impersonation stunts. A good student of detail, with imagination.

Mann, Dupree and Lee are dancers

capable of interpreting the modern tunes without the contortions of the swing school. A mighty pleasing relief to eyes unable to find anything beyond acro endurance to the so-called up-to-the-minute stepping.

Al Gordon's "Rocketeers" is a dog act of well-trained pups cavorting in a variety of astonishing stunts.

Wayne Gregg is the band's male vocalist and was well received.

Bennett Sisters, harmony trio, double with some nice stepping, including an introduction to local boards of the *Lambeth Walk*.

McCoy's music is well balanced and his arrangements show an appreciation that extends beyond sheer rhythm and brass. Rex McConnell.

Roxy, New York

(Reviewed Friday Evening, Sept. 30)

Roxy stage show, a well-rounded presentation, opens with Lathrop Brothers and Lee, two-man-one-girl dance combo, who deliver hoofing routines with class and precision. Legwork is so facile and clean that no orchestra accompaniment is used over long stretches. Both men do a novel walking tap, and girl displays unusually smart work in a solo. Act looks well also.

James Evans, an excellent foot juggler, in the deuce spot. Assisted by a girl handling props, Evans does footwork with one, two and three balls. Performs with uncanny ability, and for comedy juggles a bed with two figures in it. Winds up working a four-edged prop at high speed.

Del Casino, hopefully billed as "radio's newest heart throb," was well liked by the audience. Sang *I Let a Song Go Out of My Heart*, *How Deep Is the Ocean?*, etc., clicking particularly well with an Italian song. Audience made him encore. Voice is smooth but strikes this reviewer as somewhat nasal.

Three Bonos, European comedy act, should prove a definite hypo to any American stage bill. Turn is of a type not often seen by American audiences, and greater use of such material here will give vaude a much-needed freshness. Bonos' turn is a combination of hoke comedy, slapstick, hoofing, acro, pantomime and other elements. This is a tough assignment but is carried thru with sparkling gaiety. Bookers looking for something different should grab this one.

Gene Foster girls background the show nicely, two outstanding routines being their bell and fan numbers.

Pic is a dull one, *Straight, Place and Show* (20th-Fox). House fair for supper show. Paul Ackerman.

A. B. C., Paris

(Reviewed Monday Evening, Sept. 19)

Opening of the 1938-'39 season struts some good entertainment and has some new ideas.

Standout is a musical fantasy, *Tu Seras Gendarme* (You shall be a policeman), by Cami. Without snut, something unusual in a comedy piece of this kind. Cami, aided by Albert Willemetz and Guy Lafarge, did a good job. Five in the cast.

Petite Yvonne Vionnet gets the opening spot and, showing some pretty dresses, gets a good hand with her dancing. George Bastia's political chatter puts the audience in good humor for Mackay and Lavelle, a couple of good knockabouts. They are allowed to catch up in their breathing between falls by being spelled off by a good-looking acro dancer, Hanne Musch.

Christiane Mere, the English bon bon, offers singing that is candy to the ears. Sixteen-year-old Boy Foy goes to town juggling on a unicycle.

Germaine Sabian attracts more with her curves and personality than with her voice. Rita Georg, "the Happy Viennese," gets a sock hand singing the songs of old Vienna. C. M. Chambers.

Music Hall, New York

(Reviewed Thursday Evening, Sept. 29)

Restriction of scenic effects to black and white brought out in greater relief the varied character of the stage show, which more readily approached the five-act bill than do most presentations here. Thrust contrasts are emphasized.

Against the background of the corps de ballet in frothy white dress, Marie

Grimaldi and Leon Pokins lead off with a solo in *Le Sylphide*, modern version of the folklore which fancied a mortal in loving pursuit of a woodland sylph. All the tricks of a Peter Pan production are called in to round out this number.

Switching to realism and the modern scene, the show moves on to an acceptable vocal interlude by the American Nightingales, a harmonic feminine trio, and the M. H. Glee Club in an elaborate arrangement of *You Go to My Head*.

By far the most outstanding act in the 40 minutes is *Amphitryon 40*, featuring Ruth Harrison, Alexis Fisher and an anonymous Amphitryon. Their paraphrasing of the dance narrative inspired by the legendary romance between Jupiter and Alcmena is the epitome of sophistication and subtlety. No greater finesse could be achieved.

For a second time then the pendulum returns from mythology to Clifford Herzer and Jascha Zayde, piano team, who play *Swah Hour in Hongkong* and *The Blue Danube* on two elegant white grands. The device of contrast continues, with the modernistic pianos fading out to an old-fashioned minuet, powdered wigs and aristocratic pomp. These in turn are crowded off the scene by *Minnet in Jazz* and the snappy Rockettes, who haven't slipped any in their precise footwork.

As the last in the series of contrasts, Music Hall followed Russell Markert's black and white production with Alexander Korda's technicolor film, *Drums*. In its entirety it's well worth a hold-over. Sylvia Weets.

Paramount, Los Angeles

(Reviewed Thursday Evening, Sept. 29)

Rube Wolf and ork continue here, opening this week on stage, featuring an arrangement of blues numbers with Wolf soloing on French horn and trumpet. After several years around here, Wolf is still able to get a hand for his efforts. During the number, Melba, "Goddess of Blue," comes to life, clad only in a can of blue paint. Gal does a ballet number, a holdover from last week, that goes well.

With a build-up as a second Deanna Durbin, little Helen Leonard did two numbers. She has a pleasing voice, but lacks the experience and stage personality of Miss Durbin. However, with a little training she should click.

Fritz and Jean Hubert do a drunk act in white tie and tails. Very good acrobatic stuff, with one half of the team being unmasked as a femme at the finale. Fritz returns to unloose a flock of WPA gags, some of which were good.

Kenny Gardner, in his final week here after a long run, did *Fee Got a Date With a Dream*, and again plugged his own tune, *I Remember That Night*. Gardner's voice is okeh, but while he sings he acts as if somebody had dumped a handful of red ants down his back.

Jack Durant did impersonations combined with a generous portion of acrobatic stunts. His best was the impersonation of Gable. Also did a scene from Emil Zola, impersonating Paul Muni in the courtroom scene. Very

McNALLY'S BULLETIN No. 20

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY

15 Monologues, 7 Acts for Two Men, 7 Acts for Male and Female, 18 Periodic Ventriologist Act, Female Act, Trio, Quartet and Dance Specialty, Tab and Burlesque, 16 Musical Past-Times, Structures and Finales, 45 Monobits, Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags. Remember, McNALLY'S BULLETIN No. 20 is only one dollar, and will send you Bulletin No. 10, 11, 12, 13, 14, 15, 16, 17, 18 and 19 for \$4.50, with money-back Guarantee.

WM. McNALLY

81 East 125th Street, New York

WIGS BEARDS MAKE-UP

FREE CATALOG

F. W. NACK 209 N. State St. CHICAGO, ILL.

DANCING BY MAIL

Tap or Ad. Tap, 31. Maxine Tap Lesson, for Reg., including Standard Time-Step and Break, 20c. Reg. Wals and Fox-Trot, 81. Hal Lory, 20c. Reg. Send for List "B". KINSELLA ACADEMY, 2828 May St., CHICAGO, ILL.

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

good. The crowd liked his stuff and brought him back.

The Maxellos, one of the best tumbling acts seen around here in a long time, wound up the proceedings. Their best trick was a double back flip off one of the partner's feet. For a gag they dragged in Itube Wolf and Durant. Finale shows them wheeling Jack Durant onto the stage in a wheel chair.

Pic was Sing, You Sinners. Full house at this performance. Dean Owen.

Roxy, Salt Lake City

(Reviewed Thursday Afternoon, Sept. 22)

Karston's Follies Unusual is a breath-taking, illusionistic revue, with Karston himself as emcee and pretty girls and Oriental scenery forming a novel background.

Opening number, Sun Tribe, featured the girls in a clever dance number; Karston with his shuffling card tricks following. Pretty Claire Davis, dancer of ability, and Karston's pigeon net trick were the hits of the show.

Marlo and Marino, clever terpsichorean artists, won just applause. Karston's snipping paper trick interspersed dance numbers. The Living Mummy of the Nile and Dance of the Toy Soldiers, as a finale, gave the entire company of 10 an opportunity to show versatility.

Haynes and Day, in song, dance and chatter, went over, even the Haynes boered on smut. The Beauty in the Pumpkin trick was beautifully staged, and Karston's three card tricks came as a grand finale. The trombone solo by a member of Joe Anthony's orchestra added to this novelty number.

H. S. Jensen.

Holborn Empire, London

(Week of September 20)

Average bill here holds a trio of American acts.

The Eight Globe Girls are an efficient line of English kids whose forte is a number on rolling globes. Not a new idea, but made interesting by comedy from one of the girls. Unfortunately, girls' five appearances hurt their welcome. Andre and Lady, Continental trapeze novelty, with the man in tails and monocle, thrill with daring tricks.

Kimberly and Page, American mixed comedy team, click solidly. Couple have a high-speed line of chatter that is new and funny. Arthur Prince, ventriloquist, is still miles ahead on technique and humor of any other voice thrower in Europe.

Teddy Brown, heavyweight xylophone and sax player and comedy drummer, is sursfire here. Retta Ray, easy-on-the-eyes brunet, closes intermission with a dandy display of rhythmic precision and tap. Stops the show.

Senator Murphy has the right kind of gab for this audience. Political and other monolog has them laughing out loud and ends with a salvo of palm whacking.

Headlining is Carroll Levis and his Discoveries. Levis, a Canadian, does a Major Bowes and does it well too. Offers 12 acts, all of whom have benefited by playing together for many months with his unit, and each act is a winner. Whole offering, running for 60 minutes, is socko entertainment and a riot here. Bert Ross.

Chicago, Chicago

(Reviewed Friday Afternoon, Sept. 30)

The combination of Velox and Yolanda on the stage and Warner's highly publicized Four Daughters will undoubtedly draw better than average business but not the capacity houses "the world's best dance team" attracted during the last Chicago Fair. Attendance was healthy

opening day, but no SRO signs were needed.

Madie and Ray opened with their trick rope spinning, a brief but entertaining turn. House band, on the stage, was next conducted by Adrian in a group of Jerome Kern tunes which did not receive any justice until Wayne Van Dyne, a strong tenor, embellished some of them with a fine voice and an impressive delivery. Was handclapped back at second show to add Smoke Gets in Your Eyes. Marian Bellet and the English Brothers, acrobatic comedians, were true to their tradition by whamming out a succession of strong bits in good order and garnering many laughs. The trio back up the nonsense with orthodox tricks that are strong enough in straight style.

C. Ray Smith and his clever marionette aggregation, preceding the team, are a good novelty attraction. While some of the puppet antics are lost in the rear seats, the numbers on the whole net satisfactory results. Records furnish the music and all other audible bits, while the characters are manipulated on a platform in full view of the audience.

Velox and Yolanda in their work stir the imagination of the onlookers and keep it in balance with the mood and tempo of their routines. Few musical arrangements for dance compositions have been topped. Their style is grace personified. Glided thru a waltz, novelty to Alexander's Ragtime Band, tango and Turkey in the Straw to swing time, in succession.

Bob Oakley emcees. Sam Honigberg.

Reviews of Units

WLS Barn Dance

(Reviewed at the Capitol, Regina, Sask., Wednesday Evening, September 21)

Emceed by Red Blanchard, a house winner, show gets under way with a hoe-down by the band—bass, guitar, accordion and violin—followed by Hayloft Trio, three girls who do a subtle job of swinging the old favorites. Did Mountain Music, Little Lady Make Believe and Whispering.

Deane Leighton, brunet looker, does two tap routines. Next out is a deadpan comic, Ole, the Swede. Unearths a few old jokes and sings two songs, including Yes, We Have No Bananas in Swedish. Big hand and lots of laughs.

The Kentucky Girls, a pleasing duo, sing the blues on Mountain Home and By the Grace of Nobody's Darling. Emceed with Honey Babe, Slow 'n' Easy, blackface pair, sing and start in on the old jokes where the Swede left off. At that they had to take an extra bow.

Christine, star, turns on the personality and sings and yodels in a sugary manner, Swiss Chales, Swiss Hilly Billy and Chime Bells. Emceed with Alpine Milkmen. One of the few who can yodel without jarring a person's nerves. Could have done another encore to no squawks. Band topped things off with a nice version of Tumbling Tumbler and a couple of torrid choruses of Tiger Rag, whole company bringing curtain down with Around the Mountain.

Ten-cent increase in prices had a telling effect on houses but those on deck seemed quite pleased with show. Screen fare, Time Out for Murder. BRUCE PEACOCK.

A. B. Marcus Revue Due Back in States Next May

CINCINNATI, Oct. 1.—A. B. Marcus Revue rounds out a seven-month season in South Africa, October 28, according to word received by The Billboard from Ben McAtee, comedian with the company. Writing from Capetown, McAtee says that the Marcus organization played for 16 weeks in Johannesburg, a town of 200,000 whites, during which time only three changes of program were made.

The Marcus company, now in Capetown, will return to Johannesburg for a two-week return engagement before proceeding to Victoria Falls and Rhodesia and then to Portuguese East Africa, from where the company sails for India early in November. Business in South Africa has been very good, McAtee reports. Before going to South Africa the Marcus company played for a year in New Zealand and Australia. Marcus plans to keep his show in India until January, working thru India, Burma, down along the Malay Peninsula to Singapore, Hongkong, Japan and Honolulu, returning to the United States some time in May to open at the San Francisco world's fair.

6 Units Playing RKO N. Y. Houses

NEW YORK, Oct. 1.—For the past two weeks RKO has been testing vaude popularity in neighborhood houses by sending out six units to play one and two-day dates in Manhattan, Brooklyn and Westchester. If popular and profitable RKO may resume vaude operations on a much larger scale.

The six units include Arthur Murray's Dance Cats, which begins a nine week tour at the Keith's, White Plains, Wednesday; Cowboy Jack and his Swing Round-Up, also opening Wednesday in New Rochelle; Al Shayne's Rodio Revels at the Bushwick; the Nat Club Revue at the Dyker, Brooklyn, and Suzette's Revue, colored revue, which played the Bushwick last week. Norman Broken-shire's Hawaiian Islanders are playing several houses in Manhattan.

Chi Ops Welcome Series Throgs

CHICAGO, Oct. 3.—Chicago Cubs brought in the unexpected National League Pennant Saturday and some 20,000 ardent outside baseball fans who have been planning to spend their annual World's Series money in Pittsburgh will bring it into the Windy City for the three-game battle with the Yanks starting Wednesday. Theater, hotel room (See CHI OPS WELCOME on page 60)

Night Club Management

By GEORGE COLSON

Organ, Table Tennis Click THE INTERNATIONAL CASINO, New York, has been very successful with electric organ music and songs-on-screen community singing between shows. The big casino had Arlo at the organ, and he knows how to make the customers loosen up and sing. It puts them in a fine mood for the new show (See NIGHT CLUB on page 60)

WANTED!
COMICS, STRIP WOMEN, STRAIGHT MEN, CHORUS GIRLS, ETC.
Write CAPITOL FOLLIES
SAN FRANCISCO, CALIF.

WANTED
Join on wire two capable General Business Men doubling Hot Tuneset and Piano. Preference if doing string Specialties. Tent now, houses later. No boozers or disorganizers. WANT Experienced Agent with ear for schools. Name lowest salary and all particulars. Address GEORGE HOPPER, Marlon, Va.

★ **COUNT** ★
★ **BERNI** ★
★ **VICI'S** ★
"Spices of 1939"
Featuring
Sam "Schleppermann" Hearn
The "California Ingenues" Band
and a Company of 45
Now Appearing at
Palace Theatre, Chicago
Personal Direction
JOE GLASER, INC.
Suite 2200 RKO Building, Radio City, N. Y.

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
A NEW BOX OFFICE SENSATION
with DOC. M. IRVING
433 Roosevelt Blvd., Phila. Pa.

BELL'S HAWAIIAN FOLLIES
New Touring Canada.
New England Dates Next.
Mgt. Bob Hicks Pope,
214-21st Ave., Allens, Pa.



HELD OVER
MARCO and MARSHA | **DOROTHY DICKSON**
America's Most Graceful Dancers | Rhythmic Tap Stylist
FEATURED DANCERS
TULANE ROOM, JUNG HOTEL, NEW ORLEANS,
With ART KASSEL AND HIS KASSELS IN THE AIR.
Dir. MUSIC CORP. OF AMERICA.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

TUCKER KEY, magical emcee, in his third holdover week at the Chez Paree, New Orleans, posts that he recently bumped into Howard Brooks, working the Hotel Roosevelt's Blue Room there, and George Pearce, that swell guy of the Crescent City magic fraternity. Key info, too, that Felix Herrmann, on the sick list for months, is mending nicely.

EVANS BROWN is in his fourth week of an indefinite engagement at Red Gables, Indianapolis nitery. It's his sixth return engagement at that spot.

BECKER THE MAGICIAN, who cracked his church and school season in Aurora, Ill., September 1, is now swinging thru Arkansas.

CALVERT THE MAGICIAN has been set by Ches Davis, unit producer, for a tour of the T. D. Kemp houses thru the South.

HARRY BLACKSTONE celebrated another birthday Tuesday of last week (27) during his show's engagement at the Colonial Theater, Dayton, O., with members of the company and local newspaper and theater men participating in a gala after-theater shindig to commemorate the event. Ed Milne, Blackstone's manager, info that things look bright for the show this season. Blackstone moved from Dayton to Anderson, Ind.

DR. JUDGE AND CO., magic-mental turn, are headed for Florida after concluding an engagement at Wisteria Gardens, Atlanta.

H. W. KARNAK closed with Bill Lynch's Canadian Shows at Yarmouth, N. S., last Saturday. Tour was a pleasant one, he says, but not too profitable. After a few days in New York, Karnak will head into Tennessee, where he launches his fall season October 7. He reports that Nova Scotia is virgin territory for a magus with a good school show. Percentages are small but bookings are easy, Karnak writes.

PROF. EUGENE SONDA, mentalist, typewriter that he has been doing well, playing to small but enthusiastic audiences thru the South, but has switched his activities to the West Coast, where he opened October 3 at Long Beach with a new three-act.

WILL GOLDSTON'S Magical Quarterly hit the desk last week, loaded with a string of tricks contributed by English conjurers and containing much interesting news from London Town.

JULES J. FEELEY, card and coin manipulator working niteries in the Baltimore area, pens that he recently caught Chester Morris' act at the Hipp in the Monument City and that he found the movie star a capable magician and a regular guy.

AL DELAGE and Shirley, after three months in Canada, (See **MAGIC** on page 33)

Burlesque

(Communications to New York Office)

Burly House Must Pay Security Tax on Chorus

SAN FRANCISCO, Oct. 1.—Chorus girls at the Capitol and Liberty, burly houses, will at least be covered by Social Security taxes, if nothing else, Collector of Internal Revenue Clifford C. Anglin has decided.

Anglin has filed liens in the Federal District Court here against the two theaters, charging the Capitol owed \$400 for the Social Security taxes during the first quarter of 1938. The Liberty was delinquent in payment of \$108.

Pitt Casino Returns "Burly"

PITTSBURGH, Oct. 1.—Casino reopened Sunday with Amy Fong revue, produced by Tom Bundy. Casino will return to calling shows "burlesque," dropping last year's polite "vaudeque." Average weekly talent budget will be about \$1,800, says owner George Jaffe, and will use 14 principals and 16 chorines. Show, to run hour and half, will be augmented by movie shorts. Ben Jaffe, Abe Jaffe, Dick Martin and Frank Shenkel continue as executives.

St. Louis Burly Opens

ST. LOUIS, Oct. 1.—Garrick Theater has reopened again under management of William Pickens. Garrick still the only local burlesque house. Circuit shows will change weekly, with French Models the opening show.

Burly in Canton, O., Soon

CANTON, O., Oct. 1.—Old Grand Opera House, only dark theater here, will return to stock burlesque soon. Bob Burch, of New York, has been presenting stock burlesque at the Grand the past several seasons. House is the only one playing burlesque within 50 miles.

Burly for Empress, Milwaukee

MILWAUKEE, Oct. 1.—Empress is slated for opening today under direction of Charley Fox. House has been dark for past six months and will feature burlesque, flickers and wrestling several nights a week.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Three and One Still Remain In Bloomington, Ill., Walkie

BLOOMINGTON, Ill., Oct. 1.—Walkathon playing here has passed the 1,320-hour mark, with three teams and one solo still hanging on. They are Eddie and Toni McBride, Frankie and Alice Donato and Bill McCoy and Bernice Pike, and Harry Hudson, solo.

The show has been drawing good crowds and 40-minute sprints have been ushered in, with eight hour periods on the floor. Alice Donato and Bernice Pike have "gone into the ice" in the past two weeks, and Billy Gay, ex-contestant, has been buried alive on the lot for 17 days.

Staff includes Duke Hall and Eddie

New York:

LOVEY LANE, Dorothy Lawrence, Fred Walker and George Rose new at the Republic, New York, September 23. Exiting were Gladys Fox, who left for the Columbia, Boston; Morgan Sisters, Jess Mack, Jean Lee, Amy Fong and George Murray. . . . **JEAN MODE** left the Ettinge September 22 and opened the next day in Harry's New York Bar, Chicago, for four weeks. . . . **RUBY STATION** laid up at her home, Mojave, Calif., because of an auto accident. . . . **QUEENIE KING**, dancer, came to the Star, Brooklyn, from a Greenwich Village nitery. Ted White, back from a long vacation at home in Detroit, is stage manager and assistant producer to Allen Gilbert at the Star, Brooklyn. Opened September 16. . . . **MARGIE HART** reopened at the Ettinge, New York, September 23. . . . **MARY SHARP**, one of the Ettinge eye-fuls, is ambitious for the dramatic stage, with two years of former amateur experience to help her. . . . **EDNA (HOTCHA) DEE**, Tom Bundy, Vic Plant and Bates and Hunt opened on the Hirst circuit in Pittsburgh September 19. . . . **JEAN LEE**, Jess Mack, George Murray and Eddie Lloyd are in the cast of the Corio show, Hirst circuit.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

BART ISBELL, back at the U. S. Veterans' Hospital, Biloxi, Miss., for a physio-therapy treatment on his bum leg, is planning on producing the Christmas charity show for the local Elks. Bart says he recently caught the Lassies White show and found it everything it was cracked up to be.

THERE'S A GATHERING of the burnt cork clan in Cincinnati. **CHES DAVIS** and Bert Southern are holding up the corner at Ninth and Vine these days, just resting, with the former making plans to launch another unit real soon. Curley Burns breezed into the village Monday of last week (26) to open a six-week engagement with his partner, Ailene Walker, at the Wonder Bar, local nitery. And the boys are still asking, "What's become of Charles (Slim) Vermont?"

TEX McBRIDE posts from Ottawa, O., that he'll be out with the Alabama Sunflower Minstrels this season.

"DO YOU REMEMBER," queries Bob Conn, former minstrel, "back in 1926, when Emmet Miller almost had his head severed by a pelican for trying to take the bird's meat away from him in Florida? Also, when Emmet almost caused a riot over a dice game at the old Fairfax, now the Paramount, in Miami? (I was fired on account of the incident, and Blackface Eddie Ross and Emmet Miller quit the show because I was canned. However, we all ended up together at the end of the season, still with the Field show.) When Harry Frankel, now Singin' Sam, sang *Oh, Brother, That's a Feeling*, with the Field show? When Harry (Pop) Fielman was the best bass singer on any minstrel show? When Jack (Hard-Face) Kennedy made plenty of money in Australia and landed back in Prisco broke? By

(See **MINSTRELSY** on page 33)

Denison's Plays
60 Years of Hits
Songs
Minstrels
Musical Comedies
Operettas
Vaudeville Acts
Blackface Skits

We supply all entertainment needs for lodges, dramatic clubs, schools, etc., and forevery occasion.
Catalog Free.

T. S. DENISON & CO.
209 N. Wabash Ave., Dept. 16, Chicago, Ill.

MARGIE KELLY
The Glamour Girl
★
The Artists' Rave

Just closed a successful two weeks at the **STAR THEATRE, BROOKLYN, N. Y.**, after an all-summer's engagement at the **NOMAD CLUB, ATLANTIC CITY.**

Now Featured at the **GAIETY** New York

Brown, emcees; Frankie Donato, comedy; Maxie Copp, beat judge, and Jimmy Burns and Tex Hall, trainers.

HAL AND JO JO LOTH are residing in Millburn, N. J., on the temporarily retired list due to an anticipated addition to their family.

DUD NELSON, Archie Gayer, Rajah Bergman and Kenny Neild are handling the emcee duties with George W. Pugh's new Derbyshow which recently got under way at the Auditorium, Green Bay, Wis., under auspices of the Sons of the American Legion Drum and Bugle Corps. Show has three sprints daily over WHBY, with Chubby Hart and his ork supplying the melodies. A recent six-column ad in *The Green Bay Press-Gazette* reveals that the derbyshow is

WINDOW CARDS
14x22, 22x28 paper and cardboard posters, one sheet, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.

BOWER SHOW PRINT CO., FOWLER, ILL.

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

DON'T MISS!
THE BATAVIA WALKATHON
MARION, ILL.
OPENING WEDNESDAY NIGHT, OCTOBER 12
GOOD TEAMS
who want to make money.
Can enter 24 hours late.
Write at once:
CHARLES BATAVIA, Mgr.
Care of "The Hangar," Marion, Ill.

McOwens Wind Up Season October 8

PAWNEE CITY, Neb., Oct. 1.—The combined McOwen Stock Co., with the McOwen sisters, Edna Louise and Mina Jayne, and the McOwen Players, with Ralph and Hazel Moody, will close the season here October 8 at the Pawnee Fair.

Season opened in Tecumseh, Neb., early in May and played Nebraska all season excepting a few dates in Kansas. Show moved on four trucks and trailers. Advance was supplied with plenty of paper, which was liberally distributed. No stands and very few nights were lost. Season was somewhat spotty due to varying crop conditions.

Only one change was made in the cast all season, Edson Johnson replacing Conway Crowe. The following will close here: The McOwen Sisters, Ralph and Hazel Moody, Glenn and Donna McCord, Dale and Margie Alexander, Edson Johnson, Fretta McOwen; C. Ludlow, advance man; Harry Ballard, boss canvasman; Jim Creighton, assistant boss canvasman; Bob Roberts, stage carpenter; Joe Davis, electrician; Bill Sandow, props.

Winter plans are not certain, but the probability is that stock will be placed in some near-by State.

Heffner-Vinson Hi-Lites

COCHRAN, Ga., Oct. 1.—Business only fair the past week, as there was plenty of rain. Hawkinsville, Ga., was lost because of rain that fell day and night, giving the boys a hard teardown.

Leon Smith, former musician with Otis Hamilton and now doing dance work, was on the lot at Hawkinsville, his home.

Hazlehurst, Ga., proved the banner town the past week with two big days. Town also gave the Rhythm Boys a successful dance. Giving out for local jitneys is getting to be a regular thing with them. Sid Lovett, besides his duties ahead of the show, keeps the band supplied with dance dates.

Jerry Burch, formerly ahead of Leo Seltzer's Roller Derby, visited the show at Eastman, Ga.

Mr. and Mrs. Herman G. Groesbeck, of Venice, Fla., are spending several days on the show as guests of the Herberts. Herman is sporting a new trailer that is the last word in modern comfort.

Ten-mile jump in here, the shortest of the season. Even Cowboy Gwin made the 11:45 on time. AL PITCAITHLEY.

Billroy's Briefs

PARSONS, Kan., Oct. 1.—Cal West, Bonnie Mack, Jerry Hale and Nancy Lane motored to Joplin, Mo., last Saturday night to spend the week-end with Bonnie's relatives. They caught the Ted North company's Sunday evening presentation of *The Family Upstairs* and enjoyed it immensely. The Sunday past was the first open Sabbath date we've had in almost 12 weeks.

Janice Delane and Virginia Randall are newcomers on the show, having joined recently from Kansas City, Mo., and "Bird" Luellan and Charles Amos are deeply grateful to Mr. Billroy for adding their names to the roster. Virginia seems to be successfully making a "homebody" out of a "Bird."

In Coffeyville and Parsons we checked up at first-hand on some of the legends related concerning the James Boyeses, the Youngers, the Daitons and Belle and Henry Starr. Our informant was F. H. Wagner, proprietor of the Plaza Bar in Parsons.

Among recent visitors here were Laurence Demming, "Pup" Shannon and Ted North. JOHN D. FINCH.

Employs Bruce Troupe In Political Campaign

HUTCHINSON, Kan., Oct. 1.—Claude Main, former actor, is a Democratic candidate for congressman from the Seventh District, Western Kansas. He has been using the Wallace Bruce Players, a tented circle stock company headquartered in Hutchinson, in presenting his campaign thru the district.

The Bruce Players used a Townsend person-plan play written by Main and presented to the national Townsend convention at Los Angeles this summer, but later switched to light comedy, with Main furnishing the heavy political atmosphere immediately before the play.

Main says the campaign is costing him \$85 a day.

Rep Ripples

MAC JOHNSTON, formerly of Billroy's Comedians and now operating four dance schools in Kansas, with headquarters in Wichita, typewrites that the Billroy show recently blew into that town and knocked that wheat village for a row of Kansas cyclones that made the real McCoy look like April showers. "Whole crams more show into one night's performance than in previous years would have been used for a full week," Johnston writes. "He played to two large audiences in Wichita—5,000 on the inside and 5,000 on the outside."

VAN O. BROWNE is currently doing radio and vaude work in Maryland.

CHRIS TATE reports that his Fun-makers are enjoying a fair play in the Texas Panhandle district.

CHEST SPRINGER, former prep pianist, is rounding out his first year at the Southern Barbecue night club, Grand Rapids, Mich., with his own orchestra.

ALLEN'S VARIETY SHOW reports good business in Oregon. L. VERNE SLOUT and his Theater Workshop, a lyceum unit, opened Monday (3) at Bellaire, O. Assisting Slout in his drama-lecture demonstration are Gilbert Bledsoe and Miss Ora Ackley. KING AND HAZEL FELTON have joined the Monroe Hopkins Show in Dallas for several weeks of vaude work.

JOE RUSSELL has a small trick operating in the State of Washington and reports business as very good. He formerly had out Russell's Variety Show.

E. F. HANNAN has recently written a tab bill for the Chris Tate Show in Western Texas.

PELLER SHOW, small family outfit operating in Colorado, reports business fair. AULGER BROS. STOCK CO., after a four-week engagement under canvas in St. Paul, has brought its tent tour to close.

DELL AND FLO PHILLIPS, after a summer with the Ted North Players, are sojourning at their home in Pittsfield, Ill.

MR. AND MRS. ROBERT LATHEY, after closing another summer tour with Choate's Comedians, are at their home in Texarkana, Tex.

NIG AND JESSIE ALLEN have moved their circle to Dodge City, Kan., from where they will continue to rotate thru the winter.

FRED AND LYLVA POOLE recently joined Billy (Toby) Young's Comedians in the Missouri Ozarks.

RAYMOND MILLER and Fay Adams, after closing with Glen Brunk's Comedians, are sojourning in Wichita, Kan.

EDDIE AND MONA HART PLAYERS brought their season to an end last week. After a short layoff they will reopen on a circle, with headquarters at Belden, Neb.

EDDIE AND TILLIE PAOLI, after closing a summer tour with the Madden-Stilian Players in Iowa, are at their home in Fayette, Ala.

CLIFF AND HELEN CARL, after closing with Hatcher's Comedians, are back on radio work in Des Moines.

GRANDI-GRAY CO., after a three-week try at circling in Kansas, has motored back to New Mexico for the winter.

AUSTIN RUSH and Gladys Adams are with Lew Henderson's circle in Minnesota, with headquarters at Fergus Falls. DON AND CORINNE MUCKEL, after a sum-

mer with Augler's Comedians, have joined the Frank Wilder Show.

GATES FAMILY SHOW, which has been playing New England and Canadian towns, has gone back to the barn. THE RECENT New England hurricane closed a number of small shows operating in that area and most of them with considerable damage.

FOLEY'S ENTERTAINERS, who operated during the summer thru Eastern Canada, have called it quits for the season.

MR. AND MRS. HAL STONE, who recently closed their tent show in Nebraska, spent a few days in Kansas City, Mo., last week and then motored on to South Texas.

HANK AND RUBY NEAL are scheduled to bring their summer tour to an end this week in Nebraska. After a short layoff the troupe will reopen on a Kansas circle.

CRAGO PLAYERS, who for many years have played Wisconsin, are now circling in and around Shenandoah, Ia. They are also doing daily broadcast over Station KMA.

JOE APLEGATE spent a day in Kansas City, Mo., last week en route to Texas after closing with the DeVere one-nighter in Minnesota.

ORION MARR and Dorothea Holt, with Skippy Lamore's Comedians all summer, have joined the Frank Smith Players in Arkansas.

FEAGIN-WILSON circle has opened, with headquarters at Fort Dodge, Ia. Cast includes Bob and Gladys Feagin, Eddie and Eleanor Wilson, Mickey and Bertha Arthur.

BUSH AND TRIXIE BURRICHTER are spending a few days in Kansas City, Mo., after closing a long season with Ralph Denny's Comedians in Colorado.

KENNEDY SISTERS' STOCK CO. has opened a three-nighter in the Lone Star State.

LARRY NOLAN opens his Illinois circle this week, with headquarters at Bloomington. Roster includes Larry and Madeline Nolan, George B. Fluhrer, Mary Fluhrer, Don Mathers, Eula O'Neil and Lee Osborne.

BUDDY AND LOIS LAVELLE, with the Shankland Players all summer, have joined the Frank Smith Players in Arkansas.

Hollywood Tent Show Finds Business Best in Colorado

LAMAR, Colo., Oct. 1.—Hollywood Tent Show, all-talkie movie unit currently in this section, has enjoyed its best business of the season since invading Colorado September 4. With 22 weeks of one-nighters under its belt, the show is heading for its home base at San Bernardino, Calif.

Show has covered more than 6,000 miles thru seven States. Only one change has been made in the personnel since the opening, Nora Henry replacing the McLaughlin Bros. on concessions.

Mrs. Bryant, Daughter Hurt

CINCINNATI, Oct. 1.—Mrs. Billy Bryant, of the Bryant Showboat, and her daughter, Betty, were injured here yesterday when the car in which they were riding struck another. They were taken to Good Samaritan Hospital, where Mrs. Bryant was treated for bruises and shock and Betty for cuts on head and hands. The Bryant Showboat is playing its eighth season in Cincinnati.

Not So Bad for Small Shows

By E. F. HANNAN

A GLANCE back on the past summer's activities on small dramatic and other traveling shows seems less gloomy than midsummer reports chronicled. The weather man dished out some terrific wallops in the form of rain, hail, thunder and lightning during the season, leaving no doubt as to who is master when Old Man Elements starts kicking up. Small shows all over the country took it on the chin day after day during the early part of the season and yet they hung on, with no more closings than in former years when the weather man handed out only warmth and sunshine.

I believe this is a good omen for a more general improvement in the near future for small outfits. It proves that the amusement-going class of the open spaces is becoming hungry for flesh and entertainment. This is in direct contrast with business reports from exhibitors in smaller places offering only movies for entertainment. The writer visited many small towns during the

season where picture palaces were closed during the summer or where shows were only presented on Sundays or one or two other days of the week. Small dramatic and traveling vaudeville outfits picked up wonderfully just the minute the weather was favorable.

Several years back it was difficult to hold an audience in the smaller places until the curtain was rung down on the final act of a dramatic offering. They were restless, wanted action, were unattentive to the show and finally either

(See NOT SO BAD on page 32)

Van Arnam Notes

BROOKNEAL, Va., Oct. 1.—Those who have read our notes all summer probably believe we're all wet the way we've been talking about rain since our opening in March.

Well, we have had rain and plenty of it, nearly three days every week; but we just went thru nine days of real rain. We were in Maryland and got the tail end of the Atlantic Coast hurricane. We managed to show four of the nine days; the other five days we were getting off the lots we had played on. It sure was a terrible time, but at Middleburg, Va., last Saturday (24) the sun got into action again and we had one of the best Saturday nights of the season. If our equipment had not been A-1 we would still be on one of those lots. The working crew sure came thru with flying colors.

We jump from here to Dillon, S. C., tomorrow. Several persons have been engaged to enlarge the show for the Southern trip. After the tent tour we will go into theaters as in previous years. BILLY O'BRIEN.

By Gosh Gushings

FAIRMONT, W. Va., Oct. 1.—By Gosh Tent Show closes today after a season of 20 weeks under canvas. With a record of 12 profitable weeks, six weeks of breaking even and two losing weeks the management had a worthwhile season.

Most of the folks are going south for the winter. Byron Gosh will go to New York, and upon his return will revive his By Gosh Seldom-Fed Minstrels for the winter.

Everyone connected with show is well pleased with results, and all members expressed their candid feeling at a farewell supper given by the management this week.

Recent visitors were members of the Grey Feathers Medicine Co.; Mr. and Mrs. Jimmie Bahn, of the Shankland Stock Co., and Dot and Doug Fleming.

The By Gosh Show will go out in 1939 with all new motor equipment.

BERNICE EXCESS.

Brasfield Has Full Week For His Southern Circle

ROME, Ga., Oct. 1.—Boob Brasfield's Comedians, playing the Gordon Theater here the last four days of each week, have added the American Theater, Chattanooga, Tenn., to the books, playing the stand Sunday and Monday of each week. Troupe plays Gadsden, Ala., on Tuesdays. Business to date has been satisfactory, Brasfield reports.

Company numbers 15 people, including six girls in line a seven-piece orchestra. Boob and Neva Brasfield are high-lighted. This one of the few circles touching in three States each week.

Now Available on 16mm.

For Non-Theatrical Showings in Schools, Churches, Towns without Theatres



Available on a Protection Territorial Basis. Write for Literature. Exclusive 16mm. Distributors for United States, Canada, Alaska. EASTIN 16mm. PICTURES CO. Davenport, Ia.

ROLL TICKETS

Printed to Your Order 100,000 for Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa. \$17.50
10,000 ... \$0.25
25,000 ... 7.25
50,000 ... 10.75
Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

The Final Curtain

AGRESTA—Mrs. Frances, 45, mother of Teddy Ward, talker on Hitchens Modern Museum, side show with the John R. Ward Shows, in Hazleton, Pa., recently.

BATCHELLER—George R., 46, president of Chesterfield Motion Pictures Corp., New York, at his home in Pelham, N. Y., September 28. Survived by his widow and six children.

BLACKALLER—A. M., 65, veteran actor, well known for his portrayal of Rip in the play *Rip Van Winkle*, at his sister's home in Kalamazoo, Mich., recently. Survived by a daughter; a son, Arthur M. Jr., of New York; and five grandchildren. Services in Kalamazoo. Remains were cremated in Detroit. Efforts are being made to locate his son and daughter-in-law, Morris and Lona O'Donnell.

BLOCK—Nicholas, 76, principal owner of the Hotel Dempsey, Macon, Ga., and known to many showmen, recently at his summer home near Atlantic City. Funeral and burial in Macon.

BROWN—Ernest Melville, 78, composer, orchestra leader and arranger of radio and stage, in St. Francis Hospital, Poughkeepsie, N. Y., of complications from a foot infection September 19. He wrote a number of marches for the United States Navy and Marine bands and toured in vaudeville as a traveling music director and arranger. Survived by a sister, Mary, of Poughkeepsie. Services and burial in that city.

CAMPBELL—Jesse Howard, 62, member of the acrobatic troupe known as the Flying Howards, of hemorrhage of the lungs in his housecar in Kosciusko, Miss., recently. Survived by his widow, Elsie; father, Archibald, and two sisters, Amanda Halpin and Rose Peterson, all of Berkeley, Calif.

CARTER—Dollie, 45, mother of Margie Benbow, Indian singer and dancer, in Dallas September 18.

CORRIGAN—Joseph R., 55, advertising man for Loew's State Theater, New York, September 27. Burial in St. John's Cemetery, Queens, L. I.

DELANEY—George T., 67, cornettist, known in circus, minstrel and Tom show circles as the "king of the triple tongue," suddenly at his home in Lynchburg, O., September 27. In the old Tom shows he played character parts in addition to leading the band and was later featured cornet soloist with a number of circus bands. Altho Delaney had retired from the show world, he still took an active part in the Lynchburg Band. Survived by his widow, Ona; two sisters, Mrs. Anna Peal, Olean, N. Y., and Alice Decker, Cincinnati; two daughters, Mrs. Norrine Perry, Evanston, Ill., and Mrs. Marion Baldwin, Bainbridge, O., and two sons, Edwin, of Boston, and Lewis, of Minneapolis. Services and burial in Lynchburg.

ENGLE—Mrs. Adelyn, 42, who with her sister, Ruth, toured the country for 10 years as the Knippenberg Sisters, musical act, September 25 in a Milwaukee hospital following a two months' illness. After retiring from the stage Mrs. Engle

spent 10 years as organist in Milwaukee theaters. Survived by her mother, a daughter and two sisters.

FELLERS—Edgar J., 75, owner of one of the first nickelodeons in Fremont, O., in a hospital there September 19 of injuries sustained when he was struck by a motorcycle. A son and daughter survive. Services and burial in Fremont.

FISCUS—Roy, former member of the L. J. Heth Shows for two years, in Kirksville, Mo., September 18. Burial there September 19.

GRAVES—Carla, four-month-old daughter of Ralph Graves, film director, writer and former actor, Hollywood, from strangulation when she fell from her perambulator and became entangled in a mosquito netting September 9. Mother is the former Betty Flournoy, of St. Louis.

GREENLEY—Mrs. Mary, at her home in Cleveland, September 11, after a long illness. She was the mother of Lou Greenley, veteran film salesman, now Michigan representative for Monogram Pictures Exchange, Detroit. Interment in Cleveland.

GRUBER—Mrs. Mary Briner, 55, after a four months' illness, in Mercy Hospital, Altoona, Pa., September 16. She was formerly ticket seller on the Hoss & Hay, Morris & Castle and other shows, but had retired from active show life in 1924. Services in Altoona and burial in Riverview Cemetery, Huntingdon, Pa. Survived by her husband, Bob, mail man and agent for *The Billboard* on the Keystone Shows.

HAFMEISTER—Delmar John, 11, killed August 22 when he fell from his parents' car while en route from Grand Rapids, Minn., to Aitken, Minn., where they were to play a fair. Survived by his parents, two brothers and a sister. Burial in Grand Rapids.

HELFPAND—Harry, 44, proprietor and general manager of the Brighton Lamp Co., suddenly in Brooklyn September 25. The lamp firm, prominent Eastern merchandise dispenser to carnivals, circuses and parks, brought Helpand into contact with many showmen throughout the country. The firm will continue, under the management of his widow. He was a member of Knights of Pythias and the National Showmen's Association. Survived by his widow and two daughters, of Brooklyn.

HENDERSON—Mrs. Margaret, 64, September 12 at her home in Detroit after three years' illness. She was the mother of the well-known clown Nossy the Cop, whose real name is Albert Towse. Also survived by her husband, Peter. Burial in Detroit.

HENNEGAN—Joseph F., 66, co-founder and president of the Hennegan Co., printing and lithographing firm, Cincinnati, at his home in that city September 24. He had retired from the firm in 1931 because of a heart ailment. Hennegan was also a veteran motion picture theater operator and amateur theatrical producer. He built the Lubin Theater, Cincinnati, and the Ni-Mo Theater, Newport, Ky., a quarter century ago. He was also one of the first film exchange operators in this section of the country. Survived by his widow, Katherine, and a son, Edward K., attorney.

HORAN—Mrs. Mary, mother of Jimmie Horan, endurance show contestant, in Minneapolis September 26.

KELLY—Martha, 23, member of the Kelly Sisters, harmony trio featured on Major Bowes' broadcasts, September 26 at her home in Grove City, Pa., after a lingering illness. Survived by her parents and two sisters. Services and burial locally.

KENNEDY—Mrs. Elizabeth A., 72, Detroit musician, active as an organist for 40 years until her retirement two years ago, September 24 at her home after a protracted illness. Survived by four children. Interment in Mt. Elliott Cemetery, Detroit.

KREISS—Mrs. Olga O., 77, widow of Ludwig Kreiss, former manager of the Pabst Theater, September 9 in a Milwaukee hospital. Survived by a son and two brothers.

KISTER—Fred W., 75, owner of Kister's Hotel and Pavilion, Coney Island, N. Y., at his home in Brooklyn September 25.

LEIPZ—A., suddenly in Winnipeg, Man., recently. He was the father of Mrs. Fred W. Sims, of Sims Greater Shows, and Frank Rome, superintendent of the same organization.

LEVITON—Mina Pierson, 27, former *Follies* girl, found dead in a Paris hotel

September 17 from an overdose of a sleeping potion. She was the former wife of Paul Leviton, of New York.

LEVY—Henry, 58, former operator of a string of suburban motion picture houses in Cincinnati, in Washington after an operation September 25. Survived by his widow and two daughters.

LEWIS—Madeline Beckworth, owner and trainer of the Kongo Show on Hilderbrand's United Shows, in Crescent City, Calif., recently. Burial in that city.

MADIGAN—Robert L., 44, for the past 12 years manager of the Lincoln Theater, Lisbon, O., in that city September 23 of a hemorrhage. A native of Cleveland, he had been manager at one time of the Standard Theater there and had been identified with the Universal Booking Exchange, that city. Survived by his father, two brothers and a sister, all of Cleveland. Services in St. Rose Catholic Church, Cleveland, and burial in Calvary Cemetery there.

MAHONEY—J. F., 50, manager of The Cornwall, a theatrical hotel in Winnipeg, Man., of internal hemorrhages in a hospital there September 22. Survived by a sister and three brothers.

MANTAUFFEL—Max, 58, owner of the Martha Washington Theater, Hamtramck, suburb of Detroit, September 20 of pneumonia. Mantauffel was one of the best known showmen in Detroit. Survived by his widow and six children. Services at residence September 23. Interment in Mt. Olivet Cemetery, Detroit.

MARSH—Orlando R., 55, formerly head of the electrical recording and transcription studios of the Marsh Laboratories, in Wilmette, Ill., September 8.

MARTIN—Patrick J., 69, in Norwalk, Conn., September 20 after a long illness. Martin was active in the theatrical business for the past 40 years, being manager of the Rialto Theater for several years and formerly manager of the Taylor Opera House and Capitol Theater, both in Danbury, Conn.

MAURO-COTTONE—Dr. Melchior, 56, composer and organist with the New York Philharmonic Society, the Holy Trinity Church and for 10 years chief organist at the Capitol Theater, New York, at the Parkway Hospital, New York, September 29 after a brief illness.

MORRIS—Palmer B. (Whitey), 41, former clown with City Newton, Orange Bros., Hagenbeck-Wallace and Ringling Bros.' circuses, in a Fort Worth (Tex.) hospital September 22 after an illness of six weeks. During winters in Gainesville, Tex., he acted as instructor for performers of the Gainesville Community Circus. For the past several years and at the time of his death he had charge of the boardwalk concessions at Casino Park, Fort Worth. Services in Gainesville September 23. Survived by his widow and mother, both of whom are connected with Casino Park, and a brother, Maurice.

OLSON—Pieda L., 59, mother of Mrs. Carl Lauther, Mrs. Al Fisher and Woodrow R. Olson, at Miller's Tavern, Va., September 18, of uremic poisoning. Burial in Valley City, N. D. One other son, two sisters and a brother also survive.

PARNELL—C. S., 50, secretary of North Carolina Association of Pairs and of Six County Fair, Mebane, N. C., and Lebanon (Pa.) Fair, in a hospital September 27 from injuries sustained September 23 in an automobile accident near Roxboro, N. C. He had been connected with the Mebane fair since 1922, was editor of *The Mebane Enterprise*, owner of a theater and a justice of the

Conway Tearle

Conway Tearle, 60, stage and screen actor, of a heart ailment in a Hollywood hospital October 1 after an illness of two weeks. Tearle first appeared in London and New York stages and entered motion pictures in 1914, where he achieved immediate stardom. The advent of talkies marked a decline in his career, altho he tried several comebacks.

Tearle was born in New York and educated in England and West Point. His first appearance on the stage was in 1892. His last top-flight picture was the recent *Romeo and Juliet*.

His widow, Adele Rowland, former musical star, survives.

peace. He was a member of Masonic bodies, Junior Order U. A. M. and Kiwanis Club. Survived by his widow, Lottie A., who was slightly injured in the crash; a son and daughter.

PEVERILL—Morrie, in Tasmania August 15 after a short illness. Deceased was one of the best known picture exhibitors in Melbourne, Australia, having been in the business almost since its inception.

RICHARDSON—Walter P., 55, retired legit actor, September 24 in a New Orleans hospital following an operation. Richardson received his first professional engagement as a tap dancer in California. He went to New Orleans in 1924 after a year's tour in Australia to become connected with the St. Charles Players, a stock company, as leading man. He later directed the company until 1933, when the show closed. From 1933 to 1935 he directed the Le Petit Theater du Vieux Carre (Little Theater) in New Orleans. At 21 he married Jessie Martin, of Vancouver, and following her death shortly after married Sophia Bronson, who survives with a daughter and a stepdaughter. Services September 26 in Metairie Cemetery, New Orleans.

SEYMOUR—Harry, 60, former Hollywood costumer, in a Cincinnati hospital September 26. Burial in Troy, O.

SHEA—James T., 68, September 19 in St. Joseph's Hospital, Providence, following a short illness. For 15 years he was doorman at the Rialto Theater there. Services, with requiem mass, at St. Matthew's Church September 22, with burial in St. Ann's Cemetery, Providence.

SIMPSON—Champ, 65, former treasurer of the Cole Bros. Circus for a number of years, of a heart ailment in his home in Dyersburg, Tenn., September 27. He suffered a heart attack about a year ago and had been ill since. Survived by his widow, Lillian; his mother, Jennie; two sons, Tom Neal, of Union City, Tenn., and DeGrove, of Tampa, Fla., and a sister, Louella, of Dyersburg. Services at the residence and burial locally.

SOURBECK—Mrs. Adda, 66, mother of Frederick Sourbeck, manager of the Roxy Theater, Detroit, in Woman's Hospital, Detroit, September 11. Survived by her husband, Fred, and four daughters, Lillian, Mary, Viola and Corlene, and her son. Burial in Woodmere Cemetery, Detroit.

SPOUL—Edward Alvin, 62, of editorial staff of *The Denver Post* and father of Derby Sproul, program manager KDKA, Pittsburgh.

TAIT—Mrs. Frank, in Melbourne, Australia, recently. Deceased was wife of Frank Tait, one of the directors of Australian and New Zealand Theaters, Ltd.

TAYLOR—Rev. P. J., 88, one of the original Texas Rangers, in Oklahoma City September 27 of injuries sustained in a bus accident. He was the father of Lee Morse, radio, recording and vaudeville artist; Ferris Taylor, film actor; Slade Mike Taylor, tab and burlesque comedian and producer; E. K. Taylor, manager of the Wilma Theater, Missoula, Mont.; Mrs. Leo Blondin, former dramatic actress; Jack Taylor, straight man; Glen H. Taylor, radio actor and repertoire show manager; Paul Taylor, dramatic actor, and Mrs. Fred Barrett, nonpro, of Yakima, Wash.

TISCHENDORF—Carl, 75, prominent musical instructor of Buffalo, in that city September 5 after an illness of several months. One of the oldest instructors in Buffalo, he had been with St. Joseph's Collegiate and old St. Joseph's Academy for 52 years. He was a member of the Buffalo Symphony Orchestra under the direction of the late John Lund for several years. He was a member of the Concordia Lodge of Masons, Buffalo Consistory, Ismailia Temple; Great Lakes Court of Foresters and the Buffalo Musicians' Association. Services under Masonic auspices in the Church of the Holy Communion, Buffalo, September 8.

YOUNG—Charles K., 45, music teacher and concert pianist, at his home in New Rochelle, N. Y., September 15. Survived by his widow.

Marriages

AIKENS-OSBURN—Leonard L. Aikens and Pauline Osburn, leading man and woman with the Original Floating Theater, in Chestertown, Md., September 24.

BOOKER-KIRBY—Bob Booker, secretary-treasurer of Hilderbrand's United (See MARRIAGES on page 57)

Con Conrad

Con Conrad, 49, composer and songwriter, at his home in Van Nuys, Calif., September 28 after a long illness.

Conrad, whose name in private life was Conrad K. Dober, wrote *Margie*, *Memory Lane*, *Colorado Sunset*, *You Call It Madness*, *The Champagne Waltz*, *Barney Google* and many other popular songs. His first hit tune, written while still in his teens, was *Down in Dear Old New Orleans*. Conrad was one of the pioneer composers in Hollywood.

He wrote and directed all the musical numbers in the Fox *Mousetone Follies*, the first motion picture revue. He also wrote the music for *The Road to Romance*, *The Cockeyed World* and some of the music for *The Great Ziegfeld*. He also discovered a number of well-known singers of screen and radio, among whom were Bing Crosby, Helen Morgan and the late Russ Colombo.

Conrad left a private school when 14 to go on the road as a vaudeville performer, playing the piano, and in 1912 played an engagement at the Leicester Square Theater, London. He remained abroad for four years and produced several musical shows in London and on the Continent. He married Francine Larrimore, actress, in 1922. They were divorced in 1925 and in 1934 he married Leona R. Zadeck.

Survived by his widow, two brothers, Dr. S. A. and Arthur, and a sister, Mrs. Rose Jacobs, all of New York.

Out in the Open



Roger Littleford Jr.

NEW YORK, Oct. 1.—A wave of optimism seems to have engulfed Trenton this week, scene of the annual New Jersey State Fair. George A. Hamid, operator; Harry LaBrique, secretary, and the Messrs. Cetlin and Wilson, who have the midway, are confident that the worst is over as far as the depression is concerned in the outdoor show business. It cannot be denied that the American public definitely lacked a spending mood this season, yet all indications apparently point to a definite pick-up in 1939. Had weather conditions been halfway decent this summer the season still would have been below average, but certainly not to the extent it reached a few weeks ago.

Trenton after-thoughts. . . . Cetlin & Wilson Shows are a vastly improved carnival this season. Show fronts have plenty of flash, there's an up-to-date selection of rides, and layout as good as the grounds will permit. . . . The Del Rio family of midgets apparently carry their success to wherever they go. . . . What would an NSA benefit performance be without President Hamid to lead the way? . . . He could create good will and enthusiasm in a Nazi concentration camp. . . . And what would an opening Sunday mean at Trenton without Lucky Teter, who probably is still tops hereabouts as fair attractions go.

Sam W. Gumpertz, manager of Million-Dollar Pier, Atlantic City, dislikes carnivals, he says, but his face lights every time he visits a midway. Reminiscent of bygone days at Coney? . . . And any ride will hold the attention of the World's Fair's George P. Smith—especially portable jobs. . . . It would be difficult to outdo Cetlin and Wilson for hospitality, as Lew Dufour, Cliff Wilson, the World's Fair bunch, NSA delegates and any number of other visiting show-folk will tell you following Trenton.

Around New York. . . . Herbert F. O'Malley, managing director of big Playland Park at Rye, is beginning to doubt that he has lived right. Since the park's closing three weeks ago destruction has been wrought by flood, wind and fire. First it was excessive rain, then the hurricane with this week an expensive fire. . . . Bill Hardy, operator of the unique and colorful "Gay Nineties" night club in Manhattan, will probably have a similar spot at the Golden Gate Expo next year. . . . T. A. Love-

land, who manages the Frank Buck Enterprises, enjoys watching celebrities tour Buck's Amityville, L. I., Jungle Camp. They have as much fun as children, according to T. A.

Edward P. Hungerford, producer of Wings of a Century at the Chicago fair, is being approached to operate a similar pageant in a Midwestern city next summer. . . . Wonder when the rodeo at the Garden will change its special attraction roster. This year's set-up is identical with last year's and several years before that, with the same clowns, horseshoe pitchers; Chester Byers, the rope expert, and Hardy Murphy and Buck, the wonder horse.

Paul Smith, head of the New York State Fair at Syracuse, is expected in town next week. And it's rumored the Syracuse event is in for some drastic changes before its 1939 renewal. . . . The Dexter Fellows Tent of the Circus Saints and Sinners' Club will have Jim Crowley, Fordham University football coach, and socialite J. H. (Jock) Whitney as fall guys at its next luncheon, October 12. . . . Ted Levitt, son of the late Victor D. Levitt, is handling the advance of Joyland Exposition Shows on the Pacific Coast. . . . Bill O'Brien, the Revere Beach show and concession operator, writes that he and most of his property weathered the recent hurricane as only an O'Brien can.

Sad are the stories related by showmen en route south from New England. Many lost everything they had—especially concessioners unfortunate enough to have been in Connecticut, Rhode Island and parts of Massachusetts when the storm struck. And of all outdoor projects, Eastern States Expo at Springfield, Mass., seems to have been damaged worst.

Hartmann's Broadcast

C. S. PARNELL, secretary of the Mebane Six Counties Fair, Mebane, N. C., and the Lebanon County Fair, Lebanon, Pa., almost "dropped dead" over an experience he had at the Lebanon Fair, and it is with deep regret that we say a little more than two weeks later he actually died. Death came September 27 as the result of injuries sustained in an auto accident four days before.

The Lebanon incident concerned "Pop" Melchor, clown, and it was related by Parnell in a letter to us dated September 22, one of the last letters he had written, as he was in the fatal auto accident the next day.

"Here's one for Ripley," wrote Parnell. "At the Lebanon County Fair I employed 'Pop' Melchor, a clown, of Harrisburg,

Pa.—and a good one, too. Business wasn't so hot during the week, because of financial conditions. When September 10, pay day for the acts, came 'Pop' walked into my office and said: 'Mr. Parnell, business isn't so hot this week, is it?' 'No,' I replied. After asking him the reason for the question and also how much the balance was that I owed him (he drew some of his salary during the week), he said: 'Well, just pay me one-half of the salary you promised.'

"I liked to have dropped dead when hearing those words, for in my 19 years' experience in fair work 'Pop' was the first person to volunteer to reduce his salary on account of conditions. Of course, we appreciated what he did and he will forever have a friend in me."

Would that there were more men like "Pop" Melchor. And it would not be fair if we didn't say that men of the Melchor type, too, are deserving of the same consideration when business flourishes.

WHILE many of the Circus Fans are bragging about how many shows they saw this year, Dr. Hugh Grant Rowell, of Teachers' College, Columbia University, New York City, says he can only mourn how many he did not.

Dr. Rowell has taken on another duty lately, that of editing the Circulana department of *Hobbies*. He now handles the page which the late Charles Bernard conducted but in a different manner, devoting it to collectors, swapping, etc. For his motto Dr. Rowell has selected "Save the Circus."

W. McKINNEY, of Houston, looks for the Al G. Barnes-Sells-Floto Combined Shows and Hennies Bros.' Shows to do a nice business in his city. Barnes will be there for three days, October 10-12, and Hennies will play the fair.

"Conditions in Houston," McKinney writes, "have been real good since January 1. Over \$18,000,000 in building permits have been issued. Houston ranks sixth in the U. S. for building."

"Have been a *Billboard* reader for 11 years and never miss a copy. Keep up the good work for clean, modern concessions on all carnivals."

Ringling-Barnum last year broke all Houston records for circus attendance. The engagement then was for two days, October 4 and 5.

ON SEPTEMBER 16 we sent Howard Bary, manager of Hagenbeck-Wallace Circus, at Oxnard, Calif., the following telegram: "Have report your show closing September 25 and going into Barnes quarters at Baldwin Park. Wire whether true and if so give other details available."

We surmise that Howard looked upon the report as ridiculous, like he did on previous occasions, as no reply was received from him. We wonder if he has by now realized that our report wasn't so far "off the track," as it was just two days before September 23 that H-W went into the Barnes quarters at Baldwin Park.

Notes From the Crossroads

By NAT GREEN

THE conventions of various outdoor show groups, scheduled for the last week in November, are fraught with more than usual importance and doubtless will attract an unusually large attendance. Several new factors have entered into the varied industries represented at these conventions. These will require careful consideration before definite policies vital to the organizations' welfare can be worked out. Interests of all the associations that will be represented are more or less interlocked. The IAPE, the NAAPPE, the American Carnivals Association and the Showmen's League of America all have much in common, altho each has problems peculiar to that particular organization. Meeting at the same time, each group has the benefit of an exchange of ideas with other groups, which makes for a better understanding and a clearer perspective of the problems faced by all.

The annual exhibit of amusement devices by the NAAPPE promises to be exceptionally interesting. Many new ideas will be in evidence, along with all of the old stand-bys. Secretary Al

The Billboard

44th YEAR
Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Company
R. S. LITTLEFORD SR., President
E. W. EVANS, Secretary-Treasurer & General Manager

A. C. HARTMANN, Editor
Outdoor Dept., 25 Opera Place, Cincinnati, O.
E. E. SUGARMAN, Editor
Indoor Dept., 1504 Broadway, New York, N. Y.
Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.
Phone, Main 5500. Cable Address, "Billboard," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1504 Broadway, Phone, ME 6-1000. S. I. GILBY, S-I-G-I-LBY, CHICAGO—4th Floor Woods Bldg., Randolph and Dearborn Streets, Phone Central 8480. ST. LOUIS—300 Arcade Bldg., 2nd and Olive Streets, Phone, CH 2-0443. PHILADELPHIA—R. H. Patrick, 7222 Lampart Road, Upper Merion, Pa. Phone, Madison 5353. LONDON—Bert Ross, care "The Performer," 18 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Kevin Brennan, City Taverners' Bldg., 198 Pitt Street. PARIS—C. M. Chambers, care American Express Co., 11 Rue Scille.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Advt. Line, Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No Sunday advertising—inserting less than 10 lines accepted. Last advertising form goes to press noon Monday. No tabular advertising accepted unless reference is telegraphed or mailed so as to reach publication office before noon Monday. The *Billboard* reserves the right to edit all advertising copy.



Vol. 50. OCTOBER 8, 1938. No. 41

Hodge reports a heavy demand for exhibit space, and the range of exhibits covers just about everything of interest to park, fair and carnival men.

Ralph T. Hemphill, secretary of the IAPE, and A. R. Hodge, secretary of the NAAPPE, are at work on the programs for their conventions and promise an imposing array of speakers. And, of course, Sam J. Levy, with his long experience in handling Showmen's League affairs, is mapping out a program for the annual banquet and ball that will rival anything he's done in the past. It is not too early for those who expect to attend the conventions to make definite plans. Frank Bering, manager of the Hotel Sherman, always co-operates to the fullest extent, but he has just so much space available, so it would be well to make room reservations at once.

Jack Tavlin, who is lining up a big department store side show, is off to Lincoln, Neb., to spend a few days in the home town. . . . W. E. Sugden, who closed last week as general contracting agent of Hagenbeck-Wallace Circus, stopped off for a day in Chicago on his way to his home in Bancroft, Mich. . . . Harry Clark, who has been handling publicity for Fisan Williams, off to join Nat Rodgers on publicity Southwestern special-event dates. . . . Arthur Wirtz, head of Chicago Stadium, canvassing the Southwest for possible Sonja Henie engagements. . . . Sonja herself, squired by Bob Hickey, was visiting Chi entertainment spots last week. . . . Eddie Stinson, Detroit Shrine show impresario, in Chicago conferring with Orrin Davenport and other local Shriners. . . . Tommy Hart, talker par excellence, finished several weeks of Canadian engagements and after a couple of days in Chi left for Dallas and the West Coast. . . . Ken Maynard, who has been on a personal-appearance tour since closing of the Cole show, saying hello to the boys in Chicago before leaving for a visit with his mother in Columbus, Ind., then off to the cinema city to make several pictures. . . . Herbert Lehrter, son of H. A. (Whitey) Lehrter, has been chosen as one of 10 Chi high-school students to participate in the "Student Opinion" series of Coast-to-Coast broadcasts sponsored by the Radio Educational Council. . . . E. K. Fernandez bought the International Ice Revue paraphernalia, including ice-making machinery, for a reported \$7,000. . . . Rental would have cost him 7 1/2 C's a week. . . . C. W. Finney off to Paducah, Ky., to testify in a pending circus suit. . . . Earl De Gopper, circus contracting agent, may locate in Chicago for the winter.

- | | | | |
|---|---|--|--|
| Breen, Joseph A.
Carmen, Billy and Grace
Chester, Lewis
Clinton, Clarence
Cochran, Donald
Dunville, L.
Dunington, C. W.
Dunn, Ted
Dull, A.
Folger, F. P.
Folow, Frank
Foster, Charles
Douglas, Donald
De Barry's
Ellis, Louis
Fack, Stephen
Forsyth, Curtis & Betty
Fritsch, Alfred J.
Golding, Fred
Goldstein, Ted
Green, William
Green, Len & Kitty
Green, Marvin J.
Hadd, Harold
Harvey, Wm. M.
Hartman, Deane
Haley, John
Hansford
Hilchoback, Peter F.
Holtzman, F. F.
Horton, W. A.
Hosse, Al
Hutchinson, James
John, Elmer J.
John, Harvey & Sons
Jones, Carl
Judson, Jess J.
Kahl, David
Kane, James
Kearney, William
La Bette, Paul
Laird, James
Le Roy, R. K.
La Sala, Don
Lathrop, William
Latta, Carl
Lowe, Billy
Lowe, H. R.
Lynch, William
Mathews, Hugh
Mathew, Ed | McDonald, Ray
Merritt, Frank (Sims)
Morgan, George
Morrison, O. O.
Murgatroyd, Sidner
Neal, Jack
O'Connor, Albert
Peters, Morris Seal
Rando, Eugene
Randy (The Random Four)
Recher, Anthony
Rehman, Don
Rehnick, Mel
Rogers, Harry E.
Rogers, Harry
Rose, Herbert
Rosenbaum, Herbert
Robin, Jack
Ruddell, Mrs.
Lanning, Mrs. Leo
Pike, Mrs. Pat
Ploesnyak, Ols
Rogers, Mrs. Ada
Roy, Mrs. Rose
Oehler, Mrs. Ted
Day, Agnes
DeLoach, Doris
Deery, Mrs. Eddie
Duffy, Fern
Ellis, Madam Rose
Forsythe, Mrs. G.
Frenzell, Betty
Walpin, Anna
Grant, Helene
Jones, Elmer
Jones, Josie
King, Ruth
Laird, Eugene
LaVigne, Etta | Sanders, C. L.
Schultz, Jack
Sims, Mr. and Mrs. A. W.
Smith, Cass
Smith, Carl, Jerome
Stanley, Jack
Stoddard, Dock
Sorel, Wm.
Sunder, Vern
Sykes, Arthur L.
Tiffanie, The
Varnhove, Vernie
Wallace, Bert
Watson, Lou
Watson, Harold
Webb, Joseph
Weston, Sam
Wilcox, Sam
Workman, Dave
Zelinka
Adams, A. H.
Allen, W. J. (Doc)
Arlen, Jerome
Babbitt, Milton
Barard, Buck
Beem, John
Berry, Ralph
Boeltje, Bill
Brown, Mr. June
Brown, Ernest
Asher
Calvin, Shorty
Carnes, Bill
Carroll, Dave
Casper, George
Castle, W. J.
Clina, Ernie
Cline, Gene
Conley, T. D.
Cook, Jim
Cradit, George L.
Cromb, George
Crowell, Harold W.
Darding, "Happy" Jack
Davis, R. W.
D'Orray, Bert
DeWitt, S. H.
DeBrio, Duke
Dolan, Wm.
Donaldson, Bert
Duffy, Roy T.
Farrington, Roy
Fowler, Jack A.
Frye, Frank
Franklin, Eugene
Fraser, Owen
Frazier, Art
Geforth, Leroy
Gray, Bernice
Hale, Bill
Harrison, Frank
Harvey, Wm. M.
Harris, Harold
Henderson, E. G.
Hess, Bob
Hudson, Harry A.
Hutchinson, James
Hughton, J. H.
Jaeger, Jack & Wm. Leard
Jones, Leonard
Kieley, Frank N.
Lagerton, Leonard
Lafont, Louis
Laggett, Don
Loch, Thomas | Men
Mark & Woods
Comedy Team
Martin, Mike
McIntire, Jerry
Marvin, Glen
McAvey, Danny
McGee, Red
McGinnis, Pat
McGregor, Donald
McKee, Jackie
Montgomery, Robert
Miller, William W.
Novak, Anderson
Parlor, C. W.
Payne, Jim (Ball Game)
Pike, Bill
Pinkerton, Pat
Potel, Wayne (Stessner)
Ried, James
Rones, Paul
Rosenbeck, Wm.
Hosst, Douglas
Scott, Harry
Setzer, George R.
Seymour, Chas. M.
Sigerist, Joe
Smallwood, Bruce
Snyder, D. E.
Stanley, Jack
Stanley, Paul
Stankovic, Frankie
Stephens, William J. (Bill)
Stewart, Eddie (Sinks)
Stowell, Norman
Stowe, Cy
Suzanne, George
Sweard, J. F.
Ace
Taylor, Gus W.
Thompson, William
Thurberke, Fire
Hutchinson, Walter
VanDyne, W. M.
Wagner, Wm. J.
Webb, Harry
Webb, Wm. J.
Whitman, Bert
Whitman, Eugene E.
Wingard, Hill
Wetring, Paul
Wylie, George |
|---|---|--|--|
- MAIL ON HAND AT
ST. LOUIS OFFICE
300 Arcade Bldg.
- Parcel Post
Hoyt, E. 15c
- Women
Lopez, Mrs.
Ruddell, Mrs.
Lanning, Mrs. Leo
Pike, Mrs. Pat
Ploesnyak, Ols
Rogers, Mrs. Ada
Roy, Mrs. Rose
Oehler, Mrs. Ted
Day, Agnes
DeLoach, Doris
Deery, Mrs. Eddie
Duffy, Fern
Ellis, Madam Rose
Forsythe, Mrs. G.
Frenzell, Betty
Walpin, Anna
Grant, Helene
Jones, Elmer
Jones, Josie
King, Ruth
Laird, Eugene
LaVigne, Etta

Florida's Own Back on Road

Starts at Clearwater September 20—biz big there, also at St. Petersburg

ST. PETERSBURG, Fla., Oct. 1.—Florida's Own One-Ring Circus returned to the road September 20, playing cities in this State after a brief layoff in summer quarters at Sarasota. Opened at Clearwater at the Brooklyn Ball Park under sponsorship of the Lions' Club, show playing to a straw house at evening performance.

It was at St. Petersburg under auspices of the Kiwanis Club and played to an even larger crowd. Show has been contracted here for two days later in the season.

The show is now doing much better than formerly. Is booked in 24 Florida cities, including Tampa for two days and Miami three days. Daytona Beach will be played a second time.

Al Snyder is manager; Fred Bradna, equestrian director; Pep Graves, announcer.

Among several Ringling show visitors were Mickey Graves and wife, Bob Reynolds and wife; Mrs. Jack Uyeno and son, Ronald; Mr. and Mrs. Maximo, Margaret Strickland, Mrs. M. Scarfina, Mrs. Paul Morris and Mrs. Al Snyder.

WPA Show Has Fine Week-End at Bronx

BRONX, NEW YORK, Oct. 1.—The WPA Federal Theater Project's circus closed its engagement here September 24, Tuesday night, with a downpour of rain, biz was poor. Wednesday and Thursday were lost due to blowdown, an account of which was in last week's issue. A new 100-foot top was obtained and Managing Director Burns O'Sullivan had everything ready for Friday night, which was a turnaway. Saturday matinee another turnaway and that night a capacity house.

Visitors included famous bareback riders of a decade ago. They were Jesse DeMott Robinson, Cecil and Alec Lowlands, Mrs. Marietta Correla and daughter, Amelia, and granddaughter, Maria. Following the Saturday night performance they held a reunion at Gardner's cookhouse, reports Wendell J. Goodwin.

Looks Like Long Robbins Season

AUGUSTA, Ga., Oct. 1.—Jacksonville, Fla., will be the 50th stand in the South for Robbins Bros' Circus, with prospects of the folks eating Thanksgiving Day dinner on the lot. Made a run of nearly 200 miles from Rocky Mount, N. C., to Florence, S. C., and was in on time.

Sunday at Charleston, S. C., was another big day for the fishermen. Ernie Sylvester, Radio Charlie, Vic Weisenberg and Harry Harrell reported big catches. Johnny Wykel and wife have been frequent visitors. The newspapers of Charleston gave Curley Stewart a glorified story, nominating him as the man who does things ahead of the show.

Mrs. Capt. Curtis sent a box of Chinese perambulators from the Curtis grove at Cuevas, Miss. Bob and Polly Courtney are anxiously awaiting the show's appearance at Atlanta. It is Al Hoffman, not Arthur, who is on the executive staff here. Arthur is still trouping with his marine show. Heard from Mark Kirkendall since closing with the Barnes show. He's been working at Del Mar race track in California.

Nathan (Abie) Albert expects to visit the East soon, making a journey to Halifax, N. S., and Brooklyn from Los Angeles to visit relatives. Harry Morrison is at Miami and Ed McDowell at St. Petersburg. Both of these former trouperes are to visit the show in Florida. Lew Woodruff is to visit at Lakeview. Louis Scott was called to Indiana on account of his wife's illness, reports Stanley P. Dawson.



CHARLES GRAPEWIN (right), noted character actor, on September 10 had quite a chat with Mel Smith, side-show manager and announcer of Hagenbeck-Wallace Circus, when the show appeared in Hollywood. It was Grapewin who played Paul Muni's Chinese father in the picture "Good Earth."

Nothing Definite On Plans of H-W; Train Is Unloaded

LOS ANGELES, Oct. 1.—Efforts to get definite information about the future plans of the management of the Hagenbeck-Wallace circus, now at the quarters of Barnes-Sells-Floto circus at Baldwin Park, have been in vain.

It has been stated that it was intended to cut to 15 cars and that working department bosses had been told to hold their men. The train has been unloaded and Manager Howard Bary's property is said to have been separated from the Ringling-Barnum owned. The blacksmith shop has a crew working and repainting of several cages was noted. The advance car was said to be at San Diego. The advance crew has left and the billposters were sent home by the union. Members of the band are here and getting by in any manner they can. (See Nothing Definite on opposite page.)

Barnes Show Has Satisfactory Business Thruout West Texas

FORT WORTH, Tex., Oct. 1.—The Al G. Barnes and Sells-Floto Circus, with Ringling features, played to satisfactory business thruout West Texas, according to Henry R. North, in a statement to The Billboard representative during the local engagement September 25-27. The towns played were Pampa, Plainview, Lubbock, Sweetwater, San Angelo and Abilene. The combination of Barnes and Ringling acts has made this one of the strongest circuses to play this section.

The Fort Worth business, at five performances, also was said to have been satisfactory. The two matinee performances were light, and the tent was never quite full at any of the three night shows. Sunday night was lightest of the evening shows. This was the first Sunday circus performance here in years. Hot weather, for this time of the year, probably cut into attendance somewhat, especially at the matinee.

The circus gave five performances here only because routing put it in here on Sunday with plenty of time for night show and not because a big attendance was expected, according to George W. Smith, manager.

Gardner Wilson, press agent, handed several nice stories in the press.

Hal Silvers, with "drunk" wire act, who was featured at Casa Manana here, auditioned at the Monday night performance. He is to be with the Ringling group next year, according to Manager Smith.

A few of the working crew left at Abilene to return to their homes in California.

Charles F. McDonald has returned as side-show talker and ticket seller after six weeks in Hollywood. William D.

Ark. Tour for Russell Bros.

Big day at Hot Springs—litigation in Okla. over injury suits disposed of

CAMDEN, Ark., Oct. 1.—Russell Bros' Circus, now in its 24th week, is making an extensive tour of Arkansas after having spent a little more than a month in Oklahoma. Litigation in Oklahoma over personal injury suits, instituted following a wreck of two circus trucks at Enid August 20, was satisfactorily disposed of and the show entered Arkansas at Fort Smith September 21.

Hot Springs, September 26, gave the show its biggest day in recent weeks. The show Sundayed there, this being its first Sunday of since Hartford City, Ind., June 20, and the third all season. Many visits were exchanged with Parker & Watts folks, who were 20 miles away at Malvern, Ark.

A two-day engagement was played at Little Rock, where business was below expectations in spite of the fact that the midway was jammed with people.

Madame Bedini was welcomed back to the show at Little Rock and is again working her "act beautiful." Joey and Tommy Hodgini, sons of Mr. and Mrs. Joe Hodgini, have returned to Peru, Ind., for school and Roland Simpson is now working in the Hodgini comedy riding act as ringmaster and straight man. The double trapeze act of the Aerial Ortons is proving a highlight of the program and Gracie's fast iron-jaw slide is also a popular feature. The Wild West concert of Buck Steele holds its share of the crowds and Steele's beautiful homes receive much favorable comment.

Tom Murray, sailmaker with the show for many years, has been forced by ill health to return to his home at Kansas City.

Billie Russell Cate, sister of Mrs. C. W. Webb and Mrs. Bob O'Hara, arrived at Hot Springs with her young son from Memphis for a visit on the show. E. J. McCollister and family also visited in Hot Springs and Art Miller spent several hours on the lot at Little Rock.

Fredericks, who left the concession department at Pampa, rejoined at Fort Worth.

Visitors in Fort Worth included John Fenelon, of this city, formerly with the Barnes and Ringling shows; William Farmer and Jack Burslem, who were with Tom Mix Circus; Leo Lyons, of the Hagenbeck-Wallace Circus; Walter Buck, San Angelo business man, who visited his brother, Frank; Mr. and Mrs. Frank Walter, of Houston.

To Protect Arkansas Show

LITTLE ROCK, Ark., Oct. 1.—The city administration Tuesday voted "to protect" the first annual Arkansas Live-Stock Show in North Little Rock in November against competitive attractions and thereby refused to allow the Al G. Barnes-Sells-Floto Circus to appear here October 22. The live-stock show does not open its six-day schedule until November 8, but U. S. District Attorney Fred A. Isgrig asked that the city council protect the show from any counter attractions near the opening date, requesting that nothing be allowed to interfere after October 1.

The council voted to elect a committee, headed by Mayor Overman, to confer with circus officials and explain the step taken after city collector Roy Beard had already made a contract allowing the circus to appear in Little Rock. The council sent a telegram to the circus expressing its regrets over the action, "but it had been deemed necessary and hopes that the circus can find it possible to show in Little Rock at a later date."



AL SNYDER, manager of Florida's Own One-Ring Circus, which is composed of a number of former Ringling acts.

Big Week for Polack Show at Moose Jaw, Sask.

ROCHESTER, Minn., Oct. 1.—Irv J. Polack, general manager of Polack Bros' Circus, spent two days here last week. He is making a tour of the towns that the show will play. The show closed in Moose Jaw, Sask., September 24 after a big week's business and moved to Fort William, Ont., coming in here for seven days starting October 14.

Show has five promoters ahead, Duke Mills, Carl Sonitz, Mickey Blue, Sam Polack and Jack Grimes, each taking every fifth town and working it all the way thru until the show closes the engagement.

Mr. Polack stated that the show had six more Shrine dates booked to follow this spot in Kansas and Texas. Louis Stern is manager back with the show.

Old Gant Park Lot, Zanesville, Passes

ZANESVILLE, O., Oct. 1.—Old Gant Park, regular circus and carnival lot here for the past 40 years, will no longer be available for tented attractions, it is announced. The city council this week selected the 42-acre tract for the site of an athletic stadium, sports center and municipal swimming pool. The project will be started this year.

There is no other available show lot in the city.

No Appeals as Yet By Ringling Executors

SARASOTA, Fla., Oct. 1.—John Ringling estate attorneys said here this week that they had "received no indication" whether or not the executors wished to appeal the recent Circuit Court decision directing the payment of a \$75,000 claim held against the estate by Mrs. Emily Haag Buck Ringling, divorced wife of the late circus magnate.

John F. Burket, attorney, said he had received no word from either John Ringling North or Ida Ringling North since the decision was handed down two weeks ago.

Burket pointed out that Florida law allows six months for such an appeal, however, and that there was "plenty of time."

Arcaris Observes 84th

FORT WORTH, Tex., Oct. 1.—Sig Arcaris, who was with various circuses for 60 years without missing a season, celebrated his 84th birthday anniversary in Detroit, Mich., September 26. Arcaris' only child not at the family reunion was his daughter, Virginia Arcaris, mentalist in the Side Show of the Barnes show, which played here. Arcaris has been retired several years.

With the Circus Fans

By THE RINGMASTER

President: MELVIN D. HILBERTH, W. M. B. O'NEIGHAM
716 Evans Bldg., Washington, D. C.
Secretary: THOMAS BANK, Norwich, Conn.
Editor: WALTER HOEHNADL, Editor "The White Tops," care Bohemian Printing Company, Rochdale, Ill.

ROCHELLE III., Oct. 1.—Jim Hoye, CFA of Hartford, gave a talk on the circus before the Hartford Business Girls' Club at the YWCA evening of September 27. It was given atmosphere by circus posters hung on the walls. Following the talk Hoye answered many questions regarding the circus. Movies were shown by Carlos S. Holcomb, CFA of Hartford, which included shots from the Ringling, Downie and Cole shows taken by him.

Mr. and Mrs. Karl K. Knecht and Mr. and Mrs. Armand Emrich attended the funeral of Col. William Sneed on September 25 in Henderson, Ky.

When the Al G. Barnes and Sells-Floto Circus showed Wichita Falls, Tex., members of the Mabel Stark Tent, CFA, presented their namesake with a package of assorted perfumes. The presentation was made by Joyce N. (Army) Armstrong. Harley Goble, dairyman, is a new member of the Tent.

The many friends of Claude Elder, State chairman of the Bartholomew Top, Missoula, Mont., will be glad to learn that he is out of the hospital, where he spent five weeks due to an injury to his right hand. Elder fell at his home and for some time it was thought that he would lose the hand. He is not able to be back to his business, but it is thought that treatments will enable him to get the use of his hand again.

Admire, Whetten Open Oct. 14

INDIANAPOLIS, Oct. 1.—J. C. Admire and Fred Whetten are making their headquarters here while shaping up their indoor show which opens October 14. Special paper will be used. Twenty-five people will be with the unit, which will make one-day stands.

J. R. Malloy Show Ends Summer Tour

CANTON, O., Oct. 1.—J. R. Malloy Circus ended its summer tour at the Delaware County Fair, Delaware, September 24 and returned to quarters here. Show will be augmented for the winter season, first dates to be played near by within the next two weeks, Malloy said.

He also stated that permanent winter quarters, including a new building, will be constructed. Malloy reported a satisfactory summer season.



BETTY JEAN JACK, who has been featured with World Bros.' Circus for her fourth consecutive season.

Dressing Room Gossip

ROBBINS BROS.—Recent visitors were Mrs. Bill Moore and daughter, Charles Sparks, Charles Katz, Julien West, Harold Hall, Benny Moore, Ernie White, Mr. and Mrs. Dave Costello, Edith Walton, Chester Barnett and wife, Ted Lewis and Herman Joseph. Ralph Swisher is back after an appendicitis operation. Mickey Lund is getting as big an ovation as ever with his slide after a brief vacation. Jack Klippel left for South Africa to join the Pagel Circus.

Checkers seems to be the most popular form of recreation lately. Prince Paul has beaten Otto Griebling 28 consecutive games. Clowns are beginning to flash their Christmas department store contracts. Paul Jerome has five weeks at the John A. Brown store in Oklahoma City, Otto has five weeks with the Leader stores in St. Louis and several others have contracts pending. Incidentally, clown alley may move into Clyde Beatty's wagon any day now if he doesn't hang out a "private" sign. Unsung heroines are Mrs. "Mac" and Mrs. Lucky, especially on rainy days such as we had for five days.

CLIFF DOWNING AND FREDDY FREEMAN.

DOWNIE BROS.—Show was back in Georgia, its home State, and, as usual, Mr. and Mrs. Charles Sparks and Charles Katz were busy entertaining friends. The dressing-room folk did likewise. Charles Forrest and wife, Urayline McIntosh and John Harris, all of Barnett Bros.' Circus, renewed acquaintances. Frances and Bob Pansley, formerly with Sells-Sterling Circus, caught the show. The Flying Covets (Lester Owens, Wayne Larey and Bennie Gibson) were also on hand. Sugarfoot Williams is all smiles since hearing the show's route. Memories of Art Lind were brought back to the clown band when our drummer, Harold Conn, broke the drum sticks three times in one week. Fred Wenzel returned to his duties after a hurried trip to Chicago, where he was called to take care of some business. Mickey O'Brien has completed a large rubber-neck figure walk-around. The Omaha Indians have been named the "Flying Squadron" because of their early arrival in the next town. Ernie White has been added to the staff of ticket sellers in the big show, Martha Principini is breaking a web act and is being coached by Viola Barnett.

CHESTER (BOBO) BARNETT.

Stork at R-B Quarters

SARASOTA, Fla., Oct. 1.—The stork broke bonds at Ringling-Barnum winter quarters here last week and brought a kangaroo to the cage of Lulu the Leaper, the Big Show's broad jumper from Down Under.

Shortly before the long-legged bird officiated in the rhesus monkey house, and he is expected within the next week in the black panther cage, according to menagerie men.

Attendance at the quarters, opened to the public in August, has been spotty due to heat and occasional rains. A definite upswing is expected after October 1, however, as many tourists arrive in the Sarasota area on and after that date.

Good Business for Clayton

BINGHAMTON, N. Y., Oct. 1.—Clayton's Circus played to good business at Harpersville and Afton, N. Y. Show is playing two and three dates a week. Will play thru middle of October, both independent and auspicious dates. Show is planning winter dates commencing in late fall. Manager Clayton Hawkes is pleased with results of his several dates.

George Hannefords at Home

GLENS FALLS, N. Y., Oct. 1.—George Hanneford family of riders are at their winter home at Kattakill Bay on Lake George, near here. They recently completed the summer season in Atlantic City. Expect to fill several bookings during the coming weeks.

NOTHING DEFINITE

(Continued from opposite page)
it is said. C. A. Lawrence, general agent, left for home Tuesday. Blacaman, with his crew, unloaded his cats and sent them to Goebel's Lion Farm at Camarillo, Calif. Harold Christy and Merritt Belew left with the Christy horses and other animals. Others with privately owned stock are at the quarters awaiting developments.

The Hannefords are still here. Poodles has a contract with a local agency for a picture. The Jim Wong Chinese troupe is here and may play vaude dates. However, much depends on the 15-car show as to the performers' movements.

At Riverside, the last stand before moving to Baldwin Park, the show played September 20 to a small matinee and fair night show. A representative of the Baker-Lockwood Mfg. Co. obtained an attachment on the canvas and with deputies took all but the cookhouse top and horse tent. According to reports the big-top crew of the circus took the canvas down for the firm.

Benefit Called Off

George Davis, steward, after arrival at Baldwin Park, set up the cookhouse, where all were fed and those who wished slept on the train. The matter of a benefit for the performers and workmen was in the making. Mel H. Smith was chairman. Steve Henry, of The Billboard, started the publicity, and every paper came thru with an agreement to give him full support. Frank Whitbeck, advertising manager of MGM studios; Stan Rogers, art director, and Major Monte Stone made up the executive committee. It was planned to give two performances October 2 at Pledler's Stadium on Fairfax avenue. All the acts of the circus were to appear, with Poodles Hanneford as equestrian director. Then came volunteers from stage and screen offering their services gratis. The Los Angeles Printing Co. was getting out 10,000 window cards. MGM studios arranged large banners for display. All was ready when the benefit was called off, it was stated, by Manager Bary.

There was a report that the men were not being fed at the quarters and were in need of food and other things. Later Manager Bary called The Billboard representative and said the tent manufacturers had gone to Baldwin Park and taken the cookhouse canvas, which worked a hardship on the men, necessitating the 325 persons being served in an abandoned Al G. Barnes coach. He asked that the representative make a personal investigation as to whether or not sufficient food was being served.

Checking at invitation of Bary as to the feeding of the people, it was found they were being served three meals a day, but under most uncomfortable conditions, having only a small place to cook and serve. Asking George Davis as to feeding of the people, he stated that sufficient food was being served. The train is on a siding two miles from quarters and to get fed means a walk or a thumb ride from the train to cookhouse.

Mel H. Smith and others are holding in abeyance the matter of the benefit, having in mind doing whatever they can if it is found that aid is needed by those at the quarters.

PADUCAH, Ky., Oct. 1.—When Hagenbeck-Wallace Circus exhibited here in 1937 the ticket wagon and contents were attached by sheriff for claim of \$1,314 by a printing company. A surety company bond was posted by Howard Y. Bary. On September 29 depositions were taken of G. E. Whitehead, Clint W. Finney and R. M. Harvey, who testified for the printer. An attorney present represent-

PHOTO POST CARDS
Quality Reproductions
For Colorists

Straight Reproductions of any Photograph or Drawing. One copy Negative made per lot. Glass "Mirror" finish only.

100, \$2.25; 250, \$4.25; 500, \$7.50; 1,000, \$14.25.

Send 50¢ Cash with Order, Bal. C. O. D. Originals returned unharmed. SATISFACTION GUARANTEED.

2x10 Lobby Photos, Special. Now 12 for \$2.25, D. W. Stock. Get our prices on our size from Miniatures up to 4x10 1/2 blowups.

SPECIALLY DESIGNED GROUPINGS AND GREETING CARDS TO ORDER.

Circus Photo Art, 207 Broadway, N. Y. 10011

TENTS - BANNERS
50 GOOD USED CONCESSION TENTS.
CHARLIE DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4611 North Clark Street, Chicago, Ill.

TROUPERS!

Your Electrical equipment behaves like a real trouper if it's Universal. Its dependable service has made it the choice of showmen of America for 30 years. It's compact, light in weight, furnished electricity at less than city rates. Models handle from 10 to 2,000 bulbs.

Light Plants. Ask for Cat. B-10.

UNIVERSAL MOTOR CO. OSKOSH, WIS.

USED TENTS
For CONCESSIONS AND SHOWS
Good Condition.
Priced Right for Quick Sales.
CAMPBELL TENT & AWNING CO.
MONROE AT THIRD, SPRINGFIELD, ILL.

SHOW PRINTING

We serve the LARGEST CIRCUSES AND CARNIVALS in AMERICA with all special pictorial lithos, block and type posters, and dases.

TENT SHOW HEADQUARTERS; DAYE POSTERS, CARDS, HERALDS, BANNERS.

LOW PRICES—PROMPT SHIPMENTS
Write for Price List and Route Book.

CENTRAL SHOW PRINTING CO.
MASON CITY, IOWA

SHOW and TRAILER TENTS
CANOPIES

Fulton Bag & Cotton Mills
Manufacturers of Canvas
215 W. 11th St., Chicago, Ill.
NEW YORK, NEW ORLEANS, WASHINGTON, D. C.

WPA FEDERAL THEATRE
Presents Its
3 RING CIRCUS
Featuring **JAPINO**
Sacred Black Elephant

TIGHTS
OPERA HOSE
KOHAN MFG. CO., 290 Taaffe Pl., Brooklyn, N. Y.

ing the H-W show objected to the taking of the depositions, since after many efforts he had been unable to contact Mr. Bary or to hear from him, altho he understood he was on the West Coast.

The ROBERTS TRIO
"Comedy Aerial Horizontal Bar Act"
Available for Southern Fairs and Indoor Dates.
STUART N. ROBERTS
1408 Staunton St., Port Huron, Mich.

WANTED CIRCUS EQUIPMENT
Small Cam Wagons, Baggage Wagons, Tents, Seats, Flats, Stock and Pullman Cars, Amtronic, Pump Drills, anything pertaining to Circuses. Best cash price. Also want complete small Motorized Circus. Will lease Elephants.
BOX D-160, Care The Billboard, Cincinnati, O.

DAN PYNE
Contact me by wire, Westbrook Hotel, Fort Worth, Texas, immediately.
WALTER HALE.

WANTED
Colored Musicians all instruments, hot Drummers with own outfit, Brown Skin (Thomas) Girls who can Sing and Dance. Would consider organized Minstrel Show. Out all winter. Wire by Western Union.
GUY SMUCK, Opelika, Ala.

Under the Marquee

By CIRCUS SOLLY

RICHARD DAVIDSON, alleged slayer of Mrs. Alberta Gollmar, was killed by a Milwaukee detective.

WILLARD J. OAKLEY cards from Lawrence, Mass., that he was in the hurricane but was not injured.

WALTER L. MAIN, of Geneva, O., would like to know who was Adam Forepaugh's famous rube in the '30s.

LEON LONG, magician, recently visited Robbins Bros. and Haag Bros. circuses and plans to catch Downie Bros. at Montgomery, Ala.

SOME CIRCUSES feature the same acts year after year. This should not be. Have something different each season.

EARLE C. STOKES cards that Capt. Roman Procke with his tigers, also the Four Arleys, were at the Cobleskill, N. Y., Fair.

L. H. JONES, agent for Davenport's Circus, advises that show is doing nice business in the Carolinas and expects to play all winter in the South.

HUTCH COHEN, Bill Branson, Otis Hall, Peggy Waddell and Billy Dick visited the Barnes show at Sweetwater, Tex., and enjoyed the performance.

HENRY BROS. Dog and Pony Show closed its season of fair dates at Chilliwack, B. C., Canada, and will play clubs and theaters for remainder of the year.

MUTT THOMPSON, who is selling hamburgers and cold drinks on the Barnes show, has been in circus business 34 years.

WORD comes to Solly that Downie Bros.' business has been gratifying, altho spotty in some sections. Opposition from Robbins Bros. Circus did not seem to affect show's biz to any great extent.

THERE IS great satisfaction in a season's work well done.

JOEY LaPALMER attended the Barnes show at Lubbock, Tex., and reports two packed houses. Renewed acquaintances with Merle Evans and visited with Herb DuVal. LaPalmer is with the "Six Maniacs" road show. It had big biz at Vernon, Tex.

BILLY CROWSON, high-wire performer, who was injured on the Hagenbeck-Wallace Circus in Hollywood, is in the General Hospital, Los Angeles, Calif., where he will remain for about six months. Letters from friends will be appreciated. His wife is in the cafe at the Hal Roach Studio.

FRANK B. HUBIN, of Atlantic City, who is a candidate for congressman from the Second New Jersey District on the Roosevelt Independent Democratic ticket, is obtaining quite a bit of publicity in Philadelphia, Atlantic City and other Eastern papers. He is scoring with his hillbilly band in the campaign.

IF THERE IS art any place it is in the circus.

C. (CHINA) GOTSCHALL, formerly with the Forepaugh-Sells show, informs that Eddie Wahl, who was trumpet player on the Tom Mix Circus, is with him at Lewistown, Mont. They opened a music store there. Gotschall's Band won first place in the band contest at the Montana Klks' convention this year.

WANTED

Two first-class Circus Acts, prefer Grand Acts, also good 5-Piece Bands, for Circus Unit playing class. A Theaters. Opening November 3rd national November 1. Unit booked solid. Send photos, particulars in first letter.

J. R. MALLOY CIRCUS, P. O. Box 345, Canton, O.

WANTED FOR CIRCUS

Two Ticket Sellers, Fred Ashley and Tom Cross wanted. Used Privilege People, Harry (Kid) Bent can, nice, too. Good Dancer with Cash. **WIRE CHARLES (BUTCH) COHN, General Delivery, care Circus, Mexia, Texas.**

WANTED AT ONCE

TRAINER AND GIRLS TO RIDE MENAGE. Trainers must be absolutely free from all obligations and fully experienced in training Horses, Ponies, Dogs. Girls give full particulars, if capable of working other animals.

J. J. HAMITER, JR., Dallas, Tex. P. O. Box 1892.

GEORGE VALENTINE, manager of the Flying Valentines, pens that act is being featured on the Bill Hames Shows and will be with show until December 1, which will make 34 weeks for the act this season. All the flyers are girls. In troupe are George and Lorraine Valentine, Jerry Felto and Betty York.

AFTER HAGENBECK-WALLACE Circus came to a standstill at Baldwin Park, Calif., Billy Pape and Conchita, perch act, had much difficulty getting their trunks and rigging released, and they barely arrived at Denver in time to fill an engagement at the Denver Theater. Following Denver the team plays Salt Lake City a week and then returns to Los Angeles for further engagements.

IF YOU have knockers around your show get rid of them. They just don't belong.

JACK CRIPPEN, of New Sharon, Ia., who left Russell Bros. Circus first part of the season, informs that he has bought a house trailer and will leave (See **UNDER THE MARQUEE** on page 44)

The Corral

By ROWDY WADDY

PEE WEE LUNEFORD is doing one of the clown acts with Jack Raum's Red Devil Drivers, now playing fairs.

CALF ROPERS participating in the Old Settlers' Rodeo at Goodnight, Okla., recently included Hugh Ridley, Pat Henry and wife, Clyde Brown, Everett Vasser and Forest Andrews. Ted Harnon furnished the bucking horses.

TRICKY RIGGLES, trick roper and rider, who was injured September 2 while branding calves at the Dr. Allen Ranch, Guthrie, Okla., recovered sufficiently to clown and trick rope at the Old Settlers' Rodeo in Goodnight, Okla., September 21-22.

LOUIS G. MARSHALL'S Eagle Ranch at Bartonville, Vt., was badly damaged by the hurricane which swept over that territory September 21. Half the roof on the main building was blown off, as were the roofs of several cabins. One building was completely wrecked.

COWBOYS and cowgirls are en route to Chicago for the Stadium Rodeo which gets under way next week. Observing its 10th anniversary, Stadium has recently spent thousands of dollars in installing new lights. Additional thousands are to be spent for eight super spotlights, designed especially for the Stadium by Donald MacLeod, manager of the building. In addition to the contests, in which \$19,000 in prize money is offered, a number of special acts will be offered, including Chip Morris and his trained horse, Black Fox; the Mounted Troops of America, composed of juvenile riders and ropers; Shorty Flemm and Oklahoma Slim, clowns, and other features.

RECENT Overland Trail Round-Up held in connection with Logan County Fair, Sterling, Colo., under American Legion auspices, was highly successful, reports L. H. Smith, chairman of program committee. Features included Ed and Tillie Bowman, Jean Allen, Bill and Billie King, trick riders and ropers, John Christ clown, Earl Anderson furnished the clock. Results: Bronk Riding—Dale Kennedy, Rube Hubble, Fritz Becker, Calf Roping—Morris Laycock, Don Hoffman, Hugh Ridley, Bulldogging—Dave Campbell, Chick Martindale, Ralph Stanton, Loose-Rope Riding—First day, Ike Lambertson; Adam Kaiser, Ray Garrett, Ken Roberts split second and third, Second day, Fritz Becker, Ray Garrett, Paul Grain. Cowboy Relay Race—First day, Wendell Propst, Sam Brammer, Forrest Tanner. Second day, Forrest Tanner, Wendell Propst, Sam Brammer, Men's Relay—First day, Jim Wallace, Andy Ruland, Forrest Tanner. Second day, Jim Wallace, Ernest Doty, Frank Pierson. Roman Standing Race—First day, Andy Ruland, Jim Wallace, Second day, Jim Wallace, Andy Ruland, Frank Duffield. Quarter-Mile Race—Johnny Wallace, Morris Cooper, Oscar Midhoe, Half-Mile Race—Wendell Propst, Oscar Midhoe, W. E. Ireland. Mile Race—



HERE ARE shown, at left, Walter McCain, superintendent of elephants with the A. G. Barnes and Sells-Floto Circus; right, Bert Backstein, of Decatur, Ill., superintendent of the Circus Model Builders, and his boys, William and Oren. Picture taken at Decatur by Capt. Terrell M. Jacobs when the show was there.

Wendell Propst, Jim Wallace, Swister, Ladies' Relay—Jean Allen, Mary Scott. Second day, Jean Allen, Vera Scheaffer. Three-Eighth-Mile Race—Jean Allen, M. Sturges, Wendell Propst. Three-Quarter-Mile Race—Wendell Propst, Jim Wallace, M. Sturges. Wild Horse Race—First day, Buck Jones, Jack Lowry, George House. Second day, Dale Kennedy, Jack Lowry, Buck Jones.

DESPITE terrific wind and rain storms which hit the East and New England States, rodeo held in connection with Ninth Annual Woodstown (N. J.) Fair was highly successful. Only accident of the event, which was contested in a sea of mud, occurred to Johnnie Davis, who sustained several fractured ribs when he was gored by a Brahma steer. Owing to three performances being canceled, three extra performances were held so that contestants could collect prize money. All entry fees were added to the purse, show being a member of the Rodeo Association of America. New event was the "untying contest" in which steers were turned loose in the arena with a tag on their necks. Cowboys bringing tags to judges were declared winners. It proved popular. Rodeo's executive staff included Howard Harris Jr., president; Col. Jim Eskew, arena director; Joe Regan, arena secretary; Tex Sherman, publicity; Bob Matthews, timer; A. W. Meadows, superintendent of stock; G. L. Ball, county agricultural agent, and Lavinia Duffy, assistant secretary. Shorty McGrory and George Ward were judges, with Johnny Davis, flag judge. Visitors included Frank Moore, manager of Madison Square Garden rodeo; Ray Rilling, party from Lazy K Bar Dude Ranch and Harry A. Black, Edythe Sterling's band of Hopi and Pueblo Indians was among features. Tex Sherman left immediately after the show for Philadelphia, where he will open his publicity offices for the Shrine Circus there.

RODEO in connection with the Tri-State Fair in Amarillo, Tex., September 19-24, was a success from the standpoint of weather and attendance. Honored guests included Governor-Elect O'Daniel, Attorney-General-Elect Mann; Jack Randall, Western movie star; John Carroll, singing actor, and Movita, actress. Randall and Carroll appeared in the grand entry each day. Features included Ernie Young's Cavalcade of Hits; Chester Byers, Lefty Christian, Donald and Gene McLaughlin, and Marvin, Ray, Eleanore, Maxine and Joyce Ramsey, trick and fancy ropers and riders. Trick and fancy riders were Vaughan Kreig, Don Wilcox, Juanita Gray and Dick Griffith. John Lindsay clowning. Mason King was announcer; C. A. Studer, arena secretary; Lynn Beutler, arena director; Buck Harris, Vic Swartz and Dude Colbert, timers; Andy Curtis and Charles Broadnax, judges. Results: Calf Roping—First-day money, Ralph Bennett, Jess Goodspeed, Pat Lewis; Gene Ross and Brown Todd, split fourth. Second day, Dee Burk, Buck Goodspeed, Anye Gamblin, Jiggs Burk. Third day, E. Pardee, Ralph Bennett, Buck Goodspeed, Sonny Hancock. Finals, Buck Goodspeed, Ralph

Stage Is All Set For Garden Rodeo

NEW YORK, Oct. 1.—Stage is virtually set for New York's annual Championship Rodeo at Madison Square Garden, which gets under way October 7. With \$43,800 in prize money, plus several thousand in entry fees, date promises to be the most lucrative rodeo offering in this city's history, and General Manager Frank Moore announced this week that contestant entries indicate that the show will have one of the best lists of participants in years.

Everett Colburn, manager since Colonel W. T. Johnson called it quits two years ago, will again handle the reins, with Harry Knight assisting. Colburn will be arena director and Knight assistant arena director.

Judges this year will include Hub Whitman, Earl Thode and Floyd Gale. Moore has assembled the same bill of added attractions as appeared last year, including Everett Johnson's Band; Chester Byers and Junior Eskew, trick ropers; Ted Allen, horseshoe thrower; Hardy Murphy and Buck, the high-school horse; Jasbo Pulkerson, Jimmy Nesbit and Tom Hunt, clowns, and possibly Billy Keen, Roman jumper. Ticket scale will be the same, at \$1.10, \$1.65, \$2.25, \$3.25 and \$3.85 top. Ted Deglin, of the Garden, is again in charge of publicity.

Bennett, E. Pardee, Anye Gamblin, Bronk Riding—First day, George Yardley, Leo Murray; Ken Roberts, Iowa Shorty and Eddie Curtis split third and fourth. Second day, Eddie Curtis; Leo Murray and Hughie Long split second and third; Slim Metter. Third day, Ken Roberts, Morris Cooper, Hughie Long, Iowa Shorty. Finals, Eddie Curtis, Leo Murray; Iowa Shorty and Hughie Long split third and fourth. Bulldogging—First day, Andy Curtis, Hub Whitman, Mike Fisher; Jack Quait and Joe Thompson split fourth. Second day, Jack Quait and Gene Ross split first and second; Hub Whitman, John C. Davis. Third day, Bruce Ross, John C. Davis, Blackie Karman, Shortie Ricker. Finals, Jack Quait, Mike Hastings, John C. Davis, Mike Fisher. Bull Riding—First day, Bob Murray, Dale Adams, Hubert Randall, Ken Roberts. Second day, Jimmie Olsen; Hughie Long and Ken Roberts split second and third; Bill Gibson. Third heat, Gerald Roberts and Hoyt Helber split first and second; K. Lewallen, Dale Adams. Finals, Dale Adams, Ken Roberts, Gerald Roberts, Hubert Sandall.

NOT SO BAD—

(Continued from page 25)

rushed off after a second act or bolted out on the last stanza before the curtain was lowered. They were not even interested in seeing the play's plot brought to a climax. The same thing happened with traveling vaudeville tricks. It was hard to keep them in their seats and appeared as tho they'd left their motors running and were ready to get back to the car and beat it for some other place, perhaps home. They wanted to go places and do things, and dramatic efforts were too slow.

I noticed a change the past summer in this particular. I saw natives stop on the way out after the show, talk with the owner, manager or whoever was on the door after applauding the final curtain. They liked it. This, I believe, is a good sign, for where there is interest there is business.

There are a few things that will help greatly to make a good impression with the local public. One thing that can be watched is the matter of over-promoting between acts. The over-anxiety to knock patrons off their seats in order to make candy or book sales can leave a sour taste in the mouth of patrons and may react greatly to the disadvantage of all shows playing there in the future. Drama in its worst form should have some degree of dignity and the same thing applies even more strictly to vaudeville.

Don't cheapen your show by trying to wring the last nickel from your audience, because no matter how good your show is all is lost if cheapness creeps in and the natives become aware that you are trying to play them for suckers. This is nothing in the way against candy sales or book sales properly conducted, but don't let these sales overshadow the show. They have their place, but it is a secondary one.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

IDORA ROLLER RINK, in the spacious dance pavilion in Idora Park, Youngstown, O., opened on September 27 under lease to John Perruzzi, Niles, O. Rink has a new special-made maple floor laid over the dance surface, with 1,000 pairs of new Chicago skates. On the first three nights Michael Piccocoli and his orchestra played and Thelma Murphy presided at the new electric organ in intermissions. Sessions are held nightly, with Saturday and Sunday matinees. Operator Perruzzi, who reports the park ballroom will be utilized as a roller rink each winter until April 15, when it will again revert to a ballroom, is a former Niles rink and theater manager.

JUDGE ALLEN C. ROUBEUSH, of Common Pleas Court, is a candidate for president of Norwood (O.) Roller Club, an organization with a membership of 5,700 which holds monthly meetings at Norwood Roller Rink, according to Edward Van Hagen, manager. Members range in age from 10 to 75. Mr. Van Hagen said the membership has been built up over a two-year period. The election will be held October 18.

NIGHTLY sessions were continued during remodeling of Riverside Roller Rink, Indianapolis, and work will soon be completed, reports Ray Woods. Rink will have a 100 by 200-foot floor and there will be other improvements. Lester Huff is organist and a band is also used.

POWER lines destroyed in New England by the September 21 hurricane have been restored and Lyonhurst Rollerway, Marlboro, Mass., reopened on September 30.

MANAGER Gordon Woolley had a good summer season at his rink on State street, Salt Lake City. Gus Harris, floor manager, recently returned from a visit to rinks on the Pacific Coast with some new ideas. Among features will be teaching of dancing on skates. Besides being a pro skater, he is a dancer of ability and has been on several circuits. Manager Greenlyke, who closed his Rainbow Randava Rink in Salt Lake City, is planning to reopen his rink at the Temple Alleys.

R. C. BONE, proprietor of a 40 by 100-foot portable roller rink, had a successful engagement in Cooper, Tex., and opened in Commerce, Tex., on September 26, report G. A. Long and Larry Chaffin, floor managers.

LEO MAYTNIER'S new rink in Summit Beach Park, Akron, which was opened on September 24, is in a spacious building used during summer as a beer garden. Operator Maytnier reports all modern equipment has been installed and that the rink will operate nightly, with matinees on Saturdays and Sundays thruout winter. The outdoor rink in the park has been closed until next spring. Russ Golden, well-known Akron

manager, who has been identified with Maytnier in rink operations many years, is in charge of the new rink.

ROBERT FISHER, manager of Coliseum Roller Rink, Traverse City, Mich., is planning a two-night program for October 19 and 20, featuring dancing, skating and a floor wedding on the second night, reports Edna Bartlette. Wedding gifts will be offered by merchants.

HE has visited 49 rinks since Decoration Day, reports Armand J. Schaub Sr., of Cincinnati, from West Virginia, where he is on business. He writes that he has done considerable "missionary" work by assisting in the organization of skating clubs and teaching dance and figure skating. While visiting in Pittsburgh he met Robert D. Martin, assistant general manager of Arena Gardens Rink, Detroit, and E. M. Moorar, of Philadelphia.

CARL COUYOUMIAN, operator of Wonder Roller Rink, Detroit, has returned from a vacation spent in New York.

J. C. BENDRODT plans to build an Ice Palais in Melbourne, Australia, on the same scale as the Ice Palais he is operating in Sydney. A new attraction at Sydney Ice Palais is Bendrodt's new ice hockey team, consisting mainly of Canadian players, a fast and skillful combination. Glaciarium has been doing good business with an ice show, "The Ice Chalet of 1938."

D. F. LUCKIE and **H. Tyler**, operators of Rollerdom Rink on Main street, Houston, Tex., have leased a second roller-skate spot on Dallas street in that city, to be known as Downtown Roller Rink. Building is to be remodeled and 8,000 square feet of pecan flooring installed. New rink is to have four seasons daily.

UNDER the caption, "More RSROA Progress," George Corbell, Chicago, writes, "I recently visited the Kiefers in their Flint Park (Mich.) Roller Rink, was well entertained and enjoyed meeting all their skaters, who are working hard under personal guidance of Mr. and Mrs. Wally Kiefer with school figures and roller dances. They are certainly doing all in their power to make roller skating pleasant and interesting for the boys and girls. Their Figure Eight Club members surely will be heard from in the future. Their daughter, Yvette, has passed the second test of school figures. I also noted with keen interest a rehearsal of what appeared to be a splendid roller-skating carnival and, as enthusiasm and hard work are not lacking, it should be a big success. I am given to understand that the Kiefers are Northern Michigan district representatives of the Roller Skating Rink Operators' Association of the United States for school figures. They are both very capable on the wheels and have been well chosen."

AFTER visiting rinks in Dayton, Ky., and Bloomington and Marion, Ind., Robert Guindbecker, vice-president of Muncie (Ind.) Skating Association, reports that he was among a big crowd attending the eighth party of the season in Eyer's Rink, Anderson, Ind., on September 25. Fred A. Martin, general manager of Arena Gardens Rink, Detroit, was a guest and spoke on roller skating in the past and what he hopes to see in the future. Joseph L. Bell, manager of Bell's Roller Rink, Fort Wayne, Ind., also spoke. Dance-step exhibitions were given. Next party was scheduled for October 8.

EARL VAN HORN, manager of Mineola (L. I.) Skating Rink, reports that the rink was undamaged during the recent hurricane in the East, remaining open during the entire storm. Over 3,000 attended opening night, September 7, when a Ford sedan was given away and four other awards were made. Improvements made during the summer were a silver ceiling, colored lighting effects, indirectly lighted floor and a newly decorated lobby. There are now 90 in the figure-skating class. At a silver-apple party on September 29 all skaters received an apple, many containing coins ranging from a nickel to a dollar. Jimmy and Joan Lidstone, British amateur figure-skating and dance-skating champions, will appear in the rink on October 6-9. Earl remarks that Earle Reynolds was in error when he referred to the Mineola Swing as the Mineola Scratch.

European Championships

By CYRIL BEASTALL

DERBY, Eng.—With the new season upon us, I feel that it is up to me to make occasional references in these columns to events on this side of the big pond, so here goes.

On September 17 and 18 the second official European championships in roller pair skating and roller figure skating, both separate items, was scheduled in Manchester Ice Palace, at present operating as a roller rink with asbestos floor. Having only recently seen the crack German fancy skaters practicing and, with last year's results in mind, one is convinced that most of the honors are likely to go to the fatherland again. We in England are still away behind the Germans in quality of performance among the topnotchers when it comes to figures and pair skating on the little wheels.

Belgium has in Alex Hermans and Marcelle Cluytmans a pair likely to finish high, but they may find about two British couples ahead of them when it is all over. Lucienne Goverts, junior Belgian champion, is perhaps the best figure skater of her country at this time. There is also one very fine Italian pair.

Frank Burrows and Mary May, current British roller dance champions, are capable of running into third or even second place in the pairs, but Bruno Walter and Lisalotte Roth, of Nurnberg, Germany, should win the event. The absence of the Lidstones has not weakened our chance of a win in the pairs very much, for Burrows and May have a style and ability particularly suited to a competition of this kind.

In the figures Jimmy and Joan Lidstones are our hope in the respective sections, but Fritz Handel, Nurnberg, should win the men's event easily, and Jenny Moser, Frankfurt, if competing, will take some beating out of first place among the girls.

An event of this kind is always lifting the sport right into the public eye, and even without a solitary first place going to this country one must give credit where it is due, for the Germans are splendid sportsmen and have the ability to lose with good grace.

MAGIC

(Continued from page 24)

opened last week for Public Theaters in North Dakota. They will head south around the middle of November. . . . FLORETTA AND BOYETTE, mentalists, are in the midst of a fortnight's engagement in the renovated dining room of the Marquette Hotel, St. Louis. . . . WARFIELD, magician, has moved from the Top o' the Town to the New Yorker nitery in the same village. . . . ST. LOUIS RING NO. 1, IBM, recently staged its third quarterly Ladies' Night Show

with the following magi participating: Badley, Chute, Schertz, James, Niendorf, Edert, Ross, Scott, Little, Vizard, Schopohl, Buel and Bremner. Ann Howe had charge of refreshments. . . . PERCY ABBOTT infos that work on his new magic factory, to replace his old quarters recently destroyed by fire, will commence this week. New building, slated to be completed early in December, will have 7,200 square feet of floor space. . . . AN IDEA originating at the convention of the PCAM the past summer, that Halloween (Oct. 31) be observed as National Magic Day as a form of memorial to the late Harry Houdini, with magi thruout the country to give free entertainments that night for children in hospitals and orphanages, is meeting with favorable response in the East. Rhode Island Assembly No. 26, SAM, at a recent meeting pledged support to the idea, and Charles A. Rosskam, the assembly's prez, introduced the proposition at the New England Magicians' Convention banquet held recently at Worcester, Mass., where it received unanimous indorsement. Boston was chosen as the 1939 convention city for the New England magic group, with Assembly 9, SAM, acting as host.

MINSTRELSY

(Continued from page 24)

the way," continues Conn, "what has become of Jack (Hard-Face) Kennedy, Dinny O'Neil, Slim Vermont, Billy and Bozo Doran and Tommy McCormick?"

BEN McATEE, former minstrel and now comedian with the A. B. Marcus Revue, rounding out its seventh month in South Africa, typewrites as follows from Capetown under date of September 1: "I'd like to be remembered to all my old minstrel cronies. Many a day I think of my days with the Coburn and Lassies White minstrels. Eight of my grandest years in show business were spent on those two opries."

DID YOU KNOW that the first black-face minstrel show was given in New York during February, 1843, those of the circle being Dan Emmett, Billy Whitlock, Dick Pelham and Frank Brower, known as the Virginia Minstrels? That Edwin Booth blacked up and played a banjo and tambo in a minstrel entertainment in 1850 in his native Virginia town a year after his dramatic debut? That Dan Emmett, author of *Diets*, was very religious and read his Bible every day? (Born in Mt. Vernon, O., October 29, 1815, he died in the same town June 28, 1904. His last engagement was with the Al O. Field Minstrels around 1900.) That Nat. C. Goodwin joined Haverly's Minstrels in Chicago September 11, 1876? That William H. Crane worked an end, playing bones in Campbell's Minstrels in the fall of 1860? (From the files of Walter Brown Leonard.)

ADVERTISE YOUR RINK

It Will Show Results

Two 97-N Display Cards

FREE

With 25 or More

No. 97-38 WINDOW CARDS

SPECIAL LOW PRICE

7½c Each or \$5.00 Per 100 Cards.

ORDER NOW

CHICAGO ROLLER SKATE CO.

4427 W. LAKE ST., CHICAGO



RICHARDSON BALL BEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

Experienced Rink Operator

Would like employment either as Manager of a medium sized rink, or can take charge of large skate floor.

NEWMAN W. SMITH

89½ Strong Ave., Rutland, Vt.

WANT PARTY

With Rink Floor and Skates. I have Fine Tent and Trucks to transport, or will buy Floor and Skates. Florida all winter.

W. W. ROBERTS, Danis, Fla.



1939 ROL-O-WAYS IN PRODUCTION

The new CHALLENGERS are off the production line

— improved in design — better shoes —

beautiful new finish — they're really

swanky. RINK OWNERS—Write today

for new interesting prices.

ROLL-AWAY SKATE CO.

12435 Euclid Ave., Cleveland, O.

GRAND-STAND SHOWS SCORE

Last Days Big For Allentown

Attendance picks up after rainy opening—only skill games are in operation

ALLENTOWN, Pa., Oct. 1.—Allentown Fair, September 20-24, opened with two rainy days, but weather cleared on Thursday and the last three days saw tremendous crowds. Thursday brought estimated attendance of 75,000 and Friday and Saturday were close to that mark. Admission charge of 25 cents has been in effect several years. All exhibit buildings were full, exhibits being excellent in all classes. Cavalcade of cattle, horses and other live stock on the race track in front of the grand stand was exceptional. Tuesday, Children's Day, was below previous years in attendance because of bad weather.

Fencing, trotting and running races held on two days were originally scheduled for four days, but a bad track caused early days' races to be run on Thursday and Friday. Lucky Teter and his Hell Drivers appeared Friday afternoon and Hankinson Speedways auto races were held on Saturday before a record crowd. Sunday before opening Lucky Teter presented performances. (See LAST DAYS on page 36)

Success at Chattanooga Assures Annual

CHATTANOOGA, Oct. 1.—With attendance well over 100,000, records are believed to have been set at Interstate Fair here on September 19-24. Ideal weather prevailed. It was the first fair under management of President Joe Engel, and added premiums increased interest and a larger number of features, educational and entertaining, contributed to its success. Paid admissions on Friday totaled 37,173, topping the previous mark of 32,000 for any one day. Tuesday and Saturday were other big days. Johnny J. Jones Exposition reported excellent business, the midway being crowded daily.

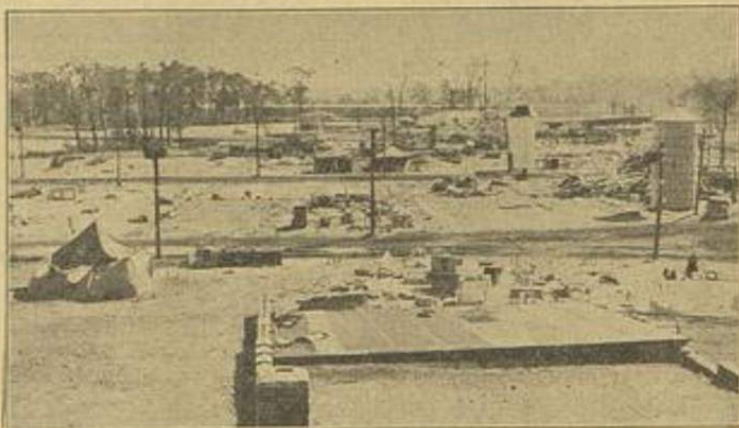
"People of the tri-States area have shown that they want a fair," President (See SUCCESS AT on page 36)

S. F. Ship Hotel Hits Snag

SAN FRANCISCO, Oct. 1.—Plan to convert the liner H. F. Alexander into a floating hotel off Treasure Island for 1939 exposition visitors is facing difficulties. Negotiations of Hispanola, Ltd., for permission from expo officials to build a private landing dock has hit a snag over questions of fees and policing. Expo heads are said to view the proposed dock as a private enterprise that should pay rental fees the same as any other concession. Zapf Penny Arcade is in readiness. On the Quayway the Crillo Cafe is installing equipment and the Cameron Oakwood Barbecue is almost ready to open.

Grand Stand for Charleston

CHARLESTON, S. C., Oct. 1.—A grand stand will be available for the first time at the 1938 Charleston Agricultural and Industrial Fair here, said C. W. Cracraft, manager of amusements and concessions, use of the 9,000-capacity stand of the football stadium on the grounds having been secured for five nights. A new cattle barn has been added at a cost of \$5,600, a WPA project, giving the fair three large buildings. Strates Shows will be on the midway. W. M. Frampton is fair president and manager; I. Blank, vice-president and treasurer; Emmons S. Welch, secretary; C. T. Lawrence, manager of exhibits.



FOUR FERRIS WHEELS, MERRY-GO-ROUND and numerous other ride and concession tents in the amusement area of Eastern States Exposition, Springfield, Mass., were gone with the wind as hurricane visited this scene on September 21. Photo had to be taken from the roof of a near-by four-story building, admittance to grounds having been refused all newsmen by exposition officials and police.

Big Day Top For Nashville

Tennessee State increases gate over '37 — RAS is signed for 1939 Midway

NASHVILLE, Tenn., Oct. 1.—A 20-year record for a single day's attendance at Tennessee State Fair, September 19-24, was shattered on Saturday, closing day. (See BIG DAY on page 36)

G. G. May Have Theater

SAN FRANCISCO, Oct. 1.—First legitimate theater is being planned for Treasure Island, site of the 1939 Golden Gate International Exposition. Sketchy details state that a modern theater is to be built by the government for the Federal Theater Project. Present idea, it is said, follows the Globe Theater policy of tabloid versions presented at the Chicago and San Diego fairs. Acting units, it is proposed, will be provided by San Francisco, Los Angeles, Portland and Denver projects.

Trenton Early Count Greater

TRENTON, N. J., Oct. 1.—New Jersey State Fair, for the third consecutive year under direction of George A. Hamid, got off to a brilliant start on September 25 with Lucky Teter and his Hell Drivers and the WLS Barn Dance headlining a list of attractions that played to nearly 45,000 paid admissions. Aided by excellent weather, the first four days ran considerably ahead of 1937, with an estimated 65,000 on the grounds on Monday for kids' day, about 12,000 on Tuesday and twice that number on Wednesday. Trenton is always comparatively light on Tuesday and Wednesday, but officials believed the latter part of the run would reach unprecedented heights, should skies remain clear.

Resident Manager Harry E. LaBrecque said sold exhibit space was considerably ahead of last year, with an extensive machinery display accounting for bulk of the increase. All phases of exhibits were up. Horse races from Tuesday to Friday, AAA-sanctioned auto races under Ralph Hankinson took over the track today and for a post-fair date Sunday. Wednesday was Grange Day; Thursday, (See TRENTON EARLY on page 36)

Puyallup Bill Seen by More

Business in stands rises altho gate falls off — officials are satisfied

PUYALLUP, Wash., Oct. 1.—Attendance at 39th annual Western Washington Fair here on September 19-25 was 255,000, slightly under last year's mark, but grand-stand attendance increased.

Officials expressed satisfaction at attendance, which was "greater than expected in the face of conditions." On Sunday 41,278 attended, but big days were Tacoma Day on Wednesday, drawing 49,690, and State Press and Derby Day on Saturday with 49,202.

Graham McNamee was emcee for the grand-stand show, which included France and LaPell, perch; Dannie Curtis, comic; Edna D and Animal Athletes; Charley, the Horse; Curtis Black Horse Troupe; Herb and Ross, revolving comedy ladder; Jack Cavanaugh, rope spinner; the Blenders, cowboy quartet; LaNeal Brothers, casting cradle and ring act, and Joe Rausch's Exposition Band. Three new rides were on the midway, Rolloplane, Seaplane and Waltzer. There were night fireworks.

Officers are Dr. J. H. Corliss, serving his first term as president since the death of W. A. Linklater; A. G. Gross, vice-president; A. E. Bartel, secretary-manager; J. M. Jones, treasurer, and Frank Marty, assistant to manager.

Storm Batters Mineola Annual

NEW YORK, Oct. 1.—Queens-Nassau Fair, Mineola, L. I., scheduled for September 20-24, had one of the most disastrous weeks in its long history, when it was struck by storms, rain and the Atlantic Coastal hurricane. Excepting on Friday, when one of the largest crowds in its history visited the grounds, attendance was fairly washed away by inclement weather.

Grounds were without lights until Friday night, altho an emergency plant kept the amusement zone of Phil Iser and Oscar Buck open to what little business existed. Hurricane failed to cause any real damage, altho the midway had almost a complete blowdown and buildings and attractions suffered an unprecedented drenching.

Frank Wirth, in with an elaborate grand-stand show, largest and most expensive. (See STORM BATTERS on page 36)

Parnell Dies of Injuries Sustained in Auto Accident

MEBANE, N. C., Oct. 1.—C. S. Parnell, 50, who died in a hospital on September 27 from injuries received in an automobile accident on September 23, was secretary of North Carolina Association of Fairs and secretary-manager of Six-County Fair here. He also managed Lebanon (Pa.) County Fair this fall. He was editor of The Mebane Enterprise.

He sustained injuries, which at first were thought not to be serious, when his auto overturned on a curve near Roxboro, N. C., and plunged down a 15-foot embankment. Mrs. Parnell, who was with him, escaped with minor injuries.

He had been active in the fair field since 1922 and was a theater owner and justice of the peace. Besides his widow, he is survived by a son and daughter.

GLENS FALLS, N. Y.—A score of motorcycle drivers raced at Cambridge track near here on September 25 to raise funds for a fellow rider, Steve Wayto, Schenectady, N. Y., who sustained a broken neck during Cambridge Fair last month. He is in a Cambridge hospital and funds sufficient to pay for his treatment were realized by the volunteer race program.



EXECUTIVE COMMITTEE of the 1938 Pitt County Fair, Greenville, N. C., where there is much interest in the Farmers' Reunion to be held in conjunction, a new feature with a fair in that territory. Front row, left to right, A. E. Gibson, premiums; T. J. Swain, buildings; J. Hicks Corey, treasurer; David J. Whickard Jr., president; John Hill Pryor, vice-president. Rear row, left to right, A. J. Grey, manager; L. W. Cherry, building; Arthur B. Corey, counsel; J. H. Bynum.

Gate Is Down In Hutchinson

Kansas State off 25,000 with 50-cent wheat as against \$1 crop last year

HUTCHINSON, Kan., Oct. 1.—Kansas State Fair here on September 17-23 excelled all previous annuals in entertainment and exhibits, officials said. Attendance dropped about 25,000 under last year's record 275,000. Weather was perfect, the first fair period in several years without rain marring any day. "People can't spend as much for entertainment or instruction on 50-cent wheat as they can on \$1 wheat, which prevailed last year," remarked an official. Attendance was down in the first of the week. George V. Adams Rodeo gave five performances, starting on Saturday. The fair board thought last year that (See GATE IS DOWN on page 47)



CHARLES W. SWOYER (left), secretary of Reading (Pa.) Fair; Paul Del Rio, famous midjet, and President John S. Gilles, of the fair, pose for a photographer during the 1938 annual.

Atlanta Grounds Improved By Expenditure of \$20,000

ATLANTA, Oct. 1.—About \$20,000 has been spent by Lakewood Park and Southeastern Fair Association in improving grounds, according to Mike Benton, president, and Virgil Meigs, secretary. As a forerunner of the National Live-Stock Show, being held in connection with the fair, October 2-9, permanent stalls were placed in one of the concrete buildings and coops in another building. Fair office was moved to a new spot on top of the hill, more convenient to buildings and midway. It took four days to roll the office building to the new location.

John Edge, superintendent of grounds, installed some new lighting effects outside and inside of buildings and built up some modern landscaping. New admission gates with turnstiles are placed nearer the center of the grounds than the former gates to expedite handling of crowds from parking lots and outer entrances. The new arrangement also makes it easier to watch for fence jumpers.

Acts and Midway Features Draw Well in Adrian, Mich.

ADRIAN, Mich., Oct. 1.—Lenawee County Fair had paid attendance of \$2,000 here on September 19-24, a slight gain over last year, and ended with one of the best Saturday crowds in recent years. About 9,000 children were admitted free and 4,000 passes were used. P. A. Bradish celebrated his 33d year as secretary. Exhibits were best and largest since 1929 and there were 114 race horses entered.

B. Ward Beam's Congress of Daredavils, featured on Thursday, drew biggest crowd of the week. Grand-stand show drew capacity crowds, 2,200, every night except Wednesday, when there was light rain, with Siegfried and Co.; St. Fanny and Abner; Najda and Perez; Spillar's Seals, Billetti Troupe and Hip Raymond as manager. Displays were furnished by American Fireworks Co. A. W. Gooding had five rides on the midway and reported fair business, and F. E. Gooding's Octopus, managed by George O'Brien, was on the grounds. Concessionaires reported good business.

Echo of C. of P.

CHICAGO, Oct. 1.—Dr. Allan Roy Dafoe, who has had charge of the Dionne quintuplets' care since their birth, yesterday won dismissal of a suit for \$1,000,000 brought by Ivan I. Spear, who claims he had a contract to exhibit the quintuplets at a Century of Progress. Spear sued Dr. Dafoe, Pathe News and Woolworth and Kroger store chains. He claims Oliva Dionne, father of the quintuplets, signed a contract giving Spear exclusive promotion and personal exhibition rights for the quintuplets. Spear was to receive 70 per cent of the returns, Dionne 25 per cent and the Rev. Daniel Routhier 7 per cent. Suit alleged that Dr. Dafoe refused to permit exhibition of the babies at the Chicago fair.

Fair Grounds

CALGARY, Alta.—Biggest program of improvements undertaken on Calgary Exhibition and Stampede grounds in 15 years is being considered, a federal loan of \$49,600 having been approved. Construction will begin when the plan has been approved by the board of utility commissioners, as required by law. Twelve barns and other buildings have been re-roofed, chuckwagon barn has been renovated and all buildings are being dressed in new exhibition colors, red roof and white exteriors. A new horse show building and improvements to the grand-stand ramp are being considered.

BLADENBORO, N. C.—Plans for the second annual Bladenboro Community Fair were completed with announcement by J. F. Jones, general manager, that the Roberts Shows have been booked. Fair officials are C. C. Britt, president; H. J. White, vice-president; Roy Lennon, secretary-treasurer, and Manager Jones.

DETROIT—Frank N. Isbey, manager of Michigan State Fair here, called a session of the fair board to take steps to secure a WPA grant for construction of a building on the grounds sufficiently large to accommodate a national automobile show and also for a new agricultural building.

BELLEFONTAINE, O.—Despite two days of bad weather, the 88th annual Logan County Fair, which closed here on September 23 with a saddle horse (See FAIR GROUNDS on page 44)

Mont. Annual Ends in Black

HAMILTON, Mont., Oct. 1.—About 60,000 attended Ravalli County Fair here on September 15-17, which finished in the black, said C. Schroeder. W. B. McLaughlin is secretary. Agricultural displays were good, and there were running races, boxing and wrestling matches, Forest Service fire-fighting demonstrations and Boy Scout exhibits. Grand-stand attendance overflowed daily into the center field. Salmon Saddle Club was a feature. Other acts were Alcidos, aerialists; Trixie McCormick, rope spinner; Audrey Hodges and her horse; Earl McDonnell, trick riding; Pip and Pals, dogs, and Smiley Daley, emcee and clown.

Theater-Cafe for Beaumont

BEAUMONT, Tex., Oct. 1.—Auditorium on South Texas State Fair grounds here is being converted into a theater-cafe with table-seating capacity of about 1,000. Herbie Kay's Band and a line of girls have been booked by Hogan Hancock, of Music Corporation of America, for the 1938 fair, and other acts will be booked. Fair Secretary L. B. Herring Jr. said. The theater-cafe will be lavishly decorated. Cost of remodeling will be about \$6,000. Kent Watson, who handled Sally Rand's Texas campaign, has been signed by Secretary Herring to direct fair publicity.

WINDSOR, N. S.—Windsor Exhibition here on September 20-23 featured the Frank Elliott Shows.

Dikes at ESE Protect Permanent Buildings; Storm Curtails Annual

SPRINGFIELD, Mass., Oct. 1.—Eastern States Exposition, scheduled here for September 18-24, was ordered closed by police officials at 5:15 on the morning of September 22 as waters of Connecticut and Agawam rivers continued to rise. On the day previous the fair had suffered heavily in the worst hurricane experienced in section in more than 100 years, but the management was prepared to keep the fair going. Dikes encircling the grounds held, however, and when flood waters had receded the management reported no damage to permanent structures. Evacuation and closing of the fair, carried out without injury to a single person or animal, was purely of a precautionary nature.

Four Ferris Wheels of Al McNally, Boston; every tent on grounds and grand-stand roof were wrecked by the hurricane Wednesday afternoon. Despite damage, suffered heaviest by concessionaires, they were ready to sign up for 1939 within 24 hours of the show's closing. Beginning on Sunday the exposition experienced the worst weather in its history. On Sunday it rained; on Monday, Children's Day, it poured; on Tuesday rain came in tor-

rents, and on Wednesday it also rained, later developing into the 100-mile-an-hour hurricane.

Despite weather, attendance held up well. On Sunday it was 30,923; Monday, 59,671; Tuesday, 25,267; Wednesday, figures not available. On Sunday, for the first time in 21 years of expo. history, Massachusetts' governor was not on hand to welcome visiting officials. At the end of a primary campaign for renomination Governor Hurley had previously accepted invitations but later failed to appear. Feature of opening day was the Black Watch Band of Canada, under Capt. Hugo G. Jones, its first local appearance. For several seasons Goldman's Band had been the Sunday attraction. Next year's Sunday plans are in doubt. Feature of the Horse Show was maneuvers of a special detachment of First Squadron, Third (See DIKES AT ESE on page 38)

Grand-Stand Shows

SI, ABNER AND PANNY, rube comedy and mule team, have been signed to repeat in 1939 at Adrian (Mich.) Fair by Secretary P. A. Bradish.

AERIAL LAZELLAS, who recently completed a string of 16 fairs and are now playing vaude dates in the Middle West, will winter in California.

AFTERNOON and night bills at Tennessee State Fair, Nashville, September 19-24, reports George A. Hamid, included Hoaglan's Garland Entry, Watkins Dogs, Watkins Circus, Tarzan, high-school horses, chariot race and kicking mule; Balabanov Family, accordionists; Albans Troupe, aerialists, and auto polo. Night show had a fireworks finale.

AUSTIN C. WILSON'S Thrill Shows and Hell Drivers, featuring Jimmy Smith, closed five weeks in the East at Maryland State Fair on September 14 and opened their Southern tour at North Wilkesboro, N. C., at 3 o'clock the next (See GRAND-STAND SHOWS page 47)



BILLY SIEGRIST TROUPE

AERIAL FLYING TRAPEZE ATTRACTION
Now on 29th Week This Season
For a very enjoyable and profitable season we wish to thank C. E. Barfield, Frank West, John Marks, Al Martin, R. H. Mear, L. J. Hath, Billboard Pub. Co. for fairs booked direct, and Mr. and Mrs. Orin Davnport for a very pleasant week in Chicago.
Address: BILLY SIEGRIST, Cincinnati, O.
Now Booking for Season 1939.

JAYDEE THE GREAT
THE OLD APE MAN
AMAZING TRAPEZE NOVELTY
Possitively the Highest Aerial Contortion Trapeze Act on Pole, 103 Ft. High. New and Thrilling, presenting a terrifying appearance in his costume of an "Ape." Performs stunts and antics so like the animal that he actually "Ape the Ape." Contortion and balancing work defies description. Finishing with complete dislocation of shoulders while in a contortion posture. Thrills—Sensations—Comedy! Open for Late and Southern Fairs. Write or wire.
JERRY D. MARTIN, care The Billboard, Cincinnati, O.

IN A CLASS BY ITSELF!
"FOUR O' HEARTS"
SENSATIONAL SKY-HIGH THRILLERS.
Height, 121 Ft.—Nicely Costumed—Novel Lighting.
For Bookings, wire, write, cable CHAS. L. SASSE, International Circus Agent, 300 W. 49th St., New York City. EAST: FRANK WIRTH BOOKING ASS'N, Inc., 1560 Broadway, New York City.
NAY LAD—We Dinna Work For Curry 'N Rice
Permanent Address: 194 North Street, New Britain, Conn. CRASH DUNIGAN.

WANTED
Dependable Promoter to procure Concessions for Guess Your Height Scales at the New York World's Fair and Golden Gate International Exposition at San Francisco. See ad on Carnival Page.
D. BIERBRAUER, SR., Coldwater, N. Y.

SOUTHEASTERN COLORED FAIR
CHARLOTTE, N. C.
6-DAYS AND NIGHTS—6. OCTOBER 10-15, INCLUSIVE.
FIREWORKS AND FREE ATTRACTIONS DAILY
CAN PLACE Concessions of all kinds. Exhibitors, Demonstrators and Concessionaires for EXHIBIT HALL. Will give liberal terms to Minister Show having own outfit. Write or Wire FAIR MANAGER, Southeastern Colored Fair, Walton Hotel, Charlotte, N. C.

SENIOR FLORESQUE

THE EARTH'S No. 1 AERIALIST

Absolute Guarantee of a 100% Thrill.

Feature Tricks which have NEVER BEFORE BEEN ACCOMPLISHED. Contact this fantastic spectacle of grace and daring TODAY for your FAIR.

Care General Delivery, Saratoga, Fla.

Flexible Steel Pipe, 110 Ft. Double Rigging.

Want for the NEW MEXICO STATE FAIR

ALBUQUERQUE, N. M., OCTOBER 8-18

The Largest Fair in the South West.

Shows with or without outfits, Fun House, Rodeo, Walk Through, Penny Arcade, Wax Show, Unions, Mechanical Shows, Booming, Ride-O, Pony Ride and Legitimate Concessions.

FRANK WARD,
State Fair Office, Albuquerque, New Mexico.

Count Shows Free Admissions Totaled 117,695 in Syracuse

SYRACUSE, Oct. 1.—Total attendance of 363,770, boosting unofficial figures more than 5,000, was revealed in official records of New York State Fair here on August 29-September 10. Total gate receipts, however, were only \$97,202.75, because of total attendance 117,695 admissions were on passes.

Paid admissions were split into two classes, 165,081 at daytime 50-cent rates, and 16,971 at 25 cents for night shows at grand stand and Coliseum dances.

The new parking charge, hotly debated, netted 25 cents per car for 41,718 cars. Smallest attendance was on Wednesday of the second week, 11,443. Largest was on Labor Day, 73,289.

Grey Gets Greenville Acts

GREENVILLE, N. C., Oct. 1.—A. J. Grey, manager of the six-day Pitt County Fair here, reports that American Exposition Shows have been contracted as midway attraction, and that among others, Great Eugene, high aerialist, and Ora and Minerva, aerial bar, have been booked as free acts. Live-stock pens and two buildings for exhibits being erected are expected to be completed by fair time. There will be a Farmers' Reunion Day, featuring prize contests.

TRENTON EARLY

(Continued from page 34)

Governor's Day, and Friday had amateur motorcycle races.

Cetlin & Wilson Shows on the midway reported good business as of Wednesday night, with indications of an excellent week for its usual fair-date size, 16 shows and 18 rides, some new and all in good condition. The Del Rio Midget Family is a prominent addition to C-W. line-up.

Big Grand-Stand Show

Altho early grand-stand attendance was not heavy, Hamid offered one of the largest revue-spectacles seen in the East this season. Headed by Catherine Behney's Winter Garden Revue, bill includes Joe Basile's Madison Square Garden Band; Loyal-Repenaki equestrienne troupe from Bingham-Barnum show; Arlene-Berolin's Troupe, high wire; Kanazawa Japs; Will Morris and Bobby, bike routine; Mac's Trained Steers; Great Peters, high pole; Capt. Roman Procke's Tigers, Flying Sensations, Billy Wells and the Four Fays, Maay and Brach, Donatella Brothers and Carmen; Variety Gambol, tumbling and trampoline; Mildred O'Done, prima donna, and Billy Keston, emcee.

Early matinee grand-stand crowds were good, with the highlight, of course, on Sunday, when Teter and his dare-devil show thrilled a capacity get-together. Fair officially closes tonight, but auto races will continue tomorrow with gate prices at a cut-rate.

Publicity has been adequate, with several stunts putting the fair in the public eye hereabouts. Staff headed by

Leonard Traube, of the George A. Hamid office, includes Bert Nevins and assistants, and Ted Miller for the midway. Fox-Movietone News and Paramount Newsreel shot the Loyal-Repenaki family in front of the Capitol early in the week, reels being released locally before termination of the fair. Newspapers have shown co-operation and radio has been used extensively.

Fair has been a mecca for Eastern fair and show business personalities. Among early visitors were S. W. Gumpertz, Million-Dollar Pier; Will L. Davis, Rutland (Vt.) Fair; Fred Beebe, rodeo operator; Francis Slack and George P. Smith Jr., New York World's Fair; Lew Dufour, Cliff Wilson, Mrs. B. H. Patrick and numerous members of the National Showmen's Association. An NSA benefit performance was held Thursday night.

BIG DAY

(Continued from page 34)

with 37,466, 10,300 more than on the biggest day in 1937. Saturday's gate was largest since 1918 when closing day attendance was swelled beyond normal by workmen at a munitions plant. Attendance topped last year's by 2,841. Tabulations by days:

	1938	1937	1936
Monday	5,214	4,800	7,919
Tuesday	8,600	10,236	10,074
Wednesday ...	17,289	18,902	14,981
Thursday	20,070	21,909	20,555
Friday	25,220	28,022	28,551
Saturday	37,466	27,149	33,635

113,830 111,018 115,715

Weather was cool and fair the first four days, temperatures then rising to summer heat. Free attractions included pyro shows nightly by Ohio Display Fireworks Co., harness races on first five days, auto racing on Saturday, staged by Racing Corporation of America under direction of John A. Sloan, and acts in front of the grand stand. Royal American Shows were on the midway and Walter DeVoyné, auditor, said that a majority of attractions showed substantial increases in receipts over last year, only one or two falling below 1937 in takes.

While the total gross was somewhat under that of 1937, the Royal American organization was so satisfactory to the fair commissioners that it was contracted for the midway at the 1939 fair.

Houston Penton, Meridian, Miss., racing driver, who suffered a fractured skull and broken arm on Saturday when his car crashed thru a fence of the track, was taken to General Hospital. In the Horse Show each night, with championship classes Saturday night, variety was added by the presence on the last two

nights of Paul Whiteman, who donated and presented two trophies to the owner of the grand champion Tennessee walking horse. Free acts in front of the grand stand included Albanis Troupe, Balabanow Family, Hoaglin's Hippodrome, Watkins' Trained Animals, with Red McEwen's State Fair Band. Displays in the women's building, live stock and corn were outstanding exhibits. Other agricultural exhibits about equaled last year's, altho Tennessee farmers have had a good crop year.

Judge Litton Hickman, chairman of the board of fair commissioners, announced that plans will be started immediately for increasing seating capacity in the grand stand and expanding facilities for exhibits. Premium list of \$32,500 was an increase of \$2,500 over last year's, and Phil C. Travis, fair manager, said that it probably will be increased to \$40,000 or more next year. Manager Travis was in charge of the fair. For the second successive year ill health prevented J. W. Rusewurm, veteran secretary of the Fair Association, from taking an active executive part.

Among concessioners who had space were Tom Beal, juice and grab; Beech-Nut Circus; Jack Brodo, jewelry; Avery Christy, two cookhouses; Desplanter Bros., novelties; Art Fifield, juice and grab; Charles Golding, frozen custard; J. E. Gizzard, grab; Kerr Glass Mfg. Co.; Walter Long, two cookhouses; Eddie Madigan, cookhouse; J. Gilbert Noon, shooting gallery; Bud Pollock, jewelry; Nan Rankine, palmistry; George Reinhard, cookhouse and grab, four locations; Mrs. J. C. Simpson, photos; Walter DeVoyné, photos; B. O. Tucker, cookhouse and grab; Mrs. E. C. Velare, candy apples; Cash Wilcox, cookhouse; W. J. Winslow, scales; A. R. Zaichick, jewelry. Ohio Display Fireworks Co. had the pyro contract.

STORM BATTERS

(Continued from page 34)

penative ever offered at Mineola, reported little damage to the set-up, altho few shows were presented. Following excellent business on Friday, auto races on Saturday failed to live up to crowd-pulling expectations, due mostly to a pall of gloom spread over Long Island by the devastating consequences of the storm. Despite conditions, the midway reported fair business, altho far below what should have been done. Secretary Fred Baldwin said attendance was low, the better than expected, considering circumstances.

Grand-stand show, under personal direction of Frank Wirth, included his Cheer Up Revue with 16 girls in line;

Jimmy Victor's Band; Paul and Esther, skating duo; Billy Keen, Roman horse jump; Nelson and Nelson, acrobatics; Four Sensational Jaks; Flying Harold; Bob Willis, emcee; Jackson Duo, horse-shoe pitch; Ruth Pine's Sextuplets; Juna Boyd, xylophonist; Dorothy Isles, prima; Gabby Leslie, Kitano Japs, George Cook's Funny Ford and Al Durante auto-thrill troupe.

LAST DAYS

(Continued from page 34)

there being no charge to grounds but a charge being made in the grand stand.

Revue and Midway Popular

Grand-stand attractions, booked thru George A. Hamid, Inc., were of exceptional quality and included White Brothers, with boxing kangaroo; Stephani Sisters, iron-tongue; Pearl Elder, rope spinning; Ted Elder, equine jumping over auto; Five Harlequins; Olga Petroff, high pole; Mac's Steers; Silvers Johnson and Funny Ford; Fiv's Juggling Jewels, Demnati Arabs and Flying Otaris. In five parts, George Hamid's Revue of Tomarros was beautifully staged and magnificently costumed, with several changes of scenic sets. Elaine Dowling, emcee, also presented her dancing acrobatic number; Roxeyettes participated in numbers to perfection. Interspersed in the revue were Mazzoni and Co., adagio dancers, and the Three Original Stooges. Joe Basile's Madison Square Garden Band played concerts and the acts.

World of Mirth Shows on the midway had the largest line-up they have ever brought to the fair, 30 shows and 23 rides. This was their seventh year here. A benefit show for the National Showmen's Association on Friday at midnight in the tent of the Swing Club realized a nice sum, all grand-stand acts taking part.

Skill Game Play Better

Bingo and concession wheels were missing for the first time in many years, District Attorney John L. Cutshall having kept his word and allowed none. It was declared that experience with concessions here no doubt had been responsible to a great extent for the stand taken by the district attorney. Some ball games and other games of skill were allowed, and as a consequence this class of games got a somewhat better play, altho it was remarked that visitors apparently had become skeptical of all kinds of games.

Among visiting fair officials were Maj. E. B. Allen and wife, Flemington, N. J.; Bruce Syndam, Charles Syndam, H. B. Correll and Carl Pickenstein, Bloomsburg; Samuel B. Russell, Lewisville; John A. Giles and Charles W. Swoyer, Reading; F. W. Bausman, Pottsville, and Samuel S. Lewis, York. Grand-stand shows having been given in a drizzling rain Tuesday and Wednesday nights, George Hamid said he considered the attendance remarkable.

"In spite of terrible weather, we were fortunate in not missing a show," he said. "In Tuesday night's downpour we showed to more than 2,000, to more than 4,000 Wednesday night on the day of the hurricane, and remainder of the week was a turnaway and one of the most outstanding successes we have had in Allentown."

SUCCESS AT

(Continued from page 34)

Engel said, "and we have tried to give them one. Increased premium list brought out more entries than ever before and next year I'm going to see that the list is even bigger. You haven't seen anything yet." Also head of Chattanooga Baseball Co. in the Southern League, President Engel has a five-year contract for the fair plant with an option for five more years. Next year, he said, would see at least one new \$100,000 building for exhibits on the Warner Park grounds. Some exhibits this year were in tents.

Bumper crops and augmented prize list brought more agricultural and live-stock exhibits than since the fair was revived five years ago. Purses of \$2,400 were offered in the four days of harness racing, bringing in some fast horses. The races were disappointing from an attendance standpoint, an average of about 1,000 a day paying to get into the stand.

Two free acts were given daily by Four Sensational Wishards, serialists, and Elmer's Crazy Cow, booked thru Gus Sun Agency. Nightly Ohio Display fireworks were the most elaborate ever shown at a fair here. On the Johnny J. Jones Exposition midway new rides, clean appearance of tops and costumes, and orderly presentation drew much favorable comment.



PHOTO SHOWS LOCALS AND SHOWFOLK connected with the 1938 Fredericton (N. B.) Exhibition when they got together on a corn field and "doggie" roast in the center field of Canada's fastest half-mile track on the night of September 14. Guiding spirits were Mrs. Elsie Brownell, in charge of the Continental Revue, and Paul de Wees, emcee for the George A. Hamid unit appearing at the fair. Girls of the revue saw the guests amply helped to the many delicacies provided. Front row, left to right, Fred H. Phillips, publicity man for the exhibition; Mrs. Colleano, Winnifred Colleano; Peggy Lee, featured soloist with the revue; Vincent, topmounter of Maurice and Vincent, and Alice Rick. Second row, left to right, James W. Power, vet maritime sports and theatrical writer; Joe Hughes, of George A. Hamid, Inc.; Mrs. Frank Cooper; Mrs. Tip Stone, Woodstock, N. B.; Mrs. Raymond Creudson; Joe Cain, fair director; Norma Reichert, Anna Dale, Anna Medogalia, Mae Moyer, Marie Shippe; Frankie Patello, adagio dancer with revue; Taki, of Oski and Taki; Laddie Lamont, Scotch Hillbilly comedian. Back row, standing, left to right, Alf. W. Raymond Creudson, fair director; Leslie Masor; Frank Cooper, fair director; Dace Griffiths, racing secretary of the fair; Tip Stone, Circus Fan and executive of Woodstock Exhibition; Maurice, understander of Maurice and Vincent; Constable Justin Sirr, Royal Canadian Mounted Police; Paul de Wees, Frank Hoffmann, Mrs. Elsie Brownell; Roy Smith, president of Fredericton Exhibition; Henrietta Deturk; Harold Spinks, in charge of rigging for Winnifred Colleano; Effie Pauls; Ralph Waberley, electrician with revue; Doris Duffy; Constable Eddie Brethure, R. C. M. P.; Horace Niles; Dick Larkins, specialty dancer with revue; Corporal Tudor, R. C. M. P.; Flo Mallory; Sphl. of Oski and Taki; last two in line, local property men.

"Season Passes"

By ARCHIE W. COLTER

Manager of Riverside Amusement Park, Indianapolis

(Continued from last week)

One season, in addition to regular pass cards, we had books of tickets made containing coupons for one ride on each of the devices. These were very handy in that they limited their holders to one "go-round" in the park, which was highly appreciated and was sufficient for lots of people. Then in another season we had three classes of pass cards printed. One class was printed on gold-colored stock and bore the inscription "Bearer and Party." Another kind, printed on silver stock, said "Bearer and Family." Still another, on white stock, was for "Bearer." The "big shots" surely were proud of their "gold" passes!

Then, a few years back, we adopted a plan which is now in effect. On the face of the pass is printed: "The holder of this pass will bring it to the park offices in the administration building where he will be given strips of ride tickets. He will leave pass in the office until he is ready to leave the park, when he may call for it at the office." On the back of the pass is a space where the holder must sign his name. When the passes are put out a book is opened in the office early in the season, in which are entered names and numbers of all pass holders. Each time the passes are used a check of the date is entered in this book. With this system we have a contact with all pass holders and we know by looking at the passes in our possession just how many people in the park are riding free. We have a chance to greet them and we also appreciate the word of thanks that they generally utter when they call for their passes as they leave.

Brought Along "Kiddies"

Yes, we still write in the words "and party" on a lot of them, which, as we mentioned, is sometimes a headache, but also is necessary. They generally come into the office with the remark, "Well, I thought I would bring the kiddies out for a few rides." We smile, reminiscently, and, knowing full well what's coming, we ask, "How many in the party?" Rather hesitantly, the answer will come, "Well, let's see: there are nine (or 10 or 15, at times) of us." We get out a sufficient number of strips of tickets and hand them over, expressing the hope that they all have a good time, for we just love the "kiddies." Then we go to the front office window and watch him join his party, which usually is made up of around seven grown-ups and two "kiddies."

One season we asked the chief of police for a list of all ranking officers of his department, from sergeants up, and we sent them all passes. Lots of the cops never cared to visit the park, but they loaned out their passes with a vengeance. One officer entertained everybody in his block that season, handing it from household to household, with from five to ten persons using it each evening. We, of course, were under no obligations to all these neighbors of the law, but we took it like a little man.

Our passes used to read, "Not good on Saturdays, Sundays or Holidays," but in later years we have lifted the ban on Saturdays, principally for the reason that, Saturday being the almost universal pay day, the pass holder might have a little spare change to spend on things not included in his pass. So, as I have said, we are about back where we started. But next season, by heck! we are going to make all passes read, "Bearer AND ONE." Of course, there may be some that we shall make to include family or party—O, what's the use!

Season Extended in Utah

SALT LAKE CITY, Oct. 1.—Saltair was kept open several days to accommodate American Legion delegates on their way to Los Angeles national convention, first time in many years that Manager Thomas M. Wheeler extended the season after Labor Day. Black Rock and Sunset Beach will remain open all winter, according to Manager Latches, of Black Rock, and managers Ira Dern and Hal Thompson, of Sunset. Lagoon had the best season in many years, said Manager Julian Bamberger. Even the July 4 was rainy the rest of the season made up for the loss. Lagoon pool was chosen for all AAU swimming contests.

ROTON IS WRECKED



CROWDS VISITED SAVIN ROCK PARK, near New Haven, Conn., after the hurricane of September 21 and saw giant trees felled and clearance work being started immediately to rebuild the resort. View was taken on Beach street, where most damage was done, by Andrew T. Colarolpe.

Fire Damages Playland, Rye, After Flood Is Dealt by Gale

NEW YORK, Oct. 1.—Playland Park, Rye, N. Y., big Westchester County amusement project which was flooded last week as a result of the disastrous Atlantic Coastal storm and hurricane, sustained between \$20,000 and \$30,000 damage by fire early Wednesday morning.

The fire, of undetermined origin, was confined to the Colonnade Building, housing a bingo game, frozen custard stand, photo studio and a Skee-Ball alley. All were completely destroyed except the alley, which suffered partial

damage. A few refreshment stands were also included in the fire-stricken area.

Managing Director Herbert F. O'Malley said that as yet it has been impossible to arrive at an exact figure of loss due to the unique construction of the building, formerly Japanese Tea Gardens, and because of the nature of the damaged attractions. Had the fire been discovered earlier it is believed more of the property would have been saved. Director O'Malley said that no plans have been made for reconstruction of the damaged property.

Rock Springs Boon Is Seen as Result Of Bridge Purchase

EAST LIVERPOOL, O., Oct. 1.—Purchase of East Liverpool-Chester, W. Va., toll bridge by the State of Ohio at a reported price of \$2,135,000 is expected to be of great advantage to Rock Springs Park, Chester. For several years, since the park has been operated by C. C. Macdonald and associates, alleged excessive toll over the bridge, which has been owned since its construction by private interests, has seriously handicapped the park, it is said.

Patronage has been discouraged from the Ohio side with the result that the park management no longer could oper-

ate the dance pavilion at a profit. It was operated Sunday nights only during the past season. Thousands of tourists have been avoiding crossing into Chester because of toll charges and many have been crossing the river above Steubenville, where the State more than a year ago acquired a bridge and reduced tolls.

It is expected toll rates will have been revised by the time the park reopens in May and that it will be operated on a more extensive schedule as result of lesser toll charges. Ohio Bridge Commission announced it hoped to make the bridge toll free within 10 years.

CINCINNATI. — Edward L. Schott, president and general manager of Coney Island, Inc., and Mrs. Schott returned to their home here on September 27 after a two weeks' vacation spent in Virginia.

Norwalk Resort In Path of Gale

With \$100,000 damage, spot may not be rebuilt, Owner Bayley intimates

SOUTH NORWALK, Conn., Oct. 1.—Receding tidal waters after the hurricane of September 21 revealed a scene of destruction at Roton Point Park, widely known amusement resort fronting on Long Island Sound.

Damage was estimated at \$100,000 by Neville Bayley, veteran owner and operator. That it is probable the park will never be reopened was strongly intimated by owner Bayley.

The tidal wave carried away a dock, a mile of seawall; left a Merry-Go-Round, Coseter, Whip and other rides in ruins; undermined a dance hall projecting over the Sound and ripped down bathhouses.

Rehabilitation Gets Under Way At Savin Rock

NEW HAVEN, Conn., Oct. 1.—With damage aggregating nearly \$150,000, Savin Rock Park owners have taken up the task of repairing and remodeling the resort after the hurricane of September 21. Concessions, restaurants and rides along Beach street took the severest beating, while tree damage in other parts of the Rock was great. About 100 trees were felled by the wind.

Fred Levere, executive head of Savin Rock Park Association, who estimated that at least 100 men were at work in various parts of the Rock cleaning up, figured it would be several months before things would be back to normal. As proof that progress was being made, Dick Gray was out personally directing work so as to have White City Stadium ready for pro-amateur boxing matches scheduled for September 27.

Some of the newer rides came thru without much damage, including the new Water Scooter, which did good business from crowds that came to see the damaged Rock on September 24 and 25 week-end. Dave Hudkins ran his usual swing session in Wilcox's dance pavilion last Sunday afternoon and had Artie Shaw as guest for Sunday night dancing. American Legionnaires and West Haven police co-operated in keeping the huge crowds on the move during the week-end.

Acushnet's Damage Reported at \$3,000

NEW BEDFORD, Mass., Oct. 1.—James R. Hamer reports that the hurricane on September 21 did estimated damage of \$3,000 to Acushnet Park here.

Part of the Roller Coaster was destroyed and the bathing and clam bake pavilions were blown down, he said.

Grosses Down for Bob-Lo

DETROIT, Oct. 1.—While Bob-Lo Park, island spot in the Detroit River, maintained average daily attendance about equal to that of 1937, the management reported that average grosses were down about 20 per cent daily. The park remained open two weeks longer than usual, anticipating business upturn in late summer, but while this helped total season attendance it did not add materially to net revenue, as the park was just about able to break even on the additional days, when expense of operating boats by the owner, Detroit and Windsor Ferry Co., is included, as these furnish practically the only means of access to the island. An improvement program will probably be planned about January 1.



DOMINION PARK, Montreal, offered the House of Illusions on its midway during the 1938 season, the show being presented by a Montreal magician, Wilfrid Beckmen. He produced his full illusion show, assisted by a company of four girls, and did six shows daily devoted solely to magic.

American Recreational Equipment Association

By R. S. UZZELL

A more hectic end of the season, especially in the North Atlantic States, has not been experienced in the history of the business. That continuous rain for about six days (which was not a rain most of the time but a downpour), followed by the big windstorm, created unestimated damage along the Atlantic seaboard that will take millions of dollars to restore. On a stretch of two miles almost solidly built up at one Rhode Island beach near Westerly there were only five buildings left standing. Of course, out on Long Island at South Hampton the storm took its heaviest toll, but few resorts escaped, especially in the New England States, without considerable damage.

Damage done by wind will not be accurately estimated until the work of cleaning up grounds and rebuilding gets under way. West Haven, Conn., at Savin Rock was hard hit along the water front

on both sides of the street as well as in the grove and in old White City. Doubtless Riverside Park, Springfield, which has been dark for six years, had a lot more damage, not only from the wind but also from the flooded Connecticut River, which has just about finished the once palatial and expensive dance hall on the lower level. The park at Hartford is along the river; Newport Beach is practically wiped out. Eastern States Exposition, Springfield, with its valuable buildings and beautiful landscaping, has been damaged to an extent difficult to estimate without careful study. Thruout Eastern Massachusetts and even in part of New Hampshire there were minor damages.

May Delay Rebuilding

The wind extended into the province of Quebec and demolished some enormous trees in Belmont Park, Cartierville, Montreal, one of them smashing part of the fence of the Kiddie Aeroplane Swing, but otherwise no rides were damaged. Playland, Rye, N. Y., was flooded with water which did biggest damage by submerging motors, tearing up part of the dock and sea wall and injuring that fine vegetation with sea water. Fortunately, the Scoota Boat tank was built on top of the ground and the top of it was high enough to keep out the water, which could not take the Scoota Boats away. But most of the boats on the lake, including rowboats, were just about demolished. Jones Beach came in for its share of damage, while the Rockaways and Coney Island escaped with only slight damage. Now we all sympathize more keenly with Florida, Galveston and Alabama because we know what it means to be knocked out so that a lot of rebuilding is necessary.

Freakish weather this season stands out above all other seasons and gives us a most hectic ending to what was already a season which had been very much decreased from former ones because of weather and unstable financial and political conditions. And now the black ducks are going south a month earlier than usual, which may mean an early and severe winter that will interrupt rebuilding, or maybe the ducks, like the rest of us, are confused and really do not know what the weather means.

Oldtimers Coming Back

Rockaway Beach looked storm-wrecked anyway because of the demolition of the 200 feet along the boardwalk for about two miles, but hope lights anew and Rockaway's Playland has under way a new Coaster which may be the only one at Rockaway Beach for some time. By careful study of the building ordinances it has been learned that the Coaster can be built entirely of wood instead of everything steel above 40 feet, which largely accounts for this venture going forward. Vernon Keenan has made the plan and in all probability will supervise the building of this Coaster.

The oldtimers do return to us, even though the business has to take its wallop, along with everything else. Frank W. Darling returned to the fold in early summer and is now devoting his time to the Children's World for the New York World's Fair, and the Chester brothers, of the late Chester Pollard concern that made games, have returned to New York after an absence of about six years and have already undertaken some work of fronts and displays for the World's Fair and will soon be bringing out some new ideas that look promising. Ernest Chester speaks with enthusiasm of their new venture and actually seems happy to come back into the fold. He will put

his hat in the ring with us and is already planning to attend the November Chicago meeting.

W. F. Mangels has been negotiating for some exhibits which the Russell Sage Foundation is about to donate to the American Museum of Public Recreation. He keeps up his courage and works incessantly for the museum without the encouragement and support to which he is really entitled from the industry.

Long Island

By ALFRED FRIEDMAN

The storm of September 21 left loss of life and property in its wake, but beach and other amusement resorts suffered little for all the battering. There was surprise that Long Beach and the Rockaways withstood the wind and ocean assault without more damage, as these zones suffer most from storms. For three or four nights following the storm much of Long Island was in virtual darkness, and from this theaters, clubs and other spots of diversion suffered considerably. Suffolk County was black for four nights and Nassau recorded three "candle nights."

Manny and Dave Klein, Long Island concession vets, recently closed a season at Coney Island, N. Y. Grassy Point, Broad Channel, is plotting a big winter season. Many local concessioners were at the Mard Gras at Coney Island. Reports assert that Surfside, Atlantic Beach and Rye, had a good season in contrast to the year before. Jamaica Roller Skating Rink, reopened for the winter, is one of the best paying on Long Island. Freeport Stadium and Cross Bay Stadium staging post-season auto races. Both had a successful summer.

Rockaway Beach is buzzing with activity, with actual construction work on the new mile-and-a-half road set for starting in 10 days. It's the biggest project locally since the Boardwalk was constructed. It was necessary to raze 800 houses to make room for the highway which Park Commissioner Moses hopes will be the first segment of a road that will eventually ribbon about 20 miles of Long Island's south shore.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Open Letter

Dear Christy Walsh: As sports director for the 1939 New York World's Fair, I know you are very busy attempting to line up suitable athletic events. However, I am wondering whether you are giving suitable consideration to the advantages of staging a gala amateur water carnival or a championship marathon swim race. Either is certain to prove a b.-o. success.

Apparently plans to build a swimming pool on the grounds in Flushing have long since been abandoned. Perhaps the powers-that-be are right in feeling that persons who visit the fair from all over the world won't be interested in spending their time swimming while at the exposition. But among attractions that can be arranged for these visitors a marathon swim looms as a sure-fire favorite.

Natural waters surrounding the fair site would lend themselves perfectly to such an event. For many years the \$25,000 swimathons were a big attraction at the Canadian National Exhibition in Toronto, and Elwood Hughes, CNE director, who ran the swim as sports director for the Wrigley Co., their sponsor, will tell you that the event used to attract hundreds of thousands each year. What better open sports meet would attract entries from every corner of the globe? With attractive cash prizes, 500 to 1,000 men and few swimmers could be enticed to compete. And what better thrill would there be than to watch this tremendous field swim around the fairgrounds in quest of fame and fortune? Two leading publishers have evinced interest in such a type of sport event by staging long-distance swims. The millions of out-of-towners expected to visit the fair have seen boxing bouts before, but very few have seen a marathon swim.

I know it's none of my business to tell you how to run the sports department of the fair, but it is in behalf of the many men and women marathon swimmers who have been writing this department for the past few months, asking why such an event can't be

staged at the fair, that I have taken the liberty to address you.

A Misnomer?

Sitting around Shelton Indoor tank, New York, one night last week a discussion was raised concerning the advisability of men in the swim biz calling their tanks "bathing pools" and also referring to their beach emporiums as "bathhouses." One of the boys said it gave the wrong impression; that such names meant that one could take a bath in such establishments, which, of course, isn't really the case. A great deal was said on the subject at the 1936 convention of the NAAAPPB in Chicago. At that confab Harry A. Ackley, chairman of the pool meeting, said, "I have heard it said, and it is my thought also, that the term 'bathing pool'—when we mean 'swimming pool'—is a sort of misnomer. It conveys the idea that people come there to take a bath. I know of one swimming pool where a rather prominent sign was put in the locker room reading, 'Swim here, but bathe at home.' I think that those who have large investments in swimming pools ought to emphasize the fact that they are swimming pools and as far as possible should avoid the use of the term 'bathing pool.'" My thoughts in the matter are that while two years ago persons may have become bewildered by the term "bathing pools," today the sport of swimming and the industry of swim pools have grown to such proportions that no one could possibly think that a "bathing pool" is where one can take a bath. As a matter of fact, in many instances I believe that the term "bathing pools" should be used in place of "swimming pools" because the latter tends to give the impression that those who cannot swim and who may just want to cool off from the heat would not find facilities for them.

Typ portraits

Harry Lanzner, operator of Park Central Indoor tank, New York, is a former contractor and builder. Runs the tank in conjunction with the hostelry housing it and is of the opinion that a swimming pool is one of the greatest attractions a hotel can have. His brother, Sam, purchases all equipment for the tank. Spends a great deal of time each winter in Florida, dividing attention between new entertainment for his grills and new gadgets for his pool. Is a great friend of water performers, having staged the first national pro swim races at Park Central. Tho a busy man, he always finds time to be on hand for special events staged at the indoor plunge. Is a rabid believer in the theory that "a new broom sweeps clean" and frequently changes managers, press agents and life guards. Main ambition is to be able to continue the work he's doing for a long time to come.

Dots and Dashes

How come no one has thought of a funhouse as a side-line attraction for a pool, one where the devices and slides can be used by persons while in swim suits? . . . Ed Connelly says the newly formed New Jersey council will ballyhoo swim facilities of Palisades Interstate Park next summer to entice World's Fair visitors to cross the Hudson.—Charles Laufer, Montana pool operator, writes that he would like to know who holds the world's record for the longest underwater swim, as he believes one of his swimmers is a contender for the title. . . . Broadwood indoor tank, Philly, started forming its swim team last week for the new indoor season.


CANTON, O.—Ray Ehret, many years a concessioner in Chippewa Lake Park, near Medina, returned to his home here for the winter after playing several Eastern Ohio fairs with his de luxe refreshment stands. With him at fairs was his brother, Elmer, former Buckeye Lake Park (O.) concessioner. They reported business considerably off in comparison to last year's in the same towns.

DIKES AT ESE

(Continued from page 35)

United States Cavalry, Fort Ethan, Allen, Va., under command of Lieut.-Col. Thomas H. Rees Jr.

On Tuesday the cornerstone of the Connecticut State building was laid, and on Wednesday, about four hours before the hurricane, the Orange Building was dedicated. Horse racing was washed out on Monday, Tuesday and Wednesday, but Lucky Teter put on shows twice daily to the few hundreds who huddled in the grand stand. Candy Hammer presented the rodeo attraction.



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

AT LIBERTY

OREST J. DEVANY

Supervised all Construction and Decorations Million Dollar Pier, Atlantic City, 1938.

OPEN FOR PROPOSITION

Constructing, Consulting, Operating, Also Booking Outings, Etc.

BOX 893, The Billboard, 1564 Broadway, N. Y. O.

LARGEST MANUFACTURERS OF MECHANICAL

SHOOTING GALLERIES

FOR PARKS-RESORTS-SPORTLANDS-CARNIVALS

CATALOGUE FREE

W. F. MANGELS CO. CONEY ISLAND, N. Y.

FOR SALE

Plan on the Farm, or will exchange same for Dodson 3166. Also in the market for Kiddie Rides. Name lowest price.

GLEN PARK, Williamsville, N. Y.


Auto-SKOOTER-Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC.

AUTO SKOOTER 2809 N. Fairhill St., PHILA., Pa., U. S. A.

LUSSE BROS., LTD., Central House, 48 Kingsway, London W. C. 2, England.



WATER SKOOTER.

WARNING

All persons interested in Key West Park please read following letter from Tax Collector City Key West:

"TO WHOM IT MAY CONCERN:

"This is to certify that Mr. E. H. Philbert has paid the necessary amount of occupational license for the operation of Amusement Park in the City of Key West, beginning January 1, 1939. And further, this is the only license that has been issued for an Amusement Park to be operated in Key West up to this date. Very respectfully,

"SAM B. PINDER, Tax Collector for the City of Key West, Fla."

Address all mail to

E. H. PHILBERT, Manager Key West Park, Key West, Fla.

WARNING

"Key West, Fla., September 29, 1938.

RA Tops Mark At Birmingham

Show also sets new high for Saturday business at fair in Nashville

BIRMINGHAM, Oct. 1.—Records of Royal American Shows, playing Alabama State Fair here this week for the fifth consecutive year, were shattered on the first two days, report RAS owners and P. T. Strieder, secretary-manager of the fair. Improvements to grounds and increased agricultural products and textile exhibits, combined with the Ernie Young revue and Flash Williams, were tremendous fair build-ups.

Late in arriving here from the Tennessee State Fair, Nashville, show was up and ready at 10 a. m. Monday for the first of two Children's Days. Monday's attendance seemed to be duplicated by the midway showing on Wednesday when out-of-town children were fair's guests.

Weather for the early part of the engagement was perfect. Fair also profited by fact that there were five pay days here during week.

Mrs. Carl J. Sedlmayr, wife of the general manager, left for home at Miami Beach. Carl Sedlmayr Jr., who has been operating the Al Capone Death Car, also left to re-enter Rollins University in Florida.

Midway arrivals included Cliff and Clover Wilson, son and daughter of Cliff Wilson, owner of the Monster Show. (See RA TOPS MARK on page 41)

HASC Maps Plans For Banner Year

KANSAS CITY, Mo., Oct. 1.—With the number of outdoor showfolk arriving here for the winter increasing almost daily, plans are being made for a banner Heart of America Showmen's Club year. Activity at the clubrooms in the Beld Hotel is picking up and regular Friday night meetings will be held soon.

Plans already are being advanced for the annual banquet and dance New Year's Eve at the Hotel President. Abner Kline, president, reports. Mrs. Myrtle Duncan, president of the HASC auxiliary, is mapping out a full program for the fall and winter, which will include many social as well as business meetings, she said.

Penn State Closes in Pa.

McCONNELLSBURG, Pa., Oct. 1.—Penn State Shows closed the season here on September 17 after bad weather forced Manager Stewart Wachter to cancel shows' Southern dates, reports Whitey Davis, ride superintendent. Manager Wachter, his wife and daughter left for Bethlehem, Pa. John Wachter went to Allentown, Pa. Mr. and Mrs. Charles Gordon left to join John Davis Shows, playing in Georgia. Tex Rose headed for Jamestown, N. Y. Lloyd Wibble remained here, with Hubert Louny going to Three Springs, Pa., and Whitey Davis to Windsor, N. C.

Young Shows Close to Fair Business; Winter in Provo

SALT LAKE CITY, Oct. 1.—Business for the Monte Young Shows, which wind up the season at conclusion of Utah State Fair here October 8, has been fair, according to Monte Young, manager. Organization played to normal business at the Twin Falls (Ida.) Fair, but business at Pocatello was off. Show again will winter in Provo, Utah.

Ralph McCollin, former superintendent of Hogel Gardens Zoo here, did the announcements this season for Dr. Perry's Ride for Life. Uncle Abner's show has been popular.

Seeking Joe A. Park

CINCINNATI, Oct. 1.—J. H. Diggs, 209 Sixth avenue, Carnegie, Pa., in a letter to The Billboard asks that anyone knowing the whereabouts of Joe A. Park, balloon ascensionist, have him contact Diggs at the above address. Park's sister, Mrs. M. Diggs, is seriously ill there, according to Diggs.



ELIZABETH BRYANT, niece of Mrs. Fred J. Thomas, of the Strates Shows, who, after spending the summer with her aunt on the organization, left for Tallahassee, Fla., to resume her studies at Women's State College, where she is a sophomore.

Western States in Final Lap; Season Biz Is Satisfactory

VERNON, Tex., Oct. 1.—Western States Shows are on the final lap of season. Seven more weeks remain before the finish line is reached. Show again will winter in San Antonio.

Despite shortage of money thruout dates played by the organization, the season has been a profitable one, reports Jack Ruback, owner. Altho gross receipts of rides and shows have not set any records, attendances have improved over past seasons.

Show's recently engagement at Wichita County Free Fair, Iowa Park, Tex., was satisfactory.

Edwards Goes to Barn; Close Season in Black

WOOSTER, O., Oct. 1.—Equipment of J. R. Edwards Attractions which concluded the season at Lodi (O.) Fair on September 24 has been stored on Wayne County Fairgrounds here for the winter. Manager Edwards reported that while the season was not the best experienced by the show it had made some money. Show opened late in May and confined its itinerary to Ohio. The Edwardses will winter at their home here.



THIS HAPPY GROUP of guests and members of Goodman Wonder Shows was photographed on September 13 in front of the organization's office wagon during the show's engagement at Mid-South Fair, Memphis, by Casey Elliott, of The Memphis Commercial-Appeal. Standing, left to right, are Webber Hall, Fox Moxleton News cameraman; Roland W. Richards, show's publicity director; Carl J. Sedlmayr, general manager, Royal American Shows; Max Goodman, managing director, Goodman Shows, and Eugene Rutland and Jack Bondurant, of The Memphis Commercial-Appeal. Seated: Mrs. Webber Hall, Virginia Lee, Mrs. Max Goodman, Mrs. Roland W. Richards, Mrs. Jack Bondurant; Casey Elliott's guest and Mrs. Eugene Rutland. Photo furnished by Roland W. Richards.

Benefit Jamboree on C&W Raises Fund for NSA Work

Former Governor Hoffman of New Jersey proves lively emcee on bill that realizes more than \$400—org officers speak and eight new members are added to roll

TRENTON, N. J., Oct. 1.—Harold G. Hoffman, former governor of New Jersey, turned outdoor showman for a night this week when he demonstrated an emcee's trick or two on the Getlin & Wilson Shows' midway, playing New Jersey State Fair here. Occasion, a benefit jamboree to raise funds for the welfare services of the National Showmen's Association, was held in C and W's Paradise Night Club top after the fair had closed for the day on September 29. Hoffman emceed the show, heckled just about everybody present and led the drive for contributions to the NSA welfare fund. More than \$400 was added to the fund, according to first reports. Announcement of exact proceeds will be made later, officials of the organization said.

Hennies Opens Well At Knoxville; Press Review Draws 3,500

KNOXVILLE, Oct. 1.—Hennies Bros. Shows brought something new to Tennessee Valley A. and I. Fair here this week in a Sunday night "press preview." Conceived by Joe S. Scholibo, press agent, event attracted about 3,500 the night before the fair opened.

After the 450-mile jump from Columbus, O., the midway was set up Sunday night. Entire show was lighted for preview, with talkers at work and rides running but none taking customers. Blue laws are in effect here.

Business has been good, with unusually good early-in-the-week crowds helped out by a Tuesday school day that attracted 30,000.

Low Gordon's Harlem on Parade show has been popular.

Station WNOX is making twice-daily broadcasts from midway.

B. H. Nye, C. J. Franco Form New Organization

ATLANTA, Oct. 1.—C. J. Franco, who recently closed as general manager and booking agent with De Luxe Shows of America, announced this week that he and B. H. Nye, Columbus, O., have joined forces for operation of a new carnival company to be known as Nye & Franco Exposition Shows.

Franco says the shows will play eight Southern fair dates before going into a Florida park for the winter. Present plans call for the organization to play New York State in the spring.

DETROIT, Oct. 1.—City council issued another carnival permit this week. It went to Detroit Naval Post of V. P. W.

Following an all-day bally on the fairgrounds that included periodical announcements over the midway and grand stand p.-a. systems, meeting got under way at 11:30 p. m. with members of the grand-stand show offering bits of entertainment, followed by short talks from President George A. Hamid, Col. Fred Margerum, Mr. Hoffman and Executive Secretary John Liddy. John W. (See BENEFIT JAMBOREE on page 41)

B & G's Hutchinson Stand Satisfactory

HUTCHINSON, Kan., Oct. 1.—Altho attendance at Kansas State Fair here, September 17-23, was below the 1937 level, Beckmann & Gerety Shows reported satisfactory business. Ideal weather brought visitors from all parts of the State, but crop conditions, coupled with a general poor business, cut the anticipated attendance and usual receipts, reports Don Kellogg, of the shows' publicity staff.

Secretary S. M. Mitchell and Willard Welsh, publicity director, were complimented on the manner in which they directed fair activities. Arky Bradford, trainmaster; Jake Brauer, steward of the cookhouse, and Tony Ybanca, secretary-treasurer, celebrated birthday anniversaries on the same day during show's engagement here.

Arky and Jake enjoyed the company of friends at the home of Doc Conway, former trouper, where fried chicken and beverages were the piece de resistance. Tony, however, was unable to attend the celebrations.

Goss Reports Motor Biz on the Uptrend

ST. LOUIS, Oct. 1.—Charles T. Goss, of Standard Chevrolet Co., returned from an extended trip thru the East and South last week and during a visit to The Billboard office here reported that he had found business considerably on the uptrend during the past two months. In looking over his salesbook he found that since April 1 his firm delivered 103 trucks and touring cars to outdoor show people, with the largest individual order during that period being for 10 trucks. (See GOSS REPORTS on page 41)

Bob Booker Bows to Cupid

PROSPECT, Ore., Oct. 1.—Bob Booker, secretary - treasurer of Hilderbrand's United Shows, recently decided he had parried with matrimony long enough and felt he should do something about it. While the show played Grants Pass, Ore., he met Mary Kirby, of that city. After a whirlwind courtship they were married by Rev. M. Blechard, of the Presbyterian Church there. Ceremony was held in the home of the bride's parents and was attended by her mother, sister and brother-in-law.

USWA Social This Week

MILWAUKEE, Oct. 1.—United Show Workers of America, Inc., will stage a social and floor show, with acts by local agents, at the North Third street clubrooms here October 8. Club meetings are held every Monday night, and the membership drive now under way has netted some 90 new members in the past several weeks, it is reported.

ALL NEW MONEY-GETTING RIDES

RO-LO—FUNHOUSE AND RIDE COMBINED. A big money earner—a guggenst had—loads on one wagon—truck to erect—now operating on Royal American, Coleman Bros., Gooding Greater, Reppeland, Sol's Liberty, Jordan, others.

KIDDIE AUTO RIDES—Over 180 sold—showman everywhere say "The biggest profit from the smallest investment." New modernistic design more attractive than ever.

STREAMLINED PORTABLE CARROUSELS. All Sizes. Complete information on Request.

ALLAN HERSCHELL CO., INC., North Tonawanda, N. Y.

BOOMERANG

Providing Thrills on Many Midways
ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA

Boomerang Mfg. Corp.
HARRY WITT, Sales Mgr.
366 HAMILTON AVE. BROOKLYN, N. Y.

Capacity Gross Repeats

Send for Illustrated Circular



Invest in the Time-Tested
TILT-A-WHIRL
Flashy --- Reliable --- Money Getter
For Particulars, Price and Terms Write
SELLNER MFG. CO., Inc., Fairbault, Minn.

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."

701 North Sangamon Street (Phone: Haymarket 0444), Chicago, Ill.

R. H. NYE. C. J. FRANCO.
NYE AMUSEMENT CO. WANTED!

GLASCOCK COUNTY FAIR, GIBSON GA., OCTOBER 10-15; ROCKDALE COUNTY FAIR, CONYERS, GA., OCTOBER 17-22. WITH 8 WEEKS TO FOLLOW AND FLORIDA PARK PROPOSITION FOR WINTER.

SHOWS with own outfit; CONGESTIONS of all kinds; additional RIDES to open either at Gibson or Conyers. Liberal terms for Rides, Shows and Concessions in good territory. PLACE Diggers, also Binges, but must be large and well flushed. Covers real spot for Minstrels. Ed Nugent bring Joe, Geo. Stoltz write. WANT High Free Act. C. J. Franco, formerly of De Lane Shows of America, now with this organization as co-partner. WILL BUY Kiddie Auto Rides. Address Conyers, Ga., until October 8; Gibson, Ga., October 10-15.

USED BARGAINS

IN
CARNIVAL TENTS
Dress Up For Your
SOUTHERN FAIRS
Complete List NOW
READY
Write—Wire—Phone
BAKER - LOCKWOOD
17th and Central KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. Campfield
152 W. 42d St., New York City, N. Y.

CONCESSION TENTS
BUY FROM FACTORY SAVE
POWERS & CO., Inc.
Philadelphia, Pa. Chicago, Ill.
Send for Concession Tent Catalog

FOR SALE
HIGH DIVING OUTFIT COMPLETE,
For Net High Dive.
SOUND TRUCK WITH COOLER, ELECTRIC LIGHT PLANT, ON PACKARD SEDAN, ALL READY TO WORK, ONE ATHLETIC SHOW WRESTLING MAT, 10x10, in Two Pieces, all Misc. Will Sacrifice at Right Prices. Address
CAPT. LATIP
209 Elm Street, Charleston, W. Va.

TRUCKS
AUTOMOBILES — MOTORIZED YOUR SHOW.
Write
CHARLIE T. GOSS
WITH STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$125.00 30x40 Tent with Poles and Side Wall.
\$2.50 All wood Knaki Gvt. Blankets, worth \$10.00.
\$25.00 Gasoline 3-Looped Pig in alcohol, fire proof.
\$50.00 Two-Headed Wax Baby, life size.
\$15.00 Spite Illusion, great mystery.
WE BUY ALL KINDS OF RINK, SKATER AND GLEES, YOUTH-WHITE, SCALERS, WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

Dyer's Lotta Hooey

WANT Athletic Show Crew. We have complete outfit, 60-40 to right man. Wire quick. WANT Lead Gallery, Cigarette Gallery, Show or any 10c Rink Concessions except Bingo, Cookhouse or Photos. Next shows with own outfit and transportation, booked 25 per cent. Come on 2nd street; all late.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Oct. 1.—The railroad situation referred to in this column last week has become more serious. Last week we commented upon the fact that a strike vote had been taken and a strike called. It now appears that the effect of this action may be felt by railroad shows sooner than December 1, and it is advisable that some of the underlying reasons behind the situation be made known to our railroad show membership.

Competent observers of the subject point out that in ordering the strike vote, the workers rejected arbitration. Under our federal act, which governs specifically labor relations of the roads, if arbitration is accepted and either side fails to obey the arbitrators' rulings, it can be held in contempt of court.

There are several interesting elements. In 1932—in the midst of the depression—the men took a voluntary cut of 10 per cent. That has been restored, and a year ago a 7½ per cent increase granted. The roads are not so well off financially as in 1932.

There are two influences guiding the workers in refusing a cut. One is the New Deal doctrine that the level of wages is the level of prosperity, which need not be true, for if the lines fail the workers will suffer as well. The other is a sharp dispute between the Harrison and Whitney groups in the rail unions. Their dispute is not the public's concern—unless the public is squeezed in the middle.

For those who are interested in statistics, the average annual rail wage is \$1,115, according to the union. The net operating loss of the railroads for the first half of 1938 was \$229,177,000, the roads report.

The public interest is in an adjustment of wages that will permit continuance of operation. Rail business, while far below normal, has picked up in the last two months. The public wants the controversy adjusted on its merits.

That is a viewpoint that should include everybody—the workers, railroads and people generally.

St. Louis, Oct. 1.—L. Clifton Kelley, general agent of Goodman Wonder Shows, spent several days here executing railroad contracts for his show. William H. (Bill) Rice, of Mighty Sheeley Midway, passed thru here Monday en route from Chicago to Lubbock, Tex. Mr. and Mrs. Curtis Velare, of Royal American Shows, are visiting Mr. and Mrs. Charles T. Goss. Velare is taking medical treatments here.

Sam Solomon, of Sol's Liberty Shows, made a hurried buying trip here last week. Bennie Doerr, well known in the carnival field, was promoted to a cap-

St. Louis

taincy in St. Louis fire department. J. C. McCaffery, general manager of Amusement Corp. of America, was among visitors to The Billboard offices here. He was en route to Oklahoma City. Noble C. Fairly, of Fairly & Little Shows, drove in from Fulton, Mo., to do some buying and visit with friends here. Gene Berni came thru Sunday en route south, as did L. S. (Larry) Rohrer, who was bound for Memphis. Art Dally's health has greatly improved and physicians hope he will be able to leave the hospital soon.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Moscow, Russia,
Week ended September 24, 1938.

Dear Mixer:
Due to unsettled conditions in Europe and Asia the bosses decided to rush the show thru both continents as quickly as possible and get it back to the States. General Agent Lem Trucklow today boarded the show's plane with instructions to fly to India, Siam, Persia, Arabia and Turkey and immediately cancel all fair contracts as well as collect as many deposits as possible.

To say that the trains' move to Moscow was a fast one would be a misrepresentation, but the slowness did give the privilege car its best run of the season. Several times the trains were stopped to lay the tracks of our winter-quarters siding so that they could proceed. Luckily the trainmaster had the rails loaded in the storage car when we left last spring.

The advertising that was put up on the day of our arrival was a bit misleading. The show's "earlier than booked arrival" put the train in town before the paper arrived. Rather than play the date cold turkey the paper intended for Constantinople was hurriedly posted. This didn't help or hurt the show because no one could read it. The midway

was contracted to play under auspices known as the Hedge, Brush and Beard Flourishing Fund, receipts to be used to cultivate a denser growth of each.

Wednesday night at opening time the committee-ticket takers paraded on the lot. Talk about "the Druids of old with beards that rest on their bosoms," we had them all. In all of the writer's career he never saw such a variety of hoary, unkempt, shaggy, coarse and grizzly beards as were paraded down the midway. Those of a neater type wore them with permanent waves, others had theirs dyed, while many had theirs bleached to a platinum blond. Not only was the committee bearded but the male patrons as well.

This unusual amount of chin-moss on the midway cost the show a lot of grief and money. On opening night one customer who let his beard drag while riding the Whip was thrown out when the wind-chimes hung on a bolt and he was run over by the following car. One of our motordrome riders was thrown from the wall when his pedals tangled up in a five-foot beard that was hanging over the wall. The same night the lion-driven automobile ran over and chopped off a beard that was hanging down on the starting track, bringing on a per-

15 Years Ago

(From The Billboard Dated October 6, 1923)

With their number of pay attractions increased to 25, Greater Sheeley Shows wound up a week's stand in Trenton, N. J., to excellent results and headed for Virginia State Fair, Richmond, to begin Southern fair engagements. . . . Sam Haller, widely known outdoor showman, who had been visiting in New York and Chicago, returned to Los Angeles after visiting Ringling-Barnum circus in Omaha. . . . Thomas B. Vollmer and Princess Violet returned to their home in Chicago after a successful season with several carnivals. . . . North-western Shows closed a successful season at Big Rapids, Mich., and headed for winter quarters in Detroit.

Dodson's World's Fair Shows were having good business in Texas. . . . Bessemer, Ala., proved a bloomer for Rubin & Cherry Shows. . . . Thomas J. Winters was having prosperous business with West Shows in Virginia and North Carolina. . . . Robert H. Work went to Florida for the winter after clicking to good results on Harry Copping Shows. . . . R. N. (Doc) Hoyt was wintering in Detroit after a prosperous season with his two sides shows at a park in the Motor City. . . . C. W. Cracraft, secretary and treasurer of Famous Wonderland Shows, returned to Cincinnati for a few days' stay, the show having closed its season at Batesville, Ind.

John T. Wortham Shows were playing a return date at West Texas State Fair, Abilene, Tex., and clicking. . . . Tom Terrill was promoting special events in the East after closing as general representative with J. F. Murphy Shows. . . . Brown & Dyer Shows were clicking in Pennsylvania. . . . Mrs. Jake Penn, well-known carnivalite, was operating a beauty and harmony shop on Perry street, Montgomery, Ala. . . . Rice & Emerson river-rout organization changed its title from Wild West to River Expedition and Bazaar Co. . . . Veteran showmen gracing fronts of Greater Sheeley Shows included Buckskin Ben Stalker, Joe Oppice, Capt. Jim Moore, Tex Cooper, C. N. Fairly, George Chesworth and Elmer Cohan.

Los Angeles

LOS ANGELES, Oct. 1.—It's getting near the tag end and reports from shows closing in the North indicate that business showed improvement over that of the early season. Concessioners making Puyallup (Wash.) Fair reported good business.

Carl Foreman, who was with Joe Glacy on Huggins' West Coast Shows, is back in town and reports a satisfactory season.

Joe De Mouchelle, after closing with West Coast Shows, made Puyallup Fair with the African Colossal.

C. H. Steffens, with three rides, is playing Los Angeles and environs.

United Attractions have contracted Antelope Valley Fair at Lancaster and three-day nonprofessional rodeo at Victorville.

Doc Hall has the contract for the Blythe (Calif.) Whooperino Days.

Jimmie Woods has his unit at Ventura. Jack Arnett is handling the benefit at Mrs. Ira Gershwin's home for undernourished children of Spain.

John McGrail is working two promotions.

Boys at Pomona report concessions did fair.

sonal damage claim. Later another beard paid the penalty thru the foolishness of its owner when he tried to imitate the side-show fire eater.

On Thursday a sign was placed over the front gate reading, "No Beards Over Two Feet Long Admitted." This killed the gate and put them on the midway via the sidewalk route. The rest of the week was a hairy event. Lost beards matted up all the rides and funhouses. The lot became a soft carpet of moss and saved the show a sawdust bill.

Much of the beards was raked up by the sticks in the front end and used for a cover-up on Saturday night. This is one spot where Ballyhoo Bros. really got in their hair and got out of town by a hair's breadth. MAJOR PRIVILEGE.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, Oct. 1.—Notices are out and everything is in readiness for the opening meeting October 6. Interest in the membership continues, with Ned E. Torti going great guns. No late news from Buddy Paddock, but we are advised that he is under cover and will come up loaded with memberships at the opportune time. Standing to date is Ned E. Torti, 54; Harold Paddock, 25; Fred H. Kressmann, 18; John W. Galligan, 6; Sam Gluskin, 4; Joe Godman, 2, and Charles T. Goss, Nat S. Green, Neil Webb, Whitey Lebrter, Joe Rogers, Al Kaufman, Hennes Bros.' Shows, Jack B. Story and Walter B. Fox, one each. Fred Kressmann is working hard and feels that the finish will show some real action and put him among the winners.

Showmen's Home Trustees will hold a meeting in November and set plans for some definite action on the home. Chairman Carl J. Sedlmayr is confident the final check-up will show some real results in the fund drive. Co-operation during the past week from Al Reese and Ralph Anderson. Brother Sam Feinberg writes that he is having success in collection of pledges on the B. & G. Shows and expects to send in more ere season ends. Patty Conklin advises that he is busy on the final check-up in the drive on his shows and will have a nice report to make on his arrival here.

Dues were received during the week from William Young, E. A. Comstock, A. DeMichele, Al Reese, Bruce Chase, Saul Salsburg, Tom Rankin, J. W. Chapman, C. Jack Shafer, Jimmie C. Donahue, Jack Lydick, Paul Oleksy, John Saladin, Sam Sanderson, George Bischoff, Herbert Ireland, Herman Larsen, William G. Chilton, Alex Lobban, A. R. Cohn, Joseph Bula, Charles S. Taylor, Merrick J. Nutting, Alex Dayton and George and Steve N. Pappas.

Applications were received from M. E. Shoemaker, Jack Hewett, Fred Costello, Charles D. Owen Jr. and John Kettle. All were credited to Ned Torti.

Secretary Streibich spent a few days with Conklin Shows at their Leamington engagement. Frank and Mrs. Conklin have left to spend the winter in California. Patty Conklin plans an extensive visit to a number of the shows in company of Elwood A. Hughes. Neil and Mrs. Webb plan a November trek to California. Those planning to come to Chicago are A. R. Cohn, Nat and Mrs. Hirsch, Al Kaufman, John Saladin, Harry and Mrs. Lewiston and Junior Paul Oleksy.

Visitors included Hymie Stone, who is proud of his new gold card of the Michigan Showmen's Association; William Crasky, Joe Murphy, Nate Neiburger, H. Neitlich, Charles H. Hall, Jack Pritchard, William Young and William J. Coultry.

Chairman Sam J. Levy advises that he will appoint his committees for the annual banquet and ball which will be held November 30 at Hotel Sherman. First order for a table comes from

Brother Phil C. Travis, of Nashville Fair. Just another reminder. It is time to pay your dues.

Ladies' Auxiliary

Sister Mrs. Bert Clinton was hostess for September 30 social. She had one of the loveliest parties of the year. Thirty-four guests and members enjoyed the evening. Sister Cleora Helmer's boy, Sonny, was awarded a crystal lamp. Sister Ida Chase also was awarded a prize. Sister Cleora Helmer took first prize, a jade green lamp. Sister Mrs. Bert Clinton's daughter, Catherine, was awarded a manicuring set. Mrs. Eva Clark, a guest, was given a gold cross, and many other lovely prizes were awarded.

Notice

Members of the Ladies' Auxiliary of the Showmen's League of America: In the future kindly address all mail for the Ladies' Auxiliary, SLA, in care of Showmen's League of America Clubrooms, 165 West Madison street, Chicago.

Sisters Frances Keller and Phoebe Caraky are in Philadelphia. Sister Mrs. Lucille Pope will be in New York this week. Club's opening meeting will be held October 6. It is very imperative that all members attend, as important matters will be discussed and nominating committees will be elected.

A number of new members whose names will appear later have been added to club list.

Don't forget the date. October 6 is the opening meeting. Dues are due and payable now.



Heart of America Showmen's Club

Reid Hotel

Ladies' Auxiliary

When members of the Ladies' Auxiliary heard that Mrs. Arthur Kline would accompany the body of her husband to Kansas City, a committee was formed and the ladies called on her and attended the funeral. Mr. and Mrs. Harry Studvin accompanied her from Tulsa, Okla.

Ruth Martone has returned from Heart of America Shows. Mrs. Vates Engesser visited last week. She came this far to put her children, Gee Gee and Roxie, on the train for Laredo, Tex., where they have attended school the past few years.

No new members this week, but Clara Zeiger sent in her dues and a donation for the relief fund. Boots Marr, Susie Waldron and Loretta Ryan also have sent in dues.

Mrs. Helfand Manages Firm

NEW YORK, Oct. 1.—Mrs. Harry Helfand, wife of the late proprietor of the Brighton Lamp Co., of this city, announced that the sudden passing of her husband will not affect activities of the merchandise firm. Mrs. Helfand this week took over management of the office. Helfand died suddenly at his home in Brooklyn on September 25 shortly after returning from a visit to Eastern carnivals. Details in Final Curtain, this issue.

GOSS REPORTS

(Continued from page 39)

who purchased motor equipment from him are A. F. (Kokomo) Anders, World Bros.' Circus; Lee Sullivan, El Bridge Co.; A. L. (Dinty) Moore, Mighty Sheesley Midway; James W. Laughlin, West Bros.' Shows; Sam Solomon, Sol's Liberty Shows; Donald LaCoste, Gold Medal Shows; Al Hansen, Hippodrome Shows; Mel Dodson Jr., Dodson World's Fair Shows; Milton Cohen, World Bros.' Circus; Noble C. Fairly and Phil Little, Fairly & Little Shows; Dee Lang, Dee Lang Shows; Carl W. Byers and Harry Beach, Byers & Beach Shows; James Hamiter, James Hamiter Circus; Dr. W. L. Hamon, Dr. Hamon's Medicine Show; Prince Dennis, Beckmann & Gerety Shows; Ed Phillips, Hennes Bros.' Shows; Ruby and Larry Knippel, Fairly & Little Shows; Harry Small, John B. Ward Shows; B. W. (Buff) Hottel, Miller Amusement Co.; Albert McCall, Goodman Wonder Shows; Charles Cohen, Cetlin & Wilson Shows; Matt Dawson,

E. Lawrence Phillips Presents

For Our 1939 Season!

More Than Ever

"The Mighty Monarch of the Tented World"

The World's Oldest Independent Outdoor Exposition

Again concluding a successful season of outstanding still and fair dates and State Fair engagements! Our numerous repeat dates are an example of the faith exemplified in our organization by committees and fair managers—a testimonial to our constant program of progress, improvement and expansion! Rightfully earning the title of "The Modernistic Show Beautiful!" with one of the largest arrays of meritorious shows and modern riding devices ever presented to the amusement going public. The Johnny J. Jones Exposition—illuminated with twelve mammoth lighting towers of the latest design and trimmed in neon and "jewel lighting" splendor will take to the road in 1939 incomparable in its field! With unbounded confidence in the integrity of our enterprise—carrying on in the best traditions of our founder and rising to new heights of achievement we are proud to offer this 1939 midway to the thousands who by their annual acclaim have made the name Johnny J. Jones Exposition the greatest of all outdoor amusement organizations.

CAN PLACE

SHOWS OF ALL TYPES FOR OUR 1939 SEASON. WE INVITE CORRESPONDENCE FROM REPUTABLE SHOWMEN WHO HAVE ATTRIBUTES IN KEEPING WITH OUR STANDARDS AND WORTHY OF PLAYING ONE OF THE GREATEST ROUTES OF FAIRS IN THE COUNTRY! Want to hear from those who have new and novel offerings.

—The Moss Agency, London, England, Our European Representatives—

JOHNNY J. JONES EXPOSITION

Permanent Address: 511 C St., N. E., WASHINGTON, D. C.

FEATHERWEIGHT BINGO SHEETS

Size 5 1/2 x 8. Very large numbers. Packed 3,000 to the carton. Weight 13 lbs. Numbered from 1 to 3,000. Printed on white and 6 additional colors. Serial number in red. Sold in blocks of 1,000, 1,500, 2,000, 3,000.

PRICES: Minimum Quantity 1000.

Postage Extra.

Loose Sheets (not in pads), per 1,000, \$1.25
Numbered Pads of 25 Each, per 1,000
Sheets 1.50
Largest Sheet on the market. Immediate delivery. Samples free.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD. Chicago, Ill.

Acme Premium Supply Corp.; David Mayman, Beckmann & Gerety Shows; A. F. (Curley) James, William Bartlett Concession Co.; George Swank, John R. Ward Shows; E. E. Farrow, Wallace Bros.' Shows; Warren Wright, Warren Wright Shows; C. R. (Chit) Knox, John R. Ward Shows; Charles Oliver, Oliver Amusement Co.; Harry and Ben Bentum; Ben Bentum's Diving Sensations; M. O. Hutton, Pacific Whaling Co.; Carl J. Lauther, Johnny J. Jones Exposition; W. H. (Bill) Rice, Mighty Sheesley Midway; Dick Lennon, Fairly & Little Shows, and these concessioners: Barney Goodrich, Charles Sneed, Buddy Pollock, Mervin Arnold, Joseph DeLeo, A. L. Wolf, Lewis Huddleston, Frank Foregarty, Robert Thomas, A. H. Johnston, Quilla Wheedon, Pearl Crigler, Golden Rayfield, B. A. Contas, Fred Callahan, Charles E. Saunders and Gene Berni.

RA TOPS MARK

(Continued from page 39)

Both Mrs. Freda Wilson and Clover Wilson were front talkers to a new high gross for the show. Mr. Wilson left for New York.

At Nashville show did its best day's business on Saturday, the final day, according to the owners, Elmer C. and Curtis Velare and Carl J. Selymayr. It topped all records for the past five years and set a new high. Business for the entire Tennessee State Fair was up to par.

Midway visitors at Nashville included A. B. McSwain and Fred W. Henninger, of Kennewood Park, Pittsburgh, and George H. Lauerman, president of Lauerman Bros.' Insurance Co., Chicago, who visited at Nashville and Birmingham.

Frank P. Duffield arrived several days before opening of fair to confer with Mr. Streider. Other visitors included Mrs. Alice Melville and Nate Miller, who were en route to Long Beach, Calif.

BENEFIT JAMBOREE

(Continued from page 39)

Wilson and Izzy Cetlin, owners of the shows, were introduced and subsequently donated \$100 to the drive. Eight new members joined the organization, including Hoffman and Margerum. Joe Basile's Band contributed the musical accompaniment to the acts that

WHEN KANSAS CITY IN

See **HAKAN** FOR DIAMOND BARGAINS. As low as \$95.00 per carat. 275 EAST 15TH ST., ST. LOUIS 23 YEARS.

included the girl lines from Catherine Behney's Winter Garden revue that was appearing in the grand-stand show, and from the Paradise Night Club show; Suzie, the chimp, carnival attraction; Del Rio Family of midgets, appearing with the carnival for the fair season; Ed Mulcahy, friend of Hoffman, in Irish dialect, and the following members of the grand-stand offering: Variety Gambols, Donatella Brothers and Carmen, Dottie Dunn and Ginger Harris, specialty dancers; Billy Wells and the Four Fays; Mildred O'Done, Will Morris, and Princess Mitzel, featured dancer in the show's closing number, Oriental Revue, from the Paradise routine.

Dorothy Packman, president of the NSA Ladies' Auxiliary, spoke briefly and presented a floral tribute to Mrs. George A. Hamid in recognition of the exceptional work done in connection with the Trenton benefit. Visitors from out of town included Liddy, William Block, Sam Rothstein, Charles Schwartz, Elias Sugarman, Miss Packman and Magnolia Hamid. At the conclusion of the jamboree Messrs. Cetlin and Wilson indicated that if it were at all possible they would conduct another benefit drive on their show before the season closes.

Showmen's League of America

165 W. Madison St., Chicago

SHOWMEN'S HOME FUND

Previously Acknowledged \$16,005.00
Received This Week 95.00
CARL J. SEDLMAYR, General Chairman Drive for Funds.

WRITE FOR PLEDGE CARD.

A Home for Aged and Infirm Showmen

Showmen's Home Trustees
FRED BECKMANN — Chairman
M. H. BARNES — Treasurer
E. W. EVANS — Secretary

J. W. Conklin	W. R. Hirsch
M. J. Doolan	Max Linderman
Max Goodman	E. Lawrence Phillips
Rubin Gruberg	Carl Sedlmayr
Harry W. Hennes	Elmer C. Velare

Worthy of Your Co-Operation

For R-I-D-E M-E-N SEPTEMBER—OCTOBER BIG ELI NEWS

Now Ready for Mailing

The Bill's Man's OWN Magazine. Published monthly for Ride-Owners and Operators. The only one of YOUR copy of this issue. Pictures, News items, Editorials, Useful Information. Just send a postal and we'll send you a Free Sample Copy.

ELI BRIDGE COMPANY

Publishers

BIG ELI Wheels—BIG ELI Trailers.
Opp. Webash Sta., JACKSONVILLE, ILL.

PENNY PITCH GAMES

Size 68x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", With 5 Jack Pot, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00.

BINGO GAMES

75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Cans, etc.
SLACK MFG. CO.
124-126 W. Laab St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

Single Sheets, 8 1/2 x 14. Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each03
Analysis, 8-p., with White Cover. Each15
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 1.00
Wall Chart, Heavy Paper, Size 28x44. Each 1.00
Gazing Crystals, Oulja Boards, Planchettes, Etc.
Samples, 25c.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Psychology, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound, Samples, 25c.
PACK of 75 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
MENTAL TELEPATHY, Booklet, 21 Pages, Each, 25c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO
Integral delivery. Send for Wholesale Prices.

BUDDHA PAPERS—SUPPLIES

1938-39 ASTRO DAILY, HOURLY FORECASTS
Buddha Papers, 1-4-7 and 25-page Readings, Zodiac Hourly Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Gamps, Books, Graphology Charts.
148 Page Illustrated Catalog Ready.
Most comprehensive line of Apparatus and Supplies in the World. Catalog 50c.

NELSON ENTERPRISES

108 S. Third St., Columbus, O.

HUBERT'S MUSEUM

228 W. 42d Street, NEW YORK CITY.
WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES
State salary and all details in first letter.
Open All Year Round.
SCHORK & SCHAFFER.

WANT WHITE CITY SHOWS

WANTED FOR COLUMBUS DAY CELEBRATION PITTSBURG, CALIF., BEGINNING OCTOBER 10, AND BALANCE OF SEASON.
SHOWS—Opening for good Girl Revue. Will furnish outfit. Concessions, all legitimate, No X. Opening for Corn Game. Also one more Free Act for balance of season, option for next season.
Gran Valley, Calif., week October 4; Pittsburg, Calif., week October 10.

Wants--FRANK STARKEY--Wants

For Lions' Club Tri-County Fair, Arlington, Ga., week October 24-29, with two more bona fide falls to follow. Shows and slides not conflicting with what I have. Concessions of all kinds. Will exhibit on Corn Game, Mar. Jans, Norelins, Cuckoo and Cookhouse. Want all kinds Stock Concessions, \$15.00 on the line for falls. This show out till Christmas. Fifty money pens. Presents over \$25.00. Mark Barley, W. Wade, Mickey Mawbin, Paul Kneel, get in touch with me quick. Address FRANK STARKEY, Starkey's Greater Shows, Arlington, Ga. 118—Cameo 2-1 Banner Man. Don't send any promoters or managers.

Midway Confab

By THE MIXER

Communications to 25-27 Opera Place, Cincinnati, O.

GRITS-and-gravid yet?

NOW THAT the fair season is on: "We have no grift. It must have happened on the independent midway."

A BRIGHT red uniform coat may cover up a dirty shirt, but it will not hide a pair of greasy, torn trousers.

W. A. (BILLIE) BULLEYMENT, well-known carnivalite, is in Detroit recovering from a recent serious illness.

HARRY POTTER writes that Edwin Perry is manager of the Rollo on Gooding Greater Shows.

IT'S never too late to mend—your canvas.

EXCELLA, Flexible Lady, has joined Cash Miller's side-show ensemble on the Marks Shows.

"BILL" POLLACK, ex-showman, won the Republican nomination for sheriff of Erie County in New York.

ARRANGE for a winter job. That last-minute booking isn't so hot and often means wild-cutting all winter without ever getting set.

them can be so regulated that there is no profit in them.

PRINCESS RED WING, Indian wrestler, closed with Crowley's United Shows at Ennis, Tex., recently and immediately left for Dallas, where she will spend the winter.

MANAGER C. D. Scott of Scott Bros.' Shows is suffering from an ankle ailment. Attending physicians, according to Mrs. C. D. Scott, seem unable to diagnose the trouble.

AT THAT, some of our leading would-be carnival reformers are only ex-belly sticks.—Colonel Patch.

MICKEY MARTIN, The Billboard agent and mail man on Orange State Shows, writes that Berney and Marie Smucker and Mona Snodgrass left that organization recently.

TEX SHELTON, who closed the season recently with S. W. Thomson's motor-drome in Riverview Park, Chicago, is now stage manager for Gertrude Avery's Revue, playing fairs.

DICK COLLINS was to sail on the American Importer last week for England but canceled when advised to postpone the trip via cable by his folks there.

DR. MEL-ROI and wife card from Piggott, Ark.: "Have joined Leona Lee's side show on Greater American Shows playing this territory. People on this organization are real showfolks."



ROBERT HALLUM, business manager of Cumberland Valley Shows. Uncle Bob, as he is familiarly known, has been associated with the organization since its inception. Photo furnished by Joe Hicks.

CLYDE DAVIS and wife with their dancing girls joined Crowley's United Shows at Ennis, Tex., after closing with Western States Shows.

MCCUNE GRANT TRIO, comedy horizontal bar act, are in Garretson, S. D., after closing a successful season with Art B. Thomas Shows.

TOLERATION of repulsive exhibitions is merely the filtration before a fall.

HARRY WINTER has added his rides and shows to Leo Bistany's Orange State Shows to play a string of Virginia and South Carolina fairs.

BOISEY DE LEGGE letters that his Harlem in Dixie Co., with Eric B. Hyde Shows, has been clicking at North Carolina and Virginia fairs.

WALTER RUSCH, formerly with De Luxe Shows, is now associated with Helen Owen's bingo on W. C. Kaus Shows.

JOHNNY CIABURIA has joined the Keystone Shows with his well-framed cookhouse and other concessions for remainder of the season.

"THE MAN who says it can't be done is interrupted by the man who does it," writes a valued correspondent.

BOB CRUVER returned to the Keystone Shows at Gainesville, Ga., from Huntingdon, Pa., where he arranged burial services for his late wife.

FEW EVILS in a business can be suppressed entirely, but the majority of

it does to straighten out a dozen tricks and toys up near the front end.

DURING CROWLEY'S United Shows' engagement in Ennis, Tex., Doc Waddell was the guest of Mr. and Mrs. F. D. Scott at a chicken dinner in their suburban coffee shop. Scotts are former trouper.

THE BOONVILLE (Miss.) Banner in its September 23 issue had some fine things to say regarding the cleanliness of Dyer's Greater Shows, which furnished the midway attractions at the Prentiss County Fair there.

FOR THE GOOD of their organizations several carnival owners might well emulate an old custom of Captain John's—give a \$10 bill and a copy of The Billboard to dissatisfied persons on their shows.

GREAT Bell Metal Exposition posted a notice that brass would be used no longer as a payoff. In the future bronze will be used exclusively.

MRS. VIRGINIA KLINE has returned to her home in Salem, Ore., after entertaining a sister-in-law on a trip to Vancouver and Victoria, B. C. Says she can't rave about the tea and crumpets served in the English tea shops.

MR. AND MRS. CHARLES AFFOLTER, of Frank Lawring's Chez Paree Show on Kaus Exposition Shows, have returned to their home, due to the latter's illness. They have been replaced by Emma Martin and Richard Spearance.

MR. AND MRS. JOHN B. CASTLE, operating a hotel in San Francisco, departed from St. Louis for the West Coast in July after dissolution of Heart of America Shows, in which Castle was a partner with Tony Martone and Dave Stevens.

"TOO MANY COOKS": Too many bosses will sound the death-knell of any traveling organization. Orders given behind locked hotel-room doors are of no benefit to those directly concerned.

G. W. MORRIS wired The Billboard offices last week from Dallas asking that anyone knowing the whereabouts of W. T. King, operator of a Kongolaud, contact him in Dallas immediately. King's brother died there September 29.

RAYMOND FRANKLIN and George Spears Jr. write that since closing with Herman Singer's Ten-in-One on West's World's Wonder Shows they have been operating their pit show at fairs to good business. They plan to reopen their night club in Camden, N. C., soon.

ARCHIE SILVERLAKE UNIT, free act, was one of the grand-stand features at the Phillips County Fair, Helena, Ark., last week. The unit, which recently closed with L. J. Heth Shows, comprises Archie, Billie and Jonnie Mae Silverlake, Ruby Latham and Bill Gordon.

AS a carnival owner and manager George L. Dobyns paid special agents a good salary and would not let them "hang" advertising banners on the midway. Some special agents have caused much grief.

MR. AND MRS. ERNEST DALRYMPLE card from Seymour, Ind.: "While en route south September 27 our truck caught fire at Underwood, Ind., as we stopped at a filling station there and was demolished. Only things we managed to salvage were concession tops.

Wears a Cane; Reason

Ben H. Voorhels, of the Strates Shows, evidently has arrived at an age where midnight Welsh rarebits will have to be eliminated from his diet. Ben walked around with a cane for several days and, as this is not one of his usual adornments, the reason was asked. He refused to disclose the reason, but Mrs. Voorhels volunteered, and here 'tis: Ben ate extra heavily before retiring the other night and then departed for his hotel and was soon in the arms of Morpheus. He was dreaming that one of the lions in Wally Smith's Lion Autodrome escaped and made a leap towards him. Not having a gun, whip or chair handy, Ben hauled off with his foot and gave the lion a husky kick, BUT his foot landed at the foot of his bed, kicked it loose and awakened seven people in the hotel. That's the reason for the cane.



ELLIS WINTON, owner and general manager of Cumberland Valley Shows. Starting out just four years ago Winton has improved the show to such an extent that it is said to be among the most popular playing the South. Photo furnished by Joe Hicks.

AMONG other things that are quickly passing in efforts of some managers to elevate their midways are the Midnight Rambles that were given by girl revues and minstrel shows.

IT IS reported that Jimmy Haffery will book fairs for Max Gruberg the coming winter—and why not? He knows them if anybody does and what they are worth, which everybody does not.

F. A. CHLEBUS writes from Nokomis, Ill.: "Had the Atlas Shows last season and didn't go out this season, but will hit the road next year larger and better than ever."

WITH THE outdoor season on the wane, boasts of Jonny Enright and George Pence, rival fishermen, again are being heard. Both boys plan to winter in Florida.

WITH all these new lighting effects and electrical devices a carnival electrician must be more than just a "cut-in man." He must keep up with the times.

OFTEN it takes more adjusting to keep open an off-color girl show at the back end than

Mike Rosen, of Gold Medal Shows, came after us and brought us back to Seymour."

DURING Hilderbrand's United Shows' trek from Grants Pass, Ore., to Crescent City, Calif., the electric kitchen truck on Ed and Ma Lahay's Dinner Bell Cafe was wrecked. It was rebuilt in Crescent City by Superintendent Fred Stewart and his assistants.

CHRIS CHRISTOPHER and wife, Rose, returned to the Strates Shows at Scranton, Pa., recently from Chicago, where they attended burial services for Chris' brother, Pete. Chris has taken over the cookhouse on the organization and will operate it for remainder of the season.

GOODMAN WONDER SHOWS came in for some complimentary publicity during its recent engagement at MidSouth Fair, Memphis, when *The Commercial-Appeal* devoted a full page of its Sunday, September 25, rotogravure section to the organization's midway attractions.

IMPRESSED 'EM: A certain show tried to parlay a string of fairs contracted by another show by sending "poison-pen" letters to those fairs. General agent of the contracted show, by much hard work and expenditure of much money, managed to "save" the contracts. After the fire and smoke had cleared away that agent, much to his astonishment, received an offer from the opposition show.

BOYS on Max Gruber's World's Exposition Shows would like to meet a very charming lady from Fulton, N. Y., who seems intent upon leading Max Kane, their legal adjuster, to the altar rail. They want her to wait until the show closes, however, if that is possible, as Max is a valuable asset just now.

TIP TO SHOWMEN—or is it? October 3 *Newsweek* reports under a Philly dateline: "Sixty-year-old Edward Howard recently gave his 82nd free blood transfusion. He hopes to give 1,000 before he dies. Howard boasts he can drive a ten-penny nail into an oak plank with his fist and yank it out with his teeth."

MICHAEL ELMER (The Silent One) Olson, superintendent of transportation of the Strates Shows, is deviating from his usual role, it is whispered, and has been seen gazing with rapture at the moon and humming Mendelssohn's *Spring Song*, which can mean only one thing.

"HEY! E-lec-trician, my lights are out," shouted a concessioner who hadn't paid the cut-in tip for several weeks. "I know it," shouted back the electrician, "I cut them out. They told me you always paid off in the dark."

PHOTOGRAPHERS in Corinth, Miss., last week did lively business with members of the executive staff of Goodman Wonder Shows. Each had been ordered to submit recent photos of themselves to grace the pages of a new season's route book, which will be published under direction of Roland W. Richards.

HARRY AND SUE BAUERS, aerialists, report from Union City, Ind., that they enjoyed a successful season with Gooding Greater Shows and that at conclusion of their dates for the Rosenthal office of Waterloo, Ia., they will head south, where they will spend the winter fishing.

DEFINITION: If the tent is closed in, banners are double-deckers, there is a marquee between the front and the top and all acts are presented on individual platforms with a minstrel show and band—then it is a circus-type side show. If with a carnival and a circus side show it with a circus.

"HOW ABOUT an unexaggerated midway for 1939?" suggests Mrs. Upshaw. "After reading about the many new rides recently purchased by the Gate and Banner Shows, I found them to be a great flash on all the billboards when I visited the show."

TIGE HALE letters from Thomasville, Ga.: "Under contracts signed last fall, Lankford's Band jumped 557 miles to join Southern States Shows here. Included in the organization is Sidney Antell, cornetist, formerly with Tom Mix Circus. Organization opened to ideal weather."

LOU-LOUETTE, after two seasons with Bud Gross' Cavalcade of Wonders on Crawley's United Shows, has joined T. J. Tidwell Shows as feature inside attraction.

"Love at First Sight"

SEVIERVILLE, Tenn., Oct. 1—When Dan Cupid starts shooting his love darts something usually happens such as the "love at first sight" romance which culminated in the marriage of Clarence Catlett, midget magician, with Crystal Exposition Shows, and Bertha Tuffeteller, of Maryville, Tenn., at Sevier County Fair here September 24. It happened this way. On September 13 Miss Tuffeteller went to see the carnival playing Blount County Fair, Maryville. She met Catlett. It was "love at," etc., and they decided on September 24 as their wedding day. Catlett is 4 feet 2 inches and 38 years old, while his bride is 4 feet 4 inches and 23 years old.

Line-up includes Maybelle, mentalist; Bill Hethe, Punch; Jack Howell, fire magic; Rammy Sammy, pincushion; Miss Iowina, sword box, and Jack Edgerly, talker.

YES, some carnivals are more prominent in news of outdoor showdom because they keep themselves that way. Their publicity directors appreciate the value of their mouthpieces, the *Billboard*, and it is noted that these up-and-coming press boys also have the best showings in the local sheets.

RALPH B. ENDY, treasurer of Endy Bros.' Shows, is handling the No. 2 unit which played the fair in Gratz, Pa. Eddie Lippman was on the show's sick list for a time but is up and about again. The card party staged by Mrs. Jack Lambert on the midway proved successful. About 16 of Endy Bros. show women attended.

WILLIAM R. DYER, of Dyer's Greater Shows, cards from Booneville, Miss.: "Just jumped the shows 835 miles from La Farge, Wis. In here via Dubuque, Ia.; St. Louis and Memphis. Left La Farge on a Thursday morning and arrived here Saturday afternoon. Believe this to be the longest jump for a motorized show this year. We are enjoying a fair season."

"WHAT kind of shows will managers build when the public tires of sex and nudity," inquires a midway fan. "I saw a colored minstrel show at a fair last week and the talker bragged about the nudity of the exhibition." Good minstrel shows featured comedians, end men, best singing voices and fastest dancers. A strutting minstrel band on parade was followed for blocks.

TED C. TAYLOR cards from Sweetwater, Tenn.: "After having winter quarters all set and arranged for in Atlanta, Funland Shows contracted three more Georgia and seven Florida fairs, thereby making the shows' stay in winter quarters but a few weeks. Francis E. Merica has been replaced on banners and second agent's duties by Louise E. Heth."

IF ALL the shows with Eastern carnivals appear at the New York World's Fair, as claimed by talkers from bally platforms, the fair midway shouldn't be less than 100 miles long. No doubt Western talkers have been building up the San Francisco expo midway, too. Why not wait until they are over and then, as before, tell them that your show appeared there.—Milo McCoof.

DURING World's Exposition Shows' engagement at Lewisburg, Pa., recently, Elsie Wolf pinch-hit for Dick Collins, press representative, and landed two front-page stories in the local papers with her by-line. Not bad, eh? She has been under the able tutelage of Collins and is the wife of Norman Wolf, operator of the French Casino.

PERSONNEL of Hilderbrand's United Shows attended funeral services in Crescent City, Calif., September 23 for the late Madeline Beckworth Lewis, owner and trainer of the Kongo Show, in a body and placed a blanket of roses on her grave in addition to floral wreaths placed by Owner O. H. Hilderbrand and Manager E. W. Coe.

DURING JOHN H. MARKS SHOWS' engagement in Mount Airy, N. C., recently, P. A. (Pawnee) Boone, formerly associated with Ringling-Barnum Circus and 101 Ranch Shows and now owner of the Earl and Grand theaters, held open house for the organization and granted the personnel free admission to his play houses. He also visited the midway nightly.

ASSETS: Midway or company doctors are valuable. Not only do they give a show's employees unlimited service but they stop many unjustified complaints, thus saving many dollars for the office. Dressed in white, their neat appearance and inviting medical field units that are always spick and span are innovations that should be appreciated. Press and public are always impressed by these field hospitals.

BUDDY MUNN writes from Athens, Ala.: "While Zimdars Greater Shows were playing Pulaski, Tenn., recently, Bettie Belle Muse, of Sailor Harris' side show, was tendered a party in celebration of her birthday anniversary with everyone on the show invited. A plentiful supply of ice cream and cake was provided for the guests, who in turn responded with a barrage of gifts."

JOHN H. MARKS SHOWS were recipients of some swell publicity when *Life* published a replica of the organization's Funhouse on the front page of the September 23 issue. Three inside pages, carrying nine pictures, also were devoted to the shows' attractions. Photos were snapped during the engagement at Greenbrier Valley Fair, Roncoverte, W. Va., recently.

TED C. TAYLOR letters from Sweetwater, Tenn.: "Read with much satisfaction *The Billboard's* story of the merger or co-operative agreement of Rubin & Cherry Exposition, Royal American and Beckmann & Gerety Shows, per Max Cohen's idea some time ago. There should be a working basis for all sizes of carnivals. Then there would be less grief and blanks."

VERSATILE: I am the featured performer in Hep's Palace of Illusions. Am professionally known as Hilda, the four-legged girl, on stage 1; Freda, the headless girl, on stage 2; Maxie, the head without a body, on stage 3; Ethel, Swing half-girl, on stage 4; Denis, the girl without a middle, on stage 5; Madame X, mental marvel, on stage 6, as well as doubling in Buddha, future pictures, sword box and bally.—Flossie Bogus.

CONCESSIONERS with the R. D. (Bob) Penny's Amusements include Buck Denby, manager; Charley Lee, Leo Claude, Ray Ayers, Bill Moore, Jack Duncan, Slim Emerson, Danny Kline, Jack Miller, Ed Cole, Nancy Bailey, Charley Myers, H. D. Washburn, Mrs. Eddie Mack, Mud Sterna, Heck Hester, Al Rusha, Buck Bradford, A. Ward, Pete George, C. O. Bartell, Bill Mackey, Mrs. Bill Bailey and Madame Devon.

GRANNY DOBBS, of Swallow Tail Piney Section, who ain't missed a fair in 60 years, allows as how she had a bad set-to at the yearly doings last week. Some man at the fun contraption did, with malice aforethought, blow her dress over her head and thereby did expose her unmentionables, exciting her to such an extent that she lost her store teeth while coming down the slide.—Cousin Peleg.

NOTES FROM Siebrand Bros.' Piccadilly Circus by Slim Austin: Shows' stand in Ely, Nev., was successful. . . . P. W. Siebrand returned from a booking tour. . . . Billy Moore closed in Ely and returned to his home in Missouri. . . . John Cooper reports that he will winter in Minneapolis. . . . Roger Clark, son of Mr. and Mrs. Harry Clark, has returned to Oklahoma, where he will resume his studies. . . . Prof. L. W. Payne and band are playing nightly concerts.

"JUST what can a freak side-show operator put in his pit that will not conflict with other

EVANS
MONEY MAKERS
 Make your Concession the LIVE SPOT! Only an EVANS' 45 Years' Experience for the Latest and Best Amusement Equipment.



PADDLE WHEELS OF ALL KINDS \$7.50
 Long Range Shooting Galleries and Supplies for all makes. Wheels of every type. Everything for the Midway.
UP FREE CATALOG
H. C. EVANS & CO.
 1520-30 W. Adams St., CHICAGO

shows on a midway?" asks a bewildered showman. "If he has a midget, the midget show complains. If he has a fat girl, the fat show squawks. If a big snake, then the snake show yells. A giant causes the giant show to yelp. If he has a colored dwarf, then Darkest Africa wants to stew him. If he ballys with a girl or girls, then the girl revue manager runs to the office. Looks like sticking to fire-eaters, mentalists, iron-tongue men and half-and-halves to pacify the rest of the midway."

JOE TRACY JEMELLING, after closing with Gooding Greater Shows at Lebanon (O.) Fair, went to his home in New Albany, Ind., for a vacation. While en route he met L. E. (Fat) Bedding, clown and emcee with Kuntz's Palace of Wonders, who was called home to Springfield, O., from Raleigh, N. C., due to his mother's illness. Jemelling also stopped off in Cincinnati and visited The *Billboard* offices, where he stated that Miss Cadet, his feature attraction at Cedar Point, O., this summer, is booked solid with Ray Walser Agency, Cleveland.

NOTES from the midway at Allentown (Pa.) Fair, September 29-31—The midway looked bare without bingo and wheels. Last year they were there in great numbers. . . . Mr. and Mrs. Bill Tucker, who had three finely finished ball games in the grove, reported excellent business. . . . Louis Kane extended himself by having the largest eating house on the grounds with a plate-glass front. . . . Mr. and Mrs. B. J. Constantine (he being a former partner of Bill Tucker but now in other business) always attend the fair. . . . Carl and Elsie Turquist, of the Penny Arcade, were back again and reported a satisfactory season. . . . T. W. Kelly was declared to have the best side show of his career but reported business little off this year because of bad weather.

OCTOPUS LOOP-O-PLANE
TWO BIG WINNERS
 PERMANENT OR PORTABLE.
 EYERLY RIDES GUARANTEE BIG PROFITS




EYERLY AIRCRAFT CO., Salem, Oregon
 ADNER K. KLINE, Sales Manager. Luske Bros., Ltd., Blackpool, England, European Suppliers.

BANTLY'S ALL AMERICAN SHOWS
 CAN PLACE FOR SOUTHEASTERN COLORED FAIR, CHARLOTTE, N. C., OCTOBER 10-15; LEE COUNTY FAIR, BISHOPVILLE, S. C., OCTOBER 17-22; MARLBORO COUNTY FAIR, BERNETTVILLE, S. C., OCTOBER 24-29; GEORGETOWN COUNTY EXPOSITION, GEORGETOWN, S. C., OCTOBER 31-NOVEMBER 6, AND KEY WEST PARK, KEY WEST, FLA., THIS WINTER.
 Concessions of all kinds, prices right. Charles Tashy wants Colored Girls for Colored Girl Shows. Cliff Patton wants Freaks and Oddities for Side Shows. All addresses, this week Mooreville, N. C.
BANTLY'S ALL-AMERICAN SHOWS, Herman Bantly.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, Oct. 1.—There were 37 members at Monday night's meeting. Vice-President Harry Hargraves presided. Other executives present were Ross R. Davis, treasurer, and H. Rawlings, secretary. Minutes of the previous meeting were read and approved and current bills were ordered paid. Ted Le Fors attended and inclosed a new membership and dues. President C. F. Zeiger's letter had an inclosure for a new member. Family of the late Charles C. Cooke acknowledged flowers sent by the club for the funeral Jack Beach, of Balboa, Calif., inclosed a membership in his letter. Al Onken wrote of the doings on Conklin's All-Canadian Shows. Ross R. Ogilvie gave news of the Foley & Burk Shows. Joint letter from Charles F. Albright and Clyde Gooding, of Foley & Burk Shows, contained a check for new members and dues. There was a letter and inclosure from William H. Muldoon, now touring the antipodes. J. L. Crouch, of Lafayette, La., requested information on memberships.

New members: Ernest S. Fitzgerald, Wesley Towers, Earl J. Wright and J. S. Armstrong, credited to Clyde Gooding and Charles F. Albright. Elton B. Struening, credited to Frank Ward and C. F. Zeiger. Frank W. Burns, Richard P. Owens, Earl H. Gold, Frank B. King, Joe A. Bishop, Clarence W. Mason and Ted L. Right, credited to Ted Le Fors and Walton de Pellaton. Al Roer, credited to George Gerald Keenan. Jack Beach and Hugh Colman Bowen, credited to Ben Dobbert and Frank J. Downie. Weekly award went to George Simmonds. Dan Meggs and Charles Gammon were awarded a ticket to the banquet and ball.

Receipts have picked up the past three weeks. John M. Miller said the club's financial condition was satisfactory. Chairman Harry Hargraves expressed satisfaction over the showing being made in the new membership drive and receipts of dues for 1938-39. He wants to remind show stewards to check up and see how near they are to their quotas. Prizes to be awarded those qualifying in the membership drive are worth while. Several are in close competition for first prize, a life membership in the PCSA. There will also be seven other prizes awarded. It should not be difficult to sell memberships in a field where there are many nonmembers.

Meeting adjourned at 9:25 and refreshments were served.

Kansas City

KANSAS CITY, Mo., Oct. 1.—This week saw the departure of prominent outdoor showfolk who handled the Jubilees here last week in Municipal Auditorium. Lincoln G. Dickey and Peg Willin Humphrey left for New York. Mr. and Mrs. Almon R. Shaffer left for Florida, where Al again will look after Winter Haven Fair. Mr. and Mrs.



CRAWFORD FRANCIS, who is serving his third year as assistant manager of Greater Exposition Show, with which organization his family has long been identified. With the exception of attending various colleges in the Midwest and South, Francis' life has been spent in show business. Photo by Jack Dadswell.

Frank D. (Doc) Shean left for Wichita, Kan., where they have booked the Toy-town Midgates. Rube Liebman left for Oklahoma City.

Prominent visitors during last two days of the Jubilees were Frank P. Duffield, of Thearle-Duffield Fireworks Co.; Mr. and Mrs. Sam J. Levy, of Barnes-Carruthers; E. L. Preston, publicity director of Missouri State Fair, and J. C. McCaffery, Amusement Corp. of America.

Tony Martone is residing here again after selling his rides at Council Bluffs, Ia. Mr. and Mrs. Ella White returned last week and will winter here. White had his cookhouse on the Bendixen Shows. Moxie Hanley's mother, who has been visiting her son here for the past five weeks, took her first airplane ride when Moxie took her home September 23 to Washington. Moxie returned here Thursday. Mrs. Hanley is 74 years old.

Dave and Sally Stevens left today for Florida, where they will winter. Regulars seen daily around HASC headquarters are Harry Alshuler, George Hawk, Harry Duncan, Cliff Adams, Jim Hart, Glen Hyder, Jim Pennington, Pat Duncan, P. W. Deem, Chester Levin, Slim Johnson, Hymie Schreiber, Charles Bruno, Roy Marr and A. N. Rice. Show women seen around the club include Ruth Martone, Hattie Hawk, Jackie Wilcoxon, Mrs. Glen Hyder, Mrs. Art Brainerd and Hattie White. Mr. and Mrs. J. L. Landes, of J. L. Landes Shows, visited here for two days while the show was playing Hiawatha, Kan. They will winter here. Henry Hakan's jewelry and optometry store here is one of the popular meeting places of outdoor showmen.

FAIR GROUNDS

(Continued from page 35)
show and fireworks, was a financial success, Treasurer Earl Judy reported. Premiums were paid in full.

LEIPZIG, Germany.—Leipzig Autumn Fair on August 28-September 1, attended by 5,837 exhibitors, was by far the largest of recent years. Exhibits were as abundant and varied as at the Spring Fair. Compared with last year Leipzig was called upon to accommodate an increase of 305 exhibitors or a rise by 5.5 per cent. Gauged by the Autumn Fair of 1933, first year of the present regime, the number of exhibitors has increased by 33.3 per cent.

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

LETHBRIDGE, Alta.—Gate receipts at the 1938 Lethbridge Exhibition reached \$10,500 and the board will carry forward a small surplus, despite a rainstorm which spoiled first day's attendance, it was reported prior to the annual meeting next month by Secretary-Manager A. E. Russell.

DOVER, O.—Rain on the first two days of the 1938 Tuscarawas County Fair here is expected to cause a loss to be shown in the financial statement, officials said. Opening day was lost and there were only 3,500 paid admissions on the second day. Good weather on final day brought a crowd of 6,500. Races were abandoned twice. Roy Gooding's rides were on the midway with shows and concessions. Grand-stand acts were Flying Howards, Popeye Al Ritchie, Wimpy, Lovine and Mae, Michael and Company, Olive Craig and the Raymonds.

DURHAM, N. C.—Iorio Fireworks Co. will furnish displays for the six-day American Legion Colored Harvest Festival and Fair here, said Eddie Lewis, director. There will be gate prizes, free acts and \$500 in premiums will be awarded. County Agent T. A. Hamme will be in charge of exhibits. On the committee are W. C. Hardy, J. W. Lowe Sr. and Ed Williams.

MILWAUKEE—Jake J. Disch, former film exhibitor and well known in fair and circus fields, was honored by prominent Wisconsin theater men in the Hotel Schroeder here on September 7 for having been a film exhibitor 25 years.

STATESVILLE, N. C.—George Neel, manager of Iredell County Fair here, reports record-breaking business on opening day, September 26. Austin C. Wilson's Thrill Shows and Hell Drivers with Jimmy Smith were heavily billed and did turnaway business at two shows on Monday. Troupe gave a safety exhibition in town on Saturday under auspices of the police department. Crystal Exposition Shows were on the midway.

CHARLOTTE, N. C.—Gus Sun, president of Gus Sun Booking Agency, and Sun units were scheduled to take part in opening-day parade of Charlotte Agricultural Fair this week. Marks Shows were booked for the midway. Jack Dadswell is doing publicity work for the fair. Balloon ascension and hog calling and fox horn blowing contests will be features.

BLACKFOOT, Ida.—Eastern Idaho Fair here on September 20-23 was successful, having good stock and farm products exhibits and harness races, the spending was curtailed, said C. Schroeder. Eric Sundquist was secretary. Barnes-Carruthers unit drew capacity crowds in the new grand stand. Monte Young Shows were on the midway.

CHARLOTTE, N. C.—Harry E. Wilson, of Bantley's All-American Shows, contracted for Southeastern Colored Fair here, reports he is assisting Bishop Dale, president, in arranging special events. In addition to free acts there will be a baby parade, boxing tournament and amateur night. There are already enough entries to fill the 60x90-foot exhibit top. There will be a 10-cent gate and free parking.

FREDERICTON, N. B., Can.—Two days of rain curtailed attendances at annual Fredericton Exhibition on September 10-17 and caused postponement of two harness races and cancellation of one. Innovations were potato, sack and hurdle races on horseback in front of the grand stand the last three nights. Ben Williams Shows were again on the midway with seven rides.

LITTLE ROCK, Ark.—Secretary Charles W. Green, granted temporary leave of

absence from Missouri State Fair, Sedalia, to organize and manage Arkansas State Live-Stock Show here, reports that plans for the show are moving satisfactorily. Grounds have been secured and arrangements are being made for erection of a 190 by 320-foot building to house cattle exhibits and championship rodeo. A \$10,000 premium fund is being raised. There will be a midway.

UNDER THE MARQUEE—

(Continued from page 32)
for Florida with his mother. Will spend the winter there.

EARL SHIPLEY, former producing clown, visited *The Billboard* offices in St. Louis last Wednesday. He left that night for Dallas, where he will engage in a commercial business.

BOB BENNETT and wife, who were at the Canadian National Exhibition, Toronto, are visiting in St. Louis prior to going to the West Coast. State that they probably will be at the fair in San Francisco in the spring.

15 Years Ago

(From The Billboard Dated October 6, 1923)

The Walter L. Main Circus re-entered Pennsylvania after an absence of four months and played several towns to big business. Show closed season at Havre de Grace, Md., October 2. The Riding Lloyds returned to vaudeville; Horace Laird to his home at Chester, Pa.; Tommy Thomas left for Meridian, Miss.; to join Rubin & Cherry Shows; Jack Penton went with Christy Bros.' Circus; Harry Friedman joined the Greater Sheesley Shows; James Heron organized his *Step Along* Co.; Jack Penton and Jerome T. Harriman were associated with Heron in that venture. . . . J. Morehouse, lithographer on the No. 1 car of the Sparks Circus, closed the season and went to St. Louis.

The Atkinson Dog and Pony Circus canceled the Arizona towns it had booked and called in the advance, headed by King Batle. . . . Golden Bros.' Circus played to excellent business in Tennessee the latter part of September. Charles P. Curran joined the show at South Pittsburg, Tenn., as side-show manager. Pay Asia, mentalist, also joined. . . . C. W. Sells and Jack Howard played the Shrine Circus, Bluefield, W. Va., with Jack Lyles' show. . . . Mel Burtis took charge of the sleepers and privilege car on the Gentry-Patterson train.

William Senior became announcer on the Gentry-Patterson Circus, replacing Jack Gish, who left the show to join Golden Bros.' Circus. . . . Joe D. Cramer (P. T. Barnum's Original Rubberneck Joe) closed with the Gentry-Patterson Circus at Greenville, Ill., September 23 because of illness. . . . James Shropshire was the new side-show manager with Gentry-Patterson Circus.

For Sale, Cheap

Two Coaches and three Flat Cars, semi-steel. Also seventeen Wagons, mostly all rubber-tired.

THEO. SANBURN

Sanburn Lumber Co., Belleville, Kan.

PAN-AMERICAN SHOWS WANT SHOWS

CAN PLACE SHOWS WITH OWN OUTFITS. WANT strong Feature for Annex in 855 Show. CAN PLACE Stock Concessions all kinds. HARRY LAMER wants Agents for Wheel, Coupon Shows, and Girls for Ball Games, for six more weeks of Arkansas Fairs. Address Independence County Fair, Batesville, Ark., this week; Lee County Fair, Marianna, Ark., week October 10.

J. R. STRAYER, Manager.

FOR SALE CHEAP

Three 4-Wheel Fifts, Wheel Trailer Fronts. Beautiful. Built to Neon and Circum can be installed. Can be seen at Denton, Tex., Fair, Week October 3 to 8.

STATE FAIR SHOWS

MEL H. VAUGHT.

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children, if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

Eric B. Hyde

Marion, Va. September 5-10. Weather, fair. Business, fair.
 Moved from Wise, Va., via truck and everything up early and ready to go. Good crowds on the midway, but they failed to patronize concessions. Shows and rides did satisfactory business. Committee co-operated splendidly.
 Rockymount, Va. September 12-17. Franklin County Fair. Weather, very unfavorable. Business, fair.
 It rained here every day but Thursday and Saturday, and Saturday was gloomy. Crowd patronized midway line-up and date turned out fair financially considering everything. Tom Hale has enlarged his bingo. Rides and show fronts have been repainted.
 WILLIAM C. EARLE.

Cumberland Valley

(Railroad and trucks)
 Manchester, Tenn. September 22-24. Coffee County Fair. Weather, chilly. Business, very good.
 This is the shows' home and many of the personnel are well known here. Many of General Manager Winton's friends and relatives were on the lot to greet the show. Cold weather prevailed the first part of the week. No one came out to the lot until Thursday, opening day of the fair. Then, however, they came from all over the county. Manager Winton's Loop-the-Loop, set up here for the first time, did well. This was the last stand in Tennessee. Mr. Winton, Robert (Uncle Bob) Hallum, Red Dougherty, Rocco Aleo and Fred Stanley spent Tuesday at the State Fair, Nashville, Tenn. While playing Woodbury, Tenn., last week visits were exchanged with the J. J. Page Shows. Mrs. Lavoy Winton underwent a minor operation in a local hospital, but she is back on the show again. Pat McBride, former showman, visited daily, as did Dr. Myers, who operates a portable photo gallery here.
 JOE HICKS.

Goodman Wonder

Huntsville, Ala. Week ended September 24. Fair. Weather, cool. Business, good.
 This date gave little indication of being a good spot during the first two days, but it turned out highly satisfactory. Warmer weather prevailed Thursday, Friday and Saturday, bringing out good crowds. Friday and Saturday were the best days, with the midway thronged from before noon until late at night.
 BEVERLY WHITE.

Funland

Sweetwater, Tenn. Week ended September 24. Auspices, American Legion. Weather, good. Business, poor.
 Show had a good location and excellent committee, yet it is the first spot in this show's experience where 40 passes were put out and only six used. It was a natural blank.
 TED C. TAYLOR.

Kaus

(Baggage cars)
 Lezinaton, Va. Week ended September 24. Auspices, Rockbridge County Fair Association. Weather, 2 days rain. Business, fair.
 Monday's opening was marred by rain which started that afternoon and continued until Tuesday night, when a few people came out. Wednesday was cloudy and cold. Thursday broke fair and with good weather remainder of week good crowds turned out. Grand-stand show was short and fair officials co-operated in every way. Mr. and Mrs. Louis Miller joined with their ball game for this stand. Mrs. Marion McWethy added a mouse game and a balloon penny pitch. Other new concessions included Mr. and Mrs. James Dowdie, duck pond and ball game, and Mr. and Mrs. Jake Miller, ice cream. Carl Davis' cook-house is sporting a selective record victrola. Little Marjorie Burns, year-old daughter of Mr. and Mrs. James Burns, was awarded a blue ribbon and silver cup for being the most perfect baby in the fair's baby contest. Visitors included Lee Sullivan, of Eli Bridge Co., and Al Beldock, of Art Lewis Shows.
 Galax, Va. Week ended September 17. Auspices, Great Galax Fair Association. Weather, rain. Business, poor.
 Show arrived here in time and everything was ready Tuesday, but show opened to light business. Rain Wednesday and Friday hurt business on those days. Saturday drew good crowds, but spending was light with the result that the date wound up in the poor class.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Scooter showed a fair gross, with Chair-plane and Ferris Wheels running a close second. Blackie Del Monte joined with his bottle ball game, as did S. N. Nuffer with grab stand. Steve Thomas, after an absence of three years, returned with a penny pitch. Millie Lawring, of Chez Paree, returned home for a week's visit. John Marks and Jimmie Rafferty, of Marks Shows, visited.
 LESTER KERN.

Penny's

(Baggage cars and trucks)
 Pennington Gap, Va. Week ended September 17. Lee County Fair. Weather, cloudy. Business, excellent.
 Date proved banner week of the season. Rides, shows and concessions did capacity business. Cloudy skies Thursday failed to keep crowds away, and Friday, Children's Day, drew more than 6,000. Saturday the midway was packed. Ferris Wheel topped the rides, with Loop-the-Loop second. Purl Shields' Minstrel Show topped shows. J. B. McAlevy's Artist and Models and Peep show and Leo Leola's Sex Show sharing second. Harry Winters joined with three rides; William Bailey, with Ferris Wheel; Mrs. Bailey, with ball game, and William Powell, U-Drive-It. Mr. and Mrs. Leo Claude purchased a new trailer. Visitors included Dick Harris and wife, of Model

Bobby Jean Lynch celebrated her 10th birthday anniversary with a party in which shows' younger generation participated. Five-year-old twins, Jack and Ben Heid, won the pie-eating contest. Word was received from San Antonio, Tex., that Eddie Hyman and Larry Woods Jr. have made the San Antonio High School football team. Albert Wright renewed his contract for 1939 as general manager. With the closing of show not far off members are discussing where to spend winter.
 LARRY MULLINS.

Johnny J. Jones

(Railroad)
 Chattanooga, Tenn. Week ended September 24. Tennessee Tri-State Fair and Drums of Dixie Celebration. Business, above 1937. Weather, cool but clear.
 Celebration drew thousands to Chattanooga and the fairgrounds. The weather, the cool during the first three days, did not chill the crowds, and midway gross went over that of 1937. Attractions were a bit scattered due to small space, but Manager T. M. (Tommy) Allen did a fine job of laying out the lot. Chez La Femme, under the direction of Hughie Mack, went over the top. Ernie-Len, Canada's Double-Bodied Boy, has been among top-money shows for several weeks. Pearl Harvey's Cater-



HERE'S THE VIEW OF Gooding Greater Shows' midway at the 1938 East 10th Street Mardi Gras, Indianapolis, as seen from the top of the Aerial Bowers' (free act) rigging. Photo furnished by Harry E. Bauer.

Shows: Jack Allen and wife, and Mr. and Mrs. Royal, of Dixie Model Shows.
 EDDIE MACK.

Midwest

(Motorized)
 Ft. Pierre, S. D. September 2-4. Stanley County Fair. Weather, good.
 Business was good at night and poor in daytime here. It seems that the drought and grasshoppers have not bothered the people in South Dakota, as we had nice crowds every night. Some 70 Indians of Ft. Pierre Indian School and Orphanage were guests of the show. Manager Lundgren bought a Mix-Up and Chevrolet truck.
 Kadoka, S. D. September 5. Business and weather, good.
 Show made a 100-mile jump and was ready to go by 10 a.m. Everybody had a nice day's work.
 Rosebud, S. D. September 8-10. Business and weather, good. Sioux Fair and Rodeo.
 About 2,000 Sioux Indians were camped on the fairgrounds here and every morning the showfolks were awakened by tomtoms and war dances.
 TRUE DANIELS.

Western States

Isosa Park, Tex. September 19-24. Wichita County Free Fair. Business, excellent.
 This date can be termed "Old Faithful" when it comes to having a good week. This was the third time show played this date to good business. A final check-up on the 5-cent pay gate which prevailed after 6 p.m. each night revealed over 30,000 paid admissions.

pillar ride is keeping up with the newer sensations. Harvey Wilson returned from the hospital and is feeling as fit as a fiddle after undergoing an operation. He's on the front of the Hi-Lo again. Building and enlarging of equipment continue. Bill Sturgis, veteran show artist, who has been operating a shop in Louisville, returned to the show after a long absence. Mrs. J. C. Simpson, wife of show's general representative, returned from Birmingham, where she and J. C. purchased a home. Visitors: Jerry Kohn, Fulton Bag and Cotton Mills; Max Goodman, owner Goodman Wonder Show; Mike Benton, president Southeastern Fair, Atlanta; E. Ross Jordan, manager, and Paul Cornaway, publicity director, Macon Fair; Bob Millican, Jacksonville; A. U. Taylor, A. E. Griffen, Jackson (Tenn.) Fair; Ray Balzer, concessioner. Nell and J. P. Atherton spent several days visiting their brother, Arthur Atherton, show's treasurer.
 STARR DeBELLE.

Crowley's

Ennis, Tex. Week ended September 24. Location, fairgrounds. Auspices, Ellis County (Texas) Fair Association. Pay gate, 10 cents. Weather, perfect. Business, fair.
 First day here was poorly attended, with second day, Children's Day, the poorest of year. Thursday drew well but patronage was below par. Friday showed an increase and Saturday afternoon and night drew well, with shows and rides going over. Ride-O topped rides. E. W. Wells, general agent, returned. Annalee, his wife, landed 30 banners here. Lucile Perkins left George Harris' Minstrels to join Memphis Minstrel Co. Juanita Williams re-

placed her. C. E. Britton is the new Whip foreman, with Owen Perkins, Mickey McCoy and Clifford Sorrels assisting. William Bartlett's Diggers joined and is in charge of Mr. and Mrs. Virgil Sells. Mrs. Sells will teach kindergarten department of Crowley school. Orville Phillips is assisting his father, R. P., on Merry-Go-Round. Visitors included Mrs. Morris Baker, mother Joe C. Jones, and her sister, Mrs. J. P. Hutchins; Hon. W. T. McElwee; W. B. Custer; Joe Trimble, noted band leader; Hon. Walter Harris; "Uncle Leo" Blonidin, superintendent Oklahoma City Zoo; Hon. J. H. Duke; W. C. Hendricks, Southern Pacific Railroad engineer; William Flowers, head usher Tom Mix Circus; Dr. K. T. Woolley, commander, and Adjutant Dietz, Brenham, Tex., American Legion; Col. E. J. Sutton; Mitchell Vaughan, son of Mr. and Mrs. Otis Vaughan; Walter Mitchell, Ira Dyer, H. E. Rason, Mr. and Mrs. Paul Siefert, W. O. Ellis, J. N. Wisner, Tom Morris, Monte and Buster Montgomery, Charles Gibson is scoring with Caterpillar, Stump Dawkins, of Dixieland Blossoms, left for Gaffney, S. C. Captain Webb, high diver, is still suffering with two broken ribs. His wife is at Hale, Mo., where her mother is seriously ill. Dare-Devil Jack Nelson closed with Thrilldrome here.
 GEORGE WEBB.

Strates

(Railroad)
 Scranton, Pa. Week ended September 24. Providence road showgrounds. Weather, rain. Business, none.
 An enforced vacation is about the best way to sum up this engagement. It rained Monday, Tuesday, Wednesday and Thursday without let-up. Friday and Saturday turned out fair but local citizens gave up the notion of going to the show, with the result that the week was a total blank. Show tore down early Saturday evening and left for Bloomsburg, Pa. New Vanities front was completed here by Jimmy Yotas, construction superintendent. Choc and Monk Phillips operate the attraction. Bill Jones, of bingo fame, visited here and then departed on an inspection tour of his concessions with other showmen.
 BEN H. VOORHEIS.

Cetlin & Wilson

Woodstown, N. J. Week ended September 25. Salem County Free Fair and Rodeo. Weather, rain. Business, nil.
 After two days of rain in Reading, Pa., show had three days of the hardest rain

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put 75 in the following class sets and prices: 25 cards, \$5.25; 50 cards, \$8; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$18; 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. Flared in 3 rows across the cards—put 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, \$1.00.
 Automatic Bingo Shaker, real steel, \$12.50
 Labeled, white cards, 5x7, \$14. Per C. . . . 1.50
 Labeling Bingo Cards on same. Extra, per C.50
 Bingo Card Markers, in a slip, 25,000 for 1.50
 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.

19 W. Jackson Blvd. Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS



More and more people are buying our Candy Floss Machines, the reason is—we make the Best, the Original Only, Guaranteed. The biggest money-maker known. For Service—Satisfaction—Dependence, send us your order. Write TODAY. ELECTRIC CANDY FLOSS MACHINE CO., 202 12th Ave. S., Nashville, Tenn.

WHY STORE YOUR OLD RIDES AND SHOW EQUIPMENT?
 SELL IT TO
RALPH R. MILLER
 BATHON ROUGE, LA.
 (Largest Buyer of Second-Hand Rides and Disposed Show Property in the United States.)

it ever encountered here, making it impossible to get on the grounds. After waiting until Wednesday in hopes that it would clear and after using tons of cinders, but to no avail, show moved to Trenton on Friday so that everything could be cleaned and be ready for Sunday's opening there. Fair was held over until Tuesday, but show had to move on, making the second time this season that almost all week was lost, the other being Harrington (Del.) State Fair. Mrs. Fred Haragan is still confined in the hospital in Reading, Pa., with a severe case of rheumatic fever but is expected to be released soon. Charles Cohen left for a business trip to New York. Ted Miller left to handle advance publicity for the Trenton Fair.

GEORGE HIRSHBERG.

Endy Bros.

Raleigh, N. C. Week ended September 24. Auspices, American Legion. Location, Ball park. Business, very good. Weather, two days rain.

Show encountered two days of rain here, but from Wednesday on good crowds and good weather prevailed. L. F. Brown, Legion commander, and his corps co-operated splendidly, as did local papers and radio stations. Police department also gave fine co-operation. Paid attendance totaled over 9,000 Saturday night. Texas Briggs joined here to handle Boomerang ride. Fitz Winters and H. Newman also joined, as did Joe Decker with his cookhouse. Speedy Merrill returned here after his recent operation in a Pennsylvania hospital and, although not riding his drome, is feeling fit. Hazel Merrill did a good job during his absence. Visitors included Sherwood Upchurch, Max Gruberg, George Keratos, Fitz Brown, Sam Lawrence, Billy Breeze, William Glick, Ralph Decker, Joseph Brett and wife and Bob Coleman. New Roll-a-Plane and Boomerang were top rides. Professor Kuntz's side show topped the shows. Great Wilno, cannon act, is still popular.

GLEN IRETON.

World of Mirth

(Railroad)

Allentown, Pa. Week ended September 24. Great Allentown Fair. Weather, rain. Business, fair.

First two days of fair, which began Tuesday, were lost due to excessive rains. Beginning Thursday, however, large crowds attended, resulting in fair business for the shows. National Showmen's Association benefit was held in Swing Club Thursday night. Performance, which was open to the public, was handicapped somewhat because of bad weather. President George Hamid and Vice-President



"NUTS TO YOU." That's what Joe Redding (right) could be saying to Mayor Hartsfield of Atlanta. Joe, general manager of Rubin & Cherry Exposition and a resident of West Palm Beach, Fla., bestows a gift of Florida coconuts on the mayor in front of the West Palm Beach civic exhibit at Southeastern Fair, Atlanta. The showman was in Atlanta arranging for the annual appearance of Rubin & Cherry at the fair. Photo from Ralph Williams, R. & C. press agent.

Max Linderman handled the affair. Entertainment was supplied by shows and grand-stand show. Among participants were Shirley Parker, Five English Juggling Jewels, Scotty McNeil and Tommy, Lucille Adams, Charlie McCarty, Apple Kids, Three Stooges, Elaine Dowling and Frank Mazone & Co. Harry Green headed the candy sellers. George Hamid was emcee. Visitors included H. H. McElroy, secretary Central Canada Exhibition; Frank H. Kingman, secretary Brockton (Mass.) Fair, and Frank Miller, of Ringling-Barnum circus.

JIM McHUGH.

W. C. Kaus

Blackstone, Va. Week ended September 24. Weather, rainy at first, but clear and cool last part of week. Business, good.

Rain prevented show from opening Monday and it kept the people away until Wednesday night, which was good. Thursday, Governor's Day, was the big day. Governor Price and Senator Byrd

were the Fair Association's guests and a dinner was given in their honor. This was the second time show played here and both times it enjoyed a pleasant week. Alexander Hudgins, manager, co-operated splendidly. Personnel seemed pleased with business here. Concessions did well, as did Mack's cookhouse. Helen Owen's bingo enjoyed the best week of the season so far. Octopus topped rides, with Ferris Wheel second and Merry-Go-Round third. Tilt-a-Whirl also did well. Charles Johnson's girl revue topped shows. Motordrome was second and the Ten-in-One next in line. Visitors included Mr. and Mrs. Charles Lauthback, of Petersburg Fair Association; Mr. Sullivan, of Eli Bridge Co.; A. J. Kaus and George Whitehead, of Kaus Exposition Shows; Harry Heller, of Heller's Acme Shows, and Mr. Kirk, of the Show Printing Co.

DOT GORGRANT.

Marks

Mount Airy, N. C. Week ended September 24. American Legion Fair. Weather, clear and cool. Business, excellent.

Business here was far in excess of the last two years. Children's Day Tuesday attracted thousands of kiddies despite threatening weather. Thursday and Friday were very cool and overcasts were in evidence. Saturday, with Bob (Sulcide) Hayes and his Hell Drivers as added attraction, was the big day. Grand-stand acts included Great Wallendas, Captain Delmar's fighting lions and the Santellos. Recent visitors included Judge Harry Lowellyn, former showman; Leo M. Bistany, manager of Orange State Shows; Harry Forbes, former bantam-weight champion boxer; M. H. McLean, circus legal adjuster, and P. A. (Pawnee) Boone, formerly of Ringling-Barnum Circus and 101 Ranch Shows.

Gene Whitman, staff feature writer of The Winston-Salem Twin City Sentinel, visited and shot a number of midway scenes for his paper. Dick Smith's dual Loop-o-Plane did well, as did Denny Moore's Skooter, in charge of Bill Gordon. Bert Clawson's Whip also did good business. C. Jack Shafer and Abe Wolf are handling the front of the Monkey Speedway, which is clicking. Percy Sink returned here after an absence of several weeks. Hot Chocolate Club is still going strong. Jimmy Zabriski, master mechanic and master of transportation, has achieved what is said to be a record this season by getting the fleet of show-owned semi-trailers thru the mountains and hills in record time with a minimum of repair bills.

WALTER D. NEALAND.

Keystone

(Motorized and Baggage Cars)

Gainesville, Ga. Week ended September 24. Auspices, Hall County Fair and 4-H Club. Weather, good. Business, fair.

Show moved in here after a hectic week in Spruce Pine, N. C. Simon Krause joined here with Frozen Custard, under management of Mrs. Morris Michels. William C. Murray, general agent, was seen escorting committee from Monroe (Ga.) Fair, headed by Capt. Don Williamson. Business was not up to expectations. I. V. Hulme and County Agent Stevenson co-operated splendidly, as did local papers. Mrs. William C. Murray returned to her home in Greenville, S. C., after spending a few days on the show renewing old acquaintances. Monkey Circus topped midway receipts. Posting models also came in for fair share of midway receipts. Uncle Troupe and Revolving Arontys, free acts, drew well. Gyp White, old-time troupier, renewed old acquaintances on the midway here. Gyp is employed by fair officials here and at Eberson, Ga. BOB CRUVER.

Ideal Exposition

Charlottesville, Va. Week ended September 17.

Lot was two miles from town here and business was poor. Monday and Wednesday were lost because of rain. Saturday night was best.

Durham, N. C. Week ended September 24. Durham County Fair.

Show was rained out Monday and Tuesday, but business was good remainder of week. Girl shows topped the midway and rides got big business, especially on Children's Day and Saturday. Sheriff Moore and party from Salisbury visited Mr. and Mrs. Hodges.

M. LASKY.

Wallace Bros.

(Baggage cars and trucks)

Oskola, Miss. Week ended September 17. Chickasaw County Fair and Horse Show. Auspices, Junior Chamber of Commerce. Weather, clear. Business, fair. Free gate.

Third consecutive time here for the organization. Attendance light first part of week, but increased greatly last three days. Receipts somewhat off from last year.

West Point, Miss. Week ended September 24. 40 and 8 Fair Festival. Auspices, American Legion. Weather, clear with cool nights. Business, disappointing. Ten-cent gate.

Show was up and ready Monday noon. Fair turned out to be one of poorest weeks of season, due probably to the fact that two fairs were held this year. Opposing factions caused no little grief with consequent depletion of receipts. Eddie O'Brien rejoined here, as did Mr. and Mrs. Clyde Hoy. Frank Sparks is now selling hamburgers in addition to his other activities. Visitors: Manager Joseph Gallier and Fred Rainey, of Buckeye State Shows, and Robert R. Kline and William Dollar, of Kline's Greater Shows.

WALTER B. FOX.

Penn State

McConnellsburg, Pa. Week ended September 17. Fulton County Fair. Weather, rain and cold. Business, good when weather permitted.

Rain marred opening here. Thursday, Children's Day, however, proved one of the best days of the season for rides and shows. Tex Rose joined here with the Tex Rose Radio Round-Up. Hubert Lonny joined also with his U-Drive-It. Public wedding Thursday drew well. Manager Stewart Wachter and Mrs. S. Wachter purchased a new Packard. John Wachter did well with his hot-dog stand. F. L. Faust, of the F. M. Shows, visited.

WHITEY DAVIS.

Buckeye State

(Motorized)

Eupora, Miss. Week ended September 24. Auspices, Webster County Fair Association. Location, fairgrounds, edge of town. Weather, cool. Business, good.

Shows did good business here. Fair association and the American Legion co-operated to make date successful. Only drawbacks were poor crops and cool weather first of week. Good business resulted from Children's Day, Friday. Saturday was good, too. Concessions did well. Visitors included Bobby Klein and Bill Dollar, of R. J. Klein Shows; Sol Lowenstein, of West Shows, and Mr. and Mrs. Frank Kell, who visited their brother, Pat Brown. Mrs. W. F. Tomlin joined her husband here. Mrs. Harry Helco left. O. C. Weeks returned from a business trip to Little Rock, Ark. Ned Lee, publisher of The Webster Progress, was most liberal with free space.

TED JOHNSON.

Crystal Exposition

Sevierville, Tenn. Week ended September 24. Sevier County Fair. Weather, varied, mostly cool. Business, good.

Opened Monday to a fair crowd and threatening weather. Business picked up daily, with a banner Children's Day Friday. J. B. Waters, secretary-manager, and fair officials co-operated. Newspapers were liberal, with The Knoxville Sentinel and Journal, Montgomery's Indicator and surrounding towns' scribes giving much space to show's midway, and as a fitting climax came columns and pages and half pages of the public wedding of the Crystal's side-show midjet magician to a non-professional midjet of Maryville, Tenn.

H. NELLA.

World's Exposition

Louisburg, N. C. Week ended September 24. Fair. Location, fairgrounds. Twenty-five-cent gate. Weather, two days heavy rain, rest of week good. Business, poor.

Weather handicapped show here. Children's Day drew fair. Thursday and Friday were light. Saturday, for colored people only, drew well but business was poor. Despite advertising and efforts of Dr. Fleming, manager-secretary, conditions were bad and engagement was a loss. Monkey Circus, now under the sole management of L. E. Blondin, did well. Mrs. Rose Gruberg's concessions got a little money. Sam and Belle Cooper's palmistry stand did fair. Fitz Brown's



It's New
GUESS YOUR HEIGHT SCALE
Is Going Over Big
SURE WINNER

Your opportunity is here. No experience is necessary. In a few days you can become an expert operator and be on the road to a nice income. Write for descriptive circular.

Manufactured by

D. BIERBRAUER, Sr., Coldwater, New York

ROCKET SKYRIDE

RIDE OF RIDES. (A NATURAL) THRILL OF THRILLS.

CALL ALL SHOWMEN

Come and see the Greatest Riding Device of all time. Positively surpasses anything ever built before. Will amaze and impress you with its many performance. Now completing two successful seasons of operation, with no mechanical defects. Ready for production. Portable and Stationary Models at prices within your reach. Hennes Bros. Shows, Texas State Fair, Dallas, Tex., October 8 to 23.

TOM WADE, Designer and Builder.

NELSONVILLE, O., FALL FESTIVAL

October 10-15, inclusive

WANTED—Legitimate Concessions of all kinds, including Eating and Drinking Privileges. CAN USE several good Shows. Location Downtown. Mings working full time. Auspices: Police and Firemen. Address inquiries:

THE F. E. GOODING AMUSEMENT CO., Box 386, Columbus, O. Telephone: Kingswood 5716.

cookhouse and concessions were popular. Dorothy Stone and Del Crouch were well liked and the motordrome was popular. Exposed under I. B. McCoy, now has Harold and Eva Case, Pearl Smith and Frances Palmer performing. Monroe Brothers added illusions weekly. Dorothy Montanaro is considering a Chicago night-club offer. Freddie Goodrow, emcee of the Midget Village, has been engaged for a Broadway production this fall. Virginia Campbell will continue to write a column for The Atlanta Constitution. Sandy Hogan has altered the front of the circus side show. Max Kane is doing a good job running concession row. Jimmy Rafferty visited several adjoining fairs during the week. Max Gruberg visited Andy Bros. at Raleigh. Fitz Brown visited Durham (N. C.) Fair and the Glick Shows. Since this will probably be the last show letter this year, the writer wishes to thank The Billboard for the many courtesies extended.

DICK COLLINS.

Southern States

(Baggage cars and trucks)

Thomasville, Ga. Week ended September 24. Thomas County Fair. Weather, ideal. Business, satisfactory.

There were many old faces on the midway and quite a few new ones, too. All show fronts look neat and rides are painted and well lighted. Lankford's Band joined here on Monday, making a 356-mile jump from Rogers Greater Shows at Centerville, Tenn. Crops are good in this section and it looks like a bang-up season. Several new house trailers are on the lot.

WALTER LANKFORD.

Hilderbrand's

(Motorized)

Crescent City, Calif. Del Norte County Fair. Five days ended September 25. Weather, cold and rain. Business, fair.

Show opened to fog and cold weather Wednesday night. Thursday matinee was light, but night business picked up a bit. Friday was rained out. Heavy fog here proved no handicap for the Famous Hustrel Troupe, Four Sensational Rockets and Smith's Diving Ponies, free acts. Leona and Claude Barie had as visitors Lester and Agnes Burke from Eureka, Calif., who waited here for the arrival of Inez and Ed Walsh, of Bristol Hotel, Los Angeles, to complete a regular party. Hazel Fisher and Verna Seeborg entertained Bob and Mary Booker at a local night club. Buck Ritchie, Jack Ripley, Jack Baird and Al Bird furnished show with fish caught in the Pacific Ocean. Johnnie Cardwell, Ralph Balcom, Art Anderson, Mac McQuillan, Rube Miller and Sammy Epple were guests of the fair committee aboard fishing boat for one day. Fred Thumberg offered prizes for best woman putt putt rider on show and Hazel Fisher won first; Lucille Grisham, second, and Fern Chaney, third. Fred Thumberg, Bud Cross, Wendell Foss and Gene Knowles did well with their rides. Babe and Lucille Grisham planning a trip east at close of season. Pierre Ouellette and special agent George Morgan were in Berkeley, Calif. CLAUDE A. BARIE.

Dixie Model

Burnsville, N. C. Five days ended September 24. Yancey County Fair. Weather, fair and cool. Business, great.

Train arrived Monday and shows opened on time Tuesday. Cool weather did not affect business. Folks just put on their winter things and came out. Yancey Record, county's four-page weekly, devoted most of its edition to the fair. Mr. and Mrs. R. M. Bryan, photo artists, en route to Texas fairs, visited here. Joe Lee, with Chairplane, and Nelster-Longmore kiddie rides returned after playing a picnic. Mrs. M. E. Shoemaker's photo booth was popular. Ferris Wheel led rides. McConnell's Stella Show topped shows, with Kahama's Hawaiians second.

Honaker, Va. Week ended September 17. New Garden Fair. Weather, four days rain. Business, satisfactory.

Red clay lot with almost constant downpour for the first four days here kept Bill Spence's and Earl Tighman's lot crew busy hauling sawdust and shavings. Saturday all attendance records were broken and shows and rides wound up with satisfactory business. President W. J. Hawkins and Secretary J. H. White of the fair co-operated splendidly. Lee McDaniels took charge of Athletic Show, which was second highest money getter among the shows. Ferris Wheel, Merry-Go-Round, Tilt-a-

Whirl and Lindy Loop ran neck and neck for top ride honors. Fred Alimony took charge of Shoemaker's game. Albert Miller and Quincy Chaney joined with their concessions. CHRIS M. SMITH.

Merry Midway

Crab Orchard, W. Va. Week ended September 25. Weather, cold. Business, poor.

This was one of those last-minute spots and business was bad for all. On Saturday night here Manager Billy Burton announced the end of the season and returned to his home in Mullins, W. Va. Joe Stoneman in answer to an ad in The Billboard sold his Ferris Wheel to P. G. Rush, of Belleville, Ill. Scottie Cover and Amos, of Chair-o-Plane fame, will store their rides in Mullins, W. Va., and return home to Johnston, Pa. Mr. and Mrs. Dressler with pop corn will trek southward selling overware. Sammy Savage and Mrs. Dressler closed the cookhouse in Mullins, W. Va., and at last minute gave Manager Burton the surprise of his life by making him a present of same. Ike McKinney, electrician, joined the Stonemans as truck driver and to help in handling and selling overware and religious literature. Billy Burton Jr. will operate lead gallery somewhere in West Virginia. Billy Burton Sr. will resume sign painting in Mullins, W. Va., and in his spare time will make preparations to take out a larger unit

Jackson. Mr. and Mrs. McEmore had their daughter, Virginia, with them for the week-end. Mr. and Mrs. Jimmie DeSalvo, formerly with this show, and now in the grocery business at Memphis, visited nightly. Dee Hale returned here from the hospital at Russellville, Ky., and his health is greatly improved. Mr. and Mrs. Pool were absent for a week, taking the boys home to school, but returned in time to have a good week-end with their concessions. Eddie and Joe Johnstone left for Florida where they will winter.

WM. R. HICKS.

J. F. Sparks

Albany, Ky. Week ended September 24. Weather, cool. Business, fair.

Show had a week's stand here, with a two-day fair, Friday and Saturday. Cool weather hurt business Monday, Tuesday and Wednesday. Thursday, Friday and Saturday weather and crowds were more favorable. Ferris Wheel proved the best ride, while Zoma topped the shows. Mr. and Mrs. H. McClellan joined here with their cookhouse. Frank Bunn and daughter, Annie, joined with their caramel corn trailer. E. J. Ardell, Egon Pearson and wife, Signe, have added three concessions. Mr. and Mrs. W. R. Geren and Mr. and Mrs. Ralph Harrell joined with their girl show. Ride help look good in their new uniforms. Rides are being checked this week.

TOM SPARKS.



BAND ON DODSON WORLD'S FAIR SHOWS comprises: Rear row, left to right, Al Sharleville, bass; G. D. Denham, baritone; H. McKenzie, trumpet; Charles A. Clark, leader and drum; Al Speelman, clarinet and sax; Jack Erwin, baritone; front row, left to right, George Mounds, John Dodd, Owen Boggs, trumpets; Nippy, mascot of band; H. (Happy) Belisle, drums; C. L. (Spooks) Birchett and Roy Landstrom, trombones. Photo from Harry C. Thomas, press representative.

next season. The writer will visit Penny Amusement Co. and other shows on way south. Alho season was bad, no one lost any money and closed on the good side of the ledger.

JACK WHITE.

L. J. Heth

Jasper, Ala. Week ended September 24. Walker County Fair. Weather, cool. Business, good.

This was the second straight year show played fair here to good business. Saturday was the big day with the crowd coming out early and staying late. Charlie Wrenn's Motordrome topped the shows, with C. J. Russ' Musical Revue second. William Earl has added a number of people to his minstrel show. Billy Siegrist's Plying Act replaced the Silverlakes, who left to play some fair dates. Bo Powell replaced Billy Lewis on the front of the drome. Personnel was grieved to learn of the death of Ray Piscus, who had operated the Rotary Diggers the past two seasons on the show. Al Fine, of Zimdars Greater Shows, visited, as did Ellis Winton, of Cumberland Valley Shows.

LESTER FARRISH.

F. H. Bee

Alamo, Tenn. Street fair. Weather, first three days cold, last three days warm. Business, light.

Lined up all around the Courthouse and all side streets, show took on the appearance of an old-time street fair. When weather permitted everyone did good business. However, date was not up to expectations. Merchants co-operated. Mr. and Mrs. Bee took a couple days off to visit friends at Memphis and

ers; Izzy Cervone's Band and Edna Allee's pistol marksmen. Leonard Musick, Dallas, auto speedster, set a new track record, taking the half-mile dirt in 27.20 seconds. Jack Story announced auto races for his second year and Jack Klein was emcee of the Barnes show.

GRAND-STAND SHOWS

(Continued from page 35)

afternoon, making the jump of 473 miles overnight. Due to a misrouting error in Baltimore, several pieces of equipment were lost in Virginia en route. Leon Stone, general agent for the show and an honorary member of Wisconsin State Highway Police, saved the day by contacting Virginia State Police, who gave him assistance in locating the equipment by a State-wide police broadcast.

AT ANNUAL Tri-County Fair in Smyrna, O., on September 27-29, were Jimmy Harrison's 10-piece band; Carmen and Crowley, comedy acrobats; Barney Arnsen, tight wire; Arnold's Barnyard Frolics; Lillian Struck, aerialist, and Miller Sisters, song and dance team, booked thru C. A. Klein, who emceed the show.

BERNIECE KELLY CIRCUS REVUE made an 850-mile jump to play Madison County Fair, Huntsville, Ala., on September 20-24. Other acts were DeKohl Troupe, Three American Flyers, Suicide Zorsky and Smith's Superba Band.

CAPACITY crowd that became unruly broke down some grand-stand gates Friday night at Otter Tail County Fair, Fergus Falls, Minn., September 1-3, to see the show, Broadway of Tomorrow. Total night's attendance was about 10,000.

CHARLES BOUNDING JOHNSON, wire act, who played Camden (Tenn.) Street Fair week of September 26, is scheduled to join Littlejohn Fair Attractions in Troy, Ala., this week to play several dates. He contemplates wintering in Bainbridge, Ga.

First Delaware (O.) Annual Since Removal Is a Success

DELAWARE, O., Oct. 1.—Moved here to 60-acre grounds after being held in Powell, O., 30 years, Delaware County Fair on September 21-24 with a 10-cent gate and free admittance to children drew 30,000 and was successful despite two days' rain, officials said. Bruce Burgess was secretary, assisted by Allen Koonce. William Joliffe had charge of gates. Fair was held under canvas pending passage of a county bond issue which, with a WPA grant, would give the county a \$140,000 fair plant with junior building, swimming pool, exhibition halls, stables, race track and grand stand.

W. G. Wade Shows were on the midway with seven rides and five shows, as were J. R. Malloy's Circus and elephant and pony rides. Concessions and free acts, Robinson's Elephants, presented by George Thompson; Nancy Darnell, aerialist, and L. A. Taylor's Colliers, were directed by F. Beverly Kelley, publicity director, late of Ringling-Barnum circus. Sherwood's Accordion Band was a feature Friday night.

Horse Show, directed by Eli Long and assisted by John Wagner, Winston Hill and Joseph Neville, board members, was featured the first three nights. Live stock and agricultural exhibits were heavy, requiring twice as many tents as originally planned for. Junior fair was stressed and interest in all classes was enhanced by the decision to pay premiums on the grounds. On Saturday there was an amateur show, supervised by Robert Marshman. Merchants' exhibits, directed by John Wagner, had 38 displays.

GATE IS DOWN

(Continued from page 35)

It had a winner in opening with a rodeo but crowds failed to respond this year. Grand-stand show, however, outdrew last year. M. H. Barnes presented another of his satisfying Barnes-Carruthers revues before packed stands five nights, capacity being 12,000. Total grand-stand attendance, afternoon and night, for rodeo, horse, auto races and Barnes revue was 121,000, about half the total attendance of the outer gate.

Two days of auto races drew nearly twice as many patrons as two days of horse racing. The board plans new arrangements next year for horse races with a starting gate for runners and a general speeding up of the program. The fair went back to fireworks as finale of the night show and satisfied spectators with Thearle-Duffield displays.

On the midway Beckmann & Gerety Shows had a stellar line-up of shows and rides, but officials reported the take down in keeping with the smaller gate. Monday's Children's Day crowd was said to have been one of the largest for the carnival at any fair this year. The organization used more space this year.

Practically all concession space was occupied. Farm machinery display, said to be one of the largest in the nation, covered a couple of acres. Race horses were quartered in new stalls, the old barns having been blown down several months ago. The board plans erection of a large concrete structure within a year or two to house horses, mules and jacks, and with a show-ring arena in the center. Among grand-stand features pleasing the crowds were Power's Elephants; Ole Graham Family, eight rid-

WANT MORE REVENUE
for
YOUR ORGANIZATION?
Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

Inclement Weather Holds Ohio Firemen to Even Break

BLOOMVILLE, O., Oct. 1.—Despite rain and cold weather, Firemen's Fall Festival here on September 21-24 broke even and sponsors plan to repeat next year, reports Gus Culbertson, engaged to contract attractions. There was a soap-box derby on Saturday. Window cards, handbills and newspapers were used to advertise.

On the midway were an P. E. Gooding Ferris Wheel and kiddie ride, L. B. Lamb's Ten-in-One, Glen and Ford's athletic show, E. H. Sheppard, bingo; C. E. White, long-range lead gallery; Ted Davis, P. M. Betts and Swigart, ball games; Victor Diel, waffles; Mr. and Mrs. Bartell, blower; George Hoffman, penny pitch and Social Security tags; R. Reed, pop corn; Lee Carter, caramel corn and peanuts; Ben Bentlinger, photo gallery; Mr. and Mrs. Bennett, pan game and guess your age, and Bill Wiley, cotton candy and lunch.

Third Mulesta Called Best

EXCELSIOR SPRINGS, Mo., Oct. 1.—At the Mulesta, third annual, which ended here tonight, more than 5,000 attended and saw Roy Knapp's Rough Riders, an Indian Wild West show; Tex Owens, singing cowboy; Bob James, emcee; a parade and mule-pulling contests. Hotels imported professional talent, and the event was said to be most successful ever presented by B. C. Hedges, chairman. The Mulesta was sponsored by the Chamber of Commerce and is admittedly a take-off on the Kansas City Jubilesta, tho it is dedicated to "glorifying the Missouri mule." Hedges said the Mulesta would be repeated in 1939.

Sauerkraut Day Has Record

FORRESTON, Ill., Oct. 1.—About 32,000 attended the successful 26th annual Sauerkraut Day sponsored by merchants here on September 22 to break all records, reports Mayor Joe Maas. Cost of the event was \$1,412. Circus acts were booked thru Joe Cody Agency as free attractions. Hoffman Show had 6 rides, 5 shows and 47 concessions on the six-block midway for the seventh year, and Manager William Hoffner reported business above the two previous years. Window and bumper signs were used to advertise, and Bill Moas furnished publicity for the press in a 50-mile radius. Paul Beebe booked concessions.

Names at Ky. Fall Festival

LOUISVILLE, Oct. 1.—Biggest group of name attractions ever at Kentuckiana Fall Festival and Women's Institute, sponsored by *The Courier Journal* and *Times*, was scheduled to appear at the new 10,000-seat armory opening here next week. Alexander Woolcott will appear and Mrs. Franklin D. Roosevelt will speak on Monday. Bobby Breen and Buddy Rogers and orchestra will be heard on Wednesday, to be followed by Gene Krupa's Orchestra on Thursday and Rudy Vallee and Co. on Saturday.

Ind. Doings Well Attended

BROOKSTON, Ind., Oct. 1.—Sponsored by the Commercial Club as a good-will gesture, annual Street Fair and Horse Show here on September 15-17 drew good crowds despite cool weather, 12,000 attending on Saturday, reports S. M. Wynkoop, president. Concessions and W. G. Wade's shows and rides reported good business. Free acts were Avalon Troupe, teeterboard, and Victoria and Frank, perch. There were daily band concerts, an American Legion Drum Corps drill, and cash prizes were awarded winners in the horse show.

Acts Pull in Bluffton, Ind.

BLUFFTON, Ind., Oct. 1.—Committee in charge of the Street Fair here on September 27-30 depended on attractions to draw crowds. Free acts, seen twice daily, were Billy DeArmo and Margie, Lorraine Wallace and Lions, Bonta Troupe, Four Aerial Aces and Four Wheelers. Six rides were on the midway. Other attractions were Homer Moore's Penny Arcade, Life Show, Bughouse, Vell Dancers, Barney Lamb's Ten-in-One, Stires' Freak Animals, Hawaiian Show, Sammy, the Ape, and Moore Brothers, glass blowers. There were industrial, cattle, agricultural, poultry and flower exhibits.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Sponsors Satisfied To Repeat K. C. Jubilesta, Altho Gates Are Off 35%

KANSAS CITY, Mo., Oct. 1.—Cornelius J. Giblin, chairman of Kansas City Jubilesta, third annual, which ended last Saturday night in Municipal Auditorium, said the event would be repeated a fourth time next year. Altho attendance was disappointing, as was the box-office gross, Giblin said merchants here who sponsored the Jubilesta considered it a success in attracting thousands of visitors to stores and that they had not expected to have the \$26,000 underwriting fund returned.

Lincoln G. Dickey, general manager, who came to manage the show for the first time, said a check of receipts indicated crowds were smaller than those of previous years but that patrons spent virtually as much money. Starting slowly on September 17 in the main arena, Coanle Boswell, Joe Cook, Nick Lucas, Jimmy Grier's Band, Monroe and Grant, Jay and Lou Seiler and other strong acts were able to attract only a few thousands. Same show proved poor box office the next day, as did the following bill, which included Hugh Herbert, Eleanor Whitney, Uncle Ezra, Henry Burr, Hoosier Hot Shots and vaude acts.

George Burns and Gracie Allen, opening with a strong supporting bill on Wednesday, boosted attendance to normal proportions, but it was not until Friday night when Jimmy Dorsey, Louie Kuhn, Matt Betton and Eldon Jones and their orchestras jammed nearly 9,000

litterbugs into the arena for the first "rhythm rodeo and battle of bands" that the Jubilesta for the first time showed real profit and exceeded expectations of Dickey, Giblin and their staffs. When Rudy Vallee and company moved in Saturday afternoon the Jubilesta was in high gear. About 10,000 watched Vallee's troupe work at six shows that day and on Sunday, closing day. But because of the slow start the closing three days were not strong enough to offset earlier losses.

Manager Dickey was assisted by Peg Willin Humphrey and Almon R. Shaffer. George L. Goldman, auditorium director, was in charge of the stage, lighting and building. James H. Nixon handled ticket sales. Arthur F. Killick handled publicity, assisted by Louis Smith. Dick Smith, of WBB, announced main arena programs. Downstairs in Exhibition Hall a vaude and aquatic bill fell short of equaling the ice show at the 1937 Jubilesta. In the Little Theater Frank D. (Doc) Shean's Midget Show and Tiny Town Exposition was a winner after a slow start. Shean was assisted by Benjamin Harrison.

Last year's event attracted more than 110,000. Total this year was 35 per cent off. None of the \$26,000 underwriting money will be refunded, officials said, but everyone concerned appears well satisfied. Mr. Dickey and staff will go to Cleveland, while Doc Shean moves to Wichita, Kan., for the Fall Festival.



W. HARRY MOORE, incoming monarch of Al Sirat Grotto, is chairman of the 1939 Cleveland Grotto Circus, the 10th annual winter event to be staged by Orrin Davenport for two weeks in Cleveland Public Auditorium under managing directorship of William C. Schmidt. Ed Stinson's Detroit Shrine Circus will follow the Cleveland date.

Waukegan Advance Sale Big

WAUKEGAN, Ill., Oct. 1.—Attendance of over 100,000 is expected at the seven-day Fall Festival, Industrial and Agricultural Fair which opened with concessions and rides on the streets here today. A. J. Mitchell heads a committee of 100, including members of the Chamber of Commerce, who erected an arch with over 3,000 lights on it at a prominent corner. County and Festival Queen contests brought in a heavy advance ticket sale, and motorcades to surrounding territory advertised the event.

FEATURED at the second annual Florence (Kan.) Celebration attended by about 7,000 on September 5 were the Yellowstone Shows with 2 rides, 4 shows and 15 concessions and a rodeo, fireworks, contests and prize parade, said Homer McCready, chairman.

Too Many Applicants

FORRESTON, Ill., Oct. 1.—"We were unable to place six rides and many concessions at the Annual Sauerkraut Day here due to lack of space. All had the same story. 'We saw notices of your Sauerkraut Day in *The Billboard*.' That should speak for itself."—BILL MOSS, Publicity Director.

Bridge Dedication Has Acts

ATCHISON, Kan., Oct. 1.—Professional entertainment had a prominent place on the program dedicating Missouri-Kansas Bridge here on September 20 and 21, reports C. M. Warner. Anderson-Srader Shows were on the midway and free attractions included displays by Fidelity Fireworks Co.; Charlie Ahrends and dog; Roger Brothers, aerial bars; Comedy Cloud; Billie Irwin, clown; Cycling Harrisons, Max Freehand Trio and a pony and monkey circus. There were parades, surfboard and speed-boat exhibitions and coronation and celebration balls featuring Jimmie Greer's Orchestra, with Julie Gibson and Dick Webster, vocalists.

Bean Soup Fete a Success

McCLURE, Pa., Oct. 1.—Altho rain marred one day, 47th annual Bean Soup Home-Coming Celebration here on September 16 and 17 was successful, the committee reports. Miner Model Shows were on the midway and there were about 40 concessions. Among shows reported doing fair business were Mabel Mack's mules, Billie Woods' monkey circus, Eagle's animals and Ray Smith's What Is It?

NATIONAL Tobacco Festival in South Boston, Va., on September 8 and 9 to advertise the American crop drew over 100,000, reports W. B. Harbour, publicity director. Event cost about \$26,000. T. Beverly Campbell and Howard Southgate jointly wrote and produced a pageant, and there was a parade and day fireworks. Hal Kemp's Orchestra played the coronation ball, and the Cross Roads Symphony was featured at a harvest ball.

25,000 Attend Harbor Fair

ASHTABULA, O., Oct. 1.—Sponsored by the North End Club as a good-will gesture and to raise funds for civic improvement, seventh annual Harbor Street Fair here on September 15-17 was attended by about 25,000 to make it the most successful in history, said John J. Porter, chairman. Attractions booked thru an ad in *The Billboard* were W. Carville's Merry-Go-Round and Kiddie Swing, Malloy's Circus, freak and girl shows and concessions. Free act was Nancy Darnell, trapeze. Humina Band and local bands played nightly and there were two soap-box derbies.

Shorts

SUCCESSFUL Seville (O.) Fall Festival and Street Fair sponsored by merchants and volunteer firemen on September 22-24, had a daily program change and a parade on opening night. On the midway two rides of Casino Amusement Co.; Bill Adams, bingo, and Harry Reeves' six stands. Among free acts were Jack and Sills, high perch, booked thru C. A. Klein. Merle Auken's parachute jump on Saturday drew.

FREE ACTS at four-day Hillsboro (O.) Fall Festival ending on October 1 were Steiner Trio, comedy bars; Flying Bausers; Las Aero, airplane act, and Red Sells, clown and emcee.

CARNIVAL attractions, live-stock, grain and fancy work exhibits and a corn-husking contest will be featured at the three-day Harry (Ill.) Fall Festival, sponsored by the Chamber of Commerce, reports H. L. Nelson, president.

JOHN B. ROGERS Producing Co. will stage a spec. American Indian Cavalcade, at five-day third annual American Indian Week, Tulsa, Okla., sponsored by American Indian Foundation, reports Russell L. Rowland, manager. William B. Way is president.

HEAVILY ATTENDED, Healdsburg (Calif.) Harvest Festival on September 3-5 was an artistic and financial success, said John A. Condit, president. Ralph C. Kahn was manager. Event was publicized three months in the press and by radio.

FAVORED by weather, three-day Ash-tabula (O.) Merchants' Street Fair drew big crowds and sponsors plan to repeat on a larger scale next year. Free act was Nancy Darnell, aerialist. On the midway were Carville's Merry-Go-Round and Kiddie ride, J. B. Malloy's Circus Revue and several pit shows.

SUCCESSFUL 19th annual Shannon (Ill.) Home-Coming Celebration on September 5 had Fred Shew's rides, two shows, about 40 concessions and the Leniger Troupe as free act, booked thru an ad in *The Billboard*, reports Francis J. Ewing. Added attractions were band concerts and a parade.

FREE ACTS, stage show and midway were planned for the Fall Festival and Street Fair by Postoria (O.) Chamber of Commerce on October 3-8.

BRIGHAM CITY (Utah) Peach Celebration on September 16 and 17 had a rodeo, staged by Leo J. Gremer; band concerts, parade, dancing and queen contest. Gene Austin, singer and composer, was guest.

ARMISTICE DAY CELEBRATION

NOVEMBER 11, FRANKLIN, PA.
American Legion has opened for several high-class concessions, also Artistic Show, Write FRANK E. HEDLEY, Franklin, Pa.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
700 Ad. Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

ACTS — M. C. AGAIN IN DEMAND FOR Vaude and Niteries. Exclusive, sure-fire material written. Terms. **SCHILD, 1170 S. Scoville, Oak Park, Ill.**

ORCHESTRATIONS — WE SHIP PROMPTLY. Our prices are the lowest. Write for full bulletin. **SONG SHOP, 36 E. Fifth, Cincinnati, Ohio.** oc22

AGENTS AND DISTRIBUTORS WANTED

AGENTS—LITTLE BEAUTY SOCIAL SECURITY Plates. Looks like million. Two sample plates 25c postpaid. **ROUTI, 221 Frost, Rochester, N. Y.** oc22

AGENTS AND DISTRIBUTORS—NEW FOUR IN one EZ seller Counter Cards. Big profits. **J. JOHN, 9 W. Harrison, Chicago, Ill.** x

AGENTS APPLYING INITIALS ON AUTO- mobiles. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY, Dept. 20, Dunellen, N. J.** x

AGENTS APPLYING INITIALS ON AUTO- mobiles. Easiest thing today. Free samples. Also sideline salesmen for Name Plate and Tire Cover Transfers. **"RALCO," 1305 Washington, Boston, Mass.** x

CARTOON BOOKLETS — READERS, FREAK. Action, Girl Photos. Samples 25c. Catalog 10c. State desired exactly. **DELUXE SALES, Box 416, Oakland, Ill.**

COSTS 2c — SELLS 25c—FAST SELLING NECESSITY for agents, crews, demonstrators. Sample 10c. Details stamp. **LINNEE, Box 1963-B, Cleveland, O.** tfrxc

EXPERIENCED SUBSCRIPTION MEN WANTED —Rural work exclusively. Attractive Club National Magazines. Liberal proposition. **PUBLISHER, 630 Shukert Bldg., Kansas City, Mo.** oc8

LORD'S PRAYER, TEN COMMANDMENTS ON a Penny—Carded. Sells on sight; \$4.50 gross. Samples 50c dozen. **PERKINS, 1104 Lawrence, Chicago.**

MEN, WOMEN PIDDERS—CANVASSERS IN every town, city in U. S. A., 5c Sachets selling like wild fire. \$2.88 per gross. Money order or certified with order. Shipped same day. **OLD ENGLISH, 65 Hancock St., Boston, Mass.**

NEW ITEM—SELLS ON SIGHT TO EVERYBODY. \$15.00 daily easily earned. Free particulars. Sample 10c stamps. **MARQUEZ-BAE, Apartado 1176, Mexico City, Mex.** oc29x

PERFUMED CROSSES—NEW, FAST CHRISTMAS Sellers. Also Perfumed Christmas Cards. Sensation. Particulars free. **MISSION CO., 2328 W. Pico, Los Angeles, Calif.** oc26x

FITCHMENT DEMONSTRATORS! — FAST 10c Seller! Napko makes a gallon of fluid that cleans everything. Attractive 2-color packages by as 1c. Sample, details, 10c. **CEE-TEE COMPANY, 1079 Madison, Brooklyn, N. Y.** oc15

POSTCARDS — FOLDERS — NOVELTIES—COMIC Christmas, New Years, Lovers, Flappers, Boozers, Fish Jokes, New York City Assorted Views, 200 for \$1.00. Fan Dancers, Comic Mirrors, Naughty Pigs, Fun Cards, Photos, 20 samples, catalog 10c stamps. A complete assortment, over 100 samples, \$1.00. Express prepaid. **ARTFORM COMPANY, 1710 Undercliff Ave., New York City.** x

RESURRECTION PLANT—UNIQUE NOVELTY, miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE, 7 Rio St., Mesilla, New Mexico.** x

SELL BY MAIL—FORMULAS, BOOKS, PIC- tures, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO, 438 North Wells St., Chicago.** tfrxc

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 925 Broadway, New York.** no5x

107 WAYS TO MAKE MONEY IN HOME OR office. Business of your own. Full particulars free. **ELITE, 214 Grand St., New York.** oc29x

ANIMALS, BIRDS AND PETS

ALLIGATOR SHOWS—ALL SIZES, 7 FT., 5 FT., 4 Ft., four 18 inches; all for \$25.00. **ROSS ALLEN, Silver Springs, Fla.** oc15

ALLIGATORS AND SNAKES—10 LARGE HARM- less Assorted Snakes for Show, \$10.00. Price list. **ROSS ALLEN, Silver Springs, Fla.** Wire via Ocala, Fla. oc29

ANIMALS, SNAKES, IGUANAS, GILA MON- sters, Monkeys, Parrots, Parakeets and Macaws for Pets and Shows. Lists free. **SNAKE KING, Brownsville, Tex.** no12

ANIMALS, BIRDS AND REPTILES—IMPORTED by **MEEMS BROS. & WARD, Inc.,** Box B, Oceanville, N. Y. Rockville Center 5006. Write for price list.

PLENTY SNAKES—ARMADILLOS, ALLIGA- tors, Chameleons, Monkeys, Prairie Dogs, Coati-mundis, Peccaries, Kinkajous, Guinea Pigs, Rats, Mice, Parrots, Parakeets, Guinea Baboons, Agoutis. Wire **OTTO MARTIN LOCKE, New Braunfels, Tex.** oc29

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

VALUABLE BOOK—CONTAINS 100 MONEY- making ideas. Worth far more than sale price of \$1.00. **RAYNE PRESS, Box 123, Collierville, Ill.**

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts—Laugh Producing Program, \$1.00. Illustrated catalog 10c. **BALDA ART SERVICE, Oshkosh, Wis.** oc22x

BUSINESS OPPORTUNITIES

"DUTCH HOLLAND" HAMBURGERS — HOT- Dogs—Satisfies Nation's Appetite. Gold mine. Taverns, restaurants, roadstands, etc. Quick particulars stamp. **DAVIS, Box 1484-B, Clarkburg, W. Va.**

EVERY MOTORIST NEEDS AUTO ANTI- Freeze—Easily made for approximately 20c gallon. Sell \$1.50 gallon. Get ready now. Formula \$1.00. **THOMAS SALES, Box 656, Detroit, Mich.** oc8

NEW! POTATO DOGS—BETTER, CHEAPER than Hot Dogs. No bread or bun. No expensive equipment. Fast nickel repeater, enormous profit. Complete formula, instructions \$1.00. **ROUSSEAU, 1137 7th Ave., San Diego, Calif.**

OVER 2,000 WAYS TO MAKE MONEY—IL- lustrated booklet and "New Money Makers" Magazine 10c. **MARVIN STUDIOS, 203 S. Dearborn, Chicago.**

PITTSBURGH, PA., MAILING ADDRESS—\$1.00 monthly. Business or personal. Sixteen years same address. Letters, etc., forwarded daily. Reliable. **MICKEY MAIL SERVICE, 2620 Stromberg.**

TRY SOMETHING NEW—NO CANVASSING. Send 25 cents for my 32 Page Booklet. **J. E. HOWE, Box 183, Evansville, Ind.**

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A HIT — BINGO, THE 1c COUNTER SKILL Game. Legal everywhere. Price \$17.50. **ROBBINS CO., 1141B DeKalb Ave., Brooklyn, N. Y.** oc8

AAA-1 FACTORY RECONDITIONED BARGAINS —Late style 1937 Tracttimes, \$120.00; 1938 Tracttimes, \$170.00; either with skill device no extra charge. We buy and sell. Immediate delivery. All Tracttimes, Handicappers, Winning Tickets, Triple Entries, Multi-Free Racers. **W. E. KEENEY MFG. CO., 2611 Indiana Ave., Chicago.**

AAA-1 BARGAINS — 1939 SKILL FIELDS, \$79.50; Slant Top Derby Day, \$49.50; Bally Favorite, \$24.50; Rosemont, \$24.50; Fast Track, \$22.50; Dark Horse, \$39.50; Kentucky Club, \$125.00; World Series, \$95.00; Arlington, \$29.50; Freakniks, \$23.50; Racing Form, \$47.50; Miss America, Flappers, \$44.50; Feelwood, \$59.50; Gottlieb Derby Day, \$15.00; Bally Reserve, \$32.50; Aurora, Speed, \$15.50; Bloo Hoo, \$7.50; Stoner Races, \$10.00. Write for list. **THE MARKEPP COMPANY, Cleveland, Ohio.**

ADVANCE 4-COLUMN CIGARETTE, \$12.50; Unveda Round, \$8.00; Ginger, \$15.00; Master, \$3.50; 5c Columbus, \$3.00; Odd Lot 1c Peanut, \$2.50. **V. deposit. EASTERN, 350 Mulberry, Newark, N. J.**

AIR WAYS, \$15.00; GENCO FOOTBALLS, \$9.00; Mercury, \$8.50; Bally Booster, \$6.50; Stoner Air Races, \$9.50; 7 Evans Galloping Dominoes, Red Cabinets, Heavy Packs, \$75.00; 2 Evans Bang Balls, Red Cabinet, \$75.00; 6 1938 Evans Dominoes with Factory Skill and Remote Control, \$160.00 each; 1 Golden Wheel, \$10.00; 1 Pace Races, 20-1, Block Cabinet, \$75.00; 1/3 deposit, balance C. O. D. **H. & C. NOVELTY, 849 S. W. 2d St., Miami, Fla.** x

ALL RECONDITIONED, READY TO OPERATE— Pamco Flying Duck, \$22.50; Crack Shot Ray Pistol, \$20.00; Rock O Ball, 14 feet, \$42.50; Boosters, \$8.00; Skippers, \$9.50; Equalite, \$8.00; Scoreboard, \$7.50; Shockers, \$6.50; Tickets, \$2.20; Ranger, \$12.50; Multiple, \$12.50; Sunshine Derby, \$9.50. 1/3 deposit with order. **GENERAL AMUSEMENT CO., 211 W. 3d Ave., Flint, Mich.**

AT LAST REAL BARGAINS — MILLS POST Time, five each; Mills 1-2-3, thirty each; Sportsman De Luxe, ten each, and Foto Finish, thirteen each. Many other bargains. **SQUARE AMUSEMENT CO., Poughkeepsie, N. Y.** oc15x

ATTENTION—WANT TO BUY ROTARY MER- chandisers. Give serial number, lowest cash price. **BOYLE AMUSEMENT CO., Oklahoma City, Okla.** oc15

BEAN 'EM, \$25.00; SNOOKERETTE POOL Table, \$142.50; Daval Bumper Bowling, late model, \$69.50. Want Hockey Games and 1938 12-Ft. Rock-O-Balls. **CHAS. HARTMAN, Watertown, Wis.**

BALLY BASKET BALL — LIKE NEW, \$55.00 each; Pacific Markman, \$40.00 each. **TORR, 2047A South 68th St., Philadelphia, Pa.** x

GALLOPING DOMINOS — (5) BLACK CAB- inets, exceptional bargains at \$75.00 each. One-third deposit with order. **STAR SALES COMPANY, Valdosta, Ga.**

COUNTER GAMES—ONE PENNY PACK, \$5.00; Official Sweepstakes, \$4.50 each; Arithmetic, \$5.00 each; one Double Deck, \$6.00; Black Jacks, \$4.00 each; one Bally Baby, \$5.00; one Reel Races, \$4.00; Reef Dices, \$5.00 each; ABT Animal Targets (1 Penny Play), \$7.00 each; Dice Games, \$5.00 each; one Reel Spot, \$19.50; Flying Colors Jr., 4.00 each; Poker Reels, \$5.00 each; one Tit Tat Toe, \$4.00. Third deposit. **G. GREEN, 1514 Vine St., Scranton, Pa.** x

FOR BARGAINS IN USED SLOT MACHINES and Console Tables write **A. R. KISER, 127 N. Birkwood, Charlotte, N. C.** oc15x

FOR SALE — ROCK-O-BALL ALLEYS WITH Triple Scoring Device, Seniors and Juniors, \$50.00. **BULLION, Station "O," Box 118, New York.**

GAYTIME, SWING, SNAPPY, JUNGLE, \$32.50 each; Bambino, \$37.50; Fiesta, Chico Nags, \$45.00 each; Grand Slam, \$55.00; Reserve, \$34.50; Treasure, \$19.50; Hare-Hound, \$14.50; Dux, \$14.50; Mant, \$19.50; Electric Scoreboard, \$7.50; Bumper, \$7.50; Home Stretch, \$7.50; Genco Football, \$10.00; Hi-Lo, \$39.50; Galloping Dominoes, \$75.00; Carnival, Great Guns, \$10.00 each; Turf Champs, \$25.00; Vaneck Slot Derby Day, \$65.00; Track Time, Red Head, \$125.00; World Series, \$125.00; Hi Ball, \$49.50; 120 Pack Advance Cigarette Machines, \$19.50; Hoops, \$19.50; Reel Soccer, Reel Races, Reel Dice, Reel 21, \$4.50 each; Penny Pack, \$7.50; Slot Machines, \$10.00 up; Zephyr, \$9.50; Sparks, \$24.50; Q. T.'s, \$35.00 each. **LEHIGH SPECIALTY CO., 2nd and Green Sts., Philadelphia, Pa.** x

GOODBODY'S BARGAIN LIST IS WAITING for You. We Buy, Sell or Exchange. **GOODBODY, 1824 East Main St., Rochester, N. Y.** no5

KEENEY AUTOMATIC HANDICAPPER, \$55.00; Exhibit's Bullseye, \$22.50; Exhibit Rotary Digger, \$25.00; Hare N Hoop, \$15.00. **MARC-COIN MACHINE CO., 1211 E. Third, Dayton, O.**

OPERATOR WANTS — LATE SLOTS, 5c, 10c and 25c Mills, Jennings and Watling. Will buy any quantity for cash. Write or wire, giving serial numbers and all particulars. **RAY HEAD, 119 W. 31st St., Tulsa, Okla.**

PACES RACES, TRACK TIMES—WE BUY AND sell. We sell parts for Paces Races. **CHARLES PITTLE, New Bedford, Mass.** oc29

SACRIFICE — 75 BOWLING GAMES, IN A-1 shape. Rockballs, Bowlettes, Bally Rolls, Rola Scores, Magic Rolls, Bumper Bowling, Wurlitzer Skee Balls. **GRAND NATIONAL, 2300 Armitage, Chicago, Ill.** oc8

SACRIFICE FOLLOWING GAMES, ALL EXCEL- lent Condition, Crated—Photo Finish, \$22.50; Air Races, \$19.50; Mills 1-2-3, \$51.50; Golden Wheel, \$19.48; Racing Form, \$18.50; Tycoon, \$9.75; Post Time, \$18.00; Railroad, \$15.00; Sportsman, \$19.50; Triple Reel, \$12.50; Bally Reserve, \$37.50; Dux, \$17.50; Bobs, \$30.00; Home Run, \$7.50; Hare N Hoop, \$23.50; Cargo, \$33.00; Ski Hi, \$24.50; Beam Lite, \$12.50; Genco Football, \$13.50; Zephyr, \$30.00; Power Play, \$9.00; Air Way, \$22.50; Long Beach, \$12.50; Chico Express, \$17.50; Tops, \$21.50; Tournament, \$12.50; Skippers, \$12.50; Great Guns, \$10.00; Skookys, \$11.50; Fire Cracker, \$7.50; Chico Derby, \$7.50; Bull's Eye, \$25.50; Silver Flash, \$19.00; Daval Bumper Bowling, \$29.50; Turf Champ (Ticket), \$21.50; Stormy, \$7.50; Daval Derby, \$10.00; Red Dog, \$10.00; Bally Mill Wheel, \$10.00. Termost One-third cash with order, balance C. O. D. **COLUMBIA VENDING CO., Tampa, Fla.** x

SLIGHTLY USED PHONOGRAPH RECORDS — Write for list and prices. You select what you want. **W. & L. SERVICE, 1168 Germantown St., Dayton, O.**

SLOT MACHINE PARTS GALORE—500 SIDE Mint Vender Compartments. List free. **Wurlitzer 412s, \$79.50; lots five, \$75.00. COLEMAN NOVELTY, Rockford, Ill.**

SWAP OR SELL PHONOGRAPHS—ROCK-OLA Regular or Wurlitzer 716, light up front. What have you? **MUSKOGON MUSIC, Muskogon Heights, Mich.**

TIT TAT TOE, \$8.95; RITHMATIC, \$3.95; Chicago Club House, \$3.95; Hold and Draw, \$5.95; Punchette, \$3.95; Millwheel (like new), original price \$27.50, now \$17.50; Reel 21, \$4.95; Double Deck (like new), original price \$29.50, now \$19.50; Trio Pack, \$5.95; Lita A. Pack (like new), original price \$49.50, now \$29.50; High Stakes, \$4.95; Daval Races, \$3.95; Daval Bell Slide (like new), \$29.50, now \$19.50; Reel Spot, \$4.95; Black Magic, \$9.95; Bally 25c Bally Reliance, \$19.95, and Penny Packs, \$7.00. **BIRMINGHAM VENDING CO., 2117 3d Ave. N., Birmingham, Ala.** x

WANT TO BUY — FAIRGROUNDS, ZETAS, Keeney Consoles, Sport Pages, Track Odds and late type Novelty Games. Write **THE MARKEPP COMPANY, Cleveland, O.** x

WANT PHONOGRAPHS—ADVISE QUANTITY, model. Pay cash. Also have large supply Pin Games. Write for price list. **CANADA AMUSEMENT MACHINE EXCHANGE, 3353 Lassalle Blvd., Verdun, P. Q., Canada.** no19x

WILL TRADE—SKEE BALL, BALLY BASKET, ABT Target Skill, Mills Double Jackpot Vendors for One-Ball Tables. What have you? Address **NOVELTY, 2262 Falls St., Niagara Falls, N. Y.**

3/8" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Slick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** oc22x

25 PENNY AND 2 COMBINATION MASTER Tin Venders—Used 2 months. All porcelain. Also, 100 assorted Pay Tables. Send best offers. **PENNYWAY SALES CO., 932 W. Main St., Zanesville, O.** oc15x

100 DIFFERENT KIND VENDING MACHINES— Always something new. Write for our low price list. **RAKE, 5438 Woodland Ave., Philadelphia, Pa.** oc15x

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES—ODDS AND ENDS, \$1.00. Costumes, Evening Gowns, Shoes, Bally Caps, Hulas. Bargains. **CONLEY, 310 W. 47th St., New York, N. Y.**

COMEDY WARDROBE — TRUNKS, PROPS Trunk, Hukom Song Business. Free list. **JOLLY BERT STEVENS, 181 E. Market St., Corning, N. Y.**

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

MUSICIANS' MESS JACKETS—ALL COLORS, \$2.00; Bus, 20-Passenger, \$175.00; Tuxedos, Minstrel Suits, Beautiful Cyker, \$25.00. **WALLACE, 2416 N. Halsted, Chicago.**

UNIFORMS—NEW YORK NATIONAL GUARD, West Point Cadets. Excellent condition. Low price. Any quantity. **TAVETIAN, 61 Rutgers St., New York.** x

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices. Leads. **GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago.** tfrxc

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORD, 4042 N. Keeler, Chicago.**

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE PORTABLES, AL- l-electric, Long-Eakins Rotary, Kettles, Caramelon Equipment, Burners, Tanks, Repairs. **NORTHSIDE CO., 1528 19th, Des Moines, Ia.** no19x

LONG RANGE MECHANICAL SHOOTING GAL- leries—One 6x8, one 6x6, one 8x10. All steel constructed malibie targets. **H. B. SHERBORN, Wayne, Neb.**

POPCORN MACHINES—CRISPETTE, CARMEL- crisp, Cheezakist French Toast, Potato Chip Machines. **LONG-EAKINS CO., 1976 High St., Springfield, O.** delix

STYLE 146 WURLITZER BAND ORGAN—165 Pairs Roller Skates, Back and Accessories. A-1 condition. **A. E. HUNT, Watford, Pa.**

TRAILER—COVERED WAGON, 1936. FULLY equipped, \$250.00. Also, 1936 Plymouth, Standard Sedan, \$275.00. Together \$500.00 cash. Best condition. **BOX 894, Billboard, 1564 Broadway, New York.**

FOR SALE—SECOND-HAND SHOW PROPERTY

ARCADE MACHINES—ONE COMPLETE AR-cade. Punch Bags, Games, etc. 1937 Master Covered Wagon Trailer, sleeps 4, \$325.00. **FREDERICK, 2432 Smith Ave., Detroit, Mich.**

EUROPEAN SENSATION—HEADLESS WOMAN illusion, Wax Figures, Girl in Fishbowl and Two-Headed Baby. Others. **UNIVERSAL, 3238 S. State St., Chicago, Ill.**

FOR SALE—SEVEN-CAR TILT-A-WHIRL WITH Callopes. Fourteen hundred cash. **HENRY HEYN, Batesville, Ark.**

FOR SALE—THREE PAL DRIVE IT YOURSELF Autos; one late model Loop-O-Plane with 5-Horse Motor. **C. T. McMAHON, Marysville, Kan.**

FOR SALE—MILLS PUNCHING BAG, 10x12 Concession Top, Penny Pitch Board and Frame, 10-Ft. Milk Bottle Ball Game complete. **BRADFORD, Maple Ave., Falmouth, Ky.**

PITCH TILL WIN WATCH-LA BLOCKS—8x10 Frame, new, complete \$35.00; Excel Electric Popper and Shipping Case, \$20.00. **CAR- RAY, Tuckahoe, N. J.**

PORTABLE GRANDSTANDS WITH CHAIRS— Convertible into bleachers, ranging from seven tiers high to fourteen. Especially for schools, armories or carnivals, indoors or outdoors. Photos furnished. Sale occasioned by change in management. Write immediately for full particulars. **McHUGH SEATING COMPANY, 1051 W. 11th St., Cleveland, O.**

HELP WANTED

WANT—MUSICIANS. SPECIALTY PEOPLE ALL lines that double. Pay all after joining. Finest outfit on road. **MAC SHOWS, Hastings, Neb.**

WANTED—ADVANCE AGENT WITH CAR. One who can book schools. Must be experienced. Write all. **C. HAMMOND, Hugo, Colo.**

WANTED—A-1 VIOLIN INSTRUCTOR, double Flute and Piccolo. **C. (CHINA) GOTSCHALL, 508 1/2 W. Main St., Lewistown, Mont.**

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1939 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. oc15**

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN, 220 W. 42d St., New York City. oc29x**

MAGIC FOR SALE—BARGAINS IN NEW AND Used Magic Apparatus and Books. Send for free bargain lists. **LEW SULLIVAN, 365 Van Buren St., Brooklyn, N. Y.**

MAGIC—MENTALISM, SPIRITISM, FORTUNE Telling, Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts. Catalogue 10c. **REILLY, 57 E. Long, Columbus, O.**

MAGICAL CARDS, TRICK DICE, INKS, DAUBS, Books, jokes and Novelties. Write immediately for free literature. **VINE, HILL & CO., Box 35, Dept. BB, Swanton, O.**

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquial Figures, Punch and Judy and Marionettes. **PINKY, 1261 N. Wells, Chicago, Ill. Illustrated folder free. oc29**

VENTRILUQUIAL FIGURES—24-PAGE ILLUSTRATED Catalogue, 10c. **FRANK MARSHALL, 5518 S. Loomis, Blvd., Chicago, Ill. Used by all leading ventriloquists. no12**

AT LIBERTY ACROBATS

ACROBAT, COMEDIAN, HANDBALANCER— Can join at once. Write or wire **PHILIP PIANTEONE, 1526 Monroe St., Chicago, Ill. Telephone, Haymarket 2631.**

YOUNG MAN AT LIBERTY—To join Hand-Balanc-ing or Juggling Act. Desires training. **JIMMY BIVENS, 311 Van Derser, Middletown, O.**

AT LIBERTY AGENTS AND MANAGERS

PRESS AGENT—YOUNG, EXPERIENCED, AM-bitious. Now doing movie publicity. Travel or handle assignments from Coast for screen, stage or radio. Beginners invited. Straight salary or percentage of yours. State all in first. **BOB GROUNDWATER, 1040 W. 43 St., Los Angeles, Calif.**

PUBLICITY MAN—CURRENTLY CONDUCTING column on theatres, orks, night clubs, etc., for Boston weekly. Will handle publicity for orks, acts or theatres. **DWIGHT DOCKERTY, 313 Alitson St., Brighton, Mass.**

Show Family Album



"MEMBERS of Advertising Car No. 1, Carl Hagenbeck Trained Wild Animal Circus and B. E. Wallace Shows Combined, taken at Lewiston, Me., season of 1916, when opposition was daily fare and you billed in the summer and slept in the winter, eliminating many berths on the car," writes Charles V. Turner (second from left), now a St. Louis projectionist. From the left are J. E. Eviston, car manager; Fred Erwin; "Red" Gaynor; Tom Godfrey, boss billposter; Herb Russey; a Mr. Walters; Dewey Rogers; "Dad" Miller; Gene Stats, boss bannerman; Artie Drake; Maurice Marlow; Martin J. Ench, mayor of Vandalia, Ill., in 1937; R. L. Seymour and Fred (Billy) Fredenheimer. Erwin, Rogers, Miller and Stats are dead.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

M. P. ACCESSORIES & FILMS

LATE TALKIE PROGRAM RENTED—TWO nights, \$7.50; week, \$15.00; Serials, \$3.00 chapter; Talkie, Silent Projectors. **SIMPSON, 1275 S. Broadway, Dayton, O.**

MONEY-MAKING FILM SENSATIONS—NOT procurable elsewhere. China War, \$35.00; Talkie Smoker Stage, \$100.00; Talkie Westerns, \$35.00; Actions, \$25.00 or five for \$100.00; Talkie Shorts, \$5.00; Ethiopia, \$25.00; Custer's Last Fight, \$20.00; Clyde Barrow-Bonnie Parker, \$15.00. Rental or sale, roadmen, circuit operators, theaters. 16MM-35MM, Silent and Talkie, \$10.00 weekly, silent; \$20.00 weekly talkie. **WALDO FILMS, Waldo Bldg., Cincinnati. The house of exclusives. When in doubt write us. x**

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portable, complete limited quantities DeVry, Weber and Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$199.50 up. Special bulletin. Also 16MM. **SOUND PROJECTORS—CONSOLIDATED THEATER SUPPLY CORP., 1600-B Broadway, New York, N. Y. oc15x**

TWO USED 35MM. R.C.A. PROJECTORS, Amplifier, Speaker. Priced to sell. **ISABEL FRENCH, 209 Second St., Marietta, O.**

35 MIL. SOUND ON FILM—WESTERNS, AC-tions Drama, Sex, Gangsters. List. **APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. oc29**

16MM SOUND PROJECTOR LIQUIDATION— Latest Slightly Used Demonstrator Models: 10 each Weber Syncrofilm and RCA Victor Model No. 25, \$199.50 each; 10 Universal H-3 Aluminum Cases, \$275 each; any Silent Projector Converted 100% Talkie, either 16MM-35MM, \$200 complete. Money back guarantee. **THEATER EQUIPMENT CO., Box 524, Cincinnati.**

PHOTO SUPPLIES AND DEVELOPING

ACT NOW—4-FOR-A-DIME OPERATORS. New Eastman made Super-Speed Direct Positive Paper, 2 1/2 times faster than regular direct positive paper. Wire order now. Send for free catalog of complete line of money-makers. **MARKS & FULLER, Inc., Dept. BC-11, Rochester, N. Y. oc29x**

ALL 4 FOR 10c OPERATORS—SURE WE HAVE the new Super-Speed Paper; also full length Cameras. Write for reduced prices on Machines and Supplies. **WABASH PHOTO SUPPLY, Terre Haute, Ind. oc15**

REGULAR \$275.00 STRIP PHOTO OUTFIT— Makes 4 for dime, also 3 for quarter size photos, \$125.00 complete. **HASSAN, Box 971, Parkersburg, W. Va. oc15**

ROLLS DEVELOPED—TWO PRINTS EACH and Two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO, Unionville, Mo. oc15x**

SALESMEN WANTED

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Dresses, etc. Sales equipment free. Experience unnecessary. Write **NIMROD, 4922-A, Lincoln, Chicago. pc29x**

SALESMEN—GIANT HAND-HAMMERED Flood Lite. Four different color screens. Formerly sold for \$10.00; now \$4.95. Your cost \$2.85. Men average five daily. Prospect Stores, car dealers, shows, service stations, etc. Send \$2.00 for money-back sample prepaid. **R. B. CO., 1514 Prospect Ave., Cleveland, O.**

SELL BUSINESS CARDS, \$1.50 THOUSAND— Business Stationery, Xmas Cards, Calendars, Book Matches, Advertising Tape, Paper Towels, Pencils, Salesbooks, Rubber Stamps. Free sales portfolio. 55% commission daily. Money-making specials. **DAVID LIONEL PRESS, 312 S. Hamilton, Dept. BW, Chicago. x**

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI-val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIOS, 3544 North Halsted, Chicago. no5**

BEST CARNIVAL AND SIDE-SHOW BANNERS on earth. Positively no disappointments. **NIEMAN STUDIOS, Inc., 1236 S. Halsted St., Chicago, Ill. oc8**

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. **SCHELL SCENIC STUDIOS, Columbus, O.**

TENTS—SECOND-HAND

SIDEWALL BARGAINS—7.65 OZ. DRILL, hand roped, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent bargains. **KERR COMPANY, 1954 Grand Ave., Chicago. oc22**

THEATRICAL PRINTING

WINDOW CARDS—14x22. ONE COLOR, 100, \$2.50. 50% deposit balance C. O. D. plus shipping charges. **THE BELL PRESS, Winton, Penna.**

6x12 CIRCULARS, 1,000, \$1.75; 1,000 3x6 OR 3x8, \$1.00; 5,000, \$3.00. Postpaid zone 4. **LAWDALE PRESS, Box 303, Franklin, N. H.**

WANTED TO BUY

WANT BACK COPIES OF THE BILLBOARD FOR all years prior to 1933. State what you have and price. **EGYPTIAN THEATRE, Bala-Cynwyd, Pa.**

WANTED—COMPLETE DRAMATIC TENT OUT-fit with or without trucks. No junk. **LOCK BOX 2, Fort Edward, N. Y.**

WANTED—ROLLER SKATES, TWO HUNDRED Used Pairs. Give make, condition and price. **V. A. ROGERS, 249 Miles St., Akron, O.**

EIGHT MEN - GIRL VOCALIST - YOUNG, neat, sober. Now employed but desire change. **ORCHESTRA, 766 S. 81 Place, Birmingham, Ala.**

SEVEN-PIECE BAND - DESIRES WORK IN South, Florida preferred. Available immediately. Singers, own P. A., uniforms and stands. Put sweet or hot, but specialize in hot style. Cut floor shows. Modern repertoire. Three new rhythms and one brass. **DICK GARMAN, 514 16th St., Covington, Ky.**

TRIO—VIOLIN, BASS, GUITAR, AVAILABLE October 1. Cocktail lounges, strolling. Entertaining, instrumental, novelties. Extensive library. Features requests. Two vocalists. Young, good wardrobe. Agents-managers, write for full details. **BOX C-635, Billboard, Cincinnati, O. oc8**

WINIFRED McDONNELL AND HER DEBU-tantes—Six-Piece Girl Band just completing five months' engagement. Available October 15. A refined group of attractive, excellent musicians featuring violin trio and vocal trio, sax, trumpet, bass, guitar and piano with two soloists. Union. Pictures and recordings furnished on request. Wire or write **BOX 21, Bismarck, N. D. oc8**

AT LIBERTY—Six-Piece Hillbilly String Band, available for winter, night clubs and wide. Go anywhere. Attention, reliable booking agents. Write **JAMIE I. COLLIER, 134 Goodman St., Charleston, W. Va. oc22**

AVAILABLE—Three Young Men, Union String Orchestra. Write for complete details. **MANAGER, 36 W. Randolph St., Room 609, Chicago, Ill. Telephone Dearborn 9660.**

At Liberty Advertisements

3c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AGENT—Capable, experienced. Age 24. Have car. Auto immediately. Contract, billpost with circus, tent and theatre attractions. Fast, reliable tend. to theatre attractions. Wire No liquor. **JOHN B. LAMPTON, General Delivery, Wintrop-Salem, N. C.**

NOTICE, DANCE PROMO-ters—Twelve-Piece Orchestra now on tour. Write for open dates and pictures of orchestra. **PAT DORAN, 1802 Staunton Ave., N. W., Roanoke, Va. oc8**

AVAILABLE—NATIONALLY KNOWN 11-Piece Orchestra. Modern, commercial. Vocalists, novelties, swing. Capable of cutting any type floor show or program. Have transportation and will go anywhere. This is an entertaining unit and a real attraction. Misunderstanding reason for this ad. Reliable managers, agents contact. Address **BOX 340, Billboard, Chicago, Ill.**

HOTELS, ATTENTION—EXCELLENT CONCERT and Modern Dance Orchestra desires change. Two bands in one. Now playing exclusive hotel in east. Two weeks' notice required. Reference, photographs, sound system, beautiful racks, flood-lights, spot-light, uniforms. Address **BOX NY-87, Billboard, 1564 Broadway, New York.**

AT LIBERTY

BANDS AND ORCHESTRAS

THE FIVE RHYTHM BOYS

A sure fire entertaining band, available November 1. Playing regularly and in ninth week at the Hotel McCurdy, Evansville, Ind. Do complete stage and floor show work, sweet and plenty hot. All sing, vocal trio, complete wardrobe. All congenial and polished accredited entertainers. Each a featured radio artist. Pictures and further details furnished upon request. For a funny entertaining stage show, hotel or night club band, write or wire **TED PYZYK, 207 S. E. 1st St., Evansville, Ind.**

JACKIE BROWN—King of Swing Troupe and His Jazz Section. Six men. Available for clubs, one nighters. Also, go anywhere. Bookers write, wire, reliable. **JACKIE BROWN**, Box 208, Amery, Wis. oc22

JAY GROBEY AND HIS ORCHESTRA—Nine men, twelve. Featuring sweet, light style dance music, crooners and vocalists. Available for hotels, resorts, ballrooms, etc. Reliable managers and bookers write **JAY GROBEY**, 258 Yenton St., Buffalo, N. Y. oc15

THREE CHANGES—Versatile Steadily Entertaining Troupe. Combination new playing the newest and most unique cocktail lounge and grill in the West. Available November 1 in limited engagement. For detailed information, photos and bookings, contact **JACK M. KURTZ**, Hotel Bennett, Washington, N. C. oc15

AT LIBERTY
CIRCUS AND CARNIVAL

FLO IRWIN'S ANIMAL ACTS—At Liberty after October 15. Excellent circus, club, Christmas holidays, schools. Can work anywhere. **BOX 1169, Harrisburg, Pa.**

SILVER FLASH—The Dog Beautiful and His Gang. Dog Comedy. The Information, photos and bookings in the business. **WOODFORD'S DOGS**, Westfield, N. X.

AT LIBERTY
DRAMATIC ARTISTS

PAUL BRADY AT LIBERTY
Permanent. Circle Stock, Rep, Characters, General Business. All essentials, including ability. 1710 Guilford Ave., Baltimore, Md.

AT LIBERTY
MAGICIANS

ONE-HOUR PERFORMANCE — EVERYTHING
up to date. Suitable for schools, chautauqua, etc. No medicine or carnivals. Also snappy short act for vaudeville, night clubs or picture houses. South preferred. Have car and all essentials. 30 W. 126 St., New York. oc15

AT LIBERTY
MISCELLANEOUS

SOUND CAR—MODERN WITH UP-TO-DATE
system. Do own painting and go anywhere for \$50 per week plus gas and oil. Complete with mike stand, 3 horns. Can use in hall or tent. Write to **REUBEN TIFOLT**, Waterville, N. Y.

CLUBS, LODGES IN MIDWEST—Raise money by sponsoring Kayle, the Magician. A two-hour show with over a ton of equipment. Booked on percentage. Address: 1326 Denver Ave., Beloit, Wis. oc15

PLEASANT MENTAL ACT—Wardrobe A-1. Booth privilege, selling brochures, free readings. Niteries around Kansas City. Coming with World News, Circus Nov. 1. **CLEO**, 220 Wabash, Kansas City, Mo. oc15

AT LIBERTY
M. P. OPERATORS

SOUND PROJECTIONIST—Available immediately for private or location theater. Can repair and operate all types of projectors. Will furnish A-1 references. I want position in South but will consider anything. **CHARLES McLEAN**, Greenville, Mich.

AT LIBERTY
MUSICIANS

ALTO SAX—DOUBLING CLARINET, VIOLIN.
Union. Prefer South. **MUSICIAN**, 2817 W. Wisconsin Ave., Milwaukee, Wis.

BANDMASTER - ACCOUNTANT — WANTS
permanent position. Well schooled and experienced. **HAROLD F. KELLOGG**, Etrich, Tenn. oc8

DOUBLE RECORDING BASS — READ, FAKE.
Excellent tone. Flashy horn. 100% sober. References. Appearance o.k. Age 25. Go anywhere. **DON GRAVES**, Ashdown, Ark. oc15

DRUMMER—EXPERIENCED, UNION, 28, RE-
liable. Good habits. Single. Trouper. Anything considered. Now available. **HOOPER MOORE**, Casper, Wyo. no12

EXPERIENCED ALTO SAXOPHONIST—WANTS
to team with Piano and Bass or Drums. Sing, read, fake. Preferably locate south. **BOX C-655, Billboard**, Cincinnati. oc8

CUITARIST — SIX STRING. RHYTHM, SOLO.
Experienced all types work. Join anywhere. **BOX C-634, Billboard**, Cincinnati. oc8

CUITARIST — SOLO WORK, POPULAR SEMI-
classic numbers. Swing rhythm, read, fake, arrange. Capable leading orchestra. Young, neat, married, reliable, experienced. State all, including salary first letter. **EDWARD GRAM BEECHWOOD JR.**, General Delivery, WA 5 natchee, Wash. oc15

MODERN, EXPERIENCED DRUMMER — PLAY
dance or shows. Strictly reliable. Good equipment, union. Write or wire **TOM WRENN**, 3 Orchard Place, Asheville, N. C.

RELIABLE, EXPERIENCED DRUMMER—YOUNG,
read, swing, shows. Attractive equipment. Road if necessary. Can furnish organized rhythm section. **BOX C-645, Billboard**, Cincinnati.

SOUSAPHONE, GUITAR, BANJOLIN PLAYER—
EDWARD KUNKEL, 3426 Craig Ave., Cincinnati, O.

STRING BASS MAN—YOUNG, SOBER, UNION
and years of experience. Will go anywhere. Cut or no notice. **D. E. MILLER**, 6232 Woodlawn Ave., Chicago, Ill.

TENOR CLARINET—TRANSPOSE, SING, AR-
range. Prefer fourth chair. In South or East. Will accept good joint job. Union. Write **ELDO FOWLER**, 809 N. Ninth St., Independence, Kan.

TROMBONE — DOUBLING ALTO, BARITONE,
Saxes, Clarinet. Prefer location. Write **ED CARR**, 301 S. Prospect, Grand Rapids, Mich.

TRUMPET MAN — DOUBLING REEDS, FINE
Tenor Voice. Night club. Read, swing, fine tone, range. Sober, union, age 32. Paines, giff. **AL COMBATELLI**, 1833 Marlow, Toledo, O.

TRUMPET—VAUDEVILLE EXPERIENCE. DE-
sires steady union. Good tone, range, membership. **F. BELL**, 806 Howard Ave., Altoona, Pa. oc8

VIOLINIST - COMPOSER - TEACHER—UNION.
Wishes steady position in orchestra or concert ensemble. **HENRY BIRSH**, 105 E. 97 St., New York. oc15

A-1 BASS MAN—Work desired, location or road.
Write or wire **BUD SMITH**, Plantation, Moorepark, Mich.

AT LIBERTY—Band and Orchestra Leader, Young
and reliable. Six years' experience. Teach all the instruments. Good character and references. Consider everything. Write **TED MITCHELL**, Henryetta, Okla.

AT LIBERTY—Good Trombone, High range, taking
over. Solid booked dance band only. **HORLIEP SIMPSON**, 142 W. 24th St., Indianapolis, Ind. oc15

BASS MAN—Recording and String. Young, single,
experienced. Location work with commercial or sweet style band preferable. **LARRY PAGEL**, Dublin, Wis.

DRUMMER—Experienced with band. Age 24. Have
car. Modern. Nice home. Past with dance, hotel, clubs and fair bands. Join on wire. Don't miss. **JACK LAMPTON**, General Delivery, Weston-Salem, N. C.

DRUMMER—Wants good connection immediately.
Am 23, union, have my own bus. Will accept any place for reliable job. Have several years' road experience, every line. Cut any show, like to swing but will play your style. Formerly complete, now Krupa style outfit and expect decent weekly payoff. References exchanged. Write or wire full particulars. Will consider and answer everything. **STANLEY HOATLING**, General Delivery, Warwick, N. Y.

DUDE—The Maestro, Western and Hillbilly Singer
with Guitar. Wants job on stage, radio as singer, announcer, master of ceremonies or program manager with Cowboy or Hillbilly Band or Barn Dance. Prefer radio in South. Write, wire. **RAY DONALDSON**, Berkeley, Ill.

EXPERIENCED DRUMMER—10 years, Sober, re-
liable. Steady, soft rhythm, fair voice. Prefer small combo. Sure salary. **BOY HESS**, Apt. 213, 60 Douglas St., Pontiac, Mich.

LEADER - MUSICAL DIRECTOR — Road show,
available, reasonable units. Formerly Loose, Mid. etc. References. Can arrange in connection. **MUSICAL DIRECTOR**, 426 Crown St., Brooklyn, N. Y. Slocum 6-9787.

SOLID RHYTHM DRUMMER—Modern swing in
any section. Twenty+ thoroughly experienced in radio. Location band that pays off. South preferred. **BOX C-652, Billboard**, Cincinnati. oc8

SWING GUITARIST—With plenty of "hot," also
take-off. Cut anything. Have \$400 guitar, Young union. Send letter. **FREDIE STIVERS**, 858 E. 10th St., Boston, Ill. oc15

TEACHER—Saxoph, Hawaiian Guitar, Violin, Sax,
Clarinet. Over ten years' experience class and private instruction. Married, sober and reliable. Address **UNIVERSAL**, Box 1013, Warrenton, Va. oc15

TENOR, ALTO CLARINET—Transpose, tubino, sax,
etc. All essentials. **JACK BAKER**, Casso Hotel, Joplin, Mo. oc15

TENOR SAX, CLARINET, ALTO — Good tone,
light read, phrase and transpose. Library of 200 latest numbers. Have car. Location only. Age 24. Sober, reliable, union. **RUSS MURHEAD**, 411 North St., Albany, N. Y. oc15

AT LIBERTY
PARKS AND FAIRS

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. oc15

BALLOONISTS AND AIR-
plane Parachute Jumpers. Maine to California service. Cash bond if desired. Established 1903. **THOMPSON BROS. BALLOON & PARACHUTE CO.**, Aurora, Ill. oc15

TUMBLING AT WOODS—
Bozo, Raggedy Ann, Falling House. **Billboard**, Cincinnati, O. oc8

CARMENE'S CIRCUS REVUE — FOUR COM-
plete and distinct Free Attractions. Price and literature on request. Address **BOX 21**, Williamston, Mich. oc15

FOUR HIGH CLASS ACTS — WORLD'S BEST
Wire Act, real Comedy, Tramp juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. **BINK'S CIRCUS ATTRACTIONS**, Route 1, Cudahy, Wis. oc8

JAMES COGSWELL—HIGH STILT CLOWN ACT,
wants late dates. Committees, if you want the best, write for literature and prices. 1433 Rose St., Lincoln, Neb. oc15

SI, FANNY AND TRICK MULE, EDNER —
Available for indoor circuses, fairs, night clubs, theaters. **SI OTIS**, care **Billboard**, Cincinnati, O. oc15

AT LIBERTY—Four separate Acts. Wire Walker,
Novelty Juggler Act, Balancing Trapeze Act, Dog Act. Send literature and references from the red. **CHESTER MURER**, Wabasha, Minn. oc15

FRED AND MARIE GUTHRIE — Four separate
acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Battered from Law Act and Double Trapeze Act. Reasonable. **Bradley Ohio**

HIGH SWAYING POLE—Highest Aerial Con-
struction Act. Other acts for outdoor and indoor events. **THE KING OF THE AIR**, care General Delivery, Battle Creek, Mich. oc22

AT LIBERTY
PIANO PLAYERS

EXPERIENCED PIANIST — READ, FAKE, ETC.
Union, ability, reliable, appearance. Locations only. **VINCENT WEILERT**, Conway, Mo.

PIANIST—NAME BAND EXPERIENCE, READ,
rhythm. Cut shows, good and arrange. Prefer styled band. **BOB ANDERSON**, Albert Hotel, Albert Lea, Miss.

PIANIST - ARRANGER — EXPERIENCED ALL
lines. Age 32, sober, reliable. Union. **DEX BULEN**, 301 Randolph, Meadville, Pa.

PIANO PLAYER—MODERN, SHOWS, DANCE
bands. Read, fake, transpose. Sober, dependable. Double act bits. Have car. Show closing. **CHET HUGHES**, General Delivery, Breckenridge, Mo.

PLENTY RHYTHM — MODERN TAKE-OFF,
Young, experienced. **PIANO MAN**, 212 Finley Ave., Montgomery, Ala.

HOT SWING PIANO—Suitable for jam bands in
night clubs or dances. No reading necessary because I play by ear. Can go anywhere and soon immediately. Have several territories and also touring. Contact last radio experience with good bands. **CHARLES McLEAN**, Greenville, Mich.

AT LIBERTY
SINGERS

YOUNG MAN SINGER — POPULAR, PREFER
work in Michigan and Ohio. Night club work. Also act as master of ceremonies. Write **BILL YOUNG**, Beaverton, Mich.

FEMALE IMPERSONATOR — Very good voice.
Sing blues and ballads. Good wardrobe. Can also work in men's clothes. **MEL LEW LOHRRAINE**, care **Billboard**, New York City.

SINGING EMCEE and Orchestra Director—College
graduate with wide range baritone voice. Age 24, tall, good looks, personality, reliable, dependable. Experienced in directing dance and symphony orchestras and concert bands. Singing experience in night clubs, radio, stage and with name bands. Offers considered. **BOX C-604, Billboard**, Cincinnati, O. oc8

ALABAMA STATE
(Continued from page 3)

exceed last year's figures. A final check-up was not yet available late tonight.

Grand-stand evening entertainment was built around Ernie Young's colorful *Casualty of Hits*, with strong supporting acts and Thearle-Duffield fireworks augmenting this attraction. Flash Williams and his thrill drivers were a special one-day feature on Thursday.

INDIES AS—
(Continued from page 3)

first choice on all important attractions, and at the same time do not confine oneself to any one particular source."

Idral's booking system is a good example of the extensive system an indie theater must establish in order to get good attractions. Other indie houses that shop around for their shows are Eddie Welsfeld's Riverside, Milwaukee, which takes most of its shows from the Chicago William Morris office; the Palace, Milwaukee, which buys most of its bands from MCA, and the Fox-Tower, Kansas City, which also takes most of its bands from MCA. The Hippodrome, Baltimore, indie house operated by Izzy Rappaport, has been booked for years by Eddie Sherman and plays the biggest attractions.

Other indie theater men who have built up reputations with their knowledge of vaude are Sherrill Cohen (Orpheum, Los Angeles), Andy Fior (Roxxy, Salt Lake City), M. D. Harris (State, Hartford), George Hamid (Million-Dollar Pier, Atlantic City, this summer), Bill Dens (Palomar, Seattle), G. Oleson (Lyric, Indianapolis).

A recent development has been the entrance of indie bookers into theater operation. A. and B. Dow not only book but also have an interest in the State, Hartford, and the Shubert, Newark. Eddie Sherman books and also has an interest in Pay's, Philadelphia. Indie bookers claim they can't make enough money just booking, due to vaude conditions, and assert their expanding into theater operation is a logical development. A twist to this situation is the news that a local indie theater owner has offered his house to any indie booker who will also cut him into the booking agency.

In other words, the booker and the manager are working more closely than ever before. This applies to circuit houses as well as the indies. Warner district managers are consulted on important bookings by Harry Mayer, War-

AT LIBERTY
VAUDEVILLE ARTISTS

AT LIBERTY — O. W. COURTNEY, COMEDY
Juggler. Address, care **Billboard**, Woods Bldg., Chicago, Ill.

BLACK FACE AT LIBERTY OCTOBER 7TH—
Prefer extreme South. Also do Toby, Eccentric or Fast Straight. Do Singlets, Monologues, Comedy Songs. Produce Knockout Bits. New on medi. Sober, reliable, all around man, up most acts. Have car. Wire, write best. **WALT KELLAM**, Tipton, Kan.

COMEDIAN — WITH PIANO - ACCORDION.
Also, Stoope and Acrobat. Can join at once. Write or wire **PHILIP PIANONE**, 1526 Monroe St., Chicago, Ill. Telephone Haymarket 2631.

AT LIBERTY—Team for Med or Vaude Show,
Lady, Magic, Piano and Double Bass, Singing and Dancing Singlets, Piano, String and Comedy. Have trailer. Address **BURKE & GORDON**, Paris, Ill. oc8

AT LIBERTY—Lady Singer, Dancer, Tallor, A-1
Acta. Hits, Change ten nights. Middle age. Fall and winter season med, rep or vaudeville. **MADAM GUSSEI PLAMME**, General Delivery, Columbus, O.

AT LIBERTY—Society Team, Lady accordion
and piano. Man singer and comic characters. Novelty. No backing. Have car. **TEAM**, General Delivery, Laa Cross, N. M.

BLACKFACE — Singing and dancing comedian.
Plenty road acts and specialties or will double with good med lecturer or team. **JOE MORGAN**, Florida, O.

COMEDIAN—For rep, radio, tab or med. Sing,
rhythm, monologues. Change for two weeks. Plenty wardrobe. Play guitar, fake piano. Write **JACK RIPPPEL**, Alton, Ia.

LADY VENTRILOQUIST — Invites offers, A-1
worker. Plenty routines. Change specialties two weeks on road shows. Straight or characters in acts. Old-time, radio, some string, dancing, party with other strings (not singly), some piano. Car, house trailer. **DOLORES DUSHANE**, Paulding, Ohio. oc15

NOVELTY MUSICAL ACT — Single, 12 years'
vaudeville background. Prefer reliable unit or what have you. No backing. Have car. **BOX 842, Billboard**, 1264 Broadway, New York. oc8

NOVELTY TRICK CYCLIST—Wants to join an
established act. **BURWIN BOTH**, 423 Belmont Ave., Union City, N. J.

TEAM—Vaude, Tab, Rep, Med. Change doubles for
six nights. Lady, singing, dancing. Clean wardrobe. Man, piano, real, fake sax. Work acts, hits. No straight. Have car. **AL AND WANDA VALE**, General Delivery, Springfield, Mo. oc8

ner booker, Harry Kalchelm, Paramount booker, is in constant touch with his managers on big bookings. Robert Weitman, manager of the local Paramount, for example, is very active in the presentation, exploitation and booking of his shows. Sid Piermont is consulted by his house managers on bookings also.

Even the artists' representatives don't sell their acts in routine fashion any more. The smarter reps keep tabs on the grosses rolled up by their attractions and are more willing to okay percentage arrangements and to encourage publicity stunts.

The sharp lines between the various factors in the vaude booking game have broken down. The terrific competition and the depression have driven out most of the pinheads and the lazy ones. Those who remain in the vaude game, either out of necessity or free will, are doing an aggressive, dynamic job to bring back vaude.

FCC CITES 9—
(Continued from page 3)

KYA, San Francisco, which was accused of violating operating regulations.

Another station in San Juan, **WNEL**, owned by Juan Piza, was slated for a hearing on its renewal this time, after squeezing by the FCC at last renewal time. This week the Piza station was cited for several medicinal programs and for bulk sale of time. Previously it was charged that Piza was not the true owner of the station, but the commission with minds bent on other things oked the ticket.

Similarly, **WCAM**, the municipal radio station in Camden, N. J., got past the commission last summer when it was up for renewal, but during this week the FCC ordered hearings on the management contract recently effected between the city and private operators. Operators bought all **WCAM**'s time for 10 years about a month ago.

This week's actions have radio circles hanging on the ropes because many of the charges which excited commission curiosity had been made previously by the legal department without any recognition. It is believed in some quarters that the FCC decided to show that it could do a job of "clean-up" without the talents of any specialist. At any rate Washington observers are passing the word around that station managers should give special scrutiny to new advertising to avoid any possibility of being haled before the tribunal.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

BIG BINGO SEASON AHEAD

Much New Blood Entering The Business This Year

Game reported to be spreading in South and Midwest—letters indicate many newcomers are staging games—all signs point to a banner season.

NEW YORK, Oct. 1.—Contrary to observations of many pessimists, more new blood appears to be entering the bingo business this year than many oldtimers are prone to admit. The desire to play the game appears to be spreading rapidly in the Middle West and Deep South, where more and more organizations are turning to bingo as a means of raising funds. Most of these organizations are well aware of the fact that bingo profits have built schools, helped hospitals, kept fire departments going, aided relief agencies and paid off church debts in the East. While many organizations know of the benefits accruing from the game, few have the necessary knowledge to run games successfully.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Last week in our discussion of what merchandise to use on a deal we wound up by saying that it may be almost anything that will fit into the price limitation of the deal itself. We should have added that this is especially true if the item is in the luxury group, for luxury items as a rule have always been good salesboard numbers, and it is not difficult to understand why. There are many luxury items we would like to own but will not or cannot buy. Yet given the opportunity of winning one on a card, with the possibility to boot of paying as little as 1 cent or at the most 30 or 35 cents for the item, the temptation is often too powerful to resist. Experienced operators know this and newcomers should take this into consideration when selecting merchandise.

The clock cycle is back with us again. At least it would seem so from announcements made by the Electric Pendulum Clock Co. and the G. B. Novelty Co. Both have introduced interesting clock numbers and if they receive anywhere near the play given the famous Rotary Clock we may have a new trend on our hands. Remember what happened to the Rotary Clock when it first hit the market? No one would touch it with a 10-foot pole, and for about 90 days it was a grand flopper. After it had been kicked around to a fare-thee-well K. & S. took it on and turned it into the most successful salesboard item in recent memory. Whether history will repeat itself with electric pendulum clocks remains to be seen. Here perhaps are the new hot items everyone has been looking for.

James H. King writes from California: "I am a constant reader of *The Billboard* and have gleaned some valuable information from it from time to time. I am a salesboard operator and am now organizing a salesboard and salecard distributing company. I would like to know where I can obtain proven mailing lists to use in distributing salecard deals. I am interested in operators of the type who take on deals as a sideline in order to obtain duplicate prizes

Wedding Bells

CHICAGO, Oct. 1.—Wedding bells chimed here today for Mickey Gordon, of the G. B. Novelty Co., and Helen Marks. The couple will make a two weeks' honeymoon jaunt thru the East.

BINGO BUSINESS

By JOHN CARY

A NEW TWIST that is designed to put pep into prize games and boost attendance at bingos is the Treasure Chest idea of E. S. Lowe. This idea injects a welcome bit of showmanship into the business and is packed with the necessary come-on appeal that will keep players returning week after week and will definitely increase the sale of special game cards.

The theme of the idea is a treasure chest done up with gold clasps and hinges like pirates used in the days of the Spanish Main. The chest is placed on the stage. Before every game, both regular and special, the operator drops 50 cents or \$1—whatever he decides upon—into the chest midst a strong ballyhoo and calls attention to the fact that the treasure is steadily growing.

Instead of special game cards Treasure Chest cards are sold. These cards differ from special cards only in that a large "T" is superimposed on the cards in red. The top of the "T" extends across the top line of numbers while the shank runs down the middle row on the card. The idea of the game is that any player filling out the "T" before another player gets bingo wins the contents of the chest in addition to the game prize. If a player bingos before anyone completes the "T" the game is over and the amount in the chest continues to grow.

What a powerful lure this idea is to bring back fans week after week! Just think! If the operator drops 50 cents into the chest for each game he will put \$21 in it in a night, figured on the basis of 35 regular games and seven specials. If no one hits the treasure at the end of a 20-week season there will be \$420 in the chest. On the last night of the bingo series, in the final special game, the ops can put up a special merchandise prize of real value and offer this in addition to the contents of the chest. In this game, if one player reaches bingo before the "T" is completed the game continues until someone makes the "T" and wins the Treasure Chest.

There are many ways the ops can keep interest in this Treasure Chest idea at fever-pitch. Instead of giving only the free "O" in the center of the card he can give two or three numbers in the "T" free so that players will have a better chance to make it. He can keep ballyhooing the growth of the contents of the chest and play up how close some players have come to making it.

Instead of putting cash in the chest many ops, sticking strictly to the merchandise award policy, give credit slips good at any store selected by the winner for the same amount that the chest contains at the time it is won.

There is nothing difficult to understand about the manner in which the Treasure Chest game works. It is not too hard for players to make the "T." The most valuable feature, however, is that it offers operators a chance to inject

Survey Reveals A Large Rural Radio Market

WASHINGTON, Oct. 1.—That rural districts still afford the best opportunities for first-time radio sales was disclosed by a survey just completed by the U. S. Census Bureau as a preliminary to the 1940 census. By checking on 3,000 farms in 40 States, the Bureau estimates that about 62 per cent of the farmers own radios. This means that 38 per cent of the farm population remains to be sold. To salesboard operators, concessioners and bingo operators the result of the survey discloses the fact that radios should still be worthwhile awards in rural areas. Also the number of sets in farm homes has been steadily increasing in the last decade, it is evident that it will be many years before the market even comes close to the saturation point.

Southern States in the East Central Region are practically virgin territory with less than 40 per cent of the farm dwellers having sets. Farm ownership is greatest in the New England States, where 83 per cent of the inhabitants own radios. It was also disclosed that the number of farm tenants possessing sets is much less than farm owners.

400 Exhibits at Inventors' Show

NEW YORK, Oct. 1.—Members of the National Inventors' Congress residing in Eastern States held their annual exhibit here in the Hotel Edison September 27-30. Over 400 exhibits were on view, ranging from safety devices to a model of a new amusement ride.

Backed by proper promotion, several of the numbers shown should prove to be worth-while prize and pitch items. A new-type razor blade stropper, a new-style curling iron with a detachable heating comb, a rug knitter and a new-type sponge-rubber tooth brush are a few of the numbers that were attracting attention. Something new in rings was exhibited by a New York inventor who showed a variety of small colored flowers and bow-knots which could be snapped on a ring to match the color ensemble of a woman's dress.

Show attracted a good number of visitors during its four-day run. Next show is scheduled for Los Angeles December 5-8 in the Hotel Biltmore. This show will exhibit wares of members of the Congress on the West Coast.

Reading D. A. Okehs Mdse. Bingo Games

READING, Pa., Oct. 1.—As long as bingo operators are not racketeers and as long as prizes are confined to small merchandise awards, bingo is not gambling. In the opinion of Berks County District Attorney John A. Hieser. Five bingo operators were acquitted by a jury on charges of setting up gambling devices here recently, which prompted the D. A. to make the statement.

In discharging the defendants Judge H. Robert Mays said, "If this becomes a racket and people from outside the county come in and play for money, then I know what our juries are going to do."

life and drama into their game, which is sure to please fans and keep them coming back as well as make them reach for their pocketbooks when the special games are played.

Therein lies the reason why the Bingo Department of *The Billboard* has been receiving so many letters from newcomers in the business asking for advice as to how best to conduct profitable games and where to purchase bingo equipment. From Kentucky comes a note which reads: "I am secretary of the local K. of C. organization. We contemplate running weekly bingo games this fall and winter. Being rather unfamiliar with the problems one should take into consideration, I'm wondering if you'll help me out. I'd like to know what the average admission charge is. Estimating a weekly attendance of about 400, how much should we spend on prizes? I'd also be thankful for any tips on the operation of the game itself."

Here's another from Arkansas. "I am contemplating opening a bingo game in a night club. I have been reading the Bingo Business column in *The Billboard*, and as I know no other authority on the game I thought perhaps you might help me on a few details, as I am new at the game. The club is the second best in the county, having an orchestra every night. Admission is usually 50 cents a couple on week nights and about 25 cents on Saturday nights, so I think 25 cents would be about the right price for a card. If you have any ideas on the subject I certainly would appreciate them."

A New Orleans reader in search of equipment pens: "I am contemplating opening a bingo game this fall. I would (See *BIG BINGO* on page 57)

offered on boards plus small cash bonuses for their efforts.

"I have a number of attractive deals I am working up, but as you know the success of the thing depends mainly on having dependable mailing lists. I am particularly interested in lists covering the Pacific Coast and Western States."

Such lists may be purchased from letter brokers who specialize in buying names and reselling them. Whether they are worth anything, however, is questionable. The best lists are obtained by operators by advertising. Names received in this manner are "live" and mean more because they are the result of a direct personal message.

Operators who develop deals can turn these over profitably by offering the deals thru *The Billboard* to operators in other sections of the country. In this way, instead of distributing one or two deals to a single individual who will work them only as a side-line, hundreds of deals may be sold to operators with crews.

HAPPY LANDING.

NEW LOW PRICES!

ELGIN OR FLEETWOOD
ELECTRIC DRY SHAVERS
110 Volt — A. C. Current
Only **\$1.25** EACH

POCKET COMBS—U. S. A., Black, 2.25
Each to Latherette Folder, Gross.
CLIP COMBS—U. S. A., Black, Heavy 2.40
Nickel Plated Clip Attached, Gross.
EMPTY COMB DISPLAY CARDS .03
to hold 12 Combs, Each
RAZOR BLADES—Double Edge, Blue 2.25
Steel, 5 to Pkg. 1000
RAZOR BLADES—Single Edge, 5 to 4.50
Pkg. Colis, Finest quality made, 1000.
PEWBLEUM JELLY—Pure White, 2.90
No. 2 Size, 12 to Box, Gross.

25% Deposit, Balance C. O. D.
SEND FOR 1938 CATALOGUE

BENGOR PRODUCTS CO.
676 BROADWAY, NEW YORK, N. Y.

LUCKY RABBIT'S FOOT CELLULOID FOOTBALL BADGES

1 1/4" Button With Real LUCKY RABBIT'S FOOT Attached.

250 \$13.75 500 \$25.00 1,000 \$45.00

Prompt Service
PHILADELPHIA BADGE CO.
942 Market St., Philadelphia, Pa. (Since 1900)

FUR COATS
SECURE THE BEST — PAY LESS

Fox-Trimming, Swaggar and Princess styles in all sizes. Your choice of: Sealines, Beaverskins, Lapins, Persians, Caracul, Pony, Marminks, Moudsza, Kid Paw, Beavers and all other Fur Coats, Capes and Scarfs.

Act immediately to get full particulars on these sensational Fur Bargains. Write today for price list and complete details without obligation. We manufacture Fur Coats exclusively, which enables us to give you greater value for your money.

\$9.00 UP

S. ANGELL & CO., 238 West 27th St., New York City, N. Y. MANUFACTURING FURRIERS.

MARSHALL DE LUXE SHAVERS

Do not confuse this with inferior Shavers. We invite comparison with shavers selling at \$15.00 or more. ACCO Self Sharpening, Non-Clogging, Fully Tested and Approved by UNDERWRITERS LABORATORIES — GUARANTEED FOR ONE YEAR. Packed in distinctive cartons complete with leather pouch.

\$2.50 Each
Dama Lets
Sample, \$2.75 ea.
Add 10c for postage.

1/3 With Order, Balance on Delivery.

MARSHALL INDUSTRIES
3307 Armitage Ave., CHICAGO, ILL.

YOUR MONEY BACK
Comic and Snappy XMAS CARDS
—Your Sure Way to Big Profits — Two for a Quarter Sale made easy — Quick Sales because these Cards are Spicy and Different. You know what it means. Sample Order 50 Cards and Envelopes cost \$2.00. You take in at least \$6.00. Your money refunded on unsold Cards returned.

W. M. COLEMAN, Detroit, Mich.
5387 Seminole Street.

ELGIN & WALTHAM

RENEWED & GUARANTEED POCKET WATCHES **\$2.95** EACH

7 Jewels, New Yellow Case, Like 12 Size. No extra charge for Sample Watch. Never under-sold.

WHY PAY MORE? Send for Free Catalogue.

LOU MALTZ, 135 S. 8th St., PHILA., PA.
WHOLESALE JEWELER SINCE 1912.

FIREWORKS
FOR THE SOUTHERN TRADE.
Get Our Prices Before You Buy Your FIREWORKS & CHINESE FIRECRACKERS

AKRON MERCHANDISE CO.
677 S. Main Street, Akron, Ohio.

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.

Swing Electric Clock

A number which the G. B. Novelty Co. claims is the most popular electric time-piece in years is the Swing Electric Clock. The electric pendulum clock stands 13 1/2 inches high, is finished in bronze, and is designed in modern streamline manner. It is said. Firm guarantees the clock for a year and states that the handsome face and sweep second hand, plus its unusual design make it an ideal clock for home and office. Operates on 110 AC current. The newness of the Electric Pendulum Clock's design, plus its beauty, makes it an item everyone will want, it is claimed.

World's Fair Souves

Goldfarb Novelty Co. has announced a new line of world's fair souvenirs. One of the items is a compact in six assorted shades, each showing a different world's fair building. Another item labeled "The Golden Key to the World's Fair" is a large gilt-finished souvenir key with thermometer mounted on it. Another number is Goldfarb's "New York World's Fair in a Nutshell," which consists of a series of views which fold into a nutshell in accordion fashion. A lucky key charm, a gilt coin and key holder and a rabbit's foot key chain make up the balance of the line. The firm will send a circular of these items on request.

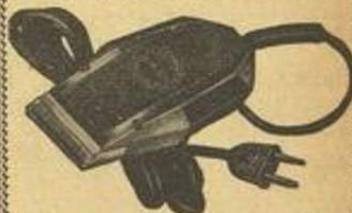
Tobacco Air Conditioner

To assure factory freshness in tobacco, whether in the cigar, cigaret or pouch, is the purpose of the Vaporette, according to the maker, Vaporette Corp. The air-conditioner is a slender glass tube in one end of which is the moistening device. The other end serves as a reservoir for the water which transforms into vapor and released depending upon the condition of the tobacco. When the tobacco is sufficiently moist the Vaporette admits of until the air has again dried the tobacco, it is said. Item comes in sizes for the cigaret pack and humidior or tobacco jar, and is said to be going over in a big way both as a prize and premium number and as an advertising specialty.

Dura-Plastex

Dura-Plastex, a material similar to papier mache, is now being manufactured in New York. Material was originally made in Belgium. M. Blumenthal, representative of the company, claims that the material is weatherproof, unbreakable and very light in weight; also that it can be painted in any color suitable to needs of the user. Studio makes Dura-Plastex into figures, masks and caricatures. The item has been used for outdoor advertising, mardi gras figures and clown masks, according to reports.

Big Profit For You In This Electric Shaver



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.

BE SURE TO INCLUDE SHIPPING CHARGES.

Wire Your Orders Now!



We Have a Full Line of Beacon Blankets and Shawls for Immediate Delivery

N. SHURE CO.
200 W. Adams St. CHICAGO

★ ★ ★ ★ ★ THANK YOU ★ ★ ★ ★ ★
THE RESPONSE TO THE ANNOUNCEMENT OF OUR
"Swing Model" Electric Pendulum Clock Was
TREMENDOUS

ORDER TODAY
IMMEDIATE DELIVERY
WRITE OR WIRE
FOR SPECIAL QUANTITY PRICES
TERMS: 1/3 Dep. with Order, Bal. C. O. D.
G. B. NOVELTY MFG. CO.
1551 S. KEDZIE AVE. — CHICAGO, ILL.



"RO-TRAY"

3-Purpose Cigarette Server.. Container.. Ash Tray

Here's a revolutionary new smoking convenience! So now we didn't have time to make an illustration to show you in this ad. Everybody that's seen samples has been wildly enthusiastic over it. Definitely a powerful premium item with plenty of appeal. Very low priced. "Just turn the top . . . see a cigarette pop." Be the first in your territory. Wire or write for complete details, now!

EVANS NOVELTY CO., 946 Diversey Blvd., Chicago

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 Postage
- Premiums, Sales Boards, Electric Clocks, Perfumes, Nations, Lotions, Blades, Soap, Extracts, Carded Goods, Giftline Merchandise.
- Wagonmen, Plitzchen, Home, Office Conversions and Premium Workers. Get Free Catalogue Listing Money-Making Items.

CHAMPION SPECIALTY CO. 814-P CENTRAL ST., KANSAS CITY, MO.

Hi-Ho-Hi-Ho-Get In The Dough With Sensational SNOW WHITE LIVE TURTLES!



Selling like hot cakes for 25c each! Only 1 1/2 inches long, decorated with Snow White, Seven Dwarfs, Mickey Mouse and Donald Duck in full, waterproof colors. Name of your attraction, town or person's name hand-lettered free.

WALT DISNEY DESIGNS in lots of 100, Each 12c
Sample Order, Postpaid, \$1.50.
FLORAL DESIGNS, Seaside, Etc. in lots of 100, Each 11c
Approx. 4 lbs. per 100.
Individual Self-Mailing Boxes, Per 100 \$1.00
Wonder Turtle Food, in cellophane envelopes, 10c each. Per 100 \$2.50
Exclusive licenses for Turtles by Walt Disney Enterprises.

Everyone Wants "EYE - OPENER"

WATER SHOOTER
Brand new hit! Looks like an innocent pocket magnifying glass but shoots a stream of water. A parrot!

Gross \$9.60
Sample Order, postpaid - \$1
Prices F. O. B. Chicago

H. Fishlove & Co.
1430 N. ORLEANS ST. CHICAGO

SPECIAL CARNIVAL BULLETIN JUST RELEASED. HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.

MIDWEST MERCHANDISE CO.
10TH & BROADWAY, KANSAS CITY, MO.

New Rental \$92.45 Special, ONLY

MOST RUGGED MACHINE BUILT!

Powerful Long-Life 1 1/2 H.P. Engine . . . Welded Steel Frame . . . Double-Tube Balloon Tires . . . Big Deep Cushion-Seat Holds TWO Persons!

A truly Big-Time Opportunity! Rent these new Auto-Glides through filling stations, garages, parking lots, etc.—keep dozens going—at a Real Profit! This rental model is a whale of a value at its new, lower price! Most durable machine built for the rental business! Heavy steel frame stands the knocks of roughest riders. Big husky engine picks up speed quick—tips up hills. Handles easily in traffic. Powerful foot-brake stops machine on a dime!

FREE BOOK Have me mail you free book with full details about my new Low-Priced Rental Special! CHAS. D. AMMON, Pres.

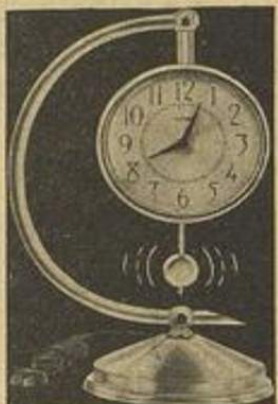
THE CUSHMAN MOTOR WORKS,
Dept. M-10, LINCOLN, NEBR.



Auto-Glide

A Record-Smashing SUCCESS!

THE HOWARD PENDULUM ELECTRIC CLOCK Sweeps the Field!



Recently announced and already a selling sensation! Don't wait! Climb on the band-wagon NOW and start cashing in on the liveliest, hottest item in the premium field! Chrome plated throughout, 14 in. high, 5 in. silvered metal dial with 2-tone figures—AND swinging pendulum ACTION! Absolutely noiseless—but "clicking" in a big way with operators and public. Genuine HOWARD movement—full 1-year guarantee.

WRITE, WIRE, PHONE AT ONCE FOR SPECIAL QUANTITY PRICES.

ELECTRIC PENDULUM CLOCK CO.
637 W. ROOSEVELT RD., CHICAGO, ILL.

Featuring As Always The Newest NOVELTIES & CONCESSION MERCHANDISE

Big Stocks! No Delays!



- Beacon Blankets
- Glassware
- Celluloid Dolls
- Canes — Whips
- Chromium Goods



- Electrical Appliances
- Stuffed Animals
- Luggage
- Ballrooms
- Charms and Slum



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.

FOOTBALL PENNANTS

11 1/2" ASSORTED COLOR BACK-3 1/2" LONG ASSORTED GROUND, MINIMUM QUAN-TITY 250. EACH



Souvenir Pennants for Resorts, Fairs, Etc. 1% Deposit With Order, Bal. C. O. D. **AMCO EMBLEM CO., Inc.** PAINTED PENNANT DIVISION, 35 East 21st St., New York, N. Y.

NOTES from SUPPLY HOUSES

After October 1 the Grodin Pen Co. will be located in new quarters at 693 Broadway, New York. Factory and office will be under one roof. Teddy Grodin reports that he will be able to render better service than heretofore. Firm manufactures a complete line of pens and pencils.

FLEETWOOD ELECTRIC SHAVER \$1.25 ea.



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. 8384 now and be first with the new 1938 8384—Packard Electric Shaver. Nationally advertised at \$15.00. Now at low 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. 388, 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.



Carnival Novelties New Stock—Just Arrived

BB1 Men's Toy Wrist Watches, 1 in. box	Gr. \$3.75	BB4 High Hat Fur Monks, 8 in.	Gr. \$4.75
BB2 Gillette Style Blades	Per 1000 8.00	BB7 Plugg Wiggy, Osmop., 8 1/2 in.	Doz. 1.25
BB3 Flying Birds, Outside White	Gr. 1.85	BB8 Cell. Doll, 7 in., with Plume Dress	Gr. 4.50
BB4 Flying Birds, Inside White	Gr. 2.95	BB9 Swaggar Sticks, 30 in.	Gr. 0.50
BB5 High Hat Fur Monks, 6 1/2 in.	Gr. 3.50	BB10 China Head Swaggar Sticks	Gr. 6.75
		BB11 Jap. Cig. Cases	Gr. 4.50
		BB12 Resch Pommer Balls	Doz. 1.15
		BB13 Carnival Print Balloons, No. 8	Gr. 2.35
		BB14 Spiral Balloons, 45 in.	Gr. 3.50

1938 CATALOG NOW READY. WRITE FOR YOUR COPY. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

LEVIN BROS. TERRE HAUTE, IND.

IT'S SENSATIONAL

THE BIGGEST TABLE LAMP VALUE EVER PRESENTED!

No. 9610—18 1/2 inches High. Complete with a Beautiful Decorated Shade. Packed 12 to a Carton. Each (in Doz. Lots) **55c**

Try a Trial Order and Be Convinced

WRITE FOR OUR GENERAL CATALOG. When Writing Please State Your Business.

Headquarters for the Most Complete Line of Premium Merchandise, Etc.

WIS. "DELUXE" CORP. 1900-12 No. Third Street, Milwaukee.



LATEST STYLE FUR COATS

Genuine Fur Coats, all types, all sizes, P.C.'s Seal, Swaggar or Semi-Fitted Models. Finest quality. A-1 workmanship. Excellent prices for rings and saleslady operator. Rush your orders today for immediate delivery. Lowest prices in fur history. G. O. D. **M. SEIDEL & SON** 243 W. 30th St., New York, N. Y.



PACKARD LECTRO SHAVER

Lots of 6, Each . . . **\$4.50**

SAMPLE, EACH \$5.00 The Electric Shaver with a national reputation. Round cutting edge for all types of beards. ORDER TODAY.

ROHDE-SPENCER CO. 223-225 W. Madison St., Chicago.

ELGIN & WALTHAM \$2.75

Renewed Wrist Watches Guaranteed. Wholesale Jewelry Since 1914.

We Offer You Wonderful Values At Record-Breaking Prices. Send for Free Catalog. 25% Deposit, Balance C. O. D. **LOUIS PERLOFF,** 729 Walnut St., Philadelphia, Pa.

MAKE BIG PROFITS QUICKER Selling TIES!

CASH IN WITH THIS NEW FALL LINE! Styled to Sell on Right and Yielding EXTRA-PROFIT, our merchandise is the nation-wide choice of wise salesmen. Six Lined Ties \$1.25 per Doz., Six Lined Ties \$1.50 per Doz., Custom Tailored Ties, \$1.80 per Doz.; Hand Made Ties, \$3.30 per Doz.; Hand Made Ties (pure silk warp), \$4.80 per Doz. LOWER PRICES ON LARGER QUANTITIES. \$1.00 will bring you a sample set containing 5 ties (1 each of above), Tie & Handkerchief assortment; Stud-Tie & Kerchief Sets; Multiple Tie & Jewelry Combinations; New Slide-on Ties; Woolen & Silk Stud-Ties. **EMPIRE CRAWTS** Dept. K11, 22 W. 21st St., New York City.

BINGO GAMES

MADE IN SETS OF 100 TO 1000 CARDS. ALL DIFFERENT, NO TWO ALIKE. PRINTED ON HEAVY EIGHT-PLY STOCK IN TWO COLORS. Complete with Call Sheet and Calling Numbers. PER 100 — \$3.00 Cash With Order — No C. O. D. **GEORGE W. BRINK & SON** 1454 Grand Ave., Dept. B, Detroit, Mich. (Over Thirty Years In Business)

FRAMED FEATHER PICTURES! (All Hand Made)

The last used in an artistic bird picture for wall decorating or placing on Desk, Table, etc. American tourists visiting Mexico buy them in enormous volume. Their striking beauty makes an irresistible buying appeal. Sell on sight everywhere! The color frame is HAND-CARVED. Size 5 1/2 x 3 1/2. Retail for \$1.00 each. Cost you only \$3.00. 1000 or \$30 per Gross. Rush your starting order or send \$1.00 for two beautiful samples. **O. A. MARQUEZ & CO.** Apartado 80-1170, Mexico City, Mexico.

Mexican Art Goods of All Kinds

ENGRAVERS JEWELRY

IMMEDIATE DELIVERY

ALL HIGHLY POLISHED, GOLD PLATED, CARDED AND CELLOPHANED. BIGGEST ASSORTMENT IN THE COUNTRY. WILL NOT BE UNDERSOLD. QUALITY AND FINISH GUARANTEED. SEND FOR FREE CATALOG.

ALFAB MFG. CO. SECOND & FILBERT STS., PHILADELPHIA, PA.

25% Deposit With Order, Balance C. O. D.

THEY'RE NEW | **THEY SELL**
 SPRING-O-MATIC. PLUNCER VAC. TATTLE-TALE. INK GAUGE PENS.
 PENS • PENCILS • COMBOS
JOHN F. SULLIVAN
 455 Broadway, NEW YORK CITY.

ELGIN & WALTHAM
WRIST WATCHES \$2.95
 In New Cases.

Send for Circular, showing the Biggest Bargains in
 Wrist Watches and uncutted Diamonds in
 the country.
H. SPARBER & CO.
 106 North 7th Street, St. Louis, Mo.

UNDERWOOD



PLUNGERS—Special \$18.00 PER GRO.
 PENS • PENCILS • COMBOS
GRODIN PEN CO.,
 693 Broadway, New York City.

We Manufacture a Complete Line of Fountain Pens,
 Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.
 Manufacturers Since 1919.
 16 N. Union St., Dept. B, Petersburg, Va.
 Send \$1.00 for Samples. Preempt Shipments.

BLADES

Buy Direct From the
 Manufacturers.
20 Million DREXELS
 Sold in 1937.
 50 Million
 Will Be Sold in 1938.
 Send 10c for Samples.

REGENT MFG. CO.
 184 W. 32d Street, NEW YORK CITY.



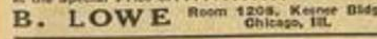
\$18.00 Per GROSS
 for **BETTER PLUNGERS**
 3 Assorted Samples, Postpaid 50c.
ASS'D PEN MFRS., 187 Lafayette, N. Y.

ELGIN — WALTHAM & HAMPDEN
WATCHES \$1.75 UP
 In New Chromium Cases, all sizes. Satisfaction
 guaranteed or money refunded.

5 USED RUNNING POCKET AND
WRIST WATCHES
 American and Swiss. Our Assortment **\$7.50**
 at the Special Price of

B. LOWE Room 1208, Keener Bldg.,
 Chicago, Ill.

If you are looking for a Full Line of Good Cheap
 Fountain Pens, have a look at "Bankers" first.
 All sizes, 2 Samples 50c.



JAS. KELLEY, The Fountain Pen King,
 487 Broadway, N. Y.; CHICAGO, 180 W. Adams St.
 1054 Mission St., San Francisco, Calif.

FREE HEALTH SHOWING PEOPLE WAY
BOOK DEAL TO BETTER HEALTH
 Marvelous new FLORADEX FOOD-MEDICINE
 days agents phenomenal profits. Aids nature in
 clearing intestinal walls and overruling constitu-
 tion—the factory behind good human life.
 Beats pills, mineral waters, salts, cathartics, purgatives.
 Backed by local guarantee. Smashing
 premium checks. Ringly profitable business. Year
 round earnings. Profit to begin at once. Send
 name for all facts. Sells \$1.00 Package.
FLORADEX CO., Dept. 910-A P. O. Box 970,
 Columbus, O.



Big Profits!
 Open your own busi-
 ness, stamping Key
 Checks, Social Security
 Tags, Name Plates.
 Sample, with name and
 address, 25 cents.
HART MFG. CO.
 315 Deegan Street,
 Brooklyn, New York.

YOU CAN MAKE BIG MONEY
WITH HOOVER UNIFORMS!
 Big earnings for ambitious men and
 women in new, untried field. With
 famous nationally advertised Hoover
 line of smart, exclusive Uniforms for
 restaurants, hotels, taverns,
 stores, offices, etc. Not house-to-house.
 No experience, money needed to
 get into this new, big-income business.
 Mail request now for beautiful new
 Uniform Style presentation, aerial samples and
 money-making possibilities. Dept. PH-3.
HOOVER, 251 W. 10th St., Dept. JH-16, New York

WHO'S GOIN' south this winter?
TED O'DAY
 after working to fair business at the New-
 foundland (Pa.) Fair, letters the follow-
 ing from Stroudsburg, Pa.: "Fair had
 good crowds, with everyone getting a little
 money. Twin-County Fair, at Northampton,
 had rain the first day, but I managed
 to get some money with glass cutters. It

DOC WILLIAMS
 is reported to be clicking as advertising
 man for Fruitina products in Chicago.

RAY HERBERS
 scribes from Chicago that he has been
 working the Windy City for the past two
 weeks to fair business. He adds that there
 doesn't seem to be a recession there when
 certain pitchmen can come to work on
 Maxwell street in taxicabs.

DAN SHERWIN PLAYERS
 who, according to Harry (Chittins) Dawson,
 recently closed a successful summer
 season, were scheduled to open their winter
 season under canvas September 26 in
 Wewoka, Okla., to good results. Personnel
 includes Dan (Doc) Sherwin, lecturer;
 Babe Sherwin, Fred Hutto, Billie Hutto,
 Norma Brock, Mollie Hutto, Bessie Mae
 Dawson and Harry (Chittins) Dawson.
 Show plans to play Southern Oklahoma
 and Texas this winter.

LIONEL HIRSCH
 and Seymour Popiel worked peelers and
 glass cutters to fair business at the Great
 Eastern States Fair, Springfield, Mass.,
 according to reports drifting into the pipes
 desk from that neck of the woods.

THE IMPRESSIVENESS of your lecture counts
 a great deal towards the making of sales.

AMONG THE PITCH
 contingent sighted working the Allen-
 town (Pa.) Fair with peelers and glass
 cutters were Harry Proll and Berney
 Welner.

JACK FOY
 and M. Yondell are reported to have
 clicked with peelers at the recent fair in
 Reading, Pa.

REPORTS EMANATING
 from Reading, Pa., indicate that Joe Les-
 ser, formerly of jam fame, worked pens
 at the recent fair there to fair-to-middlin'
 business.

NAT K. MORRIS
 proprietor of the Kitchen Gadget Co.,
 pipes that business seems to be improving.
 Nat adds that he recently received a letter
 from Harry Maiers, former mayor of Park

ANY OF YOU fellows doing any meanderin'
 around Philadelphia?
WE RECEIVED
 a swell pipe last week which bore a Balti-
 more postmark, but, lo and behold, upon
 investigating further we found it bore no
 signature. Once again, boys and girls,
 don't be reticent about signing your com-
 munications. If they are worth writing
 they are certainly worth signing.

DUKE WILSON
 and Slim Olsen are working stores in the
 East, and Slim is reported to have a swell
 list of department stores lined up for the
 winter.

DICK (SAILOR) WIGGS
 is working Pennsylvania to reported good
 results.

HARRY MAIERS
 former mayor of Park Row, who is con-
 fined to bed in the Montefiore Hospital,
 Bronx, New York, scribes that in 11
 months and 10 days he may be released.
 He says that he is anxious to read letters
 from his many friends in the business to
 pass away his idle hours.

ARE YOU keeping pace with the ever-
 changing conditions?
"WELL, HERE WE ARE
 away over in Pennsylvania and doing
 fine," blasts Big Al Ross from Meadville,
 Pa. "My brother and I are working Social
 Security cards, and business was good
 around Southern New York. We plan to
 work department stores later on. Jolly
 Jallet Shows, with which we are asso-
 ciated, close their season at Coshocton,
 Pa., but we will pitch the plates there.
 Cleveland is no good and you can't work
 a thing there. Erie, Pa., isn't so hot, but
 people are working and a little money
 can be had. Why don't the boys working
 Chicago and Kid Carrigan pipe in?"

GUMMY JOHNSON
 is reported to have held his own all summer
 and is now sporting a new car.

LET'S HAVE just a little bit more common
 sense employed by everyone in Pitchdom.

HAVENT HAD
 word from E. J. Clark, of pan-lifter fame,
 or Art Nelson, ace crystal worker, in some
 time. Pipe in, fellows.

DAN STOVER
 has a new stand on Main street, Los
 Angeles, and is working Social Security
 cards to a reported fair business.

THE GENERAL PUBLIC will treat pitchmen
 decently and honestly if the pitchman will
 treat them the same way.

ART COX
 pens from Waite, Mo., that he is doing a
 little salmon fishing between pitches in
 that neck of the woods. His side kick,
 Frank Jefferies, is with him.

J. R. CURRENT
 tells from Los Angeles: "Just made the
 3,000-mile jump from Baltimore to make
 the Legion convention here. Stopped off
 at Lubbock, Tex., for two days and worked
 to good results. Boys and girls here seem
 to be getting it together. Will leave for
 Miami in about 30 days and plan to work
 the principal cities on my trek south.
 I'd like to read pipes from the boys work-
 ing Alabama, Georgia and Florida. What
 has happened to Bob Posey and his
 wrestling bear?"

IT'S POOR BUSINESS to betray the con-
 fidence of friends. We have little use for
 the fellow who says one thing and means an-
 other.

DUKE WILSON
 and Slim Olsen are working stores in the
 East, and Slim is reported to have a swell
 list of department stores lined up for the
 winter.

DICK (SAILOR) WIGGS
 is working Pennsylvania to reported good
 results.

HARRY MAIERS
 former mayor of Park Row, who is con-
 fined to bed in the Montefiore Hospital,
 Bronx, New York, scribes that in 11
 months and 10 days he may be released.
 He says that he is anxious to read letters
 from his many friends in the business to
 pass away his idle hours.

ARE YOU keeping pace with the ever-
 changing conditions?
"WELL, HERE WE ARE
 away over in Pennsylvania and doing
 fine," blasts Big Al Ross from Meadville,
 Pa. "My brother and I are working Social
 Security cards, and business was good
 around Southern New York. We plan to
 work department stores later on. Jolly
 Jallet Shows, with which we are asso-
 ciated, close their season at Coshocton,
 Pa., but we will pitch the plates there.
 Cleveland is no good and you can't work
 a thing there. Erie, Pa., isn't so hot, but
 people are working and a little money
 can be had. Why don't the boys working
 Chicago and Kid Carrigan pipe in?"

GUMMY JOHNSON
 is reported to have held his own all summer
 and is now sporting a new car.

LET'S HAVE just a little bit more common
 sense employed by everyone in Pitchdom.

HAVENT HAD
 word from E. J. Clark, of pan-lifter fame,
 or Art Nelson, ace crystal worker, in some
 time. Pipe in, fellows.

DAN SHERWIN PLAYERS
 who, according to Harry (Chittins) Dawson,
 recently closed a successful summer
 season, were scheduled to open their winter
 season under canvas September 26 in
 Wewoka, Okla., to good results. Personnel
 includes Dan (Doc) Sherwin, lecturer;
 Babe Sherwin, Fred Hutto, Billie Hutto,
 Norma Brock, Mollie Hutto, Bessie Mae
 Dawson and Harry (Chittins) Dawson.
 Show plans to play Southern Oklahoma
 and Texas this winter.

LIONEL HIRSCH
 and Seymour Popiel worked peelers and
 glass cutters to fair business at the Great
 Eastern States Fair, Springfield, Mass.,
 according to reports drifting into the pipes
 desk from that neck of the woods.

THE IMPRESSIVENESS of your lecture counts
 a great deal towards the making of sales.

AMONG THE PITCH
 contingent sighted working the Allen-
 town (Pa.) Fair with peelers and glass
 cutters were Harry Proll and Berney
 Welner.

JACK FOY
 and M. Yondell are reported to have
 clicked with peelers at the recent fair in
 Reading, Pa.

REPORTS EMANATING
 from Reading, Pa., indicate that Joe Les-
 ser, formerly of jam fame, worked pens
 at the recent fair there to fair-to-middlin'
 business.

NAT K. MORRIS
 proprietor of the Kitchen Gadget Co.,
 pipes that business seems to be improving.
 Nat adds that he recently received a letter
 from Harry Maiers, former mayor of Park

For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Sales-
 men, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

DAN STOVER
 has a new stand on Main street, Los
 Angeles, and is working Social Security
 cards to a reported fair business.

THE GENERAL PUBLIC will treat pitchmen
 decently and honestly if the pitchman will
 treat them the same way.

ART COX
 pens from Waite, Mo., that he is doing a
 little salmon fishing between pitches in
 that neck of the woods. His side kick,
 Frank Jefferies, is with him.

J. R. CURRENT
 tells from Los Angeles: "Just made the
 3,000-mile jump from Baltimore to make
 the Legion convention here. Stopped off
 at Lubbock, Tex., for two days and worked
 to good results. Boys and girls here seem
 to be getting it together. Will leave for
 Miami in about 30 days and plan to work
 the principal cities on my trek south.
 I'd like to read pipes from the boys work-
 ing Alabama, Georgia and Florida. What
 has happened to Bob Posey and his
 wrestling bear?"

IT'S POOR BUSINESS to betray the con-
 fidence of friends. We have little use for
 the fellow who says one thing and means an-
 other.

DUKE WILSON
 and Slim Olsen are working stores in the
 East, and Slim is reported to have a swell
 list of department stores lined up for the
 winter.

DICK (SAILOR) WIGGS
 is working Pennsylvania to reported good
 results.

HARRY MAIERS
 former mayor of Park Row, who is con-
 fined to bed in the Montefiore Hospital,
 Bronx, New York, scribes that in 11
 months and 10 days he may be released.
 He says that he is anxious to read letters
 from his many friends in the business to
 pass away his idle hours.

ARE YOU keeping pace with the ever-
 changing conditions?

"WELL, HERE WE ARE
 away over in Pennsylvania and doing
 fine," blasts Big Al Ross from Meadville,
 Pa. "My brother and I are working Social
 Security cards, and business was good
 around Southern New York. We plan to
 work department stores later on. Jolly
 Jallet Shows, with which we are asso-
 ciated, close their season at Coshocton,
 Pa., but we will pitch the plates there.
 Cleveland is no good and you can't work
 a thing there. Erie, Pa., isn't so hot, but
 people are working and a little money
 can be had. Why don't the boys working
 Chicago and Kid Carrigan pipe in?"

GUMMY JOHNSON
 is reported to have held his own all summer
 and is now sporting a new car.

LET'S HAVE just a little bit more common
 sense employed by everyone in Pitchdom.

HAVENT HAD
 word from E. J. Clark, of pan-lifter fame,
 or Art Nelson, ace crystal worker, in some
 time. Pipe in, fellows.

DAN SHERWIN PLAYERS
 who, according to Harry (Chittins) Dawson,
 recently closed a successful summer
 season, were scheduled to open their winter
 season under canvas September 26 in
 Wewoka, Okla., to good results. Personnel
 includes Dan (Doc) Sherwin, lecturer;
 Babe Sherwin, Fred Hutto, Billie Hutto,
 Norma Brock, Mollie Hutto, Bessie Mae
 Dawson and Harry (Chittins) Dawson.
 Show plans to play Southern Oklahoma
 and Texas this winter.

LIONEL HIRSCH
 and Seymour Popiel worked peelers and
 glass cutters to fair business at the Great
 Eastern States Fair, Springfield, Mass.,
 according to reports drifting into the pipes
 desk from that neck of the woods.

THE IMPRESSIVENESS of your lecture counts
 a great deal towards the making of sales.

AMONG THE PITCH
 contingent sighted working the Allen-
 town (Pa.) Fair with peelers and glass
 cutters were Harry Proll and Berney
 Welner.

JACK FOY
 and M. Yondell are reported to have
 clicked with peelers at the recent fair in
 Reading, Pa.

REPORTS EMANATING
 from Reading, Pa., indicate that Joe Les-
 ser, formerly of jam fame, worked pens
 at the recent fair there to fair-to-middlin'
 business.

NAT K. MORRIS
 proprietor of the Kitchen Gadget Co.,
 pipes that business seems to be improving.
 Nat adds that he recently received a letter
 from Harry Maiers, former mayor of Park

was held over another day, but the crowds
 were not so good. Money is tight in that
 section. Went from there to the Hones-
 dale (Pa.) Fair but was unable to work
 as the grounds were flooded and the fair
 had to be canceled. Would like to read pipes
 from Jimmie Marshall, Izzy Cohen, Bill
 Goforth, George Wright, Blackie Beard,
 Jack Bailard and Soldier Red. Pipe in,
 fellows."

AS LONG AS THERE are people on this earth
 you'll see the pitchman making his rounds
 despite the unwarranted criticism handed out by
 local officials. It's high time that authorities
 are learning that they can't defeat a person
 who won't be defeated.

"HAVE BEEN
 in Iowa territory since the Fourth of July,
 playing picnics, home-comings and celebra-
 tions," wigwags Joe W. Keown from
 Batavia, Ia. "Have met only one sheetie
 and very few pitchmen in this neck of the
 woods and can't understand why the boys
 have passed it up. Altho it has been very
 tough this year, I've managed to live well
 and purchase a new car from the profits
 accrued from these celebrations. Will
 make Texas fairs next."

"REALLY LIVING"
 in the winter is what counts. Have you
 been blowing or banking your dough this
 summer?

CHARLES PALMER
 and Henny Large chime in from Durham,
 N. C., that they have been clicking with
 jar wrenches and sharpeners there. They
 add that the reader is \$10 to everybody,
 including war veterans, and that there
 are only two other pitchmen in town and
 they are getting a little money. The boys
 will head south soon. Oxford, they re-
 port, is closed tight, but Danville, Va.,
 opened September 27 to a \$1-per-day
 reader.

ANY OF YOU fellows doing any meanderin'
 around Philadelphia?

WE RECEIVED
 a swell pipe last week which bore a Balti-
 more postmark, but, lo and behold, upon
 investigating further we found it bore no
 signature. Once again, boys and girls,
 don't be reticent about signing your com-
 munications. If they are worth writing
 they are certainly worth signing.

DAN SHERWIN PLAYERS
 who, according to Harry (Chittins) Dawson,
 recently closed a successful summer
 season, were scheduled to open their winter
 season under canvas September 26 in
 Wewoka, Okla., to good results. Personnel
 includes Dan (Doc) Sherwin, lecturer;
 Babe Sherwin, Fred Hutto, Billie Hutto,
 Norma Brock, Mollie Hutto, Bessie Mae
 Dawson and Harry (Chittins) Dawson.
 Show plans to play Southern Oklahoma
 and Texas this winter.

LIONEL HIRSCH
 and Seymour Popiel worked peelers and
 glass cutters to fair business at the Great
 Eastern States Fair, Springfield, Mass.,
 according to reports drifting into the pipes
 desk from that neck of the woods.

THE IMPRESSIVENESS of your lecture counts
 a great deal towards the making of sales.

AMONG THE PITCH
 contingent sighted working the Allen-
 town (Pa.) Fair with peelers and glass
 cutters were Harry Proll and Berney
 Welner.

JACK FOY
 and M. Yondell are reported to have
 clicked with peelers at the recent fair in
 Reading, Pa.

REPORTS EMANATING
 from Reading, Pa., indicate that Joe Les-
 ser, formerly of jam fame, worked pens
 at the recent fair there to fair-to-middlin'
 business.

NAT K. MORRIS
 proprietor of the Kitchen Gadget Co.,
 pipes that business seems to be improving.
 Nat adds that he recently received a letter
 from Harry Maiers, former mayor of Park



OAK-HYTEX
BALLOONS
 Oak offers a marvelous array
 of balloons decorated
 with attractive designs
 in many colors. They're ex-
 ceptionally bright and flashy.
 They catch every eye, and
 earn big money.
 Sold by Leading Jobbers
The OAK RUBBER CO. RAVENNA, O.

BIG PROFITS
 Placing Our Silent Salesman Vending Men's
 and Ladies' Necessities in Nite Clubs,
 Restaurants, Gas Stations, Etc.
Money Back Guaranteed.
KASCO, 1615 S. Kostner, Chicago, Ill.

New Catalog
 Showing Best-Selling Newest Items
 in Whitetone and Games
 Rings, Lockets, Crosses, Signet
 Rings and Jewelry for Engravers.
 Send \$2.00 for Samples.
OLYMPIC NOVELTY COMPANY
 307 5TH AVE. NEW YORK

SELL . . .
ACE RAZOR BLADES
 Single, Double Edge. Snappy packages.
LOWEST FACTORY PRICES. FREE SAMPLES
 Free Delivery.
ACE BLADE CO. 60 N. Division, Dept. 113, BUFFALO, N. Y.

HEADQUARTERS FOR
SOCIAL SECURITY
PLATES \$ 6.00 per 100
 50.00 per 1000
CASES \$2.00 & \$4.00 per 100
STAMPING MACHINES \$85.00
ENGRAVING NEEDLES 13.50
HAND DIE SETS (Complete) 5.25
 Beautiful 24-Gauge ETCHED BRONZE
 PLATE. Sets on sight, 25c to \$1.00.
 Not to be confused with cheaper, lighter
BRASS PLATE. Sample 10c. Write for
 particulars and pictures of everything. Must
 have 25% deposit with order. Immediate
 shipment. Same day service.
H. O. STRIKER
 Established 1915.
 7320 Tiram Ave., Detroit, Mich.

SPICY COMIC XMAS CARDS
 Hot, funny, laughable designs in shiny colors. **20**
NEW DESIGNS. Fast 10c sellers. Eye-opening
 profits. Start filling your pocket-book for Xmas. No
 excuse for being broke. 100, \$2.50; 500, \$10.00;
 1,000, \$18.00. Total orders. No truck. Envelopes
 with each card. 20 Samples \$1.00. Note free.
OMIO SHOP, Philadelphia, Pa.
 2463-F Kensington Ave.

MEDICINE MEN
 Write today for new catalogue of Tonics, Oil, Salva,
 Scap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 137 E. Spring St., Columbus, Ohio.

REX HONES 3c Each
 Now Less Than
\$4.25 a Gross
 Send \$1.00, Bal. C. O. D.
 Plus Postage.
 Each Hone in flashy silver
 box, priced 50c. A real fast-
 moving abrasive stone of good
 quality. Wonderful demon-
 strator for pitchmen. Hone man
 is cleaning up.
ACT QUICK! REX-HONE MFRS., 1500 West
 Madison, BR-10, Chicago, Ill.

End your correspondence to advertisers by men-
 tioning The Billboard.

SOCIAL SECURITY MACHINES AND PLATES

HAND STAMPING OUTFIT Patented
A practical portable machine stamping names and numbers on Social Security plates. Contains perfect spacing machine; plate holder; all letters, numbers made from permanent case hardened steel complete on three rotary dies. \$18.95 complete in carrying case. No skill required. Salesmen, Agents, Operators write for Special Instructionary Deal. Complete samples, details. 10c Terms. 25% cash deposit with order, balance C. O. D., F. O. B., N. Y. C. Prices slightly higher West of the Rockies.

SOCIAL IDENTIFICATION CO.
1560 BROADWAY, N. Y. C.

Our superior high productive machine can't be beat!

24 Gauge
Richlow Brass
Social Security
Plates—
Polished
Front and
Back, 2 1/2 c
each— a 5 y
quantity.

Double-fold, gold-like metal edge leather cover. Attractive quality leatherette covers.

DISCOUNTS
PLATES \$65
5 1/2 c
DOUBLE FOLD COVERS 3 1/2 c
LEATHERETTE COVERS 1 1/2 c

Size 7" x 3 1/2"
Weight, 6 Lbs.

19.95 COMPLETE IN CARRYING CASE

Pitchdom Five Years Ago

Gene Golin was making fairs in the North Central States with pens to lucrative takes. . . . Tennessee State Fair, Memphis, proved a red one for Vern Marshall. . . . Doc J. H. Wahl was clicking with his store on Monroe street, Detroit. . . . Among the boys getting ready to play the fair at Pomona, Calif., were S. Miles, Bob Meyers, Dad Parker and Doc Howard. . . . Sunshine Rogers' U-Ta-Ka med show closed the season in Virginia and then headed southward. . . . Doc Ed Ross and associates, of Atlantic City, were working Rodex to swell results in a store on Woodward avenue, Detroit. . . . D. L. (Hoot) McParland was having little difficulty corralling the lucre in Rockford, Ill. . . . Doc (Australian) Lewis and Professor Fredericks were splitting time on a Woodward avenue lot, Detroit, to fair-to-middlin' results. . . . H. J. Lonsdale was in Los Angeles and hoping the NRA would make business better. . . . John W. Gordon, from down Georgia way, was preparing to re-enter the med-show business. . . . Doc Floyd R. Johnston and wife had a lot on Woodward avenue, Detroit, and were working twice daily to fair business. . . . Roster of the show unit sponsored and produced by Silver-Dollar Health Institute and which was playing Pennsylvania to heavy attendances included Doc Reiner, lecturer; Slim Jim, manager and comedian; Grace Peters, personality girl; Vivian Pick, formerly of Pick and Krantz; Mrs. Louis Caldwell, vocalist, a four-piece orchestra directed by Hill, piano and violin; Ronald Moore, sax and clarinet, and Bert Smith, violin and clarinet. . . . Chief Deerfoot closed his Fun Makers Show in Illinois September 18. . . . Jack Lovely was finding improved business conditions with his platform show in Sapulpa, Okla. . . . Bob Sperry closed his platform show and opened in halls in Missouri. . . . Jeff Farmer wasn't finding conditions to be any too good in Norfolk, Va. . . . Otto Johnson joined the Freeman Silverstone Medicine Co. in Western Missouri to do the lecturing. . . . Doc Baker, of Baker Bros. Show, over Virginia way, was using a radio tie-up three times daily to advertise his show and med line. . . . That's all.

GILT FOOTBALL BADGE

No. 60 — Consists of 50 lines (1 1/2 in.) Colloid Dutton. Attached to Two-Place Ribbon and Miniature Gilt Football.

(Made to order with any two color combination of College or High School.)

Per 100—\$3.50

Shipped five days after order is received. Send 50% deposit.

Write for complete illustrated price list.

GOLDFARB NOVELTY CO.
20 West 23d Street, New York City.

A New Deal!

ELECTRIC RAZORS!

to Retail for \$1.98

An opportunity! Repeat razor sales all over the country at the sensationally low price of \$1.98.

Write for details today.



NEW ENGRAVING PINS

Over a hundred new engraving numbers—Pins, Locks, Crystals, etc. New Whistlepins and Game Rings, Photo Jewelry, Engraving Machines for Social Security Plates. Write today for new Catalog No. 23.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

Row, in which he states that his health is improving. "Let's all send Harry a cheerful letter," Nat concludes.

MRS. GEORGE M. REED . . . wife of Doc Reed, after a long silence, letters from Columbus, O.: "Doc and I enjoyed a pleasant visit from Mr. and Mrs. Herbert Hull recently. They spent the day with us and then left for Cincinnati and points south. Have been wondering where Mrs. Allen, of shampoo fame; Mrs. Art Cox, Florence Dougherty, Mrs. George A. Grooms, Mrs. John Kennedy and Mr. and Mrs. George Parrington are. Doc's eyes have been giving him much trouble for the past 10 months and I suppose our road days are over. We certainly get a lot of enjoyment out of reading pipes from my many friends in the business."

DON'T BE A SOREHEAD! It only breeds melancholia and enemies.

RUFUS ARMSTRONG with Woods' Health Chautauque, pens from Baldwinville, N. Y., that the weather there has run all med operas home and that the Woods organization will open in halls for the winter in Mt. Carmel, Pa., October 4. Roster includes Doc Harold Woods, owner and lecturer; Harry Pepper, juggler and characters; Rufe Armstrong, comedy; Herbert Barth, straight; Gene Plean, piano; Chick Shaw, general business; Norma Royster, ingenue and dance specialties; Nola Matthews, soubrette; Francis Armstrong, characters and specialty.

ALLEN HAMMEROFF and Ed Greer, guess-your-age workers, miraculously escaped death en route from Hutchinson, Kan., to Knoxville, Tenn., when their car turned over twice while traveling at 60 miles per hour. The fair in Hutchinson was off 50 per cent from last year, they say.

ANYBODY WORKING Australia? We haven't had news from those diggin' in a cove's age. Come on, fellows, pipe in.

ED HARRIS . . . that among pitchmen making the recent celebration there were Joe Hess, pens; Bob Vehling, peelers; Alex Ballard, gummy; Tex Dabney and Roy Graham, sheet. Harris says the boys seemed to be getting some money. Spot was open for the first time in five years.

"WE USUALLY use this space for the plow exhibit, but you can have it if it doesn't show up."—Fair Official.

CARL HERRON . . . tells from New York: "Election day, the one day in the year that free-lance pitchmen look forward to, was lost due to heavy rains. Fraternity was well represented on 42d street but nobody worked. We still have another election in November, but we'll have to tighten up our belts until then, because the patrol wagon operates uptown and downtown, and heavy fines are still being dished out to street peddlers and pitchmen."

MAYOR JOE BEISEL . . . lines that he has been pitching uniforms and peelers to good results in Central Pennsylvania. He adds that he would like to read pipes from Henry Dtenges, of med fame.

SOCIAL SECURITY SENSATIONAL NEWS!!

Everyone Can Buy A Machine CASH or TIME PAYMENT

PRICE LESS THAN **\$50.00**

PORTABLE—Finest Low-Priced Machine on the Market. Economical—easy to operate. Portable. Fast operation. THE GREATEST PROFIT OPPORTUNITY EVER OFFERED.

24 Ga. Rich Low Gold Sheet, Highly Polished SOCIAL SECURITY PLATES, 3 1/2" x 2" \$5.00 Per Hundred \$45.00 Per Thousand

WALLETS, Two Pockets, Metal Corners 2.50 per hundred Engraving Needles 10.00 Hand Die Sets 4.75

On Cash Terms—1/3 Down, Balance C. O. D., F. O. B., New York.

Salesmen, Agents, Operators, write for samples, Details, 10c.

SOCIAL NAME PLATE CO.
255 BROADWAY, NEW YORK CITY.

OUR SLOGAN FOR OVER 25 YEARS WE ARE "NEVER UNDER SOLD"

... has given us a tremendous following . . . NOW . . . We challenge every Buyer . . . so make us prove it.

See competitor's catalog . . . Send us the orders with their prices and in every instance we guarantee you Better Values.

Our line consists of Razor Blades, Toilettes, Side-Line Merchandise, Robbons, Novelties, Gifts, Salubrious and Deals.

UNIVERSAL WHOLESALERS Customers Write . . . Through special arrangement all orders for **UNIVERSAL WHOLESALERS** shipped by us.

Deposit of 25% with all C. O. D. orders. Send ALL ORDERS to New York Only.

MILLS SALES CO.
Our Only Mailing Address: 97 N. W. YORK ST. 901 BROADWAY, New York, N. Y. WORLD'S LOWEST PRICED WHOLESALERS

WHERE WILL you see a more energetic and self-help spirit than that displayed by the members of Pitchdom?

"AM BACK . . . in the apple country after a brief visit to the tobacco markets," wigwags Jack (Bottles) Stover from Culpeper, Va. "Would like to catch up on the weight lost at the markets, so pipe in, fellows. Where is the gett'?"

NAT K. AND AL MORRIS . . . that they would like to read pipes from Harry Horn, who recently concluded a stand in Dallas.

"IM CONFINED . . . to my room here and can't get out and make a pitch," blasts Al Tracy from Jackson, Tenn. "Town is open on a \$2 per day or \$6 per week reader. Cotton is moving, so in about three weeks this town will be a swell spot to work. Several stock sales here and in surrounding territory can be worked, and later on they will be better, so all pitchmen coming this way come around and visit me at my room, 318 North Church street, and I'll be glad to give you the spots. Would like to read pipes from Paul H. Miller."

JOE CLARK . . . and Chief Half Moon were sighted in Jackson, Tenn., recently en route to Kentucky to make a few spots in the Blue Grass State.

FREE!! XMAS CATALOG

Lowest Prices in Country. Tremendous Variety of Xmas Box Assortments, Religious Boxes, Comic Assortments, Seals, Tags, etc., Electrical Xmas Light Sets, Decorations, Ornaments, Gift Wrappings, Gift Sets, Men's Gift Wear, Xmas Signs and Attractive Novelty Items.

FREE A CRYSTAL WINE & LIQUOR SET WITH YOUR ORDER.

FREE OUR GENERAL CATALOG (3,000 Best Items) WITH ALL INQUIRIES.

Write Today.

ROSS PRODUCTS
69 W 23d St., N. Y. C.

FUR COATS \$11.50

Guaranteed Non-rip Genuine Fur Coats. \$2.00 Deposit, Balance C. O. D. Money refunded within 3 days if not satisfied. Real flash for salesboards, bingo operators, agents, salesmen or storekeepers. Other Coats from \$9.00.

WAYNE FUR CO.
8761 Linwood Ave., Detroit.

WE USUALLY use this space for the plow exhibit, but you can have it if it doesn't show up.—Fair Official.

SOCIAL SECURITY PLATES - \$3.50 per 100

Cases 1 1/2 c each

Sample with Name and Number Engraved, 15c. Without Name and Number, 10c.

ELECTRIC Engraving Machines work from light pocket, car battery or 4 dry cells. Send for literature on Plates and Machines.

MOORE'S ELECTROGRAVER CO.
651 SOUTH STATE, CHICAGO, ILL.

DID YOU MAKE \$50 LAST WEEK?

Free Book

If you investigate this opportunity to get into a big-pay business of your own, show merchants plan that increases sales, profits. Handle Nationally Advertised Line 9c-10c goods. Put up on self-help Counter Displays, 200 daily necessities. Included is Layman's Assisted—approved by Good Housekeeping Bureau—and famous Twenty Grand Honor Blanks. Hundreds of men, earning big money handling our fast-selling line. Start small—grow fast. FREE Book tells you how you can build big-pay store route. Write for it today.

World's Products Co., Dept. 108, Spencer, Ind.

Chance to DRIVE SERVICE CAR Like this

EVENTS for 2 Weeks

(Oct. 3-8)

CALIF.—Colusa, Harvest Festival, 6-12.
CONN.—Danbury, Auto Races, 8.
DEL.—Wilmington, Dog Show, 8.
ILL.—Barrington, Fall Festival, 4-8.
Oblong, Legion Mardi Gras & Fair, 4-8.
IND.—Berme, Colt Show, 8.
LAGRANGE, Cotte Show, 2-8.
Mt. Vernon, Fall Festival, 4-8.
Versailles, Farmers' Fair & Pumpkin Show, 8.

WALTHAM POCKET WATCHES

16 Stars, 7 Jewels, in Yellow Enamelled Case or White Enamelled Case. Each . . . \$2.65

Below Prices in Lots Quantity Users. Send for Watch and Diamond Catalog, 20c Deposit, Balance C. O. D.

PLYMOUTH JEWELRY EXCH., 103 Canal, N. Y.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in B. H. Engraved Case, at GREGORY CITY WATCH REPAIR CO. 118 N. Broadway, St. Louis, Mo.

SQUIRT MAGNIFYING GLASS

New Fun Boiling Jobs . . . 1.25 Doz.
Betty Bubbles (Shirley) 70 "
Squirt Pup (from label) 50 "
"Net Chewing Gum", Packs, 40 "
Running & Tumbling Mouse 3.25 "Goofy Monster (It Jumps from Box and runs like son of a gun) 1.50 "

CONIO MEDICAL 35 "
COMIC DIPLOMAS, 50 different 30 "
MAGIC RACE GAME CHARTS (6 horses), 50c
C. HOW TO RAISE A DOG, comic book, 1.55
Die NEW FOLDERS, American Dealer Milkmaid, Dirty Dog, etc. 24 kinds, 1.50 per 100.
SEND 2.00 for 50 assorted Samples of our new Colloid ready stock contains 3,000 JOKES and TRICKS. Send 25c and receive copy, we refund price of catalog with your first order.

HOROSCOPES \$3.00
4 Pages—8 1/2" Size Per 100
MAGNOTRIX NOV. CORP., 100 Park Row, N. Y.



CANDY GIVE AWAY PACKAGES
AND INTERMEDIATES
SMILES

Oriental Sweets
LARGE SIZE PACKAGE
100 To Carton
100 Pkg. \$2.00
500 Pkg. \$10.00
1,000 Pkg. \$20.00

200 Pkg. \$2.00
1,000 Pkg. \$10.00

These packages contain Assorted Caramel Kisses.
Send for FREE Illustrated Catalog.
25% Deposit with Order. Balance C. O. D.

DELIGHT SWEETS, Inc., 50 East 11th St. New York City



BIG STOCK BEACON BLANKETS
NEWEST PATTERNS
Exclusive Items for Bottom Shelf of Corn Game.
Casey Candy at Factory Prices.
Plaster Dolls and Games at Reduced Prices.
THE NEWEST IN MECHANICAL TOYS.
COMPLETE LINE OF PREMIUMS FOR
SALEBOARD OPERATORS.
Write Today for Our New 150-Page Catalog.
Please state your business.

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

Send FOR YOUR COPY OF

CONTINENTAL CATALOG

VINYLBOARDS
TASTY SWEETS
BEACON BLANKETS
CORN GAME ITEMS
NOVELTIES

Shipments made same day as orders are received.

Continental Premium Mart
822 N. 3rd St. MILWAUKEE, WIS.

INSURANCE
CIRCUIS, RIDES, TRUCKS, CARNIVALS.
Showman's Insurance Man.
CHARLES A. LENZ
Permanent Address,
440 Insurance Exchange Bldg., Chicago, Ill.

TRUCKS
AUTOMOBILES — MOTORIZE YOUR SHOW
Write
CHARLIE T. GOSS
With STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

INDIANA CORN FESTIVAL
FOWLER, INC., WEEK OF OCTOBER 10.
This event is having State-wide publicity and promises to be a real one. CAN PLACE Commissions of all kind except Corn Game, \$2.00 per foot. Address
W. G. WADE SHOWS
Lagrange, Ind., This Week.

Great Southern Shows WANT
FOR ALL WINTER SOUTH.
Grand Shows, Legitimate Connections. No exclusive, no racket. Also Top Corn. Bob Giles, Helen Edwards, George Lucas who West Blocton, Ala. Fair, this week.

Smythe, Gerry (Arcola Inn) Arcola, N. J., re. Sadler, Billy, Ky. Colonels (Lookout House) Covington, Ky., re.
Spencer & Pockman (Royale Follies) Chi, re. Sperry, Frank (Roosevelt) NYC, h.
Squires, The Four (Mad Russian Cafe) Hollywood, re.
Stanford, Virginia (Biltmore) NYC, h.
Starr, Judy (Drake) Chi, h.
Stephanie & Craig (Village Barn) NYC, re. Sterling, Wynne (Roumanian Village) NYC, re.
Stead Twins (Pal.) Cleveland, t.
Stuart, Jackie (Old Roumanian) NYC, re. Stuart, Gene (Wagon Wheel) Ashbury Park, N. J., re.
Suzanne & Christine (Jimmy Kelly's) NYC, re.

T
Taft, Ted & Mary (Grossmire) Chi, h.
Taka, Michi (Midnight Sun) NYC, re. Tatum, Art (Three Deuces) Chi, re.
Taylor, Harry, & 5 Kewpie Dolls (Ky. Club) Toledo, re.
Theodore & Genevise (St. Moritz) NYC, h.
Thomas, Jackie (Swing) NYC, re.
Thomas, Orio (Biltmore) NYC, h.
Thomashefsky, Boris (Rainbow Inn) NYC, re. Thon, Dolly (Palmer House) Chi, h.
Tihan Trio (Paramount) NYC, t.
Todor, Lillian (Bagdad) San Francisco, re. Tucker, Sunny (Ivan Frank's) NYC, re. Tucker, Orrin (Lyric) Indianapolis, t.
Tudor Sisters & Avery (Rex) Syracuse, re. Tyler, Smiling Tex (Green Tree) Cincinnati, re.

U
Uppercase, Virginia (Mon Paris) NYC, re. Uschnoff, Misha (Russian Kretchma) NYC, re.

V
Valentine's Sensational Flyers (Gran Circo Schweyer) Curacao, Dutch West Indies. Vallee, Roddy & Band (Buffalo) Buffalo, t. Van Dyke, Wayne (Chicago) Chi, t.
Vandy Boys (Three (Lookout House) Covington, Ky., re.
Velez, Angela (Chateau Moderne) NYC, re. Velloz & Yolanda (Chicago) Chi, t.
Villon, Renee (Jimmy Kelly's) NYC, re.

W
Wade, Walter (Omar's Dome) Los Angeles, re. Wainwright, Bert (Leon & Edna's) NYC, re. Walker, Tex (Chateau Moderne) NYC, re. Wallace Bros. (Black Cat) NYC, re.
Warren, Del (Jim Otto's) Hollywood, re. Warren, Earl (Famous Door) NYC, re. Weeks, Anson (Roosevelt) New Orleans, h. Welch, Muriel (Leone's) NYC, re.
Wenzel, Eileen (Midnight Sun) NYC, re. Wessels, Henri (Plantation) NYC, re. White, Jack (St.) NYC, re.
White, Ann (Queen Mary) NYC, re. White, Gus ("Poppye") (Radio Frank's) NYC, re.
Wilbert, Raymond (Riverdale) Milwaukee, t. Wiley, Lee (Roosevelt) New Orleans, h. Willard, Harold (Gay Nineties) NYC, re. Wilson, Charlie (Commodore) NYC, h. Wilson, Nancy (Blue Meadows) Lexington, Ky., re.
Withee, Jeri (Wivel) NYC, re. Wood, Eleanor (Midnight Sun) NYC, re. Woolsey, Ben & Wanda (Casa Del Ray) Santa Cruz Beach, Calif., h.
Worth, Jean (Le Mirage) NYC, re. Wynn, Nan (Belmont-Plaza) NYC, h. Wyse Jr., Ross (Paramount) Ft. Wayne, Ind., t.

Y
Young, Glenn (Park Plaza) St. Louis, h.

Z
Zang & Todd (Colosimo's) Chicago, re. Zorita (Wonder Bar) Cincinnati, re.

REPETOIRE
Blythe Players: Belleville, N. Y., 3-8.
Hugo, Harry, Players: Sayer, Okla., 3-9.
Obacht Co.: Kenyon, Minn., 3-8.
Sadler's Own Co.: Stamford, Tex., 8.

CARNIVAL
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)
All-American Expo.: Cameron, Mo., 3-8.
All-American: Frederick, Okla.
Anderson-Strader: Herington, Kan.; Winfield 10-15.
Atlantic Coastal: Clarksville, Va. Atlas; Mecon, Mo.
B. & H. Am. Co.: Johnsonville, S. C.
Bantley's All-American: Mooresville, N. C.; Fair: Chas. 10-15.
Barfield's Cosmopolitan: (Fair) Canton, Ga., 10-15.
Barber: Dublin 10-15.
Barber: Libourne, Mo.; (Fair) East Prairie 10-15.
Baysinger, Al: Cardwell, Mo.; Rector, Ark., 10-15.
Beckmann & Cerety: (Fair) Muskogee, Okla. Blue Ribbon: (Fair) Florence, Ala.
Beckus, O. L.: Timmonsville, S. C.
Beebe, Docciphan, Mo., 3-10.
Brown, Novick: (Fair) Camilla, Ga.
Buck, O. C.: Clinton, N. C.
Buckeye State: (Fair) Brookhaven, Miss.; (Fair) Yazoo City 10-15.
Burdick's All-Texas: (Fair) Rosenberg, Tex., 3-9.
Burke, Harry: (Fair) Covington, La.; (Fair) Marksville 10-15.
Byers Greater: Manila, Ark.
Byers & Beach: Trumann, Ark.
Campbell's United: Norwood, Ga.
Carnegie: Springfield, Ill.; Barry 10-15.
Central State: Pratt, Kan.
Cetin & Wilson: (Fair) Albemarle, N. C.; (Fair) Salisbury 10-15.
Colley, J. J.: (Fair) Bristow, Okla.; (Fair) Chas. 10-15.
Cotton Belt: Crawfordville, Ark.
Crescent Am. Co.: (Fair) Woodruff, S. C.; (Fair) Central 10-15.
Crowley's United: Sherman, Tex.
Crystal Expo.: (Fair) Shelby, N. C.; (Fair) Fair: Chas. 10-15.
Cumberland Valley: (Fair) Jonesboro, Ga.; (Fair) Carrollton 10-15.
Curl, W. S.: Blanchester, O.
Dixie Model: (Fair) Madison, N. C.; (Fair) Rock Hill 10-15.
Dadson World's Fair: Huntington, W. Va.
Dudley, D. S.: (Fair) Henrietta, Tex.
Dyer's: (Fair) Ripley, Miss.; (Fair) Aberdeen 10-15.
Elliott Expo.: (Fair) Norwich, Kan., 3-8; (Fair) Kingsport 10-15.
Eddy Bros.: Warrenton, N. C.; Washington 10-15.
Evangelina: Conshatka, La.
F. & M.: Chesterfield, Va.
Fair & Little: Columbia, Mo.
Fidler's United: Arkadelphia, Ark.
Fleming, Mad Cady: Commerce, Ga.
Funland: (Fair) Dallas, Ga.; (Fair) Villa Rica 10-15.
Gibbs, W. A.: Soda, Kan.; Galena 10-15.
Glad, Madal: Madison, Ind.
Gooding Greater: Auburn, Ind.
Goodman Wonder: (Fair) Tupelo, Miss.
Great Southern: (Fair) W. Blocton, Ala.
General Am.: (Fair) Arlington, Tex.; (Fair) Bowie 10-15.
Greater U. S.: Comanche, Okla.
Greater United: (Fair) Nacogdoches, Tex.; Seguin 10-15.
Groves Greater: (Fair) Batesville, Ark.
Gruber's World's Expo.: (Fair) Rock Hill, S. C.; (Fair) Sater 10-15.
Heller's Acme: Brodnax, Va.
Hermes Bros.: (State Fair) Dallas, Tex., 8-23.
Hath, L. J.: (Fair) Opelika, Ala.
Hilderbrand: (Fair) Colusa, Calif.
Hippodrome: Prairie du Rocher, Ill.
Hughes Bros.: Wickliffe, Ky.
Hurst, Bob: (Fair) New Boston, Tex.; (Fair) Quitman 10-15.
Hyde, Eric B.: Siler City, N. C.
Ideal Expo.: (Fair) South Boston, Va.; (Fair) Parkersburg 10-15.
Imperial: Bowling Green, Mo., 4-8; Barry, Ill., 11-13.
Jones, Johnny J. Expo.: (Fair) Hickory, N. C.; (State Fair) Raleigh 10-15.
Joyland: (Fair) Caruthers, Calif.
K. O.: (Fair) Ozark, Ark.; (Fair) Fayetteville 10-15.
Kaus Expo.: (Fair) Kinston, N. C.
Kaus, W. C.: Smithfield, N. C.
Keynotes: (Fair) Cherokee, N. C.; (Fair) Elberton, Ga., 10-15.
Kline's Greater: West Point, Miss.
Krekos West Coast Am. Co.: Emoryville, Calif., 3-9.
Landes, J. L.: (Fair) Hillsboro, Kan.
Lang, Dee, Famous: Corstaux, Tex.; Lufkin 10-15.
Large, H. P.: Crenshaw, Miss.; Sledge 10-15.
Lawrence, Sam: (Fair) Hamlet, N. C.
Lewis, Art: (Fair) Waco, N. C.
Liberty United: Chillicothe, Tex.
Littlejohn, Thor, P.: Troy, Ala.
Magic Empire: Coalgate, Okla.
Marks: (Fair) Charlotte, N. C.; (Fair) Florence, S. C., 10-15.
Mid-West: Guyton, Okla.
Miller Amusement: (Fair) McComb, Miss.; (Fair) Franklinton, La., 10-15; No. 2 show; (Fair) Donaldsonville, La., 10-15.
Miller Bros.: (Fair) Magnolia, Ark.; (Fair) Benton 10-15.

FAIR GRAND-STAND ATTRACTIONS
(Routes are for current week when no dates are given)
Aces, Two: Winston-Salem, N. C.; Raleigh 10-15.
Avery's, Gertrude, Laugh Parade: Tupelo, Miss.
Bastie's, Joe, Band: Winston-Salem, N. C.; Frederick, Md. 10-15.
Behrs, Flying: Covington, La.
Beno, Ben: West Point, Miss.
Billett's Troupe: Brownsville, Pa., 8-15.
Cards, Three: Sussex, N. B., Can.
Cushing's, P. H., Thrill Show: Scotland Neck, N. C.
De Arno, Count Billy & Margie: Charlotte, N. C.
Deal's, Edna, Babes in Joyland Revue: Caruthersville, Mo., 6-9.
Doss, Frank, Animals: Florence, S. C., 12-15.
Kelly, Bernice, Circus Revue: Wenden, N. C.
La Tons Troupe: Shelby, N. C., 3-8.
La Zella, Actril: (Variety) Columbia, Mo., 5-3; (Theater) Denver, Colo., 12-15.
Melser's, Flying: Canton, Ga., 3-7.
Morris, Will, & Bobby: Petersburg, Va., 10-15.
Reynolds, Helen, Skaters: Danbury, Conn.
Shells, The Hillbore, Kan., 4-7.
Smith's Band: Hickory, N. C.; Salisbury 10-15.
Steiner Trio: Auburn, Ind., 4-8; Aoshok, N. C., 10-14.
Valentino, Flying: Henderson, Tex.
Vagner's Concert Band: Wilson, N. C.; Petersburg, Va., 10-15.
Webb, Capt. George: Sherman, Tex.; Conroe 12-15.
Welandt: Warrenton, N. C.; Washington 10-15.

DRAMATIC AND MUSICAL
(Routes are for current week when no dates are given)
Abe Lincoln in Illinois: (National) Washington, D. C.
Bankhead, Tallulah: (Selwyn) Chi.
Barymore, Ethel: (Plymouth) Boston.
Candida: (Curtain) San Francisco.
Golden Boy: (Harris) Chi.
Ed Rather Be Right: (Porrett) Phila.
Knickerbocker Holiday: (Auditorium) Boston.
Lyverette: (Curtain) Denver, Colo., 5-8; (Paramount) Omaha, Neb., 8.
Le Gallienne, Eva: (Locust St.) Phila.

ROUTES
(Continued from page 20)
Paris, Frank (Paradise) NYC, cb.
Parraga, Gracielita (Larosa's) NYC, re.
Parsons, Kay (Carnegie) NYC, re.
Paxton, Ann (Boulevard Tavern) Elmhurst, L. I., re.
Payne, Johnny (Elysee) NYC, h.
Pepper, Mack (Rancho San Pablo) El Cerrito, Calif., re.
Peppers, Three (Kit Kat) NYC, re.
Perry Twins (State-Lake) Chi, t.
Pickard, Rollo & Vera (Riverdale) Milwaukee, t.
Plaza, Trini (Club Gaucho) NYC, re.
Podakova, Nastia (Russian Kretchma) NYC, re.
Powell, Tedra (Grinds) NYC, c.
Pryor, Roger (Roosevelt) NYC, h.

Q
Queens of Hearts, Six (Edgewater Beach) Chi, h.

R
Radio Ramblers (Royale Follies) Chi, re.
Ralph, Wynne (Radio Frank's) NYC, re.
Ramos & Leland (Cafino) NYC, re.
Ramos, Bobby (Hawaiian Paradise) Hollywood, re.
Randolph, Amanda (Black Cat) NYC, re.
Ray, Iris (Pepper Pot) NYC, re.
Rays, Buddy (Woodside Gardens) Woodside, L. I., re.
Raye, Diane (Midnight Sun) NYC, re.
Reddy, Paul (Tokay) NYC, re.
Reynolds, Jack (Village Not Club) NYC, re.
Rhoades, Gladys (Place Regente) NYC, re.
Roberts, Carol (Bessie) Brooklyn, N. Y., h.
Richman, Harry (Chez Paree) Chi, re.
Rickard, Earl (The Dome) Chi, re.
Rickson, George (Chateau Moderne) NYC, re.
Rinaldi, Al (Walker's) Steubenville, O., c.
Ripa, Bob (Savoy) London, h.
Roberson, Orlando (Kit Kat) NYC, re.
Roberta, Mary (Gay Nineties) NYC, re.
Roberts & Parley (New Yorker) NYC, h.
Roberts, Dorothy (Omar's Dome) Los Angeles, re.
Robina, Archie (Mad Russian Cafe) Hollywood, re.
Robinson, Florence & Bob (Beverly Hills) Newport, Ky., re.
Rock, Mildred (Harry's New York Cabaret) Chi, re.
Rogers, Buddy (Sherman) Chi, h.
Rolfekers Trio (Bennett) Binghamton, N. Y., h.
Rolling Cloud, Chief, Dog Town Follies: Blanchester, O., 6-8; Englewood 9-10.
Romona (Cavert) NYC, re.
Rose, Harry (Queens Terrace) Long Island, N. Y., re.
Ross, Geraldine (Midnight Sun) NYC, re.
Ross, Dr. Sydney (Radio City Rainbow Room) NYC, re.
Royce, Ann & Jimmie (Half Moon) NYC, re.
Ruland, Ralph (Hi Hat) Steubenville, O., re.
Rush, Ann (18) NYC, re.
Ruiz, Masclavia (Blackhawk) Chi, re.
Ruvel & Marosa (Jimmy Kelly's) NYC, re.
Ryan, Tommy (Commodore) NYC, h.
Ryans, Three (Sagard) San Francisco, re.
Ryers, Frankie (18) NYC, re.

S
St. Clair & O'Day (Tivoli) Sydney, Australia, Aug. 29-Oct. 12, t.
Sakonsky, Simeon (Russian Kretchma) NYC, re.
Sandra (Harry's New York Cabaret) Chi, re.
Sandoval, Nina (Park Plaza) St. Louis, h.
Sankar, Kostas (Lubichell) Hollywood, re.
Sava, Marassa (Russian Kretchma) NYC, re.
Sayer, Ethel (Armando's) NYC, re.
Scott, Virgie (Black Cat) NYC, c.
Scotti, George (Arcola) Arcola, N. J., re.
Selby, Adriens & Norman (Lookout House) Covington, Ky., re.
Shander (Beckingham) NYC, h.
Shallen, Anna (Roumanian Village) NYC, re.
Shaw, Wini (Hi-Hat) Chi, re.
Sheridan, Eleanor (Warwick) NYC, h.
Siddell, Bob, Trio (Beverly Hills) Newport, Ky., re.
Simmons, Lee (Plantation) NYC, re.
Sincclair, Sisters (Paramount) Ft. Wayne, Ind., t.
Slate Bros. (Earle) Phila, t.
Sloop, Fred (Evergreen Inn) Steubenville, O., re.
Small, Al (Wivel) NYC, re.
Smith & Elysee (Kit Kat) NYC, re.
Smith, C. Ray, Mariquettes (Chicago) Chi, t.

Minor Model: (Fair) New Holland, Pa.
 Model: (Fair) Easton, Ga.; (Fair) Thomson
 10-15.
 Modern Midway: Walnut Ridge, Ark.
 Nell, C. W.: (Fair) Olla, La.; (Fair) Farm-
 ville 10-15.
 Nye Am. Co.: Gibson, Ga.; Conyers 17-22.
 Orange State: (Fair) Amherst, Va.
 Page, J. J.: (Fair) Roanoke, Ala.; (Fair)
 Lanest 10-15.
 Pan-American: (Fair) Batesville, Ark.; (Fair)
 Marianna 10-15.
 Park Am. Co.: (Fair) Tallulah, La.
 Perry, Bob, Am.: (Fair) Wendell, N. C.;
 (Fair) Henderson 10-15.
 R. & A. Sumter, & C.
 Reading: Waynesboro, Tenn.
 Regal United: Goodings, Tex.
 Reynolds & Wells: (Fair) McCrory, Ark.;
 (Fair) Paris 11-15.
 Rogers Greater: (Fair) Huntington, Tenn.
 Rogers & Powell: Inverness, Miss.; Tchula
 10-15.
 Roland: (Fair) Scotland Neck, N. C.
 Royal American: Pensacola, Fla.
 Rubin & Cherry Expo.: (Fair) Atlanta, Ga.;
 (Fair) Columbus 10-15.
 Santa Fe: McLeod, Okla.
 Scott Bros.: (Fair) Gunterville, Ala.
 Sheeley Midway: (Fair) Abilene, Tex.; (Fair)
 Stamford 10-14.
 Sicksle United: (Fair) Clarksdale, Miss.;
 (Fair) Marks 10-17.

Siebrand Bros.: Las Vegas, Nev.; Needles,
 Calif. 9-11.
 Silver State: Roswell, New Mexico.
 Six, J. Harry: (Fair) Friendship, Tenn.;
 Scotts Hill 10-15.
 Smith Bros., Colorado, Okla.
 Smith's Greater Atlantic: (Fair) Apex, N. C.
 Snapp Greater: (Fair) Monroe, La.
 Sol's Liberty: (Fair) Caruthersville, Mo., 4-9.
 Southern States: Alma, Ga.
 Southland: Galesburg, Mo.
 Sparks, J. F.: (Fair) Scottsboro, Ala.
 Spencer, C. L.: (Fair) Many, La.; (Fair)
 Natchitoches 10-15.
 Starkey's Greater: Arlington, Ga.
 State Fair: (Fair) Denton, Tex.
 Strates: (Fair) York, Pa.; (Fair) Danville,
 Va., 10-15.
 Stone Mountain Am. Co.: Scott, Ga.
 Sunset Am. Co.: (Fair) Marshall, Mo.; (Fair)
 Paris 10-15.
 Texas Kiddie: (Fair) Clifton, Tex.
 Texas: El Campo, Tex.
 Terrill & Marohl: Adairville, Ga.; Carter-
 ville 10-15.
 Texas Longhorn: (Fair) Center, Tex.; (Fair)
 San Augustines 10-15.
 Tidwell, H. J.: (Fair) Graham, Tex.
 Valley: (Fair) Lockhart, Tex.; (Fair) Hal-
 lettsville 10-15.
 Wade, W. G.: La Grange, Ind.
 Wallace Bros.: (Fair) Kosciusko, Miss.; (Fair)
 Winona 10-15.
 Wallace Bros.: Elmore, Ont., Can.
 Wehrley Attra.: Ladoga, Ind.; Edinburg 10-15.
 Wetteman Am. Co.: Ashland, Va.
 West Bros.: (Fair) Yazoo City, Miss.; (Fair)
 Greenville 10-15.
 West, W. E., Motorized: (Fair) Bentonville,
 Ark.
 West World's Wonder: (Fair) Henderson,
 N. C.; (Fair) Monroe 10-15.
 Western State: Colorado, Tex.
 White City: Grass Valley, Calif.; Pittsburg
 10-15.
 Winters Attractions: Wendell, N. C.
 Wolf's Am. Co.: Ware Shoals, S. C.
 World of Fun: Seneca, S. C.
 World of Mirth: Winston-Salem, N. C.
 Yellowstone: (Fair) Tusconari, N. M., 5-8.
 Young, Master Salt Lake City, Utah.
 Zeiser, C. F., United: Baton, N. M., 1-9;
 (State Fair) Albuquerque 9-16.
 Zimdars Greater: (Fair) Decatur, Ala.; (Col-
 ored Fair) Decatur 10-15.

ORANGE STATE SHOWS WANT

For seven Southern Fairs and Florida Park all winter: One or two more rides such as Octo-
 ber, small Merry-Go-Round, Tulsa Walt or any
 Flat Ride. Can place Shows of all kinds.
 Concessions: Any Legitimate Concessions. Have
 good opening for Shows, Join at once. Get in
 touch with **LEE BISTANY, Amherst, Va.**
 Fair this week.

WANTED

Good Merry-Go-Round Foreman at once, Cigaret
 Gallery, Long-Range Shooting Gallery.
CHAS. OLIVER
 Harrisburg, Ark., week October 3.

TERRILL & MAROHL SHOWS

Cartersville, Ga., next week. WANT Grind, Stock
 Concessions, \$10. Shows with outfits. Merry-
 Go-Round, Kiddie Auto, Cookhouse, Digger, Floss
 sign. Old Bryant and Southside wire or come on
 WANT permanent Ball Game, Penny Pitch Agents.
 Address **TOM TERRILL, Mgr., Adairville, Ga.**
 this week.

WANTED QUICK

For small Circus, People doing two or three Acts.
 Good proposition for Team doing a couple of
 Ground Acts and rat on Concert. Can place
 small Side Show with their own transportation.
 Address **BUCK BROS., CIRCUS, Tulsa, Okla.**

BRIGHT LIGHT EXPOSITION SHOWS WANT

Shows, Rides and Concessions of all kinds. Going
 south. Out all winter. Write or wire. Appoint-
 ment, Va., this week.

J. HARRY SIX SHOWS

WANT for long season South, Cookhouse, Cigaret
 Gallery, American Palmistry, Fishpond or any Con-
 ceptions that work for Stock. Will book Shows
 with own transportation. Auto Kiddie Ride, Friend-
 ship, Tenn., this week, Fair: Scotts Hill, Tenn.,
 week October 10.

WANT

Due to disappointment, Side Show Arts and exha-
 ustive business, I am ready to sell ready for so-
 lution. Write **W. J. BUNTS, CRYSTAL EXPO**
SHOWS, Palmyra, S. C., this week;
 Camden, S. C., Fair following.

CORRECTION

ENDY BROS.' SHOWS, Inc.
 PLAY
WASHINGTON, North Carolina
 WEEK OCTOBER 10.
 Not Washington, D. C.

LEW HENRY SHOWS and CLYDE UNITED SHOWS COMBINED WANT

For next week, Aboskie, N. C., Colored Fair, October 10; Suffolk, Va., Colored Fair, week
 October 17, and Loris, S. C., White Fair week October 24. Concessions: Scales, Novelties,
 Wheels, Roll Down, Cigarette Shooting Gallery, Ball Games, Penny Pitch and Palmist. No
 ex except Bingo. Want following Shows, with or without own outfits, Geck, Gilt, Illusion,
 Fat Lady and Monkey Circus.
 Address **LEW HENRY or GEORGE SMITH, Angier, N. C.**, this week.

FAIRS SCOTT BROS. SHOWS

Want for six more good old Alabama Fairs: Arab, Cullman, Ala.; Talladega, Ala.; Camden,
 Ala.; Mobile, Ala., Colored Fairs and all winter, never close. Want Grind Shows, one
 more Flat Ride, Musicians and Performers for Colored Minstrels. All winter's work. Stock
 Concessions. Address **Gunterville, Ala.**, Fair this week.

IT'S SENSATIONAL
THE BIGGEST TABLE LAMP
VALUE EVER PRESENTED!
 No. 9610—18 1/2 inches High. Complete with a
 Beautiful Decorated Shade. Packed 12 to a Car-
 ton. Each (in Doz. Lots) **55c**
Try a Trial Order and Be Convinced
 WRITE FOR OUR GENERAL CATALOG.
 When Writing Please State Your Business.
 Headquarters for the Most Complete Line of Premium
 Merchandise, Etc.
WIS. "DELUXE" CORP.
 1900-12 No. Third Street, Milwaukee.



FAVORITE SWEETS ONE OF MY NEW 1938
CANDY FLASHES
 It's a High-Class Box. Size 11 1/2 x 5 1/2 x 2, and
 packed with First Quality Hammer Candy that is guaranteed
 to withstand all weather. Wrapped in Assorted Colored
 Cellophane. Packed 4 Dozen to Carton.
Dozen, \$1.10—\$4.40 Per Carton
 25% Deposit With All Orders. Balance C. O. D.
 Sent for Free Illustrated Catalog.
MARVEL CANDY CO., Inc. 101-103 Wooster St.,
 NEW YORK CITY.



SHRINE CIRCUS AND EXPOSITION
EL PASO, TEXAS, OCTOBER 29 TO NOVEMBER 5
WANTED—Performers, also Flying Act, Bareback Riding Act, Menage Riders,
 good Clowns. Write or wire, state all, to **VERNE NEWCOMBE**, Musicians
 write **GABE FLOTO**, Butchers and Novelty Men, write **BOSTON McLOUGHLIN**,
 Suite 502, Martin Bldg., El Paso, Texas.

W. C. KAUS SHOWS, Inc.
 WANT FOR WINSTON-SALEM, N. C., COLORED FAIR,
 Eating and Drink Stands, Popcorn, Floss, Candy Apples, Novelties, Scales, Palmistry, Dig-
 gers, Arcade, Bowling Alley, Jingle Board, Penny Pitches, any legitimate Grind Store, Any
 Walk-Thru or Pit Show, also Rides. Address communications
W. C. KAUS, Smithfield, N. C.

WANTED SHOWS and CONCESSIONS
FOR SOUTH LOUISIANA STATE FAIR, DONALDSONVILLE, LA., 8 BIG DAYS AND NIGHTS,
STARTING SUNDAY, OCTOBER 9.
 Cook House, Stock Concessions of all kinds except Novelties, Bingo, Diggers, Frozen Custard. All
 other Concessions open. Location will be at Fair Grounds from October 6 on. Come early and be ready
 for the big day, Sunday. Concessions all open. Franklinton, La., Free Fair, week October 10; Stanton,
 La., Fair to follow. All wires
MILLER AMUSEMENTS, McComb, Miss., This Week.

WANT SHOWS OF ALL KINDS
 Also Loop-o-Plains, Kiddie Rides, Concessions of all kinds, Custard, Cook House, Bingo, Orangeburg
 Colored Fair, October 10 to 15; Laurens White Fair, October 17; Greeley White Fair, October 24; all
 in South Carolina. McOlin, Mechanic; Jack Hubbard, Chas. Siegrist, Bill Harris, all wire. This
 week's address.
HELLER'S ACME SHOWS
 Brodax, Va.

CHASE CITY, VA., FAIR
MECKLENBURG COUNTY, WEEK OCTOBER 11
WANT FOR CHASE CITY, VA., FAIR, AND BALANCE OF SEASON OF FAIRS,
 Legitimate Concessions of all kind except frozen and Lead Gallery. Peanut Machine. Have one for
 sale. Eat and Drink Stands. WANT SHOWS: Minnets, Athletic, Single Pit Attractions. Prefer
 Shows with own outfit. Experienced Help on all Rides. All address **MANAGER**
KAUS EXPOSITION SHOWS, INC.
 Kinston, N. C. (Fair), This Week.

HAGERSTOWN, MARYLAND, FAIR
OCTOBER 18, 19, 20, 21.
 Have good locations for Merchandise Wheels and all other legitimate
 Concessions. Everything on Midway independent. Address
CHAS. W. WOLF, Secy.

ATTENTION AERIALISTS!!
FOR SALE BY PAUL LORENZO
 Entire Equipment Used To Present the Act Known as **THE FOUR AERIAL LORENZOS.**
 Will sell the Best Double High, Ladder Rigging ever erected on any Fair Grounds, complete with all
 our Lines (Options), Block and Fall, Steel Stake Rackets, Stake Pulley, 2 Spotlights, 2 Floodlight Hoops
 and Light Cable. One 1938 International Truck, new this year, with less than 10,000 miles on it now,
 with body built to fit rigging. Will sell Rigging and Equipment with or without Truck. If interested
 get in touch with me at once. Equipment is stored in Chicago, Ill. Would be glad to show same
 at any time. Address **PAUL LORENZO, 1116 N. State St., Chicago, Ill.**

WANTED ORGANIZED MINSTREL

To join at once. Will furnish complete outfit and transportation. Pay your own wires.

JOHN B. DAVIS,
Southern States Shows
Alma, Ga.

WANTED

FOR POMEROY, O. STREET FAIR—ONE HUNDRETH NORTHWEST TERRITORY CELEBRATION, OCTOBER 11 TO 15.

Legitimate Concessions of all kinds, Pitch-Tilt-U-Win, Cigarette Shooting Gallery, Hoop-La, Fish Pond, Lead Gallery, Shows of all kinds with own outfit. No Girl Show. Peebles, O.; then Pomeroy.

JACOB PRYOR

LITTLEJOHN FAIR CIRCUIT

Booking Shows and Rides for 20 per cent. Opening for legitimate Concessions, Scales, Ball Games, Cane and Kiddie Rides, High Striker, Hoop-La, Fish Pond, Lead Gallery, Cigarette Shooting Gallery, Novelty. Want small Band. Want one more Free Act. Troy, Ala. Fair begins Tuesday night this week.

THOS. P. LITTLEJOHN

BROWN NOVELTY SHOWS

Want good High Free Act for balance of season. **F. Z. VASCHE,** Manager, Camilla, Ga.

READING'S SHOWS

NEED STOCK CONCESSIONS. WANT Ball Games and American Palatistry for balance of Fair. Need Grand Shows, low percent. Ride Help and Concession Agents. Warsaw, Tenn., 10c Fair, this week; Henderson, Tenn., White Fair, and Reynolds, Tenn., Colored Fair, next week.

W. J. WILLIAMS, Mgr.

APPLY

For Concessions and Rides for
3 DAY FAIR

October 20, 21, 22
J. B. McQUEARY, Oswatomie, Kan.

CRYSTAL EXPOSITION SHOWS

WANT FOR THE FOLLOWING FAIRS:

KERSHAW COUNTY FAIR, CAMDEN, S. C., October 10 to 15; CHESTERFIELD COUNTY FAIR, PAGELAND, S. C., October 17 to 22; DARLINGTON COUNTY FAIR, DARLINGTON, S. C., October 24 to 29; COLLETON COUNTY FAIR, WALTERBORO, S. C., November 1 to 5. CAN PLACE Legitimate Concessions. WANT Acts for Side Show, new to features; Talker and Features. Opening for some Ride Help; must be sober and reliable. All on salary and sure. Address this week.

W. J. BUNTS, Shelby, N. C.

BARFIELD'S COSMOPOLITAN SHOWS

WANT FOR LAURENS COUNTY FAIR, DUBLIN, GA., WEEK OCTOBER 10, AND SEVERAL GOOD FAIRS TO FOLLOW.

One or two more Shows, also Hoop-La-Place. Good opening for Legitimate Grand Stock Concessions. R. V. Lewis wants Carrot, Tomatoes and Baritone, also Chorus Girls for Colored Minstrel. Salary advance for Minstrel. Lowdown Johnson wire. Address Canton, Ga., Fair this week; then Dublin, Ga.

ROLAND SHOWS

Kinston Recreational Fair, Kinston, N. C., New Fair Grounds. Place Shows, Concessions and Kiddie Ride. Thousands of Tickets for Fair sold in advance. This is Five-County Colored Fair; best Tobacco Section of South. All Fairs until Armistice. Out until December. All address
N. P. ROLAND, Scotland Neck, N. C., this week.

CELEBRATION SHOWS

Positively hold exclusive contract at

BARRY, ILL., STREET FAIR, OCT. 10 to 15, Incl.

Can place Rides and Shows that do not conflict with what we have. Wire. Out all winter. Will sell exclusive on Cookhouse, \$25.00 per week with 2 weeks' deposit in office. Can place Fishpond, String Game, Long Range Gallery, High Striker, Cigarette Gallery, Scales, Palatistry or any Legitimate Concessions. Wire CELEBRATION SHOWS, Barry, Ill.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

**3 Carnivals
Now Unionized**

AFA activities temporarily
slacken as many shows
close—Hennies picketed

CHICAGO, Oct. 1.—Drive of the American Federation of Actors to organize the carnivals will to some extent be temporarily curtailed by the close of the season for most shows. To date only three shows have been signed by the union, according to Paul Sanders, carnival organizer. These are the Royal American Shows, Beckmann & Gerety Shows and Rubin & Cherry Exposition. Statements published last week (not in *The Billboard*) to the effect that the Johnny J. Jones Exposition and the Fairly & Little Shows had signed were untrue. Negotiations are still being carried on with the Jones show, while Noble C. Fairly advises "we have not talked to any official of the APA or any other organization."

Agreements so far signed are for a two-year period and they provide that the employer recognize the AFA as "the

McCaffery's Statement

CINCINNATI, Oct. 3.—The following statement was received by wire by *The Billboard* this morning from J. C. McCaffery from St. Louis:

"We have agreement with the union to negotiate with it on contract covering wages, etc., by October 15."

Mr. McCaffery is vice-president and general manager of the Amusement Corp. of America, of which the Royal American, Beckmann & Gerety and Rubin & Cherry shows are members.

true and only representative of all the employees of the employer, consisting of both performers and workers, and as the sole collective bargaining agency for said employees, excepting those employees that are within the jurisdiction of other unions chartered by the American Federation of Labor."

Realizing the difficulty it faces in attempting to make an agreement acceptable to all concerned, the AFA is showing a willingness to allow a certain flexibility in its requirements. Facing many situations with which it is unfamiliar it has left the way open for alterations in re-

quirements found untenable as first formulated. Thus Article 9 of the agreement, referring to compensation insurance, has been a matter of argument which is not yet fully clarified. Likewise in question is Article 18, which provides that the employer agrees to bind himself to permit extension of terms and provisions of the union agreement to include "any and all projects, undertakings or enterprises . . . in which the employer may hereafter or simultaneously acquire or secure an interest, either as owner, partner, contractor, subcontractor, joint venturer or assignee." These and other provisions are to be modified as exigencies require.

Principal Provisions

Main provisions of the agreement in brief are as follows:

Recognition of AFA as the only bargaining agency; only AFA members to be employed; non-union men may be hired if no union men are available, but such employees shall make application for admission to union; two weeks' notice, in writing, by either party shall be required to terminate any engagement of a performer not covered by a term contract; no worker to be discharged without one week's notice except for deliberate violation of reasonable regulations; workers desiring to leave shall give one week's notice; no fines or penalties of any nature to be imposed upon any employee; employees to be covered by workmen's compensation insurance; provision of medicine, medical attention and hospitalization for all employees for illness or injuries sustained while in pursuit of regular employment, such hospitalization, etc., to be provided for not more than 15 consecutive days; union representatives to have free access to place of business of employer for purpose of interviews, etc.; no discrimination against employees for union activities; check-off system of collecting union dues; no lockouts or strikes; differences not amicably settled in 10 days to be referred to three-man board for arbitration; extra work outside regular employment to be paid for at an agreed wage; employers furnishing board may deduct \$7 per week from employee's salary; minimum wage guarantee.

Variable Wage Scale Probable

Minimum wages to be set in the various classifications are still a matter of adjudication and it seems probable that a variable scale will be adopted. It is provided that openers, talkers or front men shall receive not less than 10 per cent of the net receipts, with a minimum guarantee, concession agents 50 per cent of the net receipts and bannermen not less than 50 per cent of net receipts.

It is further provided that the minimums set shall apply on all still dates and that employees shall receive an additional 20 per cent when shows are playing fairs or celebrations. Concession agents and bannermen are not included in this provision.

Agreement also contains a paragraph reading: "In the event that it shall be found that the foregoing schedule shall contain inaccuracies or that there shall be omissions therefrom, the union shall have the right to have the necessary corrections or insertions made."

Sanders expects to visit a number of shows during the next two weeks, but as many are closing their season organizing activities are apt to be considerably curtailed for the balance of the year or until the November-December meeting in Chicago. An active membership drive among employees of shows will be inaugurated when the 1939 season starts.

KNOXVILLE, Tenn., Oct. 1.—Jack Mills, AFA representative, picketed Hennies Bros.' Shows, playing the Tennessee Valley Fair here this week. Two shifts were used, as the shows operated from 3 a.m. until midnight. Picketing did not have the sanction of the local labor council and had no effect upon attendance.

Joe Morgan Seeks Sons

CINCINNATI, Oct. 3.—Joe Morgan in a letter to *The Billboard* asks that anyone knowing the whereabouts of his sons have them contact him immediately at Ware Shoals, S. C., where he will be this week. Morgan says there is serious illness in his family.

Roebuck's Wife Stricken

CINCINNATI, Oct. 3.—Mrs. Harry Roebuck, wife of the concession operator, was stricken ill at her home here yesterday and sent to Good Samaritan Hospital. Roebuck, who is with one of the Gooding units, has been summoned to her bedside.

**Marlo & LeFors Close
With White City Shows**

RENO, Nev., Oct. 3.—Marlo and LeFors, high act, closed with White City Shows here last week and will spend about 10 days deer hunting in the Sierra Mountains before returning home to Los Angeles.

After storing their concessions and free act they will make an extended trip to the East, combining business and pleasure.

CHI OPS WELCOME

(Continued from page 23)

and night club ops were caught unprepared, as far as making plans for more than ordinary entertainment bills, but are looking forward to share in the coin pie anyway.

Baseball crowds, augmented by several conventions, including the national gathering of the Retail Druggists' Association at the Sherman, will give the local nitery boys one of their most profitable weeks of the season. As far as could be ascertained the spots will maintain regular price policies and will let the celebrators enjoy the evenings at reasonable figures. Local dailies will reap extra ad space on their night club pages for the week.

NIGHT CLUB

(Continued from page 23)

and also makes them a little less conscious of their spending.

The Casino also had Stanley Fields and Harry Cook doing a fast table tennis turn, with Lou Perry as commentator. The game was not part of the regular show and did much to add variety and color to the club's entertainment.

Free Toe-Tap Instructions

A NEW twist to the free ballroom instruction to patrons gag is that employed by the Monte Carlo, New York. A featured dancer of the club is advertised as giving an exhibition for early diners and free instruction for any who might be coaxed to try it. The dancer is, of course, forced to make an appearance at the club earlier than the floor show.

World's Fair Tie-Ups

AN EVIDENT source of mutual advertising possibilities for the New York cabarets is the many tie-ups with the coming World's Fair there. Latest of the stunts is that of the Old Rumanian which, in printed tips to sight-seers, plugs itself this way: "A MUST on your itinerary, (1) the New York World's Fair, (2) the Old Rumanian."

The Cafe Boheme, on the other hand, instructs its patrons that its lighting system is identical with that to be used to light up the fair buildings—a new fluorescent lamp.

Pulling the Artists

ENCOURAGING reports received from several proprietors speak hopefully for an idea recently adopted by a few restaurants and cabarets that are in the immediate vicinity of concert halls, radio stations, theaters, etc., in New York.

These spots have publicized and put into use separate rooms, or where the floor space does not warrant a separate room just a partitioned corner, dubbed the Idle Hour Room or something similar. These rooms or niches offer facilities for card games, backgammon, checkers, chess, writing material, etc., for artists who have an hour or two to kill between concerts, radio programs, shows and so on.

Of course, the rooms are adequately equipped with numerous timepieces to keep a strict tab on the passing minutes.

Backgammon Nights Popular

BACKGAMMON is again this season a prominent heavy-minute dispeller in many of the better New York clubs. So much so that the Club Gaucho, in the Village, has set aside Wednesday nights as Backgammon Nights, when the patrons may pit their skill against each other or some skillful player maintained by the spot.

BARLOW'S SHOWS

Out till Christmas. Have outfit open for Athletic, Hillman, Cook, small Minstrel, Snake, Ball and Ball. WANT Legitimate Concessions only. Cookhouse, Corn Gator, Diggers, Captain, Palatistry, Penny Arcade open. WANT Ride Help on Merry-Go-Round, Ferris Wheel, Chastebone, Boog City, Mo., this week; Renab, Mo., next week; Marmaduke, Ark., week October 17; Hooter, Ark., week October 24; all street locations.



Palace Theater Building,
New York.

NEW YORK, Oct. 1.—Lew Dufour, chairman of the banquet committee, has called a special meeting to be held at the clubrooms October 3 at 8 p.m. President George A. Hamid hopes to be present and lay before the membership and the banquet committee the plans of operation for the Benefit Banquet on November 23 at Commodore Hotel here.

Chairman Dufour advises that the souvenir book to be printed in connection with the banquet will be a "Who's Who" in outdoor show business of 1938. Many prominent showmen have already reserved space within its covers. Contracts and dummy pages are being sent to members. If you do not receive your copy write the banquet committee and it will be forwarded posthaste.

Treasurer Jack Greenspoon called at the clubrooms before going south on the fairs. He said he was more than pleased with improvements made in the rooms. Jack pledges that he will personally be responsible for more than \$200 for tickets and space in the souvenir book.

Harry Schwartz, chief of club's repair department, is busy preparing the rooms for the opening of the fall season. James E. Strates Shows put on a drive for the NSA at Bloomsburg, Pa., this week, and from all indications event was very successful. Final returns have not come in, but the report will be published soon. Vice-President Max Linderman advises from Allentown, Pa., that despite the hurricane, the World of Mirth Shows put on a benefit

for the club and raised about \$300. Linderman says the Allentown benefit was only a dress rehearsal compared to the one he'll put on at Winston-Salem. Cetlin & Wilson Shows put on a benefit and drive for club at the New Jersey State Fair, Trenton, N. J., September 29, with President George A. Hamid and the fair staff co-operating. Many new members were enrolled and considerable money raised. Cetlin & Wilson will put on another benefit and membership drive for the club when they get to their home town, Greensboro, N. C.

Members who are in arrears are reminded that dues are always in order. Look at your card. If it does not read, "Dues paid to July 15, 1938," you are not in good standing and should communicate with John M. Liddy, executive secretary, and arrange for an extension of time.

Congratulations are extended to the following members on their birthday anniversaries: October 7, Richard J. Coleman; October 9, Max Goodman and George Gerber; October 10, Al Piosso, and October 12, Edward J. Gennett.

New applicants since last listing include Jake Shapiro, David Hifenadt and Ralph A. Hankinson, proposed by George A. Hamid; Jacob Rebein, proposed by Charles L. Miller. Applications from Cetlin & Wilson Shows; Bob Kirshman, proposed by George A. Hamid; Dick Garfield, Luther O. Miller and George Hirschberg, proposed by Al McKee; Eugene Shriver, proposed by Sam Rothstein.

Former governor of New Jersey, Harold G. Hoffman, has joined our ranks, proposed by George A. Hamid.

Trenton Fair Draws Best Gates in Years

TRENTON, N. J., Oct. 3.—New Jersey State Fair yesterday closed one of its most successful renewals in recent years from an attendance standpoint with a second consecutive day of AAA-sanctioned automobile races. Accounting system employed by the management makes it impossible to obtain accurate gate figures until a later date, although unofficial estimates put the first seven days' draw between 150,000 and 175,000.

Fair played to clear, cool weather throughout the week with exception of Friday, when intermittent rain held patronage to a minimum. Chilly weather hampered the night grand-stand show and curtailed spending to some extent on the midway. Cetlin & Wilson Shows reported good business, although no records were broken. Automobile races, under direction of Ralph A. Hankinson, drew the largest crowd of the week on Saturday with the exception of the opening Sunday, when Lucky Teter showed here for the third consecutive year, and on Monday, when kids were admitted free.

George A. Hamid, president, expressed satisfaction with the week, stating that he is confident that with continued excellent co-operation of State and city officials the fair has a bright future in store. Further details on the fair will appear in next week's issue.

Kelley Quits as General Agent for Goodman Shows

CINCINNATI, Oct. 3.—L. Clifton Kelley resigned on October 1 as general agent of the Goodman Wonder Shows, he advised *The Billboard* in a telegram from Corinth, Miss.

"I have put in one of the most pleasant seasons I have ever enjoyed in the carnival business," he said. "I found Max Goodman as boss everything that an agent could ask of an owner. I am leaving him for reasons of my own but wish him and the Goodman Wonder Shows every possible success."

Cole Bros.' Case Goes to Referee

SOUTH BEND, Ind., Oct. 1.—Judge Thomas W. Slick, of the United States District Court here, today referred to Alvin F. Marsh, of Plymouth, Ind., referee in bankruptcy, the case of the Cole Bros.-Clyde Beatty Circus of Rochester, Ind. Attorneys for the circus filed consent to the judgment on account of a petition filed against the circus by four former acrobats.

Marsh will examine the creditors and investigate all claims and other matters pertaining to the bankruptcy.

ROWAN COUNTY FAIR

SALISBURY, N. C., WEEK OCTOBER 10.

Can place all legitimate Game Concessions and Eating and Drinking Stands. Five more outstanding Fairs to play. Address this week, Albemarle, N. C., Fair.

CETLIN & WILSON SHOWS

John R. Ward Shows Want

For Donaldsonville, La., Fair, starting Sunday, October 9, and other Louisiana Fairs. Shows—Furnish outfit for capable showmen. Performers and Musicians for Minstrel Show, clean Girl Show. Place all Stock Concessions, 10-cent limit. Want first-class Merry-Go-Round and Ferris Wheel Foreman and Ride Men. Stay out till Christmas.

JOHN R. WARD, Donaldsonville, La.

MAD CODY FLEMING SHOWS

Want for Cumming Fair on Streets, October 10 to 15; Warren-Glascock, Two-County Fair, 17 to 22; Burke County Fair, 24 to 29; Eli, Octopus, Tilt, 2 High-Class Shows, Stock Straight Wheels, clean Concessions. These Fairs will make you money. Have 3 more; then all winter's work for those joining at Cumming. I haven't closed since 1932. Get with a show that knows the territory. Nobody booked for winter after Cumming.

MAD CODY FLEMING, Commerce, Ga., this week.

MODEL SHOWS, INC., WANT

For Fairs, long season in Florida, A-1 Promoter, Animal or Monkey Circus, Grand Shows. Book Octopus Ride for this and next season. Sell exclusive on Novelty Concessions; come on. Colored Musicians for Band. Easton, Ga., this week-end; then Thomson, Swainsboro, Douglas, Meultrie, all Fairs. Concessions wire CHARLIE SUTTON, others DICK HARRIS.

Miller Shows Want

For following Fairs, Celebrations: Clarkdale, Miss., week October 24th; Greenville, Miss., Fair; Vicksburg and Cleveland. Want at once: Double Loop-o-Plane or Roll-o-Plane, Octopus or any new rides. Shows: Can place Shows of all kinds. Place Organized Minstrel. Will furnish outfits for worth-while shows. Concessions of all kinds; no exclusive except Bingo and Cookhouse. Want experienced Loop-Loop Foreman. Write or wire this week, Magnolia, Ark., Fair; Benton, Ark., Fair, week October 10th; then as per route.

WEST BROS. SHOWS WANT

For Yazoo City, Miss., Fair, this week; Greenville, Greenwood, Vicksburg, cream of the South. Concessions of all kind; Ride Help. Organized Minstrel Show, come on. Want Free Acts for Greenville; must be sensational. Out until Xmas.

WANT -- HARRY BURKE SHOWS -- WANT

FOR COVINGTON, LA., FREE FAIR, OCTOBER 3 TO 10.

Shows of all kind with own outfit. Stock Concessions of all kind (no Flat Joists). Cigarette Gallery. American Palmistry, Fish-Till-You-Win, Lead Gallery, Fish Pond, WILL BOOK Kiddie Ride. Marksville, La., Fair, October 12 to 17; Abbeville, La., following. All address HARRY BURKE SHOWS, Covington, La.

WANT For Greenville, S. C., Colored Fair

OCTOBER 17-22, INCLUSIVE, AND FOUR OTHER FAIRS TO FOLLOW.

Shows, Concessions and Rides that don't conflict. CAN USE good Plantation Show; will supply Top. This week, Legion Celebration, Lenoir, Va., week October 11. Fireman's Tobacco Festival, Brookman, Va. Get in on some real ones. P. S.—Sam Merham can use good Ride Help, especially for Ferris Wheel and Chairlift.

BARNEY TASSELL SHOW UNIT

CAMPBELL'S UNITED SHOWS WANT

FOR FOLLOWING BONA-FIDE FAIRS, NOT PROMOTIONS:

SALUDA, S. C. Week October 10; ELBERTON, GA. COLORED FAIR, Week October 17; DUBLIN, GA. COLORED FAIR, Week October 24; SOPPETON, GA. FAIR AND ARMISTICE CELEBRATIONS, to follow; then South Georgia and Florida all winter, as usual. Four Rides, Kiddie Rides, Loop-o-Plane, Trip-a-Wild, or any Ride that does not conflict with Wheel, Merry-Go-Round and Swing. All legitimate Concessions open, no exclusive. Grand Shows, Colored Performers and Musicians especially. WANT Blues Singer and Trombone Player. WILL BUY Minstrel Top. Warrenton, Ga., this week; then as per route.

Want Cookhouse To Join At Once

Shows with own outfits, Loop-o-Plane with own transportation. Concessions all open except Corn Game and Photo Gallery. Out until Christmas. Opelika, Ala., Fair this week.

L. J. HETH SHOWS

CRESCENT AMUSEMENT CO. WANTS

Pickens County Fair at Central, S. C., Oct. 10-15. Concessions that work for Stock and not over 10c. No grill or rocket, no Mitt Camp, Spoons, Grab or small Cookhouse, Fish-Till-You-Win, String Game, Penny Cakes, Candy Floss, Fishpond, Cigarette Gallery, Hall Games, Sam Swain wife, Rides: One more Flat Ride, Octopus, Tilt or Whip, Any Pin or Grand Show that can get money. All fairs until November 12, showing at DeFuniak Springs, Fla., biggest Armistice Day Celebration in the South. Free Act for DeFuniak Springs, Fla., November 11 write HOWARD CAWTHON, DeFuniak Springs, Fla. All others L. C. McHENRY, Woodruff, S. C., this week; Pickens, S. C., October 10.

20 CAR CARNIVAL WANTED

DOTHAN, ALA., WEEK NOV. 7-12.

SOUTH ALABAMA (Interstate) FAIR

Address JOE GUNNELLS, Mgr. Concessions, P. O. Box 359, Dothan, Ala.

WANTED QUICK

Octopus Freeman, also Shows and Concessions, Huntington, Tenn., Fair this week; Courtland, Ala., Fair next. Wire.

ROGERS GREATER SHOWS

WANTED AT ONCE

Cook House and all Legitimate Concessions. One more Flat Ride and one Kiddie Ride. Playing all Fairs, closing Armistice Week, Waycross, Ga. Ride Help, drive to Waycross.

SAM LAWRENCE SHOWS, Hamlet, N. C., Fair, this week; Conway, S. C., next week, Fair.

WANTED

Iside Lecturer at once. Prefer one who does Magic, also Annex Attraction, one good Working Act. Schedule attached. Fairs to follow closing of this season. All wires SIDE SHOW MANAGER, ART LEWIS SHOWS, Wilton, N. C.

Wanted To Buy Tent

50-60 or 70 with middle. Also Elephant and other Animals.

SOCIETY CIRCUS,

Clinton, N. O.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

OPENING UP

As encouraging reports begin to come in of enlarging fields for the operation of amusement games it is a good time to inquire what it is the trade itself does to bring about the closing of territory. It has been suggested by a prominent Chicago manufacturer that frequently when a field opens up almost immediately steps are taken by members of the trade which make it necessary for officials to ban the machines again.

He says that the methods of operating amusement games in many places have given them a worse reputation with officials and business men than slot machines have had. That is something for the games people to think about.

This manufacturer says it all may be traced to high-pressure salesmanship or something like that. That is, some or all the operators in the given territory try to high-pressure locations and the local field into taking a chance on machines that are not of the type permitted under local regulations.

The manufacturers are saying that they now produce a sufficient variety of machines so that operators in any territory can have very modern devices that will comply fully with local regulations and at the same time appeal to the public desire for novelty in games.

Manufacturers are beginning to emphasize this fact in their advertising and publicity and they want the operators, they say, to realize just what they are trying to do. So that in every local field that opens up to certain types of amusement devices the local trade will not try to slip in machines under high-pressure tactics.

These manufacturers are beginning to say that it is better for all concerned that a smaller volume of machines be used, so that business would be prolonged over an extended period, rather than to flood a newly opened territory with an excess of machines and bring about its early closing.

If all manufacturers will fall in line with this policy of building good machines to conform to local public opinion and official requirements, then it ought to be possible for the trade to remove a lot of high-pressure tactics and cutthroat competition all the way down the line.

When operators are asked about high-pressure tactics in recently opened local fields they frequently say that manufacturers put on the pressure either directly or thru their salesmen or distributors and that this is where the pressure to use unsuited machines comes from. Every operator could possibly cite names and examples.

A manufacturer tells me that when someone from the new field comes to him for machines, even tho it is known that the machines have not been approved for the particular field, that as a manufacturer he will sell all the machines the customer will take. As a manufacturer he feels that the territory will soon be closed down and he might as well get all the business he can while he can.

Operators report on this idea that usually it is one or a few men in each territory who immediately try to bring in

machines that do not comply with local conditions. A distributor from a city where trouble flared up recently told me that "five or six" men had deliberately threatened to "close up" the territory by pressure tactics rather than use the types of machines which had been approved by city officials.

If these are true analyses by operators and manufacturers, apparently there is great need of a getting together of manufacturers, distributors and operators in order to crystallize sentiment on these points. It is apparent that there is pretty common agreement among individuals in all divisions of the trade as to what causes much of the trouble when operating conditions begin to get better. But individuals are helpless in meeting a situation that affects all the trade. To make the sentiment stronger for the right ideas and to give it some practical force some common discussion and agreement on policies is needed.

Naturally, it falls to the lot of the manufacturers to build machines that will conform to local regulations and at the same time appeal to the public. Manufacturers insist they are doing this more and more. Some of them point out that what they mean by using only those machines which meet local approval may be illustrated by the trade stimulator types of machines. These trade stimulator machines vary all the way from counter devices to streamlined console machines. Reports show they can be used where the well-known bell type of machine is strictly taboo. The idea in such areas is to stick strictly to trade stimulators and not try to slip in the bells.

That public sentiment will accept trade stimulators long before it would accept jackpot machines is easy to see. The trade is well acquainted with the fact that in England the public accepts machines which pay awards in cigarets as a normal method of promoting sales. It can happen here.

What can be done to eliminate those trouble makers that exist in every field is a problem that always comes up. It seems to me that when officials in any area show friendship and consideration for the trade by setting up permissible regulations some frank explaining of the facts to city councils and department heads might help to avoid later difficulties. Getting a favorable chance to make matters clear is a job in itself, but the trade can get somewhere by preparing itself to seek such opportunities.

Anyway, we all seem to be agreed that when new local areas set up regulations for amusement games the trade itself should go the second mile in keeping those regulations. The trade should not begin immediately to try to slip something in.

The business is taking on new life and it may be better to go a little slower and make the business last longer. The music and vending machine sections of the trade will heartily approve of this idea, for sometimes the high-pressure tactics of the games people makes trouble for them. Instead of holding aloof as the vending and music people sometimes seem to want to do, let's hope they join hands in helping to keep all lines of the trade within reasonable bounds.

National Aims To Please Ops—Backe

MERRICK, L. I., Oct. 1.—Earle C. Backe, of National Novelty Co., reports that he is making it his business to see that the wishes and demands of operators in regard to games are being met by his organization.

Says Backe: "We have had a great deal of experience in the coin machine business and know that the operator who is working hard on his route expects the source of supply for his machines to condition the games sold him so that he will have no trouble with them on location. Many operators have their ideas as to how the games should be conditioned. Their requests in this direction are noted on their orders and rigidly conformed to."

"Games are checked and rechecked after they have been fixed up according to the operators' specifications," stated Backe, "and we know that they are satisfactory. This rigid system for satisfying will have its results, I am sure, in operators' realization that National knows how to give them the equipment they need and want."

"Business has increased since we instituted this system. So we feel that whatever the operator wants is just what he is going to get from us—or we won't ship the games to him," concluded Backe.

Ace Distributors Report Sales Good

NEWARK, N. J., Oct. 1.—Jack Kay, of Ace Distributors, reports: "Our sales, which we have presented recently, have clicked every time. Our advertising was very effective, reaching the ops that wanted and needed games. Our sales graph is very pleasing to look at."

"With the fact in mind that previous sales have been very successful and in view of the fact that we are giving the ops the best buys that they can get from anyone, we are finding that our sales are clicking to an extent that it will be profitable to both ops and ourselves to feature more of these value-giving sales. We are behind in our shipments at present and are rushing to catch up with the press of business."

"Because of our success, we have decided to advertise more and more and give the ops the best bargains they have ever received in return for the tremendous business they have been giving us."

Ponser Opines Credit Plan Okeh

NEW YORK, Oct. 1.—"There is no doubt in my mind that conditions have improved throughout the country," stated George Ponser, head of the firm bearing his name. "This means that more and more games are needed by operators. To help them get these games we have arranged for liberal credit to reliable operators."

"We are so certain of the new games of the factories that we represent, that we feel this offer of liberal credit to responsible operators is not a risk. These new games will increase collections for all operators and, in general, will promote coin machine prosperity."

"Whatever the general opinion may be, regarding industry as a whole, there is no doubt as to its future. The coin machine industry has become a definite part of American amusement and will continue to bring even greater results as people become more prosperous."

Oriole Games Win Ops' Favor

BALTIMORE, Oct. 1.—Eddie Ross, of Oriole Coin Machine Corp., reports that he has received a letter which justifies all the work involved in conditioning Oriole games so that they work perfectly when received by operators.

Said Ross: "The operator stated that he had had trouble with a game and did not want to ever see a game like it again. He said that he had come to us to buy a game and was disgusted when he received a game identical with the one that had caused him trouble. In fact, he said he was going to return it, but due to his need for games, placed it on location. He was surprised, according to his letter, when the game

worked perfect. Investigating, he discovered that it worked perfectly because Oriole had preconditioned the game; that is, they had made adjustments and rearrangements that had guaranteed a perfect game."

"It's always nice to get a letter commending us on something when we least expect it. We have not said much about our superior workshops and craftsmanship and it is a real pleasure to know that it is known and recognized by operators."

Sales Force Active, Says Fitzgibbons

NEW YORK, Oct. 1.—John A. Fitzgibbons reports that his sales force is one of the most active in the country at this time.

Says he: "Covering the entire New England sector for Fitzgibbons Distributors, Inc., is Tommy Callahan. He travels thruout Maine, Vermont, New Hampshire, Rhode Island, Massachusetts and Connecticut."

"In Pennsylvania and Southern New Jersey, Archie A. Berger is in charge of the sales, making his headquarters in Philadelphia. For Delaware, Maryland and Washington, D. C., Art Nyberg is in charge of our affairs. He makes his headquarters in Baltimore."

"For New York City, Bill McDonald, Jack Devlin and myself are taking charge of all sales at the headquarters of the firm. In uptown New York City, Gene Callahan is in charge of the offices that cater to the Bronx and Westchester ops."

"In Newark, N. J., Helen Fitzgibbons handles the State of New Jersey and is doing a very fine job."

"Right now this force is unusually active because of the special deal which we have for all operators from Maine to Maryland."

Lane Likes Three New Genco Games

NEW YORK, Oct. 1.—Bert Lane, of Seaboard Sales, is proudly displaying what he terms three new "babies" at Seaboard's showrooms. "They are," says Lane, "Genco's new three-at-a-time hits, Jitterbug, Jitterbug Reserve and Ragtime."

"In line with our policy of doing bigger and better things for the coin machine industry, here we are with three great new games at the same time, each of them boasting its own special features and its own price," says Lane. "Jitterbug is an snappy, bright, fascinating novelty game that has the popular high score and odd ball features. Jitterbug Reserve retains all the features of Jitterbug and adds the try-try-again appeal of the proven reserve feature. Ragtime is an absorbing new free play game with a host of play-inducing new gadgets and a high score feature. All in all, this array is really the finest list of games we've ever featured. And imagine—they're all available at the same time!"

"We're not the only ones who are enthusiastic about the game," said Lane. "Columnen thruout the country are testifying as to the fitness of these games. We like them because they meet the need of every type of location."

Oklahoma City

OKLAHOMA CITY, Oct. 1.—Everything points to a busy fall season for Oklahoma operators, according to Leo Belfy, of Jennings Novelty Co., who recently went on a scouting trip to check on conditions in this State. The trip was a part of a 10,000-mile survey which will take him into Georgia, Florida, Texas, Louisiana, Kansas and Nebraska. Edgar Herrick, partner in the Miller Novelty Co., accompanied him on his Oklahoma visit.

According to Herrick, the unusually large amount of government money being released over the State, the bumper cotton crop and the oil will make this fall important in operating history. As proof that business is on the upward trend, the Oklahoma City company has sold more equipment to State operators the past six weeks than it had during the entire six months preceding. Lots of used equipment is changing hands.

Business is looking up down Chickasha way with George Ward, congenial

**HIT NUMBER, in name
HIT (a) NUMBER, in play
principle, and a
"HIT" NUMBER among
non-payout operators**

**Keeney's new 1-coin 5-ball
FREE REPLAY AWARD GAME**

**9 WINNERS
possible with
each 5-ball play
SINGLE COIN**

**Lower in price than
Free Races and Multi-
Free Races**

They tell us HIT NUMBER is even a better game than those two famous money-makers, Free Races and Multi-Free Races. And it's considerably lower in price. Same free replay award principle as two earlier games with the same mechanically perfect units. Hundreds being placed on new locations each day. Hold your spots by installing HIT NUMBER before Mr. Competitor does.

Operators in non-payout territories are making more money with Keeney's Free Replay Award Games than they ever have with any other equipment. Less "heat," longer run on location and a higher resale value, too.

Free game
unit fully
patented



J. H. KEENEY & COMPANY NOT INC.
Originators of Free Replay Award Games
"The House that Jack Built" 2001 Calumet, Chicago

operator from that section, stocking up on new equipment the past few days.

We are glad to hear that the business outlook around Wichita, Kan., is very bright indeed, and State jobbers report that numerous orders are coming in from that locality. H. F. Loebbeck, from High Grade Novelty Co., of Wichita, was in Oklahoma City purchasing used machines the past week.

Louisiana must also be anticipating an excellent season if the optimistic reports of the Luke brothers, of New Orleans, are any indication. These popular operators are taking a much-needed vacation and were in Oklahoma City a few days ago.

Exhibit's Review and Buttons, Spokes by Chicago Coin are going over great among State operators and seem to be heading the list of non-payout games being sold right now.

Max Phillips, Garber operator, reports the purchase of a lot of good used equipment the past 10 days. His locations are going for Fair Grounds games in a big way, he added.

L. P. Newlin, big operator from Tulsa, is doing a lot of heavy buying of non-automatics and reports business good in his territory. He was busy looking over the showrooms at Boyle's when this reporter happened around.

Three members of Boyle Amusement Co. servicing department are on much-needed vacations. Luther Sweeney is in Fort Worth, Otis Bealmer in Missouri and Buford Hollis in Arkansas. Jim Boyle, the big boss, is on one of his fre-

quent business trips, this time to Kansas City and St. Louis for a week.

Charlie Todd, who operates extensively in Oklahoma and Texas, has purchased a beautiful new home on North Virginia street in Oklahoma City.

L. G. Powers, well-known Mangum operator, recently returned from a business trip to California.

Mr. and Mrs. Harold Miller and attractive little daughter, Betty Jo, have moved from Nicoma Park to their new home on Northwest 27th street, which they recently purchased.

R. E. Gilbert, who operates a little bit of everything up Ponca City way, is enthusiastic about the new Ciga-Rolas and has put a lot of them on location in recent weeks. Other Ciga-Rolas enthusiasts are Don Olson, Clinton, and the Lawton Novelty Co.

L. E. Richards and Paul Mason, who are partners in the operating business at Pauls Valley, are enjoying a pleasant vacation on the West Coast.

Bristow territory gradually is opening up, according to Jack Abrahms, who was in Oklahoma City the other day looking over the new types of games.

O. B. Whitesides, Clinton operator, reports the purchase of a number of One-Two-Threes and a definite pick-up in business.

Miller Flashers are popular with the locations of R. E. Cates, Eufaula operator, who has been purchasing several of them the past couple of weeks.

RO-WO-BO

Red—White—Blue
EVERY DEAL GUARANTEED TO
BE ABSOLUTELY ON THE SQUARE

DON'T BE DECEIVED

WE HAVE SPENT THOUSANDS OF DOLLARS ON
SPECIAL MACHINERY TO INSURE OPERATORS AND
THOSE WHO PLAY WERTS DEALS

A SQUARE DEAL
DEMAND THE GENUINE, ORIGINAL
RED, WHITE AND BLUE.
Originated and Manufactured Exclusively by WERTS

There is a WERTS REPRESENTATIVE near
you who will gladly show and explain the
many varieties of RO-WO-BO games and
many other big money-makers of the
famous WERTS line. Your inquiry will be
graciously received and immediately answered

WERTS NOVELTY COMPANY, Inc.

DEPT. BB-10

FOUR SIZES
2520 — 1800
1260 — 720

TICKETS
26 GAMES
With and Without
JACK POT CARDS



Relates True Story of Vending Machines on "Investment Plan"

Editor's Note: Robert P. Vanderpoel, financial editor of The Chicago Evening American, wrote the following editorial attack on the unethical practice of selling vending machines on the so-called "investment plan." It appeared in the September 16, 1938, issue of the newspaper.

Let's call her Mrs. Sam Smith. She is a widow from a little town in Wisconsin. She dropped into our office this morning and told us a story which we shall try to retell here.

Widow Smith, it seems, owned her own home, had a few fairly good securities and a little cash in the bank. In other words, thru strict economy she might expect to live out her life independently of State or family aid.

A year and a half ago there came to this little Wisconsin town some high-pressure salesmen of one of the largest Chicago companies selling vending machines to the public.

When these salesmen found that Widow Smith had some money and securities they began to "work on her." First of all, they did everything in their power to frighten her regarding the securities she owned. They told her that they were going down, they might soon be worthless. They then talked of vending machines in glowing terms. They said: "Here is a means of assured income. There is nothing speculative about this venture. You will receive dividends every month."

"You need the income, don't you, Mrs. Smith? Well, then, let us help you! We will service the machines so that you have nothing to worry about. If any machine should be in a poor location, we will move it so that the profits will always be attractive."

Still Hesitated

Still she hesitated. This was her nest egg, the insurance money that stood between her and public charity. But the high-pressure salesmen gave her no peace. One said:

"Mrs. Smith, believe me, I want to be your friend. What have you to lose? If at any time you are dissatisfied with this investment, I guarantee to you that I will sell your machines and return your money within 48 hours."

So Widow Smith bought a few of the vending machines with cash she had in the bank. And on the first of the month she received a very nice "dividend." Soon the high-pressure salesmen were back. They induced her to turn over to them for sale some preferred stock and buy more vending machines with the proceeds.

The first of another month came and assures the keeping of the game in the same location for at least a year.

"Bingo is acceptable everywhere. A ball of gum is vended for every penny inserted. Trade awards are given only in territories where such awards are permissible. The way repeat orders are coming in, we expect to sell at least 5,000 Bingos."

she received a fatter "dividend," followed a few days later by her "friends" from Chicago. This time they invited her to the city to see their offices and some of the machines which were making her such nice profits. They put her up at the Stevens Hotel and in the evening took her to the theater. They told her the bonds she owned were becoming shaky and got her to turn them over and buy more vending machines, this time merely racks on which you hang little paper envelopes, nuts or candy bars. And on the first of the month there was an even larger "dividend."

No More Funds

When the "boys" from Chicago came back this time Widow Smith explained that she had no more funds or securities.

The next month there was no dividend check. Mrs. Smith wrote to the company in Chicago and received a very business-like letter in return explaining how times were bad and some of the locations had not been well chosen. As a result there were no profits. She was a turnip who had been bled dry—of course there were no profits.

But this was not all. In time Mrs. Smith received a letter inclosing a bill for the "servicing" of her vending machines. She wrote that she had no more funds—she had invested in all \$5,000. This time she received a reply that the company which had sold her the vending machines and had guaranteed to service them was going out of business; it would be necessary for her to pay her service bill at once and make arrangements for taking over the machines.

Received a Threat

Picture, if you will, Widow Smith facing the task of raising somehow the funds needed to lift the so-called lion against her "investment," coming to Chicago, getting an express company to gather up her machines. She would then have 200 machines and racks and no idea of what to do with them. So she wrote another letter, and this time she received a threat from the concern whose representative had given her a solemn promise to sell her machines at no loss to her on 48 hours' notice that unless she paid the service charges which it had arbitrarily assessed against her a lien would be placed against her home.

Widow Smith once more came to Chicago. This time she was not met at the station by enthusiastic young men and escorted to the Stevens Hotel. Instead, she came to our office and told her story, and we made appointments for her to see the post-office inspector, State's attorney and the Better Business Bureau, which organization, along with ourselves, had from the first fought those crooks who peddled vending machines to the public by high-pressure tactics.

Beg Your Pardon

Due to a mistake in an advertisement in the October 1 issue it was said the reserve jackpot feature of Daval's game Tally went up as high as \$5. The ad should have stated that the reserve jackpot went up as high as \$50.

WILL BUY ZETAS

1938 Skill Times . . . \$180.00	Tanferan, Bally Turf Special . . . \$35.00
1938 Kentucky Club . . . 125.00	Track Times, Greyhead . . . 75.00
1937 Skill Times . . . 100.00	Rosewoods . . . 22.50
Exhibit Jockey Club, 7 Coin play . . . 50.00	Fistwoods . . . 57.50
	Fairgrounds . . . 55.00
	Photo Finish . . . 19.50
	Classic, Garom, 12.50
	Bally's Rammer, 10.00

BEST NOVELTY CO., 1047 ST. CLAIR AVE., CLEVELAND, O.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH
RESULTS

WANTED TO BUY:	Dominoes \$ 15.50	College Football \$17.50
Boort Paces	1938 Skill Times 180.00	Breakers 25.00
Fairgrounds	PAYOUTS.	Photo Finish 17.50
Track Odds	Flashes \$45.00	NOVELTY TABLES
Mills 1-2-3	Races, 7 Coin	Bally Rammer \$ 32.50
CONSOLES FOR SALE:	Head 20.50	Rock-Ola World Series 125.00
1938 Kentucky Club \$139.50	Fairgrounds 65.00	Ohio Derby 20.00
Derby Days 39.50	High Card 17.50	COUNTER GAMES
Liberty Bells 39.50	Derby Days 17.50	Real Spots \$ 38.50
Rosewood 23.00	Stoner Champ 75.00	Big Game Hunter 3.50
Track Times 99.50	Turf Champ 49.50	Cigarette Machines 7.00
Castille Derby Day 49.50	Preview 12.50	MUSIC BOXES.
Dark Horse 44.50	Center Smash 12.50	1938 Rock-Ola \$ 80.00
Hay's Track, Late Style	Winner 12.50	1937 Imperial 20 150.00
rist 39.50	Mills 1-2-3 75.00	

CLEVELAND - CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.

Pitch-A-Penny
in any
POCKET
WIN A pack
POSITIVE PAYOUT
REGISTER
ALL WIDDING
PERIODS GO INTO
SEPARATE CASH
BOX
The World's
FASTEST
counter
game
PLACE PENNY
HERE
PULL KICK
REGISTER HERE
ADJUSTABLE
PERCENTAGE
BEAUTIFUL
MULTI-COLOR
MIRROR GLASS

only
\$18.75
IDEAL SIZE
17" X 8"

WIRE YOUR ORDER TODAY!

UNITED AMUSEMENT CO.
310 S. Alamo, SAN ANTONIO, TEX.

"FOR LONGEST REPUTABLE DEALINGS"

New Games, any make Regular Prices
New Slots, Galien, Jennings, Mills,
etc. Regular Prices
150 used Novelty and Payout
Games At Your Own Price
14 Castille Races \$ 12.50
18 Heavyweights, Air Derbys, Win-
ners 12.00
10 Fiskies, Caroma 10.00
20 Wurlitzer Phonographs, 616A 150.50
10 Wurlitzer Phonographs 616 139.50
10 Do Re Mi Phonographs, like
new 89.50
10 Mills 1-2-3 Games, excellent
condition 60.50
These games and phonographs are in A-1
shape.
Cigarette Machines, floor sample,
original \$99.50 \$39.50
Wire for prices on Rock-Ola, Western
Derby Time, Klondike, Bally's Thistle-
downs and Keweenaw.
We carry a complete stock of machine
parts, records, stands, jar dials, counter
supplies, etc. "Everything for the Mer-
chant and Operator."
173 DeWitt, Balances C. O. D.
P.O. B. ST. PAUL.

MIDWEST NOVELTY SALES

AND SUPPLY CO.

777 UNIVERSITY AVENUE,
ST. PAUL, MINN.

'Scuse It, Please

The ad of Seaboard Sales in last week's issue of The Billboard carried the price of Ragtime as \$99.50. The correct price is \$99.50, \$10 less.

1,000 Bingos Sold, Says Dave Robbins

BROOKLYN, Oct. 1.—Says Dave Robbins, prexy at D. Robbins & Co., "There is no question about a game being a decided hit when 1,000 are sold within five weeks. That is our sales record on Bingo, the one-cent counter skill game.

"When we started advertising Bingo we had no idea that the game would go over as big as it has. The word has spread among operators that Bingo is a sure hit. Another important factor in the success of the game is its attractive price.

"Most Bingo games have paid for themselves in a few weeks. In addition to the game of Bingo, score cards for two other games are included free with each machine. This important feature



AN EXPERIMENTAL ELECTRIC furnace used in the metallurgical laboratories maintained by Permo Products Corp., maker of the Permo Point phonograph needle. Says Permo, "It is one of the indispensable pieces of apparatus required by a modern laboratory."

Connecticut Cigaret Operators Pioneer in Organized Efforts

An address delivered by Le Roy Stein, manager of the Cigaret Merchandisers' Association of New Jersey, before a meeting of the CMA of Connecticut held at the Garfield Hotel, New Haven, Conn., August 16, 1938.

Mr. President, Ladies and Gentlemen: In following the progress of your association thru contact with your efficient secretary, Anthony J. Masone, whom you have delegated to invite me here tonight, I heartily agree with the numerous comments made in the trade that your association, as the pioneer in trade associations in the cigaret merchandising industry, has blazed the way for the organization of the many which followed.

It is needless for me to say that the Cigaret Merchandisers' Association of New Jersey has always been ready, willing and we trust able to do its utmost to assist you in eradicating those evils which existed before your formation and to guard against any recurrences. We believe as you do in stabilizing the industry to the point where it will be looked upon as a major industry and where the sale of cigarets thru automatic dispensers will become commonplace thruout the country. We know that we are living in an age of mechanization and recognize the fact that it is only thru automatic dispensers that efficiency in cigaret retailing will lead to additional profits of those who are farsighted in their merchandising policies and will permit the sale of fast-moving merchandise thru automatic vendors.

Formative Period

That this industry is still in its formative period was clearly demonstrated in the Exhibit of the Evolution of the Cigaret Vending Machine which the CMA of New Jersey conducted last February at the Hotel Douglas in Newark, N. J. We were very happy to have had the privilege of displaying the equipment of all manufacturers and to help acquaint the operators with the progress made in the size and design of dispensers within the last 10 years. We believe that in the next 10 years a revolutionary change in equipment will take place. In just what form progress will be made in the size, style and design of equipment I am not prepared to state, except that those engaged in manufacturing equipment are constantly co-operating with the operator in instructing him to conduct his operation successfully so that he may be prepared to accept the new equipment as it evolves in an evolutionary progress.

It has been said that your association has done much to teach your membership how to conduct their operations profitably and it is for this reason that I am particularly happy to be here tonight in order to congratulate you upon the progress which you have made along these lines.

Your president, A. R. Nastro, has informed me that the number of complaints which he has received for hearing before your arbitration committee has fallen off to such an extent that there is no longer work for your arbitration committee. The same is true in our organization. This is a healthy sign and I encourage that spirit of co-operation and helpfulness which is present among your members. If every area would have an association functioning so efficiently and so successfully as yours, especially yours because you do not have the services of an experienced manager, I know that the tenor of the industry would be raised considerably and it would inure to the benefit of not only the operators but the manufacturers as well.

Manufacturers Co-Operate

We in New Jersey have been very fortunate in securing the co-operation of the manufacturers of equipment, who have thus far lived up to the sensible principle of selling their equipment to operators only, with the intention of having that equipment used for operating purposes only, and so we have escaped for the moment a problem which in the past has given you considerable concern.

The management of a trade association requires the application of the same principles which govern business. The duty of a business manager of a trade association is to offer the type of service which will enable the members of an association to derive a real benefit, and while you have, up to this point, been able to conduct your business with-

out the services of a paid manager, perhaps time will prove that if you had had a manager you would be able to offer even greater services to your members. And if your members will regard their association as a business it will pay them far in excess of their fondest anticipations. If you will look to the leaders in any industry, no matter how large or how small, you will invariably find that those leaders are members of their trade association. Every business man belongs to a trade association because he knows that thru that association he will be able to earn a greater profit out of his business with less effort and certainly less investment. If that were not true and if this was not a real test trade associations would not flourish to the extent that they do today.

Organized Progress

There are over 2,500 national associations and about 15,000 State and local associations in this country. It is, of course, difficult for a non-member to conceive the importance of a trade association until he is confronted with some problem with which he is not able to cope as an individual. When such an emergency arises he is anxious to have something done but is at a loss as to the methods to be pursued in accepting whatever needs to be done because he is totally unprepared for such type of work. It is then that he is anxious to meet with his competitor in order to save his own business and it is here for the first time that he learns what he should have known as a business man before, that it pays to know your competitors and to co-operate with them. Successful men know that there is room in the business world for themselves and for their competitors and that they can secure more business at a greater profit thru a stabilization of their industry and thru the observance of a code of ethics and a code of trade practices drawn up by themselves and their competitors than thru what we term "economic competitive wars."

For the benefit of the new member whom you elected in your association tonight I give this admonition:

Do not expect by the mere filing of your application for membership and the paying of the small amount of dues that the association will in itself enable you to earn a greater profit in your business or that it will solve the problem of your individual business, because if an association were able to do that it would not need you as a member. It would be able to conduct its business and ignore you entirely. But you can as an integral part of this association thru the observance of its rules and regulations which were made by your competitors and which you have an opportunity to amend to include your experiences for the benefit of the entire industry, to conduct your business more efficiently, more economically and with less time and effort than before your introduction to membership in this growing organization. But it will be necessary for you to continue to apply true business prin-

ciples in the operation of your business. It will still be necessary for you to cultivate the friendship of the people with whom you do business, to give them the best service possible and to deal with them in such manner that the good will which you will create will enable you to hold their business in the face of any competition which may arise in the future.

Member Privileges

In joining this association you have the assurance that you will have the co-operation of the members, that you will not have to contend with any competition from your own brother members because they are ready, willing and able to combat any type of unfair and vicious competition not only for their benefit but for yours as well.

I know of no trade association which can guarantee the business of its members as this one does. I know of no business association which has been so effective in combating adverse legislation as this one has, and I know of no association which is so anxious to stabilize the industry as this one is, and for that reason, gentlemen, I want to congratulate you upon making the best investment that you have ever made as a business man and I can assure you, as a manager of a successful trade association, that you will have no cause to regret your initiation into this association tonight, and while this admonition has been directed to the initiate, the rest of you must agree that it applies to you as well. You now have a double responsibility. You have your obligation to your old associates and you have assumed a new duty to the new member and you must discharge that obligation to the end that all of you will benefit directly and indirectly thru your association in your trade organization.

Cigaret Operations

I could, of course, give you some practical advice in the conduct of your operation. I presume that it will not be out of place if I urge you to keep your equipment spick and span, to repair any broken mirrors or glass, to polish your machines, to change the package fronts occasionally, to remove rusted trimmings and to replat them, to check your machines for worn parts and to polish them weekly. All of this may be accomplished by your service man within a few minutes at each service and you will find that as a result of this added service your location will appreciate it and you will benefit thru a longer life for your equipment. I know it will not be out of place to advise you to rotate your machines so that your best locations will get the latest type of equipment and your poorest location will get a good used machine so that there may be not a single obsolete machine in your entire route. By changing your machines periodically in your locations you will give a service which does much to create good will and which is the greatest deterrent to competition I know. It may be unnecessary for me to suggest that you inspect your service men from time to time, making certain that they present a proper appearance, for your location can only judge you by the type of man whom you employ.

But perhaps the best advice that I can give you older members and the new member is this: Some trade associations

Jar Game Operators

E-Z Pickin' Games
Made Operators
More Profit

NOW

Get the Latest

E-Z PICKIN' CARDED DEALS

The Sensation of the
Season.

Dozens of new ideas and
new games are now
ready for the operators.

Write at Once for
Information.

NOEL'S
Gay Games
INCORPORATED
Muncie, Indiana

are not successful because the members expect too much of it. Bear in mind that the success of this association is determined only by the effort that you put into it. You will not be able to get anything out of this association unless you are willing to put something into it besides the dues you pay. You will only derive the benefits you seek from this association if you are willing to give of your time and effort in carrying out the principles of business which induced you to organize and join this association.

Wider Organization

And in order that you may learn not only from me as manager of a similar association in another State but from operators from the States on the Eastern seaboard, I invite you as members in the Interstate Cigaret Merchandisers' Association in order to afford you the opportunity of discussing topics which are of paramount interest in the industry today. In the Interstate Association you may meet with manufacturers and their representatives of cigaret machines, cigarets and matches and you will be able to discuss freely those subjects in which you are most interested. You will learn much about association management from the managers who have already banded themselves together as the CMA Managers' Club and you will in addition be able to fraternize with operators who are willing to co-operate with you in every possible manner for the further stabilization of the industry.

As manager of the CMA of New Jersey I pledge their co-operation.

As one of the organizers of the Interstate CMA I invite you to membership and as president of the CMA Managers' Club I offer you the service of each and every manager in our association.

And so, ladies and gentlemen, permit me to thank you once more for the opportunity which you have afforded me in addressing you tonight. If at any time I can be of service to you do not hesitate to call upon me. If there is any question which I can answer do not hesitate to ask it; now and after I leave tonight should you desire to write to me I shall be very happy to keep in touch with you thru correspondence.



KEENEY KEGLERS INAUGURATE the bowling season with six teams forming the inter-department Keenev League. High man for the first evening was Fred Jung, shown here selecting his ball.

Stage All Set To Spring "Cigaret"; "Walk" Is Comer

By DANIEL RICHMAN

NEW YORK, Oct. 1.—Nick Kenny, radio columnist of *The New York Daily Mirror* and composer of *There's a Gold Mine in the Sky*, *Cathedral in the Pines* and *My Cabin of Dreams*, has written a new song, *While a Cigaret Was Burning*. That's another way of saying that here is a new number that is, or shortly will be, definitely necessary in the machines. To date song has not appeared on either the most played or best selling list, but it is slated to leap into prominence week of October 8. Kenny has a way of plugging his songs into popularity, thru his radio column and thru his excellent connections with publishers. Get this immediately, because you'll need it in another week or so.

Billy Hill, writer of *The Last Round-Up*, *The Old Spinning Wheel*, *Lights Out* and *Chapel in the Moonlight*, also has a new song that looks as tho it's going to be a big thing. *All Ashore* is the title, and it has the same simplicity of lyric and melody that pushed his other numbers into favor. It started off auspiciously this week, jumping from nowhere into seventh place on the radio list. As nearly as anything can be predicted in the music business, this would seem to be headed for the heights, since it possesses everything it needs to get there.

Lambeth Walk is getting more popular each week, and it's now in fourth place as a radio favorite. It also bowed onto the best seller list this week and seems pretty firmly entrenched as one of the more favored numbers of the moment. There will be an influx of new dance crazes soon, but so far this is the only one on the horizon, and operators ought to be cashing on its current vogue.

A-Tisket A-Tasket is finally beginning to slip noticeably and it has also reached the state where people are beginning to beat their heads against the wall whenever it is mentioned, let alone sung or played. It might be wise therefore, despite the fact that it's still selling over the counter pretty well, to note the interest or lack of it in your community and then take it out or keep it in for another week or two accordingly. A sequel to the number is soon to be published, called *I Found My Yellow Basket*, but sequels are rarely if ever anywhere near as popular as the original, so that this can be ignored until the song proves it has more than just noted ancestry.

Ding Crosby, of course, has the best recording of *Small Fry*, which he sings in *Sing, You Sinners*, and on the reverse is a number that might be one of the best nickel drawers operators ever had if the patrons just hear it once. Called

Sheet-Music Leaders

(For Week Ending October 1)

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

Position Last Wk.	This Wk.	Title
1	1	I've Got a Pocketful of Dreams
2	2	Alexander's Ragtime Band
3	3	Change Partners
4	4	A-Tisket A-Tasket
5	5	When Mother Nature Sings Her Lullaby
6	6	I've Got a Date With a Dream
7	7	So Help Me
8	8	Small Fry
9	9	Now It Can Be Told
10	10	What Goes On Here?
11	11	There's a Faraway Look in Your Eyes
12	12	Lambeth Walk
13	13	Garden of the Moon
14	14	I'm Gonna Lock My Heart
15	15	Stop Beatin' Round the Mulberry Bush



Mr. Crosby and Mr. Mercer, it is based on the old *Gallagher and Shean* song and sung by Crosby and Johnny Mercer, a lyric writer who has plenty of comic vocal ability. Mercer wrote new words for the old familiar tune, concerning the swing craze, and as he and Crosby sing them the record is something to hear. Put this one in; it ought to be well worth it.

Walco Needle Well Received—Grenner

NEW YORK, Oct. 1.—Bob Grenner, of Walco Distributors, handlers of the Walco sapphire phonograph needle, said recently, "At last we can say that the Walco needle is now in use from Coast to Coast. Within 10 days after the introduction of the needle it was in use from the Atlantic to the Pacific.

"Many letters state that the needles received have been marveled at because of the genuine sapphire point being used and the fact that no alignment tools are necessary to set the needle. Some state that the needle has started off with music so clear that location owners believed the music ops had put some new part into the machine to give it this clearer tone. Everyone was great in praise of the low price of the needle."

"Business Swell," Says Kressburg

NEW YORK, Oct. 1.—Sam Kressburg, of East Coast Phonograph Distributors, Inc., local distributor for the Seeburg automatic phonographs, turned auctioneer this week when operators besieged him as a result of his sale advertising.

Said Kressburg: "Not only did we sell all of the phonographs that we adver-

tised but we ran short and had to get more machines from other sources. The first shipment of 15 machines actually found a crowd waiting for them on the sidewalk in front of our headquarters. It was just a question of the highest bidder taking the lot. I stood there and let the men take the machines right from the sidewalk just as an auctioneer would.

"It was a great thrill to find operators so anxious to get our reconditioned phonographs," concluded Kressburg.

Modern Urges Use Of Phono Name

NEW YORK, Oct. 1.—Modern Vending Co., thru its leaders, Nat Cohn, Irv Sommer and Harry Rosen, says: "Every operator in the New York area should make use of this famous name which is placed on every phonograph made by Wurlitzer."

Stated Nat Cohn: "The use of the name Wurlitzer is recommended. The power of this name stretches from Coast to Coast. In New York it is as well known as the word music itself. This means a great deal to every music op. Locations have respect for it—so do patrons.

"We are all proud of the name and it means a great deal to us. Aside from the merchandising value of the name, it shows that the Wurlitzer manufacturers, by placing their name on it prominently, place automatic phonographs on a par with other musical instruments in the music and entertainment world."

David Kapp, coasting manager for Decca records, has set up a machine in the Gunter Hotel of San Antonio to record principally Mexican and string band records for the Houston-Dallas-San Antonio area. He plans to be in San Antonio about three weeks.

Record Buying Guide

An analysis of current popular songs from the standpoint of their value to phonograph operators. Tabulation is based upon radio performances and sheet-music sales during the past week of each song listed. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered.

Going Strong—Keep 'Em Around

I've Got a Pocketful of Dreams. From a combined standpoint of radio and sheet music sales, this is the most popular song in the country at the moment. That makes it an absolute must for the machines.

Alexander's Ragtime Band. The Bing Crosby-Connie Boswell record, coupled with the renewed popularity of this old favorite, is a natural for operators.

A-Tisket A-Tasket. Still selling strongly, altho dropping a bit as an air favorite. But it's still good for another couple or three weeks.

Change Partners. This Irving Berlin tune from *Carefree* has at last hit its stride, No. 1 air song and No. 3 best seller this week. Definitely a phonograph number.

Now It Can Be Told. Only another week or two of real hitdom remains for this Berlin song. Slipped badly on the radio list, but still selling fairly well.

What Goes On Here? Hit number from *Give Me a Sailor* has been doing well in a quiet way. They want to hear it, so keep it in.

Coming Up—Better Stock Them

Lambeth Walk. This English novelty song and dance is climbing

steadily. Operators should be needing it by this time.

At Long Last Love. Cole Porter's hit from the Broadway musical comedy, *You Never Know*. Being a few notches each week in popularity this one will be a definite must shortly.

All Ashore. Billy Hill's latest song, and from the start it's made, it looks as tho it might develop into another *Lights Out*.

While a Cigaret Was Burning. Altho this hasn't appeared on any lists as yet, better get it. It's going to be one of the biggest numbers of the fall.

Garden of the Moon. As the picture of the same title gets around the popularity of the song will increase. Be prepared for it.

My Own. Starting slowly, but it's a Deanna Durbin song from her new film not yet released. When that happens the tune is going to be in demand.

Going Down—Not Worth Pushing

You Go to My Head; *Music, Maestro, Please*; *I'm Gonna Lock My Heart*; *Bambina*; *There's a Faraway Look in Your Eye* and *I Let a Song Go Out of My Heart*.

Portraits of Record Artists

RED NORVO

Red Norvo, purveyor of "soft, subtle swing," is regarded as one of the country's premier xylophone players, and together with Mildred Bailey, his wife and vocalist, enjoys a high place in popularity among America's popular music devotees. Altho for the past few years Norvo and Bailey have been inextricably linked as the "Mr. and Mrs. of Swing," this biography will concern itself only with the bandleading half of the combination; Miss Bailey's story will appear in this corner in next week's issue of *The Billboard*.

Red—the nickname was given him, as is usually the case, because of his titian locks—was born Kenneth in March, 1910, in the little Illinois town of Beardstown, which shortly afterward was inundated by flood, causing his family to move to Hollis, Mo. Red studied piano, but when he happened to visit a movie theater and saw a musician playing a xylophone in the pit he was fascinated by the instrument, and soon purchased one of his own. He learned quickly, and when Paul Ash heard him play in Chicago he hired him on the spot.

It wasn't long, tho, before Norvo got the desire to have his own band, and in 1928 he organized one, with his first engagement taking place at the Eagles ballroom in Milwaukee. Things didn't go so well for the outfit after that, however, and when Red was offered the chance of joining Paul Whiteman at Chicago's Edgewater Beach Hotel he jumped at it. His association with the King of Jazz was not long, and after it he once again formed his own aggregation, a small seven-piece crew known as the Norvo Swing Septet. Incidentally, as far as can be ascertained from the records, Red was the first to use the word "swing" to describe a band on a phonograph label.

The original Norvo Swing Septet opened at New York's renowned night spot, the Famous Door, one of the first strongholds of swing, and became an immediate success—so great that the following summer Norvo went in for bandleading in earnest, enlarging his combination and working it into its present shape. He opened with it several months later at Jack Dempsey's Restaurant in New York, and then came appearances at Syracuse's Hotel Syracuse, Chicago's Blackhawk Restaurant and New York's Commodore Hotel, in addition to many theater, ballroom and one-night dates.

Red met Mildred Bailey during his engagement at the Famous Door and soon afterward married her. When he built his larger orchestra it was not surprising that he should select Miss Bailey, who had sung with Paul Whiteman for many years, as his featured vocalist. Together they achieved their current top-flight position among the country's dance bands not only thru their hotel, club and theater work but also because of their appearance on the Coast-to-Coast radio program of a couple of years ago, the *Tuesday Night Swing Concert*. Red, incidentally, was once featured in an issue of the *March of Time* newsreel.

Norvo has tried his hand at composing, and successfully, as well. He has written many specialty numbers, best known of which are *The Dance of the Octopus* and *Pin Feathers*. The band's theme song was penned by the Mr. and Mrs. of Swing, Red and Mildred.

Fort Worth

FT. WORTH, Tex., Oct. 1.—Jack Gordon, columnist on *The Ft. Worth Press*, touches upon some vital points pertaining to the coin-operated phonograph industry in his column of September 19. Mr. Gordon, who is recognized as one of the fast rising columnists of the Scripps-Howard chain of newspapers, says in so many words that the phonograph can now give a band more publicity and create as much if not more recognition for a band than radio. He points out that an audience of 4,000,000 daily listening to a certain band and liking it can't help but give that band a big lift, saying nothing about the royalties that the band enjoys from the sale of the records. We quote Mr. Gordon:

"Band leaders who once worried about getting a favorable radio outlet now are just as concerned about their connec-

tions on phonograph records. And with reason enough:

"Threatening radio as a musical outlet the nickel-in-the-chute phonograph industry has mushroomed during the past 12 months until there are now 500 machines in Ft. Worth alone—300,000 in the nation.

"A single record like *Old Man Mose* often goes into 175,000 locations about the country.

"Assuming *Old Man Mose* is played an average of five times per day, it would be heard on 885,000 occasions. If each time the record plays it is heard by an average of five persons, the band which plays that record is reaching a daily audience of more than 4,000,000—a coverage any radio network would envy.

"Eight operators keep Ft. Worth's 500 phonographs going. These reap a nice income from machines per day in stores, restaurants, taverns. Each operator employs salesmen, clerks, repairmen. A tidy industry."

Mr. Gordon rates fairly well as a writer on automatic phonographing except the earning ability. Authoritative sources believe he missed the mark a little and shot a bit high on the daily earning figure. Some spots, good ones, will reach \$4 daily, but a \$2-per-day spot is about the average all around. And the location may share in that.

Ft. Worth ops are preparing for the three big circus days' business when the Al G. Barnes-Sells-Floto Circus plays here for three days, starting September 25. Circus day always increases machine earnings, and with three full days to go, they are expecting a big week for all types of machines. The circus brings the boys in and when the boys come in they play the machines.

Parking meter receipts are increasing with the fall shopping days and the city officials are figuring on another installation of meters shortly. The meters have proved a good revenue to the city coffers.

A number of new taverns have opened in the city during the past month. As the amusement-loving people begin to move indoors with the coming of colder weather it is predicted that taverns will enjoy a big business this late fall and winter.

Mrs. Johnny Wilson Sr. is one of the live-wire music operators of Texas. She is the only woman operator in Ft. Worth operating music. She has an attractive string of new phonographs and employs several service men. Her business has grown steadily for several years.

Johnny Wilson, pioneer Ft. Worth op, continues to dip into the real estate business. Right now Johnny is constructing a modern brick residence in the Oakhurst addition. He recently completed an attractive home on Hampshire boulevard. However, he does not neglect his string of coin-operated equipment.

Ops of this cowtown are alert to the increased business the circus creates when it visits a city and are preparing their equipment for three big days when the Al G. Barnes circus plays here September 25-27.

Pete Angel, well-known figure on coin machine row, has sold his tavern on Rosedale boulevard and is reported to be on the verge of entering the peanut business on a large scale. The tavern, Angel's Place, is one of the most attractive in the city.

Sid Johnson, according to reports, has disposed of his grocery business and is again shuffling around the showrooms looking the late machines over. Sid was at one time one of the largest operators in Ft. Worth and no doubt has it in his blood and will soon be back in the game.

Ernest Walker, of the Walker Sales Co., has perfected an automatic payout shooting gallery or target practice machine. Location tests have been more than pleasing and Walker is planning to make manufacturing connections soon. Out in the experimental rooms of the Walker Sales Co. on the beautiful Jacksboro highway there is always something going on that keeps the doors tightly bolted. One need not be surprised to again see several coin machine inventions coming from those rooms. The firm holds the patents on a very clever and unusual coin chute, as well as several other devices.

"Rabbit" Clore is another Ft. Worth operator-inventor who has several patents to his credit. Clore is said to have invented the first moving duck target

machine some 10 years ago. He also holds patents on an automatic phonograph record selector which has been signed over to one of the major phonograph manufacturers.

Warren Smith, manager of the M. Brodie Co. offices on Ross avenue, Dallas, was mingling with friends in Ft. Worth last week. Warren is from way down south in Georgia, but has dropped his "honey chile" lingo since coming to Texas and now talks like a real Texan. He has done a swell job for Brodie in the Southwest.

School has again opened and operators have all school spots well taken care of with vending machines. Only vending machines are placed near the schools in this city. The operators never try to get the kids' pennies by pushing in any sort of amusement machines. However, they do give them good merchandise and use the best of vending machines on school spots. Peanuts, ball gum, candy and toys are the leaders around the school stores.

Several years ago Ft. Worth passed a city law forbidding minors to play any sort of marble table. No person under 21 years of age is allowed to play the games in this city. Only two arrests have been made since the law went into effect. Since the passing of the law there has been very little trouble caused by minors' playing or tampering with machines. The operators favored the law.

Night spots and outdoor locations continue to show a good revenue for operators. This is due mostly to the prolonged warm weather which continues to call the amusement-loving folks out every night.

OFF THE RECORD—

(Continued from page 14)

The a. Gershwin salute should date from July 11, 1937. Victor will undoubtedly find many buyers for its brochure. Not on the strength of its musical qualities but solely because of the musical qualities inherent in Gershwin's melodies which buyers will expect to find—but won't. At least, not in this set. True, the album presents a pretty face. But we are very much afraid that, in a strictly musical sense, they have forgotten to wash behind the ears.

Hastily prepared as a tribute to the deserving George Gershwin, five 12-inch Red Seal discs comprise the set. Baton is borne by Nathaniel Shilkret conducting the Victor Salon Group (orchestra and mixed choir). Featured voices are those of Jape Froman and Felix Knight, with Sonny Schuyler taking a chorus or two.

For the main, it's a collection of Gershwin's musical comedy gems played in true-to-pit fashion. Swell for entrance music in the theaters before they roll up the curtain. But certainly not for a better understanding of Gershwin's music. Nor is it even good listening by any token. The bitter sweet of his songs, be they blues, ballads or rhythmic, which is our opinion underlines his musical penmanship; the emotional stress of the middle movement of *Rhapsody in Blue*; the loves and hates of a race that gave a *Porgy and Bess*—all of these are foreign to the conductor in both his scoring and interpretation.

Album includes 32 songs, gems from his *Of Thee I Sing*, *Girl Crazy*, *Oh Kay*, *Porgy and Bess*, *Lady Be Good*, *Tip Toes*, *George White Scandals*, *Funny Face*, *French Doll*, *Strike Up the Band*, *Sinbad* and the mid movement of *Rhapsody*.

It's an hour's listening and the only impression it leaves is the fond hope that maybe the waxworks will soon take their Gershwin seriously and give us an album deserving the man and his



THE CONFIDENCE THAT GETS AND KEEPS THE BETTER LOCATIONS . . . THE FAITH IN AN UNVARYING HIGH STANDARD OF PERFORMANCE . . . BRINGING STEADIER, BIGGER PROFITS . . . THAT IS THE MEANING OF THE GREATEST NAME IN MUSIC HISTORY . . .

WURLITZER

. . . AND THERE IS NO BETTER NAME AMONG DISTRIBUTORS THAN . . .

MODERN VENDING COMPANY

656 BROADWAY, NEW YORK
822 FIFTH ST., MIAMI BEACH



PRICES SLASHED!
WURLITZER \$139.50 ea.

(Lots of 10)

610A (SINGLE MACHINE, \$140.50) \$160.50	USED CIGARETTE MACHINES
612 59.50	ROWE ARISTOCRAT \$22.50
716 139.50	(6 Columns)
ROCK-OLA, Late 1938 Model 59.50	STEWART & MCGUIRE \$27.50
	(6 Columns)
	NATIONAL 1937—9-30 \$74.50

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

LIKE NEW-WURLITZERS
MODEL 616-For Quick Sale \$129.50
ASSOCIATED COIN-O-MATICS, 257 SARANAC AVE., BUFFALO, N. Y.

talents. In the least, not trying to improve on the *Rhapsody* as Shilkret has done. In toto, it's just plenty of nuttin' and will take you \$7.50 (the list price) to find that out. Unfortunately there are enough Gershwin admirers to make this experiment a commercial success for Victor. Musically it's a total loss.

"Should Have Read Editorial"

To the Editor: "Even as most operators I have been reading your editorials for 10! these many moons. And I shall continue to maintain that for common-sense writing, backed by keen business judgment, one must hunt a long, long time to find equal. Your editorial, 'Abuses,' in the August 10 issue of *The Billboard* was equaled only by the editorial, 'American Dream,' in the September 10 issue.

"You really shoot straight without pulling punches. And altho your editorials are not always such that make me high and wild with optimism, yet one must appreciate the real down-to-earth truths in them. . . .

"It appears that pin-game operators out here will have to withdraw their machines for a time following recent political events. It seems most of the operators never read or paid attention to your editorial, 'Abuses.'"
—V. S. C., September 17, 1938.

EXPERIENCED MUSIC MEN
Insist ON
PERMO POINT

More Than 2000 Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phonos. It is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—unparalleled volume output.

It's All in the Patented Elliptical Point!



PERMO PRODUCTS CORP.
Metallurgite—Manufacturers
6415 RAVENSWOOD AVE. CHICAGO, ILLINOIS

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward.

Patent No. 2,127,622.
Pertaining to Bridge-Playing Device.
Application, January 31, 1936.
Issued August 23, 1938.
Number of Claims, 27.

Inventor's name—Jack Potter Stockton, Spring Lake, N. J.

Claim 1—In a bridge-playing device adapted for the manual play of four bridge hands by one person, a medium bearing indications of the cards of a

bridge deal and playing indications for the non-manually played hands, showing the order in which cards are to be played from said non-manual hands, means movable into positions for separately concealing or revealing each of the card indications of two hands, whereby the manually playable hand may be seen by the manual player and the dummy hand exposed, movable members for revealing in proper sequence the cards to be played for each move, play or response from the concealed hands for each successive trick, the notations of play in each of the revealed hands being made by the means which conceals or reveals the card indications of the revealed hands, and means to support said movable means and said movable members in substantially fixed relation and registry with the indications on the medium.

Patent No. 2,127,724.
Pertaining to Lobby Display Machine.
Application, May 11, 1936.
Issued August 23, 1938.
Number of Claims, 3.

Inventor's name—Herman J. Fowler, Los Angeles, Calif.

Assigned to Photo-Vox, Inc., a corporation of Illinois.

Claim 1—In an apparatus of the character described, supporting means, a drum rotatably mounted thereon, a motor, means operatively connected with said drum to rotate the same in a step-by-step manner with intervening rest periods to bring said pictures successively into a display position, a phonograph having a record disk whereon is recorded matter descriptive of said series of pictures whereby said pictures are described according to the sequence in which they are displayed by the rotation of said drum, a motor to rotate the record disk of said phonograph, circuit controlling means to open and close a circuit thru the motor which operates said drum, a mercury switch which forms a part of said circuit-controlling means, and which is pivotally mounted to gravitate from the closed to the open position, there being an operative connection between said mercury switch and the stylus carrying arm of said phonograph whereby, when said arm returns to the outside of the record disk said mercury switch is operated to cause renewed rotation of said drum, thereby to synchronize the step-by-step rotation of said drum with the audible descriptions given by said record disk of the individual pictures being displayed.

Patent No. 2,127,805.
Pertaining to Game Table.
Application, January 27, 1937.
Issued August 23, 1938.

Number of Claims, 4.
Inventor's name—Harold P. Battle, New Rochelle, N. Y.

Assigned one-fourth to J. S. Hargrove.
Claim 1—A scoring device comprising a flat board, a plurality of parallel plates slidably mounted on the board, a member on said board covering said plates and formed with openings to expose portions of said plates, and releasable means for locking said plates against sliding movement.

Patent No. 2,128,180.
Pertaining to Coin-Controlled Apparatus for Dispensing Machines.
Application, July 22, 1937.
Issued August 23, 1938.
Number of Claims, 4.

Inventor's name—Francis C. Du Grenier, Haverhill, Mass.

Assigned one-half to Blanche E. Bouchard, Haverhill, Mass.

Claim 1—In a coin-controlled dispensing machine having coin-retaining and coin-returning passages with the entrances thereto arranged adjacent each other, an operating device for dispensing a package when moved from its initial position, coin-released locking means normally acting to prevent operative movement of said device, a support arranged to receive a coin when inserted, means arranged to be actuated by said operating device to move the coin from said support to release said locking means and deliver the coin to one of said passages, a pair of dogs arranged to support the coin at the entrance to said passages when delivered thereto, and so arranged that when either is moved from its supporting position the coin will be delivered to the corresponding

passage, controlling means for one of said dogs arranged to be moved from coin-supporting position by a package when dispensed, to discharge the coin into the coin-retaining passage, and means for moving the other dog into coin-supporting position when said device is returned to initial position.

Patent No. 2,128,179.
Pertaining to Dispensing Machine.
Application, July 22, 1937.
Issued August 23, 1938.

Number of Claims, 13.
Inventor's name—Francis C. Du Grenier, Haverhill, Mass.

Assigned one-half to Blanche E. Bouchard, Haverhill, Mass.
Claim 10—In a dispensing machine having a vertically disposed series of package containers each having a front and rear compartment, an ejector arranged for adjustment into operative relation with any one of said containers, means for operating said ejector and means to control the operation thereof, when set in operative relation with any one of said containers, to deliver a package from the corresponding rear compartment on the first operation thereof and to deliver a package from the front compartment on a subsequent operation thereof when set in the same position.

Patent No. 2,128,181.
Pertaining to Dispensing Machine.
Application, December 1, 1937.
Issued August 23, 1938.

Number of Claims, 4.
Inventor's name—Francis C. Du Grenier, Haverhill, Mass.

Assigned one-half to Blanche E. Bouchard, Haverhill, Mass.

Claim 1—In a dispensing machine having a vertically disposed fixed main compartment adapted to contain a stack of packages and a reciprocally movable ejector arranged when moved inwardly to deliver the packages successfully from the bottom of the stack in the rear thereof, a supplemental package receiving compartment open at its lower end and arranged in the rear of said main compartment, a fixed support beneath said supplemental compartment for normally sustaining the packages therein, supporting means for said supplemental compartment permitting forward movement thereof into position to discharge the packages therein into the lower portion of said main compartment, means normally acting to move said supplemental compartment into said discharging position and normally restrained by the packages in the main compartment, and means arranged to be actuated by the ejector as it delivers a package from the bottom of the main compartment to move said supplemental compartment rearwardly sufficiently to disengage it from the packages in the main compartment and permit the packages therein to move downward.

Patent No. 2,128,419.
Pertaining to Game Apparatus.
Application October 6, 1935.
Issued August 30, 1938.

Number of Claims, 5.
Inventor's name—Einar Wilhelm Larson-Letzen, Malmo, Sweden.

Claim No. 1—In a game apparatus, particularly for simulating a football contest and similar contests, a plate having a substantially horizontal position so as to form a playground, a plurality of playing members mounted in bearings at different points of said playground so as to be rotatable about substantially vertical axes, substantially horizontal arms connected to said playing members, lateral projections on said arms of such an arrangement and shape as to prevent a ball trapped inside one of said projections from rolling radially outwards along said arm.

Patent No. 2,128,690.
Pertaining to Pneumatically Operated Educational Game.
Application March 23, 1935.
Issued August 30, 1938.

Number of Claims, 19.
Inventor's name—Minnie L. Burke and Richard J. Burke, Altadena, Calif.

Claim No. 1—In a pneumatically operated game a frame comprising an operating surface, a map, means for disengageably supporting said map above and substantially parallel to said surface, said map having a multi-directional slot therein interconnecting predetermined localities on said map, means providing a pair of spaced nozzles below said map, means rotatably and movably supporting said nozzles upon said surface, means accessible at one side of said frame for turning said nozzles to align them with a selected portion of said slot, means

accessible at one side of said frame for moving said nozzles upon said surface and for controlling the direction of such movement, means for supplying fluid to said nozzles to produce jets issuing upwards therefrom, and a body simulating an aircraft in miniature adapted to be supported in said jets above said map when said nozzles are positioned to direct their jets thru said slot and to be advanced over said map when said nozzles are moved along said slot.

Design Patent No. 111,103.
Pertaining to Design for a Game Board.
Application June 11, 1938.
Issued August 30, 1938.
Inventor's name—Charles A. Anderson, New Rochelle, N. Y.
Assigned to Gotham Pressed Steel Corp., New York, N. Y.
The ornamental design for a game board.

Design Patent 111,107.
Pertaining to Design for a Hosiery Dispensing Machine.
Application April 7, 1938.
Issued August 30, 1938.
Inventor's name—Robert Charles Hopkins, Rockville Center, N. Y.
The ornamental design for a hosiery dispensing machine.

Patent No. 2,129,981.
Pertaining to Amusement Device.
Application, February 2, 1938.
Issued September 13, 1938.
Number of Claims, 5.
Inventor's Name—Felix Alva, New York, N. Y.

Claim 1—A device of the type described comprising a boxlike casing, a relatively fixedly mounted partition within said casing dividing the interior thereof into a first and a second compartment, means for positively ejecting cards and the like positioned in said first compartment therefrom, means for positively ejecting cards and the like positioned in said second compartment therefrom, and means for intermittently actuating said ejecting means associated with said first compartment and for actuating said ejecting means associated with said second compartment at a predetermined spaced time interval after actuation of ejecting means associated with said first compartment.

Patent No. 2,130,050.
Pertaining to Projectile Game Apparatus.
Application February 20, 1937.
Issued September 13, 1938.
Number of Claims, 4.

Inventor's Name—Carl W. Walters, Aurora, Ill.

Claim 1—In a game apparatus including a playing surface and means for holding a ball on a certain point of said surface, a projector including a plunger for striking a ball held at said certain point, an arm connected with the projector and a pivotal support for the arm, the axis of the pivot of which is in vertical alignment with said point of the playing surface on which the ball is held.

Patent No. 2,130,280.
Pertaining to Amusement Device.
Application September 23, 1937.
Issued September 13, 1938.
Number of Claims, 2.

Inventor's Name—Charles A. Phelps, Salem, Mass.

Assigned to Parker Bros., Inc., Salem, Mass.

Claim 1—An amusement device comprising an upstanding wall having an opening therein, an inclined slide secured to the rear of said wall with its lower end extending beneath said opening, a plurality of individual targets disposed in a series along said slide, each of said targets comprising a base member and an upstanding part of smaller size than said opening, the length of said base member being slightly greater than that of said upstanding part so that when said targets are disposed in series said upstanding parts are spaced from each other, the angle of inclination of said slide being such as to permit gravity to move said series downwardly, and a stop adjacent to the lower end of said slide and arranged to engage one end of the base member of the first target in said series so as to arrest downward movement of said series and hold the first target in said series in registry with said opening and with its peripheral edges spaced from the edges of said opening, said stop and slide being so constructed and arranged that when one target is knocked out of the series by a missile said target in said series assumes the position of the one so knocked out.

FROM COAST to COAST OPERATORS ACCLAIM WALCO

GENUINE *Sapphire* PHONOGRAPH NEEDLES

MORE THAN 4,000 PLAYS PER NEEDLE

MUCH LOWER PRICES IN QUANTITY

Flawless uniformly GUARANTEED! Every note filtered through a GENUINE Sapphire! Cuts, ground and polished by diamond cutters! "The Greatest Achievement in Music History!"

WALCO DISTRIBUTORS
250 WEST 54th ST., NEW YORK
ALL PHONES: CIRCLE 7-1381

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

A NEW ERA IS BORN
For All PHONOGRAPH Operators.

Our WORLD'S FAIR Model Cabinet
Makes ANY make OLD Phonographs NEW in appearance and above all in PROFITS. Write or wire today for Jobbers' Prices and Literature.

THE P. K. SALES COMPANY
65th & Hyatt, Cambridge, O.

WURLITZER PHONOGRAPHS

FOR SALE: 200 Model 412 Wurlitzer Phonographs, \$74.50 Each; Lots of 5 or More, \$59.50 Each. Terms: 1/3 Cash, Balance 2/3 on C.O.D. or Money Order. Balance Right Draft Bill of Lading Attached. Instruments in A-1 shape mechanically and in appearance. **ROCKY MOUNTAIN PHONOGRAPH CO.**, 870 Milwaukee St., Denver, Colo.

EASTERN DISTRIBUTOR OF VICTOR RECORDS offers a splendid opportunity to a competent and qualified Record Manager. The man we want must have a record department background and a thorough knowledge of the Managerial Operations of the Record Business. These qualifications are essential to assure success with a well-established distribute whose present program is one of expansion. Substantial salary plus bonus arrangement. Write **BOX 899, Cash Billboard, 1564 Broadway, New York.**

MODEL "E" SEL-MOR
\$6.25 SAMPLE
 (CHEAPER IN QUANTITIES)
GUARANTEED 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.

STOP & SHOP

TRIPLE UNIT VENDERS reconditioned just like new! Capacity 10 lbs. merchandise. Vends everything. Original cost \$16.75 WHILE THEY LAST!

1 to 5. Each \$11.50
 6 or more. Each \$6.50
 1/3 Cash with order, balance C. O. D.

VICTOR VENDING CORPORATION.
 4201 Fullerton Ave., Chicago, Ill.

NUT VENDOR
 5¢ Coins Money FOR YOU!

HUGE DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERN, 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 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. Exclusive territory rights protect your ever growing business. Write: **CASTERLINE BROS.** 1016-1020 Sunnyside Ave., Dept. BM, Chicago, Ill.

USED CIGARETTE MACHINES
 Low Prices and Exceptional Values!

NATIONAL No. 3	5.50
NATIONAL No. 4	5.00
NATIONAL No. 5	4.00
NATIONAL No. 6	5.00
ADVANCE—4 Columns	7.50
MASTER—6 Columns	12.50
MONTELL—4 Columns	5.00
ROWE ARISTOCRAT—6 Columns	22.50
STEWART & MCGUIRE No. 6	22.50
STEWART & MCGUIRE—4 Columns	15.00
UNEDA-PAK—8 Columns, Enclosed Stand	37.50
NATIONAL No. 6-26	37.50
3 NEW GORRETTA CANDY PACK-AGE VENDORS—6 Columns	37.50

TERMS: 1/3 Cash, Balance C. O. D.
HENRY WERTHEIMER
 281 FORTH AVE., NEW YORK, N. Y.

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.

MERCHANDISE MACHINES

Bally Builds New Pop-Corn Popper

CHICAGO, Oct. 1.—Complete facilities for popping as well as vending hot pop corn are now available to operators, according to a statement by Jim Buckley, vice-president and general sales manager of Bally Mfg. Co.

"The Bally Popper," Buckley explained, "is revolutionary in design as compared to ordinary equipment of this kind. It is built especially for Hot-Vender operators and requires only two minutes to produce 14 or 15 bags of crisp, completely popped, properly flavored pop corn at an extremely low cost. One girl, without previous experience, can easily pop enough corn to service a route of 25 to 50 Hot-Vender machines. Very ruggedly constructed, the Bally Popper is built for continuous dependable operation. All parts contacting the corn are made of either aluminum or stainless steel to protect flavor and facilitate cleaning. Operating on a, c, or d. c., quickly adjustable for either natural or manufactured gas fuel, the Bally Popper is ready for immediate operation in any territory.

"A number of 'Bally-planned' popcorn operations are already under way, with central popping plants serving extensive routes of machines. Reports indicate that in the Bally plan of popcorn operation the trade has at last found a way to cash in on the tremendous market for this delicious and healthful confection," Buckley added.

Vending Firm Is Incorporated

DETROIT, Oct. 1.—Monarch Distributing Service, formerly independently owned by Samuel P. Sloane, has now been incorporated by Mr. Sloane. Headquarters are at 2619 Glendale avenue. Sloane formerly had the Monarch Distributing Corp. at 6432 Cass avenue.

The company formerly furnished nuts and other supplies for vending machines and also, thru the formerly unincorporated Monarch Distributing Service, handled general repairs. They will now specialize in the servicing of Snacks machines operated by them.

Sloane is out of the city a great deal of the time and the active management of the business here is in the hands of K. H. Spaeth, who has been associated with the company for the past five months.

Vending Service Set Is Explained

DETROIT, Oct. 1.—"The new 4-in-1 Service set was not put out as just another product by the Four-in-One Mfg. Co.," said Ben Ocher, sales manager, in an interview. "On the contrary, we hesitated considerably before deciding to make this item, which seemed somewhat out of our line, which, as you know, is manufacturing of the Four-in-One bulk vender.

"So frequently did operators in their correspondence bring up the question of servicing venders in the field and ask if we knew of any convenient, easy-to-handle paraphernalia which would increase efficiency and thereby save time in servicing all types of bulk venders that we felt a real need existed. Operators were tired of using the unsanitary and inefficient paper sack, etc. They wanted something neat in appearance, easily carried and readily used that they could use to service machines on location without embarrassment. We looked around for some outfit that we could recommend and found nothing that was not either too bulky or too complicated to handle and thus defeated its own purpose.

"We thought of the milkman's simple method of handling many bottles—or did we happen to see him when returning home too early one morning? At any rate that was the germ of the idea—a

carrier which would hold several containers, a convenient handle for carrying and conveniently shaped containers for operating machines. We submitted the idea to various operators. Result—enthusiasm and a demand that we supply them. So, as no one else was making them, we had to design and manufacture a service set ourselves. We made the dispensers narrow and deep and easy to work with. Each holds eight pounds of candy or six pounds of peanuts. The carrier we made as light in weight as sturdy construction would permit. With each outfit goes the carrier and six containers. The carrier holds four containers and there are two spares which can be filled and ready. Containers are sanitary and dustproof and the entire outfit trim and businesslike. This up-to-date operators' equipment is as modern as the modern store fixtures. The response from operators for these sets has been far greater than we anticipated, which speaks highly of the merits of our new service set."

Pennies Pay for Big Scale Route

ST. PAUL, Oct. 1.—Says A. J. LaBeau, Rock-Ola distributor in St. Paul: "Bob Henderson is really making quite a name for himself as a scale operator. He has a large route of LoBoy Scales which, according to reports, have proved to be a very good investment. Henderson must have organized a 'Get Weighed Every Day' campaign the way the pennies come in. And we know about those pennies. The other day he came into the office with his pockets sagging and a catch in his hand. With the assistance of the entire personnel, he succeeded in dumping out several small mountains of pennies. 'Scale collections,' smiled Henderson. And now we have the pennies because he used them to buy more scales.

"Henderson is one of the best business men up here," said LaBeau. He has had unusual success with scales, and this spring he started into the phonograph field and is doing well.

VENDING MACHINES

SNACK (Like New, With Stand) . . . \$14.95
 EVER-READY (Perfect Condition) . . . 9.95
 ADVANCE, Model D, Ball Gum . . . 3.95
 BINGO—Counter Ball Game, Immediate Delivery, WRITE FOR PRICE!

CANDY COATED PEANUTS—11 1/2 lbs per Lb. 100-Lb. Quantity.
 SPECIAL PRICE for Pistachio Nuts, Indian Nuts, Salted Nuts, Ball Gum.
 IVORY CHARMS, Ass'd, over 50 Varieties, 75c Per Gross.

3 or 4-Column Machines—Completely Reconditioned, made to look like new, \$2.95 plus parts if necessary. Single Column or Globe Type, \$1.45 plus parts.

1/3 With Order, Bal. C.O.D., F.O.B. Newark.

WANTED USED PEANUT AND BALL GUM MACHINES.
 State Lowest Cash Price and Condition.

ASCO VENDING MACHINE EXCH.
 383 Hawthorne Ave., Newark, N. J.

WRITE FOR LOW PRICES

On Peanut, Ball Gum and Package Venders.
 Also Table Size Venders.
 Supplies for All Machines.

Self-Serv Mfg. Co.
 5. Broad and Wickman St.
 Palmyra, N. J.

SALESMEN WANTED

WANTED—Experienced Salesmen to sell exclusive operation of distribution of nationally advertised product. Radio advertising. Must be experienced in franchise selling. Good territory given and protected. Must be financially able to carry yourself. Opportunity to earn from \$150.00 commission and up per week. Give all references and details in length first letter. Address **BOX D-159, The Billboard, Cincinnati, O.**

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"

PEANUT! HERSHEY! GUM VENDORS!

LOWEST PRICES IN AMERICA! Operate or Sell!
 Salesmanager, P. O. Box 285, Minneapolis, Minnesota.

TOPPER Goes to Town
 WORLD'S FASTEST SELLING VENDER.

TOPPER Vends Everything. See Your Jobber at Once for Complete Details and LOW PRICES, or Write **VICTOR VENDING CORP.** 4203 FULLERTON AVENUE, CHICAGO.

PEANUT & GUM VENDING MACHINES

New, Direct From Factory
Only **\$2.40** and up
Over 60,000 Sold
UNIVERSAL



Designed to provide operators with maximum service and sales appeal at a **LOW PRICE**. Vends everything—candies, peanuts, pistachios, charms, etc. Capacity 5 lbs.

\$6.95
Special Introductory Offer
1 Universal
10 lb. candy,
1 gr. toys.
All for **\$8.95**

1/3 Deposit With Order. Balance C. O. D. Send for circular and easy terms. Order New Factory Distributor

TORR 2047A-SO. 68
PHILA., PA.

Hart Happy Over Bob White Vender

NEWARK, N. J., Oct. 1.—Frank Hart, president of Eastern Machine Exchange, manufacturer of the Bob White bulk vender, reports that he is happy over the reception given his machine this fall.

According to Hart: "We predicted that this fall would again be a great bulk vender season. The way that sales have started for our Bob Whites assures me that we were right."

"There is no doubt in our minds that the recorders which are coming daily prove that the Bob White is just what the merchandising operators wanted. The machine is compact, solid and is built of the best materials. We have coined a slogan for the Bob White. It is, "The Bob White is a whistling good machine."

Victor Venders Clicking--Schaefer

CHICAGO, Oct. 1.—H. M. Schaefer, president of the Victor Vending Corp., reports that it is enjoying continued success with its Topper and Universal venders. Said Schaefer: "We feel that we have been highly successful in manufacturing the type of vending machines that are demanded by operators. Every effort has been put forth in manufacturing the type of equipment that will give the operator steady earnings, trouble-free vending machines at an attractive price. We have accomplished this objective in Topper and Universal."

"The large steady volume of business we are doing on the two machines is because of the many important and advantageous features incorporated in these units."

Pan Has New Idea In Catalin Charms

CHICAGO, Oct. 1.—Another new item originated by Pan Confection Factories is, they report, proving to be very popular. It is the new Catalin charms which the company has marketed for use in a mix for bulk machines. The newest idea in connection with this product is its use as either buttons or charms.

The company has so designed the piece that it can be used as a button or as a charm. The charms, it reports, come in a variety of flashy light colors. Said one company official: "They are all well made in attractive light shades. There are no dark colors in the assortment. We have found that they are a big attraction in the machine. Operators are realizing this fact more and more every day."

Universal Vender Okeh, Says Torr

CHICAGO, Oct. 1.—Roy Torr reports that he is so enthused "about the price, quality and performance of the Universal Vender" that he is taking time out to tell the trade what he thinks of it.

Said Torr: "Universal Vender is designed to provide operators with a machine that gives operators plenty for their money in service and performance. Universal vends everything, candies, peanuts, charms, etc. With orders and recorders for the vender streaming into our office for six straight weeks, overtime has been the rule for the office staff. This rush proves that the Universal Vender is the machine the operators want," concluded Torr.

cigarette merchandisers' association

Communications to M. Reuter, The Billboard, 1564 Broadway, New York City.

Editor's Note: This is the second in a series of articles dealing with the accounting side of the cigarette vending machine business. Operators may obtain reprints of the entire series by writing The Billboard, 1564 Broadway, New York. Any questions about vending machine accounting problems can also be mailed to The Billboard. They will be answered by Mr. Goldstone either in this column or by mail. Mr. Goldstone is a certified public accountant who audits the books for the CMA of New York and several of its members. It is thru the co-operation of the CMA of New York that these articles appear.

Depreciation and the Vending Machine Operator

By A. BERNARD GOLDSTONE, C. P. A., New York

As we remarked in our article last week, there are many ways in which a vending machine operator may compute the depreciation on his machines. After studying these methods, however, he will find that from a practical standpoint his choice is limited to either the straight line method, the sales volume method or the sum of the years' digits or life periods method.

Straight Line Method

Of all the methods used in the cigarette vending business the straight line method is the most popular. This method is defined as the uniform deduction of depreciation spread equally over the estimated life of the machine. In other words, we'll assume a machine costs \$100, that it will last five years and at the end of that time it will still have a salvage value of \$15. Using the straight line method the operator would charge off 20 per cent of the net depreciable value of the machine each year. That is, he'd charge off \$17 each year to depreciation by setting aside approximately 33 cents of each machine's take each week.

Because it is so simple to compute and requires no complicated bookkeeping set-up this method is used by the majority of operators. Another reason for its extensive use is that a recent Treasury Department decision, handed down by the Board of Tax Appeals, permits the vending machine operator when computing his Federal Income Tax liability for the year to deduct a depreciation expense of 20 per cent a year on each machine. Since this figure is based on the straight line method and an estimated five-year life for each machine, many ops find it best to charge off depreciation accordingly.

This system is not without glaring faults, however. It does not permit the operator to figure his cost per location on an accurate basis, since each machine is being charged with a fixed depreciation expense of 33 cents a week, whereas the earning power of these machines may vary greatly. It's greatest fault lies in the fact that it does not permit the operator to charge off the cost of his machine in amounts constant with the pace it depreciates on the used machine market.

Sales Volume Method

The use of the production or sales volume method obviates the argument raised against the straight line method. This method is defined as the computation of depreciation based on the total sales volume of the machine. In other words, we'll take for example the same machine mentioned above that costs \$100, lasts five years and has a salvage value of \$15. Since the machine is shunted off to less profitable spots each year we'll say it sells 500 packs a week for the first two years, 300 packs a week the third year, 200 for the fourth year and 130 packs the fifth year. On this basis the machine will dispense 85,000 packs during the five years it is on location. Using this method of computation the op would figure as a fixed charge one-tenth of 1 cent per pack sold as depreciation.

During the first two years he would charge off approximately 50 cents a week, while during the fifth year the depreciation cost would amount to only 13 cents weekly. Altho this method distributes the depreciation expense more equitably, most ops shun it since it calls for a complicated bookkeeping system. In addition, it is difficult to estimate the five-year sales volume of a machine and no depreciation is charged off while the machine is inoperative or under repairs.

Sum of Years' Digits Method

Perhaps the most practical of all methods is the sum of the years' digits or life period method. This method charges off depreciation in decreasing amounts each year. Using the same five-year life as a basis, this method is arrived at by adding up the total of the years' digits—1, e., from one to five—which gives a total of 15. The years are then reversed so that 5/15 is charged off the first year, 4/15 the second year, etc. This method seems the most practical since it permits the operator to charge off the bulk of his depreciation during the years his machines are at peak earning power. While charging off approximately 55 cents a week the first year, this amount decreases to 11 cents a week during the fifth year. Operators following this method have the advantage of being able to turn their equipment into cash any time after the first year without suffering any appreciable loss.

Recommendation

Since the cigarette vending machine business is becoming more stable every day and few operators dispose of equipment until it has been used at least five years, we believe it best for operators to follow the straight line method of charging off depreciation. Granted that it has many faults, still most modern businesses have found it to their advantage to take into consideration federal and State taxes before adopting any specific bookkeeping system. It is very unlikely that the Treasury Department will alter its decision to permit an operator to take off more than 20 per cent for depreciation a year. Consequently it seems best to us that ops charge off depreciation on their machines at the rate of 20 per cent a year over an estimated five-year life.

Should the operator, however, be interested in computing his costs accurately we suggest that he disregard the depreciation he has charged off on his books under the straight line method and use the sum of the years' digits method, since it charges off depreciation more equitably and enables him to ascertain his costs more accurately.

The recent hurricane that created such havoc along the New England Coast resulted in considerable damage to cigarette vending machines in Massachusetts and Rhode Island. Many ops reported machines were completely covered with water on Cape Cod and elsewhere. It will be several weeks before the extent of the damage to cig machines is fully determined. . . . Al Sharenow, one of Massachusetts' largest ops, reported that the plate-glass windows in his Medford office were shattered. . . . Walter R. Guild, manager of the CMA of Massachusetts, was calling on ops in Worcester when the hurricane arrived. A neon sign on the restaurant owned by William B. Burns, largest op in the western part of the State, fell on Guild's car. As Burns is covered by wind insurance there will be no loss to Guild. . . . Because of the disaster the general meeting of the Massachusetts CMA, scheduled for October 6 at the Bancroft Hotel in Worcester has been postponed one week. . . . Albert Coulter, operator of MAC Vending Co. in Worcester, has rejoined the Massachusetts

**UNIVERSAL
TOPPER
SILVER KING
VENDERS**
Will Double Your Sales.

Write for New Low Prices and Illustrated Circulars. Have many good used machines.

Also Others New From Factory

**\$2.40 UP
RAKE**

5438 Woodland, Philadelphia, Pa.

**KAY-SEE
PEANUT VENDER for
BOOTH or BAR**
The Ideal Machine for Locations where space is limited.

\$3.00
Each

1 or 100. Complete With Wall Hanger.

Western Mo. and Kans. Distributors for Wurlitzer Phonographs and Products of Leading Game Manufacturers.

CENTRAL DISTRIBUTING CO.
105 W. Linwood Blvd., KANSAS CITY, MO.

**\$75 TO \$100
WEEKLY PROFIT
WITH ONLY 25
B.I.N.G.O**

16 Counter Skill Games.
LEGAL EVERYWHERE!
SAMPLE BINGO, \$17.50.
Quantity Prices on Request.

D. ROBBINS & CO. 1141-B DEKALB AVE.
BROOKLYN, N.Y.

SOMETHING NEW!
**A PENNY CIGARETTE VENDOR FOR
LUCKIES, CHESTERFIELDS, CAMELS.**

Feeds One Cigarette at a Time
Right Out of a Standard Pack (20).

Approved as LEGAL by U. S. Dept. of Revenue.

Sample Offer **\$7.75** Act Quick: Be First in Your Territory.
Send Now for Sample Machine or Free Circular.

MECHANICAL MERCHANDIZING CO.
1540 PHILA. SAVINGS FUND BL., PHILADELPHIA, PA.

Is Your Subscription to The Billboard About To Expire?

CMA, and Ernest Deer, of ED Venders in Pittsfield, was admitted to membership this past week.

The value of publicity to the cigarette merchandising industry was driven home in the address given by Matthew Forbes, manager of the CMA of New York, before the members of the CMA of New Jersey. Citing the fact that 90 per cent of all legislation enacted that is harmful to the industry is the result of lack of knowledge on the part of legislators, Forbes stated, in part, "We don't want to hide our business from the public; on the contrary we want to educate our legislators to the nature of our business. Most people cannot differentiate between a cigarette machine and any other type of coin-operated machine. For this reason much publicity is needed."

"We want the public to know that it is only possible for us to earn a profit on our operations thru large volume and rapid turnover. It is to our advantage that legislators be aware of the fact that we are conducting a clean, legitimate business where the profit on each unit is small."

"We in New York are not afraid of publicity. We feel that the more the public knows about our machines, the more the volume of our sales will increase. For that reason we want to inform every location owner that a member of the CMA of New York is a responsible and respected merchant, that he is living up to the rules and regulations which his competitors have set down and that it pays to do business with him. That our efforts are bearing fruit is shown by the fact that a number of location owners are asking to do business with members of our association. On the whole we find that it pays to let the public know that we are banded together for the stabilization of our business."

Every operator will realize there is much value in Forbes' statements. The more the consuming public and the location owners know about the cigarette machine business, the more locations will be available to machines, from which the public will buy more cigarettes. The more legislators and councilmen know about this business the less is the chance of harmful laws being passed to harm it. Left to figure out the workings of this business for themselves, they are apt to think it a get-rich-quick scheme capable of shouldering immense tax loads. Therein lies the need for the proper publicity not only thru the trade press but thru the operator as well in spreading the truth about his business among his friends and acquaintances.

Philly Firm Has New Cig Vender

PHILADELPHIA, Oct. 1.—Mechanical Merchandising Co., Philadelphia, has

perfected a new machine that vends a cigarette for a cent. The machine takes five standard packs of cigarettes (20s) and feeds one cigarette at a time out of the packs.

The machine, known as the Standard, is approved as legal by the U. S. Department of Revenue and is guaranteed against mechanical imperfections, the firm announces. The machines have been tested and tried in a number of locations.

Englishman Lauds Candy in Boston

BOSTON, Oct. 1.—A boon to bulk candy vending machines was the statement issued by Sir Harold Mackintosh, English candy kingpin, who visited the Hub recently.

Sir Harold, president of the International Sunday School Association, says that sweets won't add to waistline if eaten before dinner.

His policy of candy eating was licked up by the coin machine boys. In excerpts, here is what Sir Harold said: "As a child I fell into a pan of toffee—and I have been in the business ever since. I have liked candy ever since, too. And if you like candy you like children."

"If you eat two pieces of candy before dinner rather than waiting to have them with your after-dinner coffee you will lose weight. At least you will never grow fat. By eating the sweet before dinner you will not be as hungry and will eat less. It's a fact. Try it."

"It is a medical fact that persons who cut sugar out of their diet find it difficult to remain thin. English doctors recommend candy before meals rather than after meals for those who wish to keep down their weight. Our great factory at Yorkshire turns out 500 tons of candy which is shipped to 38 countries."

"Toffee, made of butter, cream and corn syrup, a perfect breakfast food, was made in Queen Elizabeth's time in the 16th century, and now the little daughters of the present Queen Elizabeth eat toffee. It is a very old candy. During the coronation in 1937 the soldiers on duty for 12 hours ate toffee."

"Candy supplies energy. It keeps one going on a hard task."

Candy Convention In Chi Next Year

CHICAGO, Oct. 1.—At a special meeting of the board of directors of the National Confectioners' Association selected Chicago as the convention city for the 56th annual convention of the association. The dates are May 22-26, inclu-

FIRST WITH TALLY

REMARKABLE MONEY MAKER
--BUILT BY DAVAL--
GUARANTEED BY ATLAS

Priced At Only

\$34.50

F. O. B. Chicago.

The one and only counter game with Reserve Jackpot up to \$50.00!

Frequent 10c to \$1.00 Intermediate Awards!

Coin Divider and Two Separately Locked Cash Boxes—One for Operator and the Other for Location Owner!

Precision built, silent, foot-proof and cheat-proof mechanism! Equipped with sanitary ball game venter and sweet turntable base! Order TALLY Now!

Covered by the Famous Atlas

10-DAY

Free Trial Money-Back Guarantee!

ATLAS NOVELTY CO.

3200 N. WESTERN, CHICAGO



NEW WITHEY SEVEN GRAND

Operator's Price

\$34.50

Latest model dice machine—improved—to make money in every location. Two machines in one—numbered dice or cigarette symbol dice. Order a sample today and ask for quantity prices. 1/3 deposit—balance C. O. D.

BUCKEYE VENDING CO.
518 S. HIGH STREET,
COLUMBUS, OHIO



ANOTHER HIT FOR BIGGER PROFITS BY AJAX BIG BROADCAST

2500 HOLES — 181 WINNERS
TAKES IN \$128.00
PAYS OUT (Average) 73.90
PROFIT (Average) \$ 54.10
BOARD FILLED WITH TIP STYLE COMBINATION TICKETS.

Our Latest 1938 Complete Catalog With Lowest Prices Now Ready. Write for a Copy.

AJAX MFG. CORP.

PRICE
\$5.20
EACH

119-125 N. 4th St., Philadelphia, Pa.



ARE YOU OPERATING DERBY TIME?

alive. The Palmer House has been selected as convention headquarters.

The 16th annual exposition will be held in conjunction with the convention. D. P. O'Connor, of Penick & Ford, Ltd., New York City, will head the exposition committee. Clapp & Pollak, Inc., will be the exposition manager.

Retail Druggists To Meet in Chicago

CHICAGO, Oct. 1.—National Association of Retail Druggists will hold its 40th annual convention at the Sherman Hotel from October 10 to 14, Joseph R. Oberman, president of the Chicago Retail Druggists' Association, announced yesterday. Bernard Weinschanker, of the Chicago association, will be general chairman of the convention.

truly amazing
VANAK

SLUG REJECTOR

Patented Check and Check Separator gives extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write

A. DALVIN CO.
4311-13 Ravenswood Ave., Chicago.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



JACK NELSON, vice-president and general sales manager of Rock-Ola, attempts to show William Shayne, of the Shayne Music Co., Miami, Fla., how to make the daily double on Rock-Ola's one shot automatic payout Across the Board and 3-Up, two games in one.

DOUBLE YOUR PROFITS WITH THESE PONSER GAMES

Chicoin
SPOKES
and Chico MARVEL

Daval
ODD BALL
and TALLY

Exhibit
REVIEW
and BUTTONS

Keeney
MULTI-FREE RACES
and HIT NUMBER

Write or Wire TODAY for Complete Details!

GEORGE PONSER ORGANIZATION

33 WEST 60th ST.,
NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

\$1.25 Per DEAL



GET A HIT	PECK 'N	5 STAR FINAL
1250 Tickets @ 5c, \$62.50 Av. Pay. \$40.50	1250 Tickets @ 5c, \$62.50 Av. Pay. \$42.00	1250 Tickets @ 5c, \$62.50 Av. Pay. \$39.85
Av. Pfl. \$22.50	Av. Pfl. \$21.00	Av. Pfl. \$23.15
2250 Tickets @ 5c \$112.50 Av. Pay. 70.00	2250 Tickets @ 5c \$114.00 Av. Pay. 73.15	2250 Tickets @ 5c \$114.00 Av. Pay. 68.50
Av. Pfl. \$44.00	Av. Pfl. \$40.55	Av. Pfl. \$45.20

1250 Ticket Deal—\$1.25 per deal in dozen lots for refills. Refills include Tickets, Jackpot Card & Jar Label, Jars 25c each. Holders 25c each. Complete deals \$1.75 per deal in dozen lots. Sample deals \$2.25 each complete or \$8.00 for all three complete.

2250 Ticket Deal—\$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 2250 tickets are ordered add 25c per deal. 1/3 deposit with order, balance on delivery.

Tickets Only: 1250's \$9.00 Doz.
2250's \$16.00 Doz. 2250's \$18.00 Doz.

Send for Catalog of Other Winners.

WINNER SALES CO.
"PICK A WINNER WITH WINNER."
8307 ARMITAGE AVE., CHICAGO, ILL.

NOVELTY GAMES SPECIALS

Bally Reserve \$39.50	Chico Baseball \$15.00
Bally Bull's	Home Stretch 10.00
Eye 27.50	Sprint 10.00
Speed 18.00	Running Wild 10.00
Stoner Races 15.00	Chico Derby 10.00
Babs 20.00	Happy Days 7.00
Mercury 10.00	Daily Races, Counter Game, 12.00

TERMS: One-Third With Order, Bal. C. O. D.

L. BERMAN & CO.
123 N. W. 5th St., Evansville, Ind.

CAILLE 7 SLOT JACKPOT BELLS

Good as new, \$75.00 Each.
Send Deposit with Order. Shipment Same Day.
A. L. KROPP
Tuscaloosa, Ala.

Send your correspondence to advertisers by mail—Using The Billboard.

New Orleans

NEW ORLEANS, Oct. 1.—Investigation on an extensive trip thru Tennessee, Alabama and Mississippi finds that phonograph operations have expanded steadily since the middle of September, with operators attributing the betterment to cooler weather, bigger marketing of important "moneys" crops and in certain localities to heavier operations of big industries upon which those spots thrive. For instance, Birmingham steel mills are now operating 70 per cent and are making preparations for further expansions in the near future, so that conditions in the city are better than many had anticipated a month ago.

Of particular interest to the traveler thru the Tennessee Valley area are the better living conditions of the farmers. Communities are naturally benefiting from the swing of big industry to that section, as cheap electricity from TVA and REA projects proves a magnet to big business. Chattanooga and Nashville are particularly showing signs of these developments, while rapidly growing smaller cities in the valley such as Decatur, Ala.; Sheffield, Florence, Huntsville and others are enjoying their first era of rapid growth in many years.

Improvement is somewhat spottier in the Mississippi Delta area because of the unusually big cotton crop. Communities in the Magnolia State fear depressed cotton prices, as the latest government crop estimate again indicates a visible supply this season of over 25,000,000 bales of cotton, including 11,500,000 carryover from the 1937-'38 season. Such a supply compares with a world consumption of American cotton last year of only 11,000,000 bales. With such a handicap cotton-minded communities are none too optimistic over fall and winter prospects. However, a good portion of Mississippi gets some encouragement out of the increased demand for Southern lumber. Many mills have been receiving the biggest orders in many years.

In New Orleans the very cool weather of the past week has pepped up operators, and buying of new phonographs and pin games is decidedly on the up. Distributors of Ballys, Keeney's, Genco's and other nationally known games report that the cool weather is just what they have been waiting for and the change in weather has verified their hopes.

With a sample of Bally's new Eureka on display at its Poydras street showroom, the Dixie Coin Machine Co. reports numerous compliments from operators. "It's the best ever," one of the biggest ops in town remarked after a thorough inspection Tuesday afternoon. "Such remarks are the usual ones passed when the operators inspect these Eureka tables," Julius Pace, head of the company, says. "This game does everything but talk."

Back from their honeymoon in California, where they were married a fortnight ago, the Louis Bosbergs have established an uptown apartment. Bos-

berg has finally settled down to work. He is head of the New Orleans Novelty Co., where a new secretary has been added in the person of Mrs. S. Karlin.

Following a drop in temperature to the lower 80s, operators of New Orleans are getting consolation out of the fact that they are not in Toledo or Chicago as Dan Cohen is these fall days. This week Cohen sent in an urgent request for a special delivery shipment of his undies. Just a big Southerner in a Northern city on an unusually cool day in autumn was Cohen's pitiful statement in a letter to his friends in coin machine row here.

Hank Friedburg has become an associate in the firm of the New Orleans Novelty Co. Friedburg is warming up these days in advance of another Civic Theater season in this city. He is one of the leading stars of the group.

Frank Gleeson, salesman for the Direct Sales Co., distributor of Snacks in this territory, reports a growing demand for nut and gum vendors with cooler weather. Gleeson is one of the oldtimers of the local coin machine colony.

Lloyd Blackwell, of Stelle & Horton, Houston, is spending a few days in New Orleans conferring with Melvin Malloy, of the Louisiana Amusement Co., the firm's State subsidiary. Blackwell is optimistic over prospects for South and East Texas this fall and believes the hillbilly gubernatorial candidate W. Lee O'Daniels will prove a broad-minded State administrator. The Louisiana company boasts of a new secretary in Grace Mookaw.

A card from Dan Cohen, of the Crescent City Novelty Co., reveals that he and Andrew Monte, another phonograph op with traveling ways, are having just as grand a time in Chi as when the annual coin machine convention is held. They go from there to Toledo and promise a very important announcement upon their return.

One of the distributors here who is laying most ambitious plans for the coming fall season is Melvin Malloy, of the Louisiana Amusement Co., territory Rock-Ola distrib. Malloy has just returned from a business trip thru South Louisiana and brought back many orders for new Rock-Ola Monarchs.

When a church found itself in a very embarrassing position in Jefferson Parish (adjoining New Orleans) recently a dozen pin game and slot operators of the parish kicked in and raised several hundred dollars thru donation of money and a night's loan of two dozen or more slots. Leader in the move was Mark Bosberg, father of Louis Bosberg, head of the New Orleans Novelty Co.

F. W. King, of the C. & N. Sales Co., has given us another good tip-off on a swing to better play during the fall and coming winter season. Before leaving on an extensive trip thru the Southeast territory Wednesday King admitted that sales of slots and pin games have slowed up with continuation of the warm weather.

or but expresses certainty that distribution in the near future will come close to setting a new top for several years.

Larger restaurant and cafe operators in downtown New Orleans express high satisfaction over increased play with slotboards since the first of the month. Awards of cash and useful household goods are the general run, with prospects bright for increased play as the holiday season approaches.

The country boys continue to come to town in droves in preparing for the cooler season and several made good purchases of new slots, pin games and phonographs during the past week. Among those seen at distributing centers seriously looking over new stock were Tony Scalfio, of Franklin; Frank Sensoni, of Morganza; J. Hildego, of Donaldsonville; W. C. Singley, of Monroe; Joe Lucia, of the Capitol City Novelty Co.; Baton Rouge, and Luke Outroni, of Morgan City.

Following a week's confinement to his home due to illness and needed rest, Frank de Barrios, of the Jules Peres Novelty Co. (Wurlitzer distrib), is back at his sales office. Another report from the Peres office is that daughter Julie will soon march up the center aisle with Charlie Wicker, member of the sports staff of the city's largest newspaper.

A. M. Mendes, territory sales manager for the Wurlitzer Co., left with Mrs. Mendes and their three children, A. M. Jr., Mary Ann and Barbara Jane, for a three weeks' sojourn via the family car to the Colorado Rockies. They tell us that A. M. spent many nights trying to figure out how he could sail his fine big yacht up inland waterways to Colorado without success.

Peter Nastasi, head of the Automatic Amusement Co., announces that he will move his business October 1 from 825 Poydras to 813, where he was formerly located. Nastasi is said to be getting homesick for the old spot, where for many days he had certain friends afraid of queer noises coming from an abandoned second floor.

Stephen Asproditis, head of the service department of the Jerry Germanis Novelty Co. for several years but of late in his own service business, was presented with a seven-pound boy last week. Mother and lad are doing well and the latter has been tagged Junior.

The Pleasure Amusement Co. has added a line of new pin games and started operations after having confined its business recently to phonographs only. Dan Cohen, head of the firm, left this week for a fortnight trip to Chicago and Toledo, accompanied by his usual companion, Andrew Monte, of the A. & M. Amusement Co.

There are a couple who work together in a local phonograph firm who have been having lots of arguments of late about the wife's singing. We popped in suddenly the other day when she was alone in the office and have since taken sides with the wife's belief that she has a good voice. And I mean a very good voice. Soprano.

Returning from a stay of several days in Pensacola, Fla., F. P. (Buster) Ciesl, head of the Great Southern Novelty and Amusement Co., looks the picture of health. Accompanying him on the trip were the missus and John Senac, attache of the firm.

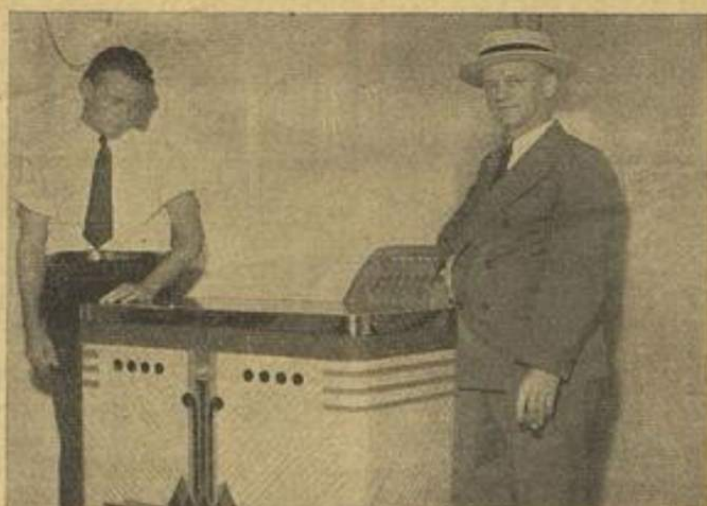
Leo Kelly, vice-president of Exhibit Supply Co., was a recent visitor to New Orleans, calling on the Dixie Coin Machine Co. He left for the Chicago office after spending about three days on business.

Amado Rodriguez is now in charge of service at the Jules Peres Novelty Co.

Returning from a trip to Atlanta and Memphis, R. N. McCormick, Southern sales manager for Decca Distributing Corp., reports a brisk demand for records thruout the South.

SLOTS

Counter and 1 Ball.
Six Operator, Mast Sell.
P. O. BOX 248, Port Arthur, Tex.



HARRY MOSELEY, of Moseley Vending Machine Exchange, Richmond, Va., and Harry Jr. look over Bally's Four Horsemen, reserve-type seven-coin console, during recent visit to Chicago.

Detroit

DETROIT, Oct. 1.—Felix J. Jencka, who has established the Imperial Music Co. is a newcomer in the music field and is forging ahead. He has just added several new Rock-Ola machines to his route. Jencka formerly operated a music machine business in his own name at the same address, where his father has the J. J. Bar. He is specializing in the Hamtramck section of Detroit.

Music machines continued to furnish the bulk of reports of new machines sold this week, with Seeburgs probably ahead this time. Among customers for this and other models were Frank D. Noble, James Avery and Jack Glick, who placed a really big order.

Albert A. Weidman, manager of Weidman National Sales Co., distributor of cigarette vending machines, has spent most of his time since midsummer in the Northern Michigan territory. Weidman reports an excellent business for the past year with many new accounts on the books.

Unusually substantial report of business improvement was made this week by Harry Graham, manager of the Marquette Music Co., for years the largest operator in this territory. "Collections are picking up," Graham said, going on to attribute this fact to the various factors recently detailed by other operators, chiefly increased employment in the automobile plants. Because of the widespread character of the Marquette company's operations, this statement is of considerable importance as an index to local business.

Members of the Wayne County Music Operators' Association are meeting every Friday evening now at the private dining room of Hall's Cafe in the Transportation Building, 135 West Lafayette boulevard. Meetings are opened promptly at 8 o'clock.

Champion Automatic Music Co. is finding the music field "very fluctuating" these days—going up and down from one week to the next. Manager Louis Berman has been away in New York City on business for about three weeks and is expected back in the city about October 1. His brother, Philip Berman, is running the business in his absence.

James A. Passanante, head of the J. & J. Novelty Co., and one of the popular figures in the local industry, has been in poor health for the past couple of weeks, but is better now and is spending more time at his work. Jimmie, to everyone in the trade, is a victim of arthritis and has just had a siege of it, receiving considerable relief by taking baths at Mount Clemens, Mich.

One of the best indications of current pick-up in the vending machine field was the report of about the longest string of customers one company has had here in a long time. The lucky dis-

Pennsylvania Association Meeting

Pennsylvania Amusement Machine Operators' Association has announced a State-wide meeting to be held at the Hotel Majestic, Philadelphia, October 19, 1938.

Officials of the organization suggest that it will be "one of the most important meetings for amusement machine operators to be held in the State."

The Philadelphia Automatic Amusement Association, with about 100 members, will act as host and invites all amusement machine operators of the State and others in the business to attend a dinner at 6 p.m. in the Hotel Majestic. The business session of the State organization will follow the dinner.

Communications and reservations may be addressed to Harry H. Wexelblatt, corresponding secretary, 913 Franklin Trust Building, Philadelphia, Pa.

tributor is the Safeway Cigaret Sales Corp. The operators, mostly new names to this field, include A. R. Mitchell, Irene Win, Sam Wasserman, Frank E. Smith, Edward Goss, Charles Taylor, Willy Shaw and Adolph Van Hampter.

Goldman & Son, one of Detroit's well-known family operator teams, must be finding business good—good enough to add some Wurlitzers at any rate.

"Business is distinctly better," Harry F. Hornstein, manager of the Safeway Cigaret Sales, Inc., said this week. "Retail sales of cigarettes thru machines are showing a distinct pick-up. A pick-up that is encouraging to the operator, and I guess general business conditions are responsible for it."

William B. Howard, who operates the Welcome Meter Co., reports business fair in his unique field. The Welcome company's field of operation is in the manufacture and operation of meters for special coin-controlled service devices, such as washing machines, equipment for trailer camps and floodlighting.

Robert Jackson, formerly an operator here, is the father of the Miss Detroit of 1938, privately known as Marjorie Jackson and to the theatrical business as Dixie Dean, where she does a singing and dancing act. Jackson has just returned from a trip with her to the Miss America contest at Atlantic City. He is now head of the Very Best Products Co. here.

Paul Scott, head of the Scott Sales Co. and one of the oldest operators in this territory, has just sold out his present machine routes thru the State to a number of individuals who will operate them independently. Scott is not planning to retire, however, and will probably resume activity in the near future with a new line.

Carl J. Angott, of the Angott Coin Machine Exchange and Angott Vending Co., expresses satisfaction with the success they are having with pin games on which they have recently concentrated their attention. He states the wholesale business also is coming along in a fine way, with an increased interest shown on the part of buyers of machines. He states their greatest trouble is to secure good machines to supply the demand.

Clyde Thomas, West Side operator, is expanding in two fields—both venders and phonographs. His preference goes to Mills machines for both departments. "Our business has been going along quite consistently; in fact, it is ahead of last year's business," said W. Coulton, manager of Schermack Corp., manufacturer of coin machine devices. Considerable of the company's business is in machines.

Frank D. Noble, east side music operator, was adding more Seeburgs to his route this week.

Ben L. Goode and Henrietta Rothbard are selling their interest in the Safeway Cigaret Service to the new Safeway Cigaret Sales, Inc.

With Flint, Mich., reported as about the hardest hit city in the country during the present "recession"—with half its population on relief—the town has had few favorable signs of business revival in recent weeks. One of the most encouraging came this week from C. C. Johnson, who does business as the Coin Automatic Music Co. Johnson bought a group of 10 Bang-a-Deer games from the Tru-Shot Corp., of Detroit.

Pending Release Of Chicoin Game

CHICAGO, Oct. 1.—Sam Gensberg, official of the Chicago Coin Machine Mfg. Co., today announced the pending release of a new Chicago Coin novelty

game which would be called Peachy.

Said Mr. Gensberg: "Until the release of the game we are keeping its features under cover, but operators can be sure that it will be a suitable companion game to the recent hit machines we have made. I can say this about Peachy; it will be a fully metered game to comply with the growing demand for this type of location protection and will be filled with the kind of features that command interest on all types of locations."

According to Chicago Coin officials, it is planned to run Peachy concurrently with Chico Marvel on the production line due to the unusual demand for the latter.

Dean, World Series Tops, Says Nelson

CHICAGO, Oct. 1.—Said a Rock-Ola official: "After Dizzy Dean had pitched his Chicago Cubs teammates to a decisive victory over the Pittsburgh Pirates, completely turning the tide in favor of the Cubs as a World Series contender, a well-known sports writer said: 'Dizzy Dean pitched a spectacular game of ball even though his arm caused him pain with every throw. He showed himself to be a great player, shrewd, capable and a good showman. It was a thrill to see the crowds applaud the great Diz.'"

"Somehow Dizzy Dean's superb performance," commented Jack Nelson, Rock-Ola vice-president, "reminds me of the outstanding performance of our baseball game, World Series. The players on the game board are named after famous baseball players; the pitcher is Dean. During the past few weeks operators have had calls to rush out these machines to locations where baseball-mad crowds have gathered to listen to the final deciding games in the pennant race. Operators report intensified interest in the Rock-Ola World Series game during the series of games being played by pennant contenders.

"An Eastern operator said: 'Everyone seems to be talking baseball. Naturally World Series draws them like flies. The fellows play the game again and again—you'd think that there was a pennant at stake the way they try to bang out the hits and runs. They all get together and have a great time, and the World Series machine gets the profits.'"

Crystal Gazer In Big Demand

CHICAGO, Oct. 1.—The all-electric Crystal Gazer amusement device seems to be in keeping with the times, say the officials of the Winner Sales Co. The device recently introduced is reported to be climbing steadily in sales, according to the maker.

People are more and more interested in such games, they state, not only because of its appeal as an award machine but also because it can be used as a fortune-telling machine.

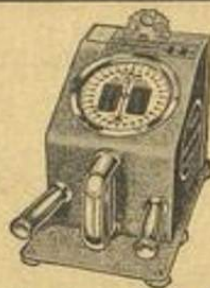
It may really be called five games in one, they state. It plays pennies, nickels, dimes and quarters and may be used in acceptable territories as a sales stimulator device with cigarettes, etc.

Mike, Max Munves Are Back at Work

NEW YORK, Oct. 1.—Mike Munves, well-known coin machine man and a dealer in penny arcade equipment, announces he is now concentrating on his jobbing business. The penny arcade season is over, and Munves announces that he will be at his New York City headquarters to take care of his friends.

Max Munves will also personally supervise the sale of coin-operated machines at the uptown office.

Say the Munves brothers: "Now that the fall business is really showing signs



TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER

Sample \$24.50
OPERATORS AND JOBBERS WRITE DEUCES WILD & LUCKY PACK EQUIPPED WITH BALL GUM VENDOR. List Price \$27.50 — Sample \$22.50 LOTS OF 10 — \$19.75 EACH.

10 DEUCES WILD \$17.75
and 10 LUCKY PACKS Each.
Used Less Than 2 Weeks.

PACES RACES—BRAND NEW
In original crates, never unpacked. These were bought from an operator whose territory went closed before the machines arrived. His loss is your gain.
20 Paces Races, cash pay, 50 play \$275.00
4 Paces Races, cash pay, 50 play \$10.00
4 Paces Races, cash pay, with Jackson, 50 play \$20.00

The machines below are slightly used and like new and are offered subject to prior sale.

- 1-BALL SUBJECT**
- 1 Royal Race, check app. \$15.00
 - 1 John, Super Change 23.50
 - 1 Gottlieb Miss America 22.50
 - 2 Fishers, 1 horse and 1 cherry symbol 52.00
 - 1 Arlington 27.50
 - 1 Preskross 25.00
- 5-BALL NOVELTY**
- 1 Green Lights 30.00
 - 1 Bally Reserves 20.00
 - 1 Air Way 20.00
 - 2 Bull's-Eye 22.50
 - 1 Bally Zephyr 22.50
 - 1 Mercury 20.00
 - 1 Milk Tourist 35.00
 - 1 Double Track 35.00
 - 2 Keeney Skill Time, 1937 mod. perfect 110.00
 - 3 Jennings Grand Stand, counter games 13.50
 - 1 Rock-Ola World Series 110.00
- PHONOGRAPHS**
- 3 Wurlitzer #18, perfect \$125.00
 - 3 Gabel Charles, 18 records 70.00
 - 4 Rock-Ola Regular No. 2 95.00
- 5 Auto Glides, slightly used, Ea. \$50.00

- 2 Ray's Tracks, check app. Nos. 4545-4711 5 70.00
- 2 So Ray's Tracks, cash & ticket, model Nos. 4692-4836 75.00
- 2 Paces Races, 20 to 1, check app. Nos. 3348-3719 200.00
- 1 Paces Races, 20 to 1, cash pay, No. 1500 70.00
- 1 Paces Races, 20 to 1, check app. No. 3830 80.00
- 1 Paces Races, 30 to 1, check app. No. 3354 80.00
- 1 Paces Races, 25c play, cash pay, Serial 6088 100.00
- 1 Paces Races, 25c play, cash pay, Serial 3764 125.00
- 1 Paces Races, 5c play, cash pay, Serial 5970 100.00

- COIN SLOT MACHINES**
- 4 Mills O. T. Nos. 17953, 17949, 17977, 17981 \$35.00
 - 2 Mills Blue Front, 10 play, Nos. 40038-40039 30.00
 - 1 Mills Red Front, 10 play, No. 414035 30.00
 - 2 Mills Blue Front, 10c play, Nos. 40038-367036 37.50
 - 1 Mills Red Front, 10c play, No. 376244 37.50
 - 1 Mills 25c play, Blue Front, No. 376390 37.50
 - 1 Mills 50c play, Blue Front, No. 381384 30.00
 - 2 Jennings 25c play, Belle Nos. 118741-118648 27.50
 - 1 Jennings 50c play, Bell, rose color, No. 125197 30.00
 - 1 Caille, 1-10c 5c play, complete with stand 50.00
 - 1 Caille 25c Red Front 37.50

The above prices are effective October 8, 1938.

Derby Races game (20) table and register with (20) revolving stools. Cost \$3,000.00, used 30 days and guaranteed to be in perfect condition, but will sacrifice for \$1,000.00 on account of beach closing. Write for descriptive circular.

Write for prices on all the new hits which have been released by the respective manufacturers. All orders must be accompanied by 1/2 deposit in the form of P. O. Express or Telegraph money order.

Ask us to put you on our mailing list.
MOSELEY VEND. MACH. EX. Inc.
80 Broad St., Richmond, Va.
Day Phone 3-4511, Night Phone 5-3328.

of activity we are concentrating on helping the operators make more money with all the latest equipment and with the finest reconditioned machines available."



EARL C. BACKE snapped on the way to his office. He is proxy of the National Novelty Co., Merrick, L. I., N. Y.

DAVAL'S MONEY-MAKING MASTERPIECE

A PROVEN SUCCESS
NOW! — MAKING MORE MONEY ON HUNDREDS OF LOCATIONS THAN ANY OTHER 5 BALL NOVELTY GAME! THIS IS NOT JUST A CLAIM, BUT A FACT — WHICH HUNDREDS OF OPERATORS WILL BACK UP! ASK ANY ONE OF 'EM!

ODD BALL

Phenomenal 5 Ball Novelty Game with RESERVE BANK up to \$50.95 and intermediate awards! ALSO STRAIGHT HI-SCORE MODEL!

Completely metered for your protection!



PRICE \$74.50

F. O. E. Champ

With Reserve Feature \$10 extra

GUARANTEED 100% MECHANICALLY PERFECT

DAVAL MFG. CO., 315 N. HOYNE, CHICAGO

DON'T CONTINUE TO LOSE MONEY — GET WISE — OPERATE

DERBY TIME

THE ONLY DEAL OF THIS KIND IN THE EAST



BRINGS \$7.00—Costs You \$2.75

Every Player becomes a Flight Fan. Locations are unlimited—legal everywhere. The Cabinet's Flash and Color makes it a real Attention Getter that pulls the play. The Player gets a real kick.

70 NAMES 70 PRIZES

At 10c a Sale, the Cabinet brings in \$7.00. Last name pulled receives a Very Special Prize.

TRADING POST (Same Type Deal as Above)

130 NAMES 130 PRIZES

Brings in \$13.00 Costs You \$5.75

Remit 25% Deposit — Balance C. O. D.

JEDRO 134 W. 32nd St., New York City

No Co-Operation, Says Trade Head

Editor's Note:—Once in a great while a publication dares to publish a news story that shows the real lack of co-operation among business men and the evils of cut-throat competition. The following item is reprinted from Advertising Age (Chicago), August 29, 1938, and speaks its own message:

CAMPAIGN TO HELP BUSINESS CALLED FAILURE. Boston.—New England industry is either so callous, so inarticulate or so ignorant that it is doing virtually nothing to cultivate public good will. James W. Hook, president, New England Council, said in collaborating with Edward L. Bernays, public relations counsel, in an interpretation of a recent survey by the Council's industrial committee.

The reticence of the average business man, Mr. Hook said, is due in part to a deeply ingrained competitive feeling which makes him reluctant to reveal the most insignificant facts, including many which are favorable to him.

"I cannot see how anyone could object to explain to the world just what has happened to the sales dollar," commented Mr. Hook somewhat impatiently, in explaining the difficulties of the Council in inducing any great co-operation from the industry which it is supposed to represent.

He said that the industrial committee of the New England Council encountered so much difficulty in getting facts that its campaign, "Building Good Will for

Operating and Maintaining

—By FRED BESSERN

A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month on any phase of the subject.

Prevents Cheating

"Dear Sir: I have found that sometimes by adding a switch on the under side of my panel, which will open when the shuffle board is pushed, will prevent certain types of cheating. It is difficult to describe the particular type of condition that might exist on different games, and usually this condition is taken care of by all the manufacturers. However, there are times that a switch in series with the bumpers, or in series with the payout holes on the panel, is helpful.

"I have also employed the reverse action of this switch to advantage. For instance: If the shuffle board is pushed in extremely fast and returned immediately the scoring unit, such as a score projector, might not have sufficient time to be reset completely. In operations such as this the reset switch that supplies power to the reset coil on the scoring unit is energized by the closing of a switch at the very end of the shuffle board's stroke. Thus the reset coil is only energized for a short period of time, whereas if the switch is closed immediately upon pushing the shuffle board there is a longer period for the reset to take place. I hope this information is of some advantage.—ALBERT WALTERS, Chicago."

Answer: Your discussion of the action of these switches shows that you have studied the mechanical and electrical operation of pin tables to a degree that enables you to correct your troubles on the spot. The first type of cheating that you desire to correct might be described as follows: Assume that you have a bumper game with the method of awards being a straight high score. Assume that a player would retain a ball or two from his previous game, and after having reset the scoring unit, he would allow his shuffle board to return back far enough to open the reset switch but still not far enough to prevent any balls shot from returning thru the out-hole. Thus the balls that were retained from the previous game could be shot and advance the score, and then they would be returned for further play on the table with the coin chute all the way out. A safety switch in series with the bumpers would not allow them to become operative until the shuffle board had been returned to its back position and would prevent this type of cheating. It is realized, of course, that the above description deals with a type of cheating that is always taken care of by the manufacturer in the design of games. The adjustment of the switches on the under side of the panel is usually the determining factor as to whether the game may be cheated. In all cases the switches should be adjusted first before attempting to improve on the game. However, if the game receives extremely rough handling then it might be wise to install supplementary switches in series (or in parallel as the situation might require), with the original switches for the additional safety factor.

Handling Fuses

"Dear Sir: There are times when I am out on service calls and discover that I do not have fuses of sufficient amperage to replace blown fuses. For instance, when I have to replace a 10-ampere fuse and I find that I only have some 5-ampere fuses, I place two 5-ampere fuses side by side and solder them together. Two 5-ampere fuses soldered together in parallel make a 10-ampere fuse. Then I plug one fuse in, and as the other fuse is soldered to it, it protrudes above the fuse clip but still makes a connection thru the solder.

"When the game requires a 5-ampere fuse and I only have a 10-ampere fuse, I investigate the game thoroughly to discover what caused the overload in the circuit, such as a shorted connection, a short at the plug, etc. If I can find it, then I insert the 10-ampere fuse and use it until I can return and replace it with one of the correct amperage.

"If I am not able to discover the reason that caused the fuse to blow, I am very cautious before I insert the higher amperage fuse. With this larger fuse in place and the game works properly with the lights up to their normal brilliance, then I usually play the game for some time before leaving it. However, if the lights are below their normal brilliance or I can see the fuse wire weave slightly, then I can be sure that I have not discovered the short, and it would be foolhardy for me to leave the higher amperage fuse in place until I corrected the trouble.—JACK RUSHTON, Wisconsin."

Answer: Your analysis of when to insert a higher amperage fuse is absolutely correct. By that I mean that you are going to be absolutely positive that the short has been discovered before you allow your game to be ruined with an overload of current. It is an easy matter to burn out a coil or relay when the protective value of the fuse has been removed. Except in extreme emergencies it is best to follow the instructions of the manufacturer in regard to replacing fuses.

Current for Light Bulbs

"Dear Sir: Will you please tell me what amperage the various size light bulbs draw?—F. A. MERKEL, Texas."

Answer: The small 6-volt lamps draw 0.150 amperes; the 14 and 18 volt lamps both draw 0.25 amperes; while the 6-volt projector bulbs draw 2.75 amperes. Most games are so designed that the lamps receive an undervoltage, and in this case the current drain would be proportionately less. In the case of the small 6-volt lamp it is more correct to say that the lamp draws 150 milliamperes, a milliampere being one-thousandth of an ampere. Thus the 14 and 18 volt lamps could be more correctly termed as having 250 milliamperes drain. This is just a more convenient way of expressing it.

Industry," was emasculated. "It has not had a flattering response," he said.

Received 263 Replies

The Council sent 2,500 questionnaires to New England business men. Only 263 bothered to respond. While this fraction is too small to be representative, it contains some interesting information.

Those replying indicated that they are willing to grab free publicity about plant expansion and development of new products in the guise of news stories painting them as philanthropists and business pioneers. When it comes to trade secrets, such as volume of freight shipments, most of those replying indicated that they consider such information sacred.

Only 18 co-operate with newspapers to any extent; 29 provide press releases. When it comes to advertising, the ratio falls sharply, only five indulging in anything of this nature. The radio record is even less flattering. Eight of the 263 consented to deliver orations via radio, four provided information when it was requested, and one spent some money advertising on the air.

Industry "At Sea"

The idea of the average manufacturing executive about advertising consists of identifying his plant with a sign, 75 indulging in this publicity orgy; 49 not only name the company, but give the passer-by the title of the product or products produced, and 32 go so far as to reproduce the company's trade-mark on the sign.

Mr. Bernays took up the burden here. "The conclusion is that industry in New England is just as much at sea about its present status as industry elsewhere in the United States, but that it has a feeling that public relations may be helpful," said he. He suggested a second survey to ascertain just how the public judges business—what it accepts and what it rejects in the business conduct and attitude.

"The business man of today must regard public relations as a basic and underlying part of his responsibility to the world he lives in," the expert concluded. "He must recognize that only if public interest and private profit coincide can he maintain and develop his business and the broader system of which it is a part."

WORLD'S FAIR

NEW FLASHY 5-BALL

HIGH SCORE NOVELTY GAME

Most beautiful flash ever built into a POPULAR PRICE game! ILLUMINATED RUBBER-TIRE BUMPERS—spiral bumpers—ROLL-OVERS—now MYSTERY LIGHTS—and the "box-car totals" which high-score fans love! Metered Awards Fully Adjustable. Order from your jobber.



BALLY BELL

The bell that gives you double returns on your investment. Now in full production. Write or wire for prices.

THUNDERBOLT

Fast 5-ball novelty game with new "Mysteryism" Action—possible to score 8,000 on a single ball!

Write for circulars on complete Bally line—novelty and payout tables, consoles, counter games and new Streamlined HOT-VENDER.

BALLYVIEW

Four great novelty games in one—including reserve-type and new Daily-Weekly-Monthly High feature!

GRANDSTAND

Multiple one-shot with \$45 top reserve. Earnings average 30 per cent above Fairgrounds.

BALLY MFG. COMPANY

2640 BELMONT AVENUE, CHICAGO, ILLINOIS

JOHN A. FITZGIBBONS

EASTERN REGIONAL DIRECTOR FOR BALLY MFG. CO.

announces

ANOTHER NEW, COMPLETE OFFICE AND SHOWROOM FOR NEW YORK STATE

306 ELIZABETH ST.

UTICA, N. Y.

Lew Wolf, General Manager.

... this new office is pledged to give the same famous and superior service as obtainable at the Bally Building in New York City. Call or write these new offices today! You'll appreciate the difference!

FITZGIBBONS DISTRIBUTORS, INC.

453 WEST 47th STREET, NEW YORK

— ALSO AT —

362 MULBERRY ST., NEWARK, N. J.

2178 AMSTERDAM AVE., NEW YORK

622 NORTH EUTAW ST., BALTIMORE, MD.

... as well as complete sales representation in all cities from Maine to Maryland ...

TALLY

New Neon Flasher For Bulk Venders

By HERB SIME
Burel & Co., Chicago



GREATEST MONEY-MAKER EVER BUILT!

Made by Davall Reserve Jackpot up to \$50,001 Only \$34.50
Frequent Intermediate Awards! Coin Divisor and Separate Cash Boxes! Sanitary Ball Gum Delivery and Turntable Base! F.O.B. CHICAGO

BUCKEYE VENDING CO.
519 S. High St., Columbus, O.

Merchandising of confections thru coin-operated machines has made rapid strides during 1938 and the future is still rosy, as we shall see.

Last summer the industry witnessed a joint sales campaign by Burel & Co. and the Morton Salt Co. which, thru the use of the "avoid heat fog" slogan, caused larger sales of salted peanuts. The trade press hailed the campaign as significant because of the advancement of a conclusive merchandising idea in the selling of a vended product.

In the case of the Burel-Morton salt hook-up the campaign was presented to the public by means of cardboard displays which were attached to thousands of bulk venders on location.

We believe that there are two important steps involved in catering to the public's appetite for confections vended thru coin-operated merchandisers. The first step has to do with the quality of the vended itself. This important phase has been aided by the introduction of modern de luxe equipment in the bulk venders. The streamlined machines have increased sales because they offer bulk confections in an arresting, appetizing and attractive manner.

Once the operator has equipped his locations with the very best equipment available, the next vital step has to do with increasing the number of pennies over and above what the machine normally takes in each week. How can this be done? It can be done by new merchandising ideas designed to boost vended receipts all year around.

As successful operators of one of the largest bulk vending routes in the United States, we say "the solution is More Merchandising—More Idea Selling at the point of sale." In other words, it is our conviction that in order for a bulk penny machine to do the very best job the venter must be more than a silent salesman—it must do some shouting on location.

Sensing the real economic need for

display material attached to the bulk venter and with the co-operation of the Anglo Corp., Chicago, which has been identified for many years in the field of illuminated signs, a flasher neon sign has been built into a bulk venter. This venter, the first of its kind to make its appearance, is on display in Chicago, where it is attracting widespread attention and interest.

This practical application of neon lighting to the bulk venter meets many requirements. The neon sign itself occupies a very small compact space just above the regular venter cabinet, and closer observation will indicate that the sign actually becomes an integral part of the venter by reason of carrying out the original cabinet lines.

Inside of the shell there is a neon

tube which flashes on and off, lighting up the display card which has been fitted into the panel. It was felt that the greatest value from this illuminated venter would come from having interchangeable cards which could be removed quickly and replaced with another message. It so happens that the word "Fresh" is used to illustrate this interchangeable idea. Numerous other words are available as, for example, Good, Tasty, Energy, Food, etc.

This neon-lighted unit was built by the Anglo Corp. with the idea of being extremely economical to operate. It does not require a plug-in; it is battery-operated. It is said by the Anglo Corp. that only one dry cell will give up to 30 days of continuous flashing, and that means 24 hours a day. Two dry-cell batteries are used in the Anglo Batri-unit. Thus one can see that the operating cost of this neon attachment is trifling, and with the switch which is provided it would be possible for the two dry cells to operate for months using the flasher device only 12 hours a day instead of 24.

This illumination cannot help drawing more attention on location, and as it creates more attention it will produce more "impulse buying." The neon flasher sign is a newborn infant in the merchandise vending machine business. If we know anything about merchandising this idea should receive the wholehearted attention of operators and other manufacturers in the vending machine business.



LEON TAKSEN (left) and M. Silberstein, of Brussels, Belgium, pose for the cameraman. Silberstein, well-known Belgian coinman, visited the United States to secure used coin machines.

Report Ideal Romance

ST. LOUIS, Oct. 1.—Earl Bowman, chief mechanic at the Ideal Novelty Co. for the past seven years, and Virginia Kennedy, secretary to Carl F. Trippe for the past two and one-half years, were married here on Friday, September 16, at the First Christian Church. The marriage was a complete surprise to their many friends and the operators of this city. The wedding ceremony was strictly private and the newlyweds returned to their respective duties on September 20 after a honeymoon in the Ozarks of Missouri, on Lake Taneycomo in the southwestern part of Missouri.

DERBY CHAMPS

PERFECT CONDITION

5% Discount in lots of 10. \$95.00 Wire deposit at once.

COMPLETE LIST OF CONSOLES
Fairgrounds \$52.50
Quintilla — 7 Cans 75.00
Mills Melon (Mills) 62.50
Mills Cherry (Mills) 62.50

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.

Exhibit Markets Newest--Regatta

(New Game)

CHICAGO, Oct. 1.—Says Leo Kelly, official of the Exhibit Supply Co., "Yes, sir. Exhibit now gives you another hit game, another perfect money getter. Everyone knows that Exhibit's Review, with its big Bank Night features and intermediate awards, is a tremendous success on every location. Now Exhibit gives you Regatta.

"Regatta is a profitable game that incorporates all the lure and player appeal of Review and in addition that approved and applauded feature, mystery selection. "Regatta gives the player a perfectly balanced playing field. Only 15 bumpers on the entire board. Each so placed and so arranged that the player knows immediately that here's a game that isn't stacked against him. Mystery light-ups and plenty of special awards keep player interest at a fever heat. They'll keep on playing again and again trying to get that irresistible high score.

"Five-ball play, metered awards, beautiful construction with gyp-proof features gives you a game that is a natural for player appeal.

"Buttons, also a recent release, is enjoying a good business, according to reports from our sales departments. And it's going good on locations, too, according to operators. No wonder I'm happy. With two games such as Buttons and Regatta in production, Exhibit's happy days are here again."

Calcutt Planning Big Machine Sale

FAYETTEVILLE, N. C., Oct. 1.—Says Joe Calcutt, head of the Vending Machine Co., "We are so pleased with results of our recent sales that we feel we should do something in return for the operators who have given us their business. We are going to stage one of the biggest surprise sales in our history. We will mention no prices in our advertising, but when ops get our price list we are sure that they will be more than happy that they answered the advertisement.

"We are preparing to advertise 'equipment on hand' which will be ready for release soon," said Calcutt, "and I should like to advise operators to watch for our official fall advertisement and subsequent ads which will bring one bargain after another to operators. This is the time of the year when we arrange for such sales so operators everywhere in the country can cash in on Vemco's famous reconditioned equipment."

Becker Shooting For Quail???

CHICAGO, Oct. 1.—The farmers of South Carolina and Georgia are keeping their cows and other assorted live stock under cover until Ray Becker, Keeney sales manager, returns to Chicago.

Becker is now in those States on a quail-hunting expedition.

From the Keeney factory here come reports of a recent post card from Nimrod Becker. Quote, "Hunting fine and beyond expectations. Today's bag—one pig, three roosters and two natives. Natives unedible. X marks my cell."

Bally Announces Free Play Game

(New Game)

CHICAGO, Oct. 1.—"The Greeks had a word for it," commented Ray Moloney, president of Bally Mfg. Co., as he explained the features of the new game called Eureka, a free-play multiple game. "You know," he continued, "the word Eureka was an ancient Greek wisecrack meaning 'I have found it.' And that's exactly what the operators say when they see our new Eureka free-play game: Eureka! The game I've been looking for!

"Eureka's new improved free-play coin chute, whereby the player plays off free games without depositing coins, enables the operator to collect payout profits in novelty locations and novelty territory. At the same time Eureka actually competes with payout tables for consistently strong earning power.

"Eureka has all the proven profit features of Bally's famous payout games. Odds change on each coin—and the game may be operated on one, two, three or four coins. From one to seven mystery selections also appear on each coin. And both odds and selections can also be changed by skill. Eureka also has the win, place, show award idea, plus a new 'quality' idea that's a real repeat-play coaxer.

"As to operating convenience, Eureka is unquestionably the most flexible machine ever built. It can be operated with or without the multiple feature and can be operated with five, four or two balls—or as a one-shot. Many other operating advantages are built into the machine, such as metered awards, automatic reset button—one push resets to zero—and extreme adjustability by a new simplified system," Moloney said.

CMMA Propounds Games Theories

CHICAGO, Oct. 1.—Says Jack Gilmore, secretary of the Coin Machine Manufacturers' Association: "This industry is not licked unless it lies down and admits it. When it gets up on its hind legs and fights for its place in the public acceptance as a revenue producer from amusement machines and devices it will find 'It Can Be Done.'"

"The CMMA is a firm believer, naturally, in the future of the coin machine industry. We believe that the public wants entertainment and fun. And then, too, legalized games can do much for relieving public debts—it is a prolific source of income. The CMMA stands in back of any movement to place the coin machine industry in its rightful place," concluded Gilmore.

EXHIBIT'S "BUTTONS"

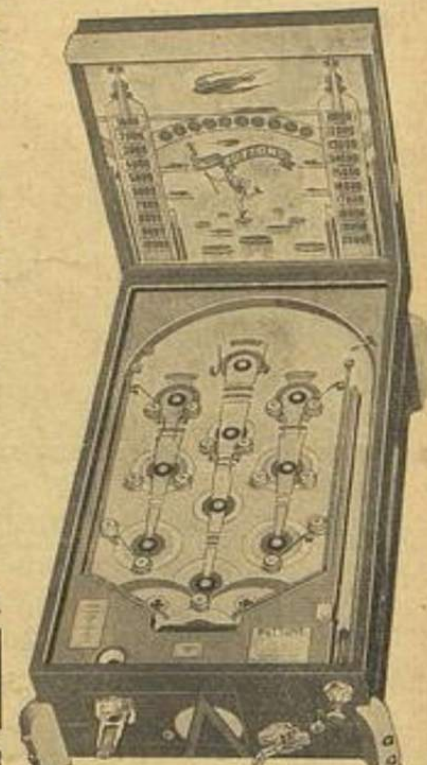
A NOVELTY GAME with MYSTERIOUS POWERED BALL ACTION . . . that DEFIES GRAVITY

Not a dead spot on the field. Each Ball creates a new suspenseful action—up and down—from bottom of playing field all the way back to the top . . . swinging right and left . . . and everywhere.

- FIVE BALL PLAY
- HIGH SCORES up to 20,000.
- LARGE FLASHY 21x21" Back Panel
- A.B.T. Coin Chute on Door
- 4 SKILL SHOTS—3 SKILL LANES
- METERED AWARDS
- ADJUSTABLE SCORING
- FLASHY NICKEL PLATED BUTTONS
- NEW STYLE REBOUND SPHERES
- 100% LOCATION TESTED PROVEN SENSATION

ALSO IN TICKET MODEL

Now for the first time you can operate a High-Score NOVELTY game with TICKET PAYOUT—vended automatically on winning scores. "BUTTONS"—equipped with the famous EXHIBIT TICKET VENDER.



ORDER FROM YOUR JOBBER

EXHIBIT SUPPLY CO., 4222 W. Lake St., Chicago

ATTENTION OPERATORS!

CLOSING OUT MY ENTIRE ROUTE OF SLOT MACHINES, PAY TABLES AND CONSOLES. A TOTAL OF 63 PIECES—ALL GUARANTEED TO BE IN GOOD OPERATING CONDITION. SEE LIST BELOW:

PAY TABLES		CONSOLES	
3 BALLY FAIRGROUNDS	\$36.50	1 BALLY MULTIPLE	\$10.00
2 BALLY FLEETWOODS	35.00	1 BALLY RACING FORM	15.00
2 BALLY ARLINGTONS	22.50	1 BALLY GOLDEN WHEEL	15.00
3 MILLS 1-2-3 TABLES	40.00	4 MILLS CLOCKERS	12.50
1 WESTERN QUINELLA	31.50	1 GOTTLIEB LONG SHOT	5.00
1 MILLS RAILROAD	12.00	1 COMBINATION	7.00
3 MILLS BIG RACES	25.50		
1 GOTTLIEB MULTIPLE RACES	35.00		
2 BALLY BONUS	6.50		
3 BALLY ENTRY	31.50		
1 BALLY PEERLESS	10.00		
3 BALLY PEEKLESS	24.50		
1 FOTO FINISH	17.00		
2 BALLY STABLES	35.00		
6 "B" MODEL TRAFFICOS	3.75		

TERMS: Send 1/3 certified deposit with order, shipment C. O. D. for balance due, or send full remittance with order and deduct two per cent. Reference, The First Citizens Bank and Trust Company, this city. All questions F. O. B. Fayetteville.

THE ACE NOVELTY CO.

P. O. BOX 534, FAYETTEVILLE, NORTH CAROLINA.



TIM CRUMMETT, W. E. BOLEN, Northwestern Corporation president, and R. F. Mason in the offices of Central Distributing Co., Kansas City, Mo. Central handles Northwestern equipment in that area.



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 2250-hole deal. \$12.00 more profit on 2520-hole deal. Players win up to \$25.00 on ROYAL FLUSH! Write for details.

SUPERIOR PRODUCTS, Inc.
14 NORTH PEORIA ST.
CHICAGO, ILLINOIS



LATE MODEL RED HEAD TRACK TIMES, \$99.50

1/3 Deposit, Balance C. O. D.

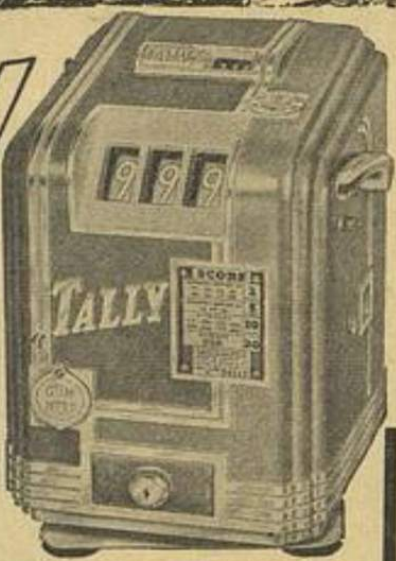
AVON NOVELTY SALES CO., Inc.

2923-25 Prospect Ave.

Cleveland, Ohio

Hit the Treasure Trail

with **TALLY**



UNQUESTIONABLY THE GREATEST COUNTER GAME EVER BUILT!

★ RESERVE JACKPOT!

Starts with \$2.50 and zooms as high as \$50.00, keeping play white hot at all times!

★ INTERMEDIATE PAYOUTS!

Frequent 10c to \$1.00 awards keep them literally glued to the game!

★ Coin Divider and Two Separate Cash Boxes

Enable locations to pay awards out of their share of the take-in and permit operator to collect his net share without any checkups or settlements whatsoever! This means—Less work! Greater profits! No misunderstandings! Increased location confidence and satisfaction!

★ Thrilling, easy-to-understand play action; sanitary ball gum delivery; swivel turntable base; rust proofed, case hardened, silent, cheat proof and fool proof mechanism—and many other great features not found in any other counter game.

PRICED AT ONLY **\$34.50**

F. O. B. Chicago.

THE GOLD RUSH IS ON AGAIN! SPEED YOUR ORDER!

DAVAL MFG. CO., 315 N. Hoyne Ave., CHICAGO

Baby Production

After two long years of keen rivalry the race was won at the Daval Mfg. Co., Chicago, with the announcement that Ed P. Winkel, office manager, had developed a new-model baby, female, to be called Barbara Joan. The new model was introduced in Chicago on Sunday, September 18. Shipping weight was said to be a little over six pounds. Daval officials said that while they had an efficient engineering department, yet it was due to a healthy rivalry between the departments that the office force took the honor of producing the first new baby in two years. Mr. Winkel shyly says his wife deserves most of the credit for the new idea. A lot of her personality is built into the new model, he says.

Budin Goes "Ritzy" With Carload Order

NEW YORK, Oct. 1.—"Better than Madcap" is the way Hymie Budin, head of Budin's Specialties, Inc., describes Stoner's new game, Ritz. "This game has everything an operator could desire," Budin states. "After trying this game out on a few test locations I was so favorably impressed with its trouble-free performance and exceptional earning power that I immediately placed an order for a carload of the game with Clarence Adelberg.

"This is only the beginning," he went on. "For I'm fully convinced that operators in this territory will take to the game so strongly that my carload of Ritz will only be a drop in the bucket. Wait until ops see what this game will do for them—then watch how quickly they'll get on the band wagon for this money-maker."

This order marked the first that Budin has placed as a new distributor for Stoner, it is reported.

NACOMM Gets Poster Compliment

CHICAGO, Oct. 1.—According to reports from the office of the National Association of Coin-Operated Machine Manufacturers, it has received a communication from a member of the French coin machine trade, commending it on a recently released poster. The poster commented on was the one showing the emblem of the association, an upraised hand holding a coin between the thumb and forefinger.

Said A. B. Coffman, show manager, "These posters have received an equally cordial reception by American distributors, jobbers, manufacturers and others interested in the promotion and welfare of the industry. While it features the location and date, the hand, emblematic of the entire coin machine industry, creates a lasting impression and causes one to realize that he is in a real business."

SATISFACTION GUARANTEED

SLOTS

- WAR EAGLES, 10c. 5-J.....\$32.50
- FUTURITY, 5c-10c..... 34.50
- YELLOW HEAD, 5c-10c..... 29.50
- CHIEFS, 10c..... 29.50
- LION HEADS, 5c-10c..... 24.50
- CAILLE, 25c (Like New)..... 24.50
- ROLLATOPS, 5c-10c..... 24.50

ONE BALLS

- CLASSIC.....\$12.95
- RACING FORM..... 19.95
- SPORTSMAN DeLUXE..... 19.95

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

1/3 Deposit, Balance C. O. D.

GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO, ILL.

See Bert Lane for these **TERRIFIC HITS!**

JITTERBUG \$74.50
High Score, Odd Ball Return, Adjustable Award Meter.

JITTERBUG RESERVE \$84.50
Like "JITTERBUG," Plus a jackpot.

RAGTIME \$89.50
Like "JITTERBUG" Plus Free-Play Feature. Most amazing value in history!

TRIPLE PLAY
Still Going Strong!

SEABOARD SALES, INC.
619 10th Ave., - - - New York.
Wisconsin 7-5655

BARGAINS IN GUARANTEED USED EQUIPMENT

NOVELTY GAMES		
AIRWAY.....\$25.00	EXPOSITION.....\$35.00	RICOCHET.....\$ 6.00
BAMBINI..... 40.00	GENCO FOOTBALL..... 9.00	SILVER FLASH..... 12.00
BASKET B'L (Exhib.) 17.50	HAPPY DAYS..... 6.00	SKIPPER..... 12.00
BULL'S EYE..... 22.50	HELLO..... 45.00	SNAPPY..... 27.50
CARNIVAL..... 15.00	HOLD EM..... 6.00	STONER'S RACES..... 15.00
CHICAGO BASEBALL 15.00	HOME STRETCH..... 10.00	SWING..... 30.00
CHICO DERSY..... 9.00	KEEN-O..... 12.00	SWINGTIME..... 7.50
CHICAGO EXPRESS..... 22.50	LONG BEACH..... 12.00	TOPS..... 22.50
DUX..... 17.50	MAD CAP..... 9.00	TORPEDO..... 8.00
DAVAL BASEBALL..... 10.00	MAKE OR BREAK..... 10.00	TRACK MEET..... 12.00
DOUBLE ACTION..... 6.00	MARS..... 20.00	TURF KINGS..... 17.50
ELECTRIC 21..... 8.00	MERCURY..... 12.00	TURF QUEENS..... 17.50
ELEC. SCOREBOARD..... 6.00	NAGS..... 40.00	VOGUE..... 17.50
ELECTRO..... 20.00	REPLAY..... 6.00	ZEPHYR..... 25.00

AUTOMATICS AND CONSOLES

MILLS 1-2-3.....\$40.00	ROYAL RACES.....\$20.00	TRACK ODDS.....\$ 90.00
PUT 'N TAKE..... 10.00	SANG TAILS..... 75.00	TRACK TIME (Red Head)..... 100.00
MILLS RIO..... 35.00	TANFORAN (Trk)..... 42.50	TRACK TIME, 1938..... 225.00

Phone: 3020 Olive St., ST. LOUIS, MO.
Tennis: One-third deposit with order. Balance C. O. D.

SPECIAL TICKET SALE

(LIMITED TIME ONLY)
COMPLETE DEALS, \$2.35 EACH (2250 Ticket, Card, Holder and Jar)
COMPLETE DEALS, \$2.60 EACH (2520 Ticket, Card, Holder and Jar)
Choice of Any Card Listed (Labels Included)



- GOLD MINE
- PLAY BALL
- ARLINGTON
- DOUBLE DRAW
- BANK NITE
- MAJOR LEAGUE
- PIMLICO
- BOARD OF TRADE
- LET'S GO FISHING
- BAGS OF GOLD

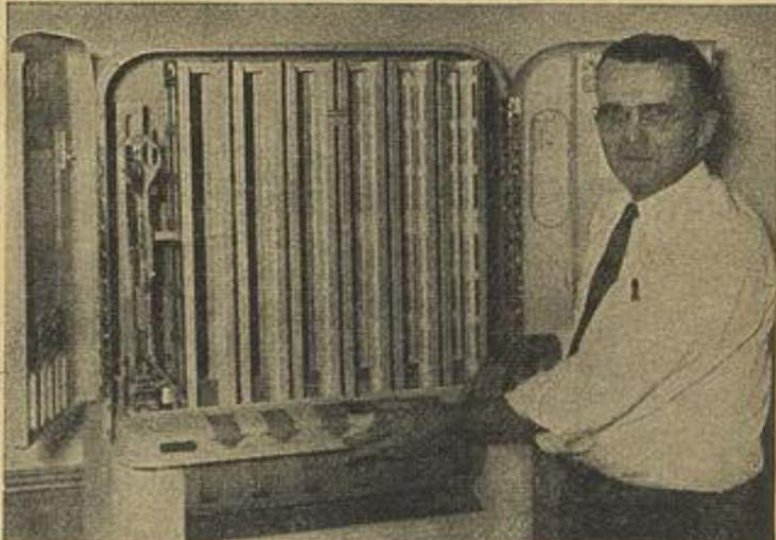
CARDS AND LABELS—\$6.00 Per Dozen

2250 Tickets Only \$12.00 Per Dozen.	2520 Tickets Only \$15.00 Per Dozen.	Card Holders, \$3.60 Per Dozen, \$3.00 Per Dozen.
--------------------------------------	--------------------------------------	---

Be First. Send in Your Orders Today. 1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO., 1731 BELMONT AVE., CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



HAROLD PERKINS, Southern division manager of Mills Novelty Co., demonstrates as he recommends the V-12 Cigaret Vender to all operators.

RITZ

BETTER THAN MAD CAP

PROVEN MONEY MAKER ON LOCATION

IMMEDIATE DELIVERY

BUDIN'S

SPECIALTIES, INC.

174 S. PORTLAND AVE., (Tel.: Nevins 8-7528) BROOKLYN, N. Y.

Seattle

SEATTLE, Oct. 1.—Earl J. Heroux, head of the Heroux Enterprises, jobbers of amusement games and allied novelties of this city, has recently returned from a vacation in the Southland and the pleasures of Long Beach, Calif. He motored down the Pacific Coast on this trip.

Having recently purchased Joyland, amusement machine arcade of Second avenue, the Fun Palace, Seattle's oldest arcade, has closed down this rival and thus removed competition.

With its host of amusement devices, penny thrills and novelties, which added to attractions of the summer, Playland Park, "Seattle's Million-Dollar Amusement Place," north of the city limits, with free bus service, has now closed its gates, and its concessions have been boarded up for the fall and winter season, and the Seattle rains ready to start, the season being only from May to September.

William O. Whitsett Jr., manager of the Fun Palace at 703 First avenue, with its slogan, "Where You Get a Dollar's Worth of Fun for a Penny," is clearing frontal space for the influx of many additional amusement machines, novelties and games. A photo machine has been removed to make room for a number of play and pastime set-ups coming in from Playland, closed for the season.

Establishing two separate booths and

many machines of diverse nature as his contribution to the midway of the big West Washington Fair, opening September 19, Earl Heroux will be extremely active at Puyallup, Wash., and provide for the play of many thousands of visitors to this outstanding fair that draws attendance from Seattle and the cities and towns of the entire Pacific Northwest.

Orenstein Says Tally Going Well

NEWARK, N. J., Oct. 1.—Irv Orenstein, of the Hercules Machine Exchange, Inc., reports that he is "laying claim to having furnished machines to the operator who made the highest collection from Daval's newest, Tally."

Said Orenstein: "One of our customers who purchased one of the first Tally games that we received placed the game on location Saturday evening. Monday morning he opened the machine and was amazed at the total he found inside. He said that when he realized that it was all his he made up his mind to get more and more Tally games. And when he realized that with the two cash boxes in the machine and the automatic separator for the boxes, one for the location owner and another for the operator, he said he was even more amazed."

"In my opinion this machine is the best Daval has ever built. My judgment is, of course, biased by consultation with our sales records on Tally—believe me, those figures look good. And in order for the figures to look good the game must be good."

Atlas Reporter Has His Day

CHICAGO, Oct. 1.—To The Billboard comes the following items from a reporter at the Atlas Novelty Co.:

Al Stern is back at his desk after a short trip thru Illinois and advises: "Conditions are favorable for business during the fall and winter season. Considerable interest is being shown among the operating fraternity in Tally, a new counter game. There is a remarkable swing to Seeburg phonographs. I plan to make a more extended tour later in the season to concentrate on the phono business."

The early part of the week saw Phil Greenberg, Atlas' Pittsburgh manager, in Chicago. "Business is better than ever," says he. "An almost unprecedented number of Seeburg phonographs are being sold this season for very obvious reasons."

An all too infrequent visitor this week was Harry Stoner, head of Stoner Mfg. Co., Morris Ginsburg. Atlas head, made a short trip to Bloomington, Ill., recently, where he renewed acquaintance with and visited a number of Atlas clients.

RITZ

- ★ DE LUXE CONSOLE—CUSTOM BUILT
- ★ 5-BALL FAST PLAY
- ★ 12-HOLE PLAYING FIELD
- ★ MYSTERY SELECTION
- ★ METERED AWARDS
- ★ PERFECT PAYOUT CONTROL
- ★ PRINTED ODDS INTER-CHANGEABLE
- ★ CONSECUTIVE WIN "BUILD UP" FEATURE



An Aristocrat by Stoner

McCALL NOVELTY CO.

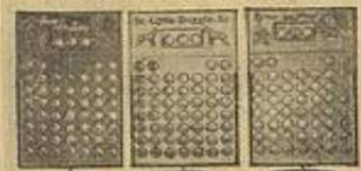
McCALL'S SPECIALS IN GUARANTEED USED EQUIPMENT

Batter op. \$ 8.00	Novelty Games	Silver Flash \$22.50
Bally Mercury .. 5.00	Elco Scoreboard 5 15.00	Torpedo .. 5.00
Bally Cross Line .. 5.00	Stoner Race .. 5.00	Auto Derby .. 10.00
Bally Booster .. 5.00	Replay .. 5.00	Exhibit Base .. 14.50
Bally Buzzer .. 5.00	Happy Days .. 5.00	Ball .. 5.00
Home Wrench .. 14.50	Exot .. 17.50	Roulette .. 5.00
Long Beach .. 20.50	Stoner's Value .. 14.50	Fifty Grand .. 5.00
Genco Hit (Floor Sample) .. 14.50	Carnival .. 12.50	Short Shot .. 10.00
Dux .. 5.00	Turf King .. 12.50	Sensation of 1937 .. 5.00
Stock 'n' Rock .. 5.00	Home Run .. 5.00	Madcap Ticket .. 5.00
Blocky .. \$65.00	Hold 'Em .. 5.00	Exhibit .. 5.00
Blackwood .. 19.50	Stoner's Ball .. 5.00	Baseball .. 5.00
Stoner's Air Races (Tel.) .. 12.50	Fun, 1937 .. 5.00	Sportman .. \$10.50
Pickler .. 12.50	AUTOMATIC GAMES	DeLuxe Wheel .. 13.50
	Turf Champ .. \$19.50	Al-Sar-Ben .. 65.00
	Fair Grounds .. 19.50	
	Cash .. 5.00	
	WE BUY, SELL AND EXCHANGE	
	Game Address—McCalls	
	Send for Our Latest Price List	

3147 LOCUST ST. ST. LOUIS, MO.

Phone: Jefferson 1644.

ALL 3 JAR DEALS for \$5.00



Easy Selling — Little Dopee — Knockout
Each Deal Takes in 1200 @ 5c \$63.00
Average Payout 40.00

Average Profit 23.00
Refills, Per Dozen, \$18.00

Our New Patented Tickets that are making wildered customers everywhere are used in the above deals. A code slip is furnished with each set of tickets, giving you protection against cheaters who change losers to winners.

By Deposit of Postal or Express Money Order Must Accompany All Orders.

LOUISVILLE NOVELTY MFG. CO.
Manufacturers of Quality Jar Deals.
230 E. Breckinridge St., — Louisville, Ky.

Send your correspondence to advertisers by mentioning The Billboard.

DERBY TIME

WESTERN PRODUCTS, INC., 925 W. NORTH AVE., CHICAGO, ILL.

THE "ROYAL FAMILY" OFFERS

PAYTABLES.	Preview	\$15.50	CONSOLES.	
Fisher	Springtime	14.50	Skill Time (R. H.)	\$130.50
Stables	Red Sails	12.50	Ball Field	124.50
Bally Entry	Credit	9.50	Big Play	69.50
Preachin'	All Star	9.50	They're Off	22.50
Golden Wheel (Tel.) ..	Trojan	8.50	COUNTER GAMES.	
Gettlin' Football	Double Score	7.50	Dart (Auto. Pay)	\$9.50
(Clock)	Golden Harvest	7.50	Hot Spot	8.50
Air Races (Tel.)	Rambler	7.50	Nugget	6.50
Gettlin' Speed Kings ..	Bally Ace	6.50	Til Tat Too	5.50
Golden Wheel	Put & Take	4.50		

ROYAL COIN MACHINE CO. 2212 N. WESTERN AVE., CHICAGO
CABLE ADDRESS "ROYCOIN"

Chico MARVEL

"the FASTEST INCOME PRODUCING
NOVELTY GAME" Say Operators
the Country Over...
SEE IT! PLAY IT!

Electric motored meter, \$99⁵⁰
Build-up Big Bonus model

Standard model with set \$79⁵⁰
Big Bonus

Coming PEACHY

A FULLY METERED NOVELTY GAME

**Chicago Coin
MACHINE MANUFACTURING CO.**
1725 DIVERSEY BLVD. CHICAGO ILL.

EXTRA SPECIAL BARGAINS In Used Games!

ARLINGTON	\$27.50	DAILY DOZEN (Bally's)...	\$39.75
FOTO FINISH	\$22.50	GALLOPING DOMINOES ..	\$100.00
BALLY ENTRY	\$37.50	TURF CHAMP	\$24.50
MULTIPLE RACES (Gottlieb)	\$57.75	PREAKNESS	\$27.50
FLASHER	\$65.00	DERBY DAY (with clock) ..	\$22.50
FLEETWOOD	\$69.50	Appearance Good—Mechanically	
BALLY RESERVES	\$39.75	Perfect—1/3 Deposit, Balance C.O.D.	

OKLAHOMA HEADQUARTERS FOR
BALLY'S AND KEENEY'S NEWEST
IMMEDIATE DELIVERY

ENID MINT COMPANY 711 NO. INDEPENDENCE
ENID, OKLAHOMA
"CONTACT US FOR A BETTER DEAL"

NEW! RED HOT! DIFFERENT!

Grab this chance to make more money more quickly than you ever did before. This is the newest thing out. Deal consists of 12 Beautiful Imported Tapestry Table Covers and Sales Board. Every play wins one of the Table Covers at a cost of 1c to 39c. No Higher. Each Deal takes in \$4.00. Pays 100% profit or more. Don't wait! Order one or more deals right away. 1 Sample Deal, prepaid, \$2.00. 6 or more Deals, \$1.80 Each. Write Today.

S. & K. SALES, INC.
Dept. A—100 N. Broadway, St. Louis, Mo.

Kansas City

KANSAS CITY, Mo., Oct. 1.—Kansas City's third annual Jubileste has opened in the Municipal Auditorium and more than 50,000 persons from out of town are expected to see a stellar program featuring nationally noted vaude, radio and movie artists. Coin machine men expect the sudden influx of visitors to prove profitable, and many new specially designed games are being placed on locations throughout the city to snare the trade.

Business is good here, men in the industry report. An unusually bright season appears to be in the offing. Most coin machine men are glad the hot "dog days" of summer are gone.

Interesting observations on business conditions in the Middle West and Canada were made this week by Carl Hoelzel, head of the United Amusement Co., who returned to Kansas City recently. "Many territories for coin-operated equipment are opening up again," said Hoelzel. "Where the territory is closed legal equipment is selling nicely. Business conditions are better—there's no denying that. I find there's considerable talk about not much money being out, but the right machine in the right territory will always sell." The months of July and August were the biggest in United's history, Hoelzel said.

It's the same old story—a story which phono ops certainly should know by now. With Benny Goodman, Jan Garber and the Red Norvo-Mildred Bailey bands all making successive appearances at the Fox Tower Theater, the demand for recordings of those units is great. By placing currently popular discs on machines around the city many an extra nickel is picked up. And just so those operators can be prepared in the future, it may well for them to know that Stanley Chambers, Tower manager, is bringing in Horace Heidt, Eddy Duchin, Bob Crosby, Jimmy Dorsey and Glen Gray and the Casa Loma Band to the house in the next two months. All of them are featured on records.

A. E. Sandhaus, president of the Great States Mfg. Co., is plenty enthused over his new 5-cent cigaret vander, soon to be placed on the national market. It will vend special packs of Turkish smokes. Meanwhile while preparing for the distribution of the new vander, Sandhaus and his staff are selling Sel-Mor confection vendors as fast as they can be turned out in the Great States factory. Sandhaus this week returned from a vacation tour of the East and is optimistic over the upturn in business everywhere.

Also back in harness are Rue F. Mason and Tim Cummett, genial "head men" of the Central Distributing Co. The Mason-Cummett combination is a hard one to beat, as Central's sales prove. They currently are pushing the fancy new Wurlitzer phono models.

The new 2-cent cigaret tax levied by the city to pay salaries of city employees is not at all popular here. It went into effect this week. Many cigaret vendors equipped to take only a dime and nickel per pack are now useless.



JOHN KELLY, Mills Novelty coin machine sales department, looks as tho he is getting the "go-by."

I Know a Man Who Knows a Man

... who knows a man who bought his first machine from ORIOLE about a week ago. He claims it's the best game he's ever bought. I'm going to profit by his experience and buy one myself. There are some wonderful buys in ORIOLE'S price list. Plenty to select from, too.

Why not send for ORIOLE'S price list now? You're sure to pick a winner!

NEXT TIME TRY....

ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

—ALSO AT—
Pittsburgh • Washington • Buffalo

\$400 Monthly Income from PENNIES!



Dropped Daily
Into the
HAMILTON
Person Weighing
SCALE

(New 5th Anniversary Model)
You can't beat Hamilton Scales for moderate investment and recent profits. Build your own business and have it paid for in 6 to 12 months. Get your first "Hamilton" at our special introductory price, pick the right spot for it and operate the "heat" 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.

JUDGE A DISTRIBUTOR
by the
COMPANIES REPRESENTED

Eastern Distributors:
MILLS NOVELTY CO.
A. E. 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.

**SALESBOARD
OPERATORS**

Read
"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

**Wholesale Merchandise
Department**

THIS WEEK and EVERY WEEK

ATLAS

OUTSTANDING VALUES OF THE WEEK!

EXHIBIT Automatic \$37.50
EXHIBIT Payoff \$37.50
EXHIBIT 15 Ball Nov. \$30.00
PLAYBALL City Game \$27.50
 Both Games **BRAND NEW** in Original Cases

RECONDITIONED CONSOLES

Keeney Ky. Club, with or without skill feature... \$152.50
 Bally Teaser... 39.50
 Galloping Dominos... 39.50
 Jennings Liberty Bell, flat top... 54.50
 Jennings Derby Day, flat top, late model... 79.50
 Bally Saddle Club... 87.50
 Track Time, red head... 134.50
 Kes Ball, red head... 134.50
 Dark Horse, 7 coin... 49.50
 Evans Skills, 1938 coin head... 134.50
 Bally Favorite... 69.50
 Western Fast Track... 39.50
 Paces Races, walnut cabinet, 30-1... 162.50
 Ray's Track... 79.50
 Exhibit Silver Bells, 7-coin drop head... 69.50
 Exhibits Races, 7-coin drop head... 59.50
 Saratoga, slant top... 47.50
 Tanfonan... 49.50
 Western Derby... 52.50
 Pacific Dominos... 39.50

PAYTABLES

Bally Entry, multiple coin... \$ 39.50
 Mills Big Race, multiple coin... 59.50
 Western Ak-Sar-Ben, multiple coin... 62.50
 Bally Fairgrounds, multiple coin... 69.50
 Quindella, 7-coin drop head... 79.50
 Heyday, like new... 115.00
 Gottlieb Derby Day, with clock... 27.50
 Gottlieb Miss America, with clock... 27.50
 Gottlieb Football, with clock... 27.50
 Gottlieb Speed King, with clock... 27.50
 Mills 1-2-3, latest model... 79.50
 Gottlieb Multiple Races... 59.50

PHONOGRAPHS

Rock-Ola Rhythm Master, 16 records... \$22.50
 Rock-Ola Regular, 12 records... 29.50
 Wurlitzer 412, 12 records... 34.50
 Wurlitzer P12, 12 records... 39.50
 Mills De Re Mi, 12 records... 62.50
 Mills Dance-master, 12 records... 27.50
 Seeburg Model A, 12 records... 89.50

Terms: 1/3 Dep., Bal. C.O.D.
 Write for our new bulletin listing complete line of Paytable, Novelty Games, Counter Games, Consoles, Phonographs. Also particulars on sensational new Counter Game.

ATLAS NOVELTY CO.
 2200 N. Western Ave., Chicago, 1901 Fifth Ave., Pittsburgh.

Leminoff Joins Modern Vend. Co.

NEW YORK, Oct. 1.—Martin Leminoff has been appointed traveling sales manager for the Modern Vending Co., New York. Said Nat Cohn in regard to the appointment: "Leminoff is one of the best known columnists in this area. He



will cover all of our territory and will be at our headquarters at regular intervals. His efforts in behalf of music merchants are well known. With new model phonographs due we feel he will set some sort of sales records."

Irv Sommer and Harry Rosen were also enthusiastic over the appointment. Said Sommer: "Leminoff is a man on whom we can depend. He works hard to give every operator every service possible. He is the originator of many of the best sales ideas ever put forward in the music field and he is plunging into his new job with zeal and enthusiasm."

Leminoff stated: "For some time I have looked with envy upon the Modern Vending Co. and the fine instruments which it has been delivering to its music merchants. They have been leaders in every respect. Their new campaign wherein they urge the use of the name Wurlitzer is one example of their promotional work to further the automatic phonograph business. I can only state that I am happy to be a part of the Modern Vending Co. I would like to assure everyone that he will receive my closest attention at all times."

Keeney Reports 3d Free-Game Hit

CHICAGO, Oct. 1.—J. H. Keeney & Co. report that their new Hit Number is registering a greater volume of sales than their two earlier games, Free Races and Multi-Free Races.

"The free replay award game," said J. H. Keeney, "is a game unto itself. It is not some gadget which can be hooked onto a payout table or novelty pin game. Each free replay award game must be designed expressly for such play."

"That is why, I think, we have been so successful in this particular field. We haven't tried to convert a one-ball payout table into a five-ball free replay game. Nor have we installed our patented free game unit in some novelty pin game to make it serve other purposes."

"Then, too," continued Keeney, "being one of the first in the free game field, we have learned so much more concerning the proper designing of such games and are better able to advise operators as to the most profitable procedure in the use of such equipment."

"Hit Number is a single-coin five-ball free replay award pin game employing somewhat the same award principles and mechanisms as were featured in Free Races and Multi-Free Races," Keeney concluded.

players' skill. Players can get extra balls in their efforts to make a high score when they reach certain heights in the scoring.

"Ragtime," continued Mr. Gensberg, "contains the same playing features as does its companion game but is a free-game model built into a larger de luxe-type cabinet. This model has proved to be a highly popular and profitable game in certain territories, according to reports operators are sending in. Its popularity is due to the fact that awards are played off and the profits are earned as much by the dependability of the Genco free-play unit as by the appeal of the game."

EVANS' 1938 GALLOPING DOMINOS WITH NEW LEGALIZING SKILL ATTACHMENT



OTHER EVANS HITS!
 Bang Tails, Rolletto, Jr.
 Improved Hialeah Special.
 Write for Details!

★ TRUTH IN ADVERTISING
 To prevent wrong impressions outside the industry, we publish no figures of earnings of any Evans Game!

★ IDEAL FOR RESTRICTED TERRITORY

Again this "KING OF CONSOLES" scores a top hit! New, ingenious Legalizing Skill Attachment with Gold Award—now makes it a perfect "natural" wherever skill games are required! A host of other new exclusive 1938 features make this marvel absolutely incomparable to any other game regardless of claim!

Evans' NEW gyp-proof 7-coin head positively eliminates overlapping and jamming of coins. New steel inner wall prevents tampering with mechanism. New silent-action mechanism, giant power-pak and many other features, plus Evans' famous precision engineering. Perfect performance unconditionally guaranteed!

★ IT MUST BE RIGHT!

When you buy an Evans machine, that's only the beginning of that transaction! Evans stands back of you with unequalled factory service and full co-operation to help you get your money's worth out of that machine! Every sale must make a satisfied customer in every respect!

AT YOUR JOBBER, OR WRITE, WIRE OR PHONE HAYMARKET 7630.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

GUARANTEED REBUILT BARGAINS

CONSOLES		PAY TABLES	
BALLY CLUB HOUSE	\$39.50	BALLY ENTRY	\$44.50
BALLY FAVORITE	45.00	BALLY STABLES	49.50
GOTTLIEB DERBY DAY	49.50	CENTER WASH	17.50
JENNINGS LIBERTY BELL	42.50	DERBY DAY	22.50
KENTUCKY CLUB	149.50	FOTO FINISH	19.50
PACES RACES (Cl. Sep)	59.50	GRAND PRIZE	17.50
PANCO DE LUX BELLS	37.50	MILLS BIG RACE	54.50
PANCO ROSEMONT	37.50	MILLS FLASHERS	44.50
SADDLE CLUB	42.50	MILLS ONE-TWO-THREE	47.50
SKILL FIELD	72.50	STONERS CHAMP	89.50
SKILL TIME—1937 R. H.	109.50	WESTERN PIKE'S PEAK	22.50

MODERN AUTOMATIC EXCHANGE, Inc., 2618 CARNEGIE AVE., CLEVELAND, OHIO

MUNVES' WEEKLY BARGAINS

BALLY RESERVE, \$25.00.

Airway	\$18.00	Sensation	\$11.00
Beamite	12.00	Mercury	10.00
Balls Eye	10.00	Turf King	10.00
Chico Baseball	16.50	Races (Stoner)	9.00
Dux	12.00	Power Play	8.00
Rose Bowl	13.00	Long Beach	8.00
Silver Flash	17.00	Auto Derby	7.50
Sail Hi	20.00	Bally Booster	6.50
Snappy	30.00	Replay	6.50
Swing	30.00	Auto Derby	6.50
Zephyr	22.00	Gottlieb Score board	6.00

1/3 Cash Deposit, Balance C. O. D.
 200 Penny Arcade Machines At Sacrifice.
 Illustrated Bargains Lists Free.

EXPORT—We Ship All Over the World.
 Cable Address, MUMMACHINE, N. Y.

MIKE MUNVES CORP.
 145 Park Row, New York, N. Y.

Genco Proves Pin Fans Are Modern

CHICAGO, Oct. 1.—"The Genco Hit Parade marches on, gathering cheers and acclaim everywhere," says Dave Gensberg, Genco official, of the two recent Genco releases, Jitterbug and Ragtime.

"Pin game fans are modern-minded types of location patrons," he continued. "They're the kind of persons who readily and enthusiastically accept innovations in food, drink, clothing and play. They're the sort who have taken our modern swing music to heart and who therefore are finding a familiar interest in Jitterbug and Ragtime."

"The swing motif of the playing field and backboard attracts them to the games—the playing principles keep them there, much to the benefit of operators and location owners. Jitterbug offers several 'come-on' features in addition to its brilliant coloring and design, among them a clever new scoring action on the field that is a direct challenge to

For Long Life & Record Profits ROCK-OLA'S 3-UP and ACROSS THE BOARD

Lightning-Fast One-Shot Payout, 2 Games for One Price.

3-up Panel and Award Chart for Playing Field has Fruit Symbols, while "Across the Board" Light-up Panel and Award Chart has Horse-Race Symbols.

Visit our Display Rooms or Write Us for Interesting Price on this Money-Maker.

La Beau Novelty Sales Company,
 1946 University Ave., ST. PAUL, MINN.



Change in 15 minutes on location.

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.

GENCO'S PARADE RAGTIME JITTERBUG



GENCO'S FREE PLAY GAME DELUXE!

Has the same playing features, including the new Genco Extra Ball idea, as jitterbug. Made with Genco's proven Free Play unit. Housed in a larger, beautiful deluxe cabinet.

"Plays Off" Winners with Free Games

LOW PRICED AT **\$89.50** F. O. B. Factory

Still Going Strong! TRIPLE PLAY

A profit-making "Free Play" game. Besides intermediate awards, a large award from 12 to 20 (at operator's option) is given.

\$114.50 F. O. B. Factory

with GENCO'S NEW EXTRA BALL feature

Has a clever new scoring action on the playing field. An appeal that induces the player to improve his skill. Veeeder counter equipped.

When 12,000 points are made, the shuffle board automatically releases a ball for replay. This occurs again at 14,000.

\$74.50 F. O. B. Factory

STANDARD MODEL

JACKPOT MODEL

Shows amount of jackpot on special panel. Fully metered.

Priced **\$84.50**

F. O. B. Factory



SEABOARD SALES, INC.
619 Tenth Ave., New York.
Eastern Direct Factory Representative. See Bert Lane for these Genco Games.
COIN AMUSEMENT SUPPLY, LTD.
London, England, Genco's Distributor for Europe.

GENCO, Inc., 2621 N. ASHLAND AVE., CHICAGO, ILL.

PENNY PACK

NEW 1938 MODEL

WITH EXCLUSIVE TURNTABLE BASE
Penny Cigarette play, with odds from 15 to 1 to 150 to 1. Silent, cheat-proof, fool-proof mechanism. Precision built with rust-proofed and case-hardened parts. Sanitary ball gum delivery.



\$18.75
TAX PAID

BALL GUM 15c a Box (100 pieces). Case (100 Boxes), \$12.00.

SICKING MFG CO.

1922 Freeman, Cincinnati, O.
Established 1895.

Carnival	9 00
Fleet	52.50
Hi-Lo	41.50
Hit	29.50
Jungle	30.00
Rose Bowl	12.00
1/3 With Order, Balance C. O. D.	
F. O. B. Merrick, L. I., N. Y.	

ABSOLUTELY FREE

NEW, BEAUTIFULLY ILLUSTRATED 3-PAGE CATALOG FEATURING ALMOST 50 CURRENT GAMES! VERY SUITABLE TO GET NEW ACCOUNTS WITH—THEY CAN PICK OUT THE GAMES THEY LIKE!

SEND FOR IT TODAY!

NATIONAL NOVELTY CO., MERRICK, L. I., N. Y.

EXPORT

"We Cover the World." Cable Address: "NATNOVCO," Merrick, N. Y.

BOY! IT'S DERBY TIME!

London Praises Duo-Grip Machine

MILWAUKEE, Oct. 1.—"Swinging right into a record-breaking stride even tho on the market only a few weeks," says Sam London, of the Milwaukee Coin Machine Exchange, concerning the Gottlieb Duo-Grip machine.

According to reports, London has done a phenomenal job in sales of the De Luxe Grip Scale. For many months he has placed successions of orders, totaling an unprecedented number of machines. "Duo-Grip," he added, "which has the same appeal with the important addition of a first-class sales booster in the form of spinning cigar reel play, is fast becoming an equal if not even greater favorite with the trade. The record our company has made in selling De Luxe grip scales, astonishing tho it was, I confidently expect will be equaled or exceeded by this outstanding new winner. Reports from locations where it is in operation are most favorable. Location owners are more than pleased, and operators are enthusiastic over the welcome addition to their business and profits. More than one has already told me how this

machine has enabled him to get into locations that were closed to him, and how it made new friends of old locations that were becoming dissatisfied. With the cigar play so closely intertwined with strength-testing, the machine is remarkably free from legal trouble, and that's a point both operators and location owners appreciate. All considered, the machine has all the earmarks of a great favorite. When a distributor has that kind of material to work with record-breaking sales are not at all impossible. That's why I predict that with Duo-Grip we will set a new mark in sales during the next few months," London concluded.

Detroit Council To Get Two Bills

DETROIT, Oct. 1.—On September 29 the Common Council of Detroit, on recommendation of Police Commissioner Heinrich A. Pickert, ordered that an ordinance be drafted in reference to the operation of pinball machines.

Two ordinances are to be submitted, according to Nathan Goldstick, assistant

Reconditioned and Guaranteed

Bally Skill Field	Stoner
'57 Ck. Sep.	Champs ... \$75.00
7-Coin Head, \$49.50	Fleetwoods ... 55.00
Bally Skill Field	Mills Big Race, 55.00
New Johnson	One-Two-Three 55.00
Head ... 75.00	Bally Stables, 49.50
Ray's Track, Ck. Sep., No. 4674	West Paddles, 39.50
60.00	Arlingtons ... 35.00
Bally Favorite, Ck. Sep., 7	Prekness ... 29.50
39.50	Gott. Speed King Clock, Myrt. Slot ... 19.50
Jenn. Tri-Play, \$60.00	Golden Wheels 19.50
Jenn. Silver Dixie	Foto Finish ... 15.00
Melon Ball, Bl. Metal, Ck. Sep.	Stoner's Air Races ... 15.00
Build-in Skill, Orig. Fctry. Job.	Gott. Derby Day no clock myrt. 15.00
Orig. Cases, \$80.00	

1/3 Deposit, Balance C. O. D. Prices F. O. B. Baltimore.

SAVOY VENDING CO.

406-3 W. FRANKLIN ST., BALTIMORE, MD.



WANTED! SALES PROMOTERS

If you are an experienced promoter, have a car and can invest \$250.00, you can net over \$5000.00 per year selling our sensational Bingo 10 Counter Game to new operators. We have a proven, successful sales plan. WRITE AT ONCE. Mention your experience.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N. Y.

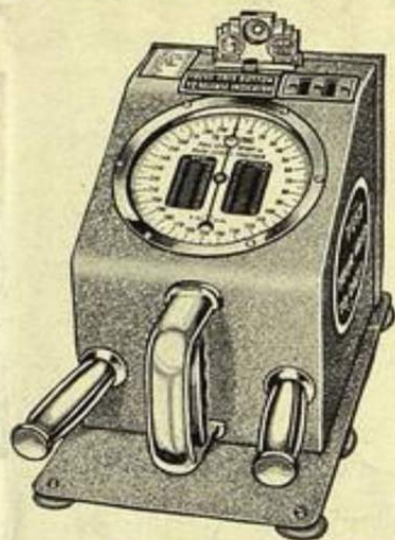
GUARANTEED

1/3 Deposit, Balance C. O. D.	Mills Troubadour	\$25.00
Shoot-a-Lin \$29.50	Fair Grounds	\$50.50
Marksmen ... 25.00	Entry	55.00
Keeney Target	Multiple Race	59.50
3-Way Grip (Gottlieb)	Arlington	29.50
0.50	Racing Fern	22.50
1-Way Grip (Gottlieb)	Foto Finish	22.50
7.00	Golden Wheel	22.50
Bally Bakers 15.00	Grand Prize	22.50
PHONOGRAPHS	Classic	22.50
Gabel Entertainers	Spotlight	15.00
\$38.00	Pamco Yout	15.00
Wurlitzer 616		
145.00		
Rock-Ola 38 59.50		
Rock-Ola Rhythm		
King, 1937 79.50		

MILWAUKEE COIN MACHINE CO.
2516 W. North Ave., Milwaukee, Wis.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

YOUR ENTREE TO NEW PROFITS



New DUO-GRIP TRADE STIMULATOR PLUS 3-WAY STRENGTH TESTER!

Gives you a double grip on new big profits! Besides testing strength of Push, Pull and Grip, CIGARETTE REELS spin with each play . . . winning symbols on-tile player to awards according to award card! Has button indicator release; non-clog slot, last coin visible, with button release which also closes shutter over reels; chrome handles and trim; bell adjustable to ring at any number; tension adjustable to suit location; anti-tilt; sure-grip 6 suction-cup base and other top-notch features. Also available with fruit bell symbols or numbers. Metal Stand, \$2.50. COMBINATION 1c, 5c, 10c, 25c SLOT.

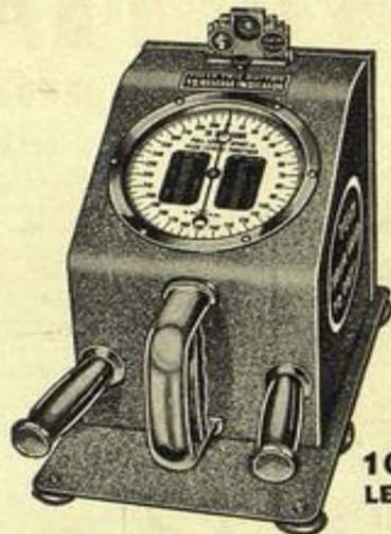
\$24.50



INDIAN DICE NEW SUPER COUNTER GAME

Lets you in on the big spending on counter dice . . . gives you profits that shame old cup dice! 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 point" comes 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! COMBINATION 1c, 5c, 10c and 25c SLOT.

\$24.50



DE LUXE GRIP SCALE 3 WAY STRENGTH TESTER

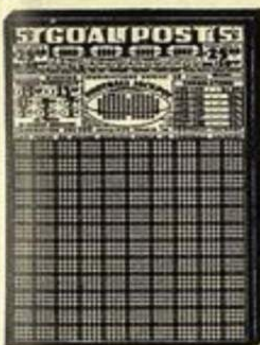
100%
LEGAL

A proven standby in the industry. These quality features: New sure-grip 6 suction-cup base; new button indicator control for competitive play; chrome trim; chrome handles throughout; anti-tilt; tension adjustment to suit location; bell adjustment to ring at any number; non-clog slot; button instantly clears obstruction; separate cash box, etc. Metal Stand \$2.50

\$19.50

IMMEDIATE DELIVERY

D. GOTTLIEB & CO.
2736-42 N. Paulina St., CHICAGO



YOUR SIGNAL FOR BIGGER PROFITS!

THE BIGGEST MONEY-MAKING
FOOTBALL BOARD EVER MADE

— GOAL POST —

No. 2402 2400 Holes
Takes in \$120.00
Average Payout 53.79
Average Gross
Profit \$ 66.21

PRICE
\$4.94
EACH

Board Filled With Popular Tip Combination Tickets.
NEW LOW PRICES ON THICK AND SEMI-THICK BOARDS
HARLICH MFG. CO., 1413 W. Jackson Blvd.,
Chicago, Illinois.

A MESSAGE OF VITAL IMPORTANCE From JOHN A. FITZGIBBONS TO EVERY OPERATOR FROM MAINE TO MARYLAND!!!



● "If you operate in any of the following States: Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Washington, D. C., or Maryland, I HAVE A SPECIAL DEAL FOR YOU! A deal of vital importance to you! The sort of deal that WILL PUT YOU IN THE BIG PROFIT CLASS! It's the ONLY deal that assures you a bright, happy and prosperous future! Just write me exactly what territory you cover. And, most important, be sure to also write me whether you operate Bally games. All correspondence assured strictest confidence. WRITE ME TODAY!"

FITZGIBBONS DISTRIBUTORS, INC.
453 WEST 47th STREET, NEW YORK
DIRECT EASTERN FACTORY REPRESENTATIVES FOR BALLY MFG. CO.

OPERATORS

NEW LOW PRICES

on Thick and Semi-Thick Boards

Write for Quotations

CHAS. A. BREWER & SONS

The Largest Board and Card House in the World
6320 Harvard Ave., Chicago, U. S. A.



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.

SALESBOARD OPERATORS READ "DEALS"

A Column About New Salesboard Ideas, Deals and Personalities. In the
WHOLESALE MERCHANDISE DEPARTMENT EVERY WEEK.

Going Over

BIG

SUCCESS OF MODELS 500 AND 600 ON LOCATION PROVES THEY'RE TOPS IN PLAY APPEAL AND EARNING POWER

Wurlitzer announced the "FIVE HUNDRED" and the "SIX HUNDRED" as packed with greater earning power than any automatic phonographs ever manufactured.

Ten thousand music merchants previewed them — acclaimed their brilliant beauty—predicted they'd

prove a sensation in locations everywhere.

Time has proved Wurlitzer and Wurlitzer Music Merchants right!

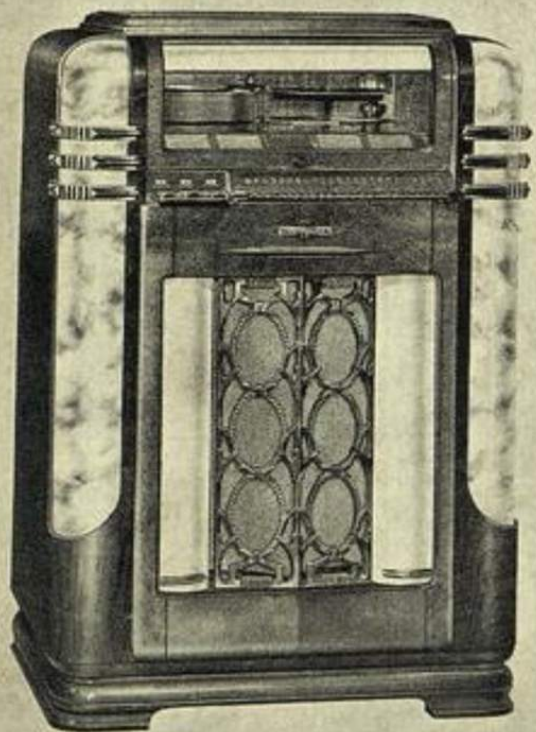
Both models have enabled music merchants to line up profitable new locations that never before offered patrons automatic music. Both

models have enabled music merchants to replace less appealing instruments in thousands of established locations.

Get your share of the success that is greeting the Wurlitzer "FIVE HUNDRED" and "SIX HUNDRED" everywhere. Write, wire or phone for details on the phonographs and on Wurlitzer's liberal Factory Trade-In Allowance Plan today.

THE RUDOLPH WURLITZER CO.
North Tonawanda, N. Y.
Canadian Factory: RCA-Victor Co., Ltd.,
Montreal, Quebec, Canada

**SOLD ONLY TO
MUSIC MERCHANTS**



MODEL 500

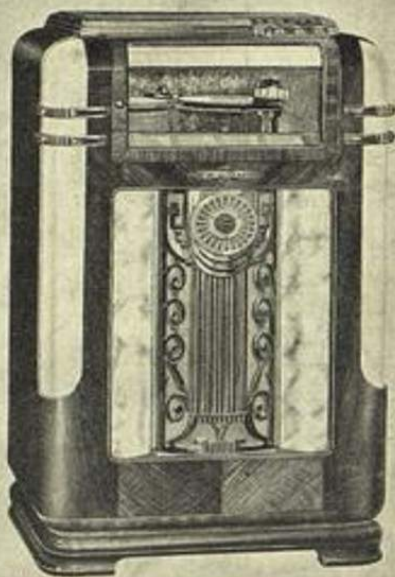
OPTIONAL COLOR EFFECTS

MODEL 500 Moving varicolored illumination in white onyx-like plastic corner panels with red mottled plastic grille panels or vice versa, as desired.

MODEL 600 Plastic grille rods and record changer compartment background in any one of three matching colors—red, amber and green, as desired.

Also available with standard magnetic coin equipment with 5c, 10c and 25c slides at slight additional cost, as Models 600-A and 500-A.

Both Models Play 24 Records



MODEL 600

Turn in
your old
instruments
on

WURLITZER
REG. U. S. PAT. OFF.
AUTOMATIC PHONOGRAPHS

Under Wurlitzer's
Liberal Factory
Trade-in Allowance
Plan