

# The Billboard

The World's Foremost Amusement Weekly

SEPTEMBER 16, 1939

15 Cents

Vol 51. No. 37



**FREDDY  
MARTIN**

**And His Orchestra**

Closing Catalina Island  
September 17.

Opening 4-Month Engage-  
ment St. Francis Hotel, San  
Francisco, September 19.

Bluebird Records.  
Mgt: Music Corporation of  
America.





● Next week's issue of **THE BILLBOARD** will contain a special section entitled "**TALENT AND TUNES ON MUSIC MACHINES**" which will be of vital interest to the entire music industry. **WATCH FOR IT!**

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## WAR HITS ALL SHOW BIZ

### Let's Look Ahead

The impending battle between the Four A's and the IATSE was providentially settled at the 11th hour, and general jubilation is now in order. That is only natural; all branches of the amusement industry can now forge ahead under their own power, without suffering the disastrous results of a strike that threatened to tie them up for months. But in the midst of the natural joy and relief, no one should lose sight of the fact that there's still a job—a big job—to be done.

For the interunion war showed up, as nothing else could, the weaknesses of the union set-up in the theater; and the members of all the unions involved must see that those weak spots are bolstered, to prevent the chance of a similar situation arising in the future.

The entire struggle that threatened to disrupt the show business and throw thousands of stage people out of work was the result of two opposed groups playing union power-politics. The little fellows were pressured and propagandized into supporting the struggle, just as tho they were potential soldiers in an international war.

The mistakes of both sides have been pointed out before, but perhaps a brief review of them will help performers to see what they're up against. The Four A's should certainly not have revoked the charter of the AFA merely for alleged misdeeds of the AFA administration, thus making members suffer for the missteps of their officers. By disbanding the AFA, the Four A's proved that it was interested chiefly in getting rid of any element that refused to be dominated by its ruling faction. By applying to the IA, the AFA made the situation even worse. In accepting the application of the AFA, the IA brazenly violated AFL policy. In handling the Four A's-IA dispute, the AFL clearly displayed its weak-kneed, compromising and befuddled leadership. In setting up AGVA, the new vaudeville union, the Four A's set up a dummy and easily controlled organization that was created by international union officials, and not by performers in the field.

When the Four A's, in Atlantic City, turned down the original AFL decision, it revealed clearly that the real issue was domination of the vaudeville-night club field by the power-grabbing faction in the parent union, which was even willing to force a general strike in order to attain its ends. And when the IA turned its back on the AFA in return for support in its contested Hollywood jurisdiction, the Four A's voluntarily accepted an alliance with a group whose methods and even personnel it had violently denounced. The entire accord, tho fortunate for the average actor, had an overlying aroma somewhat akin to that of the Berlin-Moscow nonaggression pact.

More important to union members than all these other evidences of weakness is the fact that thruout the muddled situation neither side made any real attempt to act according to the will of its members. The Four A's revoked the AFA charter without giving AFA members even a hearing. The AFA joined the IA without consulting its members. No membership votes were taken in any of the Four A unions; even the scheduled strike vote was more in the nature of an attempt to

(See LET'S LOOK AHEAD on page 19)

### Status of AFA Workers in Outdoor Fields Unclassified

Whitehead still claims jurisdiction but has not decided yet whether he will continue to organize—circus and carnival performers under AGVA

NEW YORK, Sept. 9.—Status of workmen on circuses and carnivals who are members of the Circus Employees' Division of the American Federation of Actors remained veiled in doubt this week following the theatrical union upheaval that resulted in the AFA being pushed out of the performer labor field completely. Contrary to popular belief, the AFA has not been dissolved as yet and, if it desires, may exercise the right to maintain jurisdiction over workmen in the outdoor fields, Ralph Whitehead, executive secretary, said yesterday. Whether Whitehead will continue to organize the outdoor field had not been decided this week, but a decision is expected in a week or so after Whitehead has recovered from a physical breakdown following the fight with the Associated Actors and Artistes of America.

Whitehead explained that the AFA is now an independent union and is in a position to hold on to affiliation with the American Federation of Labor direct for purpose of maintaining jurisdiction over workmen in outdoor fields. The AFA obtained a national charter from the AFL, giving it the right to organize outdoor laborers, and Whitehead personally holds an AFL organizer's certificate. The newly formed American Guild of Variety Artists, which replaced the AFA in the AAAA set-up, has indicated that, altho it plans to have jurisdiction over performers on circuses and carnivals, it did not intend to enter the workmen picture. The International Alliance of Theatrical Stage Employees, which con-

(See STATUS OF AFA on page 40)

### Texas Fairs Stress Club, Band Acts

FORT WORTH, Tex., Sept. 11.—Entertainment of the night club variety, with dance bands and acts, is being stressed in all the larger regional fairs and stock shows in Texas this fall, along with the usual farm and stock exhibits. The West Texas Fair, at Abilene, October 2 to 7; the Cotton Palace, at Waco, October 14 to 21, and the South Texas State Fair, Beaumont, October 26 to November 6, as well as the Tri-State Fair at Amarillo September 18 to 23, are among the latest of the bigger regional fairs to place the accent on girlie entertainment.

Tom Daly, who formerly operated the local Ringside Club and who this summer furnished a floor show for Pioneer Palace, night spot adjoining the Casa Manana,

(See TEXAS FAIRS on page 17)

### Indoor, Outdoor Interests Involved; Boom Likely, If...

Sense upbeat if U. S. stays out—pros and cons of film situash—radio's censor and sales angle—legit effect small—music hit—bookings lost—outdoor angles

NEW YORK, Sept. 9.—The show business, like all other major industries, has been rocked to its heels by the general European war. American performers are stranded in Europe, European performers in America are trying to straighten out their war-time status, and the financial set-up of almost every show field is undergoing rapid and drastic changes. Everything planned for the future, however, is of course contingent on the ability of the American people to keep their country out of the disaster. Anti-war feeling is high thruout the show world. Fields with stakes or hooking interests abroad are, of course, most vitally affected. Consensus concerning business here is that in almost all fields it will be better because of the struggle—provided, of course, that the American people manage to insist on the fulfillment of their desire to stay out. Feeling is that if we remain neutral much of the loose money normally carried to Europe will remain here. Also, changes in the stock market are seen as heralding the return of an era of free spending on the part of the big-money boys.

### Midway Gross Minn. SF Tops

Royal Am. Shows beat their previous high record of 1937 by almost \$500

CINCINNATI, Sept. 9.—Midway gross records for all time were shattered by Royal American Shows at the Minnesota State Fair, declared a special report from Jack Dadswell, public relations director for the Amusement Corp. of America, received by wire tonight. Gross for the engagement was \$92,335.55, as compared with the previous high record of 1937 of \$91,873.21, made at the same engagement.

Dadswell quoted Carl J. Sedlmayr, president of the ACA and general manager of RAS, as saying this is the highest gross ever achieved by any midway at any State fair on the North American continent. The only possible exception, he asserted, is the Toronto exhibition, which should not be included because it is national.

Twin Cities newspapers and radio stations, Dadswell said, were the most liberal in seven years. Despite war news that broke during the engagement, newspaper space, he said, ran to nearly

(See MIDWAY GROSS on page 54)

### India Paid \$9 Top For A. B. Marcus Unit

NEW YORK, Sept. 9.—Baburao Patel, editor of the trade journal *Filmindia*, arrived in this country last week representing the motion picture industry of India to consult with picture executives here for a more sympathetic treatment of the Indian people in films.

He reports that there are no flesh houses at all in that country except occasional units. People there are really hungry for live talent. When the A. B. Marcus unit played the Excelsior Theater, Bombay, tickets sold for a \$9 top, and they got it for two solid weeks.

Patel thinks that the picture producers may be amenable to his proposals, since there is a market of 400,000,000 people to consider. *Gunga Din* and *Drums* were banned in India as part of a campaign to stop the "slander" of the Indian race in American and English films.

### Film's Heavy Stake

Field most fundamentally affected, because of its huge investment in foreign markets, is of course pictures. Tho the film industry's first reaction to the war was pessimistic and apprehensive, as a result of foreign governments' order closing all theaters, when producers got their second wind they decided against drastic curtailment at the moment, banking on hopes that foreign bans as well as the British Quota Law would be lifted, and that the stoppage of foreign production plants would give the edge to American product. Even at that,

(See INDOOR, OUTDOOR on page 14)

A list of American acts and performers stranded in Europe will be found in the Night Clubs-Vaudeville Department.

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# NEW TALENT GIVEN BOOST

## Current Vaude Unit Plans May Replenish Act Shortage

NEW YORK, Sept. 9.—The constant howls of talent scouts and agents over the shortage of fresh and youthful talent in all branches of show business, what with the collapse of all the old break-in methods, are expected to be met this season with the mushroom growth of vaude units. From these units, hope is held that sufficient talent will be found to feed the other branches of show business. Chances for the development of talent in the past few years have been virtually nil, and single performers or acts who managed to make the grade, or even find a consistent market for their talents, had to depend mainly on their own resources to do it.

Back in the days of break-in houses, a steady production of units and small-time circuits, youngsters with a modicum of talent were always assured some kind of break but today young talent has found but a very limited field for its development. The salvation, at the moment, seems to be in vaude units and small night clubs, sensational rises not being included.

Because of the sharpness of competition, agents figure that performers just starting out in the business must have at least double the talent of their predecessors to get over. The major field of development now seems to lie in Major Bowes shows (which have been the greatest single factor in the past few years in developing new talent), amateur contests of all sorts, private club dates, small night clubs, resorts and summer stock.

One of the freak developers of future standard acts has been the dancing craze of the past few years. It seems to have died out now, but just a short while ago there were more Lindy Hop and Big Apple units playing vaude and night clubs than one could shake a review at. In recent months the jitterbug epidemic hasn't produced anything phenomenal.

A consistent tryout market for vocal wares has been sustaining radio programs, which, when given the proper build-up by the studios, have catapulted

### FREDDY MARTIN (This Week's Cover Subject)

FREDDY MARTIN, purveyor of some of the smoothest rhythms among contemporary dance bands, was born in Cleveland, December 9, 1907. He was raised in the Knights of Pythias orphanage there, and during those early days his musical desires first asserted themselves. Freddy left the orphanage when he was 16, and soon afterward secured a position selling musical instruments. The proximity to trumpets, saxophones and other horns led to a more or less natural desire to learn to play one himself, and he turned to the sax. Two years later he had grown so proficient on it that he went to Europe with a Finnish-American band, spending nine months footling in Finland and six more in London.

Returning to America, Martin toured with a vaudeville band, and then joined Arnold Johnson's noted ork. But the ambition to lead his own group had grown with the years and he left Johnson to organize an outfit. The new band opened for its first engagement October 1, 1931, at the Hotel Bossert, Brooklyn. Since then the Martin crew has played around the country at a number of the smartest hostelrys in every important city. Among the spots Freddy and his boys have played are the Roosevelt Hotel, the St. Regis, the Savoy Plaza, the Waldorf-Astoria, the Commodore, the Park Central and the Ritz-Carlton, all in New York; the Palmer House, Chicago; the Ambassador and the Coconut Grove, Los Angeles; the St. Francis, San Francisco, and his current stand, the Hotel St. Catherine, Catalina Island, Calif. He opens a four-month engagement at the St. Francis September 19, after closing at Catalina the 17th.

Martin has four radio commercials to his credit, namely Vick's Open House, Elizabeth Arden, American Oil and Maybelline. At present the band records for Bluebird.

many an unknown into prominence. As a matter of fact, every field except burlesque has some opportunities for developing talent. Several people have had overnight rises in each field, including night clubs, vaude, films, legit, radio and bands.

A very important factor in the music field is the increasing importance of phonograph records. Records can build up bands and singers much faster than any other form of development today.

Another pet trick, after a half-baked local build-up, was to send performers to Europe, set the publicity machinery in motion and make stars out of them over there, and then have them come back home as celebrated figures. The war, however, has closed that market—one of the most important in the development of a reputation.

Adding it up, the youngsters' tough struggle had a tendency to make them more resourceful and more ingenious, and as a consequence better performers when they finally got the break.

A good example of resourcefulness is the Vanguard Players, a group of five talented kids who couldn't do anything about it. They got together, wrote their own material, produced and directed, with a series of resultant socially satirical skits. They approached the owner of a fallen night club in Greenwich Village, the Village Vanguard, and offered to go in on a percentage basis. They did. The rest is history, because this week they move into a spot that performers dream about—the Rainbow Room.

Amateur nights, too, have been a good training ground, but a lot of pros who feel the hunger pangs are constantly cropping up in them. Greatest hope, tho, is held in the night club and, in a smaller measure, the small-time vaude field.

## Broadway Beat

By GEORGE SPELVIN

War is the prime topic all over the street, intruding in discussions of show plans, deals for bookings and almost everything else; amateur strategists have taken over the bars and cafes, and all of Broadway seems to be going around with nothing but the European horror at the back of its communal mind. . . . Until the accord between stage unions was announced Sunday night, September 3, that particular tussle held the limelight, with practically every performer in town discussing—but violently—the pros and cons of the expected strike vote; one trade reporter was even drummed out of his bed at 5 o'clock Sunday morning by a party of Equityites who had been discussing the situation all night and wanted more facts. . . . When the peace pact was announced at the Astor there was such a rush to the bar that one of the bellhops said he thought the American Legion had come back to town. . . . The autograph hounds gathered in full force for the meeting, but the stars shunned them like the plague; Jean Muir, giving one star-gazer the brush-off, said, "Sorry—this isn't a premiere."

. . . Ray Brock, p. a. for the Steve Hannagan office, left these shores last week to become a war correspondent for Reuter's (British) News Agency. . . . Ella Logan has been a very sick girl, but she's courageously refused to give in, and so far hasn't missed a single performance of the *Scandals*. . . . Speaking of Maestro White's latest edition, despite the fact that the news boys were generally something less than enthusiastic, it's clicked solidly at the Alvin; which proves again that talent, if allowed to display itself at a fast, steady clip, untrammelled by soporific production numbers, is the best card in the show-business deck. . . . Bob Hope's younger brother, George, is glad that he was born in the United States; Bob was born in England and is quite worried about conscription.

Gloria Jean, Universal's new singing starlet who is already being sued by her agent, may possibly be involved in another suit, this one from the man who taught her to sing—the only singing teacher she ever had. . . . The Famous

## 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 LEGIT MUSICAL

META KRAHN AND OTTO ULBRICHT—comedy dancers caught at the TAC Dance Cabaret recital at the YMHA Building, New York, August 31. An attractive team, they offered three excellent numbers that used the modern dance technique but made the comedy broad enough to appeal to all. Their comic style is shrewd and pointed satire, aided by expressive bodies and amusing mugging. Should be a standout in a smart revue.

ANITA ALVAREZ AND JERRY ROBYNS—young boy and girl who stood out at the TAC dance recital by virtue of their lone offering, an interpretive dance to the Lewis Allen song, *Strange Fruit*. The number revealed them as superlative dancers, and they show-stopped easily. Spotted properly, they should click handily in a revue.

### For VAUDE

KAY NORRE—cute young songstress caught recently at Club Minuet, Chicago. Has a deep, husky but clear voice, and puts her songs across solidly with a lot of verve and oomph. Appearance is excellent, too, including a petite shape and a nice taste in wardrobe. Would be a cinch on a stage, either as a single or backed by a band.

Door has enlarged the room again, incorporating what used to be the washrooms into the main spot, and the way business is going the owners will have to go thru the kitchens for even more available space. . . . Deacon Eberhart, pianist with Al Donahue, always wanted a ping-pong table; so now he has one—as a gift from Al in gratitude for his turning out a batch of swell arrangements. . . . Alex Fisher, of Harrison and Fisher, who is a Czech, hopes to get his citizenship papers next month. . . . Adra Cooper, snake dancer at the Continental Theater, was pinched last week for using a kid in the act; but they let her go after she promised never to do it again. . . . Local dance teams are sore at the St. Moritz, claiming they've been told the spot will use Arthur Murray dancers this winter instead of regular ballroom duos. . . . Sidney Piermont got his picture in *The Daily News* August 30, but his day was spoiled nonetheless; the caption read, "Sidney Pierwent." . . . Carlos de Reyes, who's probably the handsomest maitre d'hotel in New York and who used to be at El Chico, is now managing the Argentine Pavilion at the World's Fair, and the pavilion is getting a lot of femme repeat trade, the gals hanging around just to watch his handsome profile.

### Ice Show for Olympia

OLYMPIA, Wash., Sept. 9.—The Olympia Ice Arena will formally open September 13 with an elaborate figure-skating carnival in which some of the country's greatest skaters will appear. Heading the cast of 45 are John Kinney and Betty Lee Bennett, Sparkey Bourque, Britta Lundequist and Elaine Wittig. Composed of some 18 acts, the show will be sponsored by the Seattle Figure-Skating Club and sanctioned by the United States Figure-Skating Association.

## Thru Sugar's Domino

LAST week the American Federation of Actors died. It took its final curtain in an atmosphere of real stage tradition. During its last gasping days its understudy—the American Guild of Variety Artists—was memorizing its lines in the shadow of the proscenium and when *Der Tag* came AGVA stepped in the star's shoes as smoothly as a Hollywood villain entices the lady into his lair.

The AGVA was ignobly born—in our humble opinion—but that doesn't mean that the organization that was fabricated by theatrical unions for a happy family of officers and members to dwell in cannot make its way in the world of amusements and in the end win honor, respect and loyalty of the actors who have always been kicked around like a gong and deserve to find at last a haven of peace and security in the arms of an organization that will fight their battles, improve their working conditions and eliminate as much as is humanly possible the unnecessary hazards of an essentially hazardous profession.

With the passing of the AFA go five years of struggle, dreams of men who are probably too embittered and hurt to dream any more and the foundation of an organization that was weakened and finally collapsed by the paradox of its own strength. All in the show business hope that the AGVA will build on the foundation that still remains of the AFA; that thru perverseness, unwise counsel or other causes the leaders of the new group will not wipe out the gains that have been made at great sacrifices by starting anew.

For the present at least the man who was the AFA, who transformed a little group of actors banded together to wipe out benefits into the strongest union in the actors' movement, is out of the union picture. It is a pity that things came to such a pass that a man of his ability, vision and gift of leadership should be cast over the side of the ship at a time when leadership is needed so badly in the theatrical union movement. It's more of a shame than a pity—but this is not the time nor is it the place to get sentimental.

We have known Ralph Whitehead from the first moment that he stepped into the AFA picture. We have learned to respect him as a man and to admire him as a leader to whom back-breaking work, calumny, meager compensation and discouraging prospects meant nothing. We admired and still admire Whitehead not only because of these qualities but because of what many might regard as failings. We like him the more for these failings because they serve to reveal him as a human being. One cannot help liking a human being whose sum total after the credits and demerits are balanced comes to a figure cast in the mold of a Whitehead. There were times when we thoroughly disagreed with him; when we felt that he was entirely in the wrong—such as his activities generally in the circus organizing field and his betrayal of principles that are inherent in the actor by joining forces with the stagehands. But we were not disappointed to the extent that we lost our respect for the man, because we do not expect to find in him or any other man the embodiment of perfection.

It is quite evident that Whitehead is today a disappointed, disillusioned and, incidentally, a very sick man. His sickness is very real, but if Whitehead really possesses the vision that many of us have given him credit for possessing he can't be quite as disillusioned as would be expected. Simply because Whitehead must have known from his long and intensive studies of the actors' union movement that in the variety field, at least, no man has yet served as a leader and wound up with a happy ending. The cards just aren't stacked that way and if the actor is to blame for it is just too bad for the actor.

There are many sincere and fair-minded actors who are troubled at heart over the dramatic extinction of the AFA. Probably some of them, influenced by the barrages of misinformation and in- (See SUGAR'S DOMINO on page 17)



# CBS BUYS TIME ON INDIES

## Anti-ASCAP Bill Passes Ala. Senate

MONTGOMERY, Ala., Sept. 9.—Termed by its sponsor as "crippling to the monopoly of ASCAP," the Stakely Bill was unanimously passed early this week by the Alabama Senate. The measure, heavily lobbied by the radio interests of the State, will allow a radio station or ork performing in Alabama to buy "only copyrights they want to play" and not pay 5 per cent on entire portfolio for commercial programs.

Stakely brought out in his arguments before the State body that ASCAP's annual earnings in Alabama reached a sum totaling between \$60,000 and \$90,000. It was hinted that the House will pass the bill without opposition.

## Larry Puck Joins CBS Artists' Bureau

NEW YORK, Sept. 11.—Columbia Artists, CBS artists' bureau, has taken its second step within recent months to hypo its personal appearance bookings, adding Larry Puck to the staff. Puck, a vaude agent veteran, starts today. First step CBS took was adding Jack Bertell to the list of talent salesmen a few months ago. Bertell concentrates on cafes and niteries; Puck will concentrate on vaude. Puck, who replaced Paul Ross, brings several of his own acts with him, including Al Trahan, Diamond Brothers, Niela Goodelle and Marty May.

Gertrude Lansa, who did sales promotion for Columbia Artists, has resigned. There'll be no replacement.

## Chandu Series Returns For Double-Bubble Gum

NEW YORK, Sept. 9.—Chandu, the Magician, returns to the air via WIP, Philadelphia, and at least nine other stations in major markets via electrical transcriptions, beginning Monday (11). It will be sponsored by Fleers Double-Bubble Gum. Account handled by Aitken-Kynett Co., Philadelphia agency.

Chandu series at one time was very big on radio, Beech Nut sponsoring it over 43 stations in 1931. Rio Grande Oil and White King Soap were also sponsors.

New series is authored by Harry A. Earnshaw, originator. Waxes made by Charles Michaelson.

## Edgeworth's Sports

BOSTON, Sept. 9.—Larus & Brothers, Inc., has contracted for a series of evening broadcasts of the home games of the Boston Bruins and an early evening series of sports commentary shows for Edgeworth Tobacco and Domino Cigarettes thru WAAB, Boston, and stations of the Colonial net.

Agency handling all contracts is Warwick & Legler, New York.

## WCKY's "Ambassador"

CINCINNATI, Sept. 9.—WCKY here is launching a campaign, beginning Tuesday (12), to keep the station in the headlines of small-town newspapers. Accordingly, services of Milton Bacon, lecturer and author, as the WCKY "Ambassador of Good Will," have been offered to editors of 94 papers participating in the station's current *Neighborly Salute* series. Any paper desiring Bacon in the home town can have him free of charge.

## Lyons Sold Before Start

NEW YORK, Sept. 9.—Eugene Lyons, noted newspaper man and foreign correspondent, who was slated to start on WMCA sustaining next week, has been sold commercially before taking to the air. Donald Desdine, insurance counselor, is the bankroller.

## Vicks Buys News Show

NEW YORK, Sept. 9.—*Confidentially Yours*, recently inaugurated inside news program on WOR, has been bought by Vicks cold preparations starting September 26. Account will sponsor the program, which features Arthur Hale twice weekly. Morse International is the ad agency.

## Network Using Non-Affiliates To Check Listening Area Data

Network buying time to ask set owners how various CBS stations' signals are received—survey primarily concerned with outlets getting power boosts recently

WASHINGTON, Sept. 9.—Using radio to help provide data in radio research is a new plan being set into motion by the Columbia Broadcasting System. CBS this week asked a number of independent nonaffiliated stations if they would approve purchase of time by the network on the stations. Columbia's purpose is to check on the listening areas of some of its affiliated stations, especially those recently granted power increases to 50,000 watts, such as WCKY, Cincinnati. Oddly enough, there seemed to be some question whether broadcasters would allow the network to use the medium to check listening areas, altho the parallel is standard practice in newspaper publishing, one paper using another to sell itself. It is reported some stations thought CBS might be trying to proselytize.

Columbia's plan will start in about 30 days. Response so far has been largely favorable. One station refused outright, another asked CBS to wait for a while, but about 98 others all gave approval. CBS will use 32 broadcasts, eight weekly, for four weeks on each station. Programs will present various CBS stars, such as Kate Smith, Major Bowes and others in brief periods. Announcer will then ask listeners to drop a postcard to CBS in

New York telling the network how particular stations in their territory are received; in other words, whether the signal is clear, fair or poor. Listeners are asked to send the information to the Columbia home office because "we (CBS) want to try to get—direct from the listener—a report on what stations his set can tune in at night." Announcements will also explain that trying to improve program service and build stronger stations has deterred CBS in checking listeners' reception.

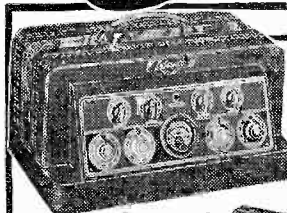
This is the first time one radio organ- (See CBS BUYS on page 8)

## The night we hit the Jackpot



We're on the road, see, but it ain't like the old days. Audiences are cold. We aren't getting over. Well . . . when we land in this one town, there's our new Lafayette Sound System waiting for us. We give it a whirl the night we open at the smart Club Jackpot for a solo stand. That was nine weeks ago and we're still there, playing to SRO. I'm telling you we had something when we hit the Jackpot!

—And here's what did it!



**LAFAYETTE**  
40-60 watt Amplifying System. Complete with tubes. Choice of mike and floor stand. Model 781-T  
**\$118<sup>15</sup>**

A 40-60 watt sound system featuring a "Broadcast Studio Control Panel." You can feed it to them as they like it with Lafayette Super Portable Model 781-T. Has every feature known to modern P.A. compactly fitted into airplane luggage style carrying case. Matching case contains your two 12" P.M. Speakers. Here's power enough for an armory! Class enough for the Rainbow Room. And priced low enough for the average band or travelling show. Your choice of mikes.

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# ACTORS' CAREER MAKERS

## Actors Made on Prestige Shows; Programs Include Oboler Series, Allen, "Time," "Busters," Welles

NEW YORK, Sept. 9.—Credits on any one of about eight leading programs are enough to establish a radio actor to the point where his income problem will no longer be a problem. While there are eight or so of these top shows, one of the best career makers is now off the air and isn't expected to return. This is the *March of Time*, which has probably helped establish the reputations of more radio dramatic performers than any other show. Another top show to establish actors is Fred Allen's program. A member of Allen's Mighty Allen Art Players is just about automatically stamped as "in"; but from the actors' viewpoint this program, since it seldom changes its personnel, is considered a 90 per cent closed corporation. However, as an example of its potency, Russ Brown, who got his first radio work with Allen last season doing bits, is now set for next season on the Joe Penner show.

Other career makers are Arch Oboler's NBC series; CBS *Workshop*; *Gangbusters*, Dupont's *Cavalcade*, Orson Welles, and Norman Corwin's *Words Without Music*. The programs are called career makers because they are the credits that producers and directors look for in hiring actors, especially new actors, or actors new to the particular producer. Altho daytime strips are good from the financial viewpoint, especially if an actor gets a steady daily role in one, they do not rate as impressing talent buyers. Reason for this is said to be that the strips do not place much emphasis on an actor's acting ability. However, while the strips do not have credit value, most of the actors cast on such find they need the "career" shows as reference.

*March of Time*, which called for much character work, also required imitative, dialect and quick reading abilities. Whereas on most shows actors seldom do more than triple into three roles, *Time* called for more doubling than any other program and actors did any number of roles on one program. Such actors as Bill Adams, Ted de Corsia, Paul Stewart, Ed Jerome and numerous others were "made" by *Time*, it is said.

Arch Oboler's series on NBC is now claimed to be the most sought-after dramatic employment in radio today. In six months the show has been established as the outstanding dramatic show on the air. Accordingly, it is a prestige program for the actors. Raymond Edward Johnson, who came to Chicago to work for Oboler, has been established as one of the top-flight workers in New York, reaching this in a year or less. Likewise Betty Caine (Mrs. Johnson) has established her rep. Betty Winkler, another Chicagoite, has been in New York a short while but the Oboler program is giving her the required in.

Arnold Moss, former CBS announcer, is said to have been made as an actor by Corwin's CBS series, *Words Without Music*, with Eric Burroughs likewise established. CBS *Workshop* gave the needed impetus to Frances Chaney and Luis Van Rooten. *Gangbusters* did the trick for Frank Lovejoy, another prominent radio actor, who got his first net-

work spot on the crime show. Other *Gangbuster* alumni include James Van Dyke and Kenneth Dellman. Bill Johnstone, another biggie who now plays the lead in *The Shadow*, is said to have started climbing after starting on *Cavalcade*. Same goes for Dwight Weist and Karl Swenson.

Charles Cantor and John Brown, two of radio's top-flight performers, as well as Minerva Pious, are mainstays on the Fred Allen show and rate among the air's busiest performers. Allen program gives the oke stamp because it involves practically every dialect imaginable, as well as straight acting and comedy talents.

## London Radio Expo's Vaude-Tele Program

LONDON, Sept. 2.—*Kentucky Minstrels*, popular air feature, is being played twice daily alternative to vaude programs for 10 days in replica of Hollywood Bowl at Olympia radio exposition. It is hurt as a stage show by presence and movement of television cameras for relaying into expo and home viewer programs.

Entire company makes entry from auditorium, led by Bobby Howell's Band, with interlocutor "Nosmo King" carrying drum major's baton. "King" (Vernon Watson) does well as interlocutor, but comedy team of Scott and Whaley, celebrating 46th year of partnership, have not the same opportunity to shine as with their vaude act. Comedy also forthcoming from C. Denier Warren, who puts over stump speech on matrimony. This would go down better if not subject to attentions of television cameras and traveling mike.

Minstrels are strong musically, with Troise and his banjo team adding their smart fingering to tuneful rhythmic work of Howell's combination. Ike Hatch, snappy colored singer, contributes two numbers. As guest artist, Adelaide Hall piped pleasingly *Hallelujah* and *New Moon and an Old Serenade*, with Fela Sowande accompanying on theater organ. More vocal strength comes from Kentucky Male Voice Choir directed by David Evans, and tenor Percy Manchester contributes one number with the banjo team.

Company essay one sketch, *Kentucky Court*, a filmy vehicle considering talent available. Entire show runs 60 minutes. Edward Graves.

The above-described combination vaudeville-television show is probably one of the last to be staged in London. All theaters are now closed because of the war.

## Soft Drink Firm Ends WOR Show Because War Means Sugar Boost

NEW YORK, Sept. 9.—First known cancellation of a program on the air because of the European war happened this week when American Beverage Co. gave two weeks' notice to WOR. Circumstances are very unusual because the sponsor's program was quite successful and only two weeks ago, when a renewal was effected, the firm decided to move up certain expansion plans regarding the introduction of a new product. War caused the cancellation by bringing a price rise in sugar, which meant that the profit margin was considerably affected. Also this week Royal Crown Cola decided not to renew Robert L. Ripley, altho he will return next year for the same account. Royal Crown Cola had been undecided as to continuance. Felt that the war may have helped bring the temporary suspension of the show. American Beverage, with Benay Venuta

### Not So Quiet Front

NEW ORLEANS, Sept. 9.—A Fort Worth, Tex., woman became the first casualty of the current European war late last week, and so far no one has disputed her claim. She got into an argument with her husband over whether the family radio should be used for listening to war news or a musical program. The husband settled the dispute by breaking the radio over her head. After being treated at a hospital, the wife said she would not press charges.

## Smith Show Out of New Talent Field?

NEW YORK, Sept. 9.—Possibility that Kate Smith's variety show would replace the Rudy Vallee program, which leaves the air September 28, as a launching field for new talent, seems to be out. Buxom singer's show is set in all departments and chance to give potential names build-ups is therefore not feasible. Trade thought that the Smith show would inherit this phase of the Vallee stanzas.

Singing novices are out of the Smith show because of the star herself and Ted Straeter's chorus. Dramatic portion of the program will be supplied this season by the Group Theater thru a deal recently set, while comedy is a closed door because of the click of Abbott and Costello.

## CBS Launches Program To Sell Its Platters

NEW YORK, Sept. 9.—CBS will start a program designed to sell its recently acquired Columbia Record subsidiary's phonograph platters September 29. Program will feature bands waxing on the Columbia label, with Harry James the first leader and Count Basie the second. Basie will be picked up from the Palomar on the Coast.

Program will be written and emceed by John Hammond and produced by Al Rinker.

## Paul Kennedy on WLW

CINCINNATI, Sept. 9.—Paul Kennedy, *The Cincinnati Post's* radio editor and night club rounder, is doing a thrice-weekly 15-minute sustainer over Station WLW. Kennedy makes his airings from the various local niteries carrying a WLW line. After a what's what in local night life entertainment, Kennedy interviews the spot's headliner and introduces occasional prominent guests.

NEW YORK, Sept. 9.—*Quiz of the Town*, originally presented by the Federal Writers' Project, has been taken over by its writer-director-producer, Leon Kempner, as a WNYC sustainer. Program is flirting around for commercial sponsorship.

## Un-sponsored Star List Grows; Dole Swaps Show, Agency

NEW YORK, Sept. 9.—Change in program and agency by Dole pineapple juice adds Phil Baker, temporarily at least, to the roll of stars without commercial series as the new radio season starts. List seems to be growing, not decreasing, altho rumors have deals pending for some of the performers. Dole switches its radio account back to N. W. Ayer, from whom Young & Rubicam got the business, with Al Pearce and his gang replacing Baker October 11. Young & Rubicam handled only the radio end of the Hawaiian Pineapple Co. ad budget, Ayer retaining all other phases. There was a rumor current when Y. & R. got this business that Ayer had opposed a radio venture for Dole at that particular time. Change now means that Ayer is regaining some of its radio placements, Ford Motors still ranking as its No. 1 air customer.

Still on the unsold list in the ranks of names are Al Jolson, Lanny Ross, Jimmy Melton (set for concert tours), Rudy Vallee, Eddie Cantor, Harry Einstein (Parkyakarkus) and Jessica Dragonette, among others. Ross recently finished a series for Lucky Strike, and Vallee concludes his 10-year run for Standard Brands September 28. Then there are other stars, such as Jack Pearl and Ed Wynn, who haven't done radio for several seasons. All told, the list hasn't had as many major stars as it now has in years.

Dole is claimed to have been dissatisfied with the Baker show's rating in view of the expenditure.

## High School Sells Sports Radio Rights

HAZLETON, Pa., Sept. 9.—After first refusing an offer from the Hazleton Broadcasting Co., operating WAZL, for the broadcasting rights, the Hazleton High School Athletic Association sold the rights to broadcast all its home basketball and football games for the 1939-40 season to the company for \$1,000.

Dr. Fred R. Seidel is chairman of the athletic committee of the city school board.

Dr. Seidel pointed out in announcing the transaction that the radio station receives fees from sponsors for rights to Hazleton High School games and that under such circumstances the school is entitled to payment for the rights.

The Atlantic Refining Co. broadcast the football games last year.

## Penner Cast Set

NEW YORK, Sept. 9.—Talent on the Joe Penner show will have Dick Ryan, Gay Seabrook, Russ Brown, from Broadway musicals, and tenor Kenny Stevens. Ward Baking sponsors.

CINCINNATI, Sept. 9.—Federal Communications Commission has authorized *The Cincinnati Times-Star*, which recently purchased Station WKRC from the Columbia Broadcasting System, to construct a high frequency facsimile broadcast station to be operated on an experimental basis, it was announced here this week. In connection with the announcement Hulbert Taft, president of the paper, said the experiment has nothing to do with WKRC purchased by the company subject to the FCC's approval.

### What's NBC, Daddy?

NEW YORK, Sept. 9.—Publicity marches on.

Scene: WOR-Mutual publicity department.

Characters: Red Barber, who is to announce the World Series games over Mutual, and Carl Ruff, WOR flack. As the scene opens, Ruff is interrogating Barber on his life history for a biographical release. Barber has just told Ruff he broadcast the last four World Series.

RUFF: On Mutual, Red?

BARBER: No, on NBC.

RUFF (X's out copy on his typewriter furiously): On, you mean you just did them on the air.

### Why, Professor!

PHILADELPHIA, Sept. 9.—An epic of erudition will soon be heard over WFIL when Tony Galento and Lou Nova will debate the subject. "Resolved That a College Education Is the Stuff, or Ain't It." Nova being a Columbia grad will argue in favor of the affirmative. Galento is quoted as saying, "I'll moider de bum at his own game. I'll beat him to death wid de King's English." The debate will be judged by a jury of three local sports editors, and will be fed to Mutual.



# Talking Shop Program Reviews

By JERRY FRANKEN

## Trilby Is Safe!

(By Carrier Pigeon)

I have to report receipt of an important communication, one which, I am glad to say, brings welcome tidings and which will do much to ease minds. The epistle is from Mr. J. Whortleberry Fink, president of The Fink Whortles Co., Inc., of Boston, and is dated September 1. I think I will not be violating a confidence to say that the letterhead of the Co. would indicate that Frank Montmorency has been relieved of his post as Sales Manager of The Fink Whortles Co., Inc., since his name is crossed out on the letterhead. At the same time it seems safe to predict, because of the turn of events, that Mr. Fink will shortly see to it that Wilbur Fripp, listed now on the letterhead as Office Boy, is shortly promoted, very likely to the ill-fated Montmorency's post.

The letter reports the elopement of Trilby Fink, J. W.'s daughter, with Montmorency, and their precipitate flight into the "vastness of New England," as Mr. Fink so tersely describes same. However, in the blackness of his despair, Mr. Fink gave ear to Wilbur, who suggested the use of Radio Station W—I of Boston. Mr. Fink then writes, rather breathlessly, that "Station W—I's message reached Trilby just in time. She is back home and I have forgiven her." Mr. Fink adds that "Roscoe George, the author of *Fooling Failure; or The Rise of Wilbur Fripp*, has written the heart-rending tale of my experiences. It is called *Rescued From Ruin; or Wilbur Fripp Wins Again*."

Bravo Wilbur and Bravo George Dunham and Ernest Capablanca for a very fine piece of sales promotion.

## Comment

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

Griffin's *Time to Shine* revue with HAL KEMP, NAN WYNN and the SMOOTHIES has a pleasant style and a high grade of musical content, paced, of course, by the orchestra. A good assortment of tunes dresses up proceedings, and there is no pretense made that here is the greatest show on radio. Miss Wynn is one of the most pleasing of lady warblers, with an easy style and infectious personality. To fill out are the class harmonies of the Smoothies. Announcer David Ross completes the soft-on-the-ears squadron.

Hey, this is a rave!

J. F.

Altho they broadcast on independent stations, GEORGE HAMILTON COMBS (WHN) and JOHANNES STEEL (WMCA) are big league caliber commentators. COMBS has an easy flowing style, which, as a matter of fact, several network news analysts lack. There is no jerky rag-tailed chatter when he gets to the mike, but a straightforward analysis of what various maneuvers mean. Both STEEL and COMBS kept most of their comments centered on Europe, as, of course, was to be expected. COMBS is not as sensational in his approach as is STEEL. The latter, a German by birth, is an ardent anti-Nazi and seems to have access to more information than most of his contemporaries.

COMBS concentrates, it seems, mostly on the inside of what has happened, while STEEL deals mostly in future developments. In this respect he has scored any number of important news beats. STEEL'S chatter does not have the same easy flow as COMBS'; his accent, however, seems an advantage rather than the contrary.

COMBS closed his broadcast by telling of a whopper he had for his audience the next day, stunt he could do without. Better to let his material stand up for him without the serial-story-to-be-continued approach. Bad production interfered with the smoothness of STEEL'S program, when he was instructed to stop talking about a bulletin which he said had just come in. To make matters worse, announcer who took up where STEEL left off didn't bother to read the bulletin, altho the audience knew there was one there, waiting to be delivered. Careless handling.

EDST Unless Otherwise Indicated

## "Happy Hour Club"

Reviewed Saturday, 1:30-2:30 p.m.  
Style—Vocal. Sponsors—Co-Operative.  
Station—WMBC (Detroit).

Show uses a bit too much singing, with facetious but matter of fact comment by emcee Chuck Stanley. Stanley also gives rather lengthy plugs for the spots in which the club makes personal appearances.

Casual listener-in is not likely to go for the show the first time, owing to fact that individuality of the program is hard to catch. Program uses younger talent in solo numbers, and talent shows up as just fair, no individual personalities standing out. Show, however, has a certain consistency in its style and has evidently built up a long-time following. While stuff does not rate for steady attention, it is okeh for filling in radio time and developing vocal talent. *Reves.*

## Jane Dillon

Reviewed Monday, 1:15-1:30 p.m.  
Style—Serial. Sustaining on WTIC  
(Hartford, Conn.).

This veteran character actress in her own sustainer at this station displays versatility in weekly episodes of the life

of the Happy Family. She handles all of the characters. Work is almost uncanny and she handles kid parts as well as adult roles. Script mostly dramatic, with a touch of comedy. Writes her own stuff. Program closes with some poetic philosophy. *Lefkowitz.*

## "Hilda Hope, M.D."

Reviewed Saturday, 11:30-12 noon.  
Style—Dramatic. Sustaining on WEA  
(NBC-Red network).

Now on a sustaining basis, this program becomes commercial beginning October 7, when Wheatena takes over. Compton ad agency is doing the program now, the sustaining status intended to build up an audience prior to the show's commercial debut.

*Hilda Hope* is a half-hour shot, and each program is intended to be complete in itself. Central idea is to portray the human and nonprofessional situations in which a woman physician may find herself. Cast is headed by Selena Royle, legit actress, and script is authored by Himan Brown and Julian Funt.

First show was fair, Miss Royle scoring well. Script was slow in spots, but picked up interest toward the end by virtue of a well-developed plot. Briefly, yarn had to do with Miss Hope's efforts to raise funds

for a children's clinic in the face of opposition by staff physicians. Yarn was embellished with plenty of human interest angles.

Cast supporting Miss Royle is adequate. *Ackerman.*

## "Confidentially Yours"

Reviewed Thursday, 9-9:15 p.m.  
Style—News. Sustaining on WOR  
(MBS network).

Judging from the program caught, *Confidentially Yours* should establish no small audience, dishing out a load of inside news that frequently is sensational. Such, for instance, was the story broadcast on this program to the effect that Mussolini has made several offers to Haile Selassie to resume—under Italian control—the Ethiopian throne. Almost as "hot" was the report that Senator Burton K. Wheeler, of Montana, is presently mentioned as the Democratic dark horse with inside track on the 1940 Presidential nomination. (Interesting to note that Wheeler is considered anti-ASCAP.)

What may add to the value of the show is the present censorship being exercised abroad on the European war situation. If the program can continue dishing out the kind of stuff noted above, its success in evading military censors abroad should be matched in audience success.

Info is gathered by Transradio and delivered by Arthur Hale. Script is well written, and the combination of script and Hale's delivery produces an informal atmosphere that adds to the whole effect. *Franken.*

# Radio Talent

## New York

By JERRY LESSER

TOM BENNETT, NBC director, is to be commended for a grand job of pinch-hitting. Was called in to take over the production of *The Black Crook*, last of the *Lost Play* series, when HARRY MACFAYDEN was taken suddenly ill. Tom not only put on a good show, but produced one of the best of the series. . . . *The Shadow* will be back to haunt you over Mutual on September 24. . . . CBS is spending a quarter of a million to remodel the Juillard Musical Foundation into a modern broadcasting plant. . . . We are informed that FRED IRVING LEWIS is about to shake the sand out of his shoes and wash the salt from his hair as he returns to the mike after a three months' rest at Oak Beach.

*Johnny Loveton is about the proudest father I've ever seen. At a rehearsal of "Aunt Jenny," which Johnny directs, he called his home and then had all the actors on the show listen in to the cooing of his 5-week-old son, Richard Farmer Loveton. Just to see if the kid has a radio voice? . . . Carl Frank, who has just moved into his new home, didn't have time to plant his own garden, so he had them plant flowers already in bloom. . . . Betty Worth will enter the hospital for mending. She had to be written out of several shows. . . . On "When a Girl Marries," two characters called Mr.*

*Becker and Mr. Wickers were portrayed by actors Harold DeBecker and Bruno Wick. . . . Radio actresses in New York had better look to their laurels. Miriam Coldina, former leading lady of the Moscow Habima Theater, has been seen in the studios around town. Among her excellent performances you may remember her as the Mexican girl in Paramount's "Ladies of the Big House" and on Broadway in "Within the Gates."*

CHESTER STRATTON is now playing Butch Bixby, baseball player, in *Life and Love of Dr. Susan*. . . . DICK WIDMARK, leading man in *Meet the Dixons*, recently returned from a visit to Barter Theater in Virginia. . . . J. M. JOSEFBERG and MEL SHAVELSON, writers for BOB HOPE, left last week for the Coast with their wives. . . . BERT LYTELL proved himself the swell actor that he is by pretending not to know that the differences between the Four A's and IATSE were already settled before the strike meeting got under way. When he opened the meeting he stated the gravity of the situation. Then when FRANK GILLMORE read the agreement notice Bert was overcome with joy and enthusiasm and helped the audience go mad with cheers. . . . ATHENA LORD is now on the court case programs on WHN, having just finished a season in summer stock.

# Chicago

By HAROLD HUMPHREY

CHARLES FLYNN, son of BESS FLYNN, will play the role of Jack Armstrong in the return of that series scheduled to start early this fall. . . . EDNA O'DELL, blues canary, is back from her Coast debut and returns to Chi airwaves on WGN's *Your Sunday Date* this Sunday. . . . DORIS DUDLEY, fem lead in the John Barrymore *My Dear Children* legit production, is doubling in radio, having taken over a role in NBC's serial *Backstage Wife*. This makes the second of several stage Thesps who have recently tried their hand in local radio, LESTER DAMON, from the local *Of Mice and Men* cast being the first to settle down in local radio circles. . . . BOB BROWN and RANSOM SHERMAN will return with Tums' *Quicksilver* show on the NBC Blue October 25. Show will be upped to a half-hour time. . . . VERN HANSEN, WGN spieler, and his new bride are honeymooning at Trout Lake,

Wis. . . . Announcer LES GRIFFITH'S frau has taken out a booking license and will operate her new biz adventure from her home—twixt the kitchen and the parlor.

*Mugsy Spanier and Fats Waller, who just closed with their orks at the Sherman Hotel here, will team up again next Friday when they go into the State-Lake Theater for a "band battle." . . . WBBM's John Harrington and WIND's Jack Drees left for General Mills' professional football powwow in New York to determine their coming broadcast policies. . . . John Slupinski, engineer at WTMJ, Milwaukee, has set up a Polish pronunciation clinic in the studios there for the benefit of the newscasters working the war crisis stuff. . . . Eddie Chase, WAAF "Mythical Ballroom" maestro, missed*

*the return train from his Labor Day hideout and also his Tuesday show. . . . Don McNeill and Jack Baker, of the "NBC Breakfast Club" show, hopped down to Shelbyville, Tenn., Friday to make an appearance at the Tennessee Walking Horse National celebration. Wonder if there was enough room left on the marquee for their billing.*

HAROLD ESSEX, former publicist for the Aragon and Trianon ballrooms here, took up the reins this week as commercial manager for Station WSJS in Winston-Salem, N. C. . . . Merle S. Jones, general manager of KMOX, St. Louis, was up this week visiting the sister station, WBBM. . . . Rumble of big things being heard this week around NBC. Net is about to announce plans for a large-scale studio expansion in the Mart. News and printing departments have already been brought into the special events department under Ken Fry's supervision as part of the rearrangement. . . . Heads of 12 NBC Blue affiliates will meet in Chi Tuesday prior to the NAB huddle scheduled to commence Friday on the ASCAP problem. *H. H.*

## 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 signature, 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.

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# Coast Production Moves Slowly; War Seen Keeping Boyer Abroad

HOLLYWOOD, Sept. 9.—Production plans here for new fall air shows are apparently at a standstill, with only the oldtimers skedded. First show to tee off here on fall schedule is Maxwell House *Good News*, with Walter Huston replacing Robert Young in the emcee spot, Roland Young handling the comedy berth formerly occupied by Frank Morgan.

Benton & Bowles, who handle *Good News*, say no plans have been formulated for Joe Brown and whether his show will remain or fold is hard to tell. According to reliable sources, the show has been pulling okeh, but whether the selling job being done warrants the sponsor's cash outlay is not known.

European war situation has also thrown a wrench into plans of Lennen & Mitchell, reported to be in a dither over the availability of Charles Boyer for *Woodbury Playhouse*. So far no word has

been received from Boyer, who is in France. He is a reserve officer in the French Army and subject to military duty.

Altho no plans will be definite until word is received, Gale Page and Jim Ameche, on the show during the summer months, may be retained. Another possibility is Herbert Marshal.

Top shows which are scheduled to resume are Young & Rubicam's Jello program with Jack Benny, the Screen Guild show and the *Silver Theater*. J. Walter Thompson starts the *Lux Theater* September 11, with Lord & Thomas again handling the Bob Hope show. Buchanan & Co. bring back the *Four Star Theater* September 18. Still in the dark is *The Circle* for Kellogg. In spite of rumors that the show is definitely off the books, there is still talk that it may be revived with a new cast.

# Advertisers and Agencies

By PAUL ACKERMAN

NEW YORK: Fred Allen, expected in town next week with new ideas for *Town Hall*, is looking for a sock "angle." . . . *Aldrich Family* goes on its own this fall as a separate feature for General Foods. Young & Rubicam, agency which developed the program, has not yet set the net or time. . . . Bill Thomas due back from Virginia this week. . . . Sigrid Gurie, Humphrey Bogart and Yella Pessl go on Kraft this week, with Drusalina and Giannini slated for September 21. . . . *We the People* show will go to Chicago for the Legion convention, September 26. . . . Marjorie Unfelder, secretary to WHN's Jacques Van Straten, married Ray Kastowitz Sunday.

Gordon Lloyd has joined WMCA's sales staff. Previously with WNEW and WINS.

Gordon Baking Co. will come back

on the air this fall with "one of the finest" half-hour thrice-weekly shows to be aired in New York, Chicago and Detroit. About a rookie cop. . . . C. Houston Goudiss has renewed over WHN. . . . *Dinah Shore* selected as tonsil artist for Tom Cracraft's all-electronic orchestra. . . . Ed Byron, director of "Mr. District Attorney," is writing the show during illness of author Harry Herman. . . . Jerry Livingstone getting a CBS wire, probably this week. . . . Jerry Lawrence, WOR announcer, and Mitchell Beson, assistant WOR program director, are back from vacations. Lawrence went to Coast to visit his family; Beson was in New England. . . . Louis Ruppel, of CBS, to Chicago for a brief stay. . . . Don Elias, of WWNC, in New York last week.

# Hollywood and Los Angeles

By DEAN OWEN

LEE MILLAR is back in his old spot on *Lux Theater*, this season handling his barking dog assignments. First pooch he'll portray will be in *The Awful Truth*. Part on the screen was handled by Asta, the classy wire-hair from *The Thin Man*. . . . Paul Pierce, head of CBS script department, spoke at convention of Sigma Delta Chi fraternity here. . . . Darrell Calker, formerly with Andre Kostelanatz, is getting plenty of air time for his *Penguin Island Suite*. . . . Martha Mears, warbler on *It Happened in Hollywood*, has just finished a short at Universal. It's called *Swing Hotel*.

Hazel Seibold, new singing find

discovered by Paul Schwegler, taking plenty of bows for her new disc, "Among Those Present." . . . Margaret McCrae will head for New York after the September 28 Joe Brown show to join hubby Harry Simeone. . . . Fox Case, CBS special events director, will head for the State fair at Sacramento for part of his vacash. . . . George McCall is going to tie up his Great Dane next time he gives a party. The hound got loose the other night and chased off the guests. . . . Orson Welles follows Alva Johnston east this week. Latter has been scripting yarn for Saturday Evening Post about Welles.

# Air Writers Set Strike Clause; AFRA Says "There's No Dispute"

NEW YORK, Sept. 9.—Committees representing Radio Writers' Guild and American Federation of Radio Artists met this week to iron out dispute regarding jurisdiction over radio writers. Both sides agreed not to issue a statement until settlement. As explained by AFRA, reports of dispute carried in newspapers have magnified the situation, which, according to AFRA, is "very minor." AFRA, however, admits overlapping of memberships, as in case of radio actors who also write scripts. Union, tho, would vouchsafe no information as to what it intends to do in such cases.

HOLLYWOOD, Sept. 9.—New plan by Radio Writers' Guild for jurisdiction over its members in three major production centers was offered to American Federation of Radio Artists here this week. It was understood that I. B. Kornblum, counsel for AFRA, has been authorized to present plan to Guild reps in New York.

Meeting of local RWG members has been called for this week to ratify the new national constitution, expected without much trouble. There will be three regional groups under the RWG set-up, it was announced. Headquarters will be in New York, with Chicago and Los Angeles next on the list.

New strike clause in Constitution reads: "Upon being authorized in per-

son or by proxy, of two-thirds of active members in good standing, and providing the Council of the League shall in writing consent thereto, the National Council shall issue an order directing all members of the Guild to refrain, for a given time, or until further order of the National Council (to which further order the consent of the League must first be given), under specified conditions or in any manner whatsoever, from working for an employer or employers, or selling, leasing or otherwise disposing of radio material or radio rights, television material or television rights, to any person or persons, corporation, or association engaged in or representing the radio industry."

Regarding local autonomy, the Constitution states: "Each regional Council shall have jurisdiction to govern its Regional Group with respect to all local and regional problems, subject to the limitations of this Constitution and By-Laws and the Constitution and By-Laws of the League. All disputes involving the question of jurisdiction of the respective regional Councils shall be determined by the National Council, and its decision shall be conclusive."

It was pointed out that even if RWG does have control over its members in the three sections, any writers who appear before the mike will be subject to AFRA and will have to hold cards in latter organization.

# Broadcasters' "Good Behavior" Seen Forestalling Censorship

WASHINGTON, Sept. 9.—Censorship of radio broadcasting in the United States depends upon conditions prevailing as a result from the European war and to a very large extent upon broadcasters themselves, it was said by Washington officials this week. Federal Communications Commission has appointed a three-man committee to study the European situation in its relation to domestic broadcasting and to keep the commission advised upon the day-to-day situation. Committee, headed by the newly appointed chairman, James Lawrence Fly, includes commissioners T. A. M. Craven and Thad H. Brown.

Actual censorship is not anticipated under present circumstances, FCC men went at length to explain, but there was little doubt that the commission was taking more than a passive interest in European broadcast relays which have been carried over the national networks. One view was that the commission functions under a Congressional order to preserve the public interest; public interest shifts with changing conditions.

At present, when there is war in Europe and this government is operating under an executive proclamation of neutrality, the President has the power to amend the Communications Act in any manner deemed necessary to preserve that neutrality. Congress, in writing the radio law, specified that "in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment." . . . The powers given under this section do not seem open to question, but no responsible official, at this time, will even indicate that extreme steps would be taken unless the peril to the nation was grave.

Broadcasting men are keeping in touch with Washington, and their inquiries so far have indicated that they appreciate the delicate positions they are in. Most of them have shown an intense desire to avoid anything which might upset American neutrality, and officials here believe that broadcasters are taking every preventive step advisable at this

time. Since this is the first war which would materially affect American interests that radio has existed to cover, the broadcasting industry is more or less a "rookie," to borrow a phrase from White House Secretary Stephen T. Early, in releasing news from the fronts. Early simply told reporters at the White House that President Roosevelt was keeping a close eye on the people at home, and then referring to radio, said that if radio wouldn't be good it would be given a "spanking."

All government departments have dusted out long-prepared plans to gear this country to a war-time footing should the necessity arise, and like these the FCC is trying to perfect its part of the problem so that things can be carried out without a hitch. It was indicated that if censorship has to come to American radio it will be handled by the War Department. The opinion seems to be that a return to normalcy would be quicker than if the regulative body set up special sections.

# Grombach-Reeves Deal

NEW YORK, Sept. 9.—Jean V. Grombach, Inc., transcription producers, have affiliated with Reeves Sound Studios, Inc. Grombach will take over the recording activities of Reeves in radio.

# Johnny Mercer Renewed

NEW YORK, Sept. 9.—R. J. Reynolds Co. this week renewed Johnny Mercer for another 13-week stretch on the Bob Crosby Camel cigaret show. Esty agency has the account.

# CBS BUYS

(Continued from page 5)

ization has used another or others to check on listening areas. CBS has used all conventional methods in the past. The last CBS listening areas study was based on replies to spot announcements telling listeners they could get a radio game (somewhat similar to parcheesi) by simply writing for it.

It is said the independents may discuss CBS' offer at the NAB convention in Chicago next week. Columbia's letters to the stations were signed by Dr. Frank Stanton, director of research for the network.

# AFM Starts Tele Investigation; Clarification Nears for Actors

NEW YORK, Sept. 9.—That the infant television industry will grow up in an aura of theatrical unionism seems very certain right now. While no overt moves to tie up the field have been made, the tele execs undoubtedly began to see the handwriting on the wall this week when James C. Petrillo walked into executive offices of the National Broadcasting Co. to have a friendly powwow with Mark Wood and other execs regarding the tele situation in relation to employment of musicians. With Petrillo was Harry Brenton, AFM treasurer, who, like Petrillo, is on the union's executive board.

Investigation of tele by Petrillo and Brenton was authorized in the closing minutes of the AFM convention in Kansas City. Subsequent to convention, executive board appointed President Joe Weber, Petrillo and Brenton to investigate all phases of the industry. Investigation was supposed to have begun a few weeks ago, when Petrillo was last in New York, but vacation schedules of NBC men held up the preliminary work.

According to Petrillo and Brenton, Mark Wood and other NBC execs furnished them with data covering present tele employment and conditions. Petrillo and Brenton in the near future will again visit the NBC people to investigate all phases of tele operation. As Petrillo has previously indicated, the AFM will be careful so as to avoid making mistakes similar to those made in pictures.

Brenton indicated that in his opinion

tele would not produce any considerable employment for five years. Petrillo, however, did not readily acquiesce in this opinion. He was much more guarded, pointing out that the Chicago musicians' union, of which he is president, has had a television price for the past 10 years. This price is \$4 per day extra over the broadcast price. Local 802, New York, is the only other AFM branch that has a television price, 802's being equal to the broadcast price.

AFM tele committee has already sounded out the different locals and found none of them, outside of New York and Chicago, with any conception of what tele will mean.

Actors' Equity, which some time ago laid claim to the television jurisdiction from the performer standpoint, this week indicated that the Associated Actors and Artistes of America would resume efforts to clarify the jurisdiction. Stoppage occurred owing to the recent Four A's-IA jurisdictional fight.

Prior to the Four A's-IA strike threat, the Screen Actors' Guild had suggested that the Four A's apportion the jurisdiction among different Four A's unions.

American Federation of Radio Artists, which has previously indicated that it would not be left out of any tele jurisdictional settlement, recently refused to make any statement regarding same, on ground that it was premature.



# TIN PAN ALLEY WAR DIRGE

## MCA Blankets Dixie States

NEW YORK, Sept. 9.—Solidly entrenched in various corners of the country, Music Corp. of America plans on greater representation and a more comprehensive sales coverage of the Southern States. Branch office in Atlanta, headed by Frank Walker, adds to its selling force this week Jack Wittemore, who moves down Dixie way from the New York office. Wittemore assisted Harry Moss in the one-night department here.

Bordering the Mason-Dixon territory, MCA sets up its shingle this month in Washington, a territory long held by Meyer Davis and other society maestri. For the starter, Capital branch will be headed by Paul Kain, Washington band-leader, who has also conducted a booking business in the government set. Kain appeared here last summer to make the music at Rainbow Grill. With the Dallas office taking in Texas and the South-eastern States, office set-up has MCA blanketing the entire Southern territory.

Plan is to blaze an avenue of location jobs in Southern spots for the big bands. At present field is fertile one-night territory, with worthy hotel and niterie locations few and far between. In addition to the Peabody Hotel in Memphis, which MCA has been servicing for some time with name attractions, office has set a top name for the first time into Ansley Hotel, a Dinkler hotel at Atlanta. Tommy Dorsey opens hotel roof on September 28 for a limited stay.

## Ella's \$950 Fine; James' \$354 N.S.G.

BUFFALO, Sept. 9.—Two name band one-nighters last Sunday found Ella Fitzgerald playing a race dance at the local Broadway Auditorium. An attendance of 1,100 persons (some pale-skinned) made for a gross take of \$950, which was considered very fine. Ducats, peddled for 75 cents advance and \$1 per at the door, sold well at the bargain rate. With 600 dancers buying early, an advance take of \$450 made promoter Art Nelson look forward to the venture confidently.

The \$500 take at the door was a pleasant surprise to all concerned. A fine profit of several hundred dollars was tucked away.

At Olcott Beach, near-by summer spot, Harry James drew poorly for reasons unexplained, and the 400 attending did not spend over \$354. Advance ducats peddled for 77 cents, and buying was limited to 200 persons for \$154. Another 200 paid \$200 at the gate. Altogether the affair did not go over as was expected, and Glen Marks, owner of the dance hall, reported that expenses were barely covered. The affair was promoted by a Niagara Falls group of students.

## Victor, U. S. Record, Miller Triangle Comes to the Point

NEW YORK, Sept. 9.—The unique situation of two recording companies holding two allegedly concurrent contracts on one band leader is rapidly drawing to a conclusion. Protagonists in the drama are RCA-Victor, United States Record Corp. and Glenn Miller, and the impasse reached by the three in the matter of which company Miller will record for is likely to be broken shortly.

According to Eli Oberstein, U. S. Record chief, he holds a valid contract with Miller calling for his recording services for one year from the contractual date, which is February 27, 1939. Pact was signed five days after Oberstein left his Victor recording post to start his own wax firm. About two months afterwards Miller was signed to a contract by Victor to wax under the Bluebird label. Oberstein did not press his alleged claims on Miller at that time because he was not ready to record the band and didn't want to hurt Miller by keeping him idle in the record field, he says.

U. S. Record is now ready to use Miller

### A Stickler for Santa

CHICAGO, Sept. 9.—Fats Waller refused to sign a return-engagement contract with the management of the Sherman Hotel here until a special clause was included permitting him to leave Christmas Eve for New York so that he can play Santa Claus to his kids.

Both Waller and Muggsy Spanier, the current combination in the Sherman's Panther Room, come back in December for an indef. run.

## Weems to N. Y. for Two Weeks for GAC

CHICAGO, Sept. 9.—Bob Weems, manager of the local General Amusement Corp. office, left today for a two-week stay at the New York headquarters of the firm.

While Weems is in New York, Mike Nidorf, GAC exec in New York, will train out to the Chi office to take up duties here for a couple of weeks. No particular reason or significance was attached to the temporary trade-off by GAC, but it is rumored that this shift might be a prelude to some other shifts.

## Bestor's \$420 Even Break for Turnpike

LINCOLN, Neb., Sept. 11.—Don Bestor, priced at 75 cents advance and \$1 at the door, tax included, broke the Turnpike Casino barely even with \$420 last Saturday night. Weather was a bit too warm and the college kids aren't back yet. R. H. Pauley, Casino manager, said he might have made more money, but he overheaded himself with too much plugging.

Turnpike Casino starts off this Friday (15) on its regular three-day week-end policy, and the opening band for the spot is Wayne King. Pauley has been spotting names into the spot during the summer about 10 days apart, but hasn't been using the moderately known bands. With his regular opening he will take names any day of the week, preferably Friday, and then use a standard road outfit for the Saturday and Sunday dates.

## Alexander Okeh in Conn.

BRIDGEPORT, Conn., Sept. 9.—Opening its fall season last Sunday night, McCormack & Barry's Ritz Ballroom here did bang-up business with Van Alexander Band, drawing 1,200 customers. At 55 cents per, gross was a swell \$660. Tommy Tucker is next in for the Sunday one-nighter.

according to the terms of its contract with him, and to that end Oberstein this week contacted Miller at the Hippodrome Theater, Baltimore. Oberstein expects no trouble in getting Miller, but if opposition is met he will take the first step in a court action by asking for an injunction to keep Miller from further Victor waxing and to hold up distribution of current Miller disks.

Victor, thru Leonard W. Joy, recording head, offered no comment on the situation other than to state that "all we are interested in is Miller's contract with us, which is now being fulfilled very satisfactorily." Miller, contacted by *The Billboard* in Baltimore, refused to comment, claiming that he preferred Victor to do his talking for him on this matter.

Since Oberstein plans to record Miller "immediately" the controversy is expected to come to a head next week when Glenn returns here prior to his September 20 opening at the Paramount Theater.

## \$1,000,000 Loss to Music Biz If Hostilities Last One Year

Foreign sheet, record sales curtailed—ASCAP loss separate—estimated at \$250,000 — European selling agents' debts outstanding

NEW YORK, Sept. 9.—Tin Pan Alley, along with the rest of the world, is due to suffer from the effects of the European war, and to no slight degree. If the foreign embargo continues for at least a year, it is estimated that the music biz stands to lose roughly \$1,000,000 in income. This figure is apart from an additional loss to the American Society of Composers, Authors and Publishers (and therefore its members) estimated at about a quarter of a million dollars. Songwriters are figured to lose approximately a third of the aggregate sum, while large pubs such as Robbins may be out as much as \$150,000 to \$200,000, smaller firms about \$20,000 and even one-lung outfits around \$3,000.

## Wayne King Starts For Archer in Iowa

DES MOINES, Sept. 9.—Wayne King, booked for a swing thru the Archer ballrooms, will open the Tromar here September 14 for the fall and winter season.

Tom Archer closes his open-air Val-Air Ballroom September 12 and moves into the downtown ballroom, which is being renovated for the opening. Archer is having 100 booths installed, increasing the table and booth space to 750 seating capacity. Other changes include redecorations and light effects. Kermit Bierkamp, who has been in charge of the Val-Air, will continue as manager of the Tromar.

Archer opened Chermont Ballroom 'at Omaha for the winter season last week, with Joe Saunder playing for 1,400 dancers.

## Bob Zurke for Nicollet

MINNEAPOLIS, Sept. 9.—Nicollet Hotel here ushers in the fall season on the 28th, with Bob Zurke getting the call for the initial four weeks, set by William Morris agency. Band comes here from Chase Hotel, St. Louis, where they conclude a record-pacing four weeks on the 26th. Chase stand is Zurke's preem location date, and reports emanating from that point indicate a decided click for the band.

## Pickman To Tie With Zucker; Both May Link With Gluskin In Band Pers. Mgt. Combine

NEW YORK, Sept. 9.—Coinciding with the resignation of Stan Zucker from Music Corp. of America last week to enter the band personal management field comes the announcement today from Tom Rockwell, head of General Amusement Corp., that Milton Pickman is resigning from the office to go into the personal management field. The final arrangements are as yet in the working stage, Pickman will team with Zucker. Pickman, who has been handling Ted Lewis personally for many years and formerly a booking exec with MCA, will remain with GAC for an "indeterminable period." Figures that it will be two or three months before their combination of forces will be ready for operation.

With both Zucker and Pickman having a string of name-band attractions under personal management, it was learned still another prominent figure in band circles might consolidate his forces with them to make for the biggest combine outside of the booking offices themselves. Johnny Gluskin, whose personal management band holdings are headed by Tommy Dorsey, also figures in the negotiations, altho the possibilities of the deal going thru are still in the early talking stages. Gluskin has been locking heads with Pickman the past few days on the deal, Zucker going to Washington for a personal call upon Attorney-General Murphy. Coincidentally, all three principals are attorneys.

Linking of Pickman with Zucker, and the strong possibility that Gluskin will

Loss will be sustained as a result of the disruption of normal peacetime living in Great Britain and nations on the continent of Europe, with its writing finis, at least for the duration of hostilities, to the buying of sheet music, orchestrations and recordings. A good American hit abroad sells about 100,000 copies of sheet music, and 5,000 is more or less a minimum sale. Revenue will also be lost on the playing of disks over the air, since ASCAP collections on foreign performances does not include that type of performance. Pubs here get paid directly in this connection.

Million-dollar loss does not include money already owed pubs here by foreign selling agents, with conditions abroad making it impossible for money to be sent out of each country. Also off local pubs' agenda for the war period is the potential revenue from foreign hits imported over here, since the music biz is practically at a standstill in Europe now with little likelihood of any hits developing which in turn become substantial successes in this country.

GEORGE DALIN, rep for Feist Music in Philadelphia, joined the New York force of pluggers this week. Pete Woolery, plugging for Robbins in Philadelphia, embraces Dalin's former duties and, in addition, takes over the contracting for Miller Music. Pubs are all sister firms.

make it three ways, makes it another step for orkdom in the big-business investment class with thousands of dollars expended in the building of a single band attraction. Earlier in the summer Arthur Michaud, who handles Gene Krupa among others, and Jim Peppe, who manages Sammy Kaye's interests, combined resources to make for the first personal management office in the field.

## Armstrong Mighty With 2G At an Atlanta Dawn Dance

ATLANTA, Sept. 9.—Louis Armstrong brought his band into Atlanta for a Labor Day morning dance which began at 12:01 a.m. September 4. Approximately 3,500 Negroes turned out at Atlanta Municipal Auditorium. No whites attended, as city ordinance prohibits mixing of crowds at dances. Weather was fair, but the gross, on 65 cents per, of approximately \$2,000 was grand.

## Woodyard Closes Season To Good Biz at Spokane

SPOKANE, Wash., Sept. 9.—Bart Woodyard pulled average summer business playing the last week at Natatorium Park dance pavilion, according to assistant manager Lloyd Vogel. Woodyard was called back to Portland after two days because of his wife's illness. Art Holman and his bass fiddle carried on in Woodyard's place.



# Sheet-Music Leaders

(Week ending September 9)

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

Position	Last Wk.	This Wk.
2	1	Over the Rainbow
1	2	Beer Barrel Polka
3	3	Moon Love
4	4	Sunrise Serenade
6	5	The Man With the Mandolin
10	6	Comes Love
8	7	I Poured My Heart into a Song
5	8	Stairway to the Stars
—	9	An Apple for the Teacher
14	10	Oh, You Crazy Moon
—	11	In an Eighteenth Century Drawing Room
11	12	Wishing
7	13	Cinderella, Stay in My Arms
12	14	The Lamp is Low
13	15	To You

# Orchestra Notes

By M. H. ORODENKER

## Gotham Cab

**C**OFFEE-KLATCH chinning, on the basis of stories appearing elsewhere that CLARENCE PROFIT was added to the BENNY GOODMAN Band for piano-playing, is only so much coffee-klatch chinning and goes no further than those printed pages . . . fact of the matter, the Clarence Profit is still intact and remains so, playing up in Harlem at the Yeah-Man Club, with FLETCHER HENDERSON still whipping the keyboard for Benny . . . it's a safe bet that Goodman is still holding the assignment open for the man who originally left it . . . Goodman is still carrying the musical torch for TEDDY WILSON and when and if Teddy figures he has had his fill as a band leader, it will be little surprise to this corner to find him back . . . in the least, the job is his for the asking . . . TEDDY POWELL, who jammed 'em to the rafters on his metropolitan preem at the Famous Door this week, will give way to FATS WALLER late in October . . . Fats will share the billing with the INK SPOTS . . . after a healthy run at Arcadia Ballroom ROY ELDRIDGE blows his last notes on the 28th to ready for an October 7 opening across the bridge at Brooklyn's Roseland Ballroom . . . Mother Kelly's, East Side rendezvous, lights up this week with JERRY LIVINGSTON back on the stand and DON DeVODI on tap for the rumba delights . . . instead of building a big band, COLEMAN HAWKINS has rounded up a quartet of jamsters, figured on showing next month at Kelley's Stables . . . HOT LIPS PAIGE took roost at the Stables this week . . . PAUL WHITE-MAN opening at Hotel New Yorker pushed back to October 17, with none set as yet to follow SHEP FIELDS to fill the gap . . . Fields has an October 19 opening at the Netherland Plaza, Cincinnati.

## Chicago Chat

While the management is still trying to decide on the name for its opening show October 7, WAYNE KING has already been set for the follow-up at Drake Hotel, coming in early in December . . . AL TRACE, vet Chi combo, moved into Ivanhoe Gardens, succeeding Don Chiesta . . . Of Beat Club gets its new season's down beat on Friday (15) with BUD FREEMAN and his Summa Cum Laude killer-dillers along with the swingalighting of BILLIE HOLIDAY . . . JOSE DEL PRADO, intermissioners at Rose Bowl, come of age—band augmented . . . EMIL GARBER, formerly promotion man on the recently folded *Herald & Examiner*, joined ANDREW KARZAS' staff to promote and publicize the Aragon-Trianon dansants . . . succeeds Harold Essex, who resigned from the post last week.

## Pickings From All Points

**A**DRIAN ROLLINI TRIO adds to the music-making at Hollywood's Trocadero, where PANCHO preems Thursday (14) . . . RAY HERBECK into Schroeder Hotel, Milwaukee, this week, remaining until October 8 . . . HENRY SENNE into Hotel Lowry, St. Paul, this week for an indef stay . . . Arcadia Ballroom, Detroit, gets the new season under way this week with EDDIE MARTIN in for a run . . . Nu-Elm Ballroom, Youngstown, O., brings in CECIL GOLLY on Saturday (16) for a week and HOWARD BECKER October 7 for a fortnight . . . THE

COQUETTES, all-gal band, at Cavalier Beach Club, Virginia Beach, Va., until the 18th . . . name parade at the Plantation Cafe, Dallas, has GUS ARNHEIM to follow JIMMY JOY, with CLYDE LUCAS and JAN GARBER after . . . Jung Hotel, New Orleans, gets VINCENT LOPEZ starting November 2 . . . JOHNNY MARTONE into Club Edgewood, Albany, N. Y., on the 19th for a fortnight . . . LEIGHTON NOBLE returns to Boston's Statler Hotel on the 28th . . . Paul M. Sullivan office at Concord, N. H., one-nighting KEARNEY KALLANDER in New England territory . . . OZZIE NELSON inked for a fortnight, starting October 20, at Top Hat nitery, Union City, N. J.

## Broadway Band Bits

Follow for Cab Calloway at the Cotton Club is still to be set . . . Herman Stark and Joe Glaser are still in the talking stage for LOUIS ARMSTRONG and there's a side deal that mentions the name of ELLA FITZGERALD . . . PAULA O'BRIEN, of the MCA publicity staff, plans on confining her exploitation activities to BOB CROSBY . . . SLIM GAYLORD, of the one-time Slim and Slam set, is another entry into the band field, signing a maestro binder with GAC . . . air singer turns wand waver, getting the builder-upper by Eli Oberstein on phono platters . . . Oberstein has also added STUFF SMITH, who opened this week at Cafe Society down in the Village, and ROY ELDRIDGE to his new record labels . . . at the other waxworks, Decca signs NANO RODRIGO for diskings . . . WILL BRADLEY, WM entry in the band field, ork featuring drummnastics of Ray McKinley, will get his building on the Vocalion label.

## Notes Off the Cuff

**T**HE BOOGIE-WOOGIE BOYS, booked by MCA into Hotel Sherman, Chicago, signed a management contract with Willard Alexander for WM guidance . . . and to add to the irony, Pete Johnson and Joe Turner, two of the foursome, were originally signed by MCA and subsequently released . . . THE GEORGIA TRIO, closing at Ansley Hotel, Atlanta, to make way for Tommy Dorsey's inaugural of a big band policy, journey back to the West Coast for a return trip at Frederick's Lounge, Santa Monica, Calif. . . . altho Leon & Eddie's, New York, takes to the big names this week with Ramona, LOU MARTIN stays on for the relieving . . . EDDIE SINGER joins Joe Rines at Hotel St. Regis, New York, for the drummer-vocalist assignment . . . RUSSELL LYONS, manager of the CRA-Chicago branch, back at his desk after powdows at the home office . . . bandstand situash in Pittsburgh is still in the nebulous state in spite of earlier commitments and likings for name attractions . . . hotel and nitery ops are deliberating about the Saturday night curfew in obedience of the liquor control board's ruling "when bar is closed at midnight Saturdays, entertaining and dancing must cease" . . . and so we send our cuffs to the cleaners.

## Form New Band Agency

ALBANY, N. Y., Sept. 9.—David Vogel, Reuben Spencer and Moses B. Spitalnik, of New York, are the promoters and shareholders of Talent Productions, Inc., a new orchestra and band enterprise chartered today by the State. The company has a capital of 100 shares of stock.

# Dickinson Attacks Dancing; Scores Bodily Contacts

DETROIT, Sept. 9.—Charging that the appeal of the modern dance is "sex appeal," Luren D. Dickinson, Michigan's embattled governor, continued his war against sin last Sunday with a talk broadcast over local stations. Spiel, which originated from a Detroit church, attacked practically all forms of modern dancing and had been anticipated by ballroom and night spot managers. Luren cited J. Louis Guyon, reported to be a former Chicago dance hall operator, as authority for some of his attacks and stated that Guyon "objected to any form of dance allowing the man to walk directly in front of his partner." Modern dancing, said Luren, "presents a bodily contact that, if exhibited away from the ballroom, would subject the parties to arrest." Luren had previously stated that he danced himself "in his younger days,"

but that dancers had no "bodily contacts" in those days. Dickinson, however, is not relying upon Guyon and such sources for his alleged information. Probing right down to the root of sin, he claims that investigators visiting red-light districts have learned that fallen women were induced to take their first downward step thru dance halls, wine or theater parties, "or combinations of such." From this point Dickinson's speech went on with a detailed attack on dancing in the style made famous by his recent spiel on "high life" at the Governors' Conference in New York. Prior to the broadcast Dickinson planned to withdraw the speech because he felt that "suggestions" from Aircasters, a radio agency placing time on WJR, amounted to censorship of his script.

# Bands on Tour

Advance Dates

Benny Goodman: Shea's Theater, Buffalo, September 15 week; Orpheum Theater, St. Paul, September 25 week.  
Jan Garber: Shubert Theater, Cincinnati, September 15 week.  
Earl Hines: Marigold Ballroom, Minneapolis, September 15.  
Freddie Fisher: Paramount Theater, Anderson, Ind., September 15.  
Milt Herth: Chicago Theater, Chicago, September 15 week.  
Cecil Golly: Sunset Ballroom, Carrolltown, Pa., September 15; Ocean View Ballroom, Revere Beach, Mass., September 23, 27, 29, 30; October 4, 6, 7.  
Larry Funk: Wayside Inn, Springfield, Mass., September 15-24.  
Duke Ellington: Apollo Theater, New York, September 15 week.  
Wally Stoefler: Ocean View Ballroom, Revere Beach, Mass., September 16, 20, 22, 23.  
Sonny James: Brighton Beach, Brooklyn, September 16; Manhattan Beach, Brooklyn, N. Y., September 17.  
Jimmy Dorsey: Lake Forest (Ill.) Pavilion, September 16; Audubon Theater, New York, September 21 week; Carleton Theater, Jamaica, L. I., September 28 week.  
Charlie Agnew: Moonlight Gardens, Saginaw, Mich., September 18 week.  
Glenn Miller: Paramount Theater, New York, September 20 for two weeks.  
Artie Shaw: Hecla Park, Bellefonte, Pa., September 20; Strand Theater, New York, September 22 for two weeks.  
Joe Rines: Loew's State Theater, New York, September 21 week.  
Blue Barron: Alhambra Ballroom, Twin Lakes, Ia., September 21; Turnpike Casino, Lincoln, Neb., September 22; IMA Auditorium, Flint, Mich., September 30; Trianon Ballroom, Toledo, October 12.  
Count Basie: Savoy Ballroom, New York, September 23.  
Paul Burton: St. Stephens Auditorium, Johnstown, Pa., September 25.  
Roy Eldredge: Apollo Theater, New York, September 29 week.  
Bob Crosby: New York World's Fair, Flushing, L. I., September 29 week.  
Glen Gray: Music Celebration, Washington Ball Park, October 3-5.  
Ted Weems: Strand Theater, New York, October 6 for two weeks.  
Ina Ray Hutton: Oriental Theater, Chicago, October 13 week.  
Gene Krupa: University of Georgia, Athens, Ga., October 13-14.  
Woody Herman: Hippodrome Theater, Baltimore, October 20 week; State Theater, Hartford, Conn., October 27 for five days.  
Claude Hopkins: Apollo Theater, New York, October 22 week.

## Donahue's \$585 Safe

BRIDGEPORT, Conn., Sept. 9.—Climaxing a highly successful season in which a number of the country's best-known bands visited this spot for the first time, Pleasure Beach Ballroom had Al Donahue's Band here last Sunday night. Due to the fact that it was Labor Day week-end, and a good many of the folks had left town for the holiday, only 900 persons showed up. Tariff was 65 cents, which made a gross of \$585, just topping the safe side.

## EDDIE De LANGE

AND HIS ORCHESTRA

"on dance four"

VICTOR BLUEBIRD RECORDS  
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## Walter POWELL

and his ORCHESTRA

Held over indefinitely KNICKERBOCKER INN.  
George Jessel's Old New York  
Personal Direction: ALMON SHAFER

## Holiday Diversions Hurt Whiteman's Moonlight Draw

CANTON, O., Sept. 9.—Paul Whiteman gave Moonlight Ballroom, at near-by Meyers Lake Park, one of its poorest grosses in months last Sunday night. Less than 700 persons passed the pay gates, officials of the ballroom reported. Admission called for \$1 a person for the pre-holiday dance which was heavily exploited for a distance of 50 miles in all directions of this city.

Fact that the attraction played the ballroom night before the holiday was blamed for the poor turnout, coupled with the fact that the expected Akron district draw was way off. Weather was okeh.

EDDIE SOUTH, who left the Blatz Pal Gardnes, Milwaukee, in May for a run at the Trocadero, Hollywood, is back at the Gardens for an indefinite stay.

## RAY HERBECK

and his  
MUSIC with ROMANCE

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## HERBIE HOLMES ORCHESTRA

and his

BILTMORE HOTEL,  
DAYTON, OHIO  
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# The Reviewing Stand

## Johnny Cascales

(Reviewed at Topsy's, Southgate, Calif.)

CASCALES built his ork less than two months ago but has already garnered quite a following in these parts. With only one previous date under his belt, he went into this spot, which has featured name bands, with a subsequent upturn in biz for the place. Band drew majority of its musicians from flicker plants and Coast radio studios and is heavy on the talent end, with men like Charlie LaVere, Bing Crosby's accompanist, on the ivories, and Spike Jones, from the Kraft air commercial, on drums. Maestro himself was arranger for Victor Young for the past couple of years.

Personnel is four sax, six brass and four rhythm. Equally at ease on swing or sweet, Cascales indicates a desire to develop a style of his own rather than pattern his combo after any other band. Arrangements are outstanding, every number being worked up individually. Vocals are handled by Patricia Kaye, who knows how to sell the wordage, and also by Hal Shaer and Al Glenn. Owen.

## Will Osborne

(Reviewed at Edgewater Beach Hotel, Chicago)

MOST leaders today who have been in the biz any length of time have come to the conclusion that versatility is a band's best forte in that climb along the commercial trail, and this baton-heaver is one of that school. In the music-dispensing game for 10 years now, Osborne has an outfit that can make itself at home in a jitter den or a swank hostelry. Billed as "Slide Music," ork employs three doubles on the slide trumpet as well as three regular sliphorns, to produce a long gliding arrangement thru many of the measures, thus establishing a motif for that tag. It's not overdone, tho, and effect produces some very listenable stuff.

Instrumentation is six brass, four reed and four rhythm, with the boys pounding out swing or sweet in a modified manner that makes both forms neither too savage nor too sugary. Danceability is as perfect as any you will ever step to

ment in playing or broadcasting "Care" plus \$1 for each copy of music sold. Jack Lawrence did words and music for the Chappell number.

## Hollywood Highlights

FOUR new Cole Porter songs for MGM's *Broadway Melody of 1940* are *I've Got My Eyes on You*, *Between You and Me*, *Please Don't Monkey With Broadway* and *I Happen To Be in Love*. . . Possibility exists that the Harry Warren-Al Dubin team may be reunited. If so, the boys will work together again on a musical for a major studio. . . Dorothy Lamour's first songwriting effort is *My Heart Keeps Tryin'*. Sarong star did the words to music by Howard Grode. . . *Begin the Beguine* continues its successful career with a featured dance spot in *Broadway Melody of 1940*.

Alfred Newman, formerly musical director for United Artists and more recently doing freelance work for MGM and Warners, replaces Lou Silvers as musical director at 20th Century-Fox. . . Frank Loesser's swing version of *Rockabye Baby* found its way into Paramount's *Campus Wives*. . . The Harold Arlen-E. Y. Harburg tunes for the Marx Brothers' *Day at the Circus* are *Two Blind Loves* and *Lydia, the Tattooed Lady*. . . George Bassman steps over from Metro to assist Max Steiner on the music for the long-awaited *Gone With the Wind*.

Jack Johnstone left Remick to take over the general managership of Tommy Dorsey's new music company. Dorsey is presently trying to arrive at a suitable name for his new venture. Altho no tag has as yet been selected, it's pretty sure that the name of Milton Weil Co., the catalog that Tommy recently bought as the foundation of his new firm, will be replaced.

## Spar Promotions Resume

ELIZABETH, N. J., Sept. 9.—Edwin J. Pulster, head of Spar Artists Bureau Co., is again promoting name-band dances here at the Elks Auditorium. Mitchell Ayres tees off tonight (9) in the first of weekly Saturday night proms continuing thru the winter months. Promotions are sponsored by the Spar Club.

and the ork never lags or gets bogged down with too much arrangement. Result is a punchy, lilting tempo interspersed with just enough individual licks to keep up the interest of the dancers. Bunch steers clear of the monotonous swing beat by bringing out plenty of syncopation that's a refreshing relief.

It's also a live gang to watch, Osborne and his male vocalist, Dick Rogers, supplying plenty of snap for the front. Latter's novelty vocal work is solidly sold and Osborne proves an adept showman with the baton. Judy Burrows, blond warbler just added to the outfit, naturally hasn't hit a stride, but her pipes sound as if she had the makings. Band has no strikes on it from any corner of the plate and is commercially adept from all angles. Humphrey.

## Gray Gordon

(Reviewed at Westchester Country Club, Rye, N. Y.)

GORDON'S svelte musical stylings found a proper niche this summer in the smart and sophisticated atmosphere of this exclusive country club, and as a result of catering to higher musical tastes the band shows even greater polish and sleekness than in its previous Eastern appearances. Taking a middle course between swing and listless balladry, Gordon's style is definitely on the sweet side but spiced with staccato touches that make it equally listenable and danceable at all times.

Most noticeable improvement is the greatly decreased use of the "tic toc" trick, employed now mainly on the air for identification purposes but very rarely in the room itself. Ork has too much fundamental musical merit to need support from such a hokum stunt. Addition of one trumpet also adds to the band's stature with a fuller, richer volume. Breakdown now is three trumpets, trombone, three sax, four rhythm and accordion. Sliphorn and accordion are responsible for several of the touches that lend the group a distinctive style of its own.

Books contain practically everything but out-and-out stomperos, with the pops and oldies accorded melodious and interesting treatment. Attention-getting tricks of arrangement, different but musically sound and never over-complicated or top-heavy, are among Gordon's major assets. Rumbas now constitute a specialty of the library, due to the great demand for that type of rhythm from this spot's swank patronage.

Singing is handled exclusively, except for some trio work on novelty stuff, by

Cliff Grass, saxman, club rules having forced Gordon to drop distaff warbling for the engagement. Grass makes a nice appearance and knows how to sell the ballad wordage. Gray fronts with a baton and a genial, easy-going manner. Richman.

## Music in the Air

By DANIEL RICHMAN

### Double Distinction

DEKE MOFFETT (*Beverly Hills Country Club, Newport, Ky., WEAF*) was one of the orks enjoying the unusual distinction of coming over both the NBC Blue and Red networks at the same time, due to the European situation and its disruption of normal air schedules. Musically, the band didn't show enough to merit the break of getting two audiences instead of one, but from the viewpoint of remote entertainment it wasn't a bad performance, mostly on account of the informality of the leader in calling attention to certain instrumental passages during numbers and his easy and genial byplay with the program's announcer. Tune selection contained a few oldies mixed in with pops, one original and a swing version of the Russian classic, *Dark Eyes*.

PHIL LEVANT (*Hotel Bismarck, Chicago, WJZ*) had to make the most of only one network outlet and offered 30 minutes that were hardly sparkling but that added up to a fairly competent remote. Judicious song selection saved the day for Levant, the good variety of pops, show tunes and oldies, all routine well, going far to cover up the impression that musically most of the ditties sounded alike. A comedy dialect vocal on *Concert in the Park* midway in the proceedings considerably perked things up.

### Jivin' Around

FATS WALLER (*Hotel Sherman, Chicago, WJZ*) contributed practically a one-man remote with his long-familiar and appreciated pianistics, singing and slightly unintelligible jive comments. The Waller brand of music may not have an entirely universal appeal, but it offered a decided flip to this listener, more than a bit weary of stereotyped, lackluster dance remotes.

There is a lighthearted wackiness to Waller's work that makes great listening, whether it's on a typical Fats number like *Patty Cake* or on a lovely ballad like *Over the Rainbow*. That Waller doesn't confine his air time only to the type of rhythm tune he does best but makes it as well rounded as he and his small combo can is very much to his credit.

## Songs With Most Radio Plugs

# "Rainbow" Retains Hold On Top; "Lamp" Second

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, September 8. Independent plugs are those received on WOR, WNEW, WMCA, and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position Last Wk.	This Wk.	Title	Publisher	Plugs Net	Indie
1	1	Over the Rainbow (F)	Feist	33	28
3	2	Lamp Is Low	Robbins	26	20
7	3	Cinderella, Stay in My Arms	Shapiro-Bernstein	26	6
—	4	For Tonight	Remick	24	9
5	4	Day In, Day Out	Bregman, V. & C.	23	10
2	5	Comes Love (M)	Chappell	21	15
4	6	Oh, You Crazy Moon	Witmark	20	12
6	6	Especially for You	Shapiro-Bernstein	20	7
5	7	Moon Love	Famous	19	11
6	8	Man With the Mandolin	Santly, J. & S.	17	11
7	8	Melancholy Mood	Harms	17	7
—	9	Start Today Right	Witmark	17	3
7	9	Man and His Dream (F)	Santly, J. & S.	16	15
10	9	Go Fly a Kite (F)	Famous	16	9
—	9	Jumpin' Jive	Marks	16	8
11	9	Moonlight Serenade	Red Star	16	7
—	9	Well, All Right	Leeds	16	6
10	10	Running Thru My Mind	ABC	13	11
10	10	My Heart Has Wings	Feist	13	2
—	10	This Heart of Mine	Mills	13	1
6	11	I Poured My Heart Into a Song (F)	Berlin	12	17
8	12	Beer Barrel Polka	Shapiro-Bernstein	11	10
—	12	Are You Having Any Fun?	Crawford	11	8
—	13	South American Way (M)	Harms	10	12
—	13	Blue Evening	Miller	10	11
—	13	Baby Me	ABC	10	7
—	13	What's New?	Witmark	10	6
—	13	Begin the Beguine	Harms	10	3

leading recording artists, band managers, music publishers and record company executives all contribute special articles and announcements to TALENT AND TUNES ON MUSIC MACHINES, a special section devoted to the interests of the music machine operator. . . This will appear in the September 23 issue of The Billboard.

## Music Items

### Publishers and People

JACK JOHNSTONE left Remick to take over the professional managership of Tommy Dorsey's new music firm, which is presently trying to find a suitable name for itself. The name of Milton Weil Co., catalog TD bought as foundation for his company, will definitely be replaced.

Francis Luban, of E. B. Marks Music's Latin-American department, back from a month's visit to Mexico. Frankie Carle is making rapid recovery from his recent serious operation, which is attested to by his knocking out three as yet untitled tunes while in the hospital.

Johnny Green is promoting a George Gershwin Day at the New York World's Fair in honor of the late composer's birthday, September 26, when he will guest-conduct the Trytons in a program of Gershwiniana. Green, incidentally, gets a Chappell publication for his *You Brought Me to My Senses*.

Tin Pan Alley has an addition to the ranks in Glenn C. Leap Music Corp. Leap will do the lyrics and music for his firm's catalog, as well as carrying the presidential responsibility of the company. Louis Eugene Tepp, newspaper writer and publisher, is treasurer, and Netie Kerrigan is secretary and vice-prexy.

### Songs and Such

DICK ROBERTSON, Charlie McCarthy and Sammy Mysels got together on *At Least You Could Say Hello*, Feist publishing. Vic Mizzy's and Irving Taylor's latest creation is *I'll Never Fall You*.

Joe Orlando's tune, *Dear Pal, I Think of You*, is being featured by Joe Polimeni's Ork at Chin's Restaurant in Times Square, New York. Rita Rio takes to tunewriting again with *Jimminy Crickets*, instrumental novelty published by Kelm Music. Bill Baird and Ted Duane assisted.

Feist is releasing music from *The Under-Pup*, new Universal pic featuring Gloria Jeans, kid singing star. Tunes include *Shepherd Lullaby*, Mozart melody arranged by Charles Previn with a Ralph Freed lyric, and *I'm Like a Bird*, Previn arrangement with wordage by Harold Adamson.

An infringement suit was started this week against Chappell & Co., publishers of "If I Didn't Care," by Ernest Dale Brown and George Rodney. Latter claim they wrote a song called "Just Wondering Why" in 1928 and that "Care" infringes on their creation. Suit asks injunction, \$250 damages for each infringe-

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 200 3-color Cardboard Posters, 22x28, \$11.00, or on Bond Paper, \$9.00. 100 Cardboard Posters, 14x22, \$4.00, including Imprinting. Write for Catalogue.  
 BOWER SHOW PRINT CO. FOWLER IND.



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

# Orchestra Routes

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

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

**A**  
Adair, Ace: (The Villa) Toledo, nc.  
Adams, Vernie: (Hollywood) Pineville, La., nc.  
Adler, William: (Ambassador) NYC, h.  
Akin Jr., Bill: (Greenbush) Greenbush, Mich., cc.  
Alberti, Jules: (Shell Chateau) Willimantic, Conn., re.  
Aldin, Jimmy: (Van & Bill's) Glens Falls, N. Y., ro.  
Alexander, Van: (Roseland) NYC, b.  
Allison, Don: (Gormley's) Lake Charles, La., nc.  
Angelo: (Bertolotti's) NYC, nc.  
Arias, Ramon: (885 Club) Chi, nc.  
Aristocrats, The: (Blackstone) Chi., h.  
Ash, Paul: (Roxy) NYC, t.  
Austin, Harold: (Crystal) Buffalo, b.  
Ayres, Mitchell: (Canadian Natl. Expo.) Toronto, Ont.

**B**  
Baker, Bruce "Bubbles": (Totem Lodge) Averill Park, N. Y., cc.  
Baker, Jim: (Miramar) Boise, Ida., b.  
Barnes, Max: (Ramona Gardens) Grand Rapids, Mich., nc.  
Barnet, Charlie: (Palomar) Los Angeles, b.  
Baronie, Jackie: (The Oaks) Winona, Minn., cc.  
Barrett, Bob: (Cavern Castle) Chattanooga, nc.  
Barron, Blue: (Muehlebach) Kansas City, Mo., h.  
Bartel, Jen: (Lexington) NYC, h.  
Bartha, Alex: (Steel Pier) Atlantic City, b.  
Basile, Charles: (Olympic) Irvington, N. J., p.  
Basile, Joe: (Chautangera Co. Fair) Dunkirk, N. Y.  
Bass, Paul: (Chateau Moderne) NYC, nc.  
Bauer, George: (Evergreen Gardens) Pittsburgh, nc.  
Baum, Charles: (St. Regis) NYC, h.  
Benson, Ray: (Montauk Casino) Montauk Point, L. I., nc.  
Bernard, Nate: (Leighton's) Noroton, Conn., ro.  
Biase, Paul: (Sagamore) Lake George, N. Y., h.  
Biltmore Boys: (Stevens) Chi., h.  
Brown, Johnny: (Roadside Rest) Ocean Side, L. I., ro.  
Brown, Les: (Syracuse) Syracuse, h.  
Bruce, Roger: (Club Gloria) Columbus, O., nc.  
Bruckmann, Maurice: (Knickerbocker Gardens) Flint, Mich., nc.  
Brusloff, Nat: (Park Central) NYC, h.  
Bryant, Howard: (Top Hat) Douglas, Ariz., nc.  
Bundy, Rudy: (Colonial) Rochester, Ind., h.  
Burkhardt, Johnny: (Henry Grady) Atlanta, h.  
Bush, Eddie: (Seven Seas) Hollywood, nc.  
Busse, Henry: (Beverly Hills) Newport, Ky., cc.

**C**  
Cabot, Tony: (Villa Moderne) Chi, ro.  
Calloway, Cab: (Cotton Club) NYC, nc.  
Campbell, Jack: (Royal Oak) Detroit, nc.  
Campbell's Trio: (Hiawatha Bar) Wisconsin Dells, Wis., nc.  
Canay, Fernando: (Colony Club) Chi, nc.  
Candido, Candy: (Ace Cain's) Hollywood, nc.  
Candulla, Harry: (Atlanta-Biltmore) Atlanta, h.  
Cannadaro, Ray: (Seven Gables) Milford, Conn., ro.  
Carlson, Bill: (Trianon) Chi, b.  
Cartwright, Charles: (Ideal Beach) Monticello, Ind., b.  
Cascales, Johnny: (Topsy's) Southgate, Calif., nc.  
Childs, Reggie: (Rustic Cabin) Englewood, N. J., ro.  
Coble, Paul: (Lamplight Inn) Evansville, Ind., nc.  
Code, Morrison: (Old Mill) Salt Lake City, nc.  
Cole, King: (Wild's) Sault Ste. Marie, Mich., nc.  
Coleman, Emil: (Mark Hopkins) San Francisco, h.  
Conrad, Jackie: (Club Chanticleer) Madison, Wis., nc.  
Coon, Dell: (Eden) Chi, b.  
Courtney, Del: (Bear Mt. Inn) Bear Mountain, N. Y., h.  
Crocker, Mel: (Club 21) Grand Rapids, Mich., nc.  
Cugat, Xavier: (Waldorf-Astoria) NYC, h.

**D**  
D'Amico, Nicky: (Plaza) NYC, h.  
D'Artega: (Sun Valley) World's Fair, NYC, re.  
Davies, Al: (Saranac Inn) Saranac Lake, N. Y., h.  
Davis, Johnny "Scat": (Blackhawk) Chi, c.  
Davis, Eddie: (Larue's) NYC, re.  
Davis, Johnny: (Miami Club) Milwaukee, nc.  
Davis, Bill: (Crystal Lodge) Council Bluffs, Ia., b.  
Day, Bobby: (Show Bar) Forest Hills, N. Y., re.  
Decker, Paul: (Deshler-Wallick) Columbus, O., h.  
De Leon, Pedro: (Brown Palace) Denver, h.  
Dennis, Mort: (Pennsylvania) NYC, h.  
Denny, Jack: (Sui-Jen) Galveston, Tex., nc.  
D'Ercole, Bruno: (Jasperson's) Chi., nc.  
Deutch, Emery: (Paradise) NYC, re.  
DeVillier, Ken: (Radisson) Minneapolis, h.  
Dibert, Sammy: (Powatan Club) Detroit, nc.  
Dollar, Mr., & his Five Halves: (Bohemia Roof Garden) Birmingham, nc.  
Donahue, Al: (Rainbow Room) NYC, nc.  
Dunsmoor, Eddy: (Krug Paik) Omaha, b.  
Dudley, Bob: (Hampton Park) Newman Lake, Wash., b.  
Duffy, George: (Commodore Perry) Toledo, h.  
Dupree, Harry: (Chicken Inn) World's Fair, NYC, re.  
Duranda: (La Conga) Hollywood, nc.

**E**  
Eby, Jack: (Royal Palm) Miami, nc.  
Eddy, Teddy: (Scroon Manor) Scroon Lake, N. Y., cc.  
Eldridge, Roy: (Arcadia) NYC, b.  
Embassy Boys: (Blackstone) Chi., h.  
Ennis, Skinny: (Victor Hugo) Beverly Hills, Calif., re.  
Ernie, Val: (El Morocco) NYC, nc.  
Estes, Bobby: (Plantation Club) New Orleans, nc.

**F**  
Farber, Burt: (Netherland Plaza) Cincinnati, h.  
Featherstone, Paul: (Broadmoor) Colorado Springs, Colo., h.  
Feldstein, Joey: (Tic Toc Tap) Milwaukee, nc.

Felton, Happy: (Baker) Dallas, h.  
Fidler, Lew: (Colony Club) Chi, nc.  
Fleider, Johnny: (Plaza) San Antonio, h.  
Fields, Shep: (New Yorker) NYC, h.  
Fischer, Ralph: (Club Lido) St. Clair Shores, Mich., nc.  
Fisher, Jack: (Vienna Room) Boston, re.  
Fisher, Art: (Club Minuet) Chi, nc.  
Flindt, Emil: (Paradise) Chi, b.  
Flint, Emil: (Big Pavilion) Saugatuck, Mich., b.  
Flora, Jimmy: (Schlitz Palm Garden) World's Fair, NYC, re.  
Fodor, Jerry: (Frankie's) Toledo, nc.  
Fomech, Basil: (Belmont Plaza) NYC, h.  
Fotin, Larry: (Willow Grove) Phila, p.  
Fox, Syd: (Marta) NYC, nc.  
Franklin, Morton: (Brown) Louisville, h.  
Frisco, Sammy: (16 Club) Chi, nc.

**G**  
Gagen, Frank: (Statler) Detroit, h.  
Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.  
Gargano, Jimmy: (Northwood Inn) Detroit, ro.  
Gasparre, Dick: (Ambassador) NYC, h.  
Gates, Bill: (Black Cat) Wilmington, Del., nc.  
Gendron, Henri: (Villa Venice) Northbrook, Ill., nc.  
Gentry, Tom: (Riviera) Lake Geneva, Wis., b.  
Gibson, Larry: (Skyrocket) Canton, Ill., nc.  
Giggy, Bob: (Hack Wilson's Home Run Club) Chi, ro.  
Glass Sisters: (Belvidere) Sault Ste. Marie, Mich., h.  
Glass Hatters, Four: (Congress) Chi., h.  
Golden, Niel: (DeWitt Clinton) Albany, N. Y., h.  
Goodman, Ann: (International Casino) NYC, nc.  
Gordon, Al: (Frolics Club) Albany, N. Y., p.  
Gordon, Herb: (Onondaga) Syracuse, h.  
Graham, Roger: (Ausable Chasm) Ausable Chasm, N. Y., h.  
Gray, Len: (Gireside) S. Westport, Mass., nc.  
Grayson, Hal: (Casino Gardens) Los Angeles, b.  
Grier, Jimmy: (Biltmore Bowl) Hollywood, nc.  
Grofe, Ferde: (Ford Exhibit) World's Fair, NYC, mh.  
Groschoff, Dutch: (Silver Beach) Waits Lake, Wash., b.

**H**  
Haig, Hal: (Club Manor) Dansville, N. Y., nc.  
Hamilton, Bob: (Majestic) Long Beach, Calif., b.  
Hamilton, Johnny: (Trianon Club) Santa Fe, N. M., nc.

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

Hamilton, Dave: (Villa Bee) Jackson, Mich., nc.  
Hardy, Bob: (Flamingo) Boston, nc.  
Harper, Nick: (Wisconsin Roof) Milwaukee, nc.  
Harriott, Harold: (The Farms) Scarsdale, N. Y., re.  
Harris, Ken: (Faust) Rockford, Ill., h.  
Harris, Phil: (Golden Gate Expo.) San Francisco, a.  
Harte, Carl: (Chamberlin) Old Point Comfort, Va., h.  
Hartman's, Hal, Mello-Aires: (Cawthon) Mobile, Ala., h.  
Hauser, Harold: (Mayflower) Akron, h.  
Heidt, Horace: (Biltmore) NYC, h.  
Henderson, Horace: (5100 Club) Chi, nc.  
Henry, John: (Carolyn) Columbus, O., nc.  
Herbeck, Ray: (Schroeder) Milwaukee, h.  
Herbert, Arthur: (Dupont) Wilmington, h.  
Herth, Milt: (Chicago) Chi., t.  
Hill, Tiny: (Rainbow) Denver, b.  
Hills, Worthy: (Baybrook) West Haven, Conn., nc.  
Hilton, Barry: (Bartlett Lake) Jackson, Mich., b.  
Hogan, Tweet: (Woodlawn Bay) Delavan Lake, Wis., b.  
Hollywood Harmonizers: (Post Tavern) Westbury, N. Y., nc.  
Hopkins, Len: (Chateau Laurier) Ottawa, Ont., nc.  
Horton Girls: (Log Cabin Inn) Lewistown, Pa., nc.  
Huarte, Julian: (El Chico) NYC, nc.  
Hudson, Joe: (Casino) Betterton, Md., nc.

**I**  
Idlers, Three: (St. Moritz) NYC, h.  
Irish, Mace: (Chanticleer) Millburn, N. J., nc.  
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.  
Jaffe, Moe: (Poland Springs) Poland Springs, Me., h.  
James, Harry: (College Inn) Chi, h.  
Jerome, Henry: (Childs Paramount) NYC, re.  
Jill, Jack: (El Tivoli) Dallas, nc.  
Johnson, Bill: (Cozy Corner) Detroit, nc.  
Jones, Jerry: (Lagoon) Salt Lake City, p.  
Jordan, Louis: (Elk's Rendezvous) NYC, nc.  
Juele, Frankie: (Loon Lake) Loon Lake, N. Y., h.  
Juneau, Tommy: (Show Boat) St. Louis, nc.  
Jurgens, Dick: (Aragon) Chi, b.

**K**  
Kalsow, Karl: (Sugar Loaf) Winona, Minn., nc.  
Kardos, Gene: (Hungaria) NYC, nc.  
Karson's Musicales: (Onesto) Canton, O., h.  
Kaufman, Mac: (Mayfair Manor) High Gate Falls, Vt., h.  
Kaye, Sammy: (Earle) Phila., t.  
Kavelin, Al: (Peabody) Memphis, h.  
Keating, Ray: (Sherman's Pavilion) Caroga Lake, N. Y., b.

Keller, Leonard: (Show Boat) Fort Worth, Tex., nc.  
Kemp, Hal: (Waldorf-Astoria) NYC, h.  
Kendis, Sonny: (Stork Club) NYC, nc.  
Kent, Larry: (Utah) Salt Lake City, h.  
King's Jesters: (Broadmoor) Denver, cc.  
Kinney, Ray: (Lexington) NYC, h.  
Kirby, John: (Ambassador East) Chi, h.  
Kramar, Sammy: (Turkish Pavilion) World's Fair, NYC, mh.  
Kuhn, Dick: (Astor) NYC, h.  
Kurtze, Jack: (Elms) Excelsior Springs, Mo., h.

**L**  
Lande, Jules: (St. Regis) NYC, h.  
Lang, Teddy: (Club Cavalier) NYC, nc.  
Lazin, Charles: (Moonlight Gardens) Saginaw, Mich., nc.  
Le Baron, Eddie: (Rainbow Room) NYC, nc.  
Le Harr, Billy: (Chez Ami) Buffalo, nc.  
Leonard, Steven: (Melody Mill) Chi, b.  
Leonard, Jackie: (Terrace Gardens) Rochester, N. Y., nc.  
LeRoy, Howard: (Lowry) St. Paul, h.  
LeRoy, Denis: (Midway Gardens) Ann Arbor, Mich., nc.  
Levant, Phil: (Bismarck) Chi, h.  
Light, Enoch: (Taft) NYC, h.  
Little, Little Jack: (Edison) NYC, h.  
Livingston, Jimmie: (Music Box) Omaha, nc.  
Lopez, Tony: (Paddock) Miami, nc.  
Lopez, Vincent: (Ky. State Fair) Louisville, Ky.  
Lorch, Carl: (Lookout House) Covington, Ky., h.  
Loveland, Archie: (Olympic) Seattle, h.  
Luker, Bill: (Rustic Tavern) Vestaburg, Mich., nc.  
Lyman, Abe: (Chez Paree) Chi, nc.  
Lyon, Deb: (Cave Under the Hill) Omaha, nc.

**M**  
McCune, Bill: (Carleton) Washington, D. C., h.  
McGrane, Don: (Paramount) NYC, h.  
McIntire, Dick: (Hula Hut) Hollywood, nc.  
McPartland, Jimmy: (Off-Beat) Chi, nc.  
McPherson, Jimmy: (Torch Club) Los Angeles, nc.  
McRae Bros.: (Havana Casino) Buffalo, nc.  
MacDonald, Eddie: (Bossert) Brooklyn, h.  
MacDonald, Billy: (Lakeworth Casino) Fort Worth, Tex., b.  
Machlan, Wally: (Del Shore) Chi, ro.  
Manuel, Don: (Gig-Galleaux) Peoria, Ill., nc.  
Martin, Freddy: (St. Catherine) Catalina Island, Calif., h.  
Marcelino, Muzzy: (Wilshire Bowl) Los Angeles, nc.  
Masters, Freddie: (Nut Club) NYC, nc.

March, Freddie: (Hay Loft) Concord, N. H., nc.  
Maul, Herbie: (Cedar Lane Club) Opelousas, La., nc.  
Maus, Stewart: (Capitola) Capitola, Calif., b.  
Meekin, Fran: (Wisconsin Roof) Milwaukee, h.  
Messer, Johnny: (McAlpin) NYC, h.  
Miller, Walter: (Biltmore) Santa Barbara, Calif., h.  
Mills, Floyd: (Indian Beach Club) Rehobeth Beach, Del., cc.  
Mills, Dick: (400 Club) Wichita, Kan., nc.  
Mitchell, Dal: (Long Beach) Gloucester, Mass., h.  
Mitchell, Frank: (Ace of Hearts) Chambersburg, Pa., nc.  
Molina, Carlos: (La Conga) NYC, nc.  
Mooney, Art: (Buckeye Lake) Buckeye Lake, O., b.  
Moore, Carl Deacon: (Old Vienna) Cincinnati, re.  
Moreland, Billy: (Blue Grass Inn) Newport, Ky., nc.  
Morton, Hughie: (Anchorage) Pittsburgh, nc.  
Murphy, Francis: (Ten Eyck) Albany, N. Y., h.  
Murray, Charlie: (Mon Paris) NYC, nc.

**N**  
Nagel, Harold: (Pierre) NYC, h.  
Nance, Skipper: (Beverly Gardens) Little Rock, Ark., nc.  
Nelson, Ozzie: (Strand) NYC, t.  
Nichols, Red: (Willows) Pittsburgh, ro.  
Newell, Dick: (Ocean Beach Pier) Clark's Lake, Mich., b.  
Norris, Stan: (Waco) Lake Wawasee, Ind., b.  
Nottingham, Gerry: (Bal Tabarin) San Francisco, nc.

**O**  
Oakes, Billy: (Main Central) Asbury Park, N. J., h.  
O'Brien & Evans: (Louis Joliet) Joliet, Ill., h.  
Olson, Phil: (Mayfair Gardens) Detroit, nc.  
Olson, George: (St. Francis) San Francisco, h.  
Olson, Hem: (Country Club) Coral Gables, Fla., nc.  
Ortago, Al: (Belvedere) Sault Ste. Marie, Mich., h.  
Osborne, Will: (Edgewater Beach) Chi, h.

**P**  
Pablo, Don: (Palm Beach) Detroit, nc.  
Page, Paul: (Madura's) Chi, b.  
Palmer, Freddie: (New Colonial Inn) Singac, N. J., re.  
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
Panchito: (Versailles) NYC, nc.  
Pancho: (Trocadero) Hollywood, re.  
Parks, Bobby: (Castle Harbor) Bermuda, h.  
Patrick, Henry: (Open Door) Phila, nc.  
Paul, Toasty: (Graemere) Chi, h.  
Peaker, Ken: (Bessborough) Saskatoon, Sask., h.  
Perez, Chuy: (Club Zarape) Hollywood, nc.  
Piccolo Pete: (Club Petite) Pittsburgh, nc.  
Powell, Walter: (Old New York) World's Fair, NYC, re.

Powell, Teddy: (Famous Door) NYC, nc.  
Prima, Louis: (Hickory House) NYC, nc.  
**Q**  
Quartell, Frank: (Colosimo's) Chi, nc.  
Quintana, Don: (El Chico) Miami Beach, Fla., nc.

**R**  
Raeburn, Boyd: (Thornwood Gardens) Cedar Rapids, Ia., nc.  
Ramona: (Leon & Eddie's) NYC, nc.  
Ramos, Ramon: (Ambassador) NYC, h.  
Rapp, Barney: (Barney Rapp's) Cincinnati, nc.  
Ravel, Don: (Casa Seville) Franklin Square, L. I., re.  
Ravel, Arthur: (Claremont Inn) NYC, re.  
Read, Kemp: (Martinique) Bridgewater, Mass., nc.  
Reichman, Joe: (Palmer House) Chi, h.  
Renaldo, Nino: (Harry's New Yorker) Chi, nc.  
Reynolds, Tommy: (Playland) Rye, N. Y., p.  
Rich, Tommy: (Jensen's) Riverside, Conn., ro.  
Rines, Joe: (St. Regis) NYC, h.  
Ritz, Case: (Ritz) Bridgeport, Conn., b.  
Roberts, Chick: (Tally-Ho) Albany, N. Y., p.  
Roberts, Bill: (Florentine Gardens) Los Angeles, nc.  
Roble, Chet: (Ye Olde Cellar) Chi, nc.  
Roccaforte, Joseph: (Valenti) Far Rockaway, L. I., h.  
Rodrigo, Nano: (Havana-Madrid) NYC, nc.  
Rogers, Buddy: (Cavalier) Virginia Beach, Va., h.  
Rollini, Adrian: (Piccadilly) NYC, h.  
Roth, Allen: (International Casino) NYC, nc.  
Roth, George: (University Grill) Albany, N. Y., nc.  
Royalairs, The: (Walt's) La Crosse, Wis., re.

**S**  
Sapienza, George: (Times Sq. Supper Club) Rochester, N. Y., nc.  
Saunders, Hal: (Montparnasse) NYC, re.  
Savitt, Jan: (Lincoln) NYC, h.  
Scamps, Three: (Syracuse) Syracuse, h.  
Schenk, Charles: (B. & B. Casino) Pensacola, Fla., nc.  
Schreiber, Carl: (Pershing) Chi, b.  
Scott, Lee: (Club Moderne) San Francisco, nc.  
Sellari, Pete: (Blue Moon) Bunkie, La., nc.  
Senne, Henry: (Lowery) St. Paul, h.  
Sheets, Ray: (English Village) Tulsa, Okla., nc.  
Shelley, Lee: (Murray's) Tuckahoe, N. Y., ro.  
Sherr, Jack: (St. Moritz) NYC, h.  
Sherwood, Bobby: (Palace) San Francisco, h.  
Short, Willie: (Cedar Inn) Wilmington, Del., ro.  
Sid & His Boys: (Marta's) NYC, nc.  
Siegel, Irving: (Rex's) White Lake, N. Y., cc.  
Silvers, Johnny: (Belmont Club) Miami Beach, Fla., nc.  
Silvers, Ike: (White Rock Show Boat) Dallas, nc.  
Singleton, Zutty: (Nick's) NYC, nc.  
Sissle, Noble: (Paramount) NYC, h.  
Skinner, Al: (Rich's) Old Greenwich, Conn., ro.  
Skyliners: (Glass Hat) NYC, h.  
Smith, Jabbo: (Midway Inn) World's Fair, N. Y., re.  
Smith, Stuff: (Cafe Society) NYC, nc.  
Snider, Billy: (Gibson) Cincinnati, h.  
Solari, Phil: (Dunes Club) Narragansett, R. I., cc.  
Sontag, Jack: (Billy Loughran's) Tobyhanna, Pa., nc.  
Sorey, Vincent: (Child's Spanish Gardens) NYC, re.

South, Eddie: (Blatz) Milwaukee, h.  
Spitalny, Phil: (Loew) Akron, t.  
Spratt, Jack: (Topper) Cincinnati, b.  
Starr, Jay: (Long Point) Geneseo, N. Y., b.  
Steck, Gus: (Berkeley-Carteret) Asbury Park, N. J., h.  
Steele, Brooks: (Ballantine Inn) World's Fair, NYC, re.  
Sten, Elinore: (Castle Cole Club) Norristown, Pa., nc.  
Stern, Sammy: (Oasis) Detroit, nc.  
Stipes, Eddie: (Bank Bar) Toledo, nc.  
Strong, Benny: (Park Plaza) St. Louis, h.  
Stuart, Nick: (Plantation) Dallas, nc.  
Stuy, Joe: (Rice) Houston, h.  
Sylvio, Don: (Bertolotti's) NYC, nc.

**T**  
Tay Vove Quartet: (King's) Paramus, N. J., nc.  
Teagarden, Jack: (Meadowbrook) Cedar Grove, N. J., ro.  
Thal, Pierson: (South Shore) Chi, cc.  
Thue, Norm: (Horeymoon Bay) Newman Lake, Wash., b.  
Tolbert, Skeets: (Plantation Club) NYC, nc.  
Trace, Al: (Ivanhoe) Chi, nc.  
Tucker, Tommy: (Murray's) Tuckahoe, N. Y., re.  
Tucker, Orrin: (Cocoanut Grove) Los Angeles, h.

**U**  
Unell, Dave: (Club Alabam') Chi, nc.  
**V**  
Van, Garwood: (Casino Gardens) Ocean Park, Calif., b.  
Varzos, Eddie: (Golfmore) Grand Beach, Mich., h.  
Vasquez, Walter: (Rainbow Room) Asbury Park, N. J., nc.

**W**  
Wade, Billy: (Penn Negley) Pittsburgh, nc.  
Wade, Johnny: (Pearl's Castle) Buffalo, nc.  
Wallace, Anne: (Navajo) Big Bear Lake, Calif., b.  
Warney, Leo: (Monte Carlo) NYC, nc.  
Weaver, Ernie: (El Tivoli) Dallas, nc.  
Weeks, Ranny: (International Casino) NYC, nc.  
Weldon: (Armando's) NYC, nc.  
Welk, Lawrence: (Chicago) Chi, t.  
Whalen, Eddie: (Oakland) Rockland, Me., p.  
Whitley, Jimmie: (Bal-a-Lair) Boston, b.  
Whitman, Bernie: (Pocono Summit) Pocono Summit, Pa., h.  
Williams, Sande: (Astor) NYC, h.  
Williams, Lee: (Lake Lawn) Delavan, Wis., h.  
Winsor, Reggie: (Radwell's) Phila, c.  
Winton, Barry: (Rainbow Grill) NYC, nc.  
Wood, Grant: (Summit) Baltimore, nc.  
Woods, Howard: (Village Barn) NYC, nc.

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

**Z**  
Zarin, Michael: (New Ocean House) Swampscott, Mass., h.  
Zurke, Bob: (Chase) St. Louis, h.



# FALL PRODUCTION BOOMS

## Stage Whispers

Being of the same mind as the Legitimate Theater Corp. of America (it may be that the LTC is just smart enough to gauge and capitalize on the mind of small-town folk) residents of Lebanon, Ore., think nothing of driving 80 miles to see a legit show that comes to Portland. In fact, 25 people from the town of 3,000 population drove that 80-mile stretch just to see *Tobacco Road*. Similar patronage from Lebanon attends whatever stage productions come by way of Portland. The *Road* product was booked for two matinees and five evening performances at the Mayfair, business warranted an extra matinee and an 11:30 p.m. showing, totaling three shows in one day.

Theater Guild must mean to go thru with *The Time of Your Life*. It has announced Robert Lewis as director. This is Lewis' second Saroyan. Julie Haydon may line up with Eddie Dowling in the uppermost roles. . . . with prize offerings of \$100 in cash and two portable typewriters valued at \$95 each, the Berkeley Playmakers, Berkeley, Calif., instituted a one-act play contest. Closing date for entries is September 30. . . . Those producers who played a long hunch and opened for a Labor-Day matinee found the chance well aimed. Seven of the nine that were open for business did a good transient trade, the topnotchers achieving standees. . . . Actors' Equity Association will hold its first regular quarterly meeting September 29. It ought to be a happy occasion for those whose jobs were saved by what is still a mysteriously arranged treaty. . . . Falling in line with the revival of the old custom of extended road work-out before Broadway anchorage, *Skylark* was taken off the boards for a September opening in New York to permit a tour of Princeton, Pittsburgh, Cleveland and Buffalo. Rehearsals are under direction of Otto L. Preminger. Respective dates for cities listed are September 23, September 25, October 2 to 4 and October 5 to 7. Cast line-up includes Walter Gilbert, Robert Burton, Ann Driscoll, William David and Horace Sinclair. . . . Change of plans for *Skylark* leaves Broadway with only two premieres for what's left of September. Leonard Sillman will open his Drama Festival at the Empire Theater with the revival of *Journey's End*. The pros and cons over the public appeal of this type of show now that the war has begun have given the boys (and the girls) subject for chatter since their own union battle was called off. Then, on September 27, George Abbott will set up his *See My Lawyer* at the Biltmore. . . . The call to arms may mean a dearth of Oxford accents on Broadway stages this winter. Their absence will be tragic enough in its implications, but if whole productions have to be canceled for lack of the right lead, the tragedy will hit closer home.

## "Road's" Seattle Sellout

SEATTLE, Sept. 9.—SRO in a big way was Seattle's enthusiastic greeting for *Tobacco Road*, opening at the Metropolitan Theater. All legal standing room was exhausted before the curtain went up—as well as extra chairs in all available spots in the house—a greater opening than when it came to the Metropolitan for the first time three seasons ago.

## Newport News Plans Flesh

NEWPORT NEWS, Va., Sept. 9.—Flesh prospects for the 1939-'40 season are definitely looking up here. Two film houses are undergoing \$100,000 worth of alterations, and when reopened there will be adequate facilities in both houses for stage presentations. One of the two, Palace, has never had flesh policy before, but management contemplates occasional use of stage shows in remodeled house. Other, James, has been town's principal stand for tabloid shows and will have increased facilities when reopened.

## Star-Spangled Ban

NEW YORK, Sept. 9.—Meyer Davis sent out an order to his 100 bands playing and broadcasting around the country not to play any foreign national anthems regardless of the importance of the person making the request for same.

"If it is anything that smacks of the patriotic," proclaimed Maestro Davis, "let it be American only."

## LTC Signing Players

NEW YORK, Sept. 9.—Rounding out line-up of principals in the road companies of the Legitimate Theater Corp. are the following who were signed up this week: Brandon Peters in *On Borrowed Time*, and Cyrilla Dorne as Barbara Pearson in *What a Life*. Others signed are Taylor Holmes as Gramps and Wilma Francis for *On Borrowed Time*; Bernice Claire and Suzanne Caubaye for *Golden Boy*.

## AE Gets 10 Bondings as Legit Recovers From Strike Threat

NEW YORK, Sept. 9.—Signing of truce between actor and stagehand unions last Sunday opened the flood-gates of legit productions for Broadway and the road, bringing into even clearer relief how disastrous a strike would have been. Topping the encouraging reports is announcement of 10 bondings with Actors' Equity Association. Other production plans are moving toward rehearsals fast to make up for delay over strike threat. It's the European war, now, which is holding back the producers.

On the Equity books, as bonded, are Gilbert Miller's *Ladies and Gentlemen*; Sam Grisman's stock company at the Adams Theater, Newark (N. J.), where *Susan and God* has already played and where *Of Mice and Men* will appear soon; Kaufman-Hart production, *Man Who*

*Went to Dinner*; Frank McCoy's Maplewood (N. J.) stock company; George Abbott's *Too Many Girls* and *See My Lawyer*; Messrs. Shubert's *You Can't Eat Goldfish* as vehicle for return of Ruth Chatterton; John Golden's *Skylark*; Lunts' (Theater Guild) *Taming of the Shrew*, which will be for road consumption exclusively; and Sam Byrd's number to star Paul Robeson in an October opening. Rowland Stebbins' project to tour *Springtime for Henry* with Edward Everett Horton in the lead is also Equity-approved.

Louis E. Gensler has posted individual bonds for some of the actors he has already signed up for *Saturday Night*, but he has not quite reached the point of rehearsal. He'll also probably do a musical starring Joe Cook and another show, *The Fifth Column*.

The hope of the road—the Gallo-Oberfelder package—has already been bonded, and *Golden Boy* is in rehearsal. Company has three more to go.

Released from the unions' tie-up, Brock Pemberton is finding himself delayed a bit further by the European war. His *Nutmeg Tree* awaits British disposition of the English actors producer had lined up. Pemberton is going ahead with plans to revive *Kiss the Boys Goodbye*, but hasn't decided whether or not to reopen for a Broadway stand or take to the road immediately. His tour at any rate will be highlighted along route of Philadelphia, Boston and the East primarily. He hasn't yet decided on the title for his Lincoln production, but temporarily calls it *Mr. President*. It's a matter of being able to get the desired principals which keeps this one from rehearsal. Pemberton is reviewing two other possible scripts.

Irving Jacobs is concentrating his efforts on *Heaven Can Wait*, finding lead talent a problem also.

Bobbing up since the deckhands withdrew from the actor jurisdiction are Paul de Maria with plans for *Waters of Drete* and Albert Bannister with *Bringing Up Molly*. The latter will swell the ranks of the road companies this season, before it hits Broadway. Similarly, *Skylark* will come in from the touring class. Exclusively road, however, is announcement of Maurice Evans' plans for the full-length *Hamlet*.

## TAC Dancers Give Third Terp Show

NEW YORK, Sept. 9.—One of the offshoots of Theater Arts Committee, TAC Dance Cabaret, held its third dance show last Thursday at the YMHA Dance Theater, drawing almost a full house.

Hirman Sherman emceed excellently and paced a lively, interesting and varied two-part show highlighted by the satiric dances of Meta Krahn and Otto Ubricht; the shrewd, impish pantomimes of Lotte Goslar, and the refreshing single number of Anita Alvarez and Jerry Robyns. Ruthanna Boris impressed with charming, graceful dancing. Agnes DeMille was at her best with a takeoff on an audition. Sybil Shearer joined Miss DeMille in a grand satire on modern dancing (proving modern dancers have grown up). And a coochy Cuban dance by Dolores and jittery stuff by a Lindy Hop group rounded out the show.

Audience was enthusiastic. Added color was provided by vendors of Communist literature invading the lobby, thereby carrying out the common impression that modern dancing and reds go together.

F. D.

## "Ice Follies" S. F. Record

SAN FRANCISCO, Sept. 9.—*Ice Follies* concluded a 14-week run last week. More than 300,000 persons were reported to have seen the show, which will go on tour of 30 cities. Show shattered long-run entertainment records.

## From Out Front

By EUGENE BURR

We've been expecting it for years, but now that it's here it seems like a bad dream. Things like that don't happen. They can't be a part of the life that flows about us, sometimes happily, sometimes unhappily, but always with at least a thin substratum of reason and rationality, as we go on day by day.

Murder and bloodshed, hate and hysteria and mass sadism can't be a part of that life; but they are.

You wake in the morning, with the mellow September sunlight streaming in at the window, and a sense of well-being floods you like an overflow from the golden light. At the back of your brain is the dim, fumbling sense of a nightmare now happily cast off. And then you take a step or two across the room, and all of the horror returns. It's there at the back of your brain all day, every day. It's there when you're walking or working or eating; it's there, like a grim, bloated spider, as you sit picking away at fantastically unimportant typewriter keys. It's there even when you're laughing—which is why laughter these days always sounds so thin.

And yet you can't quite believe that it's more than a dreadful, choking, paralyzing dream from which you'll at last awake. Men don't do such things—they can't.

But they're doing them at this very moment, in Poland and Germany and France and England and Lord alone knows how many other countries besides.

And, to cap the icy climax of horror, no one knows in how many months—or weeks—or days—they'll be doing them again here, in the United States, in the land dedicated to democracy and freedom, the land formed as a sanctuary from the madness of the rest of the world.

No one can tell how soon it will be before the United States again tragically casts off its mission as guardian of the world's sanity, and rushes headlong into an alien-created maelstrom of blood and horror, of hate and brutal, agonizing death.

In a column written some months ago, this corner tried to indicate that the mission of the United States and the mission of the theater, considered abstractly, were very much the same; and it also tried to suggest that both missions should be held very sacred by those who profess to love either the nation or the art.

To offer peace in the midst of madness, to provide sanctuary for the oppressed is the highest aim of the theater—the highest aim of any art—the highest aim, in fact, of any endeavor that sets idealism and love for fellow men above the materialistic frets and furies of those who are bound by muddy chains to earth. Those of us who are truly patriotic, who express love for our land not in the flag-waving of junkerism but in a respect for its fundamental ideals, can justly feel that the last-named category includes the United States.

The theater, like all other fields of endeavor, is entering into troubled times. It is probable that the public, seeking relief from the dripping horror abroad, will rush to box offices in increasing numbers. It is also probable that the financial backing so necessary to the legitimate field will be driven into at least temporary hiding by financial readjustments and the instability of the markets of the world. And so this coming season may quite possibly see the conflicting phenomena of increased attendance and decreased production.

But whatever turn the financial structure of the stage takes, the theater must maintain its position as an art—as a refuge and a place of at least momentary peace for the harried people. Inevitably, there will be attempts upon its integrity; there will be efforts to turn it into a pulpit for the dissemination of hate and blood-lust and madness. But now, as never before, the theater must resist. It must remain true to its mission.

And, by remaining true to its mission, the theater will aid the United States to remain true to its own. By offering escape to battle-torn minds and hearts it will not only defend its own integrity as an art but will also help to defend our country from the insidious attacks of those who are seeking, for personal glory or personal gain, to plunge it into the bubbling caldron of insanity and blood.

The United States can still remain true to itself, despite the yelps of alarmists, the crochety war cries of hare-brained Crusaders, and the subtle, tremendous and appalling power that is being applied for personal ends, by some of those in our own high places. It is surely far better to lose foreign trade than to lose the life of a single American lad. And the alarmists who prate glibly of a danger to our own land unless we immediately give up all we stand for and plunge into the morass can be discounted by a grain of common sense. Not even the madman of Prussia could consider attacking a distant land, with a long line of recently conquered and still antagonistic nations in his own back yard.

Our heritage, surely, is made up of freedom and democracy and the individually and gloriously American desire to take into our safe fold those who are less fortunate than we. And the theater, if it is honest with itself, will help us to defend that heritage. Freedom and democracy are automatically canceled in wartime; the great gains made by our common people thruout the life of the Republic would

(See FROM OUT FRONT on page 14)

# Indoor, Outdoor Showbiz Hit by War; Analysis

(Continued from page 3)

grosses are expected to drop between 20 and 30 per cent below normal in warring countries, even on the most conservative estimates. Chief angle at the moment is to make replacements in story schedules, in order to provide subjects that will most easily pass the various censorships. Later news reports from London raised hopes that the ban on theaters there would not be prolonged and the Quota Law would be repealed. Removal of foreign-produced films should also widen the sale of American pix in China, Japan, Australia, Canada and Central and South America, it is figured.

At home the attendance will probably take a jump, the expectation being based on the boom the picture industry enjoyed during the first World War.

## Radio's If and When

Radio will feel the greatest effects, of course, if the United States should become a belligerent. At present, effects are somewhat distant. Although there has been no actual government censorship invoked as yet, the threat of such a step has moved broadcasters to be doubly cautious on news programs and to exercise censorship of their own on commentators. Broadcasters argue that comments of an unfriendly nature might have serious consequences, and that self-censorship is the lesser of the two evils.

There is much uncertainty in advertiser and advertising agency fields as to how to plan for the immediate future. Some smaller advertisers are holding off definite time commitments, according to local station execs. One definite cancellation resulting from the war befell WOR this week when American Beverage, because of the price rise in sugar, had to effect curtailments. Full details are in the Radio Department of this issue. It is also said that several national accounts have indefinitely postponed their campaigns.

News coverage of the war has found a generally sensible level. The actual declaration of hostilities marked the climax, from which point there was downhill interest. It may be that the deluge of propaganda from abroad, plus military censorship, helped hasten the news decrease. But the already high stock of news as commercial radio property was boosted again.

## Little Legit Effect

Legit, already on the rocks because of the inter-union warfare that almost ended in a strike, expects to feel little effect unless the United States itself is thrown into the conflict. Schedules have already been postponed for weeks because of the strike threat, but with that removed there is a healthy renaissance of production.

It is figured that people will come to the box offices in greater numbers, looking for escape. But at the same time it is figured that financial backing, on which all legit production depends, will be scarce, for a while at least, because of inevitable unrest in the financial markets. Thus the season may see increased attendance with slightly decreased production.

It is figured very definitely that escapist shows—and particularly those in the musical division, which have already had a hypo from the World's Fair—will be most in demand. Also, it's figured that anti-war dramas, such as *Journey's End*, which Leonard Sillman is reviving, are due for a certain amount of popularity, at least if the United States is allowed to remain neutral. If we are once pushed

## Deanna Vs. Drink

LONDON, Sept. 9.—Closing of all places of amusement, including legit houses, music halls, movies and sports parks, brought an editorial this week from *The Evening Standard* pointing to the increase in drinking among the British populace in the place of lighter and less harmful forms of entertainment.

Recalling David Lloyd George's declaration during the last war that "drink is doing more damage in the war than all German submarines put together," the paper pleaded for the reopening of the amusement houses.

"Madrid watched Charlie Chaplin when Franco was beating at the gates of the city," *The Standard* said, "so why not here? We don't want to fiddle while Rome burns, but we will fight none the worse for an occasional glimpse of Ginger Rogers. Even the voice of Deanna Durbin will not distract from our duties."

in, the flood of spy and war melodramas that pock-marked the theater's face during the last conflict is expected.

Only definite curtailment of production, aside from expected coyness of backing, comes from producers who had intended to import shows from England or other warring countries. Gilbert Miller is still marooned in London, so word on his schedule has not been forthcoming. Lee Shubert announced, however, that he has canceled certain shows which called for British actors and will probably call off his contemplated production of *Under Your Hat*, British musical.

## Music Pubs Take Rap

Tin Pan Alley, with its sources of revenue from foreign lands hit when Hitler first came into power, figures that the present crisis will spell an additional loss of \$1,000,000 if the fighting continues for a year. This estimate is apart from the \$250,000 the American Society of Composers, Authors and Publishers stands to lose on account of curtailment of performances of American music. A detailed analysis of the music publishing industry's stake on the European front is included in the Music Section of this issue.

So far as the orchestra world in America is concerned, the only casualty is the cancellation of the long-heralded Jimmie Lunceford tour of the Continent. European employment opportunities for American dance bands have been few and far between for many years, many of the countries prohibiting the entry of bands entirely, while others provide only concert hall work for the foreign musician. European musicians are similarly restricted here.

## Vaude Bookings Lost

During the past few years Europe, and especially England, has provided steady work for an average of 200 performers from the United States each year; and at a time when U. S. vaude was at its lowest ebb this work kept many standard acts alive. Acts usually got two to four weeks guaranteed in England, and then picked up more dates there and in Europe, Egypt, South Africa and Australia. A. B. Marcus units have made two world tours.

Practically all of these bookings are killed, altho Australia is considered safe at the moment. Africa will probably turn out to be dangerous, and Europe, of course, is out of the question. From the American vaude angle, many of the finest standard acts will have to stay in America, and what is left of native

vaude will profit accordingly.

International producers like Clifford C. Fischer will, of course, find their activities curtailed.

American girl troupes now in Europe, including Georgie Hale, Gertrude Hoffman and Chester Hale units, are now trying to rush back.

Among local agents handling foreign dates the most greatly affected are Dick Henry, the William Morris office; Max Roth, the Charles Allen office; Harry Nathano and Tom Swift, and Hal Sands, who specializes in South America.

MCA and the Morris agency have London offices.

Alex Gerber and Alec Hanlon's vaude unit is now the only American unit touring Australia and New Zealand. Harry Howard is casting a unit for a world tour, but will probably call it off now that war has come.

## Canadian Fairs Affected

In Canada it is definitely known that exhibitions are directly affected. Province of New Brunswick has been placed under the military, and agricultural events in St. John, Fredericton and Woodstock have been canceled. Other N. B. fairs on this month's schedule are Chatham, Edmunston and Stanley, but their fate is not known.

Ben Williams Shows, which have occupied midways of Maritime Provinces' exhibitions for years, were advised of St. John cancellation September 1, when concluding a run at St. Stephen (N. B.) exhibition. Williams made arrangements to transport all equipment to his Winfield, L. I., quarters, following the cancellation of his other N. B. fairs, Fredericton and Woodstock, with Chatham, where he was to close the season, hanging in the balance. Williams' outfit arrived in New York Wednesday, and reported Canadian business excellent up to the closing.

Not known how native outfits such as Lynch Shows, Sims Greater Shows and Wallace Bros. of Canada will be affected. Current in the Dominion are Endy Bros., Quebec City; Wallace, Brome, Que., then Granby; Sims Greater, Napanee, Ont.; E. J. Casey Shows, Red Lake, Ont.

Most Nova Scotia exhibitions are yet to be held. Ontario, leader in number of fairs scheduled with upwards of 200, has good majority listed for this month and next, but reports reaching here say there is little likelihood of sweeping cancellations. Informants point to the fact that the Canadian National Exhibition completed its full run this week in the face of widely circulated and credited rumors of abrupt closing. If CNE had terminated its run, it is felt, it would have tended to set the mood for the entire Dominion.

New Brunswick is figured to be politically important in the war tension because of its key coastal location in Maritime Provinces.

American circuses which customarily tour Canada appeared there earlier in the season.

## Grandstanders Rerouted

Grand-stand attractions scheduled for shelved fairs will be rerouted elsewhere, some to the States, tho some are bound to remain idle. There is no word yet concerning alien novelty performers being called to the colors of warring nations, but a member of Les Kimris, French aerialists, was expecting an order momentarily.

As reported in *The Billboard* last week, negotiations to house London Zoo's rare animals at John T. Benson's Wild Animal Farm in Nashua, N. H., are all but concluded. Also reported last week that the Louvre, French art gallery, had asked sponsors of Masterpieces of Art exhibit at New York World's Fair to hold the works for "an indefinite period" after

# Summer Theater Review

## "Timbalu"

(Lakewood Players)  
SKOWHEGAN, ME.

A play by Elizabeth Miele, with Frederic Tozere, Jessamine Newcombe, Margaret Callahan, George Macready, A. H. Van Buren, J. Arthur Young, Edwin L. Dassori, John Foster, Beth Cantreau and Albin Dechnik. Staged by Melville Burke. Set by Charles Perkins and Clarence Henderson.

*Timbalu*, a South Sea Island play which has been on the tryout lists for a couple of seasons, finally reached an audience here on Labor Day. Patrons took kindly to the production but left without cheering.

Most consistent complaint was the show was one scene too long. The second scene of act two consists of two episodes, a native dance between a boy and girl and an educated half-caste singing original songs to a white girl. The songs have neither words nor music to recommend them, nor was the singer sufficiently good to be worth a special spot. The scene slows up the action.

Central character in the play is Nelson Abbott, a despotic plantation owner. Besides being domineering and hard in his dealings with the natives he has lost the love of his wife, Alice, who married him only when her real love, Hutchinson, was believed to have been killed in the last World War. As the play opens Hutchinson is visiting the island and recovering from an attack of malaria. Abbott's niece, Hilda, is infatuated with Hassan, a half-caste, who writes songs of the "June-moon-you-Timbalu" type. This infuriates Abbott, who threatens Hassan with dismissal. Several attempts (by knife throwing) are made on Abbott's life.

With these several problems on his mind Abbott adds to them by seizing the attractive sweetheart of his native servant, his treatment of her resulting in her death. The niece and wife leave with Hutchinson upon hearing of the girl's confession. To avenge her the servant puts poison in Abbott's next drink. The island doctor understandingly calls it suicide.

*Timbalu* will never be another *Rain*, but it suggests possibilities if sufficient work is done on it. In spite of the fact it is trite, its good parts unfold with considerable punch.

Except in the matter of makeup—he looked like a gentleman farmer from Connecticut—Frederic Tozere played Abbott in fine shape. He was smooth, suave, cruel and polished. Jessamine Newcombe was admirable as his patient, duty-bound wife, and George Macready was the romantic, understanding lover. The niece, who believed that love could conquer color, was well played by Margaret Callahan. Fortunately the half-caste, played by Edwin L. Dassori, had more sense than she did, even if he couldn't sing.

E. R. Grey.

the expo closes at the end of October. Similar situation probably obtains at San Francisco fair, which also has a costly art layout.

White Bros.' Tent Show was in Granby, Que., this week, its future movements undisclosed.

## Antaleks' Predicament

Placed in a serious predicament are the Antaleks, perch act imported a few years ago to appear on Ringling-Barnum circus. The Frank Wirth office, which books it, "understands" this is an Hungarian-born troupe whose birthplace is now controlled by the Reich government. A few days ago they left for the West Coast, scheduled to embark from San Francisco next Tuesday (12) for Australia, where they were to appear for a (See WAR'S EFFECT on page 17)

## FROM OUT FRONT

(Continued from page 13)

be necessarily washed away. And the iron-clad god of dictators alone knows what might be in store for us after the blood of the land had been drained away by war.

Despite the specter that walks with us day by day, despite the horror that sits mumbling at the back of our brains, despite the fear that dishonest servants of the people may yet bring bloody disaster upon those they are sworn to protect, we must still put every fiber into the fight to prevent the catastrophe that threatens the things we love.

It is the fight of the theater—and of all the arts. It is the fight of the ideals of America.

## BROADWAY RUNS

Performances to September 9, Inclusive.

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Plymouth)	Oct. 15	379
American Way, The (return) (Center)	July 17	64
Little Foxes, The (National)	Feb. 15	238
No Time for Comedy (Barrymore)	April 17	168
Philadelphia Story, The (Shubert)	Mar. 28	191
Tobacco Road (Forrest)	Dec. 4, '38	3244
<b>Musical Comedy</b>		
Hellzapoppin (Winter Garden)	Sept. 22, '38	409
Leave It to Me (return) (Imperial)	Sept. 4	8
Pins and Needles (Windsor)	Nov. 27, '37	776
Scandals (Alvin)	Aug. 28	16
Streets of Paris, The (Broadhurst)	June 19	96
Yokel Boy (Majestic)	July 6	76

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## Philly Niteries Expect Biggest Fall Season Yet

PHILADELPHIA, Sept. 9.—Philly's hotcha sector expects the new night club season to be one of the biggest in a long time. Spots closed since the spring are expected to make their reopening. In addition, hotels expect to operate rooms that have been closed for long periods of time.

The most prominent addition to the bistro belt will be the reopening of the Arcadia International Restaurant October 1 by the Kugler family, which currently operates one of the oldest eateries in town. This dinery will feature an ork. Seating more than 800 in the main dining room, the spot also contains several smaller rooms for private functions. The Arcadia, formerly operated by Arthur Padula, with financial backing from a group of blue bloods, closed last year when the staff walked out because of non-payment of salaries. The Kuglers, it is reported, have a bank roll sufficient to put swank spot across.

The Garden Terrace of the Benjamin Franklin Hotel has been set to open October 7 with bands supplied by MCA. This room, a click last season with the bands of Harry James, Red Norvo and Jimmy Joy among others, will not have floor shows. Manny Sachs will handle the account for MCA. The Planet Room of the Bellevue Stratford Hotel will also start operations soon, the policy as yet not set. The Hotel Philadelphian is refurbishing the Philadelphian Room, which closed before the advent of Lent last season. Local aggregation will occupy the band stand.

In addition, several smaller clubs are expected to resume. Included is the Down Beat, situated near the Earle Theater and closed when vaude was shifted from the Earle to the Fox. Harry Roberts is expected to be in charge and will feature a frequent change of local bands, with guests from traveling name bands in town featured as guest artists. The Jam Session, owned by Billy Kretschmer, will be operated with a similar policy.

Clubs now open which continue to do business are the Walton Roof, Embassy Club, Little Rathskeller, Cadillac Tavern, Anchorage, El Chico, 1523 and Dutkin's Rathskeller. Benny the Bum's also expects to reopen.

The Hotel Adelphia hopes to keep the Hawaiian Roof in operation for the time being. However, if biz begins slipping the Cafe Marguery will be opened in its stead.

## Travers Not With Childs

CINCINNATI, Sept. 9.—In a recent visit to *The Billboard* office, Sallie Childs, unit show manager and producer, stated that Alvin Travers, of Buffalo, is no longer associated with him as booker of his unit and that the latter has no right to the use of the Sallie Childs name in booking any attraction.

## Talent Agencies

ARTHUR ARGYRIES, Rochester, N. Y., night club booker, is now spotting acts and bands into 19 spots in Upper New York State. . . . GORDON BOSTOCK is back in New York after nine years abroad. He spent most of that time in England and Australia. Plans to settle in New York.

CONLIN-MICHIGAN vaudeville offices have been moved by Ray Conlin from Detroit to Royal Oak, a suburb. Chuck Burns, of the office, remains in Detroit. . . . JOHN W. TODD, now managing the Detroit Gus Sun office, reports even excuses have suffered a comedown in today's show business. The old-time reason for breaking a date used to be at least a broken arm or leg. Last week Todd got a wire from Bob O'Neill, hand-balancing single, in Toledo, "Fell and broke thumb. Must cancel Cincinnati." . . . DAVE O'MALLEY office in Chicago landed Jefferson Hotel, St. Louis, thru Bobby Meeker Agency in that city. Three acts and a girl line employed, with floor shows changed fortnightly. . . . MARTY WHYTE, former Chicago booker, returns to the Windy City this week to join forces with Johnny King.

## Ft. Worth Show Statistics

The Fort Worth Casa Manana, booked thru the William Morris Agency this year, grossed \$120,000 during its run of six weeks, plus the four-day Labor Day week-end.

Opening week grossed \$19,000; second week, \$17,000; third, \$20,000; fourth, \$15,000; fifth, \$22,000, and the last (headlined by Eddie Cantor and including an extra four days on the Labor Day week-end featuring Morton Downey) did \$27,000.

The Casa paid out around \$60,000 in salaries and another \$60,000 for music and talent.

Capacity was around \$22,000, which was hit only the fifth week. Bob Burns' one-nighter drew \$6,500 and helped up the gross that week.

## Topsy's Sets Lewis, Garber; Name Bands Again

SOUTH GATE, Calif., Sept. 9.—Topsy's nitery here has once more gone in for names with the booking of Ted Lewis and unit in for one month. Lewis replaces Johnny Cascales and ork, who head out of town for one niters.

Lewis played here a year ago and dragged in around \$50,000 for his eight weeks' stay. Topsy management is paying Lewis around \$4,700 per week. This spot caters to an older crowd here, made up of sprinkling of flicker personalities, oil workers and others in the higher labor brackets. Lewis was figured terrific draw last time he played here, but whether management got out with anything or not could not be learned.

Evidently spot figures on keeping names, with Jan Garber and ork to follow Lewis. Garber also played this spot last year.

## New Club in Dover

DOVER, O., Sept. 9.—Ed Dean, formerly of Akron, has opened the Fiesta Spanish night club in the Dover Hotel here. Club was designed by Mr. and Mrs. Fred Harvey. Spot will operate nightly, except Sundays, with floor shows and dance bands a permanent policy. Phil Ray and his radio ork is current.

## Jewish Vaude Starts

NEW YORK, Sept. 9.—Clinton Theater inaugurated its policy of Jewish vaudeville last Friday with a bill including Itzik Feld, Yetta Zwerling and Misha and Celia Budkin. House will have a new bill each week, changing Friday.

Clinton is reported to be the only Jewish vaude house in the country.

## Hal's Lumbago Worries Maisie; No More Lifts, Very Few Spins

By PAUL DENIS

Dear Paul:

HAL'S lumbago is getting worse and now he can't do any lifts at all. That means we have to stick to plain routines and play up the spins. Last night, however, Hal said he's beginning to see spots in front of his eyes and may have to stop spinning. If that happens we'll have to get up some new dance routines without spins or lifts—or else we'll have to forget the act.

So, you see, Paul, I've got a lot of problems—and here I thought that my troubles were over when I switched from a single to a double act!

JUST met Jimmie Jaye and he's touring with an amateur unit. He says every show is a terror because he's always afraid somebody in the audience will recognize him as a standard act of years ago. He says all the stagehands recognize him, but they understand and he doesn't mind their questions. But the audiences worry him. He says it's not easy, after 15 years of trouping, to be introduced as an amateur and then to try hard to pretend you're one.

Jimmie says his worst experience was playing the very house in which he made his vaude debut in an amateur contest 15 years ago. He won the \$5 then and now, after 15 years, he returned as an amateur still and at the same salary, \$5 a day.

I'M FEELING pretty blue, Paul, because I can't help feeling that so many of us performers are building up to nothing and getting old without being surè of a living. Maybe I'd better get married—but the trouble is that the only people I know are agents, musicians and other performers. And all of us are more or less in the same boat.

Now if I encouraged Joey, the sax player at Nick's Romantic Casino, he might propose. But then I would have to hang around wherever he's playing and keep him from becoming interested in band vocalists and ordinary tap dancers. So, you see, I really wouldn't be retiring from show business at all.

I couldn't think of marrying an agent, altho I admit no agent has ever proposed marriage to me. I guess agents are not the marrying kind. They seem to believe in free love too much. As for marrying a performer—well, I can't make up my mind.

You can see, Paul, that I'm all confused. Please advise me.

MAISIE.

## Ft. Worth Casa Ends 4th Season; Slightly in Red; But Satisfied; Grossed \$120,000 in 6-Week Run

FORT WORTH, Tex., Sept. 9.—The fourth season for Casa Manana Revues, presented in Casa Manana, open-air cafe-theater, ended Labor Day after six weeks and four nights, slightly in the red. However, William Monnig, president of the Casa Manana Association, sponsor of the show, says there will be another revue presented here in 1940, as this one served its purpose—that of attracting attention to Fort Worth as an amusement center.

The directors feel the city gained in national publicity and in numbers of persons the show attracted from out of town.

Besides helping local businesses, the show paid about \$10,000 per week in salaries for six week to nearly 400 local persons. This does not include talent salaries.

No figures were given out on amount lost on show, since gross figures were withheld by officials of the William Morris Agency, producer of this year's revue. It is doubtful whether the revue made the nut more than three weeks out of the six. Not a single performance was rained out during the run, altho rains before some performances cut down attendance.

Eddie Cantor, headlining the last week, drew 24,600 persons in eight performances for the best week of this season, but it is doubtful whether the show made the nut that week since Cantor was the highest paid entertainer of the season. Cantor never drew a completely capacity house, but he consistently averaged best nightly houses for the record of the season. The two best draws, Kenny Baker and Cantor, attracted the family trade to some extent, along with the

night club crowd. This is necessary to fill this huge spot nightly.

Gross for the last week and the four extra performances was around \$27,000.

A committee composed of local business men and members of the Casa Manana Association has been named to consider making Casa Manana a permanent structure.

## Vaude in Orpheum And Out of Pix In Portland, Ore.

PORTLAND, Ore., Sept. 9.—Orpheum Theater opened with vaude September 1 under new management of John Danz's Sterling Theaters. William Foreman is general manager.

Drawing top billing in opening show was Jackie Souders' 10-piece orchestra. Initial stage show consisted of Irene Vermillion and her Trumpeteers, Al Setz, Frank Conville and Sunny Dale, Al Phonsberg and Paul Roberts. Two first-run pictures augmented the stage program.

The house, seating 1,800, will be host to independent acts which at times will give way to units, including Major Bowes units, Stroud Twins and Thurston the Magician.

Pix theater has relinquished its lease to Hamrick-Evergreen Theaters, locally managed by Al Finkelstein.

Transfer of the lease followed several months of vaude and second-run pictures. Theater's former name, Rivoli, has been revived and a policy of the better second-run pictures has been inaugurated. The Liberty has taken over first-run picture rights formerly held at the Orpheum.

## First Ice Show To Hit Jacksonville

JACKSONVILLE, Fla., Sept. 9.—Hotel Roosevelt opened its enlarged Patio Grill and Terrace Room Thursday. Addition of the Terrace Room brings capacity up to 500.

New show booked in from Buffalo is *Sun Valley Ice Frolies*, with Bobby McLean, Sonia and Margo, Ted Meza and chorus of six skaters. This is first ice show to visit this city and a turnaway was in evidence at 10 and 12 o'clock shows.

Blaine Sikes' 10-man ork continues to handle the music, with Ted Beyers as emcee.

## Rube Units Click In Alliance, O.

ALLIANCE, O., Sept. 9.—*Boone County Jamboree*, WLW's homespun opera, hung up another top gross for one day at the Columbia Theater here August 31, with \$420 for the matinee and two night performances. While the talent with the *Boone County* unit was not up to that of the *Renfro Valley Barn* dance, companion unit, which played the house several weeks ago to record business, patrons apparently enjoyed the antics of the 17 people in the troupe. Admish was 40 cents, with standees most of the day.

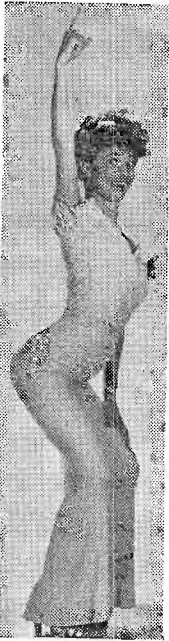
Ray S. Wallace, manager of the house, said it was evident that time was at hand for revival of stage attractions. "The two attractions gave the house the best business in recent years," he said.

*Boone County* unit, booked by General Program Service, Inc., Cincinnati, and managed by John C. Spears, has been kept busy almost every day for several weeks, engagements being divided between county and State fairs and theaters.

## Vaude Trial at Lincoln

LINCOLN, Neb., Sept. 11.—Howard Federer, general manager of the Nebraska Theaters, Inc., will make a test of reaction to vaude by booking one bill at the Varsity (1,100 seats) late this month. Plans to cue it with the school opening the four universities and colleges here.

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★ Says Malcolm Johnson, New York Sun— ★ ★ ★ ★  
★ Miss McKaye is the most outstanding per- ★ ★ ★ ★  
★ former on the bill. She plays her own ac- ★ ★ ★ ★  
★companiments and does a job of singing the ★ ★ ★ ★  
★ swing classics that puts her as near to Ella ★ ★ ★ ★  
★ Fitzgerald, Mildred Bailey, etc., as any one ★ ★ ★ ★  
★ we've heard. ★ ★ ★ ★

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**Night Club Reviews**

**Chez Paree, Chicago**

Back in the fold at the completion of a dandy remodeling job, the Chez once again retains A-1 honors among the Chicago niteries. New modernistic murals by A. Raymond Katz and a soft and mellow color combination on the walls and ceiling furnish the room with a highly inviting atmosphere. Operators Joe Jacobson and Mike Fritzel have again loosened their purse strings for name shows and bands which will play an important part in drawing healthy trade this fall and winter. A great deal of thought is also given to the food department and as a result the meals are unusually good and prices (dinners \$2.50 and up) comparatively reasonable.

Chez veterans top the initial bill, headlined by Harry Richman and Abe Lyman and his band. In support are Trixie, girl juggler; DeAngelo and Porter, ball-room team; Ruth Daye, tapper, and Fred Evans' 16-girl ensemble. Richman holds his own with songs and gags delivered in his individual style. His name is still magic to many a cafe diner and even tho his material does not keep up with the fast-moving entertainment parade it still carries more than a semblance of amusement to his flock of patrons. Richman is also a great hand shaker between shows, a friendly act for any spot. When caught he mouthed *Lady Is in Love With You, Birth of a Song* and *Goodnight, My Beautiful*, which was enhanced with a thoughtfully staged production design. In addition he shoulders the emcee duties gracefully.

Lyman is another colorful figure here, boasting of a "local boy makes good" background. He is a great personality and in addition fronts a swell band. The music his boys dish out is tuneful to the ears and works wonders in drawing trade on the floor. Plenty of brass, reed, rhythm and strings, expertly blended, combine to make it a full-fledged big-time outfit. His vocalists include Rose Blane, swingstress, who doubles in the show; Ed Holly, run-of-the-mill tenor, and Frank Parrish. Miss Blane makes a trim appearance, and voice, while not of the legit brand, has a harmonious quality.

Trixie, alert and vivacious juggler, has a distinctly different offering for a member of her sex. Juggles and balances balls and dishes and winds up with a five-ball trick. DeAngelo and Porter, filling a return engagement, present a versatile group of numbers. Contribute a generous sum of lifts and turns with grace and skill. A waltz, a lively version of the *Strutter's Ball* and a rumba compose their early show set.

Ruth Daye, attractive tapper, is on early with two rhythm routines, presenting the first in a long skirt and disrobing for the exit turn to a brief, tight-fitting nifty. Miss Blane followed and warbled *Comes Love, I Cry for You* and *Well, All Right*. Each draped with punchy salesmanship.

The Fred Evans line do three routines, and their standout during first show is a ballet turn in striking black and white outfits. Ricardo's combination flavors intermissions with rumbas and tangos. Ted Weber is back for the publicity assignment. *Sam Honigberg.*

**Pappy's 66 Club, Dallas**

This spot is doing a fair summer-time biz with pop prices on food and a minimum charge. C. A. (Pappy) Dolson is the engaging manager, ably assisted by his ever-smiling and accommodating host, Douglas Emmons. Don Purcelle's all-colored rhythm ork opened at the spot September 2 and does a fair job at music-making. Purcelle emsees effectively and joins the ensemble for a good vocal number.

Floor show opens with Jimmie (Snakehips) Peterson doing a tap that is nothing unusual. His soft-shoe number is better and is clever enough in spots to get a good hand.

A. C. Craig and Dorothy Mays, male and femme tap-dancing team, did several tap numbers that were about the average Harlem-type hoofing. Their efforts pleased the audience but lacked flash.

Uncle Willie and Patsy, a clever colored juvenile boy and girl team, are Manager Dolson's stock in trade. They have played the 66 Club for more than one year and are still Pappy's best drawing card. Customers liked their rendition of *Three Little Fishies*, in which they sing and tap dance, and Uncle Willie does

some clever mimicry. These two juveniles, the boy 7 years and the girl 5, should go places. They are booked by local MCA offices for a week's engagement with Bill Bardo's Band at the East Texas Fair September 18 to 23.

Lucille Aggars, blues singer of ability, does a very good job with the oldie, *St. Louis Blues*, but goes over much better with her rendition of *I Must Have That Man of Mine*.

Finale was an ensemble number that starts off with a soft-shoe routine by Peterson and brings all members of the show into a mad jamboree of mimicry, tap numbers and a massed Negro spiritual. *Frank W. Wood.*

**Club Gaucho, New York**

After four weeks of redecorating, this intimate Latin atmospheric club in Greenwich Village reopened Wednesday and is presenting a lively floor entertainment, a good dance band and delicious food and liqueurs at moderate prices.

Owner Pedro Valli dominates as usual. He emsees the show graciously, beats the tall drum during the conga numbers and personally welcomes and chats with the customers. Making her first appearance in New York is Marie Berta, Argentine radio name, a plumpish brunet who sings Argentine tangos with great feeling. Her voice is soft and insinuating and gives strong expression to the lyrics. Held over from previous shows is dark and vivid Nedra Madera, who shakes her way with abandon thru a Cuban rumba and later thru a bouncing, bumpy conga.

Gabriel and Giralda, a short Latin mixed team, make a fair impression with a waltz that includes the usual lifts and spins and also with a livelier and flashier Paso Doble. Giralda's hair-comb was unbecoming. The Three San Miguels, young men in colorful Mexican costumes, amused easily with a takeoff of drunk troubadours. They also stroll among the tables singing and strumming guitars during intermissions.

Juan Makula, violinist, leads his five-piece gypsy band which offers lilting Latin and American melodies, high lighted by the superb Maracaos shaking and fair singing of one of the band men. Paulita Rioja, Spanish dancer, was taken ill and dropped out of the show temporarily Friday night.

Three shows a night. *Paul Denis.*

**Rathskeller, Gibson Hotel, Cincinnati**

One of the most popular of local downtown niteries since the advent of repeal, the Rathskeller on September 1 instituted a floor-show policy, a new departure for this intimate basement bistro, which heretofore has subsisted solely on a straight music diet, mixing local talent with traveling combos. With the Rathskeller taking on flesh it is likely that the hotel's No. 1 dine and dance spot, the Florentine Room, which last season used two or three acts on week-ends only, will remain dark thru the fall and winter.

Cracking its fall season with the flesh set-up, the Rathskeller enjoyed a healthy play over the Labor Day weekend, and it is the general opinion that the floor-show idea will keep 'em coming. That this village is entertainment hungry has best been proved by Old Vienna, the Rathskeller's chief opposition a scant block away, which has been enjoying boom business all summer (the first season it has remained open during the hot months) with a policy of travel-

ing bands which stressed entertainment rather than dance ditties.

The Rathskeller's initial offering is average floor fodder, but the Tuesday night (5) crowd accepted it with gusto. In the opening niche Gene Fields proved himself an able mimic, offering close carbons of McCarthy, Bergen, Allen, Lionel Barrymore, Al Smith, President Roosevelt and Elmo Tanner whistling *Star Dust*. Bowed to a neat hand.

Charles Fredricks and Muriel Parker, baritone and coloratura soprano, presented a rousing song session in which they uncork lusty, well-trained pipes and a knack for selling their wares. Open on *Begin the Beguine*, after which Fredricks solos on a *Mandalay*-type song, the duo returning to wind up with *Miserere* from *Il Trovatore*. Last named ditty, their best, won them a fine hand.

The Royal Whirlwinds (Walter Kreidt, Ann Grenis and Tom Hardman) indulge in a rapid-fire roller skating setto replete with the usual whiffs and twirls. They have enough on the ball to hold the audience's attention thruout; the turn's outstanding item being the head-to-head swivel spin by the two males. The trio rolled off to a strong mitting.

Billy Snider and his eight-piece combo, nattily attired, poured out a good brand of dance music, and experienced no difficulty with the show's music. In addition, Snider emsees the show in capable fashion. The floor acts are offered thrice nightly.

The Rathskeller operates on a popular-price policy, with no cover or minimum during the week, but a 75-cent minimum on Saturdays. Cuisine and drinks are on the quality side, with service good. Big Joe Weatherly continues on press duties. *Bill Sachs.*

**Pump Room, Ambassador East Hotel, Chicago**

Ernest Byfield and Frank Bering, the two local hotel experts who have recently given their College Inn at the Sherman Hotel a new lease on life by ushering in a policy of swing bands at Coca-Cola prices, have accomplished equal wonders with their ultra-atmospheric Pump Room, which, unlike the Inn, caters to good spenders. In the last few months, with the co-operation of the spot's alert manager, Jerry Freshman, the room has become a top-ranking address for debutantes and their escorts to dine and wine from cocktail time on.

The room is open for business at 4:30 p.m. and the trade keeps up until way after midnight. It is class all the way, from the daring blue walls and strikingly contrasting white ceiling to the employees costumed in early English period outfits. It is just different enough to attract the socialites and the curious who gaze at the blue bloods for a pastime.

There was a radical change in the entertainment set-up last week when Byfield, a great Harlem music fan, ushered in John Kirby's Onyx Club sextet to replace Howard McCreery's combination, which had been dispensing music here for a number of months. Kirby has an engaging swing combo, but due to this aristocratic environment toned down his arrangements to hush proportions. Music is melodious and seldom goes haywire in an unorthodox fashion. Boys are dressed neatly in white formals and form a nice enough group. Instrumentation includes three rhythm, sax, clarinet and trumpet. The boys play for the cocktail session and furnish after-dinner music.

Between these ork periods Casper Reardon, harpist, appears with both straight and swing arrangements of pops and standards. Reardon just left the Sherman Hotel. *Sam Honigberg.*

HELD OVER SECOND WEEK  
LOEW'S STATE, NEW YORK

Thanks to ED SULLIVAN and SIDNEY PIERMONT

**THE CAPPY BARRA**

Harmonica Gentlemen

Management  
M. C. A.

Personal Manager  
MAURICE DUKE



## Chicago Clubs Expect Season To Top Last Y'r

CHICAGO, Sept. 9.—Combination of arrival of season and the coming American Legion Convention, opening here September 25, has bolstered the hopes of the most pessimistic night club and hotel room operators. Reopening announcements indicate that this will be as good a season as last year and will be better, undoubtedly, during the convention festivities.

Few are willing to predict just what the war will mean to the night club set-up. While more talent will be available, the effect the war will have on business conditions is still to be seen.

There will be six reopenings this month and several others in October. Next Saturday the Stevens Hotel relights the Continental Room with the Biltmore Boys on the band stand and Ann Brandon and Nino Olivette and Dmitri in the floor show. Little change in the policy of last season. The Colony reopens on the same night with Dwight Fiske featured and music by Lew Fidler and Fernando Canay. Another Saturday opening will be Off-Beat Club, musicians' hangout. Initial attractions will include Billie Holiday and Bud Freeman's Ork.

Harry's New Yorker opens Saturday and will again be operated by Charlie Hepp. There is a noticeable boost in the talent budget for the opening show, which includes Ralph Cook, Betty Atkinson, Cecil Blair, Eva Bastie, Florenza, Evelyn Poe, Vantine and Cazan, Winnie Hoveler's Girls and Nino Renaldo's Ork. Fred Joyce landed the publicity post. The remaining September openings include Ed Fox's Grand Terrace the 21st and the Yar around the 23d. Ella Fitzgerald's Band will lead the talent parade in the former, while the Yar will again employ a string ensemble and singers.

Drake Hotel's Gold Coast Room relights October 7 with a top band yet to be selected and several acts to be set by MCA. The Royale Frolics will be reopened around that time by Denis Cooney, with shows again in the hands of Duke Yellman. El Dumpo and Ball Ball are other reopening candidates during that month.

The Bismarck Hotel will usher in its fall season October 5 with Art Kassel's Band and acts including the Jane Hadley Dancers and the Whalens. The Hi Hat will be in the market for names again after remodeling is completed late in October. Its next-door neighbors, Rose Bowl and 885 Club, augment their shows next week.

## Vaude Off Indef At N. Y. Capitol

NEW YORK, Sept. 11.—Capitol Theater is not following the three-week personal appearances of stars of the *Wizard of Oz* with any other vaude bookings.

The Taylor-LaMarr film, *Lady of the Tropics*, opened a run Friday and will be followed by *The Women*, Edward G. Robinson's new *Blackmail*, and the Marx Brothers new film. Vaude is not planned for any of these films, the theater expecting them to be strong enough to run alone. If MGM product slips again the Capitol may take another plunge into flesh.

## SUGAR'S DOMINO

(Continued from page 4)

muendo that have been directed at the vulnerable targets of the nation's press, are somewhat ashamed of the organization that they supported for so long and that they used to proudly point to as their own. Despite what they've heard and read we give them our assurance—certainly without any ulterior motive other than the desire to do right by the worthy—that they have nothing to be ashamed of. Their fallen leader—Ralph Whitehead—is as honest as were snide the innuendos made by his detractors. Dishonest men get it easy and spend it easy. Whitehead got apples—considering the effort he put in on his job—and his spending could have been drawn thru a needle's eye. But he saw plenty of spending by union officials that might have made him wonder whether all the sacrifices were worth while. Now he knows.

For the present at least Whitehead is out of the picture. We hope that if

## List of 105 U. S. Acts Still In England, France, Germany

NEW YORK, Sept. 9.—Ever since hostilities were begun by the European powers, American performers, including legit, night clubs, vaude and outdoor, have been clamoring for passage back to the United States on American boats. Many have been able to secure passage, but several hundred are still stranded. Below is a list of 105 acts (from singles to troupes) which are now reported stranded in either England, France or Germany. All are as safe as one can be in those countries and awaiting accommodations on transatlantic liners. They include:

Aherne, Will and Gladys Allen, Buddy and Judy Badminton Players Banjo Brothers and Juanita Barr and Estes Bates, Peg Leg Bell, Jimmy and Nora Belling, Clemens and Co. Bellit, Marion, and English Brothers Bernards, The Bowers, Cookie Braatz, Mickey Bromley, Bob Buck and Chick Cleve, Elmer, and Co. Clifford and Marion Colleano, Con Condos Bros. Dall, Evelyn Dandridge Sisters Daniels, Marion Day, Frances Deane, Berte DeVito, Denny, and Co. Dixon and Pal Durant, Jack Duval, Ade Estelle and LeRoy Fitzgibbons, Dave and Dorothy Forsythe, Seamon and Farrell Four Comets Four Hot Shots Four Sensational Macks Fredericks, Chester, and Gloria Lane Gautier's Steeplechase	Hadraes, Jimmy Hale, Georgie, Troupe Hall, Adelaide Hall, Wilbur Hank the Mule Harris, Claire and Shannon Hoffman, Gertrude, Troupe (19 dancers) Hoffman, Gertrude and Max Holland and Hart Hollis, Marie Joyce and Dean Keating, Grace and Charles Lane, Dea La Varre Bros. Lassiter Brothers Lyon, Ben, and Bebe Daniels Mae, Bobbie Mack and Levelli Manning and Class Marcy and Roberts Matthea and Merrifield Melino, Frankie, and Co. Maurice and Cordoba Mills Brothers Mills and Reading Monroe and Adams Sisters Mix, Tom Mulcaey, James and Mildred Nice, Florida and Lubow Nichols, Howard Nina, Gypsy O'Connor, Eileen O'Donnell and Blair	Oliver, Vic Owens, Cass and Topsy Pablo Paris, Frank Perez, Olvito Pierce and Harris Princess Chiyo Raymond, Gregory Reno Brothers Roberts, Betty and Freddie Robinson and Martin Rigoletto Brothers Sheldon, Gene, and Loretta Fisher Simpson's Marionettes Stafford and Louise Stanley, Eddie and May Stevens, Dorothy Sue, Lyda Three Fonzells Three Little Words Three Rays Three Winter Sisters Toy and Wing Tracy and Hay Two Valors Verne, Miriam Vernon, Bob, and Jesse Draper Vine, Billy Von Losen, Emily Welsh, Elizabeth Westfield, Kathryn Whirlwinds, The Willie West and McGinty Wilson, Kepple and Betty Wright, Charlie
---	--	--

he does return to the field of theatrical unionism he will not be forgotten. His comparatively short career should be remembered if human nature possesses the slightest essence of the kind of nobility they told us about in the sheltered days of childhood.

So the actors in the vaudeville and night club fields have as their foster father the AGVA. It will be hard for us to forget the AFA, but we hope all actors will agree that regardless of what organization is intrusted with the jurisdiction of these fields it can do a job for the actor only if the actor takes enough trouble to interest himself in its work.

THE AGVA will build itself a democratic structure. It must and will represent the best interests of the actor. It will present a united front for the stabilization of the talent activities of theaters and cafes. If properly guided by leaders who will represent the choice of the rank and file (if that is what the rank and file wants) it will contribute towards enlarging the employment horizon. In short, the AGVA is in an ideal position to accomplish lasting good for the actor because the way has already been paved by men who labor no more. Again we say—as we have said ever so many times before—the actor will get the kind of organization he deserves. He should wake up and get busy.

## TEXAS FAIRS

(Continued from page 3)

is handling the shows for the fairs at Abilene, Waco and Beaumont. His show will feature Anson Weeks' Orchestra, and seven acts, including Chaz Chase, Dorothy Byton girls, Regini, Ahern Sisters, Patsy Marr, Natali and Howard and the Clemis. This is Daly's first venture in booking shows for fairs, altho he had food and drink concessions at the South Texas Fair at Beaumont last year.

Music Corp. of America is booking the night attractions for the Tri-State Fair at Amarillo Clyde Lucas' Band will be featured, and specialty acts and an 18-girl chorus also will be presented. Both the Amarillo and Beaumont fairs have tried this type of entertainment before, but the others are going big time for the first time. The trend toward night club shows at Texas fairs has been increasing

yearly. The Southwestern Exposition in Fort Worth was one of the first stock shows in the State to use this type of entertainment. The Kathryn Duffy Revue and a name band have been spotlighted here for several years now.

## War's Effect On All Showbiz Fields Studied

(Continued from page 14)

long engagement with Wirth Bros.' Circus. Since the act carries a German passport, the British consulate in S. F. refused to issue a visa okeing their traveling in any part of the United Kingdom, especially with the Antipodes at war. Act had been released from a number of U. S. fairs in order to take advantage of the Australian booking. It was reported by the Wirth office that the members of the troupe have their first naturalization papers. Act played Golden Gate Theater in S. F. before preparing to depart for Australia, but it is apparently stuck on the Coast now.

## Old Vienna, Cincy, Ushers In Fall With Deacon Moore

CINCINNATI, Sept. 9.—Old Vienna, located 'neath the Carew Tower here and managed by Paul Penny, concluded its first summer's operation in its nine years of existence Thursday night when Buddy Fisher's Ork concluded a three-week return engagement.

Policy of using traveling entertaining bands, inaugurated by Penny early this year, has boosted the spot's business terrifically.

The intimate nitery ushered in its fall season last night when Carl (Deacon) Moore and his music moved in for an indefinite stay. The biggest opening-night crowd the spot has ever had greeted the Moore tootlers. Vienna has accommodations for 450.

## Flesh Stunts Do Business

WILKES-BARRE, Pa., Sept. 9.—Two added attractions being used by Comerford's Penn Theater are making a big hit. On Monday nights a Jitterbug Jamboree is held on the stage before the last show. Trials are run off every week, with finals listed several weeks away. Jamboree helps jam the theater. Guy Hall's Orchestra furnishes the music.

Another feature getting a good play is Argo, astrologist. He works on mezzanine floor from noon to 6 p.m. daily.

## Acclaimed Foremost Stylists in Acrobatic Endeavor

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**GOODRICH AND NELSON**

(Winner of America's Finest Physique Contest)

Held Over—RADIO CITY MUSIC HALL, New York

First New York Appearance  
Direction—HERMAN CITRON

## GUY CHERNEY

"YOUTHFUL BARITONE FIND"  
9TH WEEK AND HELD OVER INDEFINITELY  
HI-HAT CLUB, CHICAGO

Direction—EDDIE SLIGH

Three changes of wardrobe  
in full view of audience

**WORLD'S FASTEST NOVELTY SIGHT ACT**

THE GREAT

**LEROY**

IN HIS ORIGINAL, OUTSTANDING ACT, IN CLUB - HOTEL - THEATRE

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

A

Abbott, Carmel (Oriental) Chi, t.
Abdallah, Sam, Girls (Lotus Garden) Wash-
ington, D. C., nc.
Akers, Hank (Aquacade) World's Fair, NYC.

B

Banks, Sadie (Old Roumanian) NYC, nc.
Barclay, Irene (Barney Gallant's) NYC, nc.
Baily, Bill (Paradise) Atlantic City, nc.
Barnes, Johnny (Capitol) Washington, t.

C

Calgary Bros. (Roxy) NYC, t.
Callahan Sisters (Grand View Lodge) Dakota,
Minn., nc.
Captivators, Three (Powell's) Antigo, Wis., nc.

D

Daley, Cass (Paramount) NYC, t.
Day, Doris (Barney Rapp's) Cincinnati, nc.

Acts-Units-Attractions
Routes

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

EXPLANATIONS OF SYMBOLS

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

Denning, Ruth (Lookout House) Covington,
Ky., nc.
Desjardens, Pete (Billy Rose's Aquacade)
World's Fair, NYC.

Earle, Robert (Crystal Palace) World's Fair,
NYC.
Eddy, Marion (Little Old New York) World's
Fair, NYC.

Farney, Evelyn (Biltmore Bowl) Los Angeles,
nc.

Faust, Laverne (Cat & Fiddle) Cincinnati, nc.
Fay & Andre (Music Hall) Seattle, nc.
Faye, Frances (Famous Door) NYC, nc.

Gale, Betty (Shelton) NYC, h.
Gallagher, Ruth (Ernie's Three-Ring Circus)
NYC, nc.

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

Garland & Marla (Hollywood) West End,
N. J., h.
Garland & Frawley (Hi-Hat) Chi, nc.

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

Gerrits, Paul (Loew's State) NYC, t.
Gilbert, Lillian (Topsy's) Southgate, Calif.,
nc.
Gilmore, Patricia (Weylin) NYC, h.

Hacker & Sidell Treasure Island) San Fran-
cisco, p.
Haddon, Harriette (St. Regis) NYC, h.

Harvest Moon Dancers (State) NYC, t.
Harvey, Sharon (Summit) Baltimore, nc.
Heat Waves, Three (Minnesota) Minneap-
olis, t.

Holm, Eleanor (Billy Rose's Aquacade) World's
Fair, NYC.
Holt, Meymo (Lexington) NYC, h.

Hrubas, Vera (New Yorker) NYC, h.
Hudson, Margie (Old Vienna) Cincinnati, re.
Hughes, Lysbeth (Biltmore) NYC, h.

Intimates, The (Arnold's) Cape May, N. J.,
nc.

Jackson, Willie, & Jr. (Paradise) Atlantic
City, nc.

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Jenkins, Polly, & Her Plowboys (Fair) Leaks-
ville, N. C.
Jensen, Lola (Astor) NYC, h.

Kaly, Chandra (Villa Venice) Northbrook, Ill.,
to.
Karon, Maria (Onesto) Canton, O., h.

Keller, Jack (Hughes I-11) NYC, nc.
Kelly, Paula (Rainbow Room) NYC, nc.
Kellum, Corky (Billy Rose's Aquacade) World's
Fair, NYC.

Lamour Twins (Village Nut Club) NYC, nc.
Lane, Mary (Jimmy Kelly's) NYC, nc.

Lester & Irmajean (Tivoli) Sydney, Aus-
tralia, t.
Lewis, Meade Lux (Cafe Society) NYC, nc.

McCabe, Sara Ann (Capitol) Washington, t.
McCall, Mary Ann (Glen Island Casino) New
Rochelle, N. Y., nc.

Malina, Luba (Belmont Plaza) NYC, h.
Manno & Straford (Walton) Phila, h.
Mangeaq Sisters (Diamond Horseshoe) NYC,
nc.

MARLYN and MARTINEZ
Featured With George Hamid's
"Fantasies of 1939"

Marcus, Dr. (Lookout House) Covington, Ky.,
nc.
Mardoni & Louise (Biltmore Bowl) Los Ange-
les, nc.

Marshall, Don & Ruth (Melody Club) Union
City, N. J., nc.
Mason, Bud & Gil (Paradise) NYC, nc.

Nash & Evans (International Settlement) San
Francisco, nc.
Neils Troupe (Earle) Washington, t.

O'Hrel, Del (Colosimo's) Chi, nc.
Olivette, Nina & Dmitri (Stevens) Chi, h.

Pace, Bob (Chicago) Chi, t.
Page, Lolita (Marie's Crisis) NYC, nc.

Parsons, Kay (International Casino) NYC, nc.
Patricia & Cesar (Havana-Madrid) NYC, nc.

Quentmeyer, Bill (Gay Nineties) NYC, nc.

Rand, Wally (State-Lake), Chi, t.
Ranson, Blenda (Village Nut Club) NYC, nc.

Rice, Orlando (Villa Venice) Northbrook,
Ill., ro.
Richards, Harold (St. Regis) NYC, h.

Royal Rollers & Mickey (Balsams) Dixville
Notch, N. H., h.
Royal Duo (Palomar) Los Angeles, nc.

Saunders, Milton (Ambassador) NYC, h.
Sava, Marusia (Casino Russe) NYC, nc.

(See ROUTES on page 60)



# Critics Pan Four A's-IA "Settlement"

NEW YORK, Sept. 9.—The eight-point settlement which the Four A's signed with the IATSE last week may turn out to be not a real settlement at all, but rather only a truce in hostilities. That was the opinion of many union executives who studied the pact.

First of all, Point 1 provides for an agreement, subject to the consent of the musicians' federation, which will bring the Four A's into the present IA-AFM mutual help pact in theaters. The AFM executive board met here this week and failed to take action, explaining it had as yet no official communication from either the IA or the Four A's. Off the record, AFM executives said they wanted "to keep out of the actors' mess." Joe Weber, AFM president, is in Atlantic City recovering from an illness and could not be reached for comment.

It is pointed out further that if the CIO-financed United Technicians' Guild wins the Labor Board elections now being held in the Hollywood studios the Screen Actors' Guild members could not strike in sympathy with the IA as the SAG contract with producers prohibits a strike.

Point 6 pledges the dismissal of litigation arising out of the controversy, but AFA's secretary, Ralph Whitehead, says he is continuing his personal suit for libel against Four A's leaders and that any other litigation the AFA may start is not affected by the IA-Four A's agreement at all. He points out the agreement was signed without the AFA's consent or knowledge.

## Pittsburgh Club Reopens

PITTSBURGH, Sept. 9.—Al Ritz' Club Petite, in East Liberty, reopens Monday (11) with Piccolo Pete's Band and vocalist Flo Parker. Extra singer will be Neil Buckley. Acts for the opener include Maxine and Starr and Masie White. Sid Dickler press agenting.

# Units Boom in Chicago; 20 Ready To Play Midwest

CHICAGO, Sept. 9.—A vaude unit boom here, the biggest in a decade, is in the offing. No less than 20 shows, most of which are starting out here, will play the Midwest this season. Producers feel that the market is ripe for units once more, and can see bookings coming from houses that have seldom played flesh in the last few years. The war situation in Europe has increased the talent lists, and producers are swamped with acts submitted by local and out-of-town agents. As a result, the strong line-ups are impressing many theater operators.

The list of producers and their units is by no means complete. A number of others, now planning shows, will announce more details in the near future. The current parade is topped by A. B. Marcus' *Night at the Moulin Rouge*, a 105-people musical show which will play one-nighters principally. Concentrating on the vaude house market are, among others, such local producers as Nick Bolla and Sam Roberts, Al Borde, Antonio Scibila, Earl Taylor, Andre Lasky and Ed Keough.

The Boila-Roberts office will produce seven shows during the season. First out features Evelyn Brent and Harry Fox, now smoothing out its rough edges in Western Pennsylvania towns. Three other shows, just about ready for the road, will feature Armida, Jack La Rue and Benny Baker.

Al Borde will have at least three shows, and two of them are already making the rounds. His *Starlane Revue* started its initial date in Springfield, Ill., yesterday and comes into the Oriental here Friday (15). Show expects to play some 10 weeks in the Midwest. Line-up includes Eddie Garr, Jackie Green, Toni Lane, The Colstons, Edna Sedgwick and a line of girls. The other unit is labeled *La Conga*, coming into the Riverside, Milwaukee, Friday (15). His third effort will be a takeoff of a London *Crazy Show*, with talk and dance comedy acts

# MUTUAL ADDS 8 SPOTS

## Night Club Television

NEW YORK, Sept. 9.—Show Bar, in Forest Hills, L. I., claims it is the first spot to use television as a business hypo. Last week the club presented the Brooklyn-Cincinnati ball game via tele.

This was the first complete baseball game to be televised.

## AGVA Goes After Big Chicago Clubs

CHICAGO, Sept. 9.—American Guild of Variety Artists branch here is going after the "big fry" first, before lining up the smaller cafes in this area, according to local representative Leo Curley, who set up offices in the Woods Building this week. Many acts have been transferring their AFA cards to AGVA in the local quarters and are getting full information as to the actors' union status.

In the meantime, Guy Magley, local AFA manager, closed the offices, disconnected the phones and paid the staff a week's salary before dismissing them. He stated that if the AFA headquarters in New York show a surplus in moneys the staff may get an additional week's salary.

## Carroll Given Bankruptcy Okeh

NEW YORK, Sept. 9.—Report of Referee Robert P. Stephenson recommending bankruptcy discharge of Earl Carroll was signed this week by Federal Judge Samuel Mandelbaum. Under referee's statement, creditors received no payment, but government received more than half the amount of tax liens filed.

Carroll filed his bankruptcy petition in 1936, listing assets of \$410,646 and liabilities of \$983,892.

copping the leading spots.

Antonio Scibila, veteran unit man, is getting a new show in shape and in all probability will take on a second one later in the season. Earl Taylor designed a new version of his *Artists and Models Revue*, which opened at the Oriental this week.

Andre Lasky is putting together a Mexican show, using foreign talent only. Ez Keough is already making the rounds with a unit featuring Johnny Perkins.

Joe Clymas, of the Clymas Troupe, which recently returned to this country after a two and a half year foreign tour with an A. B. Marcus show, is turning producer. He is currently rehearsing a show here which will include his own knife-throwing act, the Byron Trio, Marcia Harris, Steve Dave and 16 girls among others. It is produced by Paul Bachelor and breaks in at the Palace, South Bend, Ind., September 29.

Two other units around here include Harry Rogers' *Mikado in Swing*, which returns to the Oriental October 20, and Clifford Fischer's *Folies Bergere*, currently at the Riverside, Milwaukee.

## LET'S LOOK AHEAD

(Continued from page 3)

get rubber-stamp approval for an accomplished fact than an effort to hear the true voice of the membership.

At present AGVA, the new union in the vaude-night club field, is going ahead under its Four A-appointed officers, without even definite scheduling a general election.

The dispute is supposed to be over now, but the work is just beginning. Vaudeville, night club and outdoor performers must take a real and vital interest in the affairs of AGVA, the union that has been created by the Four A ruling bloc. They must see that it always works in accordance with their own best interests. The Four A's itself should see that power-politics abuses are rectified, before it is faced with a revolt of members from its various subsidiary unions. And the members themselves should take an active interest in union affairs and express their opinions strongly at the union polls.

The entire Four A's-IA dispute was a disgrace to the show business. It must never be repeated. And it is up to the members of the theatrical unions to see that it's not.

## 49 Theaters Taking Units; East, Midwest

NEW YORK, Sept. 9.—Eight more theaters have been added to the 41 contracting for vaude units produced by the Mutual Booking office on a block-booking plan. New dates bring total playing time to 20 weeks. Sixth unit has been lined up, along with a few changes in the first five casts. New personnel follows: second unit—Johnny Galvin, Woodie and Betty; third unit—Jack and Jerry Wright, Abbott and Arlene, Don Frye; fourth unit—Naomi Ray and Eddie Harrison, Glen Mason, Equill and Marcelle, Arno Sisters and the Two Deweys; fifth unit—Five Roundup Rascals, Morley and Anger, Mayo and Carr, Irene Blynn and Stickey Boscarck; sixth unit—Rio and Rita, Capt. Frank Gregory and Co., Danny Dennis, Hanley and Killeen and Rogers and Pryor.

New bookings include Smalley's Theater, Norwich, N. Y.; Columbia Theater, Alliance, O.; State, Sandusky, O.; Lyric, Lancaster, O.; Paramount, Hamilton, O.; Sixth Street, Coshocton, O.; Palace, Marion, O., and Paramount, Middletown, O.

Under present arrangements Mutual guarantees the acts 25 days' work per month, and has been able to pay off even on a full week's layoff. Office carries, also, \$10,000 to \$20,000 body liability insurance for each performer and a \$5,000 property insurance, besides covering the acts with the usual Social Security and unemployment insurance and Workmen's Compensation. Policies are of the non-ownership category, with booking office standing whole cost.

Mutual also bears expense of the advance promotion trailers and stills used by the theaters. At the start booking office has 100 photographs made for each act. Subsequent bookings may require additional prints. Family Theater, a Comerford house, Scranton, Pa., is the first stand for the units, which usually travel with fleet of three autos, expenses for which are shouldered by Mutual.

### Feinberg Okehs for Comerford

Joe Feinberg, booker for the Comerford circuit, is also associated with Harry Sherman in this Mutual Enterprise and okehs all the acts playing Comerford's 15 spots. Eddie Hanley, Madeline Killeen, Naomi Ray and Eddie Harrison were recently placed with Mutual units by Abe Feinberg, brother of Joe and an indie booker and agent himself.

Joe Feinberg is also booking Fay's, Providence, a full week.

ALLIANCE, O., Sept. 9.—Columbia here, one of the Tri Theater group, managed by Ray S. Wallace, will try out one of the Mutual vaude units September 15 and, if the bill clicks, units will play the house one or two nights a week for at least three months.

House for the past several seasons has been playing units one and two nights a week, with an occasional musical one-nighter Saturdays. Wallace said the new attempt to revive vaude appealed to him and that he was willing to give it a fair try.

### Good Pit Men Scarce

Lone problem here and in other towns

where Mutual units are due is scarcity of pit musicians. This town can't recruit a good five-piece pit band, Wallace said. There are plenty of dance band musicians available but they just don't fit into the picture. He said he had tried local bands several times, but without success.

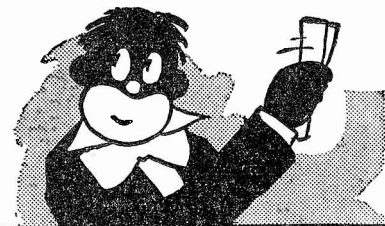
This obstacle has been removed, at least temporarily, Wallace said, when the Mutual office arranged with Gus Sun office for a five-piece traveling band with the unit booked for Western Pennsylvania and Ohio. Band will be paid \$30 a day (\$6 per man).

Sandusky will play Mutual two days, Saturdays and Sundays, following Alliance, the unit coming here from Sharon, Pa.

Shea houses in the district are said to be considering the units also. Several Warner theaters may also give them a whirl.

## Two Bands for Seattle

SEATTLE, Sept. 9.—Mike Lyons expanded his musical entertainment at his new dance-dine and floor show spot, the Show Box, with two orchestras, Jimmy Murphy's and Chuck Gould's.



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FREE CATALOG

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## State-Lake, Chicago

(Reviewed Friday Afternoon, Sept. 8)

Don and Betty Lynne, cute story telling dancers, open the new eight-act bill with refreshingly different routines. Both possess youthful personalities, and girl is a lovely looking redhead. It's light tap work but pleasant to behold.

Harry Rose, the Loop Jester this time, follows to act as emcee and to contribute a batch of songs and gags. The material is pretty old, but he somehow manages to sell it. Still uses the bewhiskered satire on the quintuplet parents, for example, and manages to pump some healthy laughs.

Sam Barton, tramp bicyclist, has a brief and fairly funny pantomimic session. Works with a collapsible two-wheeler, a miniature bike and finishes riding across the stage on a fence-like contraption on wheels.

Tony Marks has speeded up his magic act considerably and consequently enhanced it in interest. Works with silks, cards and thimbles, and, while familiar in content, the tricks are always good for another showing. A brunet helps with the props.

Gene Gory, a musical maniac, produces novel sound effects on makeshift violins and on some of his own contraptions, with a blonde by the name of Roberta coming in and out for rather superfluous bits. His impression of the Notre Dame organ in Paris is still the highlight.

For pure hard work the Jess Libonati

Trio is hard to beat. They are pitching at full speed from the opening gong and don't let up until the final bow. Pop plays the more difficult passages on the xylophone and while his youthful son and daughter assist on their own xylophones, their real standout is lightning speed tapping. The boy in particular proves himself a highly talented jitterbug. Went big.

Wally Rand, night club type of emcee, opens with an impression of Jimmy Savo singing *River Stay Away From My Door*, and continues to wear the comedy coat and hat for remainder of his act. Also gags, dances and fools around with three trick balls. All right for niteries but too distorted a turn for theaters.

Coleman Clark's table tennis match winds up the bill. He plays a full game, which builds in suspense thru a terse description of the announcer.

On screen, Columbia's *Blondie Takes a Vacation*, light but funny fare. Biz just fair end of first show opening day.

Sam Honigberg.

## Music Hall, New York

(Reviewed Friday Evening, September 8)

Current show suggests a dance recital and an exhibition of muscular grace. Coupled with the picture, *Golden Boy*, which is also based on the muscle theme,

## Vaudeville Reviews

there's little variety to the offering. Stage show itself is a beauty in presentation and Nat Karson's settings are a tribute to the imagination.

Main scene, the opener, is a dance interpretation of various stages of the wind, employing the Corps de Ballet, Paul Haakon, Jeanne Devereaux and Rabona Hasburg, the latter recruited from the ballet. Moving against a scenic background of the wind, sky and nature generally, the trio engage in spirited dances that could be very well transplanted to the concert stage. Haakon was outstanding, showing excellent control and movement in the interpretation of a difficult theme. The Misses Devereaux and Hasburg, the latter having but a short stint, also came thru flying colors with excellent terp numbers. Miss Hasburg could very well stand out as a solo artist.

Goodrich and Nelson, acro team, making their first appearance in New York, besides doing a great act, were also presented very advantageously. Coming out of a tremendous-sized glass bottle on lifts, the team, working in only silk tights, did fancy muscular ins and outs, working on each other's hands. They do clean and intricate work, fast and showmanly.

One of the high spots of the show is the dance team of Harrison and Fisher, who unfortunately did only two numbers. They are a lovely-looking couple and their dance numbers are as smooth as silk. Introduction of the team is done in a beautiful setting. They more than sold themselves with a waltz and a Latin dance.

The Glee Club, with Nicholas Vasilieff, filled in for the first change of setting, with several Russian airs, and Viola Philo came in for the second with a song rendition of *My Hero*. The Rockettes, in a drum major and military motif (in keeping with our war consciousness), show-stopped with an extra long precision dancing number.

House full on second night.

Sol Zatt.

## Roxy, New York

(Reviewed Friday Evening, September 8)

According to Roxy's opening night business, house seems set for a good gross. Pic, *The Rains Came*, with Tyrone Power now a 20th Century-Fox sahib, is calculated as good box office, and a short stage layout has a couple of top acts.

Calgary Brothers, duo, did three routines. Turn is just about the best eccentric comedy act to play the Stem in some time. Typically Continental, team displayed strong versatility in different comedy forms, including panto, hoke, comedy acro and hoofing. One skit is devoted to a slow-motion fight, while the third and last is a satiric take-off on Russian dancing. Comedy angle pervades entire act and does not lag. The brothers are two finished performers.

Mario and Floria, ballroom team, come on against a beautiful background with the Gae Foster girls dressing the stage. As turn proceeds team works forward to present its routines without line of girls in background. Did three turns, a Viennese waltz of flowing and buoyant pattern with beautiful lifts, a tango with a modernistic touch and an original version of *Beer Barrel Polka* having a strong element of novelty and a fluid eccentricity. Act is showy, polished and makes a very effective appearance. Scored well.

Variety Singers deserved a better spot. They were somewhat lost amid production numbers, and for finale of stage show were spotlighted in an upper loge. Effective tune was *My Love for You*. Group includes four men and three girls, and they can be shown to better advantage.

Foster girls, in addition to opening production number, did a Gae Foster Cavalcade, during which some of the line's outstanding numbers were presented. Accent here was on the more acrobatic of the line's routines, such as unicycle, walking ball, bicycle, sword, skate and phosphorescent hoop turns. Cavalcade should have included more of the dancing numbers.

Paul Ackerman.

## Holborn Empire, London

(Reviewed Monday, August 28)

Another Anglo-American vaude bill headed by ace organist of radio, Reginald Foort. Owing to size of instrument (2,370 pipes), almost every act is restricted to little more than front-cloth space. Six Gordon Ray Girls open up with

stick and tap routine. Peter Fannan, comic, runs off string of fruity patter in parson dress. Bobby May's juggling of clubs, topper and cigar and balls proves tops, being both polished and in some respects original.

Most favored of all Holborn's comedy teams, Billy Caryll and Hilda Munday, score another success with a new domestic argument.

The acrobatic offering of Marion Belett and the English Brothers turns out to be one of the zaniest concoctions seen here for some time. Crazy bits are now and again relieved by straight work, and the trio impresses sufficiently to earn a good retiring hand.

First half closes with Foort. After playing the oft-plugged *Hungarian Rhapsody No. 2*, he tells the story of his instrument, effects sections being wheeled on at the sides, and curtains parted to reveal the massive swell-box with its array of pipes rendered visible thru windows. With the organ so exposed, he carries on with several selections.

After selection from *The Dancing Years* by house ork under Syd Kaplan, the Four Pamela Beach Girls begin second half with smart routine embracing toe-tap, contortionism and acrobatic limb-work. International situation provides Tex McLeod with most of his pertinent wisecracking, carried out to accompaniment of rope spinning. Stoozing is Irma Zigfield, act finishing with both dancing thru spinning rope.

Two pianists give support to Les Allen, highly boosted songster of British radio. Numbers are of popular genre and Allen makes most of their possibilities.

Caryll and Munday return for another argumentative episode, the oft-seen but ever-welcome *Homecoming of George*.

Program closes with stage version of BBC feature, *The Organ, the Dance Band and Me*, with Foort at his organ console; a four-piece dance band; vocals of Curtis and Ames, and surprise reappearance of Les Allen to pipe overworked *South of the Border*. House ork joins in closing item, *Land of Hope and Glory*, reflecting spirit of the nation at the moment.

Business well below average, due to crisis unrest.

Edward Graves.

## Hippodrome, Baltimore

(Reviewed Friday Evening, September 8)

After a big week with Glenn Miller (\$19,000) the usual so-called letdown of the following fare is conspicuous by its absence, as the ever-amusing Joe E. Lewis heads the current bill. Lewis, making his first appearance in Baltimore, emceed and opened and closed the show. His ability to keep the house in stitches goes without saying. Opening by introducing the acts not to be presented, he is equally comic with his imitations of Ted Lewis, Harry Richman and Lawrence Tibbett, while his renditions of *Trees*; *Sam, You Made the Pants Too Long* and *Hold Tight* had the rafters ringing. The type of comedy gags and songs shown by Lewis stamps him as being one of the funniest ever to appear locally.

A youthful and handsome dance team, the Stapletons, display their wares with rhythmic tapping and swing rumba. Routines are gracefully executed and an encore with the aid of lollypops is refreshingly different. Girl is a blond looker. Surprise dish is supplied by Gloria Blake, young soprano who is introduced as a newcomer to the profession. Featuring a repertoire of classical selections, her presentation is loaded with personality and she hurdles the high notes easily. She should be a good bet for the screen or radio as well as the stage.

Charles Carrer, juggler, handles his turn in good fashion, tho aided by Joe Lewis. Carrer's balancing is more along the modern theme since he uses only bar accessories in his act. Feature is mixing several dozen drinks simultaneously. Lewis successfully imitates one of the difficult feats, much to his own amazement.

The Kidoodlers, a quartet of singing instrumentalists, temporarily vacate the airwaves to round out the 65-minute entertainment. With clever arrangements they accompany their vocalizing by a score of toy musical instruments as they play and sing *Toytown Jamboree*, *When the Circus Comes to Town*, *Three Little Fishies* and *Old MacDonald Had a*

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Phil Lehman.

### Earle, Philadelphia

(Reviewed Friday Afternoon, Sept. 8)

The Earle since its resumption of vaude is doing a terrific business. This week's biz, with a bill headed by Sammy Kaye, should continue to play for a full house. The Earle is less austere than the Fox, from where the flesh was moved three weeks ago, and this is to the liking of the jitterbugs, who are turning out in appreciation.

Sammy Kaye's swing and sway music keeps the patrons happy. Displaying a neat brand of sweet rhythms, the band is entrusted with the major portion of the entertainment chores, only two other acts being used to supply variety. However, the quality of the Kaye dansapations is sufficiently varied to keep the assemblage interested thruout the proceedings.

Beginning with *Concert in the Park*, with the vocal trio before the house mike, Kaye definitely establishes the caliber of the jive with a medley of pops consisting of *White Sails*, *Stairway to the Stars* and *Sunrise Serenade*. From that point on it's easy sailing for him, the hand patter coming in generous quantities. The best numbers in the band's repertoire are *South American Way*; *Beer Barrel Polka*, with the trio and some nifty glee club backing by the boys, and *I Poured My Heart Into a Song*, with Clyde Burk chirping.

A heavy supply of vocalists is carried by the Kaye contingent, with Tommy Ryan, who intones each number, registering best. Others are Burk, Charlie Wilson,

Jimmy Brown and the Three Barons. Kaye proves to be an affable emcee.

Doing a fairish turn at tap dancing is Gloria Day, who warrants a booking if only for the shapeliness of her gams. In two numbers, with frequent a cappella interludes, the only femme in the show does some stepping which, altho not particularly intricate, gets a good round of applause. However, she must plug hard for the hand patter.

The closing spot is held down by Johnny Burk. Attired in a battered AEF uniform, he carries with him a funny line of chatter about his experiences in the last war. Burke's gab is amusing in spite of the corny material which is marked with blue lines at intervals. His exit is marked with a tremendous hand.

Biz good at opening show. *Winter Carnival* on screen. Joe Cohen.

### Chicago, Chicago

(Reviewed Friday Evening, September 8)

It's sweet and filtered music that Lawrence Welk and his orchestra are dishing out in their first Loop theater engagement this week. It definitely is a band worth watching, for its steady climb in the field has been marked with continued improvement both in showmanship and entertainment. The Welk brand is a welcome relief from the musical onslaught of the swing brigade, boasting of an instrumentation that is mellow and soothing on the eardrums.

The boys as a lot make a good appearance, fronted by a personable and amiable-looking leader. After a brief opening with the *Bubbles in the Wine* theme song, Welk leads his gang thru an unusually tuneful arrangement of *Beer Barrel Polka*. Next is a medley of (See CHICAGO, CHICAGO on page 55)

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# PLAN 1 BIG ACTORS UNION

## Aftermath of Four A's-IA Fight; AGVA Beset With Many Problems; AFA Dissolving Amid Confusion

NEW YORK, Sept. 9.—Great confusion has followed the dramatic settlement of the Four A's-IATSE dispute Sunday, and all during the past week both the American Guild of Variety Artists and the American Federation of Actors have been trying to get straightened out—AGVA to get going and the AFA to liquidate. Meanwhile, the Associated Actors and Artistes of America has appointed another committee to work out plans for "one big actors union" which is expected to eliminate duplication of dues and other union fees. This committee consists of the executive secretary of the Four A's six largest unions. The AGVA has set up a local organizing office manned by voluntary workers, including Jean Muir and Alan Corelli, and plans to call membership meetings here and on the Coast soon to consider revising the constitution, voting on a date for elections and establishing policies. AGVA is sending organizers out of town to prepare for organizing drives and may, in some instances, appoint AFA local representatives who have gone off the AFA pay roll.

AGVA apparently would like to use some of the personnel and machinery already set up by the AFA but its rulers have not made up their minds as to how to go about it and to what extent to take on AFA leaders. AFA employees and representatives, meanwhile, are not approaching AGVA until they get final word from the AFA Council. The AFA Council was to have met Tuesday to discuss liquidation of the organization, but AFA secretary Ralph Whitehead collapsed that day when he attempted to visit the office of the AFA attorney, Abraham Halpern. As a result the AFA national headquarters has been a maze of confusion all week. Aitho office manager Moe Abuzza has been attending to liquidation details, he and no one else apparently was authorized to make any official statements of any sort.

All week the AFA office has been crowded with members wanting to know whether they should or must transfer to AGVA. Many AFA members offered to pay dues; others demanded calling of membership meetings in which they could vote on joining the CIO, and still others engaged in loud arguments over the International Alliance of Theatrical Stage Employees' "double cross of the AFA." AFA employees were stunned by the news Sunday night of the settlement and didn't know it until members dropped in after the Astor meeting with the news.

### Whitehead Orders Liquidation

Under orders from Whitehead's sickbed, the AFA notified all branches to start liquidating Tuesday, but wires and phone calls coming in all week from representatives and members refusing to disband and demanding the AFA continue. Tom Senna, Boston AFA rep, conferred with Whitehead Thursday. Tom Kelly, Philadelphia AFA rep, is being backed by officials of the Philly musicians' union as the man who should be AGVA's Philly rep. The serious illness of Whitehead, meanwhile, has postponed indefinitely calling of an AFA Council meeting. Whitehead made clear earlier

in the week, however, that the AFA was still in existence, altho not affiliated of course with the AFL, except for the Circus and Carnival Employees' Division, which has a separate AFL charter independent of the former Four A's affiliation. (For further detail on circus and carnival angles, see AFA story Carnival Department.)

In liquidating the AFA, many problems are complicating the procedure. Encouraged by its IA affiliation, the AFA spent more than \$400 for trade-paper advertising, ordered around \$500 worth of printing bearing the IA emblem, signed a lease for larger space in the Bond Building and hired new organizers. It is understood that its general fund has been exhausted and that it has left only \$15,461.77, Sick, Needy and Indigent Fund; \$13,548.19, Death Benefit Fund, and \$1,268.71 Charity Account No. 1. The AFA may turn the DBF over to the New York State Insurance Department for final disposition. The charity funds may be turned over to Actors' Fund or the final membership meeting may vote some other procedure.

### Expects 15,000 in AGVA

The AGVA national board in the meantime has appointed the following as "active members of the board"—Milton Berle, Eddie Kay, Ramon Reachl, George Jessel, Tony De Marco, Jay C.

### Whitehead Has Relapse; AFA Council Meeting Off

NEW YORK, Sept. 9.—Ralph Whitehead, who collapsed in his home Sunday afternoon immediately after getting George Browne's phone call telling him "to brace yourself for some bad news," is still in a very bad condition.

Stunned by the news, he was taken by Mrs. Whitehead to their home from the office, where he was working on new vaudeville standard contract forms. He collapsed and a doctor has been visiting him daily.

Whitehead got up Tuesday to visit the AFA lawyer, Abraham Halpern, and plan legal angles of the liquidation. An AFA council meeting was to follow the meeting with Halpern, but Whitehead had a second collapse and has been home ever since.

Flippen, Eddie Dowling, Mario Naldi and Gene Ashley. It is not setting up locals for the present, but is sticking to out-of-town "offices."

AGVA executive secretary Maida Reade says her union now has 3,000 members and figures that its potential membership is 15,000. The AFA had estimated that its potential membership was 60,000. Miss Reade says she expects the local membership to be tied up by the end of next week. According to the Four A's, Miss Reade and "a few organizers" are the only paid employees of AGVA. Miss Reade says AGVA is "being swamped with offers from performers who want to help organize."

AGVA is going after outdoor performers definitely but says it's not interested in outdoor show workers (manual and technical) and that it expects Whitehead to "hold on to them" or possibly "bring

them into the IA." Whitehead has shown no indication of being interested in further dealings with the IA.

The AGVA constitution provides for the "first election" to take place "at the convention of 1940 or sooner if the board of the Four A's determines that the emergency no longer exists." According to Henry Jaffe, of counsel to the Four A's, the AGVA membership meetings that will be called soon may vote to hold elections sooner than 1940. He added that the constitution was "an emergency constitution" and would undoubtedly be changed.

Miss Reade was non-committal when asked whether she would run for election as executive secretary. This job is appointive now, but membership meetings may vote to change it. Miss Reade said she would run only if the membership wanted her to. It is not expected that Whitehead will run for any AGVA office as his health is broken and will undoubtedly have to go away to recuperate. Miss Sophie Tucker, AFA president, has told friends that she will not run for office in AGVA.

### Ferrets Intact

The Ferrets, anti-administration group of the AFA, have gone over into the AGVA and their leaders say the group will "maintain itself as a rank and file group." If they are not satisfied with the official ticket elected by the national board's nominating committee, they say they will put up an independent ticket. Performers loyal to the AFA, but who will now have to join AGVA, are already talking of putting up a ticket of their own when elections come.

The AFA still holds about 400 AFA shop contracts here and in Philadelphia, Boston, Chicago, Los Angeles and San Francisco. The contracts are legally still enforceable and AGVA will not be able to open negotiations to displace them until the AFA has definitely canceled them. AGVA would obviously like to take over these contracts, but a deal to that effect has not been worked out.

HOLLYWOOD, Sept. 9.—Final settlement of differences between Four A's and the IA was effected here Saturday thru efforts of William Bioff, former Coast head of IATSE and now acting as rep for George E. Browne.

With theatrical world rapidly heading for general tie-up after failure of New York confab between George Browne and AAAA, Kenneth Thomson, executive secretary of Screen Actors' Guild, was called in by AFL, who made suggestion he see Bioff in last-minute effort to bring warring factions together.

After much discussion Thomson, with John F. Gatelee and Frank Stickling, IA international reps here, it was decided to contact Bioff. In company with Ralph Morgan, SAG prexy, they went into huddle with Bioff. With confab taking place at Bioff's home, discussions lasted till far in the night Sunday.

After plans were worked out George Browne and AAAA were contacted by wire. Quick approval was sent back and, after official oke by AAAA tops on the Coast, plan was taken to American Legion Stadium, where meeting of actors was in progress. Ralph Morgan made the announcement.

It is planned to reorganize AAAA into one big union. Several tops in the present AGVA set-up seemed to feel that AAAA name would be dropped for more convenient handle of American Federation of Actors.

It was understood that Jack Kramer, handling AFA for this section, was notified. (See PLAN 1 BIG on page 55)

### Beverly Hills Sets Record Over Labor Day Week-End

CINCINNATI, Sept. 9.—Beverly Hills Country Club, popular over-the-river nitery managed by Glenn Schmidt, pulled the biggest week-end business in its two-and-a-half years of existence over the Labor Day holiday period.

The club accommodated 1,510 patrons Saturday night and 1,862 Sunday night, with Labor Day netting a crowd of 1,200. Hundreds were turned away Saturday and Sunday, with the club offering its apology thru a four-inch double-column ad in Tuesday's *Times-Star*.

Current Beverly floor show has Bob Hall, the D'Ivons, Five Maxellos and Vicki Allen, with Henry Busse and his music on the stand.

### Vaude Grosses

## Para Strong; Cap Drops P. A.s; Strand Great; State Comeback; Lawrence Welk Ork Leads in Chi

NEW YORK.—Paramount led the Broadway presentation houses in piling up a gross last week, which included the Labor Day week-end, of \$55,000 for the first week of Larry Clinton's Band on the stage with John Gallus, Dean Murphy and Cass Daley as the supporting acts, and Bing Crosby's *The Starmaker* on the screen.

Capitol's short stab at vaude produced \$38,000 for the closing week of the *Wizard of Oz* and Judy Garland, Bert Lahr and Roy Bolger on the stage. For the previous two weeks, with Mickey Rooney and Garland as the stage draws, the total gross was \$120,000. Capitol, this week, goes back to straight pictures with *Lady of the Tropics*.

The Strand continues to pile them in with *The Old Maid* and on the fourth week of the run drew a strong \$39,000. Will run another two weeks with Ozzie Nelson, Harriett Hilliard and Lottis Prima, who replaced Horace Heidt's crew, which played the first three weeks.

Second week of *Fifth Avenue Girl* at the Music Hall drew an excellent \$98,000, just \$4,000 under last week's take of \$102,000. Paul Haakon, Leon Fokine and Nina Whitney were on stage, in addition to the MH regulars. *Golden Boy* opened Thursday strong.

A one-week stand at the Roxy, consisting of *The Adventures of Sherlock Holmes* on the screen, and Minnevitich's *Rascals*, Maurice and Betty Whalen, Howell and Coles and Bud Hughes on stage, produced a weak \$36,000. New show, with *The Rains Came* opened very strong August 8 and should pull the Roxy out of the financial doldrums.

Loew's State finally did strong business with Ed Sullivan and the Harvest Moon Ball winners with \$33,000. Stage show is running over another week.

CHICAGO.—Strong combination of Paramount's *Beau Geste* and Lawrence Welk's Orchestra, a favorite in this area, will ring the bell at the Chicago again, this time to the sweet tune of \$44,000. Just a little under last week's gross scooped up by *Golden Boy* and the Zasu Pitts and John Boles personals.

Palace has taken on new life with opening of the new Irene Dunne-Charles Boyer flicker *When Tomorrow Comes*, augmented on the stage by Frances Arms, Morton and Dennison, Duval, Merle and Dee and Chester Hale Girls. Looks strong (See VAUDE GROSSES on page 55)

### Strand Breaks Record

NEW YORK, Sept. 9.—Strand Theater, for the first time in its history, is holding over a picture attraction for six weeks, and splitting up the stage show time three and three. Show has been running four weeks, with two to go.

Picture, Bette Davis' *The Old Maid*, coupled with Horace Heidt's Band on the stage, drew \$136,000 for the first three weeks of the run (\$49,000 first week, \$45,000 second week and \$42,000 for the third). Second half of the run, with Ozzie Nelson's Band and Louis Prima supplanting Heidt, drew \$39,000, or a grand total of \$175,000 for the four weeks.

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# 3 More Hirst Units Hit Road; Total To Be 12

NEW YORK, Sept. 9.—Three more Hirst Circuit shows took to the road last week. Amy Fong's *China Dolls* opened at the Howard, Boston, September 3, with Billy Hagan, Billy Fields, Charles Harris, Vicki Welles, Jean Wade, Denny Lyons and Jack Morrison.

*Rummin' Wild* opened at the National, Detroit, September 2, with Sunya (Smiles) Slane featured, and Harry Evanson, Billy Ainslee, Franklin Hopkins, Earl Root, Ellen Colby, Jean Carter, Hilda Allison, Carl Addison and Wayne and Kennan.

Opening today at the Garrick, St. Louis, will be *Gay Parade*, with Peaches Strange featured, and Yvette, Mary Lane, Wanda Kay, I. B. Hamp, Gertrude Beck, Jack O'Malley, Billy Crooks and Frank X. Silk. Replacing Peaches Strange for the rest of the 12-week run after the first week will be Diane Rowland, who opens at the Mayfair, Dayton.

Opening yesterday at the National, Detroit, was *Band Wagon*, with Max Furman, Alma Maiben, Lou Black and Johnnie Cook, plus three stock principals, Steffe, Nazarre Hallo and Aloha.

Circuit's full week stops now total 11, with the two houses, Shubert and Troc, in Philadelphia, and theaters in Union City, N. J.; Newark, N. J.; Boston, Baltimore, Washington, Pittsburgh, Dayton, Detroit and St. Louis. Total shows to be routed this season so far will be 12, the extra company formed for a lay-off week that will be inserted somewhere along the 11-week route.

# Schilling in Pic; 4th Comedian From Follies, Los Angeles

LOS ANGELES, Sept. 9.—Gus Schilling, burlesque comedian playing at the Follies Theater here, has signed for a part in the Orson Welles-RKO picture, *Heart of Darkness*. Schilling, who will play a straight role, leaves the Follies cast in October, with shooting of pic scheduled to start October 10.

A protege of Orson Welles, having appeared with him and Burgess Meredith in *Five Kings*, Schilling is the fourth comedian to be taken from the Follies for pix. He follows Eddie Collins, now under contract to 20th Century-Fox; Bobby Wilson, who died the day he signed his studio contract, and Joe Yule, Mickey Rooney's father, who signed a three-year contract with MGM about four weeks ago. Bob Ferguson, who scored sensationally at the Follies, was called to Warner studios but could not remain owing to other commitments.

# Post, Spokane, Resumes Vaude

SPOKANE, Wash., Sept. 9.—The Post Street is trying vaude again. Manager William L. Evans has reduced the nut from last year and hopes to be able to book acts all winter. After 27 highly successful weeks in 1937, vaude folded after four weeks in 1938.

Bert Levey Circuit is used again. Opening show last week-end grossed 20 per cent above average, Manager Evans said. It included George Downey, Three Dancing Chefs, Eddie Stanley and Penny, Hector and His Pals and Pina troupe, with *Mysterious Miss X* and *Orphans of the Streets* as flickers. Sid McNutt's Band, reduced to five pieces, was in the pit instead of on stage as last season. Three-days-per-week policy may be increased to four if patronage merits.

# Shubert, Philly, Burly

PHILADELPHIA, Sept. 9.—Shubert Theater, dark since April, will begin operation as a burlesque house September 18, under management of Izzy Hirst, who already operates the Troc here. Hirst will use the shows from his circuit. Manny King and Eileen Dale will be included in the inaugural show.

# Magic

By BILL SACHS  
(Communications to Cincinnati Office)

EDDIE CLEVER'S name graces the front cover of a new book, *Entertaining Children With Magic*, which has just been released by the Evangel Press. As the title would indicate, the work deals with tricks best suited for child consumption, the proper way to present them and kindred subjects. The book is the outgrowth of a series of articles by Clever in *Tops* magazine. Supplementing the opus is an article, *Sermonizing Magic*, by the Rev. Russell S. Balsiger, which should be valuable to ministers using magic for teaching moral and spiritual lessons to children. The Clever book contains 78 pages, is printed in large, clear type on heavy book paper and goes for \$1.50. . . . ACE MASON, Toledo trixster, infos that he's had a successful summer and that he's set on a string of home-coming celebrations that will carry him well up into the fall. He recently ran into El Dorado at Whitehouse, O., and says the latter has a flashy outdoor stage trailer and puts on a snappy show with a pair of girl assistants. . . . MR. AND MRS. McDONALD BIRCH, after putting in the summer on the construction of their new summer home, Birchwood, at Long Beach on the Muskingum River, near McConnelsville, O., left there September 2 for Montana, where they ushered in the fall season at Glendive September 8. The Birches worked day and night the last two weeks of their vacation putting their show in readiness for the fall and winter tour. Besides considerable new equipment, Birch this season sports a new Olds sedan, a new trailer and a new truck. Birch's initial route sheet has the company set until November 10 on one-nighters thru Montana, Idaho, Utah, Oregon and Washington, with more time in the territory to follow. He will again carry two male assistants. . . . GREEN THE MAGICIAN, assisted by Marie Devere, has just completed several weeks of resort dates in the highlands of Ontario and is presently making four weeks of fairs under the management of J. Lindsay Perrin.

PAUL ROSINI, who has just concluded seven weeks at the Nicollet Hotel, Minneapolis, opens an indefinite run at the Commodore Hotel, Detroit, Friday (15). . . . OUR GOOD FRIEND, John S. Van Gilder, the perfect Southern gentleman, magic enthusiast and writer, shoots us a copy of his latest work, "Seeing the New York World's Fair," a detailed and colorful description of that big affair being held on Flushing meadows. If you're familiar with John's scrawlings you'll know that reading his account of the World's Fair is almost as good as taking it in person—and much cooler. . . . HEANEY THE MAGICIAN has just closed what he describes as "a very profitable season," during which he lost but two nights due to inclement weather. . . . JOHN PLATT, Windy City trixster, opens this week in the Denver area after winding up a six-week engagement at the Lobby Cafe in Juarez, Mexico. He's slated to return there in six months. . . . HARDEEN completed his first year with Olson and Johnson's *Hellzapoppin'* Monday (11), and it looks as tho the show is set at its present stand, the Winter Garden, New York, for at least another year. . . . AL FLOSSO, after closing his season at the Million-Dollar Pier, Atlantic City, Sunday (10), dashed into New York to prepare for the opening of Horneman's place, or perhaps we should say Ducrot's place, which he recently purchased at auction sale. . . . KEITH CLARK has just returned from abroad. He had to sneak into Holland to grab himself a steamer for the return trip. Clark is now sporting a new act, having eliminated the cigarettes entirely. . . . WILLIAM C. TURTLE, the snappy wizard, is back home in Portland, Ore., after a four-month swing thru Idaho with his med opry, working an open-air platform style of show on week stands. . . . LE-CARDO has returned to the Motor City and is currently showing his wares at Corktown Tavern there.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

NETTIE KERRIGAN WALMAN, whose husband, Rube, the whistler of burly and vaude renown, went to England to fill engagements about a year ago, was appointed secretary and vice-president of the new Glenn C. Leap Music Corp., September 11. . . . JUNE GAYLORD, showgirl at the Continental, is really Judith Gayles, former nitery four-language singer. Expects to return to those fields when an ailing throat is mended—ELEANOR DALE, now at the Crystal Palace, Flushing fair, in receipt of European offer she is considering. . . . TRIXIE LAMONTE, upon Coney's *Streamlined Follies* closing September 17, goes back to nitery or burly engagements. . . . MURRAY FRIEDMAN, ork leader, threw an eat and drink party backstage of the Eltinge September 6 to the entire house staff which he said was to show his appreciation to the management for allowing he and his musicians to leave and move to the Gaiety.

HAL WEBER, eccentric comic, here after a tour of Europe and Australia with the A. B. Marcus show, moved from the Gaiety to the Hirst circuit—SAM FONT, manager of the Gaiety, being congratulated by entire personnel over his marriage September 1 to Gladys Alvarino, former usheret—GEORGE REED, brother of Frank Penny, comic, left the Poly-clinic Hospital September 6 after five weeks successfully battling an ulcer operation—TOMMY LEVENE, with the Cohn booking office, while filling a summer's engagement in the Catskills, discovered a possible burly comic in Red Buttons, whom Harold Minsky is trying out at the Gaiety. Also another newcomer in Jack Matthews, a singer, whom Harold Raymond hired for the Star, Brooklyn. . . . BUBBLES YVONNE, late of the Republic, opened September 11 in featured spot at the Gaiety, Boston.

REGGIE WHITE, tassel dancer, back to the stage via the Star, Brooklyn, September 8. Last seen here was five years ago when she retired to a married life and a home in Washington. . . . IRENE CORNELL, Steve Mills, Al Pharr and George Tuttle and many chorines were new at Eltinge, September 8. Exiting were Stinky and Shorty, Danny Morton and Mary Joyce. . . . VIRGINIA JONES celebrated a fourth wedding anniversary September 5 at the Republic. . . . JERRY PELUSO back in the Eltinge's ork pit as musical leader. Replaced Murray Friedman, who shifted to the Gaiety. George Lane, saxophone, succeeded Dave Harris as leader at the Republic, heading an entire new crew composed of Harry Hussenshaw, drummer; Murray Golden, piano; Pete Pittsio, trombone and Emil Schuman, trumpet. . . . IRMA VOGEL, Jean Carroll, Herbie Fay and Red Buttons replaced Mike Sachs, Alice Kennedy, Peggy Reynolds and Pat Joyce at the Gaiety, September 8. . . . BERT MARKS, comic, who replaced Boob McManus, taken suddenly ill September 1 week at the Continental, is a new owner of a car purchased a month ago in the Catskills. . . . TOM BUNDY, stage manager, filled various character parts over the Labor Day week at the Eltinge to properly portray the trip around the world theme as put on by producer Kenneth Rogers.

MARGIE PENNETTI, former burly ace, together with Fern Martin, Mr. and Mrs. Nick Elliott, June Brown, Dotty Read, Pete and Frankie Clark, Sam Gold, Al Weiss, George Schall and Freddie, Tracey, Pat, Frankie and Andy, a quintet, were invited guests to Dominick Rango's birthday celebration held September 11 at the Hotel Peerless. . . . JOE WESTON, former straight, now a big home owner

in South Coventry, Conn., headed for a comeback to burly. . . . RUTH ZAND, of the Eltinge showgirls, to change her name to Nelson when she migrates to People's as stripper and singer. . . . BOBBIE VENUS recuperating from a recent operation at Schermerhorn Home, Milford, Conn. . . . MINERVA COOPER, found by Louis Simon in the Rifton Hotel, Ulster County, New York, a few weeks ago, goes into the Irving as chorus captain and later as stripper. . . . MANNY BESSER and Dorothy Balfour, once in burly, now boss a tea room in Huntington, L. I. . . . JACK BECK to manage the Garrick, St. Louis, for Izzy Hirst, and Russell Carew, People's here. UNO.

## CHICAGO:

ADA LEONARD held over at Colosimo's. . . . MIDWEST Circuit shows playing to good business at the Rialto. . . . FLORENZA landed a featured spot in the opening show of Harry's New York. Presents her moth and flame dance.

## From All Around:

MARCIA ELOISE, stripper at the Follies, Los Angeles, has been called by the Leon Schlesinger studios, makers of Looney Tune cartoons, to lend atmosphere for an animated cartoon showing a deer doing a strip tease. . . . BETTY ROWLAND has had her contract extended indefinitely at the Follies Theater, Los Angeles. . . . LOYE ASTRID, Cele De Vine and Parker Gee closed at the Follies, Los Angeles, and Billy Boob Reed, Paul West, Jo Ann Dare, June March and Gay Knight moved in. Complete list of principals, excluding those already mentioned, now there include Gus Schilling, Jack Romig, Bob Freeman, George Clark (stage manager), Millie Convey, Camille Gardner and Larry Norman. Grover Webb is house manager. . . . TED (THAD) DELMONICO, former hoofing juve on Columbia Wheel shows, is now working niteries as a magical emcee. He is currently holding forth in Midwestern clubs for Ernie Creech, Columbus, O., booker. . . . GAYETY, Cincinnati, piloted by Morris Zaidins, got away to a fair start last week despite the opposition of warm weather. First-show principals included Billy Foster, Claude Mathis, Danny Jacobs, Delores Dawn, Ginger Britton, Boo Lavon and Melanie LeBeau. Bordine and Carroll, dance team, were in as added attraction. . . . SALLY WALKER, chorine, has switched from the Gem Theater, Chicago, to the State & Harrison in the same village. FREDDIE FRAMPTON opened recently at the Avenue, Detroit, for Arthur Clamage. Olive Sharon and Jane Kelly recently left the Avenue for an engagement at the Rialto, Chicago.

# More Names for Orpheum, Memphis

MEMPHIS, Sept. 9.—Bookings for the Orpheum Theater here include Maxine Sullivan, Teddy Hill Band, and Tip, Tap and Toe for September 8; Buddy Rogers Band for September 22; *Follies Bergere* unit, September 29; Parkyakarkus and another name to be booked October 6 and Dave Apollon for December 24. Booked by Bernard Burke, of New York.

MITCH PLOTKIN, press agent for the Roy Theater, Cleveland, planted a story and cut in *The Cleveland Plain Dealer* recently. Yarn concerned Cornelia Wisener, former teacher of dramatics, and one of her pupils, Louise Quatro, who decided to quit school and try the boards. Thru an ad in *The Billboard*, the girls landed in the front line of the Roxy Theater, Cleveland.

# HAL WEBER

Eccentric Comedian

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## Hayworth Ends Canvas Season

**Tent trek costs him grand but he's optimistic over coming theater swing**

GREENSBORO, N. C., Sept. 9.—"Seabee" Hayworth closed his tent show season Labor Day at Elizabethtown, N. C., and stored his big top and equipment there until next spring, when he will try again. After a week's vacation, Hayworth will begin preparations on his theater season.

Hayworth will make several changes in his tent-show cast before opening his fall and winter season in the Wilbey-Kincey houses in North Carolina at the Carolina Theater, Asheboro, September 23. Other Kincey towns to be played by the Hayworth troupe on the rotary plan are Fayetteville, Rocky Mount, Goldsboro, Kannapolis and Greenville, the same spots in which the Hayworth unit fared so well last season.

Regarding the canvas season just closed, Hayworth stated: "It was a bit disappointing in a way and I dropped about a grand on the season. Rains, new territory and lots of unfair competition did it. But, hell, I ain't crying as I had a good season in houses last year, and the prospects for stage shows the coming season look the best in 10 years. In addition to working the Wilbey-Kincey theaters this fall and winter, I plan to launch a vaude unit in November to play independent houses.

"The tent shows I ran into in North Carolina this summer seemed to be doing okeh business. They were either small talkie-vaude units or large one-nighters. Mine was the only week-stand rep and musical comedy outfit in the territory."

## Morgan-Helvey Notes

CARTHAGE, Ill., Sept. 9.—After passing up this town the past two seasons, the natives turned out to welcome the show back. Carthage is the home town of Speck Corwin, of the Four Corwins, formerly well known in rep.

Don Bellville, pianist, formerly with Neil Schaffner, was a visitor here. He is now playing in a Keokuk, Ia., nitery.

Colchester, Ill., another town passed up by the show for several seasons, gave nice business. New high in local co-operation was hit there when the local merchants held their weekly cash drawing after our show Saturday night, proving the popularity of our management with the natives.

Lee Ayers, ex-repster, combined business with pleasure on his recent visit by selling Rajah Korie a new trailer. Makes the Rajah's second new one this season.

Neale Helvey had his parents and sister, of Miami, Fla., on the show for a visit at Colchester.

Bob Ripley and wife paid us a visit at Monmouth, Ill., en route from a visit on his brother Jack's show in Iowa back to Frankfort, Ky., where Bob has a political job. With the Ripleys was the daughter of Colley and Rosalie, of the Hila Morgan Show, on her way back to school in New Orleans.

Al Jackson is making a nice showing with banners along the route. We expect any time to see him duplicate Bill Chagnon's feat of selling to a post office.

AL S. PITCAITHLEY.

## Don Northup for New Show

CINCINNATI, Sept. 9.—Donald Northup, former juve with the Avon-Engels Co. in Colorado, has been engaged to head a show which Ralph Churchill plans to launch soon in New England. Cast will comprise, besides Northup, Ethel Compson, Lester Bateman, Doris Gilmore, Judy Commings and Toby Bromwick. Paul Goodman and George Maxwell will look after the advance. Troupe will present the bill, *The Story of Martin Mooney*, and the year-old picture, *The Phantom Express*, in which Northup had a prominent role.

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## Rep Ripples

AARON GATES, in Hubbard Hospital, Nashville, Tenn., the last two weeks as the result of injuries and illness contracted in a tent blowdown at Hartsville, Tenn., August 22 is mending rapidly and expects to be back on a new show soon. . . . L. BRAZIL JR. has recently opened the Rex Theater in Rearden, Ark. . . . JAY C. MAISON, who put in the summer as comedian with the Buddy Players thru Ohio, Pennsylvania and New York, is now working as emcee and announcer at Eastern fairs. He plans to return to the night club field in the fall. . . . JACK MATTHEWS and J. W. Hartigare Jr. info that they recently caught Billy Wehle's newly framed Billroy's Comedians at Uniontown, Pa., and found the troupe carrying on before a capacity house. . . . CORRINE LONGDON, formerly with the Chick Boyes No. 2 tent outfit making picnic and fair dates thru Kansas and Nebraska, has joined Boyes' No. 1 unit playing stock in Lincoln, Neb. She replaces Ruth Clark, ingenue, who has rejoined the Al Cooper Dixie Queen Showboat, which plans a fall cruise down the Mississippi to New Orleans. . . . EDDIE MASON, who has been operating his Country Store give-away feature with the Madge Kinsey Players in Ohio the last several months, closed with that opry Saturday (9) and jumped immediately to Cleveland where he is set to work his attraction indefinitely at the Denison Square and Royal, beginning September 16.

EDDIE AND MONA HART Players, showing under canvas in Nebraska, are making preparations to launch a circle in theaters for the fall and winter. . . . HARRY AND SUE DIXON, formerly with the Judy and Mac Green Players in Arkansas, are sojourning with relatives in Iowa. . . . DICK SHANKLAND is organizing a company to play a circle of North Dakota towns. . . . DEWEY CAMPBELL, former rep show manager, has forsaken the game temporarily to manage a movie theater in Minnesota. Jack and Maude Brooks Stock Co. concluded a successful under canvas season last week-end at Sabula, Ia., where the outfit

will be stored. . . . BUSH BURRICHTER and Trixie Maskew have just concluded after a long engagement with Ralph Denny's Comedians. . . . SKIPPY LA-MORE'S Comedians finished their canvas tour of Michigan last week at Colon, Mich., where the outfit was barned. . . . EDDIE AND TILLIE PAOLI and Bob Read and Millicent Devers have joined hands for the launching of a circle in the Deep South. . . . GEORGE AND GOLDENE KLEBER are making preparations for the launching of a circle in Wisconsin.

JESS MYERS, former manager of Myers-Oswald Players, has entered commercial lines in Kansas City, Mo. . . . ROY AND PEGGY LEWIS have signed with Warren's Comedians playing Southern territory under canvas. . . . DENNY'S COMEDIANS are preparing to augment their cast for the fall and winter to play a two-week circle in Western Kansas and Eastern Colorado. . . . HAL STONE Players, now playing their Nebraska fair dates, will head south soon. . . . WALTER AETHUR, musical director with the Dixie Queen Showboat, has terminated his contract to join a Canadian regiment. . . . MR. AND MRS. FRANK GINNIVAN are vacationing in Michigan spot after closing their tent season. . . . EDGAR SETTLE, former musical director with J. Doug. Morgan and other Midwest shows, is now engaged in commercial lines in Kansas City, Mo. . . . JIMMY AND MILDRED TUBBS have severed their connection with the Henry Neal Players and are motoring to the West Coast. . . . HENRY BRUNK'S Comedians have made a long jump from Kansas to Texas to get their share of the cotton money. . . . ED C. WARD'S Princess Stock Co., which (See REP RIPPLES on opposite page)

## The Octopus Strikes Again

REPUBLIC, Mo., Sept. 9.—Billy Fortner's Orpheum Players were forced to tear down and move out of town early this week when the local city council met and jacked up tent-show licenses to an unreasonable figure, making it virtually impossible for a tent show to show here. Local picture theater interests are said to have been behind the local council's move.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## Walpert Show Doing Okeh

HOLLYWOOD, Sept. 9.—Charley Walpert's contest, now in its second week, continues to draw good business. Thirty couples remain in the running at this writing. Danny Brammer, Rookie Lewis and Tiny Epperson are handling emcee duties, and Ernie Bernard and "King Kong" Coffey are judges. George Wiler is working concessions, and Sam Brown is cashier at the bar. Frank J. Morgan has the programs.

KENNY (PORKCHOPS) BIRD infos that he is playing fairs with The Sky Man as rigger, also doing a comedy free act. Kenny, out of the field about four years, says he would like to read notes here on Benny Friedman, Duff Davidson, Jimmy Horan, Johnnie (Whimpy) Johnson, Schnozzle Snyder, Frank and Helen Costello, Uncle Joe Purtell, Jackie and Helen Rhodes, Larry Cappel, Mickey Brennan and all others he has worked with. "Am booked on fairs thru September and October, but will get back in the game in November," says Kenny.

LOU DEVINE writes from Baton Rouge, La.: "Stopped over here and caught the stage show at the Paramount Theater and thought some of those in the endurance field might be interested to know how Louis (Pee Wee) Ellis is doing. He has a fine stage show. He and Virgie Lee, cute singer, have a clever act worked up. Heard them do *Lady's in Love With You* and *Especially For You*, bringing down the house with the latter. Talked with Ellis after the show and he says he is organizing an all-girl orchestra. Incidentally, Lou used the organ in his and Virgie Lee's act. He is lucky to have one of the country's best organists in Ada Rives. So let's give 'Pee Wee' a hand. He has plenty of courage."

AT THIS WRITING two teams remain in Zeke Youngblood's show in Terre Haute, Ind. They are Doris Donovan and Bill Ross and Johnny Hughes and

## A Gypsy Camp

By E. F. HANNAN

I RECENTLY visited a small tent show playing a lot on the outskirts of town. I had been on the show the year before in the same town and noted that the better situated lot of a year ago was idle and asked my friend, the show operator, "Why the change in lots?" "We couldn't get that lot," he replied. When pressed for a reason, he said: "I don't know why."

I inquired in town at a gas station next to the in-town lot as to what the reason was the show wasn't here this year. "They were too much like a gypsy camp, and some of the neighbors kicked to the owner of the lot," the gas man said. "Gosh," the gas man went on, "they chucked empty cans out of their trailers, and the kids kicked them all over the street. They hung their washing all over the place, and they didn't seem to care how they looked."

I thought this was a poor advertisement for the show, but I still had some sympathy for the show operator because he is one of those easy-going fellows who would rather let his troupe do what they wanted than cross them in any way. While this is a poor apology for a showman, it goes to show what the natives think when you give them an excuse to think at all. This may be an exception, but my point is that appearance can be as good an asset as any small show can have.

On the same trip I visited a small circus, and the reverse was the rule. The show was spick and span. The trailer used by the boss was the most modern one I have ever been in; so good that several of the townsmen were anxious to see it—a real advertisement. It was a family outfit—father, mother and sons on the job—and has been out a great many years. I could see one reason why it has been going that long. Most successful shows are clean inside and out, but it's the exceptions that townsfolk point out and remember—the kind that are like a gypsy camp.

## John's Minstrel Tenter Touring Georgia Country

MACON, Ga., Sept. 9.—J. L. John's Florida Orange Blossom Minstrels is playing the Georgia territory under a 70-foot top with two 30-foot middle pieces, with the outfit moving on seven trucks and an eight-passenger Buick sedan. A Bantam car and a Dodge truck are used on the advance.

J. E. Mason, general agent, is 15 days ahead, with Claiborne White, billposter, 10 days in front of the show. Ike Barrlett, producer, recently left the show in Swainsboro, Ga., and has been succeeded by Doc Green. Show gives a street parade daily at noon.

## Chick Boyes' Business Fair

LINCOLN, Neb., Sept. 9.—Chick Boyes' No. 2 unit, playing picnics and fairs in Kansas and Nebraska, reports business fair. Most of the small towns in this section are hard hit and the money just doesn't exist for other than groceries. However, the show is managing to get along as well as other branches of the entertainment world in the same territories. Chick's No. 1 outfit is still doing pretty fair on the West Lincoln stand here.

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Eileen Thayer. Staff consists of Ernie Young, emcee, assisted by stooges, Eddie Leonard, Wiggles Royce and Muggsy Hurley. Harry Smyth is heat judge; Lew Barnett, day judge; Kay Korke, concessions, and Mickey Thayer, publicity.

TIM AND IRENE HAMMACK have opened an eatery in Jessup, Md., on U. S. Highway No. 1, between Baltimore and Washington. Establishment sports the name of Tim and Irene's Scrapbook, the idea being, says Tim, to have marathon and walkathon pictures all over the place. Tim performed his "frozen alive" act Labor Day at Washington, as one of the entertainment features of the Metropolitan Police Retiring Association's Field Day celebration. According to *The Washington Post* of September 5, which carried a good-sized photo of Tim in his ice coffin, he stuck it out for 51 minutes. According to Tim, Al and Ruthie Smith are in the dry cleaning business in Jessup and Marvin Ellison, Gladys Maddox and Larry Cappel are also there.

RAY C. ALVIS' Washington show, which closed a couple of weeks ago, was won by Clyde and Angie Hamby, with Stan West and Margie Bright taking down second honors.

UNCONSCIOUS SMITTY, after a long rest in Washington, is ready to get back into the game. He writes that he would like to read a line here on Eric Lawson, Itsy Bachrach, Muggsy Hurley, Sammy Lee, John Reid, Clyde Hamby, Ferd Clifford, Jim Coffee, Louie Shushok, Eddie (See ENDURANCE SHOWS on opp. page)

## WANTED CONTESTANTS

For Contest to be held in center of town in steam-heated building. All set, operating under city permit. Contact air mail immediately PHIL MURPHY, Savoy Hotel, Danville, Ill. This show not held in Danville.



# Rear Projection of Films Success at Summer Resort

NEW YORK, Sept. 9.—Proving that rear projection of 16mm sound films is successful, Abe Landow and Myles Murphy, operators of what is believed to be the only non-theatrical show of its type, report record attendances at their 88-seat house in the Belvidere Beach section at Keansburg, N. J. Receipts also show that proper lighting and the showing of films without breaks are essential to successful showmanship.

Landow, speaking of the venture which he entered at the suggestion of his friend, Murphy, said that it is the policy of the partnership to show films not less than seven years old. The films, generally of British make, feature one or two American stars, which gives way to successful exploitation of that particular program. Because the show is located in an amusement section an effort is made to secure comedy, educational or musical films. Drama has been shown with some success but is never booked intentionally. An hour and a half show is given, programs changing on Monday and Friday, with week-day openings at 8 and Sundays at 6 in the evening. The admission price is 10 cents, with plans underway now to boost the tariff to 20 cents for adults and 10 cents for children next summer. The show is not operated in the winter.

This show at Keansburg has claimed much interest in roadshowman circles because it is one of the very few spots where 16mm sound movies are projected from behind the screen. Landow's 35 years of experience as an electrician and with lighting is responsible for the successful arrangement. An eight-foot projection is used to give a frame 5½ by 4½ feet. The projector throws the picture on a 3½ by 2 1/3-foot mirror which reflects it on the back of the screen. To attain his aim of good lighting, Landow uses a 700-watt bulb, where a 300-watt bulb would serve in the projector. An interesting thing about the arrangement is that the mirror is mounted on a swivel at both top and bottom and right and left to facilitate its tilting at any angle. Thru experiment the correct angle was found to eliminate the appearance of the picture as a keystone—small on one side and large on the other. However, Landow's experience with lighting made this a comparatively easy job.

### Reel Changes Announced

In the operation of the show, Landow, who is the operator, guards against breaks in his film. A unique idea which he has introduced is the announcement to the audience that the film is being changed. To avoid whistling, yelling and the stamping of feet when the screen becomes blank, Landow uses a slide which reads: "Three-minute intermission while reels are being changed." When the reel has about 15 or 20 feet more to run the dimmed lights begin to show. As the lights become brighter the slide comes into view. When the reel ends the entire audience knows there is an intermission and why there is one. Altho the change is effected as quickly as possible, the slide remains on until the next reel begins. The audience, fully aware of what is going on, chats and makes itself comfortable. There is no unnecessary noise all because of this idea of using the slide.

The partnership of Landow and Murphy came about by chance. Landow had constructed the building which houses his show several years ago at Keansburg as an investment. First it was used as a lunch room, then later as a barber shop and a billiard hall, after which it re-

mained vacant for four years. Murphy, who is interested in movie cameras, approached Landow with the suggestion that a little movie be opened there. Tired of paying taxes and upkeep on a vacant building, Landow went into the venture. This summer, with only 88 seats available, shows played to capacity houses—even standing room. The plan now is to remove a partition in the rear of the store to make space available for 100 more seats. This will bring front projection to this spot with a 48 to 50 foot throw. Frame will be 6½ to 7 by 5 feet, Lanow advises.

Conversion of the store into a 16mm showhouse was not an overnight thing. Familiar with fire laws governing amusement spots, Landow had extra exits cut in, exit lights installed inside and out at these points, walks from exits to streets lighted and 100 feet of hose attached to a hydrant in the basement. Fire extinguishers are placed at strategic points and chances are 9 to 1 fire could be extinguished before the arrival of the firemen. The house can be emptied in 30 seconds. Firemen who inspected the spot before it opened were high in their praise of Landow's co-operation and fine work in protecting his audiences.

## Cuttin' It Short

A NEW ONE-REELER, A Musical Message From Hollywood, on 16mm sound film, is announced by Garrison Films. Directed by Frank Tuttle and Herbert Biberman, film features Charles Purcell and the Notables Quartet. Picture also introduces the song, *Mr. Roosevelt, Won't You Please Run Again?*, music of which was written by Jay Gorney.

ULTIMATUM, soon to be released by J. H. Hoffberg Co., Inc., and starring Erich Von Stroheim and Dita Parlo, will have its American premiere at the World Theater, New York.

BELL & HOWELL announce the release of the following 16mm. sound films: *Hunting Musk Ox With the Polar Eskimo* and *Hunting Walrus With the Eskimo*, filmed, edited and narrated by Commander Donald B. MacMillan; running time, 10 minutes each. . . . *Rural Quebec Folkways* by Richard Finnie, Canadian travel lecturer. . . . *Congo Curiosities*, filmed and narrated by Paul Hoefler. The following silent films have also been released: *Kingdom Gone*, filmed by Richard Finnie on the feudal island of Anticosti in the Gulf of the St. Lawrence; *Workaday France*, story of important handicrafts of Paris, Brittany, Normandy, Thies and the Riviera, filmed by Russell Wright.

NORMAN W. JONES, president of Mayflower Motion Picture Service, advises that his firm is launching three non-theatrical motion picture circuits to take in Connecticut, Maine and Southern Vermont. All licenses and permits are expected to be in order by the middle of September. Burtin Brown has been engaged to manage the territory for the Mayflower firm.

ROBERT R. MASKELL, of Smith River, Calif., with his mother has been operating film road shows of all types and under all kinds of tie-ups in more than

# Senator Diers, Theater Owner, Champions Roadshowmen's Cause

LINCOLN, Neb., Sept. 9.—Nebraska is providing about eight roadshowmen with activity in the non-theatrical field this summer, and five are using 16mm. film out of Chicago.

Boon to the roadshowmen who give merchant shows was Senator Bill Diers, of Gresham, who championed their cause in the last legislature. An attempt was made to insert a rider in the Fair Trade Act which would have made it illegal for free merchant-sponsored shows to be given within 25 miles of a bona fide exhibitor.

Diers maintained such a rider would

cause much harm to business men in the smaller communities. The rider would have meant death to film road show business within the State.

Odd thing about the legislative incident is that Diers, who opposed the free-show cause, himself owns a theater in his home town. However, having found it unprofitable to operate under existing conditions in the farm area, he said he intended using his theater in connection with "merchant nights" to help his own locality. Senator Diers is also a banker, grocer and owns several farms.

### It's the Law

PHILADELPHIA, Sept. 9.—A joker in the act legalizing liquor sales in Pennsylvania does not permit any referendum for local option votes.

The act states that prohibition votes may only be taken in the years in which 60 days elapse between primary and general elections. An examination of a perpetual calendar by a Pittsburgh jurist revealed that in no year between 1800 and 2000 are there 60 days between the second Tuesday in September and the first Tuesday after the first Monday in November.

But the judge ruled that the legislators intended no such deceit in abolishing local option elections in liquor laws. Nearly 500 communities will be affected by this decision.

45 States, as well as in Canada and Mexico, since the death of his father in 1925. Prior to that time, his dad operated both theaters and road shows for many years and was one of the first to operate a theater in Northern Michigan. "In our 29 years on the road," writes Maskell, "only once were we told that things were good and that we were in a good show town."

### REP RIPPLES

(Continued from opposite page)

has been showing around Kansas City, Mo., for several weeks, is heading southward into Arkansas. . . . HARRY O. BROWN'S Comedians wind up their under-canvas season in Wisconsin this week. Mr. and Mrs. Brown plan a vacation in the South.

AUSTIN RUSH and Gladys Adams, with Jack Kelly's Comedians in Michigan, will resume work at White's Grill, Cleveland, following the close of the season. . . . DIXIE QUEEN Showboat, after several weeks in St. Joseph, Mo., has returned to Kansas City, Mo., and is docked at the foot of Main street while repairs are being made to the engine. . . . WALTER ISHAM, formerly with Hila Morgan and other Midwest reps, is now playing night spots in Kansas City, Mo. . . . E. C. BICKFORD, Midwest trail blazer and actor who has been seriously ill in Mobile, Ala., is reported to be entirely recovered. . . . FEAGIN-WILSON PLAYERS brought to a close their tent season September 7 at Baxter, Ia. After a short layoff the show reopens in theaters. . . . BOYD HOLLOWAY is in South Carolina, readying a winter troupe. . . . BILLY (TOBY) YOUNG'S Comedians, after playing Missouri, have invaded Arkansas en route to the Lone Star State. . . . ROBERT AND MARGARET McLAIN recently joined Jim Warren's Comedians in Arkansas. . . . AULGER BROS.' COMEDIANS, in stock in St. Paul, report increasing b-o. takes the past several weeks. . . . RUTH CLARK has severed her connections with the Chick Boyes troupe in Lincoln, Neb., to join the Dixie Queen Showboat.

### ENDURANCE SHOWS

(Continued from opposite page)

Hector, Moon Mullins, Sammy Kirby, Bert Wilson, Bill McQuade and spouse, Johnny Agilla, Peaches McLaughlin, the Lawsons, Charles Batavia, George Dale, George Rudy, Virginia Felmlee, Jackie Anderson, Minnie Frenzie, Patsy Patterson, Curley Kent and Lou Dans.

"I WONDER what's become of the kids I used to dance with?" asks Margie Bricker from Long Branch, N. J. "I had so many friends, yet they never write in. I am lonesome for them." Margie would like to see some news in the column on Jennie Bush, whom she says was her best pal; Unconscious Smitty, Zeke Youngblood and all the kids she knows.

MAKE IT A HABIT to watch the Letter List each week. There may be mail advertised for you.

INQUIRIES have been received recently on Peggy Jackson, Harry Hudson, Billy Cain, Bus Stewart, Bill McCoy, Johnny Makar, Warren Jewell, Lee Goodson, Billie Steele, Lou Dans, Don Shearer, Skippy Skidmore, Joe Nalty, Clorus Wears, Joe Gruber, Gene Martin, Mary Rock, Jerry Green, Steve Roberts, Lou Chester and Lou Jarvis. How about a line on your whereabouts and doings, kids?

MARGE SHEFFIELD posts from Chicago that she and Marty have opened a fruit store there. "Doing good business;

45th YEAR  
The Billboard  
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DISPLAY ADVERTISING — Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday. No telegraphed advertisement accepted unless publication is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. 51. SEPTEMBER 16, 1939. No. 37.

selling lots of oranges and bananas," says Marge.

### N. Y. Burly Does Well

NEW YORK, Sept. 9.—Three Times Square burlesque houses, the Gaiety, Republic and Eltinge, all did extra shows on every one of the three days over the Labor Day week-end. Most of the performers and chorus girls received extra pay, some as many as seven pro rata rated performances beyond the regular schedule.

### Robitschek's Hollywood Plan

HOLLYWOOD, Sept. 9.—Montmartre Theater, a replica of the Theater Dix Heures of Paris, is set for an October debut, with Mlle. Margrit Wyler handling production. Montmartre is the former Hollywood Barn. Kurt Robitschek will direct, with Gene Stone and Jack Robinson scripting. Rudi Feld is doing sets and costumes.

New theater-nitery's bank roll interests are represented by Hans Katz.

**FREE PAMPHLET**  
Write today for your free copy telling you how to get into the roadshow business. It contains thorough directions on the different phases of operation and also a buyers' directory. Write now!  
**The Roadshowman**  
25 Opera Place, Cincinnati, Ohio

**Operate Your Movie Shows**  
Lots of theatreless communities. Show movies. We rent 16mm. Talking Pictures by day or week. We rent and sell Complete Projection Equipment. Earn \$50.00 to \$100.00 weekly right away. We show you everything. Write immediately to SOUTHERN VISUAL CO., Dept. B-12, 494 S. Second St., Memphis, Tennessee.

**SOUND SILENT** New & Oldies Westerns, Comedies, Musicals, Features, Religious Film List Free!  
**MOGULLS** for MOVIES 59 W. 48th St. NEW YORK N.Y.  
**SOUND PROJECTOR** 16mm. Mogull-Duplex, Brand New, Reg. \$410. Complete \$289.50 Only

**THE FILM WEEKLY AUSTRALIA**  
Covering the Motion Picture and Entertainment Field Generally.  
Conducted by KEVIN BRENNAN, 198 City Tattersall Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

MAIL ON HAND AT CINCINNATI OFFICE

- Parcel Post
Bennett, Ed. 6c
Cartwright, 7c
Clark, Estelle, 26c
Cole, Lee, 16c
Paraday, Harry, C.
King, Milly, 5c
Women
Abbott, Mrs. Phyllis
Abdella, Genevieve
Ashbie, Adrien
Abshire, Jackie
Adams, Mary
Adams, Mrs. Will
Ahmakha, Leleta
Allen, Mrs. Doris
Allen, Grace Louise
Allen, Sara
Andre, Paulette
Araki, Mrs. J. A.
Archer, Mrs. J. A.
Arhoine, Mrs. Stella
Asb, Irene
Asher, Mrs. Charles
Babcock, Vivianne
Backus, Mrs. Earl
Beacon, Faith
Baker, Mrs. Mary
Baldi, Dolly
Barick, Mrs. Ford
Barker, Joyce
Barnes, Jean
Barnhart, Mrs. Leola
Barrick, Mrs. Belle
Beach, Josephine
Beall, Mrs. Hiram
Beamont, Eliza
Beatty, Mrs. Sam
Beggs, Mrs. Geo.
Bellamy, Mrs. Ethel
Belcher, Beas
Bell, Mrs. Eddie
Bell, Mrs. Oliver
Bennett, Dot
Berney, Lady
Bertram, Mrs. Imogene
Betty-John
Billings, Mildred
Biron, Pearl
Bisany, Mrs. L. M.
Bistany, Mrs. Violet
Blair, Mrs. Ruth
Bluhard, Mrs. Elsie
Bluedorn, Mrs. Florence
Bordman, Josephine
Bow, Clara
Bowen, Mrs. Rose
Bozza, Charlotte
Bozay, Mrs. Lorraine
Bright, Alice
Brooks, Miss Sunny
Brown, Ma & Shorty
Bruches, Mrs. W. M.
Brunk, Maxine
Burke, Betty II
Burkhardt, Martha
Burkett, Margaret
Burns, Boots
Burton, Mildred
Buttoms, Mrs. Mayne
Rye, Marge
Eaton, Dorothy
Cameron, Mrs. R. W.
Cannon, Mrs. R. M.
Cantrell, Mrs. Ada
Carrico, Maxine
Carrus, Emma
Carrys, Mrs. Palma
Cassandra, Lady
Castro, Joy
Cawley, Mrs. Doris
Cerrone, Mrs. Vita
Chacomma, Patsy
Chambers, Mrs. J. T.
Chancey, Mrs. Maile
Chapin, Myrtle
Chatman, Mrs. Ada
Chester, Mrs. Harry
Clarke, Billie
Clarke, (James R.)
Cochran, Mrs. Ramona F.
Codee, Helen
Coleman, Viola M.
Colvin, Mrs. Alma
Colvin, Mrs. Mildred
Conway, Mrs. Edith
Cook, Mrs. Evelyn
Cook, Mickey
Cook, Mrs. Hazel
Cooper, Virginia
Cox, Mrs. Lillian
Craft, Hyacinthe
Craze, Mrs. Goldie
Craze, Mrs. R. W.
Crowe, Mrs. Betty
Crum, Vivienne C.
Crumine, Mabel
Culver, Mrs. Ann
Cummings, Betty
Cushman, Betty
Dara, Betty Lee
Davenport, Mrs. Baree
Davidson, Mrs. Mary O. G.
Davis, Dolly
Davis, Edna
Davis, Geneva
Dawn, Lillian
Day, Jackie
Decker, Dorothy
Defrances, Miss
De La Torres, Rosalia
Demars, Alice
Dennis, Gertrude
DeRossignob, Mrs. Lois
Destricher, Barbara

- Johnson, Kathleen
Johnson, Mrs. R. J.
Jones, Mrs. Agnes
Jones, Freda Daniel
Jordan, Sandra
Kachemund, Dorothy
Kane, Nellie
Karl, Clara
Kavan, Alice
Kay, Flo
Kellely, Margaret
Kelly, Virginia
Kennedy, Mrs. Estrella
Kester, Elizabeth
Ketrov, Mrs. Neita
Ketrov, Mrs. Robt.
Kettemann, Eva
Keim, Mrs. C. G.
Kinderman, Dorothy
King, Mrs. H. H.
Kinard, Paula
Kinsey, Madge
Kirkman, Nina
Kline, Mrs. Robt. R.
Knight, Dee
Kreger, Mrs. Charlotte
Kyle, Bee
Ladd, Mrs. Norma
Lambert, Mrs. Louise
Lambert, Mrs. Cholorice
Lane, Mrs. Clayton
LaPage, Mrs. Pauline
LaPerre, Louise
LaRue, Mae
LaRue, Maud
LaVaque, Mickey
Lawrence, Mrs. Jack
Lawrence, Mrs. Myrtle
Leaman, Mrs. M.
Leavy, Josephine
LeDuc, Dorothy
Lee, Mrs. Alice
Lee, Chang
Lee, Kitling
Lennon, Pauline
Leon, Daisy
Leonard, Mrs. Harry (Clown)
LeRoy, Mrs. Eva M.
LeValle, Mrs. Frank
Linton, Mrs. Frances
Litzberg, Mrs. Relia
Livly, Mrs. Lucile
London, Hazel
Long, Mickey
Long, Millie
Lother, Mrs. Peggie
Lutheran, Mrs. Johnny
Lovell, Mrs. M.
Lowery, Mrs. Carroll R.
Luther, Mrs. Laverna S.
McArthur, Zoma
McCarthy, Josephine
McDaniel, Mrs. Grace
McGee, Helen
McGuire, Lucille
McMillan, Melvina
Mack, Musical May
Madden, Alma
Mahn, Betty
Mahland, Virginia
Manderville Sisters, The
Martin, Dorothy
Mason, Miss Billy
Mason, Clara May
Matsumoto, Amelia
Mayer, Mrs. Geo.
Mechell, Billie
Meacham, Mrs. Virginia
Meisner, Jeanette
Meyer, Helen
Miller, Mrs. Beth Kinsey
Miller, Harriette
Millette, Mildred M.
Mitchell, Dutch
Mitchell, Mrs. Geo. J.
Molede, Mrs. Helen
Montgomery, Mrs. Dorothy
Moon, Mrs. Herbert
Moore, Mrs. Bobbie (Colored)
Moore, Mary
Moore, Miss J. J.
Morgan, Miss C. C.
Morgan, Gloria
Morgan, Mrs. Hila
Morgan, Margie
Morgan, Patsy
Morrell, Dorothy
Murphy, Mrs. A. H.
Murphy, Mrs. Chas.
Murray, Flora
Myers, Mrs. Billie
Narse, Mrs. Bertha
Newcomb, Mrs. Pauline
Newman, Phoebe
Newton, Mrs. Vera
Nix, Mable
Norris, Mme. Bertha
Obermiller, Mrs. Georgia
O'Brien, Mrs. Minnie
O'Day, Frank
O'Donnell, Mrs. Eugenia
O'Donnell, Julia
O'Neill, Leila
Orr, Anna Louise
Paggett, Mrs. Winnie
Parisian Melodies (Girl Orch)
Park, Mrs. J. A.
Parker, Mrs. Alice
Parker, Mrs. C. W.
Parkerson, Mrs. E. B.
Parks, Mrs. Carl
Parks, Frances
Parrish, Mrs. Mae
Pate, Blanche
Perkins, Mrs. Lonnie
Perry, Mrs. Irene
Perry, Mrs. Rose
Peters, Mrs. Mary
Peterson, Julia
Phillips, Jerry
Phillips, Mae
Pihoney, Margaret
Pickering, Vahue E.
Pierce, Mrs. Audrie
Plunkett, Kathleen
Poland, Vivian
Elizabeth M.
Pratt, Mrs. Fanny
Preston, Linda
Pritts, Mrs. Violet
Randolph, Mrs. Lena
Reed, Madame Ada
Reed, Lilah
Reed, Mrs. Stan
Reed, Mable E.
Rice, Mrs. Thomas
Richards, Mrs. R. W.
Ridd, Annette
Ridings, Mrs. Mary
Riggs, Mrs. Lillian
Riley, Clair S.
Rinehart, Ollie
Risley, Mrs. John
Roach, Mrs. Pat
Roberti, Jean
Robinson, Eva
Roebuck, Mrs. Harry
Rogers, Pauline
Rogers, Rosalee (Peggy)
Rooney, Mrs. O. G.
Rose, Sahara
Ross, Ma C.
Ross, Mabel
Rostick, Mrs. Alva
Roule, Clara
Rowe, Mrs. Anna
Rowland, Mrs. Leva
Rowley, Alice
Rowlis, Mrs. Margie
Rucker, Mrs. Eth.
Ruddell, Virginia
Rufer, Mae
Sackett, Margaret
Sargie, Mrs. Ruth
Schlier, Mrs. A.
Schiavetti, Mrs. Benny
Schussner, Chessie
Schultz, Mrs. L. C.
Schultz, Mrs. Lillian
Alfont, James R.
Allen, Fred
Allen, J. S.
Allen, Jackrabbit
Allen, Jos.
Allen, Leo
Almy, Fred
Alvardo, Don
Alford, Ned
Anderson, C. A.
Anderson, Jack
Andrew, J. A.
Andrew Bears, Manager
Andrews, R. W. (Bill)
Ansher, Sam
Anthony, Bud
Anthony, W. W.
Arbenz, John P.
Arbogen, Geo. C.
Arbuckle, H. R.
Arch, Steve
Archer, Max
Arden, Cressonians
Arens, Jimmy & Barney
Argabright, Louis
Armbruster, A. H.
Armstrong, Radie
Arnett, Danny
Arnold, Harry Kelly
Arnold, Jack
Arnott, John K.
Aron, Frank
Asher, Chas.
Asher, Frank L. (Horsetrainer)
Atkins, Bill
Atkins, Melvick
Attila, Art
Auskings, Clarence
Aussiker, Carl
Austin, Gene. Revue
Austin, Richard
Austin & Roberta
Avalon Troupe
Ayers, H. E.
Ayers, James
Baile, Jack
Bair, Richard
Baker, G. L.
Baker, Joe
Baker, Louis
Baker, Louis (Peanuts)
Smyther, Goldie
Tate, Mrs. Jean
Terrill, Mrs. Tom
Teska, Mrs. Bertha
Teska, Mrs. Jos
Thomas, Mrs. Ada Lee
Thomas, Mrs. Alice
Thomas, Mrs. W. W.
Thorne, Vera
Thorne, Victoria
Timmons, Mrs. Bobbie
Tindall, Charlotte
Tommy, Miss Texas
Toyo, Anna
Triplet, Cassie
Turner, Little Bitt
Turner, Mrs. Mary (Ross)
Underwood, Mrs. Howard
Uvondorvith, Mary
Valley, Mrs. Roy
Van Loesen,
Countess Emily
Van Scyle, Mrs. Ray
Vinson, Mrs. Effie
Vogel, Jacqueline
Waddell, Peggy
Wadsworth, Princess Olga
Wagner, Mrs. F. W.
Walker, Mrs. Ralph
Wallace, Mima Rick
Warley, Mrs. Frank
Warner, Bobbie
Watson, Mrs. Florine
Wayne, Anne
Weatherford, Mrs. Ola
Weaver, Patty Jane
Webster, Mrs. Fred
Wedner, Mrs. Francis & Clyde
Weer, Mrs. M. R.
Wehrle, Helen
Weil, Ferne
Weiner, Mrs. Herman
Welch, Mrs. Leslie
Welch, Joe (Josephine)
Wells, Ida
Wells, Mrs. Wm. S.
Whalen, Mrs. Patrick
Wheeler, Belle
Wheeler, Mrs. Geo. J.
Whiley, Mrs. A.
White, Alice
White, Crystal
Whiteside, Mrs. A. W.
Whitman, Fannie
Williams, Mrs. Mabel
Williams, Maude K.
Williams, Mrs. Richard
Wilson, Mrs. Alford
Wilson, Mrs. J. C.
Wilson, Mrs. Josephine R.
Wilson, Stella
Winters, Mrs. Betty
Wood, Mrs. Bert
Wood, Mrs. Plum
Woods, Mrs. Blacky
Worl, Mrs. Geo.
Wright, Helen
Wright, Jean
Yates, Mrs. Mary (Tex)
Yon, Dorothy
York, Mrs. Leaota
Zane, Rita
Ablin, Leo
Ackley, John
Adams, Mr. Babe
Adams, James & Hazel
Adams, Roy E.
Adams, Tomi
Adolph, Clarence
Aiken, Ray
Alberstein, Eli
Alexson, Bob
Alcorn, Gene
Alexander, J. C. Tent Show
Allan, Bill
Allen, Fred
Allen, J. S.
Allen, Jackrabbit
Allen, Jos.
Allen, Leo
Almy, Fred
Alvardo, Don
Alford, Ned
Anderson, C. A.
Anderson, Jack
Andrew, J. A.
Andrew Bears, Manager
Andrews, R. W. (Bill)
Ansher, Sam
Anthony, Bud
Anthony, W. W.
Arbenz, John P.
Arbogen, Geo. C.
Arbuckle, H. R.
Arch, Steve
Archer, Max
Arden, Cressonians
Arens, Jimmy & Barney
Argabright, Louis
Armbruster, A. H.
Armstrong, Radie
Arnett, Danny
Arnold, Harry Kelly
Arnold, Jack
Arnott, John K.
Aron, Frank
Asher, Chas.
Asher, Frank L. (Horsetrainer)
Atkins, Bill
Atkins, Melvick
Attila, Art
Auskings, Clarence
Aussiker, Carl
Austin, Gene. Revue
Austin, Richard
Austin & Roberta
Avalon Troupe
Ayers, H. E.
Ayers, James
Baile, Jack
Bair, Richard
Baker, G. L.
Baker, Joe
Baker, Louis
Baker, Louis (Peanuts)

Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Carrille, Walter
Dawson, Kenneth
DeBeaux, Paul
DeCaru, Sam
DeChubb, C. A.
DeCone, Jimmy
DeFosa, Robert
DeHayes, Edgar
DeLair, Ray
DeLaure, Joe
DeLaure, Geo.
DeMotte, Henry
DeMotte, Gary
DeVaul's Arcade
Decker, Al
Deitz, Wm.
Delano, Phil
Demarro, Jos.
Dement, Jos.
Demuro, Archie
Demuro, Tom
Deninger, Eddie
Dennis, W. I.
Diamond, Billy
Dillingham, John
Dina, Doyle
Dionisi, Tony
Dionne, Raymond
Dixon, Bob (Divie)
Dixon, Howard M.
Dyson, Louis
Dodson, Raymond
Doil, Leo
Doner, Joe
Doolin, Rich
Doran, Oliver
Douglas, Edw.
Douglas, Jack R.
Downs, Geo. P.
Downs, Geo. (Red)
Doyle, S. B.
Dressler, Ronnie & Dot
Drouillon, Frank D.
Dufferbach, George
Duggan, Jesse
Duncan, Edw.
Dunkin, Jack
Dunlavy, Jas. H.
Dunphy, Johnny
Durham, Frank
Dyford,
Durham, Milton & Pauline
Durnal, Gene
Dykes, Leonard
Earl, John
Earle, Alfred B.
Evans, Pat
Eckerson, Geo.
Eddy, Doc
Eder, Chief Ray
Edgar, Donald R.
Edwards, Bob (Candy Man)
Edwards, Robt. E.
Eilers, Ray C.
Elbert, P. H. (Googs)
Elder, Charlie
Elder, Ted
Elliott, Louis
Elliott, S.
Ellis, Seger
Ellison, Wm. Oneal
Ellsworth, C. H.
Elton, Billie
Elvira, Elmer D.
Emers, Glen
Emerson, Jack
Emerson, Junior
English, Lee
Enos, Verne
Ensey, E. B.
Entenman, Chas. L.
Ephraim, M. G.
Epperson, Melvin
Epperson, Tine
Etridge, Clarence
Ettman, Capt. Bernard
Eule, Jos.
Evans, Bill
Evans, Frank
Evans, Geo.
Evans, James E.
Evans, James T.
Evans, Jos.
Evans, Nicholas
Evans, Sam
Evans, Wanda
Ewing, Robt.
Eyler, Walter B.
Fahay, Frank
Falkner, Chester
Fann, Carl
Farmer, J. N.
Farr, Jack
Farrar, Jos. W.
Faust, F. L.
Fay, Andrew
Felice, Don
Feliz, Nabor
Fernings, Rides
Fendrick, Boysi
Fenton, E. T.
Ferpo, J.
Ferrell, Mr.
Ferris, Carl D.
Ferrera, Don
Fields, Julius
Fiksay, George
Fimo, Geo.
Fine, Allen H.
Finkle, W. H. (Bully)
Finlay, Homer L.
Fish, Wayne
Fishburn, Irvin J.
Fisher, Chas. Chuck
Flock, Glen
Flynn, Pat
Folsom, F. L. (Buddy)
Ford, Chester
Ford, C. L.
Ford, Jos. W.
Foster, Chas.
Fountain, G. H.
Fowler, Bill
Fowler, Floyd
Fox, Benny, Mgr.
Froupe
Fox, Thomas J.
Francis, Crawford
Francis, Jack
Francis, Wm.
Frank, Miller
Frank, W. E.
Franklin, Dan
Fraser, C. Miller
Fredricks, Danny
Freeman, Benny
Freeman, Jack
Frye, Mack C.
Fuller, Robt. X.
Furbee, Buster
Furney, Norman
Gabby, Jos.
Gaff, Thos.
Gaffney, Howard
Gailor, Frederick (Tex)
Gain, Johnnie
Gains, Jay
Gamble, Earl
Garber, Ed
Gardner, Arthur G.
Gardner, Otto
Gardon, John D.
Garrett, Willie
Gates, Aron
Gates, C. E. (Carl)
Gatewood, Cliff
Gecoma, John
Geller, Jack
George, Eli
George, Miller
George, Sam Pete
Gerald, Gene
Gerbig, Bill (Larry)
Gerston, Chas.
Gertz, Tiny & Julia
Gibbons, D. L.
Gibson, Chas.
Gibson, Curlie
Gibson, Sven & Harry
Gilbert, Chas. (Baldy)
Giehrst, James M.
Gill, P. H.
Gilleston, Albert (Shorty)
Gillis, Earl
Girth, Joe
Gleason, Frank
Glen, Jack
Gladen, Chas.
Goodwin, J. G.
Goodwin & Miller
Gordon, Graffie
Gordon, H. G.
Grady, Johnny
Graham, M. E.
Graham, Roy
Grambsch, Benj. G.
Gratiot, Merle
Graves, Buddy
Graves, John
Graves, Robt. Clyde
Gray Fox, Chief
Gray, W. N. Show
Greater Amer. Show
Green, Harley
Green, Silas (New Orleans)
Green, Timothy
Greenfield, Julius
Greenberg, Harry (Novelists)
Greene, R. S. Esq.
Grey, Bennie & Glenda
Grey, Raymond
Grice, Thomas
Griffeth, Donald B.
Grissom, H. R.
Grippo, Baby
Groffo, John
Groffo, John
Groffo, Steve
Grujilove, Johnny
Guinn, J. C.
Gurley, R. W.
Gurley, Robt. Mgr.
Haddy, G. H.
Hale, Prince Geo.
Hall, R. S. Esq.
Hall, Artie
Hall, Edw.
Hall, Grover
Hall, Preston
Hall, Eugene J.
Hall, Prof. A.
Hamilton, E. J.
Hamilton, Floyd D.
Hamilton, John
Hamilton, John (White)
Hammer, Ernest
Hampton, Robt. W.
Hance, H. H.
Hanna, Don
Hansen, Al C.
Hansen, H. A.
Hanson, Kermit
Happy Days Shows
Harbaugh, Chas. C.
Harbuck, H. G.
Harding, Wm. Reid
Hardy, W. P.
Harlos, Hap
Harlowe, Ray
Harrell, Robt. (Key
Harrison, J. L.
Harrington, J. R.
Harris, Rucky
Harris, Frank X.
Harris, Prof. Geo. (Palmit)
Harris, Jack
Harris, Sam (Curly)
Harris, Wm.
Harrison Duo
Harrison, Leonard
Hart, Lloyd B.
Hartley, Ben
Hartzel, Geo.
Harwood, Bob
Hasson, Tom
Hauler, Geo.
Henderson, H. D.
Hauck, Harry
Hauck, (Popcorn)
Hays, Cliff
Haynes, Jas
Heindrick, Carol E.
Heineman, E.
Helm, Morris
Helman, Morris
Hemmershot, J. B.
Hendershot, J. B.
Henderson, Royce
Henderson, Speedy
Henderson, T. M.
Hendrick, Arthur
Hendricks, Hughie
Henley, Bob
Henley, Ed
Herbert, Ralph M.
Herman, Howard
Heron, Glenn
Herne, R. F.
Heron, James
Hertz, Rogan
Hewitt, Tom
Hibler, A. B. (Zip)
Hicks, Shorty
Hiler, W. E.
Hill, Jimmy
Hill, Will
Hiller, Dr.
Hillis, Wm.
Hincley, R. H.
Hinkle, Wayne
Hitt, C. W.
Hobbs, W. H.
Hock, Ed
Curley
Hoffman, Louis

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



COLLINS—Ulric Blair, 65, veteran stage actor, in New York City recently. Collins created the juvenile role of David in the play Way Down East and played the same part for more than 21 years in New York City and on tour. After his stage career, Collins joined the William A. Brady Producing Co., serving as company manager until 1932 when failing health necessitated his retirement. Services and burial in New York.

I will hold in heartfelt remembrance the beautiful floral tribute and the devotion tendered to my beloved husband by his friends, both in New Rochelle and Chicago, and the many letters and telegrams of condolence to me. MRS. HARRY C. BAKER

CRAGO—Louis Jule, 39, repertoire actor, of a heart attack in Merrillan, Wis., September 2. He was a member of the Big Ole Show and was one of Wisconsin's best-known Toby comedians. Services at his parents' residence in Merrillan September 7, with interment in Alma Center, Wis. Survived by his parents, Mr. and Mrs. L. J. Crago; a brother, Tom, and sister, Mrs. Bud Williams.

DOWNNEY—Maurice, old-time vaudeville performer, September 4 at the Actors' Fund Home, Englewood, N. J., where he

Kathryn Kidder Kathryn Kidder, 71, actress and wife of Dr. Louis K. Anspacher, dramatist, died September 7 in Lenox Hill Hospital, New York. She had been ill for three months. Miss Kidder made her stage debut at the age of 17, in Chicago in 1885, as Lucy Fairweather in The Streets of London with the late Frank Mayo. She made her first New York appearance, the same year, at the Union Square Theater, playing Countess Morzynski in Nordeck, following that up by creating the role of Rachel McCreery in the first New York presentation of William Gillette's Held by the Enemy at the Madison Square Theater, and that of Dear-est in Little Lord Fauntleroy. Her greatest role was that of Catherine in Madame Sans-Gene. She studied it for 18 months and played it for three years. From 1899 to 1902, when she returned to New York in Molly Pitcher, Miss Kidder toured with Louis James' company, specializing in Shakespearean productions. She had been also with Frederick Warde's company. Among her other New York successes were Francillon, Princess George, Salammbô, The Embarrassment of Riches and The Glass House. She appeared also in All the King's Horses, written by her husband. Her last appearances were in 1935 in Remember the Day at the Mansfield Theater.

The Final Curtain

had been a guest for the past year. Buried in the NVA plot in Kensico Cemetery, Westchester County, N. Y.

GOTTSTEIN—Mrs. M. A., long a booking agent in Seattle, at her home in that city recently of a heart attack. Born in San Francisco, she went to Seattle in 1885 and was a pioneer in bringing outstanding artists to the city. Survived by her husband, a sister and two sons.

GRUZARD—Edward Harris, 65, musician, well known in the theatrical world, of a heart attack at his home in Little Rock, Ark., August 30. For the past 10 years he had been manager of the Circular Advertising Distributing Co. there. Survived by a sister, Maude Gruzard, of Washington. Services in Little Rock August 31, with burial in Rose-lawn Memorial Park there.

IN LOVING MEMORY OF MY DEARLY BELOVED HUSBAND VICTOR BEDINI Who passed away a year ago. May our Dear Lord rest your soul in peace. I miss you more every day. Loving Wife, ADEY BEDINI.

HENSHAW—John E., 81, retired comedian, September 4 at the Brunswick Home, Amityville, L. I. He broke into theatricals in 1872 with Robinson's Minstrels. During the 1880s he joined the firm of Wills, Henshaw & Tenbrooke to produce musicals, among which was the noted farce, Two Old Cronies. He subsequently appeared in one of the editions of The Passing Show and with Henry W. Savage's Little Boy Blue. With his wife, Grace Avery, he turned to vaudeville before returning to Edward Royle's Bubbling Over at the Garrick Theater, Philadelphia, supporting the late Cecil Lean. He retired thereafter. Burial in Kensico Cemetery, Westchester County, N. Y.

TO ALL CIRCUS PEOPLE AND FANS Your kind expression of sympathy is gratefully acknowledged and deeply appreciated. MR. C. W. HALL AND FAMILY

KENNEDY—Joe, circus trouper for more than 20 years, in St. Joseph's Infirmary, Hot Springs, Ark., September 6 of complications. For eight years he had been an outside man with the John Robinson Circus and this year had the concessions on the Parker & Watts Circus. He had also been with Sells-Sterling, Hagenbeck-Wallace, Sparks and Ringling-Barnum circuses. Burial in Hot Springs.

KING—Alva W. (Casey), 61, secretary and one of the founders of the Somerset, O., Pumpkin Show, September 3 at his home in that city after two weeks' illness. Survived by his widow, son, daughter, two brothers and sister. Services in Holy Trinity Church, Somerset, with

burial in Holy Trinity Cemetery there.

LAIRD—Dr. H. C., 79, medicine show man, best known during the days when he traveled and presented his shows from a Pullman car, in his office-home trailer in Oklahoma City August 30. Survived by his widow, Ernestine; a son, Clifford, and a daughter, Mignon. Services and burial September 4 in Oklahoma City, attended by many showmen.

LEVIN—Lucy, 32, Yiddish musical comedy actress, September 4 at the Beth Israel Hospital, New York, after an illness of three months. Her father, Sam Levin, also an actor, enabled her to debut at the age of 16 as the leading woman in the Jewish theater in Philadelphia. She was a coloratura soprano and understudy for Milly Picon. More recently she appeared as leading woman in the Public and Second Avenue theaters, and in Yiddish films. She was identified with The Golden Bride and Sweet Dreams. Survived by her husband, Jerome Parker; daughter, Barbara, and parents.

LUTHER—J. Dalzell, known in vaude and musical comedy circles a score of years ago as J. Dal Luther, in Attleboro, Mass., September 1 after several months' illness. For several years Luther was a leading singer of the old illustrated songs and later promoted and produced amateur productions in the East. At one time he directed the music at the famous Oak Bluffs Tabernacle. Deceased was a former White Rat and was a member of the Hudson, Mass., Elks. Services in Stone Chapel, Attleboro, September 4, with burial in Woodlawn Cemetery there.

MCCASKEY—Kathryn Irene, 69, mother of James H. McCaskey, identified with outdoor show business, in Mape Avenue Hospital, Du Bois, Pa., July 19. Survived by seven sons and two daughters.

MCCORMACK—John Charles, 53, widely known roller rink operator, September 7 at his home at Lake Geneva, Wis. Survived by his widow and a daughter. Burial in Forest Home Cemetery, Chicago.

MARCH—Dr. Harter W., 69, formerly identified with the Nancy Boyer Stock Co., and associated with a brother, Dr. Harry March, in sponsoring musical comedy troupes, September 1 at his home in Canton, O., after a brief illness. A son, two brothers and a sister survive. Services in Canton, with cremation in Cleveland.

MARTIN—Melvin, member of the Ham and Eggs Circus, crushed to death in Santa Cruz, Calif., August 29 when a show truck backed over him. He had apparently crawled under the vehicle to inspect it. Martin joined the circus in Los Angeles several weeks ago. Survived by his mother, of Chattanooga, and a brother, of Fort Worth, Tex.

MITCHELL—Ernest Brownell, 61, for many years an executive with the old Parsons Theater, Hartford, Conn., in Bridgeport recently after a short illness.

MOORE—Thomas L., an employee of the Barnett Bros.' Circus, killed September 5 near Dardanelle, Ark., when one of the show's trucks in which he was riding left the road. MORRISON—Fred E., 71, old-time showman, at University of Kansas Hospital, Kansas City, Kan., August 28. Morrison, a nephew of the late Frank Lemen, owner of the Lemen Bros.' Circus, was master of transportation of that show for over 30 years and was the former husband of Ann Somers Cooke, former somersault rider with the circus and now with the Hanley Photo Co., of Kansas City, Mo. For several years deceased was front-door superintendent with the Sells-Floto Circus. Burial in Memorial Park Cemetery, Kansas City, Mo.

RASMUSSEN—Seymour, professionally known as Happy Reynolds, in Boston June 26. Death was attributed to complications of a flu attack last February. He and his wife, Neta, were well known in rodeo and Wild West circles. They were three seasons with the Famous 101 Ranch Shows and had been with Dodson's World's Fair, Brown & Dyer's, Johnny J. Jones shows and others. Survived by his widow; father, K. A. Rasmusson; two sons, Martell and Buddy; three sisters, Mabel, Lillian and Myra, and one brother, Arnold. Body was returned to his home in Seneca, Ill., for burial.

RIESENFELD—Dr. Hugo, 60, famous musical conductor, in Los Angeles September 10. This information received at press time. Further details in next issue.

RINGLING—Mrs. Virginia Sullivan, 36, wife of Robert Ringling, senior vice-president of the Ringling Bros. and Barnum & Bailey Circus, at her home in Evanston, Ill., September 4 after a long illness. Besides her husband, she is

survived by two sons, James and Charles, and a sister, Mrs. Benjamin Patch. Services were held at the home and at St. Mary's Church Thursday morning, September 7. Burial in Calvary Cemetery, Evanston. Flag on the Ringling show tents at San Jose, Calif., were flown at half mast.

SCHUMANN—Albert, 81, celebrated European circus owner and horse trainer, in his manor house in Neuenhagen, near Berlin, August 16. He was born in Vienna when his father, Gotthold, was touring with Ernst Renz. Schumann developed into an all-round circus athlete at an early age and at 27 opened his own show in Sweden and operated circuses for many years, devising Liberty horse groups, which were the talk of the Continent. At one time he was chief competitor of Germany's Busch Circus. He retired in 1919, his circus building being revamped into a theater. His wife, Clara, died 10 years ago. Burial August 18 in Dorotheen Cemetery, Berlin.

SPENCER—Robert, 39, actor and stage manager, of pneumonia September 4 in Roosevelt Hospital, New York. He had been associated with Noel Coward's plays under the management of John C. Wilson, and also appeared in Three Men on a Horse and with George M. Cohan in I'd Rather Be Right. Burial in Mt. Hope Cemetery, Westchester County, N. Y.

STEVENS—Walter Barlow, 91, secretary of the St. Louis World Fair Association and a former St. Louis newspaperman, at his home in that city August 28.

TUCKER—William Monroe, 56, of the Al G. Hodge Shows, of a heart attack in Gary, Ind., September 2. Burial in Calumet Park, Gary, September 5.

WILSON—Ulysses S., lineman for a power company in Douglas, Ga., and former electrician for Barfield's Metropolitan Shows, electrocuted recently while working for the former company. Survived by his widow, Christine, and a son, Charles Eugene.

Marriages

ATKINS-MORPHER—Freddie Atkins, of Milwaukee, and Elene Morpher, Syracuse, N. Y., recently on the stage of the Heaney Tent Theater at Manitowoc, Wis.

DOORLY-HODGES—Gibert H. Doorly, assistant managing editor of The Omaha World-Herald, and Joy Hodges, stage and screen actress, in Des Moines September 2.

FONT-ALVARINO—Sam Font, manager of the Gaiety burlesque theater, New York, and Gladys Alvarino, usheret, September 1 at City Hall, New York.

GARRETT-LANGFORD—Leonard (Skeeter) Garrett, ride foreman with the Marks Shows, and Helen Langford, girl show performer on the same organization, in Catlettsburg, Ky., August 25.

HANEY-MARTIN—Conrad G. Haney, son of Mr. and Mrs. Roger Haney and manager of the Gayway Shows, and Rosalie Martin, nonpro, at the bride's home, Kansas City, Mo., August 26.

MONTANER-KAHL—Julian Montaner and Marjorie Kahl, dance team professionally known as Don Julian and Marjorie, in Crown Point, Ind., September 5.

MUELLER-SCHWANDT—Roger Mueller, announcer for Station WGN, and Dorothy Schwandt, September 4 in Appleton, Wis.

Births

A son, George A. IV, to Mr. and Mrs. George A. Prescott in Detroit recently. Father is the son of the former manager of the Michigan State Fair.

A nine-pound son, Joseph Theodore, to Mr. and Mrs. Joseph Doakes, Funhouse operators with the Funland Shows, recently in Martin, Ky.

An eight-pound daughter to Captain and Mrs. Freddie Leach September 4. Parents are with the Buckeye State Shows.

A six-pound daughter, Romona, to Mr. and Mrs. Guy Gibby, in Grace Hospital, Detroit, August 11. Mother is a Detroit showgirl, known as Rose Marie, and father is an acrobat and professional model, known as the Serbian Sokol.

A 9 1/4-pound son, Raymond Ernest, to Mr. and Mrs. Lowell McCall in Middletown, Mo., September 2. Parents have pop corn and candy concessions with the McCall Bros.' Dog and Pony Show.

Divorces

Mabel Varner from Raymond E. Varner, both formerly with the Keystone Shows, in Huntsville, Ala., September 1.

Rose Keane Shumlin, New York actress, from Herman Shumlin, producer of the play, The Little Foxes, in Reno, September 5.

- Hoffman, L. Perry
Hogan, Edgar
Hole, Donald W.
Holpin, Geo.
Holston, M. E.
Holt, Archie
Holt, Carl F.
Holt, Ross L.
Holtzer, Geo.
Holzer, Jean A.
Hood, Blackie
Horan, Irish
Horn, Always Earl
Horn, R. F.
Hornfield, Nador
Houch, Paul
Houston, Sam
Howard Brothers
Howard, Mr. Holly
Howell, Howard C.
Howell, Wynne, Bob
Howells Variety Show
Hoyer, Clyde
Howitt, Robt.
Hovne, Frank
Hubbard, Asa (Lil Abner)
Hubbard, Ed
Hudspeth, F. W.
Huff, Louis E.
Hufford, F. W.
Hug, Howard
Hugelson, Ed
Hull, Stanley S.
Humphrey, Chas.
Humphrey, David
Hunt, C. R.
Hunter, James A.
Hurd, James M.
Huron, James
Hurt, Joe
Huson, Orville
Hutchison, Mr.
Hutchison, Jack
Hutton, M. C.
Hyre, James
Ikerd, Dale
Ingelston, R. E.
Ingraham, Dr. H. C.
Ingram, H. B.
Irwin, E. G.
Irwin, Robt. G.

- Kahn, M. E.
Kamiki, Ernest
Kane, Charlie Lue
Kasher, Volney
Katell, Robert
Katzen, Al
Kaul, Leo
Keene, Billy
Keene, F. E.
Keith, Ferrell E.
Keller, Harry
Keller, Tom
Keller, Chas. Pop
Kelley, Marvin
Kelley & Miller Circus
Kelly, Don
Kelly, J. M.
Kelly, Jack (Dead Pan) & JoJo
Kelly, Raymond O.
Kelly, Teddy
Kent, Billy Hank
Kenley, Jesse R.
Kerwin, Jack
Kessler, Howard
Kesterson, Loren
Kimball, Lee
Kime, Lamen W.
Kimmel, Don & Myrtle
Kindt, Wm. H.
King, Doc
King, Howard H.
King, Howard L.
King, Jack W.
King, Phil Ensemble
King, Tex
King, Tommy Rodeo
Kingston, Olie
Kingston, Theodore
Kinker, Vance
Kirk, H. H.
Kirwin, Dave
Kiskimo, Peter
Kitzman, Francis
Knight, Felix
Knight, H. B.
Knob, L. Rossig
Knock, Conrad
Knock, Erby
Knock, Erby
Knox, Clifford
Knox, Emery
Knutson, C. H.
Knutson, E. Squeak
Koban, Kaleb
Koenig, E. C.

- Koborn, Frankie
Koran, P. T.
Kotab, Ed
Kouse, Adolph
Krause, George
Kreamer, Wm.
Krem, Louis
Kronan, Phil
Kuhnert, Otto
Kulme, James J.
Kuns, Harry E.
Kyle, Marvel
LaBelle, Raymond
LaBird, Charles
LaChance, James
LaPorte, Alfred P.
LaRue, Tommy
LaRue, Bobbie
LaRue, Flying Aerialist
LaRue, Fredy
LaRue, Richard A.
LaRusso, Donald
LaTeir, Harry C
LaVal, Jack
Lack, Arley E. (Curley)
Lancaster, Cliff
Land, Charley
Landrum, Calvin C.
Lane, Al
Lanc, Daniel
Lank, Wilson
Lang, A.
Langford, Jack (Whitie)
Lanning, Geo.
Laughlin, Elmer
Laurich, Matt
Laverne, Robert
Lawrence, Larry
Lear, Harold V.
Lee, Bob
Lee, Carl
Lee, Garland
Legacy, Camille
Leib, Bud
Lee, Jack
Leedy, Rbrert
Lennon, R. J.
Lennon, R. J. & Lenox, Jack & Johnnie
Lenox, Jack & Leonard, Harry (Crown)
Leonard, J. Sam
LeRoy & Pals
LeRoy, Pete
Lester, J. P.
Lestas, Flying
Lents, Carl
Levine, Harry
Levitch, Fred Lee
Lewis, Eddie
Lewis, H. Cleo
Lewis, J. Ray
Lewis, Reno O.
Liebett & Molinara
Limberger, Perry F.
Lime, Shorty Tim
Lindsey, Dick
Linn, D. W. Billy
Liolios, Jim
Lippman, Sammie
List, Jacob S.
Little, Col. Dave
Little, Jack (Falls)
Litzman, S. A.
Lock, John R.
Loftis, Claude M.
Logan, Harry
Logan, Paul
Lonas, Johnny
Long, Harman
Long, Paul C.
Louis, Harry
Louston, Harrie
Lovelle, James
Lovell, Ben
Lovett, Roger E.
Lowe, Don
Lowery, Carroll
Loyd, Capt. Jack
Lucas, Clyde
Luckner, E.
Luckstar, John
Lunsford, Mack
Lunsford, L. R.
Lunsford, Roy
Luplum, Joseph
Lyerly, Ace
Lyman, Al
Lynn-Lazzaroni
Lyons, B. L.
Lyons, John (Photographer)
McAuler, S. H.
McCabe, Patrick
See LETTER LIST on page 63)

# NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

## Stack N. Y. Against Chi for 3 Months; Result: An Elementary Lesson in Handling of Gates

If the accepted tradition that figures don't lie is true beyond refutation, we find in comparing New York World's Fair net paid attendance with that of Chicago's expo in 1933 a concrete and most elementary lesson in comparative operating methods and treatment. An accompanying chart is immediately revealing, and an analysis of the figures even more so.

What do we find? We find that New York's July attendance shaded Chi by approximately 260,000. It must be remembered, however, that New York had two months of "rolling" behind it, even tho it also had the disadvantage of two months of increasingly adverse publicity in and out of the city. New York opened its event April 30, while the Windy City debuted May 27, fully a month behind.

Now let's look at August, the month regarded as the key one in outdoor showdom in general. In that month A Century of Progress drew nearly 6,000,000 people, or about one-quarter of its total gate. In New York, on the other hand, the draw was almost 170,000 less than during its July. Chicago's advantage over its 1939 competitor in August was nearly 1,750,000! If this seems incredible we must refer you to the accepted tradition—"figures don't lie."

New York's best daily average was accomplished, of course, in July with 137,456, beating Chi by nearly 8,000 daily, an insignificant amount. In August New York averaged 132,077 against Chi's 188,091, giving the midwestern expo a 56,000 daily advantage. Taking all three months combined, New York's daily average was, with 132,807, about 2,000 behind that of the city of "I Will."

It is interesting to note that compara-

tive "peak days" in those three months establishes the fact that while the Flushing Meadows event placed extraordinary emphasis on its week-ends, the expo of Lake Michigan concentrated on its week days. This tells the story more eloquently than mere words. For example, New York's best day of the three months occurred (See STACK N. Y. on opposite page)

### Paid Attendance

Previously reported .....	16,072,995
Saturday, September 2...	273,121
Sunday, September 3.....	491,460
Monday, September 4.....	218,482
Tuesday, September 5.....	81,784
Wednesday, September 6..	182,853
Thursday, September 7...	104,608
Friday, September 8.....	84,715
<b>Total .....</b>	<b>17,510,018</b>

## Feeling Improves As 980,000 Attend Holiday Week-End

NEW YORK, Sept. 9.—General feeling on Flushing Meadows improved this week following the three-day Labor Day week-end that saw nearly 1,000,000 paid customers pass thru the front gates. Patronage inside the grounds was well distributed, with exhibits of second-rate appeal and the amusement area "at long last" reporting the best week-end play of the season.

Midway operators, altho not jubilant at this late stage of the fair, were more than satisfied with business during the three-day period and apparently felt that they received their share of attention from the 980,000-odd visitors. Spending thruout the area was considered "good" on Saturday and Sunday, two largest days, but a "cheap" crowd visited Labor Day, final stanza of the big holiday. Many attractions were forced to jam and cut rates on Monday to turn suitable percentage of tips. Attendance was officially reported as 273,276 on Saturday, 492,446 on Sunday (record for the NYWF), and 218,482 Monday.

Participants at the fair, especially veteran showmen, were worrying this week about the amount of publicity being given to indicated fair operation in 1940. Feeling exists that to insure maximum of patronage from now until closing October 31, fact that the fair will run another year should be played down as much as possible.

### Gibson's Financial Report

Harvey D. Gibson, new chairman of the board, held his first press conference Wednesday and released figures on financial status of the fair corporation. He predicted that the fair would close its first season with a substantial bank balance and that all obligations would be met. He said that it would not be necessary to borrow for the carry-over period before the fair opens next spring. At the same time, he indicated that it was highly unlikely that another payment, due September 25, would be made this year on the fair's approximately \$25,000,000 worth of 4 per cent debentures.

Daily papers played up the angle that the fair is conserving its finances for a second year and several banner headlines were used stating clearly that there would be a second season in 1940. President Grover Whalen spent part of this week in Washington supposedly conferring with government officials on the foreign exhibit question. Previously

## An Insider Looks at the Fair

—Twelfth of a Series—

The writer of this series is a consultant on the staff of the New York World's Fair who feels, in common with The Billboard, that the amusement world at large is entitled to the information on the basis of its future, as well as present, value. For obvious reasons the name of the writer cannot be divulged.

### Subject: 1940---III

THE best known way to kill September and October is to talk (out loud) about a second year. That fact is obvious to every showman and to every practical person connected with any phase of exposition work. San Francisco has been shrewd in this respect. Its executives have refrained from making any definite commitment touching upon 1940. In fact, its president, Leland Cutler, at one time went clearly out of his way to announce that there would be no fair next year. It may be more than a coincidence that attendance at the Golden Gate started to climb steadily following Mr. Cutler's "edict."

But the 1940 bug has bitten even our brethren on America's sister Coast of late. However, we are certain that newspapers on the West Coast, especially in the exposition city, have not stressed the point. In New York, on the other hand, newspapers continue to make 1940 an outstanding issue for public consumption. Of course, there is a war in Europe. That places a 1940 international zone in doubt. It is therefore incumbent upon the Fourth Estate to "slant" World's Fair news. Nevertheless, it was and is clearly up to the public relations department of the New York World's Fair to ignore 1940—if not entirely, then as much as is consistent with good public relations.

Public relations can be subtle and vague when it wants to. But we find the public relations section of the fair missing a golden opportunity to reap a harvest from mere silence. We personally doubt the wisdom of its procedure, and we happen to know that World's Fair showmen, practically to a man, look upon talk of 1940 as out of tune and thoroly ill-advised.

We reproduce the material in parallel columns below to show that San Francisco, at least, is aware of what a definite announcement concerning next year means to attendance this year. As far as the fair on this side of the Mississippi is concerned, in not one single instance has it indicated, directly or indirectly, that it is familiar with the kind of reaction to be expected from such an announcement, or even a rumor, as far as the public is concerned. It is, on the contrary, aggressively concerned (out loud) with 1940 talk.

### NEW YORK

NEW YORK, Sept. 2.—Mayor La Guardia and President Grover Whalen went to Washington yesterday to discuss a 1940 edition with President Roosevelt, who, as Chief Executive, is the one to issue invitations for foreign participation. The mayor quoted the President as saying that he is in favor of a second issue and would make an announcement.

(From The Billboard of September 9)

### SAN FRANCISCO

SAN FRANCISCO, Sept. 2.—This is the first time anyone high in the management has mentioned possibility of a second year. Previously officials have scoffed at suggestions that 1940 was under consideration. If any definite announcement is made belief is it will not come for several weeks. Officials fear any early announcement would be harmful to 1939 attendance.

The fair had better stop thinking (out loud) in terms of next year and concentrate its efforts upon the remaining weeks of operation. It had better do this because the exposition in Flushing Meadows is being threatened in attendance supremacy by Chicago's A Century of Progress of 1933.

We have watched with increasing interest appearance of charts and figures in the publication of whose World's Fair department we are proud to be a contributor. This has had the effect of making us somewhat chart-conscious ourselves, the result of which appears below:

New York	Day	Chicago
273,121 .....	Saturday, September 2 .....	256,680
491,460 .....	Sunday, September 3 .....	367,004
218,482 .....	Monday, September 4 .....	242,038
81,784 .....	Tuesday, September 5 .....	134,058
182,853 .....	Wednesday, September 6 .....	135,878
104,608 .....	Thursday, September 7 .....	124,513
84,715 .....	Friday, September 8 .....	165,919

Total 1,437,023

Total 1,426,090

Daily Average, 205,289

Daily Average, 203,727

New York's lead for that week..... 10,933

New York's daily-average lead for that week..... 1,562

New York's Total Paid Attendance, April 30 to September 8....17,510,018  
Chicago's Total Paid Attendance, May 27 to September 8.....14,375,473

New York's Lead Over Chicago (27 more operating days)..... 3,134,545

From these figures it must be apparent that before thinking (out loud) in terms of 1940 New York's fair would do better to think (out loud) in terms of a year that is very real, very present and very vital. That year is 1939.

Gibson had pointed out that President Roosevelt has authorized the invitation to all foreign nations, tho actual invites will not be given until Whalen submits his report from Washington.

Gibson said this week that altho the fair has the approval of President Roosevelt to invite international participation, he conceded that the European war might lead to incidents "beyond the control of anybody" that would make renewal impossible. Whether

nations would accept the invitations is an unanswered question, of course, altho consensus around Flushing is that most warring countries would be anxious to make use of an opportunity to bring their stories to the American public via exhibits at a '40 world expo.

A campaign to bring in foreign nations for another year will be launched officially next Wednesday when Mayor La Guardia tenders all the foreign com- (See FEELING IMPROVES on page 62)

## Lammers Sloughs Jammers

NEW YORK, Sept. 9.—Concessioners' Association, attempting to improve business on ordinarily weak Thursday and Fridays, has persuaded the fair's Amusement Control Committee and Treasury Department to reinstate combination tickets on those days for duration of season's run. If plans go thru policy will be inaugurated next week, with ducats good on September 14 and 15. Ticket will include same shows and rides that comprised the initial strip ticket which proved moderately successful two weeks ago. Attractions with an established price of 25 cents or more will get 8 1-3 cents a used coupon; attractions regularly demanding 15 cents will get 6 1-3 and 10-cent shows will realize 4 1-3 cents on each used coupon.

Concessioners are also anxious to have Children's Day on Wednesday continued for balance of the run, but at a late hour today fair corporation had not come to a decision. Wednesdays have been heavy all summer, when gate admish for kids was trimmed to 10 cents and attractions offered reduced rates. Attractionists feel many children will be out of school early enough in the day to make policy worth while for remainder of season.

Commander Howard Lammers, of the ACC, eliminated jamming on the fun zone Tuesday, seriously affecting several attractions heretofore dependent on jams to pull them thru afternoon and early evening. Several shows attempted to get around ruling by instituting a two-for-one policy, but that was also nixed by Lammers' office.



# On the Flushing Front

By ROGER LITTLEFORD JR. and LEONARD TRAUBE

NEW YORK, Sept. 9.—Busiest of the performing practitioners at Gibson's Gargantua is undoubtedly Jimmie Lynch, whose troupe of Death Dodgers in the Goodrich Arena has done more to put over the company's product than its formal exhibit in the building adjoining the banked oval. That is only natural—and shrewdly anticipated by the tire tycoons.

It's possible the 1,300-seater stadium has had its share of empty pews since April 30, but your (G)rover boys haven't noticed any on their respective inspections, and the Goodrich gang wouldn't be expected to stress the point, provided it exists.

Anyway, Lynch has doubled between his automotive exploits here and his engagements at fairs in Canada and the U. S. since being introduced at the World of Tomorrow. This week he began a long tour of doubling, to wit: Left yesterday for the Reading (Pa.) Fair, then to Brockton, Mass., for four days; followed by a Saturday showing in Topeka, Kan.; back east for five days at Springfield, Mass.; back to New York for six days, then to Richmond, Va., for five; back for four, then one day in Birmingham, Ala.; back for 10 and so to Shreveport, La., for two; six days in Flushing Meadows, then Charleston for a day and Savannah, Ga., for two, and from there home to Texarkana (Tex.) "to hunt birds."

Before leaving here he managed to sneak in a cocktail party with Bobby Riggs, the Davis Cupper.

The intra-fair busses, at any rate, regard the Amusement Area as No. 1. Vehicles headed for the area are marked that way.

Murray Zand, Caroline Pepin and Casper Sargeant are the agents behind the Dufour-Rogers Balloon Dart Game, with Al Rossman plying his trade behind the ball game. . . . The foreign pavilions, it develops, are furnishing the victuals for the scribes in the Working Press Building. . . . Joe Rogers' name finally made the Rondevo menu, thus making his title of Mayor of the Midway official. . . . Leo (Penguin Island) McDonald knows his stock market. . . . Doc Foster is back on the Merrie England Village front after being out three weeks with a throat infection. . . . Herb Schmeck, the golfing engineer of Philadelphia Toboggan Co., a visitor. . . . Report is Entertainment Director John Krimsky's salary has been halved.

Benny Goodman and the band opened Wednesday for a week's stand, trotted out his most sizzling numbers and had the jitterbugs yelling all over the place. Swinger Sultan has drawn the best crowds so far and the band shell was enlarged for his appearance. Newspaper men assembled in the adjacent Washington Hall, best appointed of the midway spots, for a cocktail party in honor of the clarinetist, who proved himself a pleasant conversationalist. Before that, according to Midway Press Agent Will Yolen, the French Ambassador made a speech on the war situation in Washington Hall to an audience of 32. Red Norvo and his band, booked in for the night engagement, was billed but didn't appear. It has been in a state of disbandment for some weeks. Jack Jenney's Ork is substituting, with a jitterbug contest scheduled for Monday, Sundays thereafter, for fair's duration. A dance floor is being constructed for the competition and dancing will be open to the public before and after the swing-crazy kids do their stuff.

For the third time since it began operating a chute jammed and remained in the air on the Parachute Jump last night. Within half an hour it was down safely after attendants worked frantically to avoid recognition in the public prints. Papers, however, ran short stories, obviously played down, in today's editions. . . . It is reliably reported that no less than 24 inspectors from the Federal Bureau of Investigation (G-men to you) are conducting an intensive investigation in the exhibit area. Just

what they are attempting to uncover remains a secret.

Leon Loeb, general manager of Carnivalland, took a nasty spill on its boardwalk during yesterday's thunderstorm and has been forced to take it easy temporarily. . . . Terry O'Rourke, first-rate talker, who opened on front of Sun Valley, then moved to the NTG show, cracked a wrist two weeks ago in a similar accident. He's back at work again—this time on the stand of Lopez's Juvenile Revue in Carnivalland, a swell show, by the way.

William Judkins (Red Onion) Hewitt, back from a short-lived fair season in Eastern Canada, ogled the Flushing fiesta again this week. He's an oldtimer whose comment should be appreciated. . . . There will be no shake-up in one of the villages if the project's concessioners have anything to say about it. . . . Aquacade's backstage water heaters, installed for the purpose of regulating the temperature of the swimming pool, have been put into shape and are ready to operate come the first really chilly night. . . . Abner and Virginia Kline, of Eyerly Aircraft Corp., took in the expo early this week on the final leg of a trek from the home base, Salem, Ore.

## STACK N. Y.—

(Continued from opposite page)  
curred on Sunday, August 27, when, helped by a widely exploited 35-cent newspaper coupon good for gate entry and several attractions, the gate came to nearly 307,000. The top days for June and July were achieved on Saturdays, June 3 bringing 230,254 and July 22 contributing 256,253.

None of Chi's June thru August peaks was developed on a Saturday or Sunday. June's top was on Friday the 23d, with nearly 140,000; July pinnacle was Monday the 3d, with 244,742, and the August headliner also came on a Friday, the 25th, with nearly 273,000.

When a more detailed study is made of the two fairs it will in all likelihood be found that the Western metropolis excelled because its week-day returns were concentrated upon, whereas New York chose to have a 75-cent gate admission on week days and a 50-cent fee on week-ends. Perhaps Chi's beaches did not present the fierce competition that New York's strands did, especially during this unusually torrid summer.

As far as top days are concerned, New York's best three in each of the three months were only 133,857 better in total than the Windy City's. However, the fair of Whalen and Gibson is enjoying a September rush, with one day, Sunday, September 3, accounting for nearly half a million and the Saturday-thru-Monday Labor Day week-end pulling nearly a million. It may be that New York will chalk up a September better than Chi's. It will have to in order to beat the 1933 event's paid attendance by a substantial margin. New York's gate is ahead of Chicago in total, but the former started 27 days earlier, and even tho the Dawes-Lohr fair operated until November 12 (New York closes October 31), its November attendance was less than 600,000. September was Chicago's second best month and October—October, mind you!—was on September's heels, being better than July, in fact.

### NEW YORK

	Daily Avg.	Peak
June—3,866,651	128,888; Sat. (3)	230,254
July—4,261,148	137,456; Sat. (22)	256,253
Aug.—4,094,443	132,077; Sun. (27)	306,480
Total	—12,222,242	132,807

### CHICAGO

	Daily Avg.	Peak
June—2,502,477	85,418; Fri. (23)	139,452
July—4,025,917	129,868; Mon. (3)	244,742
Aug.—5,830,821	198,091; Fri. (25)	272,936
Total	—12,359,215	134,458

# GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

February 18 to December 2



## Another Year Appears To Be Doomed by War

SAN FRANCISCO, Sept. 9.—Altho the World's Fair here in 1915 carried on despite a general conflict in Europe, immediate effect on the present exposition of Germany's invasion of Poland has been to kill what little prospect there was of reopening the fair next year. Only last week expo officials admitted they had discussed possibility of reopening in 1940. But now it is being generally predicted that the European situation will in all probability doom a second year for the fair.

Gwynne Wilson, assistant to Managing Director Charles H. Strub, said expo execs expect a decided drop in attendance "provided the war becomes general," but that the present situation had no more effect on the fair than on business in general. Drop in attendance during the current week was normal, he said, pointing out that the fair had passed its peak, anyway, and that a drop could be expected with opening of schools and end of vacation and travel season.

### War Closes Pavilion

Announcement came that the Johore Pavilion had been ordered closed and exhibits shipped home or sold. Johore, it was said, has a treaty obligation with the British Empire so that it automatically entered a state of war along with Great Britain. However, it was declared that all other foreign exhibits will remain open until the expo's closing date. Neither Germany nor Poland have exhibits here.

Fair went over the 100,000 mark on Sunday for fourth time, registering 123,448 visitors. Labor Day drew 91,706, which was below official expectations. Decision of the CIO to hold a celebration in the city and let the AFL take over the fair kept a good number of workers off the grounds. Admission Day, today, and San Francisco Day, September 30, will be the last of the peak holidays.

Harry Owens and his orchestra will open on Tuesday, replacing Phil Harris. Bob Hope Day will be observed on Tuesday. Three concerts by San Francisco Symphony Orchestra have been made available thru a fund set apart by the exposition for pay-off to stand-by orchestras during appearance of name bands. About \$7,000, it was reported, has been realized thru this method of giving work to local musicians. Musicians' union stipulated the money had to be used before September 24. Concerts are scheduled for September 13, 20 and 23.

## Sally Rand's Gay Paree

This latest Rand selling element lacked substantial reception altho it registered satisfactory grosses over Labor Day week-end. Sally herself performs. Curiosity had a lot to do with the initial turnout. Minor concessions include a so-called expose of French sex art, employing a choice selection of art cut-outs to put across the idea. Show's front is modeled after a ship's prow, with "barkers" dressed in French seamen's outfits.

We understood the show would feature an improvised Lady Godiva act, in which the horse also was unclad. The lady, the horse and the act, to our knowledge, failed to materialize. Favored pass holders gained entry with elaborate passports, copied precisely from a regular passport.

Along with her regular routine at the Music Box on the mainland, Sally is scheduled to present 13 hourly shows each day to keep the place alive until 1 a.m. Edward Murphy.

### Paid Attendance

Previously reported	7,374,123
Thursday, August 31	30,846
Friday, September 1	29,682
Saturday, September 2	59,601
Sunday, September 3	123,442
Monday, September 4	91,706
Tuesday, September 5	24,745
Wednesday, September 6	35,698
Total	7,769,843

## 10,000,000th Dollar Passes Into Coiffers

SAN FRANCISCO, Sept. 9.—The 10,000,000th dollar to be expended by the exposition-going public passed into fair coiffers Sunday night, expo officials announced. At the same time a breakdown of receipts and expenditures was released to show that the expo is "operating in the black and that past obligations are being amortized and current expenses met on a businesslike basis."

Compliations as of July 31 reveal: Gross revenue, \$6,650,000; gross operating costs, \$4,415,000; gross operating profit, \$2,235,000. In making public the financial statement, H. C. Botoroff, executive secretary, declared that "all profits have been applied toward meeting the exposition's liabilities during the construction period and to carry on the business of the corporation."

It was reported that the fair operated at a profit of about \$700,000 during August, but breakdown figures for the month were not disclosed. While disclaiming them as official, receipts and expenditures as of July 31 were given as follows:

Receipts: Paid admissions, \$1,940,000; concessions (2 to 40 per cent of gross business of restaurants, amusements, etc., \$1,270,000; fair's concessions (Cavalcade and other fair shows), \$1,155,000; service charges for maintenance, etc., resale of electricity to exhibitors, royalties on souvenirs and miscellaneous, \$2,285,000; total operating revenue, \$6,650,000.

Expenses: Pay roll, 1,800 employees, \$2,300,000; operations and maintenance (upkeep grounds, materials, supplies, etc.), \$1,340,000; purchase of electricity, gas, water, \$450,000; interest on bank loans, \$310,000; total operating expense, \$4,400,000; net operating income, \$2,250,000. Expo officials would not admit authenticity of the breakdown, altho agreeing that totals on receipts and expenditures were substantially correct.

### No Notice on AFA Status

SAN FRANCISCO, Sept. 9.—Neither expo management nor AFA local has been advised of an agreement by the IATSE and the AAAA which revoked the stagehands' charter to AFA and gave AGVA full jurisdiction over actors. Local headquarters of the AFA, which has contracts running for a year or more with all expo shows and all cabarets and night clubs of the bay area, have not received official notice of the settlement. Representative Jack Mills said. Fair officials said they had received no notice.

## Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, Sept. 9.—It is estimated that more than \$200,000,000 will have been spent by visitors and others on account of the exposition, so if nothing else can be said of world's fairs, they are at least great money circulators. But as evidence that 10 months is too long to hold one of these expositions, the Cavalcade grossed only \$89,000 in the (See GLEANINGS on page 62)

## Additional World's Fair News

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Coin Machines Gross \$305,598	67

## Ellis-Mack Show Closes; On Road Again Next Year

SANFORD, Mich., Sept. 9.—John Ellis and Glenn McIntosh, who had the Ellis-Mack Tent Show out this season, closed here August 26. Show opened May 26 and played all Northern Michigan resorts, one and two-day stands. It made a little money and will go over the same territory next year. On closing day a green corn and melon "potlatch" was enjoyed by all. Ellis carried off honors by getting away with nine ears of corn and two melons.

Ellis left to play schools with his *Rip Van Winkle* Co., and Mack opened at the Harrison, Mich., Fair with his dog and monkey act. After a few fairs Mack will play schools with his circus unit.

## Harriman Makes a Tour Of Shows; Visits Fair

FORT KENT, Me., Sept. 9.—Jerome T. Harriman, former Ringling-Barnum contracting p. a., is back home after a tour of the Midsouth. Trip took him first to Norfolk, Va., where he visited with Ira Watts and his Parker & Watts Circus and also Col. Charles Consolvo, hotel-owning CFA'er. In Petersburg, Va., he fratted with Charles Lauterbach, of Petersburg Fair, and in Fredericksburg with Jimmy Heron and Billroy Comedians. He then went to Washington for a chat with Melvin Hildreth, Harry Allen and Dr. William Mann, CFA, last named also director of Washington Zoo. He spent three days with Charles Hunt, of Eddy Bros., in New Jersey and then departed for here.

"Parker & Watts show is a fine outfit," Harriman said. "It presents a nice, pleasing performance and is billed heavier than any other motorized circus I saw this year. Spent a day at Presque Isle (Me.) Fair and had a nice visit with George Hanneford, the Hanneford family being one of the features of an excellent show furnished by the George Hamid office."

## Another Flat Car Added to Cole Train

LOGANSPOUT, Ind., Sept. 9.—Another flat car was added to the train of Cole Bros.' Circus at South Bend, Ind. Ray Collins rejoined at Logansport.

Many family reunions were enjoyed when show played South Bend and Logansport. It was a big day for Jimmy O'Connor at Logansport, his home town. Many residents from Peru and Rochester were on hand. Mr. and Mrs. Ben Burkhardt visited at South Bend and Logansport, as well as Butch's brother.

Other recent visitors were Nick Carter, Mike Wissinger, Billy Wilkins, Fred Jenks, Charles Davis, Tarkington, Mrs. Ernie Sylvester and Alec Picard, reports Stanley F. Dawson.



GROUP PICTURE of old-school showmen, now residents of the Ohio Masonic Home, Springfield, O. Sitting, Fred Faerber, 70, Cleveland, O., known as "Fred Faber," candy butcher on the old John Robinson Circus and special agent for Forepaugh-Sells, was in show business 40 years. Standing, John Hastings, 85, Felicity, O., driver of Sells Bros.' property wagon and animal man for Barnum & Bailey, 20 years in game. Doc Waddell, 76, Chillicothe, O., en tour 67 years, from candy "butch" and "spieler" to press agent, with the John Robinson, Sells-Floto and Hagenbeck-Wallace circuses, Buffalo Bill's Wild West, carnivals and the old opera house shows. William H. (Doc) Mueller, 70, Cincinnati, O., on John Robinson Circus and for 20 years a showman. Duncan MacGregor, 63, Cleveland Heights, O., with shows all over Europe, in Canada, South America and this country, 20 years in business. Joseph Theobald, 68, Bryan, O., 25 years as stage manager with European shows and as "Jobey," magician and character man in the United States. Dr. Arthur Scott, 88, Columbus, O., first of the early press agents, is at the home. He traveled with Sells Bros., was in show game 20 years and cousin of the late Oliver Scott, general agent. M. H. Gunnion, 68, Columbus, O., carnival man 15 years, also is at the home. Last two named are not in picture.

## R-B Does Good Job Of Billing in L. A.

LOS ANGELES, Sept. 9.—The advance of the Ringling-Barnum show has done a very good job in billing the local date. Johnny Brassill and crew left Wednesday. Allen Lester made the local papers and Arthur Hopper has been at the Biltmore for several days. He stated the show was doing a very good business. Prediction here is that the show will make as big a clean-up as was done in 1934. The circus plays but one show in Santa Barbara in order to get into L. A. over the Southern Pacific. This jump necessitates the usual trip over the "hump" that all circuses dread, then a city ordinance requires the show's being off the streets at an early hour. The haul from the S. P. to the Crenshaw and Olympic lot is a long one.

Reports from the Ham and Eggs Circus are that it is doing capacity business. Arthur Windecker is the contracting agent.

There is a persistent rumor that a new circus will go out of Southern California next year; in fact, report is that there are two promotions planned.

## Schuster Ends Season

CAMDEN, N. J., Sept. 9.—Edward Schuster finished his fifth consecutive season as general agent of Charles T. Hunt's Eddy Bros.' Circus. The show is in quarters at Trenton, N. J.

J. BEN AUSTIN and wife have returned to their home in San Antonio, Tex., after visiting their son and daughter, both of whom reside in San Francisco. They also took in the fair.

## Annie Oakley Homestead Goes At Auction to Private Buyer

GREENVILLE, O., Sept. 9.—The Annie Oakley homestead, near North Star, was bought by Mr. and Mrs. William Winglewicz, of Ft. Recovery, O., who outbid the Greenville Historical Society for it. The small frame house and 10 acres of land, where Miss Oakley learned to shoot, was sold at auction on the Darke County Courthouse steps for \$690.

Miss Oakley, who toured the world with the Buffalo Bill Wild West Show, is buried in the old York Cemetery here. She also had been with the old Sells Circus. She was born Laura Moses near Willowdell and died at Greenville in 1926. In 1922 she broke 100 clay targets

## Whetten To Open in Neb. Schools Sept. 14

SCOTTSBLUFF, Neb., Sept. 9.—Whetten's Circus and Fred's Kiddie Circus Combined will open the winter season in schools at Oshkosh, Neb., September 14. Two cars and two house trailers will be back and one car ahead. Show is owned by F. D. Whetten, and Bert Hall, of Hall Bros.' Circus, will be assistant manager. Bookings are being handled by Whetten, who is 10 days ahead.

In program will be Grace Wilbur, juggling and baton spinning; May Newton, piano; Jerry Davis, magic; Leta Davis, dancer; J. J. Simmons, musical clown.

## Kelly Returns From England

NEW YORK, Sept. 9.—Emmett Kelly, clown hobo who has been meeting with exceptional success in England with the Mills circus for the past two years, returned to this country September 5 aboard the President Roosevelt. Altho his contract with Mills had several months to run, international situation prompted Kelly "to blow the country before actual hostilities began." Kelly, who left the show two days before Britain declared war, said that the show was expected to close immediately following an official state of war. He did a show in tramp make-up on the boat.

## Siegrist Presents Program

MT. WASHINGTON, N. H., Sept. 9.—Joe Siegrist produced a nine-act circus program, featuring Bebe Siegrist, trapeze performer, and including Capt. Karl Fischer's elephant act and Adolph Delbosq's ponies at the National Alcoholic Beverage Control Association convention at the Mt. Washington Hotel September 6.

## Radiodom Puts Hammer On Free-Time Chisel

NEW YORK, Sept. 9.—National Association of Broadcasters, whose position on general chisellers of free time on the air is well known, tackled the circus phase in its current report to the trade. Report notes that Ringling Bros.-Barnum & Bailey circus "has asked at least one station to provide free time for a complete program ballyhooing its circus." Station KFPY, Spokane, gave its reaction in the form of a letter to F. Beverly Kelley, R-B radio director.

Letter, given below, is reprinted for whatever value it may contain as a trend on the part of the airwaves in outdoor show business. It was dated August 26 and reads as follows:

"Reply to your letter of August 12 has been delayed until the date of your Spokane showing and until, also, we might meet and talk with members of your publicity department who might accompany the show. Incidentally, the transcription discussed in your letter was received in due time and has been delivered to F. L. Morrissey of your radio department, who called on us last Monday, without having been broadcast.

"We took occasion, during the course of a very enjoyable chat with Mr. Morrissey, to discuss this entire subject of circus advertising, and we told him then, as we tell you now, some of our reasons for not broadcasting not only the records you sent us, but also shows from your organization which Mr. Morrissey wanted put on the air.

"All requests from your company have been for gratis time. Not one suggestion was made that you would buy time. And yet all appearances in broadcast would have been strictly commercial, designed to recruit attendance at your two Spokane shows. And as we explained to Mr. Morrissey, we know not a single reason why we should give free time to your commercial enterprise while selling it to others, nor, as a matter of policy, do we, or will we, or have we, for the past six years, given any free time to any circus simply for the reason that your activity is just as commercial as that of any other business and therefore should not seek or expect to receive free time while all other commercial accounts are buying it.

"Every time a circus comes to town it buys display space in the local newspapers, and when circus managements come to the point where they treat radio in the same manner and provide a budget for it, I can't help but feel that radio, too, will go just as far as the newspapers have ever gone, maybe even farther in affording just as much cooperation as do the newspapers.

"At any rate, whether you do or do not provide a radio budget for the future, KFPY will give away no free time for commercial advertising."

Letter was signed by Arthur L. Bright, vice-president, and addressed to Kelley at 331 Madison avenue, R-B's New York office.

Association preceded the discussion by stating that the Ringling show is "prominent," probably "well able" to pay for time "if it chose," and is a "big newspaper advertiser."

## Season Ends in Denmark

COPENHAGEN, Sept. 11.—The circus season in Denmark nears its finish with the Circus Jean Houcke in the former Circus Schumann indoor arena, closing last night. This is the second season in Copenhagen for the French circus operator, Jean Houcke, and as both seasons were decidedly lean ones it will probably be his last season at this spot. In all probability the Schumanns, Ernest and Oscar, will return next summer to this indoor arena, which they operated for many years. Beginning September 15, the arena starts its winter movie season.

The Circus Belli, starring Tom Mix, has been playing under canvas at Copenhagen and doing excellent business. King Christian and members of the Royal family of Denmark attended a recent performance of the Circus Belli at which Mix was presented to the king.

MR. AND MRS. TOWNSEND, CFA, visited between shows when Cole Bros.' Circus played Battle Creek, Mich. They entertained Sara Ellis, of the Bedell Troupe, and Nina Maschino at dinner, and after the evening performance entertained them at their home, where Sara and Nina spent the night. Townsend rode the top of a wagon in the parade.



BOB THORNTON, manager and equestrian director of the Yankee-Patterson Circus, snapped in the backyard of the show. Doc Cunningham is shown stepping out of the big top. Both were with the original Al G. Barnes Circus. To the right of Cunningham is Earl Stewart, featured in the Wild West concert.





# With the Circus Fans

By THE RINGMASTER  
CFA

President  
WILLIAM H. JUDD  
25 Murray St.,  
New Britain, Conn.

Secretary  
W. M. BUCKINGHAM  
Thames Bank,  
Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)

ROCHELLE, Ill., Sept. 9.—Mr. and Mrs. Karl K. Knecht, of Evansville, Ind., will leave September 20 for a trip to the West Coast. They, with C. B. Enlow, president of the National City Bank, and wife, will travel on the Indiana Special to the bankers' convention in Seattle, then cover other cities. Will arrive home October 12. While convention is on the Knechts will visit Vancouver and Victoria, B. C.

Mr. and Mrs. L. Perry Raymond and Mr. and Mrs. Walter M. Buckingham, of Norwich, Conn., were at the Kingston, R. I., Fair Labor Day, guests of Adele Nelson and her husband, who were showing their dancing elephants as one of grand-stand acts. Raymond's father, Mr. Cooper, rode the lead elephant on to the track, his first time up, after which he invited the whole party to dinner.

Fans visiting Benson's Wild Animal Farm at Nashua, N. H., report that Mrs. Bessie Costello, Mr. and Mrs. Joe Siegrist and daughter have concluded their engagement, leaving on Labor Day to take up other contracts.

Arthur Stensvad, a new member residing in North Platte, Neb., writes that he met many former circus people on Hennies Bros.' Shows there. States he received some fine shots of the John Robinson elephants and the Al G. Barnes Circus from Jerome Kelly.

Glenn Townsend, CFA of Battle Creek, Mich., writes: "When Cole Bros. was here September 1 had a nice visit with the folks and was much impressed by courtesies extended by Mr. Valentino, who has charge of backyard, and Mrs. McFarlan, wardrobe mistress. Mrs. Townsend and I entertained Nina Maschino and Sarah Ellis at dinner, and they spent the night at our house. The following morning we drove to Kalamazoo, where they re-joined the show. At Kalamazoo I rode

# OFFICIAL BALLOT

## FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

DONORS: Circus Saints & Sinners Club of America (Dexter Fellows Tent), Circus Fans of America, National Showmen's Association and Hollywood Trophy Co.

Balloting is open to any person in, or catering to, show business, including show trade organizations and accredited fans holding paid-up membership cards. RULES AMENDED TO INCLUDE VOTING BY PERFORMERS, WHO MAY NOT VOTE FOR THEMSELVES, HOWEVER.

### IMPORTANT

BALLOTS ARE VOID IF ALL 10 PLACES ARE NOT FILLED OUT WITH NAMES OF 10 DIFFERENT INDIVIDUALS OR TROUPES.

NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points).....	.....
2. ( 9 " ).....	.....
3. ( 8 " ).....	.....
4. ( 7 " ).....	.....
5. ( 6 " ).....	.....
6. ( 5 " ).....	.....
7. ( 4 " ).....	.....
8. ( 3 " ).....	.....
9. ( 2 " ).....	.....
10. ( 1 Point ).....	.....

The Billboard is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with ballot in issue of November 4, 1939. Final ballot mailing must bear a postmark of not later than midnight of November 4.

Your Name..... Please Print

Permanent Address..... Please Give City and State

Affiliation in Show Business or by Whom Employed.....

Signature.....

Ballots without signatures are void

CUT OUT PERFORMER CONTEST EDITOR AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

parade and had another pleasant afternoon in backyard. Had lunch in cookhouse."

Burt L. Wilson, of Chicago, spent Labor Day in Detroit. On the way he caught Cole Bros. at Battle Creek and visited with many friends on the show.

Claude Elder, State chairman for Montana, states that there was not a motorized show in Montana this season. Ringling-Barnum made four Montana towns, but the big field was left entirely vacant and the business taken by carnivals, which covered the State thoroly.

The editor of White Tops visited Lewis Bros.' Circus at the Ogle County Fair, Oregon, Ill., Labor Day. Showed on the track in front of the grand stand Sunday night and gave two shows Monday night, first one starting at 6:30. Its side show was located on the midway, where most of the afternoon was spent visiting with King Baile and others. Edgar Wilson and Joe Taggart, of Rockford, also were visitors. The fair officials reported one of the biggest crowds in history. While the editor was there the side show was only doing fair business.

The 1939-'40 season of the Bluch Landolf Tent No. 24 will open with a dinner meeting at Hotel Burritt, New Britain, Conn., September 12. W. H. Judd, president of the CFA, will be guest of honor.

J. A. Wagner, of Des Moines, Ia., will leave the latter part of this month to spend the winter at Tucson, Ariz., hoping for recovery from severe attack of arthritis and neuritis.

### Model Builders' Activities

READING, Pa., Sept. 9.—Col. Walter H. Woods, of St. Petersburg, Fla., has returned from Pawnee, Okla., where he renewed acquaintance with Major Gordon W. Lillie. Woods is looking forward to a visit from Lillie this winter.

William H. Walton, Homestead, Pa., entertained William Kofond and wife, of Jamestown, N. Y. Kofond is a carnival concessioner and has a large collection of circus photographs.

William Pavillion, Arnold, Pa., has several dens and baggage wagons under

construction for his Sparks Circus. He recently met C. W. Webb, of Russell Bros.' Circus. Robert Danner, Muncie, Ind., is working on the No. 21 Hagenbeck-Wallace cage.

Charles Stern, Austin, Minn., saw the Bud E. Anderson Circus in that city. George Hubler, Dayton, O., caught the Parker & Watts Circus at Sidney and Hamilton, O. He was recently visited by Bob Danner, of Muncie, Ind.

Arthur Stensvad, North Platte, Neb., is a new member of the association. Charles Elwell, Bennington, Vt., recently purchased a model of the Hagenbeck-Wallace steam calliope from Harold Moore, of Reading. Harold has seven baggage wagons going thru his shop.

Robert Garnett, manager of the Canter and Garnett Combined Circus, of Harris—(See MODEL BUILDERS' on page 57)

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Eastern Representative—A. E. CAMPFIELD,  
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Enlarging Our Act for Season 1940. Steady Work.  
Write, Stating Full Particulars.

**Bob Fisher's Fearless Flyers**  
Care Texas Longhorn Shows, Durant, Okla., this week; Leonard, Tex., next week.

# RUSSELL BROS.' CIRCUS WANTS

FOR LONG SEASON. People wanting to go to California preferred. Big Show Performers, Musicians, Side Show People, Boss Mechanic and Assistants, Electricians. Cookhouse Steward. Wild West People with or without stock. Carlos Carreon, if at liberty wire. Those joining now for Western trip will be given preference for possibility of all winter's work and early opening 1940. Address as per Billboard route or permanent address: Rolla, Mo. September 12, Dublin; 13, Cordele; 14, Americus; 15, Albany; 16, Fitzgerald; 18, Waycross; all Georgia; 19, St. Augustine, Fla.; 20, Palatka; 21, Gainesville; 22, Lake City; 23, Valdosta, Ga.

# PROMOTERS WANTED

Must have experience in Program Advertising, Ticket Sales and General Promotion. Only Experienced Men Address  
IRV J. POLACK, Manager

# POLACK BROS.' INDOOR CIRCUS

September 11-13—Sheridan, Wyo.  
September 16-23—Utah State Fair, Salt Lake City, Utah.

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"Greatest Flying Act in the World Today"

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The First and Only Lady Flyer performing a two and a half Somersault to a catch by the feet while blindfolded.

Inviting offers for Indoor Circuses starting in November.

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# WANT

For my Department Stores, Xmas Circus, open about Nov. 11th. A-1 Mind-Reading Act, Magician, Punch, Novelty Circus Acts, Animals, and good Animal Man or Lady to work Stock, Assistants. Write all to GEO. E. ROBERTS, Circus Manager, Shubert Theater Building, 250 So. Broad Street, Room 202, Philadelphia, Pa.

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World's Best Comedy Bar Act  
AERIAL or GROUND BARS  
AT LIBERTY AFTER OCT. 1

Permanent Address: 915 Court St., Pekin, Ill.

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Fastest Growing Organization in Show Business.

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(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10

Sixth Floor, Palace Theater Bldg.,  
1564 Broadway  
New York City

# Under the Marquee

By CIRCUS SOLLY

MARK SMITH is connected with the Rancho Cortez, Van Nuys, Calif., a training school for horses.

H. V. DARR, contracting agent for the Al G. Kelley and Miller Bros' Circus, cards that business is very good.

PEDRO AND LUIS are now playing clubs and fairs, doing forward slide and hand and head-balancing act.

THE FALL GUYS at the Dexter Fellows Tent, Circus Saints and Sinners, in New York September 12—Olsen and Johnson.

FAILURE is more often the result of lack of courage to persist than of the lack of ability to do.

THOMAS J. FEEHLY, of Baltimore, saw Downie Bros' Circus when it was at Norfolk, Va., and visited Clyde Beatty in Atlantic City.

LEON LONG, magician, visited Austin C. King, Arthur Wright, Pount Woods and Art Hubbell on Ringling-Barnum in Vancouver, B. C.

EATON SISTERS' aerial act has added two new performers, Helen and Charles Graham, who are breaking in for this winter and next season

IN LAST WEEK'S issue it was stated that Dennis Stevens, after 21 years with Barnett Bros' Circus, closed in Tulsa, Okla. This should have read 21 weeks.

DUKE MOREHOUSE, who is doing special agent work on Ringling-Barnum, ran into Hannah Zill, an old trouser, in Sacramento, Calif. Is operating a photo shop.

WILLIAM FOELS pens that he recently attended the McCall Dog and Pony Show and was well pleased with it. He also saw Barnett Bros. and J. C. Admire shows this season.

BEBE SIEGRIST, trapeze performer, recently appeared at the Hofbrau Club in Lawrence, Mass., while doubling with her bareback riding act at Benson's Farm in Nashua, N. H.

BILLY WEST pens that the Kenneth Waite Troupe, booked to open December 18 at Hamburg, Germany, with Krome Circus for three months, had to cancel owing to the war.

AS LONG as there are children, there will be circuses.

HAL E. STRATTON saw Cole Bros. at Kalamazoo, Mich., and enjoyed the performance. Matinee was fair. He was informed by the management that Michigan stands were a little spotty.

J. E. WORD, of Paris, Tenn., states that Tim Mix, ex-ranger and cowpuncher, is featured in the Parker & Watts concert and with him are Montana Slim, Little Dixie, Duke and Zeke. Troupe is drawing.

ANDY COLINO, the Grahams' chimp on Parker & Watts Circus, landed in *The Knoxville (Tenn.) News-Sentinel* when the show played there. After taking his "bath" in his tub a picture showed him reading *The Billboard*.

GOOD clear-cut photographs for reproduction are always welcomed by the circus editor, especially new photos; also stories, gossip and squibs for the columns. These should be mailed to arrive in the Cincinnati office not later than Fridays.

T. M. DEAN advises that attendance at the Ham and Eggs Circus at Salinas, Calif., was 1,000 in the evening and very light in the afternoon. Performance pleasing, running an hour and 50 minutes with a 20-minute talk on Ham and Eggs.

MAKING FRIENDS and then holding them is the biggest part of any business. This, of course, includes circus business.

GEORGE FICKETT closed with the Herb Taylor troupe of clowns at Portland, Me., doing his comedy Irish Biddie for come-in, also clowning show. Taylor has 26 clowns come out of an auto. Herb Taylor Jr., with clown dog, and Dick Taylor were among the joeys.

J. R. (RED) MALLOY, aerialist, who now has his own circus, reports while playing the Greenville, O., Fair he re-

newed acquaintance with Jim Arbaugh, aerialist, and the Flying Melzors, who were featured in the grand-stand show. He said the fair was a good stand for his circus.

JAMES W. BLACK advises that several people left Lewis Bros' Circus at close of fair at Oregon, Ill. Daniel will remain in Oregon temporarily; the Nelsons have other engagements, and William Veno, of side show, left for his home in Chicago. Lewis show will play other fair engagements.

PROSPERITY appears to be around some corner, according to R. J. Ludes, when two railroad shows like Ringling-Barnum and Cole Bros. play two towns approximately 70 miles apart, namely, St. Cloud and St. Paul, Minn. Ludes says he saw 39 sheets of paper on one building on University avenue in St. Paul.

THESE HOT DAYS in September are fine for the vendors of soft drinks and ice cream around the big tops. Sales are reported extremely good.

DOC WADDELL preached in the Ohio Penitentiary, Columbus, September 3. He also addressed the College Hill Chapter of the Eastern Star at Cincinnati September 6. At the Ohio Masonic Home, Springfield, Doc was given a surprise birthday party on his 76th birthday. A dinner was served at the home of his friends, Mr. and Mrs. William Patterson, then members of the party adjourned to the Home picnic grove.

AT THE GOVERNMENT hospital, Hot Springs, Ark., are two troupers who have been in the circus business for a long time. Bill Durant, billposter and brigade agent, is blind, altho he is improving. Last year he was a billposter with the Parker & Watts Circus and had also been (See UNDER THE MARQUEE on page 55)

## Dressing Room Gossip

COLE BROS.—Many showfolk at Logansport, Ind., it being only a few miles from the Cole winter quarters at Rochester and 10 miles from Peru. Clarence and Lyman Keyes were there signing people for their winter dates, starting at Indianapolis November 20. Pat Cramer also was with us for a few days. People the writer saw in backyard were Lee Hinckley and wife (Lee is band leader with the Lewis show), Paul Nelson and his troupe, Paul and Nellie Sullivan, Al McCloud; Mr. and Mrs. Maloney, parents of Ralph Swisher, catcher for Clayton Behee. Marvin Case had a surprise visit from his parents at South Bend, Ind. Margaret Powell, of the Cottrell-Powell Troupe of a few years ago, was a visitor. Forest Fought, calliope player and organist, was a visitor last week. He was with the Cole and Robbins shows last year. He is settled in Hammond this year.

Clayton Behee was out of program for two days with a badly bruised ankle. He hit the frame doing his triple. Had a letter from my old friend Emmett Kelly. He arrived in the States from England last week. Had a little trouble getting a boat home, as all Americans are flocking home. Told me he had to sleep on a cot all the way over and there were 200 just like him. Albert J. Mayer, chairman of the Circus Fans' executive committee, visited the writer on the Cumminsville lot in Cincinnati. Nick Carter and wife joined at Anderson, Ind. Mrs. Carter is doing swinging ladder and menage, and Nick is superintendent of sleeping cars and the privilege car. Notice Mabel McGrath practicing heel and toe catching under that great heel and toe catching performer, Frank Shepherd.

FEDDIE FREEMAN.

## Gainesville Show Briefs

GAINESVILLE, Tex., Sept. 9.—Several members of the Circus Fans Association were on hand when the Gainesville Community Circus played at Corsicana, August 31 and September 1. Albert Marx, of Houston, was in clown alley. He was accompanied by his son and Frank J. Walter. From Waco came Mr. and Mrs. Cecil Crow, H. B. Waite and Ralph Buchanan.

The new marquee, ordered recently, was used for the first time at the Dallas engagement, September 8.

The show closes its season next week at the fair in Arlington.

## Favorite Outdoor Performer Contest

See Coupon on page 31

### Kyle Creeps Up

The First 50 Leaders

(8,000 or More)	
1. *Mabel Stark	11,187
2. *Bee Kyle	10,786
3. *Four Jacks (Aces)	8,648
4. *Marjorie Bailey	8,402
5. Aerial Apollos	8,226
(4,000 to 7,999)	
6. Frank Cushing	6,343
7. *Wilno	6,268
8. *Dime Wilson	6,085
9. *Hubert Castle	5,645
10. *Flying Valentinos	4,961
11. *Harry Clark	4,292
12. Speedy Phoenix	4,257
13. *English Macks	4,108
14. *Blondin-Rellims	4,021
(3,000 to 3,999)	
15. *Mary Gordon	3,976
16. *Cheerful Gardner	3,740
17. Dorothy Herbert	3,713
18. Flying Behees	3,609
19. Selden, Stratosphere Man	3,459
20. *Dare-Devil Waters	3,407
21. *Edna Curtis	3,396
22. Zacchins	3,363
23. Flying Valentines	3,259
24. Flying Behrs	3,117
25. Harold Barnes	3,112
26. *Smith's Diving Ponies	3,088
27. *Verneta Byrd	3,073
28. Terrell Jacobs	3,050
(2,000 to 2,999)	
29. Dave Geyer	2,965
30. Oscar Babcock	2,908
31. *Fussner	2,838
32. Maximo	2,828
33. Captain Mars	2,823
34. Pete Carsetti	2,796
35. Ben Beno	2,735
36. Shorty Flemm	2,717
37. Jack Smith	2,704
38. Buddy Dunn	2,684
39. Frank Shepherd	2,645
40. Bert Nelson	2,620
41. Virginia Senior	2,542
42. Flying Concellos	2,520
43. Clyde Beatty	2,483
44. *Marlo and LeFors	2,460
45. Bee Starr	2,427
46. Carver's Diving Horse	2,370
47. *Dorothy Lewis	2,353
48. Joe (Jo Jo) Lewis	2,315
49. *Wells Brothers	2,312
50. *O. Hager	2,296

Wallendas, 2,253; \*DeCardos, 2,209; Black Brothers, 2,201; Jamie Graves, 2,186; Mickey King, 2,179; Yacopis, 2,166; Billetti Troupe, 2,157; Will Hill's Elephants, 2,151; McCall Circus, 2,147; Joe Jackson, 2,129; Ethel Jenner, 2,123; Fearless Flyers, 2,091; Rudy Rudy-noff, 2,074; Four Queens, 2,047; \*Cristianis, 2,042; Reiffenachs, 2,040; Grace Darling, 2,030; Otto Grieblich, 2,010.

\*Leader in own division.

Other scores are available on postcard or phone inquiry to New York office of The Billboard.

PEARL CLARK, former prima donna of the white tops, writes from Warm Springs, Ga., that she had a pleasant visit with friends on Russell Bros' Circus. She says she is still unable to walk due to a clot of blood as a result of an old operation.

# The Corral

By ROWDY WADDY

DR. E. C. BENNETT again will manage the Ukiah Rodeo, which he founded, this fall.

COL. C. B. HUGHES has been named director of the first annual Terrebonne-LaFourche Live Stock and Agricultural Show in Houma, La. Event is the first rodeo to be held in the sugar belt area of Louisiana.

CAREY RANCH, of Indianapolis, has signed to furnish stock and performers for a three-day rodeo at Louisville this fall under auspices of the American Legion Post there, according to Dick Johnston, manager.

E. P. STAPLETON staged a two-day rodeo and free barbecue in New Berlin, Ill., September 3-4, with large attendance both days. Trophies were awarded to Pete Penney in bronk riding; Red Wilkerson, bulldogging, and Cub Edwards, steer riding.

TAD LUCAS and LUCILLE JOHNSON were first of a list of rodeo performers contracted to participate at the Edinburg (Tex.) first annual Pioneer Day Celebration September 1-4, Sheriff R. T. Daniel, director, announced. Harry Knight furnished the stock and gate was free to school kids on opening night.

A PERMANENT rodeo arena was completed for the first annual rodeo held at Beaumont, Tex., September 2-4. Sheriff Bill Richardson was in charge. Charles Schultz was contracted as clown and among performers were Eddie Cameron, Clinton Booth, Joe. (Cocoanut) Coker and Bryan McCullough.

SECOND ANNUAL Massey - Costin - Homan Rodeo and Round-Up at Derby, Kan., July 28-30 was successful, reports Manager Doc Komekus, producing manager and entertainment chairman. Other officials were S. J. Massey, president; Thomas W. Homan, secretary and treasurer; J. W. Costin, general manager.

RODEOS as feature attractions of county and State fairs in the Deep South have reached a new peak this fall. It seems to be more an exception than the rule to hold a fair or exposition this year without the cowboys and cowgirls. Experience has proved the rodeos' worth for pulling fairs in Dixie out of the red into the black.

WITH CLEAR SKIES and a galaxy of seasoned performers, the Weimer, Tex., Rodeo Association's recent two-day event set a new peak for patronage and entries. About 50 riders took part, with Charles Herder Jr., directing. Results: Break-away—Frank Rooks, Alec Border, Alton Allen. Tie-down—Ira Woods, Frank Rooks, Buck Echols.

COL. A. L. GATEWOOD RODEO, which opened in Dayton, O., August 27 at the speedway and closed with a dual performance the following Sunday, attracted good crowds. Publicity was handled by Robert Smith, who handles public relations for Central States Racing Association. Frank Funk directed the event.

HARRY HUFF'S RODEO REVUE played to good crowds August 24-25 at the (See CORRAL on page 57)

## Attention, Cowboys-Cowgirls

# - RODEO -

Sat., Sept. 30th, to Sat., Oct. 7th Both Inclusive

(NO SUNDAY SHOWS)

PHILADELPHIA, PA.

NATIONAL SPEEDWAYS GROUNDS, FORMER PHILLIES BALL PARK, BROAD and LEHIGH STREETS.

Write for Prize List

Novelty Concessions wanted. Several Shows to follow in South.

DON LIEBERMAN

Producer

Address All Communications to FRED BEBE, Gen. Director

703-4 Elrea Bldg. Philadelphia, Pa.



# TRY-OUT POLICIES WINNERS

## Ohio All-Pay Gate Fixture

Cash admissions take increase—more attractions are advocated by Kinnan

COLUMBUS, O., Sept. 9.—Altho attendance at the 89th Ohio State Fair here was only slightly more than half of what Manager Win H. Kinnan anticipated, a new paid attendance mark was set during the period, August 26-September 1. Paid admissions totaled 257,688 as compared with 221,611 last year, a hike of 36,077, and whether Manager Kinnan's efforts to make the annual pay its own way were successful will be determined by a State auditor's report.

"Our no-pass rule was a success as attendance shows. However, we realize that the rule as it was enforced was not satisfactory and we will make some

(See OHIO ALL-PAY on page 36)

## Detroit Feels Twin Handicap In Attendance

DETROIT, Sept. 9.—Handicapped by worst weather breaks in years and the war situation, which kept Labor Day week-end business down, the 90th Michigan State Fair here, September 1-10, drew 238,098 in the first six days. This was about 20 per cent below the last comparable fair, in 1937, and a third off from the same six days, including Labor Day, in 1938, when the fair had the advantage of six extra days' run to get under way before these days. Tuesday, when children were admitted free (not counted in these figures), was cold. On opening days, Friday and Saturday, when weather was less against the fair, the

(See DETROIT FEELS on page 50)

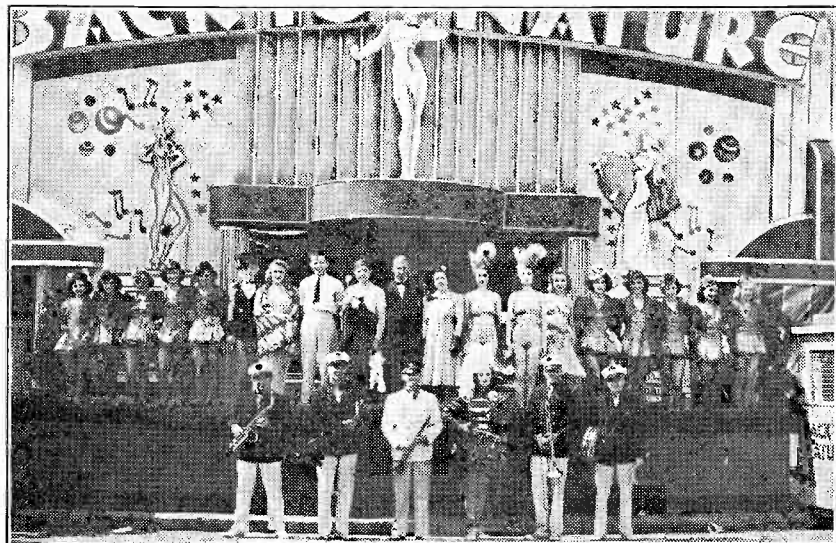
## Trenton Registers Big Gain in Exhibit Entries

TRENTON, N. J., Sept. 9.—Entries for New Jersey State Fair here are greatest in history, said Harry E. LaBrequé, secretary-manager. Extra quarters will be necessary for live stock, and draft horses will exceed by 50 head the previous record. Increased facilities are necessary for poultry exhibits and agricultural and grange displays from 14 counties are taxing capacity of Grange convention hall. Additional entries in domestic art, flowers, fish and game and State exhibits have been refused, due to lack of facilities. Space in Merchants and Manufacturers' Building has all been sold. Exhibits in the building will be underwritten exclusively by merchants this year, compelling the fair management to find new locations for some concessions.

Many concessioners from near-by amusement parks have contracted space on the midway, for which Cetlin & Wilson Shows have been booked. Organization has signed a number of special attractions for the fair. As in former years, no controlled games will be permitted. Grand-stand program has been obtained thru President George A. Hamid's office.

Bill will include Lucky Teter's Hell Drivers on opening day, with bicycle, harness, running, motorcycle and Ralph A. Hankinson auto races scheduled for remainder of the week. Other features will be a band contest, mounted military troupes, a Wild West program and nightly fireworks.

WAPAKONETA, O.—Fielding W. Scholer, vet harness race starter, reports a successful season. He left here on September 2 for Dunkirk, N. Y., where he was booked for Chautauqua County Fair. At close of Dunkirk Fair he will go south for the 38th year.



FRONT OF "BACK TO NATURE" SHOW produced by Shirley (Frances) Lyons in Frolexland at the Canadian National Exhibition, Toronto, August 25-September 9, was declared the most striking in the entire amusement set-up there by J. W. (Patty) Conklin, director of Frolexland. Right up among top grosses, the show was pronounced by far the most outstanding of her career. She has produced a show for Director Conklin each year since he has headed the amusement area.

## Rain and War Talk Hit Vancouver Gate

VANCOUVER, B. C., Sept. 9.—Dark skies and rainstorms knocked 50,000 off gate figures as compared to last year at Canada Pacific Exhibition here on August 28-September 4. This year 332,066 attended and brought estimated gate receipts of \$50,000 as against \$56,000 last year from 381,681. Growing feeling of tension over the European situation also was blamed by officials for the sagging gate. Labor Day attendance dropped nearly 20,000 from last year's figure of 81,738.

Exhibits occupied all available space in buildings. The association cut out all grand-stand attractions as presented in former years, and the younger generation clamors for name bands, forbidden by the local musicians' union as being un-

(See RAIN AND WAR on page 36)

## Oshkosh Tops '38 High Gate

OSHKOSH, Wis., Sept. 9.—Winnebago County Fair here on August 29-September 1 had attendance exceeding last year's record turnout by about 1,500. Grand-stand show, afternoon and night on the first three days, included Bicard Trio, Maximo, Dick and Dot Remy, Six Jordans, Faith Hope, Duncan's Collies, Reddingtons and Six Gretonas. Final day had Capt. Don Voge, stunt pilot, and the *Supper-time Frolic* of WJJD. Nightly Thearle-Duffield fireworks were presented. Gate was 35 cents and grand stand two bits.

## O. Annual To Repay Debt

ZANESVILLE, O., Sept. 9.—Acclaiming this year's fair a great success, Muskingum County Agricultural Society recently announced that it would be able to liquidate a large portion of the debt incurred in 1936 and 1937. Ideal weather boosted paid admissions to the highest figure in several years, while enrollment of 1,700 members in the society also helped make the fair profitable. Leslie Wilson, secretary, said county and State appropriations to defray other expenses were expected shortly.

## Elkhorn Close to 50,000

ELKHORN, Wis., Sept. 9.—Walworth County Fair here on September 1-4 had attendance close to last year's 50,000. Nightly entertainment included the revue, *Goin' Places*, and Gold Medal Shows were on the midway.

NASHVILLE, Ark.—Howard County Fair Association elected Glenn Wallace, president; L. F. Stewart, vice-president; Paul N. Eddlemon, secretary; Barney Smith, general manager.

## Three in N. B. Canceled; Plants Put to War Use

ST. JOHN, N. B., Sept. 9.—Cancellation of some Canadian exhibitions as a result of England's declaration of war may be the forerunner of a general reduction in the number of exhibitions in the provinces, and the situation is being watched as to how it may affect carnival and attraction interests. First cancellation announcement came here on September 1, when officials of St. John Exhibition Association made it known that its fair scheduled for September 2-9 had been called off. Following action of officers of the St. John association came word that exhibitions at Fredericton and Woodstock, N. B., had also been canceled.

Ben Williams Shows and George A. Hamid grand-stand acts had been booked for the three exhibitions.

In each case grounds and plant facilities will be used as bases for defense zones and for soldiers' quarters. St. John plant adjoins National Defense Armory

(See THREE IN N. B. on page 36)

## Ottawa Gate Down; W. of M. and Hamid Shows Are Popular

OTTAWA, Ont., Sept. 9.—At Central Canada Exhibition here on August 21-26 attendance was 230,845, considerably below that of last year. Weather was good all week. Max Linderman's World of Mirth Shows returned and went across better than ever. Appearance of show fronts is improved and caliber of shows was excellent. Midway receipts were \$200 over last year's.

Fair officials tried out bringing in a good dance band. Mitchell Ayres played all week but the engagement flopped financially. It cost the fair management \$1,500 and they had to pay a stand-in orchestra, under union rules, more than \$600.

United States Navy Band gave afternoon and evening concerts. George A. Hamid's *World's Fair Revue* packed the grand stand nightly. Grand-stand attendance for the week was estimated at 60,000.

SALISBURY, N. C.—Attractions booked by Norman Y. Chambliss for Rowan County Fair here include Cetlin & Wilson Shows, Zaccini's cannon act, Lucky Teter's Hell Drivers for one day and auto races. Premium list totals \$2,250. J. S. Koon is general superintendent of the men's division and Mrs. Clarence E. Brown heads the women's department.

## Minn. Keeps 10-Day Period

Gets highest attendance, 706,619—profit will be shown, says Secretary Lee

ST. PAUL, Sept. 9.—Minnesota State Fair will continue to be a 10-day annual, it was announced by Secretary Raymond A. Lee, as dates for 1940 were set. Action was taken by the board of managers after the successful fair on August 26-September 4, which broke all attendance records by drawing 706,619. Previous high was in 1937 with 637,025. The 1938 gate was 582,161. Secretary Lee said that when all income and expense items have been tabulated, a profit will be shown.

Weather was excellent generally. On Wednesday light rain failed to cut into attendance and on Sunday, altho mid-day weather was damp, it failed to stop

(See MINN. KEEPS on page 36)

## Iowa Has Over 400,000; Net May Top 30 G's

DES MOINES, Ia., Sept. 9.—Iowa State Fair here on August 23-September 1 had total attendance of 400,477, second largest in the last 10 years but 30,430 behind 1938 figures, according to a preliminary report to the fair board by Secretary A. R. Corey.

"It was one of the most successful fairs we have ever held," he said. "Exhibits and entertainment were exceptional and everyone from concessioners to final spectators on our second Children's Day seemed pleased."

It probably will show profit of about \$31,000, the report indicated, as compared to \$51,199.27 profit in 1938, which was centennial year. Total receipts are expected to reach \$351,606.23, with expenses estimated at \$320,000.

Officials credited good crop conditions, good business in Iowa and favorable weather for a large share of the success. Entire period was rainless.

## Mason City's Paid Highest

MASON CITY, Ia., Sept. 9.—North Iowa Fair here on August 13-18 had paid attendance of 66,441, an all-time record, reported Secretary-Manager R. D. (Duke) Molesworth, who announced his resignation as effective on September 1. Paid gate was 42,218 last year and 7,800 in 1937. Mr. and Mrs. Molesworth plan to visit fairs in Topeka; Springfield, Mo.; Tulsa and Oklahoma City. Mr. Molesworth has as yet announced no new connection.

## Bad Axe Has 10% Increase

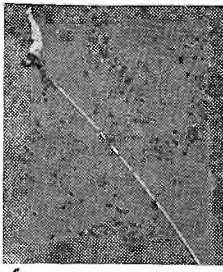
BAD AXE, Mich., Sept. 9.—Bad Axe Fair on August 15-19 showed about a 10 per cent increase in gross attendance over 1938, reported Henry H. Lueders, United Booking Office, who furnished grand-stand features. Fair reflected generally improved business conditions in up-State farming sections. Two 60-people revues, *French Follies* and *Ship Ahoy*, alternated before the grand stand. Happyland Shows were on the midway. Attendance on final day was off considerably because of rain.

DETROIT, Sept. 9.—A number of games, and especially those for money, at two or more fairs in Michigan were closed this week following official disapproval expressed by Gov. Luren D. Dickinson. Because of the governor's crusade against gambling, the Grand Haven Junior Chamber of Commerce called off a turtle race, with over 100 entries from Indiana, slated for Labor Day.

★ Every Minute—  
Every Second—  
Is THRILL!

**Fair Secretaries**

Time still available for a few more fairs. Send your dates and ask for my illustrated folder.



**Selden THE STRATOSPHERE MAN**  
World's Highest Aerial Act!

Sensational and breath-taking, night or day, from beginning to end. High Swaying Pole — Trapeze — 500-Ft. Slide for Life. A great finish to your grandstand program. Write or wire.

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# CNE Gates Take Drop of 30,000; War Shadows Affect Closing Days

TORONTO, Sept. 11.—Curtain was rung down on the 61st Canadian National Exhibition here Saturday night with a 30,000 attendance slump from the count of last year. Total attendance was 1,626,000 compared with 1,656,000 in 1938. Thursday's attendance was 85,000 against 87,000 in 1938; Friday, 84,000; 78,000 in 1938; Saturday, 155,000; 167,000 in 1938.

Closing ceremonies took place from the band shell. President George Brigden declared his gratification over attendance despite the trials of the past week. He held it somewhat significant that "even while the shadows of war were commencing to lengthen there should be held on Warriors' Day the greatest parade in history, exemplifying the loyalty and patriotism to all that we love and cherish." General Manager Elwood A. Hughes was confident that if war had not broken out the figures would have soared close to if not over the 2,000,000 mark. During the past week the fair was dogged by unfavorable weather, lowering skies and frequent dashes of rain, Saturday being no exception.

Frolexland finished the date slightly under 1938 figures, according to show officials. First seven days showed an increase of 15 per cent, but owing to conditions, the second week cut into previous gains. Shows suffered most. Rides held up well. Halligan's Ten-in-One took top honors for customers while Whitey Woods' Land of Dance, with a 15-cent front and 25-cent back, topped grosses. Shirley Lyons' Back to Nature Girl Show, attractively staged, with admission 15 cents, was a few dollars under the leader. Minsky debut under canvas, Oriental Follies, fell short of expectations. In the ride section Flying Skooter, Rocket ride, Illions' Bozo and Rapids were leaders.

**Winter Fair May Be Off**

Grand-stand figures were not available but, according to Charlie Ross, manager of attractions, business was exceptionally good with sell-outs chalked for five performances. Concessioners reported receipts considerably under last year's, running behind from the first day.

Tommy Dorsey's Ork drew the largest crowds to the dance floor, getting a weather break. Previous bands had sultry weather and rain to combat. Even as the curtain was drawn officials were planning for the 1940 fair. While hoping for the best, they were preparing for the worst and with the tradition formed during the war years of 1914 to 1918

were confident that the exhibition outlook was bright. While the fair was moving out, the buildings were being turned into barracks for the army and it was reported that the Royal Winter Fair, held annually in November, would be canceled.

**First Week Tops '38**

TORONTO, Sept. 9.—War talk, coupled with rain, caused CNE attendance to dip 22,000 for the first 11 days. Despite sultry weather, first-week attendance held up over 1938. Labor Day attendance dropped 34,000 due to rain in afternoon and evening. Tuesday attendance dropped 5,000 and on (See CNE GATES on page 59)

## Erie County Sets Attendance Record

HAMBURG, N. Y., Sept. 9.—New attendance record of 150,000 was set by 99th annual Erie County Fair here on August 22-27, topping last year's record mark by 49,000. Final figures are not yet available; spending was considered good by officials. Gate admission was 50 cents, with an additional 25 cents for parking space and grand-stand prices scaled from 50 cents to \$1. There were more exhibits and entries than in any previous year, necessitating erection of tents.

Lucky Teter's Hell Drivers, a big draw in 1938, were again here on Tuesday, Thrill Day, and drew a big crowd. Troupe gave a preview performance on Sunday. Daily grand-stand attraction was a George A. Hamid revue, including the Roxettes, 24-girl unit, and nightly displays furnished by Ohio Fireworks Co. Stetson's Radio Band was a daily attraction. Strates Shows reported good business on the midway and made an excellent appearance.

Extensive advertising was done by radio and in daily and weekly newspapers. Bumper cards were utilized. Special events were held daily, fair opening with Children's Day, featuring a parade and free admission. Other days were set aside for firemen, war veterans, city of Buffalo and politicians. Saturday auto races and wrestling were featured.

## Warren, O., Annual Sets New Mark With Free Gate

WARREN, O., Sept. 9.—Free gate at annual Trumbull County Fair here on August 29-31 brought unprecedented crowds, with all midway attractions and the grand stand getting money, officials said. Association will meet soon to determine whether it will continue the free gate or restore the pay policy. In recent years the fair has lost money. John Salkeld, concession manager of Lake County Fair, Painesville, O., was drafted for the same duty here and handled the assignment capably.

On opening night X-Bar-X Rodeo drew heavily, played to turnaway business Wednesday night at 40 cents a person and drew a good crowd final night. On the midway were J. R. Edwards' Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Chairplane, Loop-o-Plane and Kiddie Auto ride. Other attractions were Peter's Freak Animal Show, Jungle Oddities, Texas Cliff's Ten-in-One; Princess Marguerite, midget; Gooding's Monkey Speedway; Sandow the Great, strong man; Greenwald's Athletic Arena and Dick and Helen John's Playland. Among concessioners were Texas Slim Collins, Charlie Martin, Eddie Weekly, cook-houses; A. Philips, peanuts; Pete Leshner; Paul Lee, Mrs. Charles Cohen, novelties; Lighthammer and McPherson, root beer.

**Booking Ups Tenn. Entries**

NASHVILLE, Sept. 9.—Announcement of the booking of Paul Whiteman's Orchestra as a grand-stand and horse-show feature created demand for exhibit space never before experienced in the 34-year history of Tennessee State Fair, said Fair Manager Phil C. Travis. All space for eating stands has been sold and most of the mercantile display space has been contracted. When entries closed on September 8 all stalls and pens for horse show, harness race and live-stock departments had been taken. First to arrive was Cash Wilts, with two eat stands. He was followed by George Reinhart, who will operate the clubhouse dining room and three other spots.

**WANT FOR HARTFORD CITY, IND. 30th Annual Agricultural and Street Fair SEPTEMBER 19 TO 23**

CONCESSIONS, SHOWS AND FREE ACTS

After September 12 All Mail and Wires to Hartford City, Ind. JIM WILLMAN.

**WANT FOR CHARLES COUNTY FAIR LA PLATA, MD., SEPT. 28-29-30 CONCESSIONS AND SHOWS. All Grab, Drinks and Ice Cream Sold. Wire E. LACHMAN, 709 D Street, N. W., Washington, D. C.**

## Red River Valley Gate 11,000 More Than Last Year

FARGO, N. D., Sept. 9.—Favored by excellent weather, Red River Valley Fair here, August 28 to September 2, saw an attendance of about 45,000, exceeding the 1938 gate by 11,000. Closing day topped with 20,000 passing thru the turnstiles, drawn by Jimmy Lynch and His Death Dodgers.

Lynch appeared in person with his troupe, coming to the Northwest for engagements at the Minnesota State Fair and here. He was injured in St. Paul but did not disappoint the Fargo crowd, driving over the hurdles with one hand on the wheel.

**Revue Outstanding**

While the fair board had provided high-class night shows for the grand-stand crowds in the Barnes-Carruthers *Belles of Liberty* revue (also announced as *Stars on Parade*), the stand attendance was not as big as expected, altho receipts were 30 per cent over 1938. The revue was one of the finest ever seen at a fair here and clicked tremendously.

The revue arrived late for the first night's stand and the crowds were forced to wait more than an hour while workmen erected the scenery. The Cervonne Band took a hand in keeping the audience satisfied when it played accompaniments for community singing led by a band member.

Well-trained and elaborately costumed girls, colorful settings, intricate formations and spectacular use of lights made the revue outstanding. Especially pleasing was the singing of the Grenadiers (See RED RIVER VALLEY on page 51)

## Third Largest Attendance Out at Dayton, O., Annual

DAYTON, O., Sept. 9.—Paid gate at Montgomery County Fair here on September 4-7 was third largest in history, 52,064 against 63,000 in 1937 and 58,214 in 1936, only years exceeding it, and 51,714 last year. Auto admissions totaled 8,340 and grand-stand admissions 11,483.

This year Tuesday and Wednesday nights' racing was eliminated, major portion of entertainment being by Lum and Abner's *Pine Ridge Follies* Tuesday night and Boone County Jamboree Wednesday night. A massed county band of 500 and prize live-stock parade augmented Thursday night's program. Racing on other days was complemented by Gun Sun acts.

Popularity of Boone County Jamboree was attested by Wednesday night's attendance, the largest in history.

Gooding's shows and rides were booked. Exhibits were of unusually high caliber and so numerous that all space was filled and tents were erected.

## Indiana Annual Makes New Attendance Record

MENTONE, Ind., Sept. 9.—Annual Fair and Live-Stock Show here on August 23-26 under auspices of the Lions' Club was most successful in history, drawing 14,000 paid admissions, an increase of (See INDIANA ANNUAL on page 63)

### HIGHLAND COUNTY FAIR HILLSBORO, OHIO Formerly Hillsboro Fall Festival September 27, 28, 29, 30

WANT SHOWS—Illusion, Snake or any Show of merit. Can use a few Concessions, Gustard, Scales, Guess Your Age, Short Range Gallery, Cigarette Gallery or other licensed Concessions that do not conflict.

F. E. GOODING RIDES

**LAST CALL**

Write C. H. STEVENSON, Hillsboro, Ohio.

### McCRACKEN COUNTY FAIR Paducah, Ky., Sept. 18 to 22, Inclusive

Will place Concessions and Shows of All Kinds. No exclusive except Bingo and Diggers.

Address WM. R. HICKS, Irvin Cobb Hotel, Paducah, Ky.

### ATTENTION FAIR SECRETARIES

We have available for late dates Sensational Acts, Novelty Acts. All high class at low prices.

**SIDNEY BELMONT AMUSEMENT SERVICE**

Fullerton Bldg., St. Louis, Mo.

### PUMPKIN AND CORN FAIR

SEPTEMBER 20, 21, 22, 23

NORTH INDUSTRY, O. 4 Miles South of Canton. Want Rides, Shows and Concessions. Tile, Mines and Brick Companies all working. Rich Farming Section. Address GEORGE MARLOW, Chairman.

## J. J. (CHICK) ALLEN WANTS

FOR

### SHELBY, N. C., FAIR

Concessions of all kinds. No exclusive. Ball Games, Pitch-Till-You-Win, Scales, Photo Gallery, Mitt Camp, Diggers, Penny Pitch, Cigaret Gallery. Positively no racket. Have entire Midway for Concessions. Address DR. J. S. DORTON, Shelby, N. C., or J. J. (CHICK) ALLEN, 235 S. Tryon St., Charlotte, N. C.

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OCTOBER 2 TO 7, INC.

PARI-MUTUEL RUNNING RACES DAILY

WANTED: Merchandise Concessions. Book thru Coleman Bros., or direct. All other Concessions open. Desirable space in building for Demonstrators.

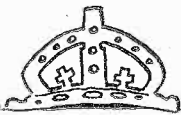
PAUL W. FOSTER, Secy., Great Barrington, Mass.

## North Carolina Colored Agricultural State Fair

CHARLOTTE, OCTOBER 2-7

Open for Shows, Concessions, Free Acts, etc. For booking address J. W. HUNTER, Secretary, or J. E. TIERNAN, Executive Secretary, at 528 E. Third Street, Charlotte, N. C.





CANADIAN NATIONAL EXHIBITION

**FROLEXLAND**  
1939 -

UNDER PERSONAL SUPERVISION OF J.W. PATTY CONKLIN.

**PRESIDENT 1878**  
JOHN J. WITHROW  
**GENERAL MANAGER**  
JAMES MCGEE

**PRESIDENT 1939**  
GEORGE BRIGDEN  
**GENERAL MANAGER**  
ELWOOD A. HUGHES

**F. A. (WHITEY) WOODS**  
AGAIN, MANY THANKS  
TO PATTY AND FRANK CONKLIN  
*Presenting*  
GRACE LEE IN WORLD OF DANCE  
FEATURING ZANDRA, DOREEN,  
RAMONA, CONCHITA, PROF.  
HOFFMAN  
Assistants: Peter Fay, Bud Fenwick, Cliff Reeves,  
George Fairbanks and Canada's  
Best Talker, Jack (Red) Fenton.

**SHIRLEY FRANCES**  
*Presents 16 Beautiful Girls*  
**"BACK TO NATURE"**  
GOING OVER BIG  
Thank to Patty Conklin

**FLYING SCOOTER**  
TOPPING 'EM ALL  
*"The Ride of the Century"*

**ROSE'S MIDGETS**  
MRS. IKE ROSE  
Thank to Patty Conklin for a  
Wonderful Engagement

**Jack Hoxie Roundup & Annex**  
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FEATURED ATTRACTION IN  
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THREE ROLLOPLANE UNITS  
SIXTEEN-CAR OCTOPUS  
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EIGHT-CAR OCTOPUS  
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SAM SNYDER presents  
**THE WATER FOLLIES OF 1939**  
Best Attraction at the Toronto Exhibition. 35,000 People Said So First Seven Days. Swimming Ballet—Champion Divers—Water Comedians.

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*World's Largest Horse*  
Weight 3200, Height 19½ Hands, Measures 10 ft. 2 in. around the body. Wears a 40-inch collar, takes 30 inches of iron to make one shoe. 10 years old. A Pure Bred Belgian Stallion.  
Ralph M. Fogleman, Callender, Ia.

**DARKEST AFRICA**  
*The World's Strangest People on the World's Finest*  
BY  
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**ARCTIC GIRLS—FROZEN ALIVE** UNIT No. 1  
AND  
**THE DUGONGS**  
Still Astounding and Amazing Crowds at Toronto. Both combining the startling features of the Actual Freezing of a Girl in Ice and the Unique Dugongs, the only Specimens of Actual Mermaids ever brought to this country. Definition in Encyclopedia Britannica.  
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**JACK HALLIGAN**  
*Circus Sideshow*  
Congratulations to Patty Conklin for Splendid Frolexland

**BABY THELMA**  
WORLD'S FATTEST HIGH SCHOOL GIRL  
Best Wishes to Patty Conklin

**ALLAN HERSHELL RIDES**  
*INCREASED AT CNE*  
ROCKET BREAKS ALL RECORDS  
1938 KIDDIELAND C. N. E. 13,000  
1939 KIDDIELAND C.N.E. 20,000  
ROTO EQUALS 1938 RECORD WITH 14,500 PAID RIDES  
NORTH TONAWANDA, NEW YORK

**SAND SCULPTURING**  
by  
CLAUDE K. BELL  
and His Quick Sketch Artists  
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**Frolexland Fronts**  
**GEORGE BISCHOFF**

**PICKERING LUNCH**  
8 Years Serving Show Folks  
*Bigger and Better*  
We Doze — But Never Close

## Pa. Annual Draws 170,000, New Mark

FLOURTOWN, Pa., Sept. 9.—Attendance at annual Flourtown Fair under auspices of the local fire company broke every record in 20 years of operation, reports Walter C. Smith Jr., press representative. Fair on August 2-12 was favored with ideal weather. Considerable money is expected to be turned over to the general fund of the volunteer fire fighting unit, according to William J. Goss, general chairman.

An estimated crowd of 50,000 attended the last night, boosting attendance to more than 170,000. Fair was held on company grounds near Philadelphia and operated at night. Event was advertised with bumper, road and window signs, radio announcements and newspaper space. Publicity appeared in many papers, *The Philadelphia Record* carrying a feature story, with photos, on history of the fair. Prizes were awarded nightly, including a grand award of an automobile on the final night.

Free acts included Five Arleons, high wire, booked thru George A. Hamid, and Victor Zacchini, cannon act with Cetlin & Wilson Shows, midway attraction. Rides, shows and concessions reported good business. Besides an exhibition building, a tent was also used. Willis Souders was treasurer. Ted Miller, of Cetlin & Wilson Shows, assisted with publicity.

## Lake County Has a Profit

PAINESVILLE, O., Sept. 9.—With attendance on par with former years, annual Lake County Fair here on August 23-26 will show a profit, officials said. Radio artists, public wedding, automobile award and grand-stand attractions helped substantially night session draws. J. R. Edwards' five rides were on the midway. Other attractions were Texas Cliff's Ten-in-One, Peter's Animal Show; Princess Marguerite, midget, and Greenwald's Athletic Arena. Concessions were Charlie Martin's and Eddie Weekly's cookhouses, Phillip's peanuts, Lighthammer's root beer. Dick and Helen John's Playland, Patterson's ponies and Pete Lesh's stores.

## Daly Show at 3 in Texas

FORT WORTH, Tex., Sept. 9.—Tom Daly, who had most of the concessions on grounds of Casa Manana, open-air cafe-theater here, this summer and food and drink concessions in Casa Manana and Pioneer Palace, will have concessions and night club revues at three 1939 Texas fairs. He also had charge of the stage show in Pioneer Palace in connec-

tion with Casa Manana after the William Morris Agency withdrew its show from Pioneer Palace. Daly has booked West Texas Fair, Abilene; Cotton Palace, Waco, and South Texas State Fair, Beaumont. Anson Weeks' Orchestra will be featured in night club shows presented by Daly at these fairs with floor show including Chaz Chase, comedian; Dorothy Byton, girls' ensemble; Regini, juggler, Ahern Sisters, dancers; Patsy Marr, tap dancer; Natalie and Howard, character dancers, and the Clemis, knife throwers.

## Grand-Stand Shows

AT Standish (Mich.) Fair, week of August 28, were Bessie and Pinky Hollis, Bert and Billy Geyer, Carmene Circus Revue, F. Robichaud and Allen's Rodeo.

ACTS booked for Western Washington Fair, Puyallup, include Seven Wallabies, Mack Brothers, Three Amadoris; Arabian Whirlwinds, acrobats; Rosemary Barnes; Dalbeanie, aerialist; Suicide Sailors, teeterboard; Bert Nelson's Animals and a rodeo, featuring Buff Brady Jr., Homer Holcomb and Cy Taillon.

BOOKED for Eastern Idaho State Fair, Blackfoot, are Gertrude and Rudolph Avery, Edison and Louise, Great George and Company, Ruten's Dogs, Joe Melvin, James Cogwell and Monte Montana. Verne Newcombe, former manager of Arizona State Fair, Phoenix, is handling advance ticket sale.

Toughest luck on entertainment row at Nebraska State Fair, Lincoln, September 3-8, was had by the Gertrude Avery *Going Places* revue, which in making a jump from Elkhorn, Wis., turned up late and missed the first three scheduled shows. Opening was finally made at 9 a.m. on Labor Day, the troupe losing the two biggest crowd days.

ON THE BILL at Elkhart County Fair, Goshen, Ind., on August 29-September 2 were C. Schroeder and his Flip and her Pals, dog act; Beam's Congress of Dare-Devils and fireworks.

ON the bill at Cleveland County Fair, Shelby, N. C., will be the Woolford Dachshunds; Lucky Teter and his Hell Drivers, one day; auto and harness races, said Dr. J. S. Dorton, fair manager.

RITA AND DUNN, high wire, were at Van Wert (O.) County Fair September 4-8.

ATTRACTIONS for Georgia-Carolina Coastal Fair, Savannah, Ga., will be Jimmie Lynch's Death Dodgers on two days, Frank Wirth grand-stand show, infield acts and AAA auto races, said

G. Hodges Bryant, fair manager. Fair is sponsored by Fraternal Order of Eagles' Lodge.

ACTS at Goshen (Conn.) Fair, September 4, were Arthur and Girdle, George Rowland, Gertrude and Pets, Morgan and Rene, the Crystals and Le Roy and Rodgers, booked thru Jack W. Gordon.

## MINN. KEEPS

(Continued from page 33)

the outdoor free-band contest before the grand stand, and by night the stand was sold out for the Barnes-Carruthers show, which drew well on the final eight days.

Decision to continue the 10-day fair rather than go back to eight days was based largely on the public reception given the expanded event. Early opening brought youngsters before school opened, concessioners got a better break and daily attendance evened out.

Labor Day was top with 100,763 attendance. This was below the 1938 Labor Day crowd, but plenty heavy enough to send the total attendance over the previous all-time high. Attendance by days:

Saturday, August 26.....	47,442
Sunday, August 27.....	59,043
Monday, August 28.....	44,835
*Tuesday, August 29.....	100,606
Wednesday, August 30.....	69,003
Thursday, August 31.....	64,862
Friday, September 1.....	85,678
Saturday, September 2.....	75,518
Sunday, September 3.....	58,869
Monday, September 4.....	100,763

Total ..... 706,619

\*Children's day—free gate for boys and girls 15 and under.

## Concessions Up 20 Per Cent

Royal American Shows grossed their highest in the history of the fair and all concession receipts were up about 20 per cent, the fair concession office reported. Only accident of serious nature was death of Harold Reinsberg, St. Paul race driver, who cracked up and was fatally injured in auto race program on September 2.

Grand-stand show comprised Barnes-Carruthers *State Fair Revue*, Thearle-Duffield fireworks and these acts were on the bill: Garo-Neilson Dance Ensemble, 12 Terpsichorean Aristocrats, Americana Singing Ensemble; Loretta Laird, prima donna; Arthur LaFleur and Company, revolving aerialists; Ben Beri, comedy juggler; Myrtle and Picaud, balancers; Naito Troupe, equestrians; Demetri's Bears; Otaris Troupe, aerialists; Bounding Campbells, trampoline; Four Delcos, casting; Seven Gauchos, teeterboard; Christiansen's Great Danes; South China Troupe, contortionists; Power's Elephants; Loyal-Repinsky Family, equestrians; Brannock Troupe, teeterboard; Bacardi Trio, comedy acrobats; Aerial Lorenzos, flyers, and Smith, Rogers and Eddy, comedy dancers.

## THREE IN N. B.

(Continued from page 33)

and is on property owned by the department. Work has already started on conversion of buildings for war-time facilities. Respective dates of the Frederickton and Woodstock fairs were September 9-16 and September 18-24.

Refunds to those who bought strip tickets for St. John Exhibition were scheduled to start September 5. City council voted \$6,000 to the association because of the loss involved in cancellation. City had previously been committed for \$2,000 as a guarantee against loss.

## RAIN AND WAR

(Continued from page 33)

fair competition. As a result only grand-stand feature was continuation of horse racing held on the grounds during the summer, with receipts being pocketed by the racing association.

Midway blossomed in size but not in earnings. During good weather outside stands boomed. When it rained tent shows drew the business. W. C. Huggins shared the midway with some locals and permanent Happyland amusements and concessions.

General exploitation stunts failed to click and measures such as throwing open gates to all men in uniform boosted little. General feeling is that the fair needs smartening up. However, absence of Major Sydney C. McLennan, secretary-manager, who went to rejoin his military unit, leaves plans in the air.

## OHIO ALL-PAY

(Continued from page 33)

changes next year," he said, referring to the fact that concessioners had to pay

their way, as did horsemen in the race events. Considerable publicity was given to the fact that Governor Bricker forked out \$1.25 for his family on Governor's Day.

"The treatment that all received, 'Everybody Pays,' brought plenty of criticism," Kinnan said. "We had pressure from many quarters, but for the first time attendance figures are actual and not estimated. Next year we plan to allow concessioners workers' tickets, based on the amount they pay to support the fair thru rented space. We admit that we made a mistake in this respect this year."

Women's Day, suspended this year, is scheduled to be revived next year. Grounds were overcrowded and plans are being made for a building expansion program. However, it will not be attempted, Kinnan said, until sewage and water systems have been modernized.

"Our biggest problem seems to be to attract youth of high-school age," he said. "The older people come and know just about what they are going to see. That's all wrong. We must present something new. Entertainment we have is the same year in and year out, good enough, but not what we need to draw crowds. Next year we plan to have some big-name attractions, possibly a name band and good floor show. We need innovations."

## Suggestions Are Sought

In line with providing more than one midway, Kinnan said a third would be added next year to draw more people to exhibits in various parts of the grounds. This year there was a midway on the east side of the grounds and another on the north. Third will be along the south side near the machinery building. The double midway was more than a success, he said. Referring to squawks of some concessioners that they were losing money and their take was not so good, caused mainly by the "must-pay" gate order, Kinnan said, "That's all hooey. They may not have taken in so much, but it was not the gate fee that cut them down. People didn't have so much money to spend. I'll admit, too, that we oversold concessions by at least 30. But concessioners begged for space and what could we do? We let them have it and you see the result."

Kinnan's office was open at all times. He continually sought suggestions for improvement. Over the door was a sign, "He who enters do not criticize unless he can offer a suggestion." Many practical suggestions made will be used next year. Possibility of reducing admission for adults from 50 to 25 cents next year is being discussed.

Restroom concession was leased to a Toledo firm with the understanding there would be no charge for services unless patrons tipped attendants voluntarily. Complaints that proper facilities were lacking unless they were paid for caused fair officials to cancel the concession. Attendants were replaced by the management on a salary basis. There was daily harness racing again but pari-mutuel betting was discontinued.

## Coliseum Is Dedicated

F. E. Gooding, of F. E. Gooding Amusement Co., with an exclusive percentage contract, presented 14 rides. Business was good, he reported. Rides were augmented by a Hi-De-Ho Funhouse and Mabel Mack's Trained Mules show.

Gus Sun's revue, *Let's Go, 1940*, included more than 150 performers. Working in the grand-stand night show were Christy acts, including Christy's Liberty horses, football ponies and clown riding. Gus Sun's Elephants, Slivers Johnson and his Austin, Kee and Tuck; Lamy Troupe, aerial acrobats; Bonta Arabs, the Robeys, Cortella and his dogs, Emil and Evelylin, the Marions and Roy Barrett and his clowns. Fireworks nightly were billed as "The Battle of the Sky."

Boone County Jamboree, aired nationally from WLW, which gave two shows in the Coliseum on Saturday, with Lazy Jim Day, Pa and Ma McCormick, Charlie Wayne and Helen Diller, were well received and drew exceptionally well.

A new \$160,000 Junior Fair Coliseum and cattle barn was dedicated, director of agriculture John T. Brown presiding at ceremonies. State highway patrolmen again policed grounds and thru short-wave stations directed traffic and ran lost and found department, 60 being on duty. There were 130 concessioners. Many oldtimers and regulars included Mr. and Mrs. Nate Cohen, meals; Grant Wooley, novelties; D. W. Mikesell, S. F. Dickson, W. S. Myers; H. E. Bernstein, program concession; E. G. Minneman, B. H. Eaton, William Coffelt, Earl E. Davis, Charles H. Williams; Eugene Gatten, pottery; Sam Coe, Hale Food Co., Mrs. W. R. Powell and James V. Burnett.

**CENTRAL ALABAMA STATE FAIR**  
**MONTGOMERY—11 BIG DAYS AND NIGHTS—**  
**OCTOBER 4-14**  
 Special Events daily, with great Free Acts and Super Fireworks. Admission: Adults, 15c; Children, 10c; with 3 free Children's Days. Concessions all open, including Bingo, Novelties and Scales. Want Sensational Free-Acts for first five days and free acts for complete change of program starting Oct. 9th. Zacchini and Wilno, wire. Also Street Decorator, West's World's Wonder Shows on the midway.

**STOCK ROLL**  
 2,000 ..... 50c  
 10,000 ..... \$ 2.00  
 20,000 ..... 3.50  
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 Double Coupon  
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 10,000 ..... \$ 6.95  
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**THE GREATER SPARTANBURG FAIR**  
**FIVE DAYS—SIX NIGHTS—October 9, 10, 11, 12, 13, 14**  
 Merchandise Wheels and Legitimate Concessions can be spotted on our Independent Midway, located between Exposition Buildings and Grandstand. Bingo and Novelties sold. Jewelry and Specialties Stands to be sold indoors all next to Exhibits. Children's Days Tuesday, Wednesday and Thursday. Harness Racing four days. Hankinson's Auto Racing Saturday. Victor's Grandstand Attractions. Write or wire direct.  
**SPARTANBURG FAIR, Spartanburg, South Carolina.**

**ALABAMA STATE FAIR**  
**BIRMINGHAM, OCTOBER 2 THRU 7**  
 Want—Legitimate Concessions of all kinds.  
**W. C. MARTIN, Supt. Concessions.**



# HOLIDAY AIDS SPOTTY SEASON

## Almost Peaks On Gulf Coast

Special programs draw at many spots; Pontchartrain sets a new two-day mark

NEW ORLEANS, Sept. 9.—All leading resorts and beaches in the gulf area reported record or near-peak crowds for Labor Day programs. In most instances labor sponsored afternoon and night entertainment and took cuts on proceeds. Weather was ideal from Corpus Christi, Tex., to the west coast of Florida, with new peaks for the day reported by managements in New Orleans, Galveston, Pensacola, La Porte and Mobile, and the day meant curtains except for Pontchartrain Beach here, where the season has been extended for the first time in a decade to October 1.

After three weeks of heavy draw by Peejay Ringens as free attraction, Manager Harry J. Batt of Pontchartrain held the bicycle rider-diver over for a fourth. Beach drew 60,000 on Sunday and over 85,000 on Labor Day to give it a record for any two-day period in 10 years' history.

About 50,000 visited beaches at Galveston on Monday and spent more money than a year ago, reported concessioners. Several concessions will stay open a few weeks longer. At La Porte, across the bay from Galveston, Manager H. W. Dahse closed his best season with Nick Stuart and ork as feature attraction. Grand View Park, Mobile, had about 35,000 on Saturday thru Monday. Jimmy Fondren and his Four Notes drawing heavily on dance floor. Pensacola Beach Casino management reported best year in a decade.

## Beaches Up, But Not As Expected From N. Y. Fair

ROCKAWAY BEACH, L. I., N. Y., Sept. 9.—Season at the beaches on Long Island has been good, in that attendance at Rockaway, Jones Beach, Riis Park and Long Beach has been up 10 to 15 per cent over normal seasons. It has been poor in that it has failed by at least 50 per cent in attendance expectations born on the strength of proximity of shore resorts to the New York World's Fair.

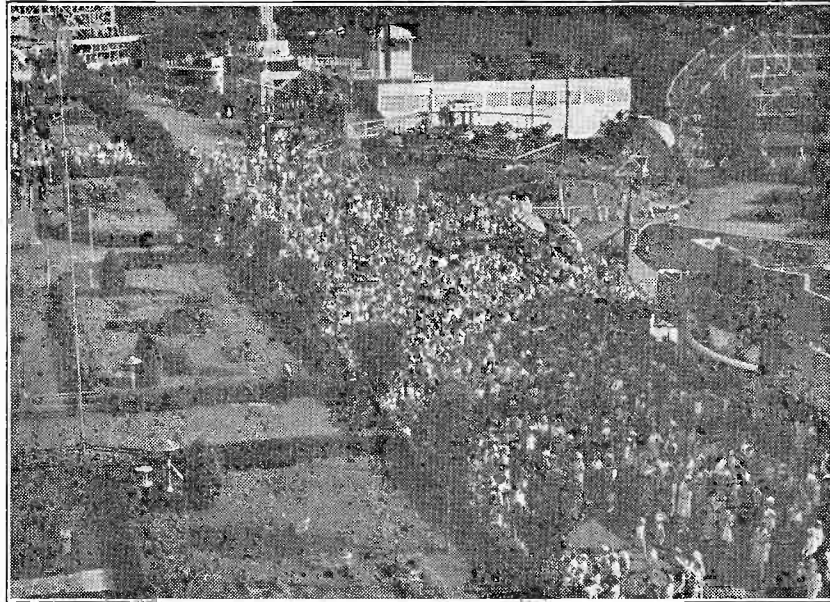
Rockaway, for instance, planned for about 45,000,000 visitors. Actual tally falls much short of that. Jones Beach and other State parks broke attendance records with well over 6,000,000, but that is short by millions of what was expected. Situation is similar as to Long Beach and Riis Park.

Weather thru summer was the kind that they say only sincere prayers bring. Increased means of transportation for (See BEACHES UP on page 39)

## N. C. City Spot Gets 38 G's

ASHEVILLE, N. C., Sept. 9.—Gross revenue from all amusements in city-operated Recreation Park here for 1939 was about \$38,045, a decrease of \$2,344 over 1938, officials reported. Decrease was attributed to a rainy July 4, normally biggest day of the season. Park, which closed on September 4, operated 101 days, revenue averaging \$375 daily. Breakdown of figures shows refreshments took in \$14,468; Skooter, \$4,646; roller rink, \$4,305; pool, \$3,098; Merry-Go-Round, \$1,659; Ferris Wheel, \$1,351; shooting gallery, \$1,677; Kiddie Ride, \$858; ball game, \$1,306; photo gallery, \$1,231, and dances, \$2,439.

PURITAS SPRINGS, O.—Puritas Springs Park will continue operation Tuesday and Saturday nights and all day on Sundays thruout September. There will be dancing in the pavilion Tuesday, Saturday and Sunday nights, with roller skating every afternoon and night. Larry Funk and orchestra ended the regular season on Labor Day.



HUGE CROWDS ON THE MALL witnessed the Festival of Light and aerial acts at Coney Island, Cincinnati, on August 25-September 4, the special programs greatly boosting the gate and aiding much in the business increase of 10 per cent over last year. Photo, taken on Cincinnati Post Day, August 28, shows a portion of the spectators on one side of the mall during the high acts, rigging of which is at the extreme left. Attendance on the day was 40,000. Photo by Myron Benson.

## Sour Labor Day Weather Shaves Detroit's Average

DETROIT, Sept. 9.—Parks in this area got a blow from weather on Labor Day that seriously affected end-of-the-season business. Operators had counted on a good Labor Day to keep up the season's average of about 20 per cent over 1938, which would mean merely fair business, as 1938 was poor. Labor Day morning was cloudy, and a heavy downpour about noon, lasting intermittently for several hours, drove business down to holiday (See SOUR LABOR DAY on page 39)

## Rain Hits O. Spots On Holiday Closing

CANTON, O., Sept. 9.—Eastern Ohio park operators, anticipating a sock finish on Labor Day, were disappointed when heavy rain scattered thousands from midways in late afternoon and again at night, resulting in most spots getting no more than a normal Sunday's business.

Despite the sad finish, the majority of parks had a successful season, reporting (See RAIN HITS O. on page 39)

## Chippewa Lake in Gain of 25%, Attributed to Full Exploitation

CHIPPEWA LAKE, O., Sept. 9.—Early spotty business, due largely to weather, disappeared with July Fourth week-end and the season developed into one of the best in recent years, with grosses about 25 per cent ahead of 1938, reported Manager Parker Beach, Chippewa Lake Park, here. He attributes the gain to consistent exploitation thru newspapers and radio.

No major construction was attempted, in view of ambitious plans for 1940. Another factor in improved business was continuation of free Sunday afternoon concerts in the open-air theater, current dance-band attractions, plus three and four vaude turns being presented. Idea developed into one of the strongest Sunday-afternoon draws in the district.

Dance pavilion patronage showed a decided increase over last summer. Plan of exclusive MCA bands was adhered to all summer, but after a few weeks developed into a nip-and-tuck race between Ace Brigode and His Virginians and Tommy Tucker's Ork, which combos

## Lansing Bucks Auto Shutdown To Rise of 20%

LANSING, Mich., Sept. 9.—Despite general shutdown of factories here, particularly automotive, during most of the summer, business in Lake Lansing Park, Haslett, just outside of the city, has been 20 per cent ahead of that of 1938. A drop in the last two weeks was attributed chiefly to competition from numerous home-comings and fairs. Park closed on Labor Day and the owners, W. A. Sprague, and his son, R. E., plan to go to Florida for the winter. Season was marked by good attendance but poor spending by crowds that came out, particularly at sponsored picnics. Merchants' tickets promotion drew a fair volume of patronage.

Two new rides were installed this year, Sea Cycles and Skooter. Plans for next season call for two more new rides, and some building. Club Mayfair, operated in the park as a night club for the past four seasons, is the former ballroom. This is upon a concession basis to Harry Burger, but business has been sufficient (See LANSING BUCKS on page 39)

alternated at the pavilion stand the entire last half of the season. Heaviest picnic bookings in years were due largely to efforts of Leo Maytnier, assisted by R. J. Beichly, park athletic director. Industrial outings were not up to those of former years so far as spending was concerned, store, utility and community picnics being best for midway revenue.

Bingo had a better-than-average season, reported Larry Larrimore, operator. Ball games, arcade, fishpond, scales, novelties and photos all got money. Rides in some instances topped last year's take and grab and pop-corn concessions fared a little better. Bathing was ahead of last season's, as was launch patronage, boat hire and speed-boat business. Park includes some 500 cottages and rentals were almost 100 weeks ahead of last summer's up to August 1, while hotel reservations were capacity after June 1, with turnaways almost daily. Facilities of the hotel are limited. Park will operate dancing on Saturdays and Sundays thru September, with all midway attractions on those days.

## Cincy Coney 10% Over '38

Final festival with high acts and fireworks gives good boost to business

CINCINNATI, Sept. 9.—Coney Island here closed its 1939 season on September 4, showing a 10 per cent increase in business over last year, said President and General Manager Edward L. Schott. While official attendance figures on the season are not yet available, it is believed they will be on a par with 1938, gain in business coming from greater per-capita spending.

Crowds and spending were good over the three-day Labor Day period, especially Sunday night. Giving business a boost from August 25 to closing day was the annual fireworks spectacle, *Festival of Light*, a Thearle-Duffield production directed by Ray Anderson. Several new ideas in pyrotechnics were introduced, one being a fireworks version of the song, *Three Little Fishies*. Augmenting the spectacle were three George A. Hamid-booked free acts presented twice daily on the mall, Flying Comets, an Art Cencello turn; Deteros and Three Franks.

The heavily-advertised spectacle is annually depended upon to draw big crowds with an attendant increase in gross, said President Schott. Moreover, it aids materially in bolstering the morale of employees during closing days, he said. It is planned to repeat in 1940.

President Schott and seven department heads plan to leave tomorrow for the New York World's Fair. They will study phases of operation, innovations and architectural design, with a view of possibly incorporating some ideas in new park features next year.

## Later Season Aids Boston

BOSTON, Sept. 9.—Parks in Greater Boston area remained open after Labor Day and will continue to operate as long as weather permits. This respite has aided Paragon Park, Nantasket; Revere Beach and Norumbega Park, Auburn-dale, and has provided a certainty that all will finish well on the right side. Canobie Lake, Salem, N. H., to remain open another fortnight, is drawing heavily.

## New O. Spot Has Good Year

COLUMBUS, O., Sept. 9.—Altho Labor Day was end of the regular season for Zoo Park here, new amusement center near O'Shaughnessy Dam, the park will remain open week-ends, while weather permits, said Leo Haenlein, manager. Park had a remarkably successful season, and many new features will be added for 1940, including a new Roller Coaster, he said. Picnic bookings in August were heaviest of the season. New restaurant proved profitable during the short time it operated and concessioners report a better than average season.

## Wash. Spot Has Fair Year

SPOKANE, Wash., Sept. 9.—Despite good weather, Labor Day closing at Natarium Park here was below recent years, attributed by Assistant Manager Lloyd Vogel to the outbreak of war in Europe. Gate and fireworks were free. Season as a whole was average. It would have been good but for six weeks of cold weather in May and June.

## Tulsa Pool To Remain Open

TULSA, Okla., Sept. 9.—September 10 is tentative closing date for Crystal City Park here, said John Mullins, owner. Closing of the pool will be deferred, as extreme heat since late August has brought out large crowds. With the closing of concessions Manager Mullins will concentrate his activities on the promotion of roller-hockey teams.

SEATTLE.—Playland, north of the city, closed a successful season with special programs on September 3 and Labor Day.

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

### Season Finale

Most outdoor tanks have called it a season. And diversified reports come as to results of open-air swimming biz. Pool operators like Mack Rose, Riverside, and Jerome Cascades aquadromes, Manhattan and Bronx, felt heavy opposition from near-by municipals while privately owned beaches like Manhattan and Brighton, Brooklyn, N. Y., were greatly affected by competition from city-operated Riis Park and State-controlled Jones Beach. It is reported that Joe Day's beach resorts did very well.

Weather in the East, especially in the Gotham area, was favorable with one stretch of six weeks with nary a drop of rain. That the World's Fair offered opposition is evinced by the fact that most plunges in New York City and vicinity did very poorly on Wednesdays, which in previous years was a good day. This is attributed to the fact that Wednesday was, and still is, Kiddie Day at the fair. The dime admish at the fair and cut rate for youngsters proved a headache to natatoriums. Mondays were hoisted at those tanks that co-operated with *The New York Daily Mirror*, even the half-rate tariff prevailed. Heavy barrage of publicity offered by the newspaper pulled 'em in. Week-ends were exceptionally good, the sun shining just right on holidays, which counted most. In some instances tanks sold out over Fourth of July celebrations, which helped them carry thru the summer.

Still the aquatic boys interviewed last week were crying—which is a usual occurrence. Mebbe the municipals did hurt and perhaps Mr. Whalen and his colleagues did cut in a little. But weather did break right. And crowds did come in. Therefore, how about breaking down and admitting fair results? To be sure, no pool or beach did the biz that it did before the depreh. But it wasn't so bad, was it?

### Indoor Tanks Prepare

On the heels of clicking of gates and tightening of locks of outdoor operators, their contemporaries, the indoor pool men, are prepping for a big season. Those in the New York area, such as Park Central, St. George, London Terrace, etc., all of which have been operating all summer, of course, are hoping to entice World's Fair visitors during September and October. Wallace Spence, former amateur swim flash, who spent the summer staging water shows at Bonnie Briar club pool, Westchester, is returning to London Terrace to resume his swim school. Ethelda Bleibtry is expected to conduct similar classes at Shelton indoor tank.

### Water Show Observations

Here I am at *The Mirror* aquatic carnival in Billy Rose's Aquacade, so-called finals of a series of swim race eliminations at commercial tanks in and around New York City. Daily, however, seemed to have forgotten about swimming end of program what with many celeb shows

planned thruout the fair. As it is, majority of 60,000 attracted to World's Fair for the day is concentrated around Aquacade for water show. Billy is certainly proud of his filtration system at the Aquacade pool. Writing the word "aquatic" reminds me that on all the medals and cups to be awarded winners the word is spelled "aquatic," which is the way this column used to write it before ye ed called our attention to Mr. Webster's dictionary. The crowd seems to like this amateur shindig very well, meaning that the public is certainly water-show conscious. There goes Capt. Charles B. Scully and other officials of the American Red Cross to stage a life-saving exhibition. Rose was afraid of this part of the show, believing a Red Cross drill would be too monotonous, but, judging from applause, it is one of the hits of the show. Proving that pool men planning water shows should not be afraid to include Red Cross demonstrations. Now come the swim races and a larger audience sitting in one spot never before witnessed such competition. And it appears that this column and many pool men have been wrong all the time. Public isn't fed up with swim races. They like them just as always, but what they do object to are slow-moving official interruptions.

## Long Island

By ALFRED FRIEDMAN

With season's termination many of the amusement clan will make their customary jaunts to the South and West Coast. Some will take in eastern fairs and a few (those who gathered real lucre) will spend the off season relaxing. Sunrise Rest on Labor Day week-end was marred by a fire that routed 400 guests and did damage of about \$8,000. Third annual Long Island Inter-Beach Lifeguard

Championships at Jones Beach drew about 4,000.

Many Long Island beachmen planned to attend the annual meeting of American Shore and Beach Preservation Association on September 11 and 12 at the Lexington Hotel, New York City.

LONG BEACH: Many important parcels of amusement property were auctioned at a recent city tax sale, including Riviera Baths and Deauville Baths, with buyers contemplating extensive alterations for next season. Sale embraced 83 pieces of property, mostly in the Boardwalk area. Many buyers were out-of-town beach operators.

ROCKAWAY BEACH: About 40 per cent of amusement interests are still open and will remain so until end of the month, the Labor Day signalized the season's climax. Staff of 700 engaged in maintaining the beach, with about 250 lifeguards, is being held over in modified form to handle the task of storing equipment until next spring.

## With the Zoos

LOS ANGELES.—Recent death of Anna May, movie elephant in California Zoo Park here, resulted in many feature stories in local papers. She was valued by Herbert Vatcher, zoo head, at \$50,000, having earned more than that as a result of appearances in more than 200 films. During the zoo's financial difficulties she appeared at many functions and was the means of raising funds for upkeep of animals.

COLUMBUS, O.—Two bears and 14 monkeys are recent gifts to Columbus Zoo. Bears are of the Russian brown type, a few months old. The ringtail monkeys bring the collection to a point where almost every variety in the world is represented.

## Coney Island, N. Y.

By UNO

Merchants and amusement proprietors, for the most, complained about business over Labor Day week-end. Harry Meinich, of Luna and sundry rides, voiced the situation tersely with, "I never saw such bad business in all my years on Coney for a wonderful-weathered holiday week-end." Both he and partner, Sylvio Pinto, said their first Luna Park season was their last. While many thousands came to Coney on each of the three days, there was very little money spending. European war tended to keep others near radios at home. Flushing fair was also an alibi. No accidents were reported and only a few peddlers were gendarmed.

Isidore Krauz, operator of about eight rides, including the gasoline auto and Whoopee Skooter on the west side of Surf avenue, Flying Skooter, Giant Loop-o-Plane and miniature train on the east side, Boomerang in Feltman's Arcade, double Loop-o-Plane on the Bowery and single Loop-o-Plane on West Eighth street, is planning additional rides for next season. He is neutral on the Moses Coney improvement plan.

Mrs. Sam Wagner who, 26 years ago, was Sarah Nadler, concert hall owner, and who has been on the ailing list this season, was a visitor to hubby's Side Show on Labor Day. Her nephew, Charles Sobel, is owner of a photo gallery on Surf avenue and West 12th street. Sobel's "barker" was handed a summons on Labor Day, as were others who spieled outside the building line. Her brothers, Morris and Jimmie, latter now on vacation in Europe, are partners in Nadler Motors, Inc., an auto concern. Morris used to help sis in the concert hall biz.

### 50 Shows Are Given

Julius Tolces' pretty peke, Skippy, helped ballyhoo the souve stand at Feltman's on September 4. Erwin Gottschalk, general manager, was annual dinned

by the employees into the wee sma' hours on September 7 at the Clam Bar. Eddie Rogers, ork leader at *Streamlined Follies*, believes he established a record for continuous shows when the spot chalked up 50 shows played during the three-day holiday week-end. Operator Jimmy Davenport is after two Brooklyn theaters for burly show sites for the 1939-'40 season. One Coney boss who did not register a kick over Labor Day week-end business was Sir James. Said his place did capacity every one of the 50 shows. Donna Rogers, of the personnel, was farewell partied and profusely gifted on September 4 on her exit for a stripper's berth at the Irving Place Theater, Manhattan. And Trixie LaMonte and Mary Ann King, co-streamliners, wept.

Charles Colman and Mike Melrose still going strong at Paddy Shea's. Steve Ryan, head barkeep, leaves after Mardi Gras on a honeymoon to Washington, D. C. Walter Murphy, Spanish-American war vet, celebrated his 60th birthday anniversary on August 26. Smiling Joe Gallagher is inventor of a new cocktail. And George (Pop) Sweeney moves to Union City, N. J., next winter to emcee a nitery. Billy Hickey, of the Imperial Hotel on West 19th street, has written the music for a recently and timely published ditty labeled *They've Got To Do Something To Keep Us Over Here*.

Ted Elder and his kangaroo replaced Capt. Roland Tlebor and his sea lions at Steeplechase circus on September 3. All showfolk speak well of the circus crew, Jim McNamara, Stanley Bonkow and Eddie Colgrove, one of the fastest trios of apparatus movers, they say, in the game. Janet, baby daughter of Charles and Elinore Porter, is an entry for the Venus contest of 1938. Application was filed with Albert McNamara, office manager. Tom Bennett, in charge of the post-office gate, is a good listener to a lot of would-be one-eyed Connellys trying to crash the gate. Tom knows all the answers. Charles Kaiser, 78, oldest Steeplechase employee, on the sick list, expected back in a few days. Charles Salatino, operator of the big Eli Wheel on the Boardwalk outside Steeplechase, is an expert shot at the rifle range presided over by Tom McGowan.

### Equine Loafs in Bliss

Pat Walsh, night watchman of the bathing department, had his craving for (See CONEY ISLAND on opposite page)

## American Recreational Equipment Association

By R. S. UZZELL

Abner K. Kline, of Eyerly Aircraft Corp., was here in New York just after Labor Day. Came in from Toronto, where they had installed a 16-car Octopus for J. W. (Patty) Conklin on the Canadian National Exhibition grounds. This is the first one of this size and Kline says it works. Abner will write a paper for our annual meeting on his experiences of selling, collections, etc. The nation is his territory and for the past year he undoubtedly holds the palm of our fellows for miles traveled. We are a long way from Salem, Ore., but he says they will be here for our annual meeting.

Fred L. Markey, assisted by Major Cy Bond, is building an interesting program. Why not send him a suggestion for a program topic? Can't each member let us have the benefit of their advice on subjects before we act?

There is not a lot of space left for exhibitors. War brings activity and more money in circulation. Better come in with us and contact old and new customers for the rise. If Wall Street is any business barometer yet, it surely is pointing the way to greater activity than we have had since the last war boom. Better get your customers and buy material before it shoots skyward.

### Rise To Upset Values

The season now closing has been a hectic one with a lot of handicaps but we did do business when the weather once settled. Lucky are those who have courage to make contracts now that will save the big rise sure to upset all present values.

Canadian eastern fairs are all topping last year's grosses. Surely, this presages what may be expected of parks and beaches next year. The demand for labor is going to surprise our industry. We may have to operate with older men and some women. It will be heaven for our exposition brethren if they can get renewals of their contracts without giving up all but their shoes.

There are enough devices on the market now to re-equip all decadent parks and any new ones that may come along. Better prepare now to meet the new demand. Labor will be more easily handled this winter than when spring will bring jobs to even the incompetent.

Watch Pittsburgh and Detroit have a new birth of industrial life. The farmers will come into their own again after these many years of hardships and skimping.

### Better Prospects Sighted

At Savin Rock, West Haven, Conn., some games have come in for another beating on the part of the law. It puts a crimp in the whole place, while a more evenly balanced allotment of rides and shows would put the place in a less vulnerable position. A prudent ride operator wants some rides under cover so as to avoid a complete rainout. Watch West Haven, Conn., come into its own again.

Mountain Park, Holyoke, Mass., has enjoyed a much better season than last, yet the first part of it was marred by excessive rain. Had it all been as good as the last half it would mean a new prosperity for the beautiful park up on the mountainside. If the mills resume in Holyoke and release those big payrolls weekly again, Holyoke will be a great spot for our amusement fraternity.

The fairs will give a good index of what this new industrial prosperity will do for the amusement parks in 1940. The reports for this week look encouraging.

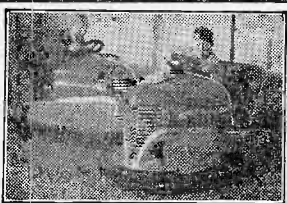
## Palisades, N. J.

By CLEM WHITE

Well, one more season has seen its close and we're thankful that the departing faces bear grins rather than frowns. From time to time it seemed as tho the World's Fair was going to commit a modified form of murder here, but fears were distinctly unfounded. Of course, as was expected, it did take away larger spenders but with added patrons the deficit seemed to be entirely nonexistent.

Large crowds the latter part of the season can be traced to the intensive picnic program staged by Charles (Doc) Morris and his organization. Even the (See PALISADES, N. J., on page 55)

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# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

IN the passing of John C. McCormack the roller-skating world lost one of its most prominent and best liked figures. For several years he had been in ill health due to stomach ulcers. He was stricken early last week and passed away at his summer home at Lake Geneva, Wis. McCormack, known to his friends as Charlie, had operated Madison Gardens Roller Rink, Chicago, more than 30 years. It was established by his father, Harry McCormack, in 1907, with Charlie as assistant manager. On the passing of his father he became operator of the rink and had operated it continuously ever since. From the start McCormack conducted the rink on a high moral plan and it became known as one of the cleanest and best operated in the country. Many employees have been with the rink since its establishment. McCormack was known personally to hundreds of the rink's patrons. He was active in rink association work and did much to improve rink conditions thruout the country. His passing is a distinct loss.

MICHIGAN State open-amateur roller-skating speed contests sanctioned by the Roller Skating Rink Operators' Association of the United States and held in Lewis' Rainbow Gardens Roller Rink, Crystal, Mich., on August 26 and 27 were well attended, averaging about 500 nightly. Meet was conducted and announced by Fred Martin, RSROA secretary and proprietor of Arena Gardens Rink, Detroit. Other officials were Jack Potch, starter; Clare Lewis, Fred Simmons, C. W. Stone, corner judges; George Spencer, Ed Hickman, timers; Walter Boyd, lap cards, and J. Harper Spencer, clerk of course. Track was 20 laps to the mile. Men's events had 16 entries, with six for women.

Events and winners: Half-mile, Lindberg, first; Resnick and Hatcher. Time: 1:58 2/3. One-mile, Lindberg, first; Resnick and Salzwedel. Time: 4:24. Quarter-mile, Resnick, first; Lindberg and

Salzwedel. Two-mile, Lindberg, first; Resnick and Salzwedel. Winner of men's consolation race was William Bauer. Other men's entries were Wingate, Delaney, Broman, Sebring, Higden, McPharlin, Yackley, Hershfield and Hanson. Verna Picton, Detroit, won special handicap events for women, followed by Betty Ross and Marguerite Rhodes. Other women entries were E. Kahrl, A. Hunsicker and E. Engler.

Contestants and officials were quartered in cottages and cabins near the rink, Mr. Lewis serving them meals on the front porch of the rink overlooking Crystal Lake. He is now preparing to open his winter rink in Mount Morris, which will be managed by J. Harper Spencer.

BAY BEACH, Green Bay, Wis., announced a new fall roller-skating policy with sessions every Tuesday, Thursday and Sunday afternoon and night. Harvey Prahla inaugurated roller skating on August 31 in Pine Grove Pavilion, Pella, Wis., with sessions Thursday nights.

PALISADES Rink, McKeesport, Pa., was scheduled to open on September 8. New Hammond organ has been installed.

GREYSTONE Skateland, Columbus, O., was scheduled to open its fall season on September 8 with a party for members of Columbus Roller Club. George Anagnost, who resumed duties as manager, said that National Roller Skating Week will be observed in Skateland on September 11-16.

SMITH'S Roller Rink, Columbus, O., was reopened for the fall season, drawing a large crowd with awarding of souvenirs and door prizes. Rink will operate four nights weekly, with matinees on Saturday and Sunday. Ralph Lambert is at the console of the Hammond organ.

JESS BELL closed Walled Lake (Mich.) Rink on Labor Day to return to Arena Rink, Detroit, where he will again be special contact man for parties and other events. Clady Regentik, floor man at Walled Lake, is also rejoining Arena staff. Walled Lake business was considerably better than in 1938, Bell said. Some remodeling is planned for next season, including a new and larger floor. It is also planned to establish a charge for admission to the rink.

ARENA GARDENS, Detroit, has opened for the season to excellent business, following remodeling. Groups of from eight to 20 skaters attended from rinks in several other cities, including Pittsburgh, Cleveland, Grand Rapids, Toledo, Fort Wayne and South Bend.

AMBASSADOR Rink, Clawson, Mich., reopened on September 6 after installation of a new floor and rebuilding of the skateroom, checkroom and entrance. John Stone is again operator. Strong's Pavilion Rink, Keego Harbor, Mich., reopened on September 8.

GROUP parties vacationing at Lake Frances Park, Siloam Springs, Ark., are taking advantage of the pavilion rink, where Manager Armand J. Schaub Sr. is arranging varied programs, reports Norman Smith, general manager. Many club and church groups are also attending. Rink operates six nights weekly.

MICKEY DUNN, who has been operating a summer rink in Fair Haven, Mich., will close it to return to the staff of Arena Gardens, Detroit. Business in Fair Haven has been excellent, he reports.

BETTY LYTEL recently completed her second engagement in Redondo (Wash.) Roller Rink, playing first and last weeks of August, reports Rink Manager W. J. Betts. During her second visit she was presented with the club pin, emblem and membership. Pat Pattison, floor manager and instructor, recently passed the junior first, second and third figure-skating bronze tests. Plans are being made to hold a winter revue which is expected to excel the combined Washington and Oregon show on June 18, said to have been the largest ever staged west of Chicago. Operators' meetings have been held monthly since June, the next being scheduled for Imperial Rink, Portland, Ore., on October 1. Redondo Rink is now equipped with a 90-by-134-foot floor, with space for beginners; Hammond chime organ, 550 sets of wood

and fiber-wheel Chicago skates and 150 theater-type seats for spectators. Rink has sold 600 sets of shoe skates since the Cincinnati convention of the Roller Skating Rink Operators' Association of the United States on April 2 and 3, 1938.

TWO new Detroit rinks are under construction in the suburbs, one at Warren avenue and West Outer Drive, and the other near Southfield and Fort Roads, Lincoln Park. Promoter is understood to be the S. & B. Co., said to be interested in a rink at Island Lake, Mich.

EASTWOOD Roller Rink, Detroit, reopened two weeks ago with a crowd of about 1,000, after installation of a new floor and stocking of new skates. Crowds have continued good despite warm weather, proving, according to Manager Frank Kutzen, that a good floor will draw. Special children's matinee policy at 15 cents has been scheduled for Saturday afternoons, restricted to those under 16. Staff under Manager Kutzen includes John Schneider, doorman; Bud and Al Earhart, George Slaughbagh, George Noble, floormen; Russell Alger, William Repp, George Rizert, Roy Palmer, skateboys; George Dalgado, Billy Hendricks, Ruth Gorey, checkroom; Elizabeth Horrell, cashier; Sigmund Ross, organist; Fred Goyer, p. a. man.

LAND O' DANCE RINK, Canton, O., shuttered a couple of weeks for renovation, was set to reopen on September 15, continuing under management of Mrs. Pauline Mayntner. There will be nightly sessions and Saturday matinee. Rink, one of the largest in the district, is only downtown rink in Canton.

## BEACHES UP

(Continued from page 37) the expected rush enabled fast movement of patrons by rail, bus and excursion boats. All these three types of transit, by the way, were keenly disappointed by the volume of biz, the trade couldn't have been unprofitable.

Amusement people on the Island who had planned to increase facilities for next year because of the anticipated World's Fair's continued presence are giving a second thought to it, finding out, as they have, that the benefits have been depressing from this year's exposition.

Spending at beaches was far from lavish but in accordance with the times and not less than many amusement people expected. Biggest outlay of the average visitor has been for bathing accommodations and food. After that came refreshments and amusements. Many visitors worked on a budget that found amusement interests getting only the money that was left over in purses after other things had been acquired.

## RAIN HITS O.

(Continued from page 37) increased grosses of from 15 to 25 per cent over 1938. In most instances dance business showed a pick-up over last year. Some rides grossed better and bathing patronage was substantially improved. Bingo again proved a money-getter. While most spots reported larger crowds after July 4, spending was below 1938. Several operators have plans for new features, which include rides, revamped dance pavilions, concessions and renovation.

Meyers Lake Park here experienced a disastrous season due to fire which swept the Merry-Go-Round, skating rink and other buildings at start of the season, leaving the midway short of attractions and making picnic booking difficult. George Sinclair, company head, said plans for 1940 are indefinite and intimated there may be a drastic change in next season's policy. Spot did little the last half of the season other than dance business.

Labor Day programs were washed out at Chippewa Lake Park, Medina; Idora Park, Youngstown; Geauga Lake Park, Geauga Lake; Summit Beach Park, Akron; Buckeye Lake Park, Newark, and Lake Park, Coshocton.

## SOUR LABOR DAY

(Continued from page 37) lows. Similar rain killed Fourth of July business here.

Walled Lake (Mich.) Park closed on Monday, with no attempt at keeping open an extra week-end, as planned by some other spots. Season has been very little better than in 1938 at this park, probably partly due to handicap of distance from the metropolitan area. Other factors in keeping down final week-end business there, also partly effective at others in the area, were national gold cup Motor Boat Races, Michigan State Fair and a near-by Gladiolus Festival.

Manager J. E. Pearce will remain at the park most of the winter, superintending some remodeling and whatever construction is decided upon. Ballroom, separately operated by Mrs. Louis Tolletene, had business slightly better than in 1938. A policy of name bands was followed all summer, emphasizing the fact that bigger bands are in demand in parks around Detroit.

## LANSING BUCKS

(Continued from page 37) to justify the park management in dropping the ballroom as a park attraction, according to the operators.

Roster: W. A. and R. E. Sprague, owner-managers; Mrs. R. E. Sprague, bookkeeper; George Kuhn, chief of police, Clayton Smith, gardener.

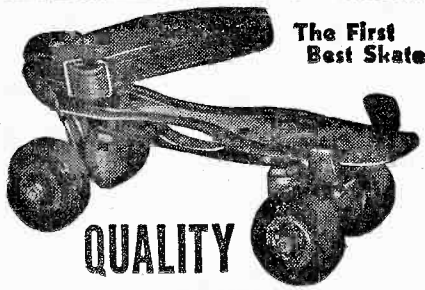
Ride operators: Orsel Hilliker, Octopus; George Wiggins, Dodgem; James A. Shore, Miniature Railway; Frederick Swift, Merry-Go-Round; John Jones, Loop-o-Plane; Alcher Smith, Coaster; Arthur Dairy, cashier; Joseph Smith, Sea Cycles, John Miller Jr., mechanic. Cashiers, Daurice Mock, June Strong, Sylvia Smith.

Concession managers: Isabelle Street-er, pop; Jane Leeman, ice cream. Concession lessees: Bud Castle, three games; Frank Pentrich, two; Charles Kawia, three; Clarence Huber, high striker and shooting gallery; Chris Strong, taffy and candy; Walt Southern, two games; Howard Orin, refreshments; Martin Bopp, bingo; John Bolton, speedboats; Harry Burger, Club Mayfair and hamburger stand, C. W. Coppersmith, pop corn.

## CONEY ISLAND

(Continued from opposite page) a ride on the airship more than satisfied the other 4 a.m. when brother watchmen treated him to both an aerial trip and a scare. Never again, said Paddy. Racing Derby boys, John Tria, Walter Krahe, Charles McGuire and George Wolfarth, are trying to beat one another to the punch for the favor of Dorothy McNenan, new locker girl. Manager Jimmie Onorato said the Labor Day week-end business at the park compared favorably with the best of any previous year. Murray Brown was away from the publicity office chaperoning Grayce Riley during the Atlantic City beauty contest in which Grayce was an entry as Miss Coney Island.

Billy Friedberg, recently of the Coney publicity bureau, off to California on a vacation. Angelo, dwarf comic, celebrated a 25th birthday anniversary on August 31. Employees gifted him with a cake. Fred Fraser, head life guard, completing his 10th season at the pool. Water carnival, dated for last week and postponed, was held September 6. Bruno Malino, assistant life guard, is son of the head of the famous Malino Troubadours, playing high-class vaude. John Ryan and Joe Powers are responsible for the laughs at the Chicken Ride. George Tilyou's pet, Topsy McDonald, the old Steeplechase trick circus horse, has been leading a soft life for 10 years. Topsy is loafing away her remaining years in equine bliss as reward from George Tilyou for past faithful services. Now 21, Topsy, when Coney's Boardwalk was opened, pranced gracefully and proudly in the inaugural parade with George astride. Also led many a Mardi Gras parade with her master. Topsy was acquired from Will Hill, a veteran circus man, in 1922.



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## PCSA and SLA Funds Aided by Benefit at GGIE

SAN FRANCISCO, Sept. 9.—Nearly 1,000 expo visitors turned out Thursday night for Showmen's Day benefit at Golden Gate International Exposition here and applauded acts with enthusiasm. Notable figures in the outdoor show world were introduced to the audience.

These included Harry Hargrave, president of the Pacific Coast Showmen's Association; S. L. Cronin, past president of PCSA; Lou Johnson, secretary of PCSA; Ross R. Davis, treasurer of PCSA; Marlo LeFors, president of PCSA Ladies' Auxiliary; James Simpson, of San Diego and Los Angeles; Orville N. Crafts, past president of PCSA; Roy E. Ludington, general manager of Crafts 20 Big Shows; Fred De Wolfe, an executive; Frank Braden, of publicity staff, and Paul Miller, concessioner, all of the Ringling-Barnum circus.

The affair was reported a financial success by Chairman J. Ed Brown, in charge of the expo midway, with more than 2,000 tickets sold for the show staged in the new Gay Paree, operated by Sally Rand. Show was switched at the last minute from the expo Music Hall. Sally Rand donated the entertainment.

President J. C. McCaffery, Showmen's League of America, advised Chairman Brown by wire of his inability to attend. More than 100 congratulatory telegrams were read. Proceeds will go to benefit funds of the PCSA and SLA.

## C. & W. Benefit Is Success

BRIDGETON, N. J., Sept. 9.—Special benefit performance staged here on August 31 by Cetlin & Wilson Shows to raise a fund for an operation necessary to save the sight of one of the members of the organization proved successful and the patient was placed in a local hospital, reports George Hirschberg. Among those participating were acts from James F. Victor Attractions, including Jimmy Victor, Georgette Brothers, Kotch Brothers, Reeves Sisters and Al Morrison, emcee. June English produced the show and presented Paradise Revue and orchestra. Other acts included those presented by the Harlem Hotshots and Tony Lewis, *The Billboard* and mail agent.

## Attention, Press Agents!

If you have a radio policy in your department, we refer you to an article in the circus section which gives the attitude of the airwaves in connection with "chiseling of free time."



SHIRLEY (FRANCES) LYONS, widely known producer of girl shows and formerly with major carnivals, who again presented a show in Frolexland at the Canadian National Exhibition, Toronto, on August 25-September 9. Her *Back to Nature* attraction with 22 girls, orchestra and talkers was lauded highly by Director J. W. (Patty) Conklin, for whom she has produced a show yearly since he assumed direction of Frolexland.



HALE AND HEARTY again, Harry W. Hennies is "back on the job" with Hennies Bros.' Shows, as he would like his many well-wishers to know. He has had a hectic year, making three trips to hospitals. He rallied after the untimely death of his brother and partner, Orville W. Hennies, and has since apparently completely recuperated. "I'm sound as a dollar," he told visitors from the Fairly & Little Shows in Grand Island, Neb., where this photo was taken.

## Change in Class A Fairs' Midway "Not Even Considered"

CINCINNATI, Sept. 9.—Rumor was in circulation this week that J. W. (Patty) Conklin, president of the Conklin Shows and general manager of Frolexland at the Canadian National Exhibition, Toronto, as well as the midway at the London (Ont.) Exhibition, was slated to direct the midway at the Canadian Class A fairs in 1940.

Telegrams were sent to Sid W. Johns, E. L. Richardson and P. W. Abbott, secretaries of the exhibitions at Saskatoon. (See *CHANGE IN CLASS* on page 43)

## War Calls B. & G. Members

DETROIT, Sept. 9.—Three members of Beckmann & Gerety Shows, which played Michigan State Fair here, left to join the Canadian colors and were given a hearty sendoff by fellow showmen. First to leave was George Powers, veteran sailmaker, who was ordered to report in Toronto to join the Royal Canadian Dragoons, in which he is a sergeant. He has been with Beckmann & Gerety Shows eight years. Alfred McNally, of the Octopus, and James Casey, of the Loop-o-Plane, resigned on Labor Day and went to Toronto, where they will enlist. Both have been members of the Canadian militia.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Scrapple, Ky.  
Week ended Sept. 9, 1939.

Dear Mixer:

Arriving in town late Sunday evening, the train was immediately unloaded and the wagons drawn to the lot. The workmen on our 75 attractions worked diligently thruout the night, preparing for an early Labor Day opening. For first time in its history, Pig Scrapple County Fair sponsored an organized carnival; heretofore independent home-made rides and home-talent shows had made up the midway.

Arrival of our five-section train should have been a big advertisement in itself. No one met the train, not even the show's special agent. But before unloading was well under way one of the natives discovered it and immediately hunting horns and owl calls resounded thru the hills and vales, bringing thousands to the unloading runs. Due to the lot starting at the foot of a mountain

## Status of AFA Workers in Outdoor Fields Unclassified

(Continued from page 3)

trols all stagehands in theaters, etc., has also indicated that is is not interested in the outdoor field.

CHICAGO, Sept. 9.—The decision calling for dissolution of the American Federation of Actors and absorption of its members by the American Guild of Variety Artists has given rise to doubt in the minds of outdoor showmen and performers as to their status under the new set-up.

It is understood here that AGVA assumes jurisdiction over all variety performers in whatever field they may be, but will not include carnival and circus workers who are not performers. Paul Sander, organizer in the AFA carnival division, has received word from Ralph

Whitehead that it is probable a new union will be formed to assume jurisdiction over workers in the outdoor field. As far as could be learned no definite steps toward this end have yet been taken. In the event such a union is formed it will have no connection with the Four A's but, it is said, will receive a separate charter from the American Federation of Labor.

At present Sander is assisting Leo Curley, newly appointed Chicago representative of the AGVA, in getting the new organization under way here. Offices have been established in the Woods Building. Curley told a representative of *The Billboard* that he hopes to create good will for the union among performers, agents and employers. "I believe much better results can be obtained," he said, "by sitting down and talking things over than by adopting an arbitrary attitude."

## EJC Nears Finale; Ontario Dates Okeh

DRYDEN, Ont., Sept. 9.—Following the stand here on September 6 and 7 at Dryden Fair, E. J. Casey Shows left for their last outdoor spot of the season at Red Lake, Ont., said to be one of the farthest northern engagements ever undertaken by a Canadian carnival. Shows moved in here after dates in The Pas, Man.; Winnipeg, Kenora, Sunblades Beach, Fort Francis and Sioux Lookout.

The Pas, under Elks auspices, gave the shows good business, as did the stand in Winnipeg. Kenora Fair, which has been one of the organization's best stands, proved only fair this year because of rain. However, shows managed to make expenses and, with good weather at a K. of C. picnic at Sunblades Beach, shows wound up on the right side.

Good crowds, business and weather prevailed at Rainy River (Ont.) Fair. Mr. and Mrs. Joe Lawless, cookhouse operators, felt right at home at the last-named spot, since they winter there. They were busy renewing acquaintances. Concessioners reported good business thus far on the present trek, despite the Kenora engagement. Personnel of the shows remains the same as at opening.

## Patrick Does Biz At Oroville Fair

OROVILLE, Wash., Sept. 9.—W. R. Patrick Shows concluded their stand at annual Okanogan County International Fair on Labor Day to good results, reports W. R. Patrick, owner. Thousands jammed the midway over the week-end. Date marked the first time shows operated here with a pay gate and officials reported the 10-cent admission did not hurt business, as the gate approximated that of the fair and ran ahead of the grand-stand rodeo. James Thompson is

(See *PATRICK DOES* on page 43)

## War in Europe Cancels Sis Dyer's African Tour

GRAND ISLAND, Neb., Sept. 9.—Sis Dyer, Jungle Show operator with Hennies Bros.' Shows and former wild animal trainer, said here this week she probably would cancel a scheduled trip to Africa as result of the European conflagration. Original plans called for Sis and a group of newspaper and camera men to sail for Africa via Manila from San Francisco in December.

Party was to penetrate to the Ubangli country and gorillas were to be pictured in their native habitats and other beasts were to be brought back. Sis stated that she had entered into negotiations with a Hollywood picture studio and would have made a travel feature but for the war.

## Police Okeh Dodson Show

PITTSBURGH, Sept. 9.—Ordered by Safety Director George Fairley to close any concessions where gambling was discovered, bluecoats patrolled Dodson's World's Fair Shows here, but reported they could find nothing illegal. Butt of two stories in *The Post-Gazette*, Carl Barlow, of the show, informed that no gambling for cash would be permitted and that he would endeavor "to operate as the authorities want." The Dodson show wound up a two weeks' stand last Saturday on Exposition Park grounds, supported by a deal with a combine of five churches co-sponsoring the appearance of the company.

Another Northside carnival, operated in a city-owned park by the Allegheny County Civic Assn., shut down dice and penny tossing games, but permitted bingo to continue, after police visits.



KNOWN professionally as Fritzee Lee, Ruby Dodson is an accomplished entertainer and one of the name features of *Gay Paree*, musical show, on Dodson's World's Fair Shows. She is daughter of C. Guy Dodson, co-owner of the shows, and is said to be in line for a screen test this fall by a major movie studio. Photo furnished by Roy B. Jones.



## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Sept. 9.—Our annual visitation program came to a probable close with the recent re-visit to Gruberg's World's Exposition Shows exhibiting for two weeks at the New York State Fair, Syracuse. Altho we found the shows greatly augmented for this date, we did not note anything that has not been commented upon when we previously visited the organization. Visitors on the date of our call, September 2, included Charles A. Lenz, show insurance agent of Chicago.

Recently we wrote in connection with an item condemning carnivals which appeared in *Writer's Digest* and which was commented upon at length by A. C. Hartmann, outdoor editor of this publication. More recently there has come to our attention an item written by George Jean Nathan in *Newsweek*, entitled *A College for Suckers*, in which the writer reviews what he has seen at the Ripley Odditorium in New York City and describes at length the mechanical process known as "gaffing" and its resultant effect upon devotees of devices so processed. The article is well written, as is usual with the particular writer, and of interest to the industry.

Fortunately we can find no fault with the item as it discusses the subject generally, and makes no criticism of our industry. The item is in the issue of August 14, and to those of our members who are unable to obtain it, we shall be pleased to send copies upon request.

### LaBar Honored on Birthday

DURHAM, N. C., Sept. 9.—Members of West's World's Wonder Shows honored Frank LaBar, vet showman and *The Billboard* agent, with a big surprise party here on September 5 in celebration of his 86th birthday anniversary. Altho anniversary fell on Labor Day, the party was tendered the following night after his arrival at the show train. He was given a good-sized purse in addition to many other gifts. Frank is one of the oldest mail and *Billboard* agents in point of service in the outdoor show field.

### Beckmann & Gerety Hike Midway Gross at Detroit

DETROIT, Sept. 9.—Midway receipts of four years ago were shattered by Beckmann & Gerety Shows at Michigan State Fair the past nine days despite the war scare and an infantile paralysis epidemic here. On shows' last visit they grossed slightly over \$45,000, but this mark is expected to be exceeded when the finale box-office count is made Sunday night.

Attendance figures were off for this year, against 1938 records, but crowds had money and were eager to spend it on shows, rides and concessions. Weather has been okeh, altho a heavy storm and rain which swept the city and fairgrounds at noon and lasted for about two hours hurt Labor Day.

Friday night, Saturday and Sunday were perfect days and, altho front gate admissions were off around 25 per cent, shows' gross business created a surprise among fair officials. No amusement opened on Sunday until noon, because of church services, and it was almost 2 p.m. Monday before shows opened, because of the heavy rain.

Zeke Shumway's Hell Drivers and H. D. Hartwick's Monster Shows established new attendance figures for 1939. Shumway played to almost 7,000, while Hartwick entertained over 5,000 on the day. Date also was the banner one of the season so far for Peter Kortess' Circus Side Show and George Vogstead's Expose.

Speedway and Auto Skooter vied for top money, with the Caterpillar and Boomerang runners-up. Jack Dillin's Triple Ferris Wheel clicked, as did Fred Baker's Octopus. Mike and Mrs. Bodenschotz reported the best week of the season with their pony ride. Whitey Weiss received congratulations from the Michigan State Police on his efficient methods in handling his concessions and men.

Visitors were numerous, many visiting the cookhouse operated by Peazy Hoffman and Isador (Firesides) Murphy. Among those on hand were Mike Benton, Southeastern Georgia Fair, Atlanta; Hillman Taylor, Mississippi Fair, Meridian; Clayton Catledge, Meridian, Miss.; William F. Jahnke, Carl Sawyer, Saginaw, Mich.; Joe Streibich, Showmen's League of America, Chicago; Ned Torti, Wisconsin De Luxe Co.; Mr. and Mrs. Al Humpke, Anderson, Ind.; Mel Vaught, State Fair Shows; Bill (MCA) Green, Fred H. Kressman, Mr. and Mrs. Burtis L. Wilson and J. C. and Mrs. McCaffery, Chicago; Rubin Gruberg, Wayne King and Edna Curtis.

### State Fair Showfolk Guests Of Hot Springs Legion Post

HOT SPRINGS, S. D., Sept. 9.—With Sheriff Andre and Prosecuting Attorney Lech as hosts, personnel of Mel H. Vaught's State Fair Shows was entertained at an old-fashioned mulligan stew dinner by the American Legion Post in its hall here recently. Dancing and music were among other diversions and all reported an enjoyable time.

Owner-Manager Vaught left here to purchase an Octopus ride and plans to make the organization a bigger motorized show and to augment it with more new equipment for 1940.

## Los Angeles

LOS ANGELES, Sept. 9.—Crowds at the beach resorts over Labor Day week-end were not as large as in former years. Reason given by Johnny Ward, of Ward's Amusement Enterprises, was that those who have not left town were sitting at the radio listening in on war news. Good business was reported at the parks and Ross E. Davis said that both Lincoln City and Griffith Parks did well over week-end. California Zoo Park, with special attractions, had its best Labor Day business in years, and Long Beach also reported good results. Concessions there reported two big days. Larry Sunbuck's auto races and stunt show at Ascot Park did well.

Arthur Hockwald is back in town from the Middle West and reports he has booked time for his Georgia Minstrels. United Shows had a good four-day stand at the San Gabriel Fiesta, and Leo Haggerty, handling the Frank Downie Attractions, opened at the Cucamonga Grape Festival. United Shows moved to Riverside, Calif., for the Riverside County Fair on Thursday.

# P. T. BARNUM'S FREAKS—MONSTROSITIES

Direct From New York World's Fair

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They include such famous freaks such as Cardiff Giant, the Horse with its head where its tail should be; Jo-Jo, the dog-faced boy; Zip, what-is-it?; Siamese Twins and many other nationally known oddities. Also, life-size reproduction of Jumbo with mechanical action and a large array of other animated wild animals.

Each piece is mechanically equipped to move various parts. Will furnish either A.C. or D.C. motor.

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MANCHESTER, GEORGIA  
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EASTMAN, GEORGIA  
BLAKELY, GEORGIA  
COLQUITT, GEORGIA  
DONALDSONVILLE, GEORGIA

Want to join at Gainesville, Ga., Fair next week any show of merit, especially small Wild West, Dog and Pony, Motordrome, Funhouse, Crime Show or any good Grind Show. Special inducement to Side Show with own outfit. Can use one more Kiddie Ride. Want Legitimate Grind Stock Concessions. Mabel Walls, blues singer, contact R. V. Lewis. Address C. E. BARFIELD, Dalton, Ga., This Week; Gainesville, Ga., Next Week.

FAIRS

FAIRS

FAIRS

## L. J. HETH SHOWS

Want Shows with or without own outfits. Organized Posing Shows. Also Girls for Revue. Concessions that work for stock. Want Photo Gallery to join at once. Have for sale Swooper Ride in A-1 condition, stored at Jasper, Ala. Price, \$1,000. Putaski, Tenn., Community Fair This Week. Then Jasper, Ala. 8 More Georgia Fairs.

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**TENTS** CANOPIES

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MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY, MO.

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Tractors, Semi-Trailers, Passenger Cars, Used Motor Equipment.

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Special Showmen Finance Plan with  
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**TENTS - BANNERS**

46x95 DRAMATIC END TENT, BARGAIN.  
CHARLES DRIVER—BERNIE MENDELSON  
**O. HENRY TENT & AWNING CO.**  
4611 North Clark Street, Chicago, Ill.

# Midway Confab

By THE MIXER  
(Communications to 25 Opera Place, Cincinnati, O.)

**HOLDBACK** worked out yet?

**SPEEDY ALLEN** has joined the motor-drome on Marks Shows. Bud Turner is handling the front.

**RECENT** additions to Scott Bros.' Shows include Wilbert Ferrell with two concessions and Rose Don with astrology.

**WARREN CLARK's** cards from Valley Falls, Kan., that he's the new agent for *The Billboard* on Midwest Carnival Co.

**GETTING** a salary and only breaking bread with the manager are two different things.

**JOINING** L. J. Heth Shows in Charleston, Ill., reports Cowboy Murphy, were Texas Slim Collins and Montana Nell, of Texas Kid Shows.

**AFTER** a successful 18 weeks with Penn Premier Shows, Sensational Delzaros, free act, left to begin their fair dates.

**LARRY NOLAN**, general agent of State Fair Shows, writes from Beatrice, Neb., that he and Bill Stan, special agent, will continue in those capacities.

**HOW** was the oat sowing this summer? Remember, winter is upon us.—Milo McGoof.

Linden L. West, and William Pink joined recently with his Octopus.

**AMONG** press-wagon visitors during Hennies Bros.' Shows" stand in North Platte, Neb., were Dick B. Lewis, of *The Bulletin*; Jack Leahy, Russ Langford and E. W. Yost.

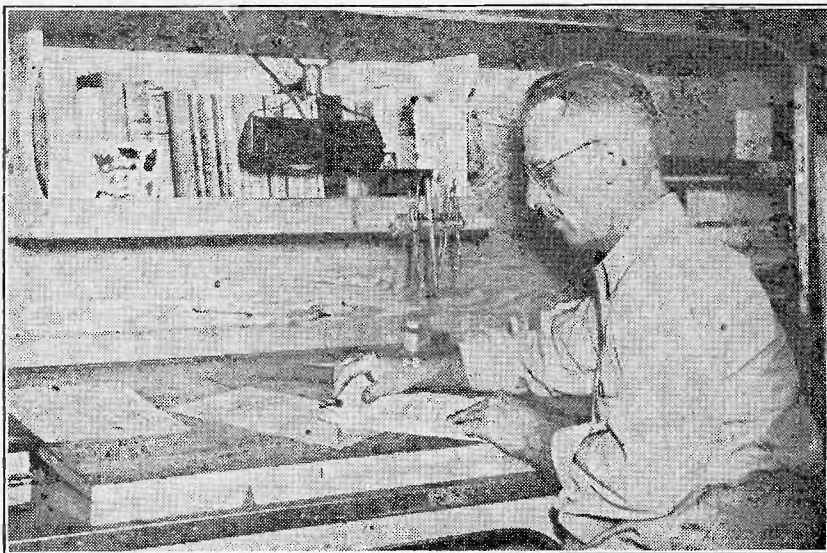
**E. R. (ELMORE) YATES**, former well-known special agent of several railroad shows, is in Veterans' Hospital, Memphis, and would like to read letters from friends.

**IF** you are afraid of show opposition, then wait until all of them get back into the barn before taking yours out.—Cousin Peleg.

**LANCE KING** letters that he has been hoptscotching Oregon and California with his photo gallery and that business has been good enough to permit him to visit Golden Gate Exposition, San Francisco.

**UNTIL** recently concession agents with Great Southern Shows, Sterling and Clonia Shipley left Seneca, S. C., and made the jump to Pridgen, Ga., where they joined Southern Attractions.

**FAMOUS** words (Saturday night): "Put the neon back up. Some fair officials have just arrived on the lot."



*HERE'S ONE CORNER of the press wagon on the Royal American Shows and Jack E. Dadswell, veteran carnival publicist and general press agent for the Amusement Corp. of America, who is sojourning with Royal American this season. The 20-foot wagon is of steel construction and is insulated with spun glass and air-conditioned. Opposite end is occupied by photographic paraphernalia. Officials report the wagon and its contents represent an investment of more than \$10,000 and it is said to have received wide publicity in photographic trade journals. According to reports, more than 3,000 showmen, photographers and newspapermen of Dadswell's acquaintance have visited the portable laboratory.*

**POODLES HANNEFORD**, of circus note, joined Hilderbrand's United Shows in Walla Walla, Wash., for remainder of the season, reports John H. Hobday.

**MRS. DANNY RYAN**, wife of Danny Ryan of corn game note, is designing and making costumes for the Minstrel Show on Scott Bros.' Shows.

**JOINING** Marks Shows in Ronceverte, W. Va., with his twin Loop-o-Planes for remainder of the season was Red Brady, reports Walter D. Nealand.

**WHY** pick on the advertising banners? There are many worse things on some midways.—Smackover Slim.

**HAVING** closed with J. L. Landes Shows in Belleville, Kan., Fred Webster joined West Bros.' Shows in Prairie du Chien, Wis., as billposter.

**ERNEST E. FARROW SR.**, owner-manager of Wallace Bros.' Shows, was reported seriously ill with asthma at Macon, Miss., last week.

**THE** one who squawks the loudest about taking passes is usually a salaried employee on an office show.

**FRANK CREAG** has taken over the Posing Show on Al Baysinger Shows for

**STATE TAX COMMISSIONERS** H. C. Kroop and Graves A. Perry, who have been with Marks Shows on their West Virginia trek, left the organization in Lewisburg, W. Va.

**HAVING** been at home in Hollywood, Calif., since returning from an Alaskan trip with her husband, Mrs. O. N. Crafts has rejoined Crafts' 20 Big Shows for remainder of the season.

**NOW**, more than ever, American flags should wave over our American midways—not only as decorations but as symbols of loyalty.

**LOUIE G. KING**, known in outdoor show circles as King Louie, writes from Metuchen, N. J., that he is conducting a popularity contest there in conjunction with the Metuchen County Fair.

**JOAN ENDY**, daughter of Mr. and Mrs. David B. Endy, of Endy Bros.' Shows, with Alberta Yestedt, left the show in Sherbrooke, P. Q., and returned to school in Pottsville, Pa.

**TRYING** to disorganize the show when the manager is sweating day and night to keep it together entitles the guilty parties to \$2 worth of canceled meal tickets.

**TEN-IN-ONE** show, operated by Texas

Cliff on the J. R. Edwards Shows, closed following Andover (O.) Street Fair and equipment was shipped into storage on Wayne County Fair grounds, Wooster, O., reports Owner J. R. Edwards.

**MRS. BEN MOTTIE** is new cashier in the cookhouse operated by her husband on Eric B. Hyde Shows. She has also taken over his mail agent duties on the shows. Ben recently presented her with a new car in Pocahontas, Va.

**EXTRA!** Gate & Banner Shows sued for damages by man and wife who sustained broken limbs when falling out of a tree three blocks from the lot while watching the free acts.

**BEFORE** departing for St. Petersburg, Fla., where he will re-enter military school, James E. Strates Jr. was tendered a farewell party on September 1 by members of the Strates Shows in Elmira, N. Y.

**J. (ALLENTOWN JIM) STUTZ**, who closed as animal trainer with Vonderheid's Animal and Monkey Circus on W. C. Kaus Shows in Huntingdon, Pa., is doing street advertising for county fairs in Pennsylvania.

**SHOW** operator to his wife: "Sorry, honey, but I can't go with you to buy that new car today. I'll be busy all afternoon down at the Salvation Army picking out shoes for our help."

**EMPLOYED** by Fred Thumberg on Hilderbrand's United Shows, Ray LaBelle accepted an offer to ride for a well-known racing stable during the stand in Walla Walla, Wash., and left immediately for race meets.

**JOE ANN LA FRANCE**, fem impersonator and novelty dancer, has been signed as a feature with Bubbles and her Dancing Dolls, who open their club season with a week's stand in Mill Creek Gardens, Youngstown, O.

**OPERATING** a G-top all night for the gain of a few dollars to the office probably will show a greater loss in grosses thru sleepy show and ride employees during these long-houred fair-date days.—Colonel Patch.

**MOM LAHEY**, wife of Ed Lahey, cookhouse operator on Hilderbrand's United Shows, sustained a severely sprained ankle during the engagement in Walla Walla, Wash. She was compelled to hobble about on crutches for several days.

**UNDERGOING** a successful eye operation recently after conclusion of his stand with Weyls Production Co., Al Beresoff is now in New York, where he attended the World's Fair. He pens that he's about ready to hit the road again and will head for Ohio.

**EASIEST** way to find out which attractions are office shows and which are independent is to arrive on the lot early and see which are open and operate late and which are the first closed.—Oscar, the Ham.

**OPERATOR** of the animal and monkey circus on W. C. Kaus Shows, Capt. Henry Vonderheid stopped off in Wilkes-Barre, Pa., recently for a visit with his folks before rejoining the organization in Red Lion, Pa.

**MRS. H. E. SMITH**, mother of Lil Schafer, cards from Dallas that the latter is seriously ill in Parkland Hospital there. She asks that anyone knowing whereabouts of Mrs. Schafer's husband, Chick Schafer, have him contact her immediately at 2816 Live Oak street, Dallas.

**CRAFTS' 20** Big Shows exhibited in San Diego, Calif., recently on what the showfolks called "a \$1,000,000 location" on the Embarcadero, close to the business

**PENNY PITCH GAMES**  
Size 46x46", Price \$20.00.  
Size 48x48", With 1 Jack Pot, \$30.00.  
Size 48x48", with 5 Jack Pots, \$40.00.

**PARK SPECIAL WHEELS**  
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price .....\$12.00

**BINGO GAMES**  
75-Player Complete .....\$5.00  
100-Player Complete ..... 7.25

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**DAYS | SUNDAYS**

**SEPT. 17 TO 24**

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**HOLY NAME SOCIETY ST. ANTHONY CHURCH**

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**WANTED WANTED WANTED**

**STAMPING GROUNDS COMMUNITY FAIR, SEPT. 21ST TO 23RD**

Bingo, Novelties, Cotton Candy, Concessions of All Kinds.

Shows with Own Outfits, Owens Co. Fair, Owenton, Ky., Sept. 27th to 30th; Brookville, Ky., 100-Year Centennial on the Streets, Oct. 3rd to 7th, with others to follow.

All Address **JACOB PRYOR**, Bethel, Ohio, this week.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

**No. 12 BIG ELI Wheel**

45 feet 3 inches high, 12 seats. Easily moved. More "Flash" and ideal double-purpose Ride for Amusement Park or Midway. The "Old Reliable" money-maker with a 40-year record behind it. Write for information. No obligation.

**ELI BRIDGE COMPANY**  
Builders of Dependable Products.  
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district and with a paved midway, large parking area and big navy boats close by. Banner business was reported.

LUCILLE DODSON FINEMAN has returned to the front of the Ches La-Femme Show on Dodson's World's Fair Shows.

OLLIE HAGER, of motordrome note, is constructing a new funhouse which will be added to Dodson's World's Fair Shows' midway. Designed by Ed Reiter, it will have a 60-foot front.

R. L. FISHER cards from Summerville, Ga., that he, Mr. and Mrs. C. W. Hendricks and Mr. and Mrs. Wilson closed with the I. J. Clark Combined Shows and plan to make fair and celebration dates in the West.

WHEN Cetlin & Wilson Shows played Leighton (Pa.) Fair, Ed Breur, special agent, and Roy B. Jones, press representative of Dodson's World's Fair Shows, visited and were royally entertained by Izzy Cetlin and his staff, they report.

WHILE JACK BAILLIE had his No. 1 bingo unit on the midway at Maryland State Fair, Timonium, Elmer Day managed the No. 2 unit on Dodson's World's Fair Shows.

KIDDIE AEROPLANE ride, recently purchased by Pop Hutchison from George Lucas, has been working to good results on Dodson's World's Fair Shows, under direction of James and Lillian Hutchison.

DURING the World War the American people were closely knitted together in a concerted effort to win. During the war of slim pokes the cookhouse general agents COULD do a LITTLE boosting.—Whitey Cooks.

AMONG showfolks who canceled proposed European trips because of war conditions are Mr. and Mrs. O. N. Crafts and Mr. and Mrs. Roy E. Ludington, of Crafts' 20 Big Shows, who had planned a tour of the Continent at close of the season.

B. H. (DOC) IRWIN letters from Prince Rupert, B. C.: "Have had my Headless Woman Illusion and a group of Indians on Crescent Shows in Western Canada all season and business has been fair so far. Plan to winter on the Pacific Coast and take out a small unit show."

"THIS makes my 38th year in the business," boasted the Old-Timer. "How much money have you in your pocket?" asked the First of May. "About a sawbuck," replied the Old-Timer. "Damn poor average; that's not even a dollar a year," shot back the F. of M.

MAZIE LUNETTE, free act, closed a four-month run with W. J. O'Brien's International Casino, Revere Beach, Mass., on September 4, took a short vacation with friends in Hyannis and then prepared to go to Miami to play parks-club, she reports.

HOUSTON was host to a number of outdoor show agents just before Labor Day. Among those visiting were Joe Donahue and Al Butler, Ringling-Bar-num circus; L. Clifton Kelley, Amusement Corp. of America; L. S. (Larry) Hogan, Hennies Bros.' Shows, and Buddie Willis and wife, Mighty Sheesley Midway.

ATTENDING Helen Langford, girl-show performer on Marks Shows, when she was wed recently in Catlettsburg, Ky., to Leonard (Skeeter) Garrett, Ferris Wheel foreman, were Mabel Odom and Mrs. Rose Leatherman. A wedding reception was staged on the midway following the ceremony.

PAST THREE years pony track operator in Euclid Beach Park, Cleveland, Herb Dressler recently framed a new portable track for Zacchini Bros.' Circus Shows, which he joined in Painesville, O. Stock is transported on a long semi-trailer and Dressler reports he plans to play some Ohio fairs before going south for winter.

MANAGER DUKE, of the Duke & Shilling Odorless Midway, declared that, instead of paraffining the girl-show top, they would paraffin the wardrobe and band uniforms. Asked if the leaky top would affect the show's patronage, he replied, "There ain't no patronage when it rains."

TRAINMASTER William (Bozo) Brennan, of Hennies Bros.' Shows, has several record moves to his credit this season, reports Walter Hale. On more than one occasion he has had a late Saturday

night tear-down, a 400 to 500-mile run, but shows have yet to miss a 6 p.m. Monday opening with everything in readiness.

WELL KNOWN to outdoor showfolk, George D. (Dude) Barrett, naturalist-lecturer, infos from Decatur, Ill., that he has been signed by the United States Society of Zoology to present an educational lecture on its Southern circuit, beginning on September 18 in South Carolina. Programs are to increase interest in natural history and aid in conservation of wild life.

FUNLAND SHOWS' notes by Ted C. Taylor: Played to fair weather and business in Martin, Ky., under police department auspices. Members staged a stork shower there for Mrs. Joseph Doakes and she was recipient of many useful gifts. Mrs. Albert Heth's new Tilt-a-Whirl arrived from the factory. Shows have two more Kentucky dates before heading South.

WHILE J. J. Page Shows were playing Lexington, Ky., Mr. and Mrs. George Johnson were hosts to their parents, sisters and brothers along with about 75 showfolk and all celebrated the feast of St. Mary, patron saint of prosperity. Barbecued lamb and pig, with all the trimmings, were spread on a table. All reported an enjoyable time singing and doing folk dances and wished the Johnsons well, with plenty of prosperity.

"THE reason I like the business is that each day is a new experience in itself. Today the show's doctor brought his stethoscope to the shop for a welding job, thus honoring me



WALTER R. JOHNSON, with a number of years' experience as general and special agent in outdoor show business, has rejoined Barfield's Cosmopolitan Shows, where he is assisting Manager C. E. Barfield in addition to making announcements and talking on the colored show. Well known to outdoor showfolk, he also lists numerous acquaintances among committees. Photo furnished by Kenneth Franklin.

as the first trouping blacksmith to go into the medicated iron tinkering business.—Egbert Ironbender, artistic and modernistic blacksmith.

DOIN'S on Hutchens' Modern Museum by Mrs. J. H. Evans: Unit joined L. J. Heth Shows for the fair season and opened in Fairfield, Ill., to second best week of the season so far. Business in Flora, Ill., was only fair. Owner J. T. Hutchens went to St. Louis on a buying trip and Alleen Allen left in Fairfield and was replaced by Ester Lester, making the fourth time the latter has been with the organization. Ramon DeVoe, mechanical doll, joined in Flora.

FOLLOWING a successful stand at the Akron Labor Day celebration, Edward LeRoy, high act, last week rejoined Great Lakes Exposition Shows, now in their second week in Reading, O. Accompanied by his daughter, LeRoy visited the midway desk last week where he revealed that prior to his present connection with the Great Lakes contingent, he played numerous park and fair dates in Ohio and Michigan for the Gus Sun office.

IN CHARGE of radio and photography on World of Mirth Shows, Eddie Tarjan was responsible for an unusual plug the

organization received in one of the national literary magazines. Tarjan's story, *My Grandfather, Detective*, and bibliography, the latter containing mention of the shows, appeared in the September issue. Eddie, who has landed in many of the national periodicals with both fact and fiction stories, did newspaper work prior to joining the shows and for several years was staff photographer with International News Service.

**BALLYHOO**

(Continued from page 40)

tives further back into the hills. Picking up his hunting horn, with a few owl calls he quickly packed the lot.

Seeing the power of this unusual ballyhoo, the bosses ordered all loud-speakers turned off, gave the bands a five-day vacation and replaced them with native hunting-horn tooters and owl-call screechers. The tooters were kept busy at the front gate, bringing the mountaineers to the fair. The owl-call screechers worked on the shows, screeching loud and shrill on the fronts but modified the noise when accompanying a song on the inside. To our surprise, many of the showmen did not know that the screechers were on the job, claiming that the noises emitted from the various shows sounded identically the same as when the speakers were in use.

The midway enjoyed one of its best weeks, altho the showmen claimed that the layout lost them a lot of money. Those on the up-hill side said, "The natives were too busy climbing to stop." Those on top claimed "Too far up here; the crowds were ready to start back down on arrival." Those on the down-hill side cried, "Once they got started running down, all hell couldn't stop them." Pete Ballyhoo said, "I have yet to find a showman who has been located perfectly or on a perfect midway."

MAJOR PRIVILEGE.

**CHANGE IN CLASS**

(Continued from page 40)

toon, Calgary and Edmonton, respectively, and members of the Class A fairs asking if the rumor was true. Johns answered by wire that such a thing "has not even been considered by anyone in authority and further state officially that no consideration will be given to any organization until our January meeting held in Winnipeg."

Wire to Richardson could not be delivered because he was out of the city and his present address was unknown. Such was the case also with Abbott.

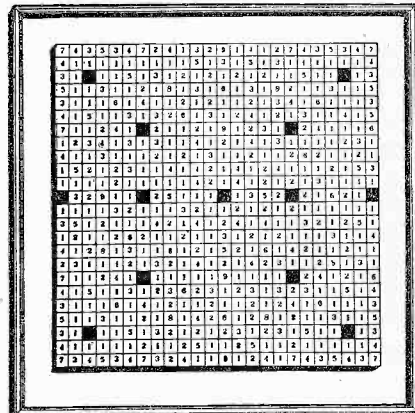
The Class A fairs of Canada have been letting their midway contracts to carnival organization of the U. S. for years.

**PATRICK DOES**

(Continued from page 40)

the new lot superintendent, having replaced Leslie Fee at the start of the local engagement.

Shows encountered some tough luck on the trip here from Kalispell, Mont., when the Ferris Wheel truck turned over close



**EVANS' PENNY PITCH BOARD**

NEW! FLASHY! GETS THE PLAY!

A fast new money-maker with plenty of flash! May be used either as straight number board, or with colored squares designating prizes . . . or with single jackpot in center, or 5 jackpots at corners and center. Standard size, 45" square. Sturdily made of kiln-dried wood, will not warp. Handsomely decorated. An instantaneous hit with everybody! Fine percentage for operators!

Available with 1 jackpot or 5 jackpots. Also without jackpot. Send Quick for Complete Evans Catalog!

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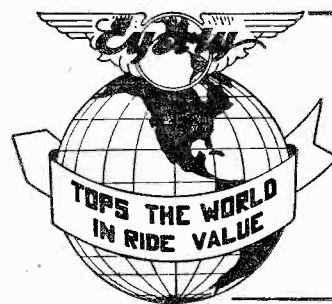
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to the Idaho line and the Merry-Go-Round truck broke a rear axle near Sandpoint, Ida., which had to be replaced with parts from Spokane. The opposite axle gave way 12 miles from here, requiring an all-night drive by Mrs. W. R. Patrick, who went to Spokane to obtain a replacement. Despite the delays, shows opened on time here.



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**Dodson's World's Fair Shows CAN PLACE**

For Neuse-Atlantic Fair, Kinston, N. C., Sept. 18th to 23d, and eight more outstanding Southern Fairs, including Spartanburg, S. C., Oct. 9th to 14th. Guess-Your-Weight Scales, Candy Floss, Fish Pond, Devil's Bowling Alley, Long Range Shooting Gallery. Our midway will be open for balance of season with Carl (Red) Barlow in charge of Gaming Concessions and will place any one that will operate as told. CAN USE at all times any show of merit with or without own outfit, but must conform to the standards of our midway. Will also finance any outstanding attraction that is different. Address DODSON'S WORLD'S FAIR SHOWS, Lancaster, Pa., Sept. 11th to 16th.

**COURIER RECORD FIVE COUNTY FAIR**

6 DAYS AND NIGHTS—6 BLACKSTONE, VA., SEPTEMBER 18-23 Can place Concessions of all kinds. Followed by Lee County Fair, Sanford, N. C., Sept. 25-30; Franklin Co. Fair, Louisa, N. C., Oct. 2-7; Henry Co. Fair, Martinsville, Va., Oct. 16-21.

**Bantly's All-American Shows**

This Week, ALEXANDRIA, VA.

FULL-DATE  
CARNIVAL  
SHOW LETTERS

# Direct From the Lots

BY THE SHOWS'  
OWN NEWS  
REPRESENTATIVES

## Johnny J. Jones (Railroad)

Indianapolis. Week ended September 2. Indiana State Fair. Weather, ideal. Business, ahead of 1938.

Ideal weather brought thousands of pleasure seekers to the fair and midway. With a day earlier opening, midway topped 1938's gross by 15 per cent up to closing time Saturday night. Midway has been revamped, rebuilt and much beautified, and thousands of dollars have been spent for new shows, equipment, modernistic lighting effects, scenery and wardrobe. Writer will give the line-up of visitors, new and old attractions, new equipment, modernistic touches and people soon. Spending by the office and independent attraction operators has been terrific during the past week, and visiting members of the press, fair officials, showmen and the many friends as well as midway patrons, have commented favorably on the streamlined ap-

## 3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 85 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.  
No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.  
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
LIGHT WEIGHT BINGO CARDS.  
Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.  
Automatic Bingo Shaker. Real Glass. \$12.50  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . . . 1.25  
Lightweight Lapcards, 6x16. Per 100 . . . . . .50  
Stapling Bingo cards, or sheets on same, extra per C . . . . . .30  
3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M . . . . . 1.50  
Postage extra on these sheets.  
Bingo Card Markers, in strips, 25,000 for . . . 1.25  
Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd. Chicago

## UTICA, O., HOMECOMING

SEPTEMBER 21-22-23

Main Streets

### CONCESSIONS WANTED—

BINGO and PENNY ARCADE, Frozen Custard and other Legitimate Concessions. Popcorn and Eating Privileges SOLD ex. Can use Two Good Small Shows.

## Newcomerstown, O., 125th Anniversary Celebration

SEPTEMBER 27-28-29-30

Main Streets

### CONCESSIONS WANTED—

FROZEN CUSTARD, Eating and Drinking Privileges—also Legitimate Games. Bingo, Popcorn SOLD ex. Can use Two Good Small Shows.

Address inquiries: F. E. GOODING,  
Box 386, Columbus, Ohio.

## Cunningham's Expo Shows

### Wanted—Fall Fairs—Wanted

Wanted: Shows and Concessions of all kind. Playing Middleport, O., September 11-16; Shinnston, W. Va., September 20-22; Spencer, W. Va., September 25-30. Ride help: Can place good, sober, reliable Eli foreman.

SECOND-HAND SHOW PROPERTY FOR SALE \$50.00 Each. Twenty Side-Show Banners. Send for list. \$55.00 Guess Weight Chair Scale, working order. \$35.00 Genuine Eight-Legged Pig, alcohol; bargain. \$10.00 Stage Light Dimmers, cost \$75.00. \$40.00 Large Mounted Snake, 14 ft. Killed 20 people. WE BUY ALL KINDS OF RINK SKATES AND EVANS' WHEELS.  
WEIL'S CURIOSITY SHOP,  
20 So. Second St., Philadelphia, Pa.

pearance of the shows. Visitors from far and wide arrived on the lot to congratulate the management as well as to spend many friendly hours with the shows. Topping all attractions for the first two days was the Water Circus. At the opening hour hundreds of patrons laid their money on ticket boxes before any outside ballyhoo was called. Beauty of the mammoth front was a convincer to the patrons. Satisfied patrons and their praises are keeping the show in the top money.  
STARR DeBELLE.

## Hennies Bros. (Railroad)

North Platte, Neb. Week ended September 2. Auspices, Union Pacific Athletic Club. Location, Circus Field. Weather, good. Business, good.

Crowds were heavy nightly here and on Saturday shows, rides and concessions chalked good grosses. Shows managed to hold front-page space on *The Daily Bulletin* despite the war news. As a consequence, kids' matinee clicked. Harry W. Hennies, Jackie Dondlinger and Perk Perkinson jerked some good catches of fish out of the local lake; Jackie's 16-inch Northern pike making a delicious repast. Mr. and Mrs. Mel Vaught, of State Fair Shows, visited, as did Jim Schenck, general agent, Western States Shows. Other visitors were Hymie Schrieber, B. & N. Sales Co.; Slim Johnson, Midwest Novelty Co., and Mabel B. Glenarm. Snookie Lorow left Monday and returned Saturday after a brief visit with his family on the Royal American Shows at Minneapolis. Denny E. Howard has left the hospital, where he underwent treatment for an infected ankle. He will be on crutches for a week or two, however. Mr. and Mrs. Oscar Halvorsen left for Shreveport, where Mrs. Halvorsen will enter a sanitarium. He will return immediately. Sis Dyer has reframed the front of her Jungle Monster exhibit.  
WALTER HALE.

## James E. Strates (Railroad)

Elmira, N. Y. Week ended September 2. Chemung County Fair. Weather, ideal. Business, fair.

Altho weather was ideal, business was off this year. Date was not properly advertised and the city folks were not enlightened as to fair's starting dates. Altho business was not up to standard, date was a social success, as it marked the home-coming of the Strates Shows. Elmira is the shows' home town. Wednesday night after closing open house prevailed at the Vanities top and Owner Mrs. James E. Strates played host to showfolk and hundreds of local friends. Plenty of talent was on hand and was augmented by four grand-stand acts. Reports from New York State Fair, where several of the shows' attractions are playing, are not very encouraging. Visitors included Victor J. Bass, director-general, Bath, (N. Y.) Fair, and Mr. Stigman, with several directors of Bloomsburg (Pa.) Fair. Choc Phillips has added four more chorines to his line, and Wally Smithly is setting the pace with his motordrome. Billy Smithly's group of Nubian lions at the drome continue popular. James Klein returned here following a visit with his daughter at Cleveland. Sky Putnam, *The Billboard* agent and mail man, is clicking with the new custard machine. Keith Buckingham is having his utility wagon remodeled.  
DICK O'BRIEN.

## John H. Marks (Baggage cars and trucks)

Ronceverte-Lewisburg, W. Va. Week ended September 2. Greenbrier Valley Fair. Weather, fine. Business, big.

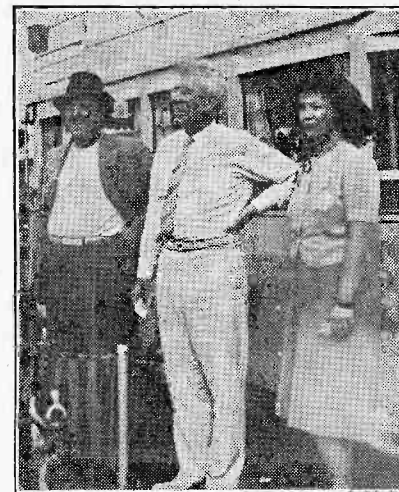
With ideal weather date upheld its reputation of large attendance and good midway business. Attendance was light the first two days, but it increased daily until Saturday night, when a record was established. Wednesday with 45,000 was the best week day; Friday was big, and Saturday saw the fairgrounds jammed. Governor Homer A. Holt and retinue were guests of honor on Thursday afternoon and after the grand-stand performance visited the shows' midway. Governor Holt's party included his wife, mother and daughter, Isabelle, and Al Quinn, his

secretary. Mrs. Elizabeth Marks and daughter, Gene Thelma, visited but returned to Richmond, Va., Sunday, where the latter entered school. Mrs. Paul Lane accompanied them. Harry and Hazel Biggs sustained severe bruises last week en route here when their car was badly damaged in an accident. Visitors included John L. Godwin, president Roanoke Fair; Robert Kline; Morris Vitalggio; Tony Vitale, Ohio Fireworks Co.; A. T. Dize and John Robinson IV. Jack E. Miller, of Manchester, N. H., is visiting his mother, Mrs. Gertrude Miller, and stepfather, Cash Miller, on the Chez Paree revue. John Robinson Military Elephants proved popular. Date marked the 12th and final engagement in West Virginia. Most of them were good, but several were below par because of the coke strike.  
WALTER D. NEALAND.

## Rubin & Cherry Unit, ACA (Railroad)

Iowa State Fair, Des Moines. Ten days ended September 1. Weather, good. Business, excellent.

According to Robert Lohmar, general manager of the show, all records for the midway were broken and this despite the fair gate was considerably off in attendance from former years. Rides and shows were kept going at a fast clip thruout the fair. Beautiful Hawaii and Swing Revue, as well as Johnny Myers' Midget Theater, gave as many as 33 shows on



A BOOSTER of county and community fairs, Governor George D. Aiken (center) is seen here as he appeared while visiting King Reid Shows' office wagon while the organization was playing the 1939 Orleans County Fair, Barton, Vt. With the governor are King Reid (left), owner of the shows, and Zilda Reid. In front of Reid is Jiggs, office wagon's guard.

some days. Show received from *The Des Moines Register* and *Tribune* 32 news breaks, both art and stories, including three front-pagers.  
SAM L. WARD.

## Dee Lang's (Motorized)

Preston, Minn. Three days ended August 27. Fillmore County Fair. Weather, good. Business, very good.

Shows made a successful jump from Kasson, Minn., and were ready for the noon opening on Monday. Weather helped considerably, with the midway packed on three days. All rides reached unexpected figures, with the shows surpassing previous records. Fair board co-operated and visitors included Cliff Hunter, secretary, Taylorville (Ill.) Fair, and family.

Kasson, Minn. Four days ended August 24. Dodge County Fair. Weather, cool, changing to warm and fair. Business, fair.

Altho starting slow the first two days, business was good the last two when the midway was packed. All shows did fair, with rides reaching a new high. Committee co-operated and warm hospitality was extended shows by their many friends here.  
JOHN PABARCUS.

## Kaus Expo (Baggage cars)

Pennsboro, W. Va. Week ended September 2. Auspices, Ritchie County Fair. Weather, good. Business, fair.

This was a small fair to which four rides and five shows were sent. First two days produced little business and then only at night. Thursday the midway was jammed and on Friday a thrill show in front of the grand stand attracted another good crowd. Money was not plentiful, tho, and business was slow. Mrs. Bole came on here with a dart store and Pete Whittaker joined with a ball game, as did H. L. Selbert with a huckle-buck. Naylor Harrison had on two palmistry stands and a ball game and Tom Percival framed a new pitch-till-u-win stove.

Marlinton, W. Va. Week ended August 26. Auspices, Pocahontas County Fair. Weather, good. Business, fair.

Shows first fair of the season opened with shows and rides in good condition and, with plenty of space, Lot Superintendent Kirby did a good layout job. Small crowds prevailed the first two days, but Wednesday produced an excellent crowd and good attendance prevailed remainder of the week. On the whole, attendance was about 15 per cent over last year. Business, however, did not hold up in proportion to attendance. While some fairly good grosses were registered, it was not up to expectations. Mack's bingo is much improved, and J. R. Dowdy added three new concessions, bringing his string to six. Betty Waters returned with her ball game and Al Greer added an illusion show.  
LESTER KERN.

## Endy Bros.

Sherbrooke, Que. Week ended September 2. Auspices Fair Association. Weather, perfect. Business, excellent.

Despite the extreme heat and war scare, date turned in large grosses for each department, with accent on night business. Professor Kountz's 10-in-1 led shows, and Frank Bydiark's Scooter and Roll-o-plane split top take among rides. Wilno, free act, proved popular. Fair association and its officers, including President Charles Davidson, Secretary-Manager Norrey Price, Marie St. Pierre, Alderman Alex Ross and Colonel McA'Nulty, co-operated. Frank Conklin visited, as did James P. Sullivan, of the Wallace Bros. Shows of Canada, the latter reporting good business for six and a half weeks of class B fairs in Western Canada. Sullivan was on his way to Bedford, Quebec. All trucks arrived in good time, under direction of Sam Murphy, and Chuck Connors handled a special train move with seven cars. Neville Baker visited his home in Maine for two days. Merrick R. Nutting continues to be helpful. Writer came here from Three Rivers. Canadian dates have been successful. Mrs. David B. Endy's de luxe custard concession, operated by Edwin Yestedt, has been doing well. Posing show, directed by Bob Stevens, has been a midway leader. Lou Powers has the Casa Manna revue clicking. Barney Meehan and Matthew J. Riley left to play some Carolina dates. An elaborate system of checking trucks on the trek south is being mapped by Sam Carver. Mrs. Wilno is operating a thriving grab stand, while Bill Yestedt's Kiddie Auto rides are doing well.  
GLENN IRETON.

## J. J. Page

Danville, Ky. Week ended September 2. Location, East Fourth street. Weather, fair. Business, good.

Shows had a bad beginning here because someone pilorined all the electric wire used to wire the show, but at that the night wasn't lost, as everything was ready by 8 p.m. and a dandy crowd attended. Each succeeding night gate gross mounted until Saturday, when a record crowd attended. Spending was light the first part of the week, but all reported a good week, with the Minstrel Show going over the top for high money. Rastus Johnson is also doing well with his candy sales. Many of the folks took out fishing licenses here and essayed to catch some of the finny tribe in the backwaters of Dix Dam, but last reports



were that they all played a blank. A farewell party was tendered Mrs. J. J. Page and Mrs. Dot Earle as they departed for their respective homes, Mrs. Page to Johnson City, Tenn., where she will place her daughter, Dorothy Lee, in school, and Mrs. Earl to Louisville, where she will enter her son, Jupe, in school. Frank Earle again will handle *The Southern Agriculturist* at a number of State fairs, starting at Louisville. Mrs. Haag visited her daughter and son-in-law on the show, leaving later for her home in Marianna, Fla. Walter Driver visited, as did many of the Jesse Sparks Shows.  
R. E. SAVAGE.

**Imperial**  
(Motorized)

*Terre Haute, Ind. August 28-31. Vigo County Fair. Weather, warm. Business, very good.*

Jump here was made in good time and shows opened Saturday night. Organization continued to play to capacity here, marking its second consecutive red one. Event was well advertised and fair committee co-operated, as did the police. Tilt-a-Whirl led the rides, with the Ferris Wheel and Chairplane running neck and neck for the runner-up position. Shows and concessions reported the best play of the season thus far. Shows remained over Labor Day under Central Labor Union auspices.  
KENNETH BROWN.

**Hilderbrand's**  
(Motorized)

*Walla Walla, Wash. August 30-September 2. Auspices, Southeast Washington Fair Association. Location, fairgrounds. Weather, hot days, cool nights. Business, fair.*

Only marring incident on the 450-mile jump here occurred when concessioner Johnnie Cardwell's semi turned over into a ditch, but no one was injured and damage was slight. Large crowds prevailed but spending was light. Concessions and shows were hardest hit, while rides fared fairly well. Merry-Go-Round led all, and Betty Thumberg's Rolloplane second. Friday, kiddies' day, drew hundreds of children and Stacey Johnson's Tailspin topped the rides. Earl McCann's Athletic Arena topped shows. Mrs. Margaret Balcom's picture gallery did fair. Hazel Fisher's brother, Robert Brockman, and wife visited here. Carl York is operating one of Ed Lahey's grab stands. Catherine Kuidava, of the candy floss, left for Oakland, Calif., to re-enter college. Capt. Charles Soderberg and Glenn Henry Troupe, free acts, were popular. Committee, under Charles Baker, co-operated. Manager Pickles Pickard entertained a committee from the Yakima (Wash.) Fair, including Mrs. Martha Bounds, secretary; Henry Rankin, vice-president, and Perry B. Woodall, president. The writer narrowly escaped injury when a wild long-horned steer leaped its corral and ran directly in his path. Quick dodging saved the day.  
JOHN H. HOBDAV.

**Crystal Expo**  
(Motorized)

*Harriman, Tenn. Week ended September 2. Roane County Fair. Weather, good. Business, excellent.*

With excellent business and weather, shows chalked their third gratifying fair stand here. It was the shows' second year here. Exhibits were plentiful, and a new road has been built direct to grounds, which saved about a city block plus the inconvenience formerly experienced when visitors had to cross the L. & N. Railroad tracks to enter the fairgrounds. Children's day, Friday, with county school co-operation, brought over 5,000 youngsters to the midway, with all spending and patronizing shows and rides to capacity. Jim Carol and Sticky Stout, fair officials, were much in evidence and co-operated. Concessions did well and for the first time on record two of the Benji & Bunts concessions vied for top honors, with the rat concession topping bingo. Visitors included Dr. Doak, of the Cocke County Fair, Newport, Tenn.  
H. NELLA.

**Galler's Golden States**  
(Motorized)

*Bruce, Miss. Week ended August 26. Auspices, PTA. Weather, fair. Business, poor.*

Opened here Monday night, when lights went out because of faulty construction by the city electricians. Committee co-operated, but money seemed none too plentiful and patrons were not show-

minded. Almost all of the shows and rides registered poor results. Saturday was the best day, but its receipts were only on a par with a good week day. Manager J. A. Gentsch returned from a successful booking trip in the Mississippi Delta and celebrated his birthday anniversary here.  
LOIS GENTSCH.

**World of Mirth**  
(Railroad)

*Essex Junction, Vt. Week ended September 2. Champlain Valley Exposition. Weather, good. Business, fair.*

Business here was slightly off from last year's high, altho not enough to make a noticeable difference in grosses of individual attractions. T. W. Kelley's World's Fair Freaks topped Earl Purples' Motor-drome for the first time in many weeks. An abundance of room made it possible for the shows to be set up advantageously. Flowers, contributed by the personnel and management, were sent to the Greenville, S. C., home of Joe Woods, drome rider who sustained fatal injuries in a smash-up at Ottawa, Ont. Around the grounds all week was Magnolia Hamid, whose brother, Al, joined with concessions. Phil Isser and Jack Gilbert have framed a swell line of concessions. Combining business with pleasure, Herb Ravlin, popular attache of the local sheriff's office, renewed many friendships among shows' personnel.  
JIM McHUGH.

**L. J. Heith**  
(Motorized)

*Flora, Ill. Week ended September 2. Auspices, Clay County Fair Association. Location, Brown Memorial Park. Weather, fair and warm. Business, fair.*

This was a maiden fair and the officials, business men from Flora and Louisville, co-operated. Distance to the lot from Flora hurt attendance a great deal, but despite this handicap Thursday drew an estimated 27,000, many arriving before 9 a.m. However date was a winner for the shows, which closed their Northern fair dates, all of which were played in Illinois. Mr. and Mrs. A. C. Huckaba, of Mattoon, visited Howard and Daisy Reeves here. I. W. Reynolds has the fronts rebuilt and Joe and Jean Fontana left for Birmingham to visit Jean's parents for a few days. Mrs. L. J. Heith returned to her home in Birmingham and Paul and Jackie Reynolds purchased a new house trailer. Ed Hubbard returned here after a few days' visit with relatives in Atlanta. H. B. SHIVE.

**W. S. Curl**

*Lebanon, O. Week ended September 2. Auspices, American Legion Post. Weather, good. Business, good.*

Big crowds turned out to give rides and shows good play. Trucks, in charge of Pat Hardin, are making good moves into all spots. Mrs. Ike Chapman is expected to return soon from a trip to the West Coast. Mrs. Curl's concessions are clicking, as is Mrs. Harry Danning's dart game. Mrs. Woods and son, Orville, have their penny pitch and short-range gallery working to good takes, while Mrs. Cedora Edwards' new photo gallery is proving popular. Showfolks were tendered a party here by Tom Stevens and wife, Mary, and sister, Anelia. Chief Rolling Cloud joined to take charge of Doc Edwards' monkey and wild animal show.  
DOC EDWARDS.

**Elite Expo**  
(Motorized)

*Kearney, Neb. Week ended September 2. Location, fairgrounds. Auspices, Buffalo County Fair Association. Weather, fair. Business, good.*

Spot proved one of the better ones so far this season. Day attendance was not so large, but night crowds met with expectations and rides did the majority of business. Princess Dona's Pit Show topped the shows. Ferris Wheel, with Pete Stern in charge, was best among rides. Doc Hoyt's Hillbilly Show added two more performers. Among concessions, Mrs. Rotolo's corn game, with Phil Jackson at the mike, had a good week. Penny Arcade, under management of Walter Deemie, added 10 new machines and continued to get its share of patronage. Larry Reed's Goofy Farm also had a good week and Doc Canaga was appointed night watchman, succeeding Bull Henry, who returned to John Ellis' Athletic Show. Mrs. Auto Lenhart and children left for Abilene, Kan. Charles Elliot visited at Orleans, spending the week-end with Mrs. Elliot. Visitors also

included Roy Fredericks, of Fredericks Amusement Co.; Fred Webster, billposter, of the J. L. Landes Shows, and Slim Johnson, of the Midwest Novelty Co.  
DON FOLTZ.

**Federal State**

*Liberty, Ky. Week ended September 2. Weather, good. Business, good. Free gate.*

Shows opened Monday night to good business, which increased nightly. Week was the best still date of the season thus far. Mr. and Mrs. Floyd Kile and daughter returned here from Peoria, Ill., where Mrs. Kile has been under a doctor's care. Joe Sorensen joined with his fishpond. Lou Louette's side show also joined. Captain Kittle's free act continued popular and Sam Houser added two concessions. Jack Nails joined with a concession. Doc Yeager, with two concessions, also joined.

*Lawrenceburg, Ky. Week ended August 26. Colored Fair. Weather, ideal. Business, nil.*

Shows opened on Monday but attendance for the six days was only 600 paid, and rides, shows and concessions chalked their poorest gross of the season. Miller Bros.' Shows sent their Jitterbug Minstrel to play the stand. It was in charge of Jerry Jackson and several concessions came on from the same shows. Lockwood Lewis' Band furnished the music for the fair.  
DANNY JONES.

**Frank Burke**

*Trinidad, Colo. Week ended August 26. Auspices, Rodeo Association. Location, downtown. Weather, good. Business, good.*

This was shows' largest celebration so far and it gave three big days. Besides the round-up and races, the National Confederate Reunion and Confederate Veterans and affiliated organizations presented colorful parade. Last two days the Brotherhood of Railroad Trainmen held its State convention here. Days of '49 and Western hospitality prevailed. Matinees were small for the shows, as the rodeo grounds, center of attraction, were at the other end of town. Nights were good and shows, rides and concessions got good play. Owner Burke and Secretary Joe Zarate made a flying trip to Kansas City, Mo., on business.  
E. M. CAROUTHERS.

**Tom's Amusement**  
(Motorized)

*Panama City Beach, Fla. Week ended September 2. Weather, okeh, except Wednesday's rain. Business, good.*

Crowds came out here, and while spending was light, everyone got his share. Wednesday was lost because of rain. Mechanics and painters have finished repairs and shows present a new

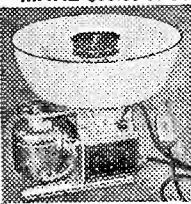
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calls you all from the Michigan State Fair, Detroit, to insure yourself his unbelievable free act, thrill aerial attraction. Guaranteed the most brilliantly lighted rigging for night showings on your MIDWAY, which can be seen from MILES away. At liberty after September 10. Wire now, care The Billboard, New York or Cincinnati.

**MAKE \$50.00 A DAY ON CANDY FLOSS**



Our New SUPER WIZARD with a heavy double head and larger spindle. We have sold this machine to the Concession for the New York World's Fair. Spins Candy Floss FASTER and FINER. For full details write or wire ELECTRIC CANDY FLOSS MACHINE CO., 202 Twelfth Ave., S., Nashville, Tenn.

**DARE-DEVIL OLIVER**

World's Premier High Diver  
Some open time left. This is no stepladder act. Write for particulars. Tonawanda, N. Y.

**H. P. LARGE SHOWS**

Want for the best spots in the Mississippi Delta: Kiddie Auto or Merry-Go-Round. Legitimate Concessions of all kind. Will sell X on Cookhouse or Grab, Bingo, Diggers, Photo Gallery, Lead Gallery, Ball Game. Out all winter. Crowder, Miss., Sept. 11-16; Tutwiler, Miss., Sept. 18-23. H. P. LARGE.

**POPCORN**

Buy your popcorn supplies from concessionaires' headquarters. We have a complete line of Popcorn, Bags, Cartons, Cones, Seasoning; in fact, everything you need at prices that will save you money. Immediate shipment, top quality products and lowest prices have made GOLD MEDAL the leader in its field. Send for your price list today.

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**FUNLAND SHOWS**

WANT for Fairs until Nov. 18th. Octopus, M. C. R., Motor Drome, Big Snake and Monkey Show, Minstrel Troupe, Foreman for NEW Tilt-a-Whirl, Tuba and Snare Drummer for (White) Band. Kneeland wants acts for Sideshow and a Geek. Marion wants GIRLS for Revue. Salary certain. Will book Exclusive, Arcade, Custard, Grab, Lead Gallery, Scales, Diggers, American Palmist, Hoop-La and Novelties. (NO GRIFT OR CYPES.) All replies, Gainesville, Ga., this week; Morgan County Fair, Madison, Ga., next week; Middle Stephens County Fair, Toccoa, Ga., Sept. 25-30; Villa Rica, Ga., Fair, Oct. 2-7; Middle Georgia Fair, Milledgeville, Ga., Oct. 9-14; Emanuel County Fair, Swainsboro, Ga., Oct. 16-21; Commerce, Ga., Fair, Oct. 23-28; Jefferson, Ga., Fair, Oct. 30-Nov. 4; Ocala, Ga., Fair, Nov. 6-11; etc., with FREE Winter Quarters or a Florida park.

**WESTERN STATES SHOWS**

Can place for balance of Season. Show will be out until the first week of December. We carry 300 People.  
**COOK HOUSE AND FROZEN CUSTARD.**  
Address: JACK RUBACK, Manager, Wichita, Kan., this week; Pampa, Tex., next; then Iowa Park, Tex. (Fair); Corsicana, Tex. (Fair), and Louisiana Fairs and Celebrations.

**HARRY BURKE SHOWS**

WANT FOR 7 GOOD LOUISIANA FREE FAIRS STARTING AT CENTERVILLE, LA., SEPT. 14  
CONCESSIONS: Watch-La, Pitch Tilt You Win, Penny Pitch, String Game, Grab Joint, Ball Game, Fish Pond, Country Store, Cigarette Gallery, Novelties.  
SHOWS: Ten-in-One, Minstrel, Athletic, Fun House or any shows of merit with own outfit.  
CAN USE EXPERIENCED RIDE HELP.  
Address: HARRY BURKE, Mgr., Centerville, La., this week.

appearance. Manager Rich returned from a booking tour in Georgia. Arrangements have been completed for Tom's winter unit. New office trailer is nearing completion. DR. L. E. BROWN.

**Sunshine**

*Hulbert, Okla. Week ended September 2. Weather, fair. Business, fair.*  
Good crowds prevailed here, but little spending was done. Mr. and Mrs. Frankie Dean left to make some fairs, while Cyclone Hill joined the Burns Athletic Arena. Jack Morgan has a new clothespin, pitch-till-you-win stand. Dick Renfro has the ham and bacon layout. Writer's daughter, Sue Coffelt, joined to assist her father in the cookhouse and with his other concessions. Mr. and Mrs. Ray Bailly joined here and Burton Hamilton is handling the juice and ice cream stands. W. R. COFFELT.

**Blue Ribbon**

*(Motorized)*  
*Goshen, Ind. Week ended September 2. Weather, good. Business, excellent.*  
After a 260-mile move in here shows were up and ready Sunday, but all were given a holiday. Some went visiting, while others went to near-by parks and pools. Monday night's opening was on a par with the previous years' shows that have been here, but business spurted on Tuesday and far surpassed any former Tuesdays. Mr. Manrow and Mr. Abshire cooperated. Several concessioners joined, including Mrs. Cliff Bammell, with basket ball and balloon games. Ride-O again topped the rides, with the Ferris Wheels second. Pid Kessler's Modernistic

Revue topped shows, with Expose second. Personnel was shocked to learn of the death of Joe Woods, brother of Roy Woods, Joe started riding dromes on this show with his brother and had a host of friends here. Date was chalked up as another winner for the fourth straight year. George McIntire, secretary Cassopolis Fair, visited. WILLIAM R. HICKS.

**Barfield's**

*(Baggage cars and trucks)*  
*Barbourville, Ky. Week ended September 2. Location, Hays Field. Auspices, American Legion Post, Knox County Fair. Weather, ideal. Business, very good.*  
Spot was far better than expectations due to hard work and co-operation of the fair committee under Jason Alford. The sons of the Legion band gave concerts nightly, with the high school band doing the same in the afternoon. Midway opened Monday night to fair business, which picked up daily, and Saturday's gate was the largest of the season so far. All concessioners reported a red one and H. O. Edgar's bingo showed its best week so far. Shows and rides clicked. New Minstrel Show arrived in time to be used here. Incidentally the Minstrel Show came in with top money every night except Saturday, when the Motordrome took the lead. T. J. Appie left to join Rogers Greater Shows, which will play in and around Tennessee, so he can be near his wife, Mrs. T. J. (Mickey) Appie, who is at her home in Nashville. Much painting is being done and a couple of new shows are being built. Manager C. E. (Doc) Barfield is having the rides painted. WALTER R. JOHNSON.

**Western Texas Trek Fair for Texas Kidd**

ROTON, Tex., Sept. 9.—Current tour of Western Texas has resulted in fair business for Texas Kidd Shows, which closed a week's stand here tonight, reports H. B. Rowe. Trek is also proving that money conditions in this sector are better than last year. New equipment, including a new light plant and two trucks, has been added. Texas Kidd Rodeo is the free attraction, and a special built sound truck is used for street advertising, with Hoke Basinger in charge. Shows will play several Central and South Texas fairs this year, beginning at Rising Star.

Claude Hackler is rebuilding and adding to his numerous concessions, and Happy Jack Brown spent a day in Sweetwater, Tex., visiting friends. Ted Custer and family visited recently from the S. B. Williams Shows. Texas Kidd Jr. was away for a few days on a trip to Midland, while Texas Tom purchased a house car at Lubbock. Virgie and Nakle Brown entered school this week. Organization is using a 10-cent gate and Eddie O'Shea's Athletic Arena is the only show carried. Mrs. Texas Kidd has added a soft drink stand and plans to add two more concessions soon.

**Truck and Trailer Legislation**

HARRISBURG, Pa., Sept. 9.—Pennsylvania's amended motor code, which went into effect September 1, sets 30 miles per hour as a speed limit for all combinations of commercial motor vehicles or truck-tractors and trailers or semi-trailers. Previously these speed limits varied with the type of tires and class of vehicle operated.

Another amendment to the State's motor laws prohibits the use of tires showing breaker strip, cushion gum or fabric, on vehicles operated in the commonwealth.

CINCINNATI, Sept. 9. — Mad Cody Fleming, of the shows bearing his name, writes from Roberta, Ga.: "The Georgia highway patrol has orders to make every truck, housecar and trailer obtain State licenses and as soon as they hit the lot they are liable to the tax. Trucks and trailers which are used for hauling purposes can obtain half-year licenses, but cars and housecars must take out full-year licenses. They came down on my show and the best I could do was to have them give the folks with out-of-State tags 48 hours to get them. Some had just come in, but it made no difference, for the patrol says it has orders to make everyone coming in the State to work to take out licenses."

**With the Ladies**

By VIRGINIA KLINE

TORONTO, Ont., Sept. 9.—The week before opening of the Canadian National Exposition is a busy one for all concerned, but Mrs. J. W. (Patty) Conklin found time to entertain with a dinner party for me in her suite at the King Edward Hotel. Her son, Jimmie, has recovered from a tonsilectomy and hopes to take over his duties as manager of Kiddieland soon.

Mrs. Patty Conklin and Mrs. Frank Conklin also entertained visitors in their private cars. Former's is done in white early American, with white leather upholstery. Walls are white, with touches of red and there are two entertainment sections. Section generally used by men visitors has a concealed bar and larger, roomier chairs as well as a huge table for business conferences. That used by women has a radio and many cozier feminine innovations. There are two private baths, a swell turned-out kitchen and dining room and a cleverly furnished section for Jimmie Conklin's exclusive use when not attending school. Mrs. Frank Conklin's car is done in rich dark mahogany, with furnishings to match, and there is a small, perfectly appointed kitchen and dining nook where she can prepare her husband's favorite dishes. In the living room a gold fish bowl catches the eye. It has concealed lights that give off many beautiful color combinations when properly manipulated.

Thursday night before opening, Mr. and Mrs. J. W. (Patty) Conklin entertained with a steak dinner at the Prolexland cookhouse. Besides the host and hostess and their son, Jimmie, Mr. and Mrs. Frank Conklin; Ted Greenslade, *The Toronto Star*, and Abner and I were present.

Exhibition opened at 2 p.m. August 25 and huge crowds pushed in. I saw the Children's Day that I had heard so much about on August 26 and it was not exaggerated. There were 2,000 children lost and restored to their guardians during the day and I saw so many of them I could not believe they were real.

Shirley Lyons has the Back to Nature Show and I was glad to see her again as I last saw her about 25 years ago when she was the feature dancer, and the costumer and producer of the Nomia Show for the late J. H. Johnson. Shirley has a gift shop in Cleveland, but she also has the gift for these Musical Extravaganzas and likes to produce them. Bruce Kempf and Mr. and Mrs. Irving Kempf are on the midway with a Mechanical Show. They, too, were on the Patterson Shows when Shirley Lyons and I were there. Owen Dauphenee, of Kansas City, Mo., is the talker on the Jack Hoxie Annex. He tells me that he and wife have a hotel and restaurant in Buffalo. Mr. and Mrs. Ralph Forsythe, of Forsythe Rides, drove in from Loveland, Colo., accompanied by their son, Jackie. They have taken a cottage on Lake Ontario. Thursday afternoon George A. Hamid and George Jr. took Mrs. Patty Conklin, Jimmie and me over to the grand stand and to special seats on the stage to see the Lucky Teter show. I met Mrs. Lucky Teter and the Teter's announcer's wife, Mrs. Bill McDonald, and Mrs. Harold Powell, wife of the business manager of the show.

I went out to the exhibition daily to see some of the exhibits. Today I went thru the General Motors' Parade of Progress and was pleased to note they use a fence around the exhibit that was made for them by the Eyerly Aircraft Corp.

merly with C. D. Scott Greater Shows, was in the meat business in Roanoke, Va. . . . Arthur (Art) Hastings quit the cookhouse and juice business in favor of operating merchandise stands, and opened in Michigan.

Col. I. N. Fisk was headquartering in Chicago after a successful promotion in Wabash, Ind. . . . Gainesville (Tex.) Labor Day celebration proved a red one for John Francis Shows. . . . H. Stearns, formerly in advance of American Exposition Shows, signed as business manager of Gus Hill's *Barney Google Co.*, for a tour. . . . J. W. (Red) Kelly, well-known concessioner, died in a Ponca City (Okla.) Hospital after a two-week illness. . . . Indiana State Fair, Indianapolis, proved a winner for T. A. Wolfe Shows.

**WANTED**  
For Forest Park, Ill., Annual Fall Festival. Bigger and Better Than Ever. Legitimate Concessions of All Kinds, no Wheels. Address all communications to  
**The Miller Amusement Enterprises**  
530 W. 59th Street, Chicago, Illinois.

**ROGERS & POWELL WANTS**  
For all bona fide county fairs in Mississippi, one Flat Ride, Shows of All Kinds, with or without tops and transportation. Minstrel show. Work for 70 per cent of gross. Also Stock Concessions, come on. Good proposition for Sound Truck, Penny Pitch, Jingle Boards open. No X except Bingo. Tom Hamilton, wire. Quitman, week Sept. 11; Waynesboro, Sept. 18; Collins, Sept. 22; Pelahatchee, Forest, Canton following; all Mississippi.

**Philadelphia**  
PHILADELPHIA, Sept. 9. — Weather cooled the past week and outdoor amusements were quiet. Most of the boys have gone to the fairs. Eighth Street Museum opened its seventh season last Saturday and business for first week was satisfactory. Roster this year includes Danny Gorman, owner; Goldie Pitts, manager; Tom Scully and Earl Kearns on the front and selling tickets; Whitey Lamb, ticket taker. First week's show had Patman, magician; Ernie McGee, cartoonist; Olaf Hanson and dog, Queen. Dancing girls are in the annex. A new front has been installed and new decorations and improvements were made on the inside.

**Middle Tennessee District Fair, Lawrenceburg, Oct. 2-7**  
**North Alabama State Fair, Florence, Oct. 9-14**  
Want Concessions of all kind that work for stock; will sell ex. Frozen Custard. RIDES—Chair-o-Plane, Kiddie Rides, Caterpillar, Whip, Heyday, Ride-O. SHOWS—Motor Drome, Goaty Pit Show, Snake Show. Musicians and Chorus Girls for Minstrel Show; also Girls for Revue, Salsy and percent out of office. Girls for Posing Show and Expose Show. Ferris Wheel Foreman. Quincy, Ill., week Sept. 11; Carbondale, Ill., week of Sept. 18; Lexington, Tenn., Fair, week of Sept. 25; after Florence, Corinth, Greenville, Cleveland, Clarksdale and Natchez, all in Mississippi.

**WEST BROS.' SHOWS**  
**CRESCENT AMUSEMENT CO.**  
Can place for the following bona fide White Fairs: Washington County Fair, Plymouth, N. C., week Sept. 18; Hertford Community Fair, Hertford, N. C., week Sept. 25; Woodruff Community Fair, Woodruff, S. C., week Oct. 2; Elkins County Fair at Central, S. C., week Oct. 9; Santa Rosa County Fair, Milton, Fla., week Oct. 30; Walton County Fair and Armistice Day Celebration, De Funiak Springs, Fla., week Nov. 6; with two more Florida spots pending. Out until Thanksgiving. Then 10 winter fairs in Florida, including Ft. Myers Free Fair, Ft. Myers, Fla. Want Shows with own outfits that are new in Florida. Join immediately or when your present season closes. Free storage and parking at Ft. Myers Fair Grounds. Want to hear from Speedy Merrill, Hastings, Leo Carroll, Ralph Decker, Sid Smith, Mabel Mack. Colored Musicians and Performers that double band, come on. Good treatment and long season. CONCESSIONS, no X except Cookhouse and Bingo, which are sold. Must work for stock and not over 10c. FREE ACTS, write Howard Cawthon, De Funiak Springs, Fla., for one day, Nov. 11. Committees and Fair Secretaries Georgia and Florida, we have week Oct. 16 and 23 open. Come, look us over. 12 Rides and 10 Shows. Address per route, L. C. McHENRY, Mgr.; SHERMAN HUSTED, General Agent. P.S.: Will sell Grandstand, Ft. Myers, Fla., reliable parties or Thrill Show, or book Circus desiring free winter quarters at Ft. Myers.



Zeidman & Polle Shows made their first appearance in Cincinnati to good weather and business. . . . L. H. (Bonham) Stevenson resigned as assistant manager of John T. Wortham Shows in Superior, Wis., on September 1 and, with his wife, began a motor trip to Texas. . . . Heavy Labor Day attendance for Brown & Dyer Show in Rutland, Vt. . . . Doc Hall's Outdoor Amusement Co. began its fair dates in Bertrand, Neb., after several successful Iowa celebrations. . . . Williamstown, Ky., under Odd Fellows' auspices, proved lucrative for Macy's Exposition Shows. . . . After a week of ideal weather and business at Lexington (Ky.) Blue Grass Fair, Greater Sheesley Shows lost Labor Day at Timonium (Md.) Fair because of late arrival. C. L. (Doc) Campbell was recuperating from an illness which kept him abed almost all summer in Chicago. . . . Bennie Smith joined Morfoot Exposition Show in Pinckneyville, Ill., to handle front of the reptile show. . . . Curly Myers and his Dixie Brown Co. Minstrel Show joined Mighty Wetland Shows, going there from Macy Shows. . . . D. C. Hanna was handling front of Captain Green's Circus Side Shows with All-American Shows. . . . B. T. Scott, for-

**5 BIG WESTERN MICHIGAN FAIR 5**  
**DAYS LUDINGTON, MICH., SEPT. 12-16 NITES**  
Can place Legitimate Concessions of all kinds. Also Fun House, Illusion, Crime, Wax, Monkey Circus on any Show with neat frame-up. Have complete Girl Show to offer capable show man. Have wonderful proposition for real Side Show. Ride Help that drive semis. Foreman for Chair-Plane. Six more weeks of bona fide celebrations in Ohio and Indiana. Write or wire  
**WORLD OF PLEASURE SHOWS**  
LUDINGTON, MICH. (All Week)

**Fairs-READING'S SHOWS-Fairs**  
Want Stock Concessions for Portland, Tenn., Fair, No. 2 Show. Want Concessions for No. 1 Show, playing Wayne County Fair, Waynesboro, Tenn., Custard Machine, Ball Games, Mlt. Camps, Fish Pond, String Game, Lead Gallery, Cigarette Gallery, String Joint, anything that works for stock. No X. Join Waynesboro Fair, opens Thursday. Want Ride Help, Cook House Help, No. 1 Griddle Man, Concession Agents, Useful People in all departments for balance of fairs. 8 weeks, 2 units. All mail: W. J. WILLIAMS, Mgr., Waynesboro, Tenn., this week; Jackson, Tenn., Colored, next week.



# Club Activities

## Showmen's League of America



165 W. Madison St., Chicago, Ill.

### Ladies' Auxiliary

Club held a social Thursday night at the Sherman Hotel here, with Mae Taylor as hostess. Beautiful prizes and a large attendance prevailed at the event, which was dedicated to Mrs. Noble Fairly, of Fairly & Little Shows, and Mrs. Abner Kline. President Leah M. Brumleve also celebrated her birthday anniversary, a surprise to some of the members. Club is getting wonderful response to its 1940 membership dues drive.

Letters were received during the week from Ethel Baillie, Evelyn Mueller and Meta Eyrley, and Mrs. A. J. Weiss sent a lovely acknowledgment of the night in her honor. Another social will be held, with Edith Streibich as hostess, and honoring Mrs. Marie Kortez and Mrs. A. J. Weiss, on September 14. Ida Chase will be hostess at the September 21 social, honoring Mrs. Grace Goss and Mrs. Tom Allen. Frances Keller will be hostess at the September 28 social, dedicated to Mrs. John Francis and Ruth Bre-Count.



Palace Theater Building, New York.

NEW YORK, Sept. 9.—While nothing definite has been arranged President George A. Hamid, it is understood, is outlining a meeting schedule for the coming season. By October 1 the regular meetings will be under way. In the press and publicity department Secretary Liddy has commanded the services of several copy-slinging publicity writers and some powerful exploitation and advertising is on the way. As noted before, it is expected the Second Annual Souvenir and Year Book, which will be distributed at the Second Annual Banquet, Hotel Commodore, November 18, will be one of the most pretentious pieces of literature that has ever been prepared for an outdoor showmen's convention. It will be embellished with art and photography and a few copies, bound de luxe, will be distributed throughout the United States and Europe in centers where showmen mingle.

Reports from the O. C. Buck Shows from Rhinebeck and Altamont indicate they are enjoying one of the most prosperous seasons in their history. This is especially good news to members, for the present season is in the nature of a successful comeback for Brother Buck after the disastrous fire of last year. Tom Brown, after six weeks of serious illness, has been convalescing in the country and is back in town. . . . Jack Lichter, chairman of the Cemetery-Hospital Drive, held an extended powwow with Executive Secretary Liddy this week and is starting a "barrage on the membership corridor." He is sending out a personal and definite ultimatum to his brother members that they must deliver immediate and substantial returns on the coupon-award-paid-up-vacation N. S. A. bonds. All diplomatic relations have been severed and the NSAtions must come across.

Abner Kline, accompanied by his wife, is here on a combined business and pleasure trip. They are taking in the World's Fair, Broadway and all places exploited by the emsees of the sight-seeing busses. Kline is general sales manager of the Eyerly Aircraft Co. Three new recruits who have joined the colors of the N. S. A. are Arthur Goldberg, Thomas Branigan and Walter Paulovic.

Maybe it was in the nature of a birthday greeting with reverse English, but anyway just as we are writing this stick of birthday greetings and heading off the list with Joseph Basile, September 13, the postman knocks twice and delivers an epistle containing Maestro Basile's dues for the coming year and that's our idea of popular music. Other listings are: Ernest Hix, September 13; James Murray, Earl B. Purtle, September 14; Roy Thomas, September 15; William Rappaport, Philip Gold and Alfred B. Qualman, September 16; Frank Elliott and Robert F. Degman, September 17.

### Ladies' Auxiliary

Again that tireless worker, Edna Lasures, comes to the front and proposes Rose Goodman and Sally Fields. New member Mildred Klein has demonstrated her interest, sending us a check for an award book. Dues are payable. If you have not paid yours, remit as soon as possible to Secretary Anita Goldie.

time in October if possible. Clara Zeiger sent in her book and dues from the West, as did Lettie White from Illinois. Altho Fairyland Park has closed, Hattie Howk, acting secretary, will remain there for another month. Bird Brainerd and Helen Brainerd Smith visited the Gayway Shows at Platte City, Mo., last week. Viola Fairly asks that all who have afghan books send them into the secretary before their shows close.

### Ladies' Auxiliary

President Virginia Kline lettered from New York that she plans to be here soon and will arrange to begin meetings some-

## Heart of America Showmen's Club



Reid Hotel

KANSAS CITY, Mo., Sept. 9.—Visitors have been numerous because of the fairs and celebrations in this vicinity. Brothers Harry Alshuler and G. C. McGinnis motored to Ottawa, Kan., and brought in several membership applications from members of the J. George Loos United Shows and a good-sized contribution from Brother Loos for the Hospital and Cemetery Fund. Brother Moxie Hanley was sighted on the midway there. Past President Norris B. Creswell attended the Grotto Convention, Atlantic City, and was elected chairman of the supreme council committee. While in the East he attended the New York World's Fair and wound up with a week's vacation with his family at the Lake of the Ozarks. Brother Sam Benjamin, special agent of Fairly & Little Shows, is en route east on a business trip, while Brother W. L. Lindsley, special agent for Reynolds & Wells Shows, is en route south on a similar mission. Brother Denny Pugh planed in from Dallas and Brother Captain Perkins' Dare-Devil Drivers are en route to Oklahoma. Jackie Wilcox, who is ahead of Bud Anderson's Circus, visited briefly while en route to Olathe, Kan.

Bob Pettit, concessioner, came in from Denver, where he attended the birthday anniversary party for his son, Dickie. He was accompanied by Jack Riley and Mr. O'Neil and is en route to Kentucky. Brother Mickey Wilson returned after a successful stand at the Missouri State Fair, Sedalia. Dick Shannon, of the Fairly & Little Shows, is confined in his home here with a broken leg. Brother George Pugh is putting on a Jitterbug Jamboree at the Municipal Auditorium here. Lawrence A. Wilson, of Battle Creek, Mich., accompanied by his wife, is visiting his parents, Mr. and Mrs. Al C. Wilson.

Brother George Elser left for a vacation in Ponca City, Okla. Jockey Day, banner man, visited briefly while en route south. Brother George Howk, house committee chairman, has had the clubrooms renovated. Everything is ready for the fall meetings, which start about the middle of next month. Brother Frank Capps is en route to the Pacific Coast to visit friends and Golden Gate International Exposition. Carnival managers who so enthusiastically indorsed the benefit performances last winter seem to have lost their enthusiasm, as only a few have come across and the season is drawing to a close.

## WANT—NEW MEXICO STATE FAIR

ALBUQUERQUE, EIGHT DAYS, SEPTEMBER 24 TO OCTOBER 1.

The Southwest's Greatest Fair, wants shows, Athletic, Fun House, Glass House, Mechanical Shows, Motordrome, Outlaw, Prison. Will furnish outfits for any Money-Getting Shows. Legitimate Concessions, Useful Carnival People, Talkers, Ticket Sellers. Season ends November 18.

## C. F. Zeiger United Shows

Hugo, Colo., Free Fair, Sept. 13-16; Walsenburg, Colo., Sept. 19-21; then Albuquerque, N. M.

## GOSHEN, IND., FALL FESTIVAL DAY—Sept. 20-21-22-23—NIGHT Main Streets

WANTED—FROZEN CUSTARD, EATING AND DRINKING PRIVILEGES, including Foods, Soft Drinks, Cotton Candy, Waffles, Candy Apples, Potato Chips, etc. CAN USE—Legitimate Merchandise Wheels operating for Stock Only, also other Concessions, such as Ball Games, Hi-Strikers, Cane Rack, Photo Gallery, String Games, Skee Ball Alleys, Cigarette Shooting Gallery, Long Range Lead Gallery, Pitch-You-Wins, Hoop-La, Dart Games, Devil's Bowling Alley, American Palmistry, Bingo Game, Taffy, Cracker Jack and Popcorn already SOLD exclusive. Address Inquiries:

## THE F. E. GOODING AMUSEMENT CO.

General Delivery, GOSHEN, INDIANA.

## Keystone Modern Shows

Want for Waynesville, Murphy and Cherokee, N. C., Fairs, Cook House, Novelties, Scales, Grab Joints and Legitimate Concessions of all kinds. Can place Grind Shows and Performers for Minstrel Show and Ride Help.

ALL ADDRESS: TAZEVELL, VA., FAIR, THIS WEEK.

## GOLD LEAF EXHIBITION SHOWS

Want Rides not conflicting with Jinny Wheel, Whip, Swing, Kiddle Airplane. Want Shows of All Kinds, particularly Girl Show with own outfit. Want Legitimate Concessions of All Kinds for fairs starting next week, Polkville, N. C., Free Fair; Benson, N. C., Tri-County Fair, Sept. 25-30; N. C. Colored State Fair, Charlotte, Oct. 2-7; Greensboro, N. C., Midstate Colored Fair, Oct. 9-14; Reidsville, N. C., Bi-County Colored Fair, Oct. 16-21. All Address, J. E. TIERNAN, Mgr., Brevard, N. C.

## W. C. KAUS SHOWS, INC.

WANT FOR HOPEWELL, VA., then BEDFORD, VA., FAIR, U-Drov-It, Octopus, Ride-O, Rollo-plane. Shows with own equipment, Fun House or Illusion. Diggers, Long or Short Range Galleries, Palmistry. Good prices to all Legitimate Concessions. Trombone or other Music for George Baldwin's Jitterbug Revue. Two good Freaks or Working Acts for Side Show. Write or wire.

W. C. KAUS, Manager, Woodstock, Virginia.

## LEXINGTON, VIRGINIA

ROCKBRIDGE COUNTY FAIR, SEPTEMBER 18 TO 23, INCLUSIVE. WANTED: Legitimate Concessions of All Kinds open except Bingo, Novelties. Can place Long Range Gallery, Palmistry, Eat and Drink Stands for balance of our Southern fairs. Ride Men in all departments. Bessie Traylor wants Working Acts for Side Show. Charles Fallow, come at once.—Ike.

ADDRESS ALL COMMUNICATIONS TO MANAGER KAUS

## KAUS EXPOSITION SHOWS, INC.

This Week, Leaksville, N. C. (Fair). Next Week, Lexington, Virginia (Fair).

## Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire Los Angeles

LOS ANGELES, Sept. 9.—Club members who have been working near-by spots report good results over the Labor Day week-end. Brother Bill Hobday's membership committee has been getting in some excellent work and at this writing there are posted the following applications for consideration at the next meeting: J. E. Beams, sponsored by Krug and Gooding; Monroe Eisenman, by Krug and Kaplan; Roy F. Rutter, Robert M. Favinger, David Cavagnaro, Fred Solly and Carl Lee Clark, by Bill Hobday and Roger Warren; Ellis L. Zemansky, by Charley Haley; John Boston Reunstein, by Moe Levine and Monte Young; William G. Koehler and Dan Stover, by L. M. Hamilton; Louis J. Bissenger and Pat Armstrong, by Meyer Schlom.

John E. Pepin, by Nick Wagner; Ralph E. Losey, by Johnson and Wooding; D. H. Henion and Hughie Weir, by Norman Peel; Arthur Belcer and Sol Grant, by Harry Taylor; John Demick and Robert Bodkins, by Joe Krug and Clyde Gooding; Thomas Henry, by Moe Levine and George Surtees; Willard Wilson, by Zeiger and Montgomery; Spot Ragland, by Bill Hobday and Warren; Ziba Vickers Yeaker, by Moe Levine and Monte Young; Thomas G. Baldwin and Anthony Joe Chontos, by Zeiger and Strum; Harry and Howard Matthews and Frank Forest, by Fritz LeCardo, and Bernard H. Gohman, by Moe Levine and Ted Metz.

## 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

## W. E. WEST MOTORIZED CARNIVAL

Still playing fairs. Can place A-1 Truck Mechanic, Manager for Girl Shows. Must have talent. Ride Help in all departments. Harry McNally wants Concession Agents. Have Taps and Banners for any Good Shows. All Concessions open. Come on Washington, Kan., Fair this week; Clyde, Kan., next. Fair Secretaries and Celebration Committees, open for a few fall dates. Have our own Free Acts.

## CONCESSIONS—SHOWS

### WANTED

Minonk, Ill., Sept. 13-16. Chenoa, Ill., Sept. 20 to 23. Aledo, Ill., Sept. 28 to Oct. 1.  
M. J. DRESSEN, Minonk, Ill.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# Classified Advertisements

## COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

## FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must

be counted when figuring total

number of words in-copy.

### ACTS, SONGS AND PARODIES

**SNAPPY VENTRILOQUIST DIALOGUES, MONOLOGUES, STORIES, CROSSFIRE ACTS, ONE DOLLAR EACH.** Send stamp for particulars. **TIZZARD, 17 Suydam St., Brooklyn, N. Y.**

### AGENTS AND DISTRIBUTORS WANTED

**AGENTS—300% PROFIT SELLING GOLD LEAF** Letters for Store Windows. Free samples. **METALLIC CO., 439 North Clark, Chicago.** x

**ATTENTION, SUBSCRIPTION SALESPEOPLE—** If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL, 538 S. Clark, Chicago.** x

**BEST YET—HOTTEST CHRISTMAS CARDS** sell fast by the hundreds. Also Photos and Spicy Novelties. **LA FRANCE STADIUM, 55 Hanover St., Boston, Mass.**

**BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Rain-coats, Uniforms, etc.** Sales equipment free. Experience unnecessary. **NIMROD, 4922-A Lincoln, Chicago.** x

**BIG MONEY APPLYING INITIALS ON AUTOMOBILES.** Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY, Dept. 20, Dunellen, N. J.** x

**CHRISTMAS CARDS — MAKE BIG EXTRA** money selling America's finest assortment. Write quick for samples. **ROBINSON CARDS, 539 Orange, Clinton, Mass.** x

**CURLER WORKERS — WE HAVE OPENINGS** on different Curler Items; outright purchase, straight commission or salary and commission. Booking co-operation. **W. J. CALEY & CO., 3214 Chestnut, Philadelphia.** x

**DRESSES, 10c; SUITS, \$1.50; COATS, 50c; Shirts, 15c.** Many other low-priced bargains. Catalogue free. **FAIRMOUNT, 162-B Monroe, New York.**

**GOOD HOUSE-TO-HOUSE SELLER AND REPEATER—100% PROFIT.** Sample free. Write **B. GEIGER, 6538 N. Maplewood Ave., Chicago, Ill.** x

**HUSTLERS CLEAN UP WITH PREVENT-A-RUN** —Prevents runs in silk hose. All women want it. **QUEEN CITY CHEMICALS, 724 W. Trade St., Charlotte, N. C.** se23x

**LET ME SHOW YOU HOW TO MAKE 900%** profit selling my wonderful folio by mail. Double knockout. Free circular. **THE BETTER PRODUCTS CO., Potsdam, N. Y.**

**LORD'S PRAYER, TEN COMMANDMENTS, Crucifixion on U. S. Pennies (not slugs).** Individually carded, \$4.50 gross. Samples, 50c dozen. **PERKINS, 1109 Lawrence, Chicago.**

**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, PICTURES, NOVELTIES, SIGNS, BARGAINS!** Big profits. Particulars free. **F. ELFCO, 438 North Wells St., Chicago.** tfnx

**SELL NEW AND USED CLOTHING FROM HOME,** auto or store. Men's Suits, 96c; Shoes, 8 1/2c Pair; Dresses, 21c. Hundreds Big Bargains. Catalogue free. **S&N, 440-C East 31st, Chicago.** se30x

**SENSATIONAL DEMONSTRATION SELLS** Magical Trick fast! Young and old buy on sight! \$10.00 easy daily profits! Sample with secret, 25c. Hundred, \$6.00. We pay postage. **MARTIN'S SPECIALTY SERVICE, 230 Bankers' Investment Bldg., San Francisco, Calif.**

**SILVER LITE SIGNS SELL TO EVERY KIND OF** Business—Cost 5c; sells for 25c. **BUTTERWORTH, 93 Charlotte, Detroit, Mich.** se23x

**WHERE TO BUY AT WHOLESALE 500,000** Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 1107 Broadway, New York.** oc7x

**UP TO 300% PROFIT SELLING NEW AND** Used Clothing from home, auto or store. Everything furnished. Bargain catalogue free. **ROOSEVELT MERCANTILE, 566-A Roosevelt, Chicago.** x

**107 WAYS TO MAKE MONEY IN HOME OR** Office. Business of your own. Full particulars free. **ELITE, 214 Grand St., New York.** oc7x

### ANIMALS, BIRDS AND PETS

**ALLIGATORS, SNAKES, LIZARDS, TURTLES—** 10 Large Assorted Harmless Snakes, \$10.00. Price List. **ROSS ALLEN, Silver Springs, Fla.** Wire via Ocala. se16

**ANIMALS, SNAKES, DRAGONS, GILA MONSTERS, Monkeys, Giant Horned Toads, Parakeets for Concessions; also, Mexican Jumping Beans. SNAKE KING, Brownsville, Tex.** se16x

**CHIMPANZEES—ALL AGES. BABOONS, \$25** each; Mangubees, \$15; Cercopathecae Talepion, very rare, \$75. **BIDDLE, 7571 Ridge Ave., Philadelphia, Pa.** se16x

**CHIMPANZEES—MALES AND FEMALES, LOW-** est prices; Baboons, \$25.00; Magambys, \$15.00. **BIDDLE'S CHICKERIES, 7571 Ridge Ave., Philadelphia, Pa.** se23

**CHIMPANZEE — ABOUT 3 YEARS, VERY** tame; weight 18 lbs., 17 inches when sitting. Well coated, \$200.00. **THOMAS ROSE, 240 N. 9th, Philadelphia, Pa.**

**FOR SALE—TWO TRAINED PONIES, FOUR** Dogs, and one large Monkey; Props, trappings and cages, \$400.00. All healthy and good workers. **BOX C-279, Billboard, Cincinnati, O.**

**GIBBONS — JAVAS, WOOLLYS, RINGTAILS,** Pigtail Macaque Monkeys; Marmosettes, Sun Bears, Pythons, Boas, Caimans, Tortoises, Monitor and Tegu Lizards. Birds of all kinds. Write for list. **BIRD EXCHANGE, Box 7, Bell, Calif.** se23

**LIVE ARMADILLOS — EACH, \$2.00; PAIR,** \$3.50; Family Five, \$7.50. Good feeders, all sizes. Prompt delivery. **ARMADILLO FARM, Comfort, Tex.** x

**LIONS — NINE, 2 1/2 YEARS OLD, TRAINED,** for sale. **ROSS ALLEN, Silver Springs, Fla.** Wire via Ocala, Fla. se23

**PLENTY SNAKES, HORNED TOADS, ALLIGATORS,** Iguanas, Gila Monsters, Armadillos, Dragons, Agoutis, Monkeys, Coati-mundis, Prairie Dogs, Puma Cubs, Leopard Cubs, African Lion Cubs, Ocelots, Peafowl, Parakeets, Racing Terrapins, Dancing Mice, Guinea Pigs. Wire **OTTO MARTIN LOCKE, New Braunfels, Tex.** se30x

**WRITE FOR OUR REDUCED PRICE LISTS —** They cover the Animal Kingdom. **MEEMS BROS. & WARD, INC., Oceanside, N. Y.** Direct importers from all over the world. x

### BUSINESS OPPORTUNITIES

**OPERATE MOVIE SHOWS IN THEATRELESS** Communities—Earn \$50.00 to \$100.00 weekly right away. No experience. We furnish projection Equipment, Talking Film Programs. Show you everything. **SOUTHERN VISUAL, Dept. B-1, 494 S. Second, Memphis, Tenn.** x

**PITCHMEN! SOLICITORS! — MAKE EXTRA** money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON, 303 W. Erie, Chicago.** x

**START YOUR BUSINESS—OPERATE LOCALLY** or by mail. Particulars for 3c stamp. **V. B. UMSTED, Box 214, Newport, Ark.**

### 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.B.T. MODEL F TARGETS, METERED, \$12.50;** 24A Wurlitzers, excellent condition, \$164.50. Counter Games galore. List free. **COLEMAN NOVELTY, Rockford, Ill.**

**A-1 BARGAINS — HOLLYWOOD RAY GUNS,** \$25.00. \$2.50 each: Reel 21s, Reel Races, Puritan Vendors, Reel Spots, 21 Vendors, King Sixes, Nugget, Play Balls, Spark Plugs, \$4.25; Mills Dials, \$12.50. **SEIDEN DISTRIBUTING, Broadway, Albany, N. Y.**

**A-1 CONDITION — 50 NOVELTY GAMES:** Beam Lite, Power Play, Dux, etc., \$3.50 each; 5 for \$15.00. **WILLIAMSCO, Box 766, Wilmington, Del.** x

**CLOSE OUT — A NO. 1 CONDITION. ALL** F.P. Variety, Box Score, \$35.00; Fifth Inning, Majors, Side Kick, Spottem, \$30.00; Supreme, \$25.00; Paramounts, \$20.00; Ragtime, \$15.00. Novelty Games: Thunderbolt, \$12.50; Palm Springs, Airways and Carnival, \$10.00. Many other Bumper Games at real bargains. One-third deposit, balance C. O. D. **J. J. McCARTHY, Parsons, Kan.** x

**ERIE DIGGERS, MUTOSCOPES, MERCHANT-** men, Buckleys, Arcade Machines, Magic Fingers, Candy Machines. Send for bargain list. **NATIONAL, 4242 Market, Philadelphia, Pa.**

**CLOSING SUMMER SPORTLAND — MIDWAY,** \$22.50; Double Treasure, \$22.50; Paramount, \$15.00 (all reserve type); Late Paces King Pin, \$65.00. All are brand new in appearance and mechanically perfect. **F. COLLINS, 1628 Linden Ave., Baltimore, Md.**

**FOR SALE OR TRADE—ONE WARNER AUTO-** matic Voice Recording Studio with seven hundred and fifty Blank Records. Used one season at beach. Good condition. Original cost, \$750.00. Price reasonable. **CHARLES C. NELSON, Havre de Grace, Md.** x

**LATE FREE PLAY GAMES—TOPPER, AIRPORT,** Taps and Double Feature, \$49.50 each; Major, Spottem, Rink, Miami, Circus and Chubby, \$39.50; Trio, Midway, \$29.50; Hi Lite, \$55.00; Bangs, Lotta Fun, Ocean Park, Bating Champs, \$59.50; UP & UP, \$52.50; Contact, Pot Shot, \$45.00; Click, Multi-Races, \$22.50; Box Score, Gun Club, \$32.50; Stop & Go, \$35.00; Chevron, \$40.00. Send 1/3 deposit with order. **LEHIGH SPECIALTY CO., 2nd and Green Sts., Philadelphia, Pa.** x

**LATE SILVER KING VENDORS, \$3.95; PORCE-** lain, \$4.95; Snacks, \$10.95; Jergens Lotion Machines, \$3.95; Lighthouse Nut Racks, 60c. Complete Vending Machine Supplies. **BYRON NOVELTY, 2045 Irving Pk., Chicago.**

**RECONDITIONED VENDING MACHINES OF** every description for any purpose at bargain prices. Send for list. **RAKE, 5 S. 22nd, Philadelphia.**

**SEEBURG RAYOLITE — LIKE NEW, \$65.00** each; Wurlitzer 412, \$39.50; Wurlitzer 616, \$87.50; Counter Models, \$99.00. **EAST COAST, 625 10th Ave., New York City, N. Y.** se23

**SPOT CASH FOR MILLS ONE-TWO-THREES,** Eureka, Vest Pockets, Wurlitzer Counter Models, Novelty Free Play Games. Give description, lowest price. **MASSENGILL MFG., Kinston, N. C.** se23x

**THREE ROCK-OLA PHONOGRAPHS — 1936** Model, 12 Records, \$35.00 each; three for \$100.00; two Keenos, cost \$118.00 each, \$50.00 for both. **L. B. KLUCH CO., 715 Arch, Zanesville, O.** x

**TRADE 30 BUMPER NOVELTY GAMES FOR** Slots, Counter Machines, Gridders or Peanut Vendors. For bargains see our ad every week opposite editorial page. **MARION COMPANY, Wichita, Kan.** se30

**WANTED — LATE MODEL COUNTER GAMES,** Slots, Phonographs, Pay Tables and Novelty Games. State your price and quantities in first typewritten letter. **GRAND NATIONAL SALES CO., 2304 W. Armitage Ave., Chicago, Ill.** se23

**WESTERN BASEBALL — LATEST 1939 MODEL** with Lightup Backboard, just like new, \$119.50; three Rock-Ola World Series, late models, \$75.00 each; also following Used Junior Scales: 7 Jennings, \$17.50; three Rock-Ola Lowboys, \$19.50, in perfect condition. Full purchase price refunded if not satisfactory. Would consider trade for late model used Cigarette Machines. **SOUTHERN MUSIC COMPANY, Orlando, Fla.** x

**WILL BUY MILLS BLUE FRONTS—NICKEL,** Dime and Quarter. State lowest price and serial numbers. **BOX C-159, Billboard, Cincinnati.** se23

**WHIRL-A-BALL ALLEYS—4 FOR SALE. BEST** offer takes them. Can be seen in operation. Owner must sacrifice to make room. **COASTAL AMUSEMENT, Seaside Heights, N. J.** se16

**WURLITZER PHONOGRAPH BARGAINS — 10** Model 24s, late 1938, @ \$132.50; 10 312s and 412s @ \$47.50; 10 616 and 716, \$77.50; 4 Model 51 @ \$62.50. All above machines clean and in A-1 shape. Wire 1/4 deposit. **FRANCO NOVELTY COMPANY, Box 927, Montgomery, Ala.** se16x

**3/8" BALL GUM, FACTORY FRESH, 12c BOX;** Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** oc7x

**500 1c SNACKS THREE COMPARTMENT VEND-** ors; like new, equipped with latest adjuster for merchandise compartment, \$11.95 each; 25 or more, \$10.95 each. **BUREL & CO., INC., 679 Orleans, Chicago.** ff

### COSTUMES, UNIFORMS, WARDROBE

**A-1 EVENING GOWNS, WRAPS, \$2.00;** Shoes, 50c up; Furs, Costumes, Mixed Bundles, \$1.00. Street wear. **CONLEY, 310 W. 47th, New York.** x

**RED BAND COATS—ORCHESTRA JACKETS,** \$2.00; Beautiful Cyke, \$35.00; Scenery Curtains, \$10.00; Chorus Wardrobe, Orientals, Cellophanes. **WALLACE, 2416 No. Halsted, Chicago.**

### FORMULAS

**EXPERT ANALYSIS, RESEARCH, INDUSTRIAL** Development, Newest Guaranteed Formulas. Biggest catalog free. Nominal prices. **GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago.** tfx

### FOR SALE—SECOND-HAND GOODS

**BINGO STANDS—12x24, EXCELLENT CON-** dition, easy assembled. Price right. Complete except canvas. **DAVENPORT & RUSSELL LUMBER CO., Tarboro, N. C.**

**CANDY FLOSS—ALL ELECTRIC, HEAT CON-** trol. Sell or trade for All Electric Popcorn Machine. **E. BADE, Rio St., Wayne, Ind.**

**CORN POPPERS—FEARLESS, ALL ELECTRICS,** giant geared popping kettles, carmelcorn equipment. Get our prices first. **NORTHSIDE CO., 1001 N. E. St., Indianola, Ia.** no4x

**POPCORN, POTATO CHIP, CRISPETTE, CARA-** mel Popcorn, Cheese Coated Popcorn Machines. **LONG EAKINS CO., 1976 High St., Springfield, O.** oc21x

**POPPER—KINGERY MONEL METAL, WITH** Motor, \$60.00; Carmel Popcorn Kettle, \$8.00; Carmel Popcorn Furnace, \$10.00. **CHAS. MACK, Box 933, Springfield, O.** se16

### FOR SALE—SECOND-HAND SHOW PROPERTY

**ATTRACTIVE BALL-THROWING GAMES —** Bottles, Cats, Dolls, Kids, Tenspins. Complete Portable Outfits and Supplies. **LAMANCE, 782 Marion, S. E., Atlanta, Ga.**

**FOR SALE—PENNY ARCADE COMPLETE,** now operating; Tent, 20x40, truck and trailer, \$950.00. Can contract for the 1940 season. Poor health is reason for selling. **M. M. BEAUCHAMP, 2020 Yale Ave., No., Seattle, Wash.** x

**PEEPHOLE REDUCING LENSES—GIVES FULL** vision in small space. Measures 6x5 inches. Covers a wide angle of view. Only \$1.00 each. Hurry! **CHICAGO SALVAGE, 509 So. State St., Chicago.** se23x

**SILENT 35MM. PROJECTOR, \$25.00, AND** Trunk of Magic, \$25.00. **RICHARD EUBAR, Magician, Box 2, Crown Point Center, N. Y.**

**TENT—30x50, PERFECT CONDITION, BLUE** and white stripe, \$40.00; no side wall. Also riding mechanic belts, blocks, cables, pad, etc., \$40.00. **BOX C-279, Billboard, Cincinnati, O.**

**TUMBLE BUG, \$2,500.00; CATERPILLAR,** \$1,000.00; Aeroplane Swing, \$1,000.00; Miniature Train, \$850.00; High Striker, \$50.00. **J. B. ALEY, Rt. 4, Anacostia, D. C.**

### HELP WANTED

**CHORUS GIRLS FOR NITE CLUBS — MUST** do Specialties. Steady work. State all first letter. **PAUL GREY, Castle Farms, Lima, O.**

**INDOOR CIRCUS BOOKER AND EXPERT** contractor with car required. On percentage. Write experience and particulars. **BOX 988, care Billboard, 1564 Broadway, New York.**

**LADY PERFORMER OR TEAM—WITH SPE-** cialties. Piano, Instruments. Up in Acts. Work sales. State all, if you have car, lowest sure salary. **DOC LEWIS, care Billboard, 1564 Broadway, New York.**

**MUSICIANS—FAIR SEASON, TRAP-DRUM-** mer, Baritone, Clarinet doubling Saxophone; troupers preferred. Write **FRANK HIGGINS, 514 E St., N. W., Washington, D. C.**

**PIANO MAN AND DRUMMER—WILL BE** working in and out of Ames for winter. **RED HEGGEN, Ames, Ia.**

**SONG PLUGGER WANTED—WILL GUARANTEE** sale of at least 300,000 copies. Plug craziest song in the world by the world's cleverest writer. For particulars write **TEMPLE, 1339 S. Kildare, Chicago.**

**TIGHT-WIRE WALKERS WANTED — LADY,** Gent. Firm must do Traps, Web, Ladder or Loop. **FAMOUS WHITESIDE TROUPE, Fair, Sparta, Tenn.**

**WANT TENOR MAN — DOUBLING VIOLIN.** Also Trumpet Man. Young, sober. Location work. Hams, lay off. **BOX C-276, Billboard, Cincinnati.**



MAGICAL APPARATUS

A VENTRILOQUIAL SPECIAL—SWELL FULLY Dressed Figures, \$8.00; with nine effects. \$20.00. J. C. TURNER, 405 Empire Trust Bldg., St. Joseph, Mo.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City. se30x

CATALOGUE OF MINDREADING — MENTAL-ism, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystals, Lucky Pieces, Palmistry, Graphology Charts. Wholesale prices. World's largest stock. New 156-page illustrated catalogue, 30c. NELSON ENTERPRISES, Nelson Bldg., Columbus, O. se23

FREE LITERATURE EXPLAINING THE MOST amazing books that every magician should have. VINE, HILL & CO., Dept. B, Swanton, O.

STRICTLY PROFESSIONAL VENTRILOQUIST Figures—Punch-Judy and Marionettes, new and used Magic. Lists free. PINXY, 1261 North Wells St., Chicago. x

MISCELLANEOUS

POPCORN DRESSING, CRISPETTE WRAPPERS. Waxed Popcorn and Potato Chip Bags. LONG EAKINS CO., 976 High St., Springfield, O. oc21

WANTED TO LEASE—THEATRE OR OPERA House, wired or unequipped for sound. BLISS BENJAMIN, 302 W. 55th, Ashtabula, O.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

ASTONISHING BARGAINS — 16MM. SOUND Projectors, \$145.00. Terms. Factory reconditioned. Film rented. Sold \$5.00, \$7.50 reel. NO. 521-E STATE THEATRE, Pittsburgh, Pa.

ATTENTION—SHOW TALKIES, THEATRELESS Communities. Sound Equipment. Weekly Programs rented. ROSHON, State Theatre, Pittsburgh, Pa., or 107 South Court, Memphis. x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue S free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. se16x

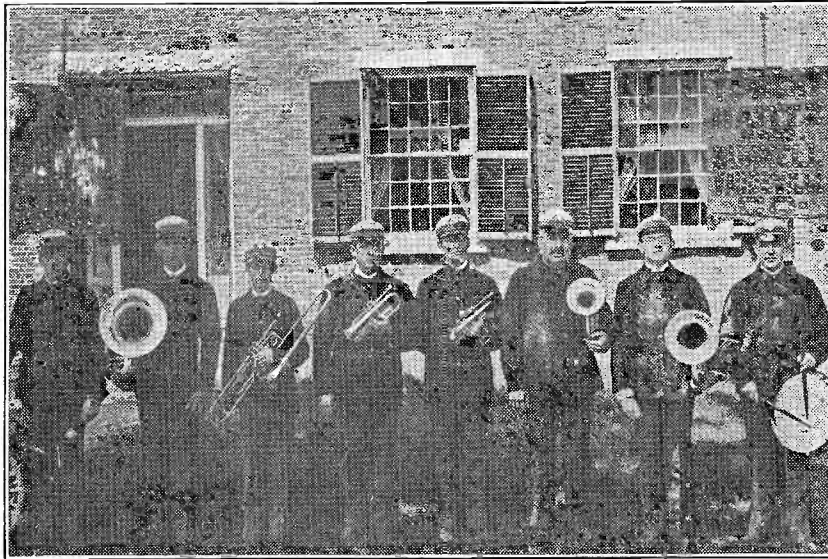
DOUBLE CHANNEL OPERADIO THEATRE AMPLIFIER—Like new, \$45.00; also Single Channel, \$25.00. THEATRE SOUND SERVICE, Box 395, Rochester, N. Y.

FIFTY 35MM. FEATURES WITH ADVERTISING Cheap. Must sell. If you mean business, write. Curiosity seekers, save stamps. THEATRE, Chandlerville, Ill. se23

LATE TALKIE, WESTERN — PERFECT SHAPE. \$35.00. Complete program rented, \$7.50 two days; \$15.00 per week. Silent Films list. Sound Shorts, \$3.00. Equipment bargain list. SIMPSON, 1275 S. Broadway, Dayton, O. x

LOOK — NEW 500-WATT STEREOPTICONS for illustrators, movies, street ads, having adjustable short-long Throir lenses, color wheel, \$25.00. Catalog. GRONBERG STEREOPTICON WORKS, Sycamore, Ill.

Show Family Album



SHOWN ABOVE are bandmen of the Martz & Burnell Vaudeville Co. snapped about 30 years ago while touring thru the Adirondacks. Left to right are Edward Tierney, now trouping with his son, Edward Jr.; a Mr. Whittie, Tom O'Toole, a Mr. White, another Mr. Whittie; Al Martz, deceased; not remembered, and Johnny Fagan, who is believed to be still active in the profession.

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.

NEW SHIPMENT FILMS ARRIVED CONTAIN- ing Roadshow Attractions, brand-new West-erns, Health Educational, Gangster, Comedies, One-Reel Subjects, Features. 35MM Talkies only. BUSSA FILM EXCHANGE, Friendship, O. se23x

OPERATE ROADSHOW THEATRELESS COM- munities. We Rent and Sell 16mm Sound Projectors and Films. SOUTHERN VISUAL, 494 S. Second St., Memphis, Tenn. se16x

THEATRES AND CIRCUIT OPERATORS—SAVE on your film rentals weekly. Rent our guar-anteed 35MM. Complete Program Service, Fea- ture and Shorts. MUTUAL SUPPLY, Virginia, Ill. se30x

WILL EXCHANGE 35MM. MOVING PICTURE Feature Films for Coin Games or what have you? THEATRE, Ashland, Ill.

35MM. SOUND ON FILM—WESTERNS, AC- tions. War, Gangsters and Medical. Write APOLLO EXCHANGE, 117 S. 9th St., Newark, N. J. se16

35MM TALKIE PROJECTOR — DeVRY TYPE (2,000 foot), \$110.00. Sacrificing other movie property of deceased showman. List. WOODWARD, JR., Morrisville, Pa.

35MM SOUND FILM FOR SALE, RENT, EX- change. Wanted, 16MM Art Films, new or used. OAKLEY FILMS, 242 Kontner, Nelsonville, O.

MUSICAL INSTRUMENTS, ACCESSORIES

ATTENTION, PHONOGRAPH OPERATORS— We buy records—any quantity. Best prices paid. How many have you and where. Write today. CHICAGO SALVAGE, 509 S. State Street, Chicago. se23

PHOTO SUPPLIES AND DEVELOPING

ACT NOW — 4-FOR-A-DIME OPERATORS. Send today for information on the new Foto-Flash outfit using only six 20-watt lamps. Takes pictures size 1 1/2x2. MARKS & FULLER, INC., Dept. BC-11, Rochester, N. Y. se30x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Cameras. WABASH PHOTO SUPPLY, Terre Haute, Ind. se16

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMERS' STUDIO, Unionville, Mo. se23x

SALESMEN WANTED

OPENINGS — CALL ON ALL DEALERS WITH New Trade-Stimulator Plans. It's "hot," \$3.00 commission on each \$5.00 sale. Big re-peat commissions. No investment. Sales kit free. UNIVERSAL, 6227 Broadway, Dept. C-49, Chicago. x

SALESMEN - CREW MANAGERS — RURAL Magazine Men to sell leading national pub- lication. Small Money But Lots of It. Ad- vancement. Write R. L. HARRINGTON, 407 S. Dearborn, Chicago. x

SELL BUSINESS STATIONERY—\$2.65 THOU- sand, Business Cards, Book Matches, Adver- tising Gummed Tape, Restaurant Necessities, Salesbooks, Office Supplies, Pricing Sets, Adver- tising Specialties. 40% comm. Free premium deals. Sales portfolio free. DAVID LIONEL PRESS, 312 So. Hamilton, Dept. MS, Chicago. x

SCENERY AND BANNERS

BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. se16

TENTS—SECOND-HAND

SIDEWALL BARGAINS — 7.68 OZ. DRILL, hand roped, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Slightly used Tents, 20x30, \$80.00; 32x32, \$96.00; 50x80, 60x90 and others. KERR COMPANY, 1954 Grand Ave., Chicago. se16x

THEATRICAL PRINTING

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna. x

WINDOW CARDS—100 14x22", NON-BEND- ing white, 2 colors, \$2.50. Flashy letter- heads in colors—Orchestras, Shows, Acts, Magicians Illustrations. Samples. SOLLI- DAYS, Knox, Ind.

100 14x22 6-PLY WINDOW CARDS, \$2.50; 5,000 3x9 Dodgers, \$3.00. Drawings and Cuts made to order. CRESSMAN, Washington, N. J. se16

1,000 6x9 CIRCULARS, \$1.50; 6x12, \$1.75; 4x9, \$1.10. Postpaid zone 4. Mats cast free. LAWDALE PRESS, Box 303, Franklin, N. H.

WANTED TO BUY

GROETCHEN ZEPHYR CIGARETTE MACHINES and Rock-Ola World Series. Must be cheap for cash, clean and in A-1 condition. FRANCO NOVELTY CO., Box 927, Montgomery, Ala.

WILL PAY CASH FOR ANY RIDE — WANT Flat Ride; also Large Show Tops. WYSE GREATER SHOWS, Wayland, Ia.

AT LIBERTY ACROBATS

AMERICA'S GREATEST Heel and Toe Catching Juvenile Swinging Trapeze Performer, featuring a one-heel catch. Have crane bar rigging for stage and swing. Can be hung in clubs with ceilings 15 feet or over. Act now working for Joe White, of Providence. Write TOM WALSH, JR., 160 Buf- fington St., Fall River, Mass.

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE AFTER OCT. 1 —Club or Hotel Band. Six men, all essen- tials. Write for particulars. BOX C-277, care Billboard, Cincinnati, O. se23

JACK SPRATT AND HIS Rhythms in Rhyme Orchestra — Available now. Eleven people, featuring Barbara Moffett. 2237 Burnet Ave., Cincinnati, O.

ENTERTAINMENT OF DISTINCTION IN THIS Combination now working nicer spots in Upper Mississippi Valley. Three men and a girl, all musicians. Many doubles. Piano, Sax, Clarinet, Violin, Guitar, String Bass, Deagan Imperial Marimba. All outstanding Vocalists, girl ex- traordinary. Voices combined into quartet sing- ing four-part harmonies in modern arrange- ments. Union, no habits. Unit organized two years. Interested in hotels, lounges, or will join big orchestra as a vocal or lull unit. This is our first ad. Write BOX C-280, care The Billboard, Cincinnati, O.

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at 5c a word—FIRST LINE IN THIS STYLE TYPE 2c a Word—FIRST LINE IN THIS STYLE TYPE. 1c a Word—FIRST LINE in this style type.

Minimum 25c

Cash With Copy

AT LIBERTY AFTER SEPT. 15TH — 4-PIECE Novelty Combination. Piano, Sax, Drums and Bass. All double; vocals. Complete wardrobe and P.-A. system. Modern, up-to-date library. Travel anywhere, Southern locality preferred. Now on location at Ahlers, Southampton, L. I., N. Y. References. State all first letter. MUSICAL ACES, care Ahlers' Inn, Water Mill, Southampton, N. Y. se16

CHARLIE WALTERS and His Broadway Play- boys—recently completed 12 weeks' engagement. Desires week-end spot around New York or New Jersey. Young, non-union, versatile. Write or wire CHARLIE WALTERS, 623 W. 170 St., New York City.

6 TO 12-PIECE DANCE BAND—Good musicians; desire steady work or one nighters or week-ends around New York City. JAY, Room 809, 154 W. 57th St., New York City.

AT LIBERTY COLORED PEOPLE

AT LIBERTY AFTER SEPTEMBER 22D—FAST Small and Large Colored Orchestra. Reliable people. Write J. BURGUS, 125 Bay 17th St., Brooklyn, N. Y. se16

AT LIBERTY CIRCUS AND CARNIVAL

HALF & HALF—CHARL-CHARLOTTE, SIDE show annex. Have A-1 Wardrobe, lecture, drops and lobby photos. Reliable managers that play fairs and first class shows, answer. Address CHARLES HUNTER JR., Maryland Club Gardens, Benning, D. C.

RIDICULOUS TRIO—Three Regular Clowns, best of props. Four acts. Go anywhere. Address care The Billboard, Chicago, Ill. no25

AT LIBERTY MAGICIANS

CRYSTAL GAZING ACT—Two people. Also do 6 changes Small Magic. Double in Acts, Hypno- tism. Private readings also. Any show or clubs. Plenty of press notices. Like to connect with parties who know what this work is all about. Wire or mail PRINCE ED. MAR, 2311 Scioto Trail, Portsmouth, Ohio.

AT LIBERTY MISCELLANEOUS

LADY PALMIST AND PSYCHIC—Experienced. Versatile, Trained Musician. Unencumbered, re- liable, no bad habits, would co-operate with another. Fairs, picnics and clubs included. BOX 389, Bill- board, Chicago.

WORK WANTED—Will consider anything. Go anywhere. Can handle any make car, trucks. Care for horses. Married, sober, reliable. Can fur- nish references. Wife wants work also. O. BUCK- HOLZ, 336 1/2 Main St., Racine, Wis.

AT LIBERTY M. P. OPERATORS

MOTION PICTURE PROJECTIONIST—EXPERI- ence R.C.A., Western Electric Sound. Not afraid to work. Sober and reliable. Accept anything reasonable. Free to go anywhere. J. H. MARCUM, 901 W. Cottonwood, Inde- pendence, Kan.

PROJECTIONIST—EXPERIENCED WITH ALL sound equipment. Go anywhere. Write EDDIE DUNN, General Delivery, Fort Wayne, Ind. se16

EXHIBITORS — Expert projection means increased business. Expert Projectionist, capable of re- pairing, adjusting and operating any sound pro- jection and amplifying system wants steady job in small town. Excellent references. ALFRED WERHAN, 1275 W. Sixth St., Cleveland, O. se30

**AT LIBERTY  
MUSICIANS**

**GUARANTEE TO PROVE**

Asset to Any Band—Alto Sax, Clarinet, Arranger. Twenty-three, union, college grad. Thoroughly experienced. References. **FREDIE SMITH**, Kutztown, Pa.

**ALTO SAX-CLARINET—PLAY 1ST OR 3D.** Experienced, reliable, good reader and good tone, take-off. Go anywhere. **ANDREW BARBERELIS**, 11 Kimball St., Haverhill, Mass.

**DRUMMER — YOUNG, EXPERIENCED. PEARL** outfit, car. Go anywhere. **CHARLES NOBLE**, 307 Summer St., Roversford, Pa., suburb of Philadelphia.

**EXPERIENCED STRING BASS—GO ANYWHERE** on reliable band. Write or wire **LLOYD KREITZER**, Virginia, Minn. se16

**GUITARIST—RHYTHM OR ACCOMPANIST.** Age 21, sober and ambitious. Can read and fake. Orchestra and small combo experience. Non-union. **R. BLEVINS**, 36 Walnut St., Springfield, O. se23

**TENOR SAX-CLARINET AND SING, NOVELTIES.** Young, union, experienced, read, tone, improvise, good habits. Join now. **GEORGE WM. BROWN**, 205 E. Locust, Bloomington, Ill.

**TROMBONE—DOUBLE EUPHONIUM. TROUPE** or locate. Thoroughly experienced. Write or wire **Geo. W. Gardner**, 425 1/2 Main Ave., San Antonio, Tex.

**TROMBONIST AT LIBERTY—AGE 23, 6** years' experience with both small and large combos, recent 12 months' engagement with leading name style band. First trombone and vocal. Leaders interested, write stating full particulars in first letter to **BOX C-278**, care The Billboard, Cincinnati, O.

**TRUMPET, DOUBLING VIOLIN—FROM THE** East. Featured Vocalist, plenty experience in larger or Dixieland bands. Will cut or else. Age 22. **GEORGE VAN**, 1333 Seventh Ave., Rockford, Ill. se23

**ACCORDIONIST** — Double Piano and Sing. Like to join trio or reliable act. Stage, radio experience. Neat, reliable worker. Read music. Don't smoke or drink. **HERBERT FOLK**, 1627 P St., Northwest, Washington, D. O. se23

**AGE SAXOPHONIST—Doubling Clarinet.** Read, fake and take-off. Twelve years' experience with radio and dance work. Fine appearance. Want steady location with reliable band. **JOHN KIDWELL**, Crittenden, Ky. se16

**AT LIBERTY—Alto, Tenor, Clarinet.** All essentials. Young, willing worker. Non-union, will join. Have sedan, instrument, trailer. Some equipment. Conservatory education. Location preferred. Wire, write **MUSICIAN**, Box 1148, Cortez, Colo. se16

**AT LIBERTY** — First Trumpet, Young, experienced, dependable. Plenty tone, take-off. Read and jam. Congenial, neat appearance. No bad habits. Desire job with small band playing South fall and winter. State all first letter. **DALB SLOAN**, 621 S. Columbia St., Warsaw, Ind.

**DRUMMER — Aged 27, union, experienced.** Can cut shows. Troupe with unit or locate. Sober, reliable. Join on wire. **DICK DIXON**, 316 E. Magnolia, Knoxville, Tenn.

**EXPERIENCED DRUMMER—Good personality,** well equipped. Can play plenty hot, read, spin sticks, ala Krupa. Will travel. Single. Photos. **DRUMMER**, Hotel Post, Franklin, Tenn. se16

**FRONT MAN** — Union, young, neat. Complete wardrobe. Direct anything. Have car. Can play bass or drums. **JOHNNY GRAY**, 32 E. 69th St., Kansas City, Mo.

**REGULAR GUITARIST** — Union, single, sober, neat, young. Free to travel. All essentials. Will consider any type combination with future. Prefer orchestra or vaudeville. Read, fake, rhythm, fill-ins, solos, etc. Available after September 15. Don't write unless you mean business. Write **JOHN RECTOR**, Route 2, Hickory, N. C. se16

**STRING BASS—Solid rhythm, read, fake, appearance,** fully experienced, all essentials. Have been with fast Eastern recording band and semi-regulars for the past five years. Only well established, reliable bands that pay salaries on paydays need answer. No panics or near panics, please. Write or wire full details. **"DING" ELLIS**, Fredericksburg, Ia. se23

**SWING GUITARIST—Solid rhythm: 11 years'** band, trio experience. Have \$400 guitar, Young, union. Can join at once. Write **FREDDIE STIVERS**, 858 W. Sawyer, Decatur, Ill. se30

**TROMBONE—Doubling Sousaphone, some Fiddle.** Vicinity of Binghamton, N. Y. Available for hotel, grill, resort. Couple. Small orchestras featuring doubles, write. **BOX C-111**, Billboard, Cincinnati, O. se23

**TROMBONE AND VOCALIST—For Theater Unit** or Dance Band. Well experienced in all lines. **BOX C-263**, care The Billboard, Cincinnati, O. se23

**TRUMPET** — Available immediately. Read, fake, tone, range. Experienced all lines. Young, single, trouper. Go anywhere. **GEORGE MOUNTS**, 420 Jefferson Ave., Washington, Pa. se16

**AT LIBERTY  
PARKS AND FAIRS**

**BALLOON ASCENSIONS**

Old-time thrill in a modern manner. Observing all Civil Aeronautics Authority Rules. **THOMPSON BROTHERS BALLOON AND PARACHUTE COMPANY**, Aurora, Ill. Established 1903. se7

**BALLOON ASCENSIONS**

Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFER**, 1041 S. Dennison St., Indianapolis, Ind. se16

**BALLOON ASCENSIONS**

and Parachute Jumps for All Occasions. **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. se30

**BALLOON ASCENSIONS**

Parachute Jumping. Parks, fairs, celebrations. Experienced operators. References. **O. E. RUTH'S BALLOON CO.**, 1021 Collier St., Indianapolis, Ind.

**AT LIBERTY — HIGHLY ENTERTAINING DOC**

Act. Have complete equipment, sound system, tent, seats, stage truck. Salary or percentage. **JACK SWIFT**, 1012 Franklin St., Danville, Ill. se16

**FULLY EQUIPPED—LICENSED ELECTRICAL** contractor now ready for opening to any shows or carnivals. **M. MANGLARDI**, 600' N. Halsted, Chicago.

**JANE AND ZEKE—ORIGINAL SOUTH AMERICAN** Hillbillies. High-class platform free attraction. Two Nit Wits of Harmony, Sock Comedy. Fairs, indoor dates and celebrations. Address care The Billboard, Cincinnati, O. se23

**JAYDEE THE GREAT—POSITIVELY THE HIGH-** est Contortion Trapeze Act. Rigging 100 ft. high. A real novelty by man costumed as huge ape. Comedy, thrills. If interested in sensational act write now for open time. Address **JERRY D. MARTIN**, care Billboard, Cincinnati, Ohio. se23

**PONY, DOC AND MONKEY CIRCUS—THREE** people, ten animals. Half hour show. Clean wardrobe. Now in East. **BOX C-279**, Billboard, Cincinnati, O.

**SI, FANNY AND TRICK MULE, ABNER** — Comedy Novelty Act, Rube Clown grandstand; also several short Comedy Acts. Available October 7 for fairs, indoor circuses, theatres, night clubs. **SI OTIS**, care The Billboard, Cincinnati, O. oc7

**THE CARMENE'S FREE ATTRACTIONS—FAIRS,** Parks, Home-Comings, Indoor Events of All Kinds. Price and literature on request. **BOX 21**, Williamston, Mich. se16

**TWO SENSATIONAL AERIAL ACTS—DOUBLE** Chair Balancing Trapeze and "America's Fastest Double Trapeze Act." Some open time in September. Open for any engagement after September 30. **AERIAL ORTONS**, Adel, Ia. se16

**WESTERN NOVELTY—THE DALTONS, BLIND-** fold Rope Spinning by 16-year-old Slim, the only person to accomplish this difficult feat. Rifle and Pistol sharp-shooting. Bull Whips. Have few dates open. Address: Centredale, R. I.

**WORLD'S HIGHEST AERIAL CONTORTION** Act—Literature and reasonable prices on request. Two different acts for the same price. Three different features that have never been accomplished by any other high pole act. **BOX C-206**, Billboard, Cincinnati, O.

**AT LIBERTY—Esau, the world's greatest Educated** Chimpanzee, after Sept. 23 for Southern Fairs as Free Attraction or Department Stores. **MRS. MAE KELLY**, Thorntown, Ind. se16

**AT LIBERTY—Four Separate Acts.** Wire Act. Comedy Balancing and Juggling Act. Comedy Trapeze Act and Dog Acts, with Buster, the Wonder Dog. Almost human. **HUBER'S FREE ATTRACTIONS**, Wabasha, Minn. se23

**BERT AND BILLY GEYER—Pyramid Balancing** Act. Unique Rolling Globe Act. A-1 in every respect and guaranteed to please. Reasonable price. Address Billboard, Cincinnati, O. se30

**CHAS. AUGUSTUS—Classy Trapeze Artist.** Committees wanting feature novelty act as free attraction for celebrations, other events, write me. Flashy apparatus, real act. Platform required. Literature, price on request. Address **CHAS. AUGUSTUS**, care Drier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

**DASHINGTON'S CIRCUS—Ten Dogs, Cats, Monkeys.** Two distinct acts. Also natural wonderful freak two-legged dog for Southern fairs, theatres, circuses. Go anywhere. 1316 Locust St., Philadelphia, Pa.

**FRED AND MARIE GUTHRIE—Four separate** acts for price of one. Double Tight Wire, Single Trapeze, Lady Butterfly Iron Jaw, Double Trapeze. Reasonable. Write for details. 201 W. Ninth St., Cincinnati, O. se16

**PAMAHASIK'S Famous Society Circus Revue—** Bigger, better than ever. Dogs, Monkeys, Ponies, Clowns, Punch and Judy. Featuring those marvelous acting birds, Cockatoos, Military Macaws. Just a few open dates. Write **GEO. E. ROBERTS**, Mgr., Pamahasik's Attractions, 3504-6 N. 8th St., Philadelphia, Pa. Tel. SA 6090 5536.

**THE CLAYTONS—Four different Free Attractions.** Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. Billboard, Cincinnati, O. se16

**THREE NOVELTY ACTS—Tight Wire, Rolling** Globe and Slack Wire. All acts first class. Write for prices and literature. **THE CHRISTYS**, Keokuk, Ia. oc7

**TWO FIRST-CLASS Free Attractions—High** Flying Single Trapeze Act performed by lady. Sixty-foot rigging. Two people comedy acrobatic act. **BESSIE HOLLIS**, Billboard, Cincinnati, O. se16

**AT LIBERTY  
PIANO PLAYERS**

**DANCE ORCHESTRA PIANIST — NAME** experience. Can arrange. Can travel or would like to settle in Texas. No panics. **BOB CABANISS**, 1021 Bailey Ave., Jackson, Miss.

**EXPERIENCED PIANIST — READ, FAKE.** Union, single, sober, dependable. **BOX C-231**, care Billboard, Cincinnati, O.

**DANCE PIANIST—Pipe Organist, Union, pit** experience. "Boogie Woogie," "Dixieland, sweet styles. Write, giving full particulars. **CHARLIE ZOELLER**, 528 Hanover St., Hamilton, O.

**EXPERIENCED PIANIST** for Small Shows Only—Read, fake, transpose. No parts or orchestra. Go anywhere. Name salary. Want long season. **HAROLD DRAGER**, Marshall, Wis. se30

**PLENTY RHYTHM**—Modern take-off. Young, experienced. Give details. **PIANO MAN**, 705 Avenue A, Rome, Ga.

**PIANIST**—Experienced Concert and Dance. Union. Reader. No jam bands. Prefer location. Reliable people write **LARRY SCHEBEN**, 520 W. Sixth St., Little Rock, Ark.

**AT LIBERTY  
SINGERS**

**POPULAR RADIO SISTER**

Harmony Team—Sing both swing and pretty style. Play piano accompaniment. Interested in connecting as feature in band; also clubs and theatre. Write **P. O. BOX 164**, Seymour, Wis.

**TOP TENOR AVAILABLE—HIGH C, QUARTET** experience. Read, fake, arrange. **JIMMY GORDON**, 72 E. Pastorius, Philadelphia, Pa. se23

**AT LIBERTY  
VAUDEVILLE ARTISTS**

**PRODUCING COMIC—UNIT,**

Tent. Wire **EDDY DYER**, Fairgrounds, Bath, N. Y.

**AT LIBERTY — FOR COWBOY OR HILLBILLY** Band, Tent Show or reliable Med Show. A-1 Cowboy Singer, Yodeler. Play guitar, double Toby Comedy. Wife doubles and Harmony Singing. Man Harmony in Trio. Have Cowboy outfits, car and trailer. Wire or write **COWBOY JACK AND RUTH SWAN**, General Delivery, Rockville, Ind.

**LADY VENTRILOQUIST—AFTER SEPT. 15** FOR anything worthwhile. A-1. Many changes. Also Piano-Accordion soon. Car, house trailer. Don't write if you can't pay off. **DOLORES DU SHANE**, General Delivery, Three Rivers, Mich. se16

**ROLLER SKATING TEAM—HAVE HAD** experience. Have own mat and wardrobe. For particulars write or wire to 811 Oak St., Newton, Kan. se23

**AT LIBERTY** — Female Impersonator for club or vaudeville. Years of experience. Song and dance. Do parts, also M. C. Prefer road work. **BILLIE SMITH**, Copley, O.

**AT LIBERTY—For Med or anything that stays** out. Three people. Man, 47, wife, 36, son, 18. Singles, doubles, bits, acts and novelties. Blackface only. Can put on an entire show if necessary and change for week or longer. Play our own music. Make good or close. Sober, reliable, congenial, hard working people. Have car and factory house trailer. Go anywhere. We know the times. Make us an offer for the winter. Write or wire all to **THE SALISBURYS**, 1453 S. Columbia St., Frankfurt, Ind.

**AT LIBERTY** October 1—Team. Singles, doubles, acts, bits, piano. State salary. What have you? Chiselers, turkeys, lay off. **VALE**, 1250 S. Capitol, Indianapolis, Ind.

**VERSATILE TEAM** — Man, blackface and character comedy. Also produce. Wife, straight and characters. Change for two weeks comedy, talking and singing doubles. Plenty good wardrobe. Strictly sober and reliable. Have car and factory trailer. State best, which must be sure. **TEAM**, 1947 Fernwood, Toledo, O.

**DETROIT FEELS**  
*(Continued from page 33)*

1937 figures were exceeded by about 25 per cent.

Day by day comparison follows. The 1938 and 1937 figures are from an audit by public authorities; the 1939 figures were compiled for *The Billboard* by Dr. Linwood W. Snow, fair manager:

	1939	1938	1937
Friday	11,602	35,555	9,842
Saturday	32,747	51,701	28,465
Sunday	68,782	108,102	80,878
Monday	65,495	101,206	105,043
(Labor Day)			
Tuesday	27,793	41,309	33,050
Wednesday	31,879	23,961	42,458
Total	238,098	361,834	299,736

Exhibits were generally far better than in 1938. The fair was more directed to farmers this year, with many exhibitors living on the grounds in house trailers, a practice strongly discouraged in 1938 to the serious dissatisfaction of rural sections. Premiums were increased about 15 per cent in all classes.

**Show in Coliseum**

For the first time in six years grand stand and race track were part of the fair; they were formerly under lease to a separate racing company. Rodeo at night drew only about 1,000 at the opening but was close to capacity of 10,000 Saturday night. Rodeo attendance was about 52,000 on first five days, according to board member Harry Mack, in charge. Labor Day matinee was extra, staged when rain killed the harness meet slated for afternoon. Rodeo was produced by George V. Adams.

Return of harness racing, after six years' absence, got off to a good start. Pari-mutuels were popular, with \$16,000 going thru the windows on Saturday, despite delays in the first day's races, due to equipment difficulties that cut betting time between races seriously. Rain

on Labor Day killed races and a double program was slated for Tuesday.

Name bands and acts in the Coliseum got off to a moderate start, with Benny Goodman's Orchestra as headliner on first three days. There was no matinee on Friday, with the night show drawing 1,988 and the dance following drawing 1,478. Dance attendance was about doubled Saturday night. Coliseum show got a break on Monday when heavy rain in the early afternoon drew crowds in-doors, altho seriously cutting general gate admissions.

Barnes-Carruthers' *Show of the Century* closed at Iowa State Fair, Des Moines, Friday night, making the jump here by special train, and arrived at the grounds at 2:30 p.m., putting on two afternoon shows despite late arrival. Charles Soutia, musical director, got off the train in Chicago and flew here, getting in a few hours earlier to supervise arrangements.

Headline show in the Coliseum included Benny Goodman's Orchestra, Friday thru Sunday; Glen Gray and his Casa Loma Orchestra, Labor Day; Wayne King's Orchestra with Tony Martin, singer, Tuesday thru Thursday, and Bob Crosby's Orchestra with "Rochester" (Eddie Anderson) Friday thru Sunday. These attractions were booked thru Music Corp. of America, with Bill Green as representative here for MCA and director of the show. Remainder of the bill included Barnes-Carruthers' show. Fred H. Kressman was Barnes-Carruthers representative. Coliseum show was running about 5,000 to 7,000 nightly, playing to about 55,000 in the first six days, according to estimates.

Important program of free acts, booked thru Barnes-Carruthers and managed by Clarence Henri Dusenberry, working on the Mall, included Florescu, high pole; Hill's Circus, Curtis Ponies, Aerial Ballet, Tim Doolittle and his Pine Center Gang.

**No Pass Rule Again**

Beckmann & Gerety Shows' business on the midway started off about 5 per cent ahead of that show's last engagement here in 1935. Corn games came under the ban before opening, when Fair Manager Snow called concession managers in and ruled against the games, in view of the public statement of Governor Dickinson, a few days ago, that bingo games, even if conducted by churches, are illegal. No games were allowed to open, despite newspaper reports to the contrary which were published Saturday and caused Governor Dickinson to telephone Dr. Snow confirming the ban. Inspection by Police Commissioner Heinrich Pickert on Sunday drew a report that he found no evidence of gambling on grounds.

Independent concessions were operated by Bertha Samuels, handwriting analysis; Hans Klesper, silhouettes; Charles Ray, vegetable cutters; H. O. Erlacher, candy butcher shop; Louis T. Via, tropical nut fudge; Arthored Corp., automatic games; E. Stern, palm-reading machine; R. A. Brandon, shampoo; Henry C. Wedge, Milton Bartok, B. Melik, John C. Vogt, health lectures; Albert Brady, Nan Rankin, Blanche Brophy, J. P. Horrigan, G. R. McIntyre, horoscopes; C. Fuller, Mr. and Mrs. William Kissing, cotton candy; Thomas A. Gallagher, telescope; Sam Gottlieb, J. D. Jacobson, tintypes; Galust May, pop corn; Charles Napolitano, ex on novelties, guess-weight and guess-age; Tracy R. Owens, ex on candy apples; Charles Schatt, ex on peanuts. Games concessions, Joe Burns, 4; Nathan Gordon, Frank Marks. Food concessions (professional): Sam Adler, W. C. Baldwin, 2; Fred Dulin, James Joyce, Mrs. Clara Marion, Ethel Sholtis and R. W. Stevenson.

**Visitors**

Early visitors included Harry F. Kelley, secretary of state, who officially opened the fair; Ned Torti, Wisconsin De Luxe Co.; William F. Jahnke, secretary Saginaw (Mich.) Fair; J. C. McCaffery, president of the Showmen's League of America and general manager Amusement Corp. of America; Lou Giffels, manager of Olympia, Detroit; Rubin Gruberg, Rubin & Cherry Exposition; Mel H. Vaught, State Fair Shows; Gean Berni, concessioner; Joseph L. Streibich, secretary Showmen's League of America; Charlie Gross, Louis Block, Johnny J. Jones Exposition; Morry Silberman, Continental Premium Co.; B. Saunders, H. Sugarman, Cleveland Merchandising Co.

Admission continued at a quarter for adults and a dime for children. Turnstiles were again used and what amounted to the no-pass rule of the past two years was retained, admission fees being required from concessioners and showmen working on grounds. Passes were provided for the working press this year, however.



## More Than 150,000 Attend Calif. Fete

SAN GABRIEL, Calif., Sept. 9.—San Gabriel Fiesta, commemorating the 168th anniversary of the founding of San Gabriel Mission, drew more than 150,000 here on September 1-4, the executive committee stated. There were numerous vaudeville acts, parades and a horse show and concessions and United Shows on a street midway reported big business.

Among acts were Sunbeam, Indian rider; Charles Stockton and Mule, Les Schumpf's Accordion Band; Las Mananitas, singers; Gonzales Troubadors; Raoul de Ramirez, dancers; Ruiz, Spanish dancers and singers; Mexican Topica Orchestra, Padua Hill's Singers and Dancers; Las Palanitas, interpretive dancers; Kellogg's Arabian Horses; Raouel and Ramira, acro dancers; Portellas, acrobats; Quintella Trio, musical numbers; Paula Higuera, contralto; Torals and Padillas, songs and dances; Whittier State Orchestra, and Touissant and Perez, adagio dancers.

Concessions included lunch and drinks, Florence Appel, Whitey Olsen, George Havertsrute; ice cream, George Simmonds; scales, James DeMattio; candy floss and apples, Charles Hott, Rose Bayajan; live duck pitch, George Sackson, Webb Wright, Tom Morrissey; penny pitch, Garnett Smith, R. Oliver; pony ride, Dunstan and Riby Walton, Mike Fuereut; mystery dart, Charles Sargood, Ralph Brown; lunch and drinks, George Payne, Florence Morales; cigaret cork gallery, Grace DeGarro; watch-la, Dan Stover, Mrs. Norma Burke; penny plaster, W. H. McConnell, Jack Jeremais; knife rack, Harry DeGarro, Ben Kiley; ham, bacon and coffee, Tommy Woo; bottle game, Ray Morris, George Climbers; archery, George Sky Eagle, Marva Two Moons; barbecue, J. A., May and James Carpenter; Mexican candy, Manuel and A. Adeline Garcia; juice, Roberta Gotwold, Doris Romero; photo strips, Ralph and Guino Toral; pastry shop, Josephine Murphy, Maude Riggs, Red McCausland; voice recording, Harry Schmitt, Joe Ebenauer; candy apples, Frank Rios, Manuel Alcarez; lunch and drinks, Benny Jordan, Louis Rios, Aurora Martinez, J. Mallia; pop corn, A. Ramirez; caricatures, P. Florenz; Mexican sombreros, Max and Virginia Morton; lunch, Hazel McNeil, Sadie Bates, William McNeil, Gladys Berry, Una Still; hot dogs and enchilados, Ed Goldworthy, Inez Simmons, Virginia Hocks; lunch, Soledad Morales, Mary Pacheco, Mrs. Jessie Espigard; voice recording, A. and Shirley Perceara; lunch and drinks, Evelyn Rios, Everett Longett, Bernice Jamison; Pancho store, Frank Higuera, Grace Martinez, Lucille Higuera; lunch and drinks, James Brayton, Elmo Gunsaults, Harry Niedenthal; tacos and tamales, Harry LeRoy, Frank Rawson; barbecue, Frank Cardenas, S. Salvador Garcia; lunch, Thomas Tenoxis, Pedro Essabaro; hot dogs and tamales, Louis Yarbo, June Creighton, Jimmie Donnelly; ice cream, Aileen McBride, Doris McQuaid; novelties, J. W. Panchecho, Ale De la Cruz, Joe Gonzalez; frijoles and tortillas, Mary Ortiz, Annabelle Jarvis; barbecue, Ed Padillo, Sophia Torol, Dolores Padill; enchiladas and tamales, Margerita Martinez, Martha Simental, Josefina Martinez; lunch and drinks, Joe Rafaeta, Myra Pasqual; lunch, drinks and pop corn, Ralph Christensen, Bill Ford, Bill Beckwith; candy apples and sno cones, Martija Vasquez, Paula Dominguez; gold wire and jewelry, J. C. Crosby, Joe Armstrong; portraits, Manuel Oliveriz; duck wheel, Dorothy Busick, Holden L. Cassidy; lunch and drinks, Will L. and Rose Howard; astrology, Mme. Effie; ball game, Bill Koehler, Frank Severson; duck wheel, A. L. Ronnow; photos, B. Hansen, Leona McGrath, Myron McDonald; balloon dart, Virginia Marel, Esther Homer; guess your age, Al Leisure; short-range lead gallery, B. Whaley, Art Morris; glass store, A. W. Scott; plate game, Harry Corsack, Ned Alverly; palmistry, Roma, Lona, F. Merino, J. K. Adams; novelties, Neal Eastman; juice, M. Breyerlin, Harry Tierney; baby ducks, Holmes Hammond; lunch and drinks, E. Yorba, A. Kalencia, Joe Escabar, Frank Whiting, Jess Courtier, Tom Farrington, George Gessells, Jerry Pettingill, Norman Yancey, Ed Buell; barbecue, A. Valliera, M. Iagor, Joe Valliera; cane rack, Bud Beverly, Tom Jackerly; penny pitch, Mira Stevenson and Martin Lorbaugh.

MIDWAY of rides, shows and concessions in charge of Tom Baker is planned for second annual three-day Tipton (Ind.) Corn Festival.

## Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

### Cincy Labor Fete To Be an Annual

CINCINNATI, Sept. 9.—Success of a celebration, under auspices of Affiliated Trades Unions and directed by Frank P. Spellman, on Carthage Fairgrounds on September 2-4, has brought announcement that it will be an annual event in future. Labor Day receipts were estimated to have been cut in half by an afternoon cloudburst.

Attraction bill was varied and lengthy, including free acts, bike races and band concerts and contest. Al Wagner's Great Lakes Exposition Shows were on the midway.

Acts were Wallie Lane and Manhattan Trio, straight and comedy adagio; Bonnie Miller Duo, roller skaters, and Bush Brothers, comedy acrobats, booked thru Jack Middleton, and Odommo, wire act. Five local bands were in a contest directed by John Lewis Jr., band director of the University of Kentucky.

### Thrill Show Nets \$40,638, Pulls 92,684 in Baltimore

BALTIMORE, Sept. 9.—Newly organized Cavalcade of Thrills, Inc., combining Hollywood Stunt Aces, Hart K Ranch Rodeo, midjet auto and short-track motorcycle racing, played a recent successful engagement in the stadium here under auspices of Tall Cedars of Lebanon, reports Musty Musgrave, troupe manager. Also featured was a safety driving demonstration in co-operation with the National Safety Council and Judge Stanton, city safety commissioner.

Paid admissions for the two-night show were 92,684, 13,852 of which were children. Admissions were \$1.10 for box seats, 55 cents general admission and 10 cents for children. Net receipts were \$40,638, 10 per cent of which went to stadium officials. Stadium is inactive much of the year.

### Ark. Reunion Sets Record

MAMMOTH SPRING, Ark., Sept. 9.—Drawing record crowds, 49th annual Soldiers, Sailors and Marines' Reunion here on August 14-19 was successful in every way, said Secretary E. E. Sterling. Weather was ideal. C. W. Nail Shows were well patronized on the midway and Willard the Wizard's tent show played to standing crowds nightly. Sophisticated Swingsters gave daily concerts and Cherokee Bill, marksman and whip-cracker, was free act. Amateur and jitterbug contests were other attractions.

TAYLOR TROUT, recreational director of Hollywood, Fla., and booker, reports he directed the successful first annual horse show in that city on August 26 and a Labor Day celebration which featured acts, contests and street dancing to Johnny Hettinger's Band.

FREE acts at Manton (Mich.) Labor Day Celebration were Ella Carver, high diver; Bert and Billy Geyer, equilibrists; LaBelle Ray Troupe, Roman rings; N. R. A. Duo, comedy acros, and Mervyn and Yvonne, perch.

FIVE R. H. Wade rides and Larry Larrimore's concessions have been booked for annual two-day Salem (O.) Fall Festival under auspices of American Legion Post and merchants. Prizes will be awarded parade dinners and for window displays.

GUS FRAUL, comedian, whose recent dates included a civic league celebration in Indianapolis on August 11-13; Lizton (Ind.) Fall Festival and Street Fair, August 24-26, and Pittsboro (Ind.) Street Fair, September 1 and 2, reports good attendance and business at all events. Indianapolis fete had biggest crowds in six years and concessions and contests were popular. Fraul also had concessions at the spots. Five Cliff Thomas

### Mich. Peach Festival Sets Attendance Mark of 60,000

ROMEO, Mich., Sept. 9.—Annual Michigan Peach Festival here on September 2-4 drew about 60,000, an increase of 5,000 over 1938. It is said to be an all-time record. Gov. Luren D. Dickinson attended.

Acts, booked thru the Betty Bryden and Harry Sigmund offices, included Elgin Mason, Ripley change man; Elsie Singer, accordionist; Chiquita, dancer; Marsh Trio, comedy acrobats; Rich and Partner, tight wire act; Denis and Estelle, drum dancers; Orland, juggler; Buddy Ross, acrobat, and Dot Kaye's Orchestra. Two other bands were used for the peach queen's ball and other events, the Sophisticats and the Harlem Aces. The Ford Octet was featured on vocal programs. Frank Miller's World of Pleasure Shows were on the midway.

### Attractions Draw Crowds To Uhrichsville Centennial

UHRICHSVILLE, O., Sept. 9.—Favored by ideal weather until the last day, September 4, 10-day Centennial here attracted large crowds nightly. First three days were devoted to civic events, including pageants, horse show and queen contest.

For remainder of the date a midway was featured on streets. F. E. Gooding had five rides and there were more than 50 concessions, including Suhre's penny arcade, E. W. Weaver, of the Gooding organization, handling bookings. Joe Cramor and Company and Suicide Zorsky, high pole, were free acts booked thru C. A. Klein. Industrial and commercial exhibits were in a tent.

### Ohio Legion Post Stages Its Most Successful Event

EAST PALESTINE, O., Sept. 9.—American Legion Post here, which financed construction of its clubrooms thru annual street fairs, held its most successful event, both from financial and artistic standpoints, on August 24-26, reports George Kirtley, chairman. About 20,000 attended.

A. H. Wade's rides were on the midway with concessions, bulk of which were furnished by Larry Fallon. Other attractions were a manufacturers' display and nightly prize awards. Public-address system mounted on an auto advertised the fair in a 60-mile radius. Considerable revenue was obtained thru sale of advertising space on two street arches.

Goshen, Ind., appearing before the grand stand at Elkhart County Fair, where Blue Ribbon Shows did excellent business on the midway. Others on the program at the heavily attended Syracuse event were Mike Kelly, flaming wall crash with bicycle, and Betty Wolfe, tight wire. Weirson's rides and concessions were on the midway.

### RED RIVER VALLEY

(Continued from page 34)

octet, paced by Alan Rodgers, who also acted as emcee. Blanche Brady was a fetching prima donna. The acts of Serge Flash, juggler; Monroe and Grant, comic athletes; Alexander Santos and company, comic adagio dancers, and an excellent aerial circus sent the crowd away cheering. Flash's prize act consisted in standing on top of a 10-foot platform, his feet on a basket ball, playing a harmonia, balancing a rubber ball on his neck and playing a snare drum with three bouncing balls, all at one time.

Two afternoons of the fair were given over to harness racing, and while no records were broken, excellent time was made by a fine field. The grand stands were only partly filled for these races, however. Harness racing was reinstated this year after having been abandoned in 1938.

Midget auto races over a special track completed for the occasion drew better. Several near accidents occurred, with a car plunging thru the rails, but no one was injured.

### Midway Cross Shows Increase

Goodman's Wonder Shows were on the midway. The gross in this department was increased 25 per cent over 1938. Concession department also showed a 25 per cent increase despite a State's attorney's ruling that all wheels and other games of chance could not operate. The local prosecutor ruled, however, that bingo games are not illegal and the large bingo on the midway flourished.

Outside of Jimmy Lynch Thrill Day, Barnes County Day proved a big crowd-getter.

### Balloon Contest Worth While

An innovation this year, which fair officials said proved very much worth while, was a balloon-releasing contest for kiddies arranged about two weeks before the fair opened. Three thousand balloons bearing fair advertising were filled with gas in a natural bowl at the outskirts of Fargo and released in a mass by 1,500 to 2,000 children.

Each balloon carried a card which informed the finder that he or she would win a cash reward if the card were returned to the fair board. As a result several hundred cards returned, one of them having been found on a balloon which burst and came down near Syracuse, N. Y. Many others were found in the East and the big majority in territory which might draw fair attendance.

The 10 children whose balloons went the longest distances received \$5 each, the awards being presented before the grand-stand crowd by fair officials. The balloon contest won much front-page newspaper publicity.

Children's Day, Merchants' Day, a pushmobile derby and similar events failed to swell fair attendance, fair officials said.

The machinery exhibit at the fair was the largest and most impressive since 1923. Dealers reported many visitors and many sales, said Frank S. Talcott, fair secretary, who was in active charge of the exposition. Live-stock exhibits were unusually large and fine.

### GRANDVILLE, MICHIGAN, BUSINESS MEN'S ANNUAL FALL FESTIVAL

5—Big Days and Nites—5. Week of September 19th to 23d.

Located on the Main Street. This Town is Located in the Heart of the New Oil Boom.

WANTED: Legitimate Concessions of all kinds. Good opening for Mitt Camp, Pop Corn, Scales, Guess Your Age, Fish Pond, Cigarette Gallery, Photos, etc. All Rides and Free Acts contracted for. Can use two shows that don't conflict. Write, wire, phone to R. S. BREWSON, Grandville, Mich.

## SHORTS

rides played Lizton and Prince Leo Francis, musical clown, also appeared. Attractions at Pittsboro were band concerts, street dancing, prize awards, horse show, exhibits, balloon ascension and Brown County Revelers.

MERCHANTS of North Industry, O., will sponsor a four-day Home-Coming and Street Fair with Carlin and Gratziano's four rides, Larry Larrimore's concessions and Von Black's pop corn.

C. SCHROEDER reports his Flip and her Pals, dog act, played four-day Syracuse (Ind.) American Legion Post Festival. He was sponsored by a private concern and doubled between Syracuse and

## FALL MARDI GRAS

5 NITES SPRINGFIELD, OHIO 5 NITES  
SEPT. 19-23

WANT—Legitimate Concessions of all kinds, except Bingo. Can place Independent Shows and Rides not conflicting. Have good proposition for Monkey Circus or real Side Show. Five more weeks of Special Events to follow. Want to hear from Uniformed White Band.

Write or Wire MANAGER MARDI GRAS, P. O. Box 821, Springfield, Ohio.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

## Prize Users Look to Movies for Items As Fairy Tales Adapted for the Screen

Expect items from *Pinocchio*, *Wizard of Oz*, *Gulliver's Travels* to surpass *Snow White and Dwarfs* popularity—*Sonja Henie* Dolls loom as money-makers, too

NEW YORK, Sept. 9.—Prize and premium users who still remember the way sales boomed for them a few years back when Dopey, Sneezy and the rest of the seven dwarfs made their debuts, are looking forward to an exceptionally profitable fall and Christmas season. The reason for this optimism is that a gala parade of "film inspired" goods is scheduled to make its debut. In the past few months Hollywood has turned its attention to screening children's fairy tales with more enthusiasm than ever before. *Gulliver's Travels* and *Pinocchio* will soon make their debuts while the *Wizard of Oz* is already packing them in. Each of these pictures is filled with characters that are natural for exploitation in the form of dolls, novelties, etc.

The *Wizard of Oz* recently had its world premiere here and with record crowds to its credit, indications are that the characters from the Land of Oz will claim great honors when manufactured by some of the leading concerns of the nation. The presentation of the film will most certainly be felt in merchandising circles and tie-ups in the way of promotions and displays are available. According to a spokesman of W. L. Stensgaard Co., games, stuffed animals, molded rubber figures, dolls and dozens of other types of items identified with this film are already in production as licenses were granted some time ago. With flash a characteristic of these numbers, they are certain to appeal to both young and old, reports say.

### Pinocchio

With *Pinocchio* popularized by movies and song, spokesmen for the Knickerbocker Toy Co., Kay Kamer Enterprises and others "in the know" believe these items will reach greater heights than *Snow White and the Seven Dwarfs* numbers. The *Snow White* items stepped to the fore after the first showing of Disney's full-length, all-color cartoon feature when manufacturers got busy building all kinds of novelties around the lovely little lass and her seven impish companions. Most all of the numbers had an almost exclusive kiddie appeal, but operators and direct sellers found that the parents of the kiddies showed practically no sales resistance to the Disney creations.

*Snow White* and the dwarfs appeared as dolls, pencil sharpeners, stiff-board storybook, series birthday cards, stamp set, games for kiddies and adults, linen storybooks, paper dolls, cutout dolls, coloring sets and pictures. *Pinocchio* may appear in all these forms and more too. The character is already being featured in 26 saateen costumes including Spanish, Dutch, Gypsy, Russian, peasant, Chinese, old-fashioned and others. As a fully jointed and dressed doll *Pinocchio* is all set to go to town for concessioners, novelty workers and bingo operators. The glove doll and bank items are also doing their parts to bolster interest at spots where they are prize merchandise.

Survey among numerous direct sellers indicates a belief that the new Disney folk and Oz characters will rival the sensational sales records chalked up by Donald Duck, Mickey Mouse, Pluto and other outstanding film actors.

### Gulliver's Travels

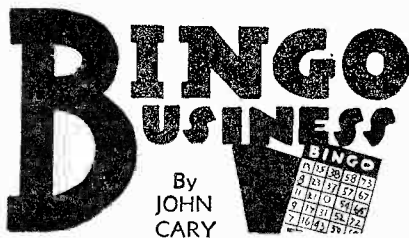
Things are looking up for workers and distributors of this type of merchandise for *Gulliver's Travels*, which will soon be seen at the local theaters, is expected to bring other important characters to the novelty market. *Gulliver*, giant of Lilliputia; King Little and King Bombo, Sneak, Snoop and Snitch, Prince David and Princess Glory together with Twinkletoes, the Drag Horses and Gabby are sure to make appealing toys and prizes.

While not depending upon a film adaptation of a fairy tale, *Sonja Henie* dolls are now being introduced on the

market. According to the Alexander Doll Co., tie-ins with the picture, *Second Fiddle*, will benefit those who already have received their shipments of this item. However, workers hope to have sufficient quantities of the dolls on hand when Miss Henie's new feature film is released in November.

Prize users—from the smallest to the biggest—are keeping their eyes on theaters in their territories for the pictures featuring these characters. With a demand beyond all expectations already indicated these numbers are sure to bring big takes to the workers who stock them and deal in up-to-the-minute items.

While *Snow White* characters appeared on the shells of live turtles, it is expected that *Pinocchio*, the Scarecrow, the Cowardly Lion and the Tin Woodman will also make their debuts in like places. Not only will appearances be made here for novelty workers are also looking for them on balloons, on lamp shades and other products.



THE REASON bingo continues to grow in popularity is easily explained. When it is considered that the game offers a genuine pleasurable evening plus seasonably attractive merchandise prizes, one can readily see the why for this success. Alert operators follow merchandise trends and supply prizes they know their public wants. Now and then "feelers" will be introduced to see if a certain type of prize goes well. As soon as some demand for the merchandise is noted, the counselor doesn't hesitate to stock it. His work doesn't end here for he starts immediately to get another item or even a series of them.

SEVERAL months ago there was some talk about an operator having a nursery operate in connection with his bingo games. The idea came about when he overheard that some of his patrons were being kept away from the games because "they had to stay home with the children." The important thing was that this particular counselor knew that several of those who could not attend were really dyed-in-the-wool bingo fans.

THE IDEA seems a good one and could be operated comparatively easy and profitably for those sponsoring the game. Of course, the nursery would have to be properly supervised and under the direction of a thorough competent person. A registered nurse, it seems, would be an ideal person to put in charge of such a venture. If the nursery business got too big, a trained nurse could direct the work of several infant or practical nurses.

This idea seems swell and we'd like (See BINGO BUSINESS on page 55)



By BEN SMITH

Occasionally an operator will get into hot water with local officials, and when he does, more often than not, it is because he tries to make too much of a good thing. He is so hungry for the do-re-mi that he loses all sense of balance and declares an extra dividend for himself in some off-color transaction. The operator has a good thing in the salescard—a chance to rake in coin on a fast turnover when his item is right—which would seem to be more than enough to satisfy anyone. But not this boy. He'll misrepresent the value of merchandise offered, substitute inferior products in place of what was shown originally, and in some cases will even go so far as to make a collection and never show up with awards.

This type of operator is just a sucker for John Law. Eventually his pernicious acts catch up with him and he goes away for a little rest in the cooler. That would be swell if it ended there. He gets what is coming to him. Unfortunately, however, the such an operator is the great exception and not the rule, all operators receive a black eye.

As a group salesboard operators are as honest in their dealings with the public as any other group of business men. They understand that the only way to build up something substantial in the field is to play square at all times with the worker of the card, with the location and with the men and women who shell out their nickels and dimes. As soon as they don't they're thru. But that isn't all. Because of the nature of the business public officials will often blow up beyond all reason a slip made by an isolated member. When that happens the situation is loaded with dynamite for everyone. We can all help to keep the business clean by doing a little missionary work whenever we run into an operator who thinks he can get away with a fast one.

When setting up a deal it's smart to list an item at its true retail value. This applies especially to the manufacturer (See DEALS on page 55)

## War May Cut Off Rose Oil Supply

NEW YORK, Sept. 9.—Concessioners and workers who ply in the perfume trade were busily engaged increasing stocks before the European situation caused a shutdown in shipments of rose oil from Bulgaria to the United States. With the supply of this ingredient for perfume standing a good chance of being barred because of the lack of transportation facilities, the boys are taking the opportunity to stock up rather than be forced to buy at advanced prices.

While the manufacture of perfume has been more or less "moved" to the United States, this country still depends upon shipments of rose oil from the Sofia area for the finished product.

Reports from Bulgaria, center of the rose oil industry, show that despite efforts to restrict rose acreage this past year, the output of flowers and oil has been above expectations. However, with the shipping picture upset by the war the problem of producing the oil seems insignificant compared to that of getting it delivered to perfumers in this country.

Distributors have reported increased orders within the past week but with ample supplies now on hand.

## Labor Day Biz Goes Sky High

World's Fair gets crowd of nearly million as season in Jersey is extended

NEW YORK, Sept. 9.—Both urban and rural populations turned out to celebrate Labor Day when thousands came to see the World's Fair and metropolitanites formed a steady stream to the resort spots. With most of the concessioners it marked the end of the summer season. However, New Jersey inaugurated its policy to continue the "summer" until October, when the New Jersey Council, State advertising group, began emphasizing its "26 more days of sunshine in Jersey" program.

The World's Fair enjoyed the greatest single day's attendance since the opening of the fair when 492,446 paid admissions were recorded on Sunday. With Saturday attendance at 273,276 and Monday's 218,482 paid admissions, a record week-end business was established. Attendance for the three-day Labor Day week-end hovered near the million mark. War clouds failed to dampen the festive spirit and the fairgoers were in a spending mood.

While at resorts in New Jersey, prize users pushed business as the this was the last day of the season. However, there is still nearly a month in which resort stands and workers have to dispose of their wares. Action of the State agency in extending the time is being well received along all fronts. So enthusiastic over the movement are some of the concessioners that new supplies to carry them until October are being ordered from New York and Chicago distributors.

Moderate weather aided the amusement centers. The temperature ranged between 79 and 64 degrees, which made beach and mountain resorts most attractive to those wanting to enjoy the holidays. While the weather was not too cool for swimming, boating and other outdoor sports, it was cool enough to make walks thru the fair grounds inviting. Because of this gesture from the weather man, business was brisk at Coney Island, Asbury Park, Atlantic City, the Rockaways, Greenwood Lake and at spots high in the Berkshires, Catskills and Peekskills.

## Better Mdse. Demand Seen At Gift Show

NEW YORK, Sept. 9.—Definite demand for better quality merchandise was evidenced at the recent gift and art show held at 225 Fifth avenue. Twelve floors of the Brunswick Building of exhibits were opened to buyers for the fall and Christmas trade. Distributors and manufacturers were pleased at the interest manifested in the demand for better merchandise, it was reported.

Conclusive proof that buyers are finding that their customers demand better merchandise was seen when representatives at the show asked to see higher priced lines. While this request was made on several occasions and at different exhibits, it is proper to surmise that most exhibitors felt the trend to the better lines.

Also noticeable at this and other shows held during the past month was the lack of chiseling and price cutting. Manufacturers report complete satisfaction as to the reception of their list prices. There was apparently no quibbling over the quoted prices. Where price and quality seemed out of line, buyers were not hesitant in asking to be shown (See BETTER MDSE. on page 55)



**BIGGEST NOVELTY TODAY!**  
**MAGNETIC TRICKY PUPS**



**Cash-in While They're Hot!**

Two Scotty Dogs mounted on bases of General Electric Alnico Magnet Metal. They will draw together when placed face to face or spin around when placed tail to tail. Also will perform many other tricks.

**No. BIN30** Per Gross Sets **\$19.00**  
 Per Dozen Sets **1.65**

Same as Above, But  
**ELEPHANT and DONKEY**

**No. BIN41** Per Gross Sets **\$19.00**  
 Per Dozen Sets **1.65**

**N. SHURE CO.**  
 200 W. Adams St., Chicago, Ill.

# Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Bottle Dryer

Dri-Bot is the name of a new simple low-cost bottle dryer that is finding great popularity with agents and demonstrators calling on service stations, taverns and restaurants. Item is said to dry quicker and more thoroughly than with towels or cloths by merely pulling the bottle thru the hole in the rubber center, then drawing the bottom of the bottle across the flat rubber squeegee at the top. Accommodates any size bottle from a slender pop bottle, dairy and fruit juice bottle to a stubby beer bottle. Four suction cups holds item firmly on cooler or counter. Gadget's low price, assuring good profit margin, coupled with genuine utility value, make it a profitable number, Dri-Bot Mfg. Co., the makers, report.

## Correct-O

A new and unique guide to correct English, in handy disc form, is the newest prize and premium item by Emco that has a universal appeal. By simply turning the disk simplified explanations are given to all the most common mistakes made in the English language. It can either be used as a textbook or played as a game. Being eight inches in diameter, there is ample room for an advertising message, and each disc is accompanied by a Correct-O Quiz pamphlet, the firm reports.

## Self-Mailing Souve Folder

Because it is humorous, the self-mailing souvenir folder is clicking everywhere, Jackson Publishing Co. officials report. A miniature traveling bag made of lithographed cardboard to resemble a suitcase when opened displays a pair of tiny rubber bloomers comically imprinted. Bag when closed is 4 1/2 by 3 1/2 inches in size. It may be sent thru the mail by addressing one side and adding sufficient postage. One side reads, "It's in the bag" and the other "They're off." Souve and novelty workers at fairs and celebrations are finding it a money-maker, the firm reports.

## Party Symbols

Introduction of the magnetic GOP elephant and the Democrat donkey novelty has meant increased business, Joseph Hagn Co. officials advise. Equipped with genuine alnico magnets and red bases, the molded animal figures in gray and tan are appealing to all interested in politics. The novelty item is already proving a fast seller for novelty and souve workers everywhere, the firm reports.

## Picture Bracelet

Miniature medallions on Bluebird of Happiness bracelets are all the rage, New Process Studio announces. Appealing to subscription agents working fairs, the deal of using the coupon for a bracelet as a premium is unique. Because it requires special process to put a photograph in special link, firm has devised a campaign that allows paper men to exploit the new item. Bracelet is obtainable in nickel-plated or 18-karat gold-plated material. Because it offers a chance to paper men to increase their business, the idea is going over in fine fashion over the nation, the firm reports.

**CHESTERFIELD CANES**



**1 Gross Lots** Per Gross **\$7.40**  
**\$7.20** Per Gross (In 5 Gross Lots) 25% Deposit on All Orders

WRITE FOR OUR NEW CATALOG, featuring latest Bingo Game Merchandise, Novelties, Jam Men Items, Slum, Chinaware, etc.

**B. & N. SALES**  
 2030 Commerce, DALLAS, TEXAS.  
 707 Preston, HOUSTON, TEXAS.  
 310 W. 9th St., KANSAS CITY, MO.

**Extra Value!** **\$2.25 EACH**



**5 for \$10.50**

No. BB 9583 — Ladies' Bracelet Watch. Exquisitely Styled 1 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

DEALERS, Write for Catalog.  
**RONDE-SPENCER CO.**  
 223 W. Madison St., Dept. "B", Chicago

REPEAT ORDERS ASSURED BY OUR **FUR COATS FREE CATALOG**

Our latest and greatest catalog is now ready with smartest fall models in Coats, Scarfs, Capes, Jackets (80 varied money makers), All GENUINE Furs, all styles, sizes. Our increasing business proves that our line has highest values. Guaranteed satisfaction or money refunded in 3 days. Same day deliveries. 25% Dep. Bal. C. O. D. **LOWEST PRICES.**

**H.M.J. FUR CO.**  
 150 W. 28 ST. N.Y.C.

**BINGO BLOWERS**

No game complete without one. Electric, Master Score Boards, Wheels, Skillos, Games of every kind.

**POP BAKER**  
 2907 W. Warren, Detroit, Michigan.

**Fur Coats**

Here is a typical example: Pe'd Seal, dyed Coney, genuine Fur Coat in latest styles; all sizes. Tremendous Bargain at..... **\$9.00**

Smash values in other furs as Squirrelettes, Caraculs, Cooconettes, etc.

Great bet for Salesboard and Bingo operators. Send for Free Price List.

**ROEBLING FUR SHOP** 118 West 27th St., New York, N. Y.

**EVANS NOVELTY MOVES TO LARGER QUARTERS**

— AND IT'S ALL OUR CUSTOMERS' FAULT (GOD BLESS 'EM)

Customers' Huge Order Bombardment Forces Evans To Evacuate

WE take this opportunity to thank all our customers and friends for their patronage, loyalty and cooperation which has contributed so much to our rapid growth. We have worked hard to create new and profitable merchandising ideas for the industry. Our imposing list of exclusive premium successes is proof that our efforts are not in vain. Now, in new larger quarters, with the addition of many new specially trained, experienced men, we pledge ourselves to continue our policy to be first with ideas, best in value, fastest in service and lowest in price. Thanks again, everyone!

Sincerely,  
 The Entire Evans Organization

**EVANS NOVELTY COMPANY** NEW ADDRESS  
 800 WASHINGTON BLVD. • CHICAGO

See Next Week's Ad For Sensational "House Warming" Super-Values

**1939 BEST SELLERS FROM OUR BIG LINE**

**LEVIN BROS. TERRE HAUTE, IND.**

1939 CATALOG NOW READY. (ADVISE YOUR LINE WHEN REQUESTING CATALOG). 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

	Per Doz.	Per Gro.	Per Doz.	Per Gro.
BB1 Flying Birds, Outside Whistle		\$1.90	BB8 China Head Canes.....	.60 \$ 6.75
BB2 Flying Birds, Inside Whistle, Tinsel Heads.....	.85	2.75	BB9 Chesterfield Canes.....	.65 7.50
BB4 High Hat Monks, 6 1/2".....	.80	3.75	BB10 Rubber Covered Balls.....	.85 10.00
BB5 High Hat Monks, 9".....	.80	6.75	BB11 Carnival Decorated Balloons, No. 2 Six, Best Grade.....	2.35
BB6 Cell, Doll, 7" with Feather Dress, Hat and Cane.....	.65	7.50	BB12 Balloon Stix, Best Grade.....	.25
BB7 Swagger Stix, 36 In.....	.50	5.50	BB14 Robinhood Hats, Felt with Colored Feather.....	.30 9.00

**SENSATIONAL HIT!**

**CLEAN UP AT THESE AMAZING LOW PRICES!**

FISHLOVE'S TRICKY DOGS—Livest, hottest seller in years! Super-magnetic action, they twirl, move towards or away from each other in comical fashion. Keep folks amused for hours! Handsome dogs, each pair packed in attractive 2-color box. Fishlove Quality—Fishlove Low Price! Rush your order!

Licensed Gen. Elec. ALNICO Magnets

**TRICKY DOGS**

No. 866 Per Doz. **\$1.75** • Per Gross **\$19.50** • Trial Doz. Prepaid **\$2.00**  
 No. 867 "BATTLING PALS," Elephant and Donkey—Same Prices!

**LIVE BABY TURTLES**

ALWAYS A HIT! Ideal for County and State Fairs, etc. **WALT DISNEY CHARACTERS**, in Lots of 100, Each..... **11c**

FLORAL DESIGNS, SCOTTIE, etc. Lots of 100, Each..... **10c**  
 Approximate Wt. Per 100, 4 Lbs.

Sample Dozen, Postpaid, **\$1.50**

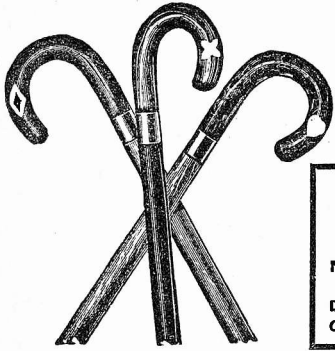
ALL PRICES F. O. B. CHICAGO

**H. Fishlove & Co.** 714 N. FRANKLIN ST., CHICAGO

SINCE 1914 MANUFACTURERS OF NOVELTIES THAT AMUSE

Thank You for Mentioning The Billboard.

### Newest Novelty Merchandise For Carnivals and Fairs



3725—CHESTERFIELD CARVED HANDLE CANES. Gross \$7.50  
 3702—BAMBOO CROOK CANES. Per 1,000 6.50  
 3752 and 3753—NOVELTY HEART CANES. Per 100 4.50

The Famous **LOVE PUPS**  
 Newest Mystery Magnet Novelty  
 No. 4010—Love Pups. Put up 2 dogs in a set.  
 DOZ. SETS...\$ 1.85  
 GRO. SETS... 21.50



2024—7-INCH FEATHER DRESSED CELLULOID DOLLS, With Assorted Hats and Canes. Doz., 70c; Gross \$ 8.00  
 2029—12-INCH WHITE FEATHER DRESSED DOLLS. Doz., \$1.85; Gross 21.00  
 2108—FUR JUMPING MONKEY, Height, 6 1/2 in. Gross 3.75  
 4005—CELLULOID BUTTONS WITH COMIC SAYINGS. Per 100, 73c; Per 1,000 6.95  
 SEND FOR FREE COPY OF OUR 1939 CATALOG

**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

## NOTES from SUPPLY HOUSES

The Everedy Co., one of America's oldest and largest chrome gift manufacturers, has assembled a special collection of 19 of the firm's most popular numbers. The assortment supplies each such item in duplicate with one or two exceptions, and it is reported to be making a hit everywhere it is shown.

Radio Wire Television, Inc., formerly Wholesale Radio Service Co., Inc., is featuring the new Lafayette Model S-50 in its new fall catalog. The set, the firm reports, furthers the trend toward small size and elegance of appearance in small battery portables. Only 12 1/4 inches long, 7 1/2 inches high and 5 1/2 inches deep, it is covered with imitation alligator skin which makes it ideal for traveling. Set has combination of four of newest battery tubes and uses built-in loop. An outstanding feature is the built-in magnetic loud-speaker. One set of batteries supplies approximately 200-hour service, the firm reports.

### Wilson New Head Of Premium Sales

CHICAGO, Sept. 9—Appointment of M.R. Wilson as director of sales for Premium Sales Co. was announced today by J. Bazelon, owner of the firm. Wilson will assume his duties immediately in the firm's new location at 800 West Washington boulevard, where more spacious showrooms and offices have been established to take care of increased business.

Speaking of the company's policy, Bazelon said: "We are proud of our accomplishments and believe we will have one of the most beautiful and spacious premium display rooms in the country, with each and every item properly displayed. We have also been named national premium counselors for the Majestic Radio and Television Corp.; distributors to the premium field for the William A. Rogers silverware manufactured by Oneida, Ltd.; the Gaylo Mfg. Co. and Asphalt and Insulation Mfg. Co. Our planning and merchandising department is capable of suggesting time-proven plans, copy and layout from the idea to the complete campaign.

"Premium Sales has also added facilities for servicing sales promotion on premium accounts."

### MIDWAY GROSS

(Continued from page 3)

500 columns and radio broadcasts, from the midway alone, were 209.

"This support for the midway is the direct result of a vigorous campaign by Henry Lund, publicity director of the Minnesota State Fair, placing the midway on a parity with other features of the fair," Dadswell stated.

With record-breaking business on this year's tour of the Western Canadian provinces and a spring season made brilliant by a spectacular three-week engagement in St. Louis, Royal American Shows, Dadswell went on, are well on their way toward the greatest season in their history.

"The war in Europe is creating unprecedented optimism in the South as a result of price boosting in cotton," said Dadswell. "This condition is certain to result in an upward trend in business at Memphis, Nashville, Knoxville, Birmingham, Jackson and Mobile, the last-named city now the most vital cotton shipping center in the South. The Pensacola engagement, too, is certain to boom in the face of great increases in naval aviation activities which center there.

"With seven most important fairs still on their itinerary, Royal American Shows at this stage of the season are well ahead of their own previous high."

### Abbott Says Nothing Done Yet About "Class A" Midway

CINCINNATI, Sept. 11.—Since the story about the rumor saying J. W. (Patty) Conklin was slated to direct the midway at the Canadian Class A fairs in 1940 went to press (see first carnival

page this issue), P. W. Abbott, secretary of the Edmonton (Alta.) Exhibition, was contacted at Victoria, B. C., and his reply, by wire, is about the same as that received from Sid Johns, secretary of the Saskatoon (Sask.) Exhibition. "No midway arrangements for 1940 for Class A fairs considered or discussed until January next when representatives from A fairs will meet in Winnipeg and deal with matter," reads Abbott's telegram dated Saturday. "No authority to any person to make arrangements or announcement prior to that time. Sorry delay in answering. Here on forced rest period."

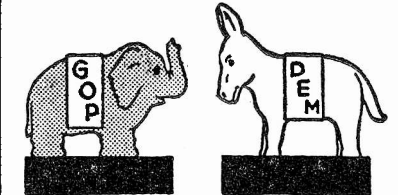
### Corporation To Operate Three in North Carolina

KINSTON, N. C., Sept. 9.—Neuse-Atlantic Fairs, Inc., will operate three fairs in North Carolina this fall, said N. G. Bartlett, secretary-treasurer. First will be Neuse-Atlantic Fair here, with Dodson's World's Fair Shows on the midway, to be followed by Halifax County Fair, between Weldon and Roanoke Rapids, for which Heller's Acme Shows have been booked. Barnett County Fair, Angire, will have Kaus Exposition Shows.

Fairs will operate six days and will feature free acts and Ohio Display fireworks. Higgins Band will play Halifax Fair and Dodson Band will furnish music in Kinston. Premiums will be offered at all fairs. Officers are J. A. Jones, president, and R. F. Grady, vice-president.

### MAGNETIC NOVELTIES

First to introduce these most sensational Vest Pocket Novelty Sellers, that is the reason we are the leading distributors. A complete line at every price, and we are never undersold. Genuine G. E. Alnico Magnets used exclusively. Buy 'em from headquarters.



**FRIENDLY ENEMIES**  
 First again with a New Hit—Magnetic G.O.P. Elephant and Dem. Donkey Novelty. It's going to be the hottest selling novelty today. Genuine Alnico Magnets, lustrous red bases and cleverly moulded figures in grey and tan. Special instructions enclosed for Republicans and Democrats. Each in slide box. Retail 50c. Order No. B15X57. Per Doz. Pairs, \$3.25. Per Gross, \$36.00. Three pair postpaid for \$1.00.

**SNOOTY PUPS**  
 B15X54A—The Original Novelty Pups. Black and white Scotties with red bases. Per Doz. Pairs, \$2.40; Gross, \$27.00.

**JITTER PUPS**  
 B15X54B—Moulded Black and White Terriers on silver bases. Per Doz. Pairs, \$2.40; Gross, \$27.00.

**LOVE PUPS**  
 B15X—Smaller in size. Each pair in envelope. 12 envelopes mounted on catchy display card. Per Card, \$1.85; Per Gross (12 Cards), \$21.00.

**SNIFTER PUPS**  
 B15X—Cast Metal Dogs mounted on painted bases. Per Doz., \$1.65; Per Gross, \$19.00.

**SPECIAL INTRODUCTORY OFFER**—One Pair of Each of Above Sent Postpaid for \$1.00. (4 pair) Love Pups Excepted (sold carded only). Catalogs 393 and 395 sent on request. Mention your business. We do not sell retail.

**JOSEPH HAGN COMPANY**  
 The World's Bargain House.  
 217 & 223 W. Madison St., Chicago, Ill.

### ENGRAVING JEWELRY

Hand-Made Gold Wire Jewelry. Also Wire-workers' Supplies. Our quality is the best and our prices are the lowest in the country. Send \$1.00 for ten different samples, or \$2.00 for complete samples. No catalogs requests.

ATTENTION, AGNES ABIZAD.  
**AMERICAN JEWELRY NOVELTY MFG. CO.**  
 73-75 North Washington St., Plainville, Mass.



### MAGNETIC DOGS

**GOOD WORKERS—NO LARRYS.** Sample 25c; Doz. 2.00; Gro. 21.00. Also **MAGNETIC DONKEY and ELEPHANT, HEN and ROOSTER.**

**MULES:** extra strong Action... with **THICK Genuine ALNICO BASE;** 2.75 Dozen. **NEW! MAGNETIC LOVE DOGS,** all-metal. Do All Stunts. Doz. \$3.50; Gro. \$36.00.

**MAGIC COIN BOX TRICK,** Flat Wood Box, 1.25 Doz.; Squa. Wood Box, \$1.50; and our **NEW Improved make with METAL outside box (1.00 Retailer), 2.00 Doz.**

**FAST SELLERS BELOW LISTED at DOZ. PRICE**  
 Doggonit in box .60 Sneeze, Itch... .25  
 Squirrel Magn, Glass .40 Trick Matches... .25  
 Sgt. Bloody Fing. .35 Pepper Hot Gum .35  
 Cartoon Card Sets .50 Stinko Plugs... .35  
 Comic Spinners .50 Auto Tire Bomb .40  
 Transparent Mirror .35 SHIMMY Dancers .25  
 Sand Cards, asst. .30 STICKY JOKE .35  
 Monk Head, metal 1.50 HOT SEAT JOKE .40  
 Monk Cane & Tray 2.75 JOKE VOICE TESTER .80  
 Rub. Glove (folder) .60 SNAKE on STICK .65  
 Cigaret Plugs... .25 Comic Diplomas. .20

**FUNNY!** Fortune Telling (Squirrel) Dog... .65  
**New Hot Shimmies (Pocket Folder) Form...** .35  
**NEW! FAIR VIEWS (Black-Eye Joke)** .50  
 Samples, yes. 50 assorted for 2.00.

**IF IT'S A TRICK, JOKE, PUZZLE, WE HAVE IT**  
**MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.**

### FUR FABRIC COATS JACKETS and BOLEROS

"Look Like a Million Dollars"

Genuine "KORACAL" fur fabric coats and jackets are sensational sales items for agents, pitchmen, salescard operators, etc. Women are amazed at wonderful values, smart styles and extreme luxury. Positively biggest bargains ever offered. Agent's price of coats as low as \$8.00. Jackets as low as \$3.25. Get our wholesale prices.

WRITE OR WIRE FOR DETAILS

H. KORACH CO.  
 809 W. Roosevelt Road, Dept. BB, Chicago, Ill.



**JUST OFF THE PRESS. CATALOG NO 40. WRITE FOR YOUR COPY NOW. ALL PRICES REDUCED. BE SURE AND MENTION YOUR LINE OF BUSINESS. MIDWEST MDSE. CO., 1010 BDWY., KANSAS CITY, MO.**

### OUR NEW REVISED CATALOG 1939-1940 Ready for Distribution.

Complete Line for Wagon Men, Agents, Premium Workers, House-to-House Canvassers.

Free Sample Case With First \$10 Order  
**CHAMPION SPECIALTY CO., 814-U Central Street, Kansas City, Mo.**

**It Has Flash! Class! UNDERWOOD ELECTRIC SHAVER**  
 Biggest Value at **\$1.00** Each Plus Postage (25% Deposit)

### "LOVE PUPS"

(Made with Genuine G. E. Alnico Magnets)

DEAL DIRECT WITH AMERICA'S LEADING MANUFACTURER

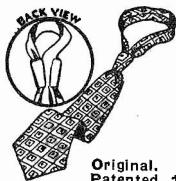
**LOWEST PRICE!**

A. M. WALZER CO., Security Bldg., Minneapolis, Minn.

### Genuine FUR CHUBBYS

Latest style Fur Chubbys for the Fall Season. Buy from well-known New York Firm. Genuine Fur Chubbys—piece dyed Seal dyed Coney, black or brown colors, finest quality, fine finish, sizes 14-42 with 1/2-3/4 or full sleeves. **\$5.50 Ea.** \$1 Deposit, Bal. C.O.D. Money returned within 3 days if not satisfactory.

**GENERAL FUR MFG. CO.**  
 152 WEST 24TH ST., NEW YORK, N. Y.



### ORIGINAL SLIP-NOT-TIES

New FALL Line, \$2.50 Doz. **REAL 50c SELLERS.** Repeats. Send for Sample Dozen and be convinced. Free Catalog.

Original. **GILT-EDGE MFG. CO.**  
 Patented. 13 N. 13th St., Phila., Pa.

### FLASHY PREMIUMS

Hand-Painted Scenic Oil Paintings, 12 by 28 inches, in frames, \$4.00 per dozen, without frames, \$2.00 per dozen, 1/3 deposit with order, balance C. O. D., express.

**THE GRASK COMPANY, Inc.**  
 1222 GRAND AVENUE, DES MOINES, IA.

### BULOVA - GRUEN - ELGIN - WALTHAM

5,000 ON HAND POSITIVELY LOWEST PRICES  
 Wrist & Pocket Watches FOR LADIES AND GENTS  
 Reconditioned, Guaranteed Like New. 1940 Styles now available. Write for Free Catalogue.

**NORMAN ROSEN**  
 Wholesale Jeweler PHILADELPHIA, PA.  
 801 SANSOM ST.,



**BINGO BUSINESS**

(Continued from page 52)

to hear if any ops are using it. If you are, write us all about it.

A NURSERY should be a great thing to stimulate interest in indoor bingo. With the fall season just beginning to open this seems an ideal time to inaugurate such an arrangement. If you've got such a one in mind, we're betting on you.

A LETTER from R. K. S. at Marland, Okla., inquires as to how a commercial enterprise can conduct a successful bingo.

THE FIRST STEP, of course, is to secure the aid of someone who knows the ins and outs of the game. Competent operators are available and can really put on an excellent game—working angles of which amateurs would never think. An important thing, too, is to see that a fair portion of the profits go to a charity sponsored by a reliable group. With this sort of arrangement the organization can boost the sale of tickets. And, above all, with a good organization benefiting from the game narrow-minded publicity-seeking politicians will steer clear and make no attempt to keep the game from being held.

WHEN you stop to think of it, it is doubtful if any existing type of amusement comes so nearly to being 100 per cent beneficial to everyone alike as bingo... a fact emphasized by the current poor relief situation. The inability of private industry to solve the unemployment situation and the curtailment of the WPA program is transferring a tremendous burden upon the shoulders of both local tax-supported charities and private charities. And, whereas the city and township officials must hoist the tax levy to take care of their heavier burdens, no such simple method is at the disposal of benevolent organizations, church societies and fraternal charities whose function is to aid the unfortunate. Fortunately, thousands and thousands of churches and organizations have discovered that bingo offers a happy solution—raising the needed funds for their respective worthy causes—yet giving the public more than full value in return. Bingo is one game that knows no age limit and it daily provides thousands with the utmost in relaxation and enjoyment at a minimum cost, plus an opportunity to take home a worth-while merchandise prize.

PROOF that bingo's popularity is strong was given at Wilkes-Barre, Pa., recently, when some 14,000 jammed Artillery Park, home grounds of the Wilkes-Barre Barons of the Eastern League, to participate in the gala games sponsored by the St. Joseph Church of suburban Wilkes-Barre Township. Though the attendance was reported by police and park attendants to have taken its place among the best at the baseball park over recent years, the crowd was easily accommodated in the playing field and stands. Many were seated on benches in the outfield while the grand stand and left field bleachers were jammed.

OPERATORS—be sure to replenish your prizes now. Of course, you should do this as often as necessary but right now is the time to get those summer items off the shelves and replaced with numbers that will go good with the fall and Christmas trade. Act now—get more profits.

**GLAMOROUS FUR COATS**  
Our 1940 Creations in Style and Value Unsurpassed Are Now Available.  
ACT immediately and make your selection of Sealines, Lapins, Coneys, Caraculs, Marminks, Kid Paw, Beaverettes, Me n-doza, Beavers, Pony, Skunko-lene, Skunks, Persians, Krimmer Paws and every other Fur Coat.  
**\$8.00** up  
ALSO BOLEROS AND SCARFS from a large range.  
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**DEALS**

(Continued from page 52)

and distributor who make up deals to resell to operators.

Reports received from fur-coat manufacturers and distributors indicate that earlier predictions of a big fur season this year will in all likelihood pan out.

**HAPPY LANDING.**

**BETTER MDSE.**

(Continued from page 52)

a better display of quality. Factory agents attending the shows to see the trend reported that the demand for better merchandise will have a decided influence on articles which will be released soon for the Christmas trade. While many manufacturers distributed samples of nearly their entire output, there are several items yet to be introduced for the Yuletide trade.

**PALISADES, N. J.**

(Continued from page 38)

last few days, the hardest to push, had folks strolling and spending.

A meeting of top amusement men (the names are slightly under cover) at NSA clubrooms recently nominated Construction Boss Joe McKee, of Palisades, as head man for building anything that can be built. This may be a surprise to him, but a scroll is on its way phrased "Architects design things. McKee makes it possible." And Superintendent Al McKee takes breath between his rapid rounds of inspection of the 36 rides to say, "That's right." It started as a gag, but maybe Al will be surprised next year when ride boys present him with a bicycle.

Adolph (Mice) Schwartz has such a fine stable of rodents that he wants Jack and Irving Rosenthal to continue operations until December. Anna Powers and kiddies, Mickey Furek and Mae Thiemann, counter by reminding that there's still a State called Florida which keeps calling. Phil Smith, pool manager, after 20 years of service finally got a surprise, an informal dinner in the locker rooms staged by the staff with patrons of years' standing invited. Highlight was presentation of a testimonial wrist watch. Jack and Irving Rosenthal made surprise (?) appearances and next gesture was Henry Daye and his orchestra carrying in their own band stand and then sitting in while Bunny Berigan and his ork were holding down the chores at Harry Shepard's Park Casino. . . . Some smiling faces seen were those of Miriam Okun, guest vocalist; Catherine McAvoy, Eddie Kapher, Helen Neirlich, Buntie Hill, Joe McKiernan, Mort Sabin, Vic De Respiris, Hal Klein, Roslyn Krehn, Dom Carafi, Terry Cadien, Dot Major, Georgie Patchett, Marian De Respiris, Pat Byrnes, Gloria Bacchetti, Tony de Vincent, George Hawkins, Muriel Winkler, ol' stand-by Hughie McKenna, Eileen Quinlan, Jimmy Corpew. . . . Then "Pete" Peisen, of the W. F., stopped by to pay his respects and recognized Mildred Ritter, "Always ready" Tony De Vincent, Red Magninio, Eddie McDermott, Gus Lesnivic, Jerry Smith, Mary Dobson and J. Corran Townes.

**PLAN I BIG**

(Continued from page 22)

fied by wire that his services were no longer required. No statement was forthcoming from AFA headquarters.

With the threatened tie-up of show biz averted, many night club and vaude ops in this vicinity feel a new lease on life for flesh shows. Many bookers have claimed that battle between AGVA and AFA here has soured talent buyers.

**CHICAGO, CHICAGO**

(Continued from page 21)

pops, featuring the smooth tenor voice of Walter Bloom, guitarist.

Jack and June Blair, ballroom tap team, do three numbers, interposed with turns and lifts. The boy is the more graceful dancer; the girl, a striking blonde, is a so-so dancing partner.

Band continues with a novelty labeled the *Bulldog and the Bullfrog* which gets its measure of crazy humor from Parnell Grina and Pee Wee Lewis. Billy Blake, trick trumpeter, who is introduced as a member of the orchestra, comes thru with good imitations of Busse, Glen Gray and Armstrong and returns for a smooth delivery of *When My Baby Smiles at Me*. Bob Pace, the ork's romantic and handsome tenor, follows with renditions of late tunes and impresses the customers with a good voice and winning personality.

Another strong novelty is band's in-

terpretation of *Ragtime Cowboy Joe*, with funny, well-timed bits that call for the service of almost every individual. Patricia Norman, cute rhythm songstress, follows with several tunes, warbled in an individual style. Her stronghold is still *Old Man Mose*, a tune that boosted her stock.

Joe and Jane McKenna furnish the comedy and come thru with flying colors. The act can hold down a next-to-closing spot because of its strong, hilarious material. Joe, who, incidentally, doubles as emcee and doubles well, created solid laughs with his drunk, and with sister Jane stopped things cold with their satire of an adagio pair.

Band brings the session to a close with a fast musical concoction. Business was good last show opening day. On screen, Paramount's new version of *Beau Geste*.  
**Sam Honigberg.**

**VAUDE GROSSES**

(Continued from page 22)

and may wind up first week with \$25,000. Slated to stay over. \$17,500 last week for second session of *Bachelor Mother* and vaude show.

State-Lake has another of the Blondie series (*Blondie Takes a Vacation*) and eight acts topped by Harry Rose and Coleman Clark. Headed for a good \$15,500 gross. Similar figure came in last week with *Hell's Kitchen* and Milt Britton's Band. Oriental's \$13,000 last week was a little off, due to a weak unit and return to single picture policy. Gross will be boosted a couple of grand this week, with return of twin bills (*Susannah of the Mounties* and *Mutiny on the Blackhawk*), plus five-act flesh show.

**Palomar, Seattle, Fair**

SEATTLE.—Palomar, with Conway and Dale heading stage show, plus pic, *The Girl From Rio*, just about hit its average of five grand for the week ending September 1.

**Fox Tower's Good \$7,350**

KANSAS CITY.—Tower, with stage bill including Ted Waldman and Suzi, Grant Family, Sid and Peggy Page, Charles Davis, Tower Glamour Girls, Novaline Payne and Milton Frank and Novelty Swing Band, plus pic, *It Could Happen to You*, grossed \$7,350 for week ending August 31. House average is seven grand.

**Whiteman Ork Hypes Orph**

MINNEAPOLIS.—Orpheum, with Paul Whiteman Band and pic, *Hotel for Women* playing three days, grossed a solid \$10,100. Remaining four days of the week ending August 30 grossed \$2,000 with pic, *Coast Guard*, and no stage show. House average is \$4,800.

**Boles \$6,500 on Four Days**

MEMPHIS, Tenn.—Orpheum, with John Boles playing a four-day engagement ending August 30, grossed \$6,500.

**Miller's 19 Grand**

BALTIMORE.—Hippodrome, for week ending September 5, grossed \$19,000 with Glenn Miller Ork and pic, *In Name Only*.

**"Impressions" Does Average**

MILWAUKEE.—*Impressions* of 1939 turned in an average \$6,500 gross at the Riverside Theater here for the week ending September 7. Show included Owen McGivney, Olive White, Floyd Christy, Chick and Lee and the 12 Fred Evans Dancers. Pic, *Parents on Trial* (Col.).

Blackstone, for week ended August 31, grossed \$9,363.65 at the Riverside with pic, *Should Husbands Work?* This was Blackstone's third date at the theater.

**Krupa-Haley Strong**

PHILADELPHIA.—The Earle, in its second week with Warner vaude, is continuing to pay handsome returns. Gene Krupa's Band and Jack Haley proved solid lures, the gross for last week exceeding \$23,500. The weather has been conducive to theater attendance, a fact which causes no complaint from the box office. *The Adventures of Sherlock Holmes* is the screen occupant.

The Carman also paid correspondingly

high returns with a bill better than usual. The take hovering around \$5,500 was made possible by the drawing power of the Kidoodlers. Supporting them on the bill are Ward and King, Ted Lester and Kimberley and Page. Pic *Clouds Over Europe*.

**UNDER THE MARQUEE**

(Continued from page 32)

brigade agent with Lewis Bros.' Circus. The other is Harry Pittello, who for many years drove the gilly wagon on the Mugigan and Bowers shows out of Peru, Ind. Anyone who would like to write them can do so care Box 499, Hot Springs.

ASHEVILLE, N. C., daily papers and the weeklies roundabout this tourist city, recently gave much space to a historic cane that came to Hon. George Pennell, the live-wire attorney of that town, known as the "Barnum of the Carolinas" and staunch friend and booster for shows and showfolk when in his bailiwick. The cane is of ebony wood with an ivory handle. In the days of the late Captain Jack Bonavita, it had a steel prod on its tip end, and the fearless Bonavita handled the big black-maned lions for Frank C. Bostock, the animal king, with it. It passed into the hands of the late Colonel Lew Nichols, circus side show man, who, with other showfolk, had it transformed into a cane and gave it to Doc Waddell. Waddell promised his loyal friend Pennell that when he died the cane would come to him. That was arranged in Waddell's will, but having taken residence in the Ohio Masonic Home at Springfield, O., Waddell saw that the gift was made while both lawyer friend and he are still in the flesh. It is attracting attention at Asheville.

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No. 2417.—Imperial Dry Shaver. Sample 53c; Doz. 49c each; 6 doz. 47c each.  
No. 2420.—Underwood Dry Shaver. Sample \$1.15; Doz. 98c each.  
**Hot Doggie Magnetic PUPS**  
No. J638.—The magnetic toy that keeps 'em spellbound. Dependable G.E. licensed magnets. Packed one black and one white in a box. Size of each pup 3/4" x 3/4".  
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# PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**BILLY HANNAH** . . . . . scribes from Phoenix, Ariz.: "I just closed a week's run at the Ritz Cafe here, doing a blackface specialty. I was formerly with Doc Lloyd Long, Chief Van Red Feather, Doc Meranda and A. W. Lithgow. Am out here for my health. Haven't seen any pitchmen for some time and would like to read pipes from Doc I. M. Pierce, Doc Lloyd Long and Chief Van Red Feather."

**CELEBRATIONS** were golden events in other years. Let's hear from the boys who are working the many that are being held all over the country this year.

**THRU AN ERROR** . . . . . in a recent issue it was inferred thru this column that Mary Wedge was married to Chick Townsend. Mary is still happily married to Chet Wedge.

**HIGHPOCKET'S OLIVER** . . . . . pipes a warning to any of the boys aspiring to play Washington, D. C.: "The tips are all tombstones. On a week stand I was only able to make the nut. Would enjoy seeing a pipe from Hometown Lee."

**CARL HERRON** . . . . . scribes that the boys went to town on 42d street, New York, on Labor Day. Jack King and his co-workers did a rushing business with radio plugs. "I was very much surprised," says Herron, "to see the almost forgotten wrist watch mob operating on the sidewalks of New York once more. The boys would like to hear from Bill Eckert."

**DO YOUR** lounging next winter. There's a world of territory to be made now.

**MIKE HEALY** . . . . . the Bug Man, typewrites: "Am still with Butch Cohen. Just got thru with Denver and Omaha territory with battery radios and silverware, working with two trucks and a car and a crew of eight. Am now operating out of Salt Lake City in Utah, Idaho, Wyoming, Montana and South Dakota to okeh biz."

**BOB POSEY** . . . . . pens from Jackson, Mich., that he saw there Pat English and brother and J. Cottrell, working sheet; H. B. Kennedy, med; George Barry, solder; Martha Barry, handwriting, and several others. Says he would like to read pipes from Jim Osborne and Al Decker.

**HOROSCOPE HENRY SEZ:** "How can you expect to rest well if you lie down on a hard job?"

**BEN GROSS** . . . . . auction jam man, has been ill for the past two weeks at his home in Anna, Tex., and is anxious to hear from friends.

**HARRY CORRY** . . . . . sends a communique from Pueblo, Colo.: "I left Hennies Bros.' Shows at Great Falls, Mont., and started hopscotching. The first fair I made was Ogallala, Neb., with Jack Ruback. I jumped from there to Sedalia, Mo., where I worked on the same location I had last year to good results, and then jumped here where I traded my car for a new one. Fair at Pueblo ended September 1, and tho it didn't compare with Sedalia, I had a fair gross. Whitey Christensen and Slim Rhodes also had jam spots at Pueblo. Bob Hanley, Harry Levitt and Curley Zamon were with me and everybody got a little money. Slim Rhodes and I joined forces Labor Day and will be partners. Bob Hanley is our tip man. Would like to read pipes from Bill Sherrick, Joe Morris, Benny Gross, Marvin South and Art Meyers."

**IF YOU MUST** go South this winter, look before you leap.

**DAVID THOMAS** . . . . . blasts from Dubuque, Ia.: "I met Lawrence and Elsie Sorensen in Austin, Minn., and he said he had just come out of Michigan and that it was okeh. If anyone has a flach act, the night spots are good in the following Minne-

sota towns: Albert Lea, Austin, Rochester and Minneapolis, and the law is okeh if you work inside. At Waterloo, Ia., I found the town dead. John Derre Co. there has been closed two months, so I would advise anyone with the idea of working Waterloo to look it over first. Cedar Rapids and Dubuque are okeh."

**PITCHMEN'S** many faultfinders shouldn't worry about the pitchman. He'll manage to take care of himself.

**ED ROSS** . . . . . is in Detroit looking for spots there for the winter.

**DOC DUNCAN** . . . . . left the Motor City for points south on Labor Day.

**GYPSY BROWN** . . . . . Tommy Hoy and Dr. Lilley are still holding down a lot on Monroe street, Detroit.

**HUSTLE,** more than anything else, is needed to keep business increasing.

**AT THE FAIR** . . . . . in Detroit are Billy and Minnie Blackhawk, Curley Bartock and family, Johnny Vaught and wife, Bill Boyce and wife, George Hannley, Abe Dondel, Bill Ellis, Jack Gibson, Dr. Moore, Joe Lesser, Speedy Rose, Larry Valoure, Tim O'Day and wife and Chet Wedge.

**MADALINE E. RAGAN** . . . . . tells that it rained Labor Day at the fair in Detroit. Business is off as compared to last year, she says, and adds that Zimmy Phillips is looking fine after his recent illness and that Dr. Anthony is seen around the Roxy lot in the Motor City. The Jacobs worked the Indiana State Fair, Indianapolis, she says.

**MONUMENTS** should be erected to all in the pitch profession who are continually trying to put it on a higher plane as to business methods.

**A BOUQUET** . . . . . for Dan Sherwin is contributed by Kellum Fannin, who writes from Norman, Okla.: "En route to an Oklahoma town to broadcast a radio program, I happened to notice a modernistic, streamlined medicine show on a lot in Henryetta. The flash and showmanship presented on the lot caused me to stop. I learned that the owner, Dan Sherwin, was a humorist with a wealth of knowledge concerning the human anatomy and an unlimited reserve of psychology, which he used constantly in keeping two jumps ahead of his audience. I remained over for his show that night. It was a well-balanced variety program, nicely spiced by a Toby and a blackface who kept the audience in an uproar. I left the lot that night feeling refreshed, but realizing that we boys on the air have some stiff competition."

**MYRTLE HUTT** . . . . . says she, was the only pitch woman at the Mineral Point, Wis., Fair. She worked inside during the day with punch needles and on the midway at night with handwriting analysis. Says the fair was a success and that everyone made money.

**HOW CAN** anyone hope to progress if he makes a practice of hindering others?

**LEAFIES** . . . . . seen at the Elizabeth, N. J., dog show were Lou Reynolds, Ben Bremmer, Ted Robinson, Duke Monahan and Roy Graham.

**RENO E. GLASCOCK** . . . . . pencils a note from Sharp Park, Calif.: "I am confined in a hospital here, where I underwent a minor operation September 1. I will be 50 years old September 11. Half of that time I have spent in the pitch game. I blew into San Francisco about May 15 and worked various locations unmolested for quite a while, then police began to pick up all the boys. I was arrested twice and each time my stock was confiscated. Tom Barrett

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and the other boys in the downtown district are afraid to work. Louie Goldhaber is here but not working. I don't know how long I will remain here, as I am flat broke and have no chance of getting any stock. Wonder what has become of Bobby Dale. I would like to read pipes from friends."

**BE SURE of getting what you order and getting it on time by doing business with a reliable firm.**

**FROM AL SEARS . . .**

"Men are all getting money around Newark, N. J. Seven-in-one glasses are going big. I am working gummy at Mulberry and Market streets. Poke flashes are worked with the leaf and pen workers are getting money."

**SEEMS TO US that it wouldn't be a bad idea for you to open up and let your friends know thru this column where you spent the summer.**

**Pitchdom Five Years Ago**

Roundy Carruthers and Little George Beaver were clicking with a med show in Illinois. . . . A. Russell Murray, who hadn't made a pitch in over a year, was emseing a House of David Show in Connecticut. . . . Arthur Pyle's Light-hawk Remedy Co. was in its 96th consecutive week with the same performers it opened with. . . . Doc Clifford Stevenson and H. B. Billick were working together in Illinois. . . . J. P. Simpson's O-Quaka Med Co. played two weeks at Westplains, Mo., to good business. Show's roster included Frosty Kelly, Boob Kelly, Juanita Simpson, Inky Simpson, Lanson Stivers, Pete Simpson, Pitt and Pittman and Smoky Pittman. . . . Cleary Family Med Show was in its second week in Stockertown, Pa., its banner spot. Jerry Frantz moved in there on the former show's second week, but both outfits did well. . . . Dick Garrison died August 29 from a head injury. . . . Many med shows had passed up Diboll, Tex., because of competition from night ball games, but the Lightning Medicine Co. played the spot and with a callopie drew big crowds. . . . Doc Harry F. Burton teamed up with O. M. Cotton, hotel operator in Michigan and Florida, to operate the Poinsettia Hotel, Sarasota, Fla., during the winter. . . . Ricton's Show returned to canvas after some time in halls and played Spencer, Tenn., its first week stand in a year. . . . That's all.

**BEGIN WRITING those short pipes now. It gives everyone a chance to have his say thru this pillar.**

**Events for 2 Weeks**

(September 11-16)

- CALIF.—Glendale. Dog Show, 17.
- Lodi. Grape & Wine Festival, 15-17.
- San Diego. Mexican Independence Day Fiesta, 16.
- Santa Barbara. Natl. Home Show, 11-16.
- COLO.—Hotchkiss. Rodeo, 13-15.
- CONN.—Rocky Hill. Vol. Firemen's Carnival, 11-16.
- ILL.—Abingdon. Horse Show, 15-16.
- E. St. Louis. Legion Home-Coming, 11-16.
- Lake Forest. Dog Show, 17.
- Oblong. Legion Mardi Gras, 12-16.
- Vandalia. Old Settlers' Reunion, 15-16.
- IND.—Ft. Wayne. Auto Races, 17.
- North Judson. Celebration, 13-18.
- Waynedale. Celebration, 12-16.
- IA.—Des Moines. Food Show, 17-19.
- Weldon. Free Barbecue & Fall Festival, 16.
- KAN.—Overland Park. Dog Show, 16.
- Topeka. Dog Show, 14-15.
- MD.—Centerville. Eastern Shore Show, 12-14.
- Fair Hill. Breeders' Fair, 15-16.
- MINN.—Morristown. Corn & Colt Show, 15-16.
- MO.—Bonne Terre. Chamber of Commerce & Merchant's Booster Week, 11-16.
- Gallatin. Fall Festival, 13-16.
- Pleasant Hill. Street Fair & Home-Coming, 12-16.
- N. J.—Passaic. St. Anthony's Church Celebration, 11-17.
- Far Hills. Dog Show, 16.
- O.—Canal Winchester. Legion Fall Festival, 13-16.
- Cleveland. Dog Show, 17.
- Perrysville. Home-Coming, 13-16.
- Trotwood. Fall Festival, 14-16.
- OKLA.—Enid. Cherokee Strip Celebration, 14-17.
- ORE.—Pendleton. Round-Up, 13-16.
- PA.—Allentown. Dog Show, 17.
- McClure. Bean Soup Home-Coming, 14-16.
- TENN.—Memphis. Rodeo, 11-16.
- TEX.—Houston. Independence Celebration, 12-17.

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Hot, peppy, laughable designs in flashy colors. 20 new designs, fast 10c sellers. Eye-opening profits. Start filling your pocket-book for Xmas. No excuse for being broke. 100, \$2.50; 500, \$10.00; 1,000, \$18.00. Real sellers. No junk. Envelopes with each card. 20 samples, \$1.00. None Free.

COMIC SHOP

2463-A Kensington Ave., Philadelphia, Pa.

W. VA.—Davis. Blackwater Falls Pageant, 16.

CAN.—St. John's Nfld. Indoor Circus, 12-23.

(Sept. 18-23)

- CALIF.—Bay Meadows. San Mateo Fiesta-Rodeo, 21-24.
- Fresno. Dog Show, 23-24.
- San Rafael. Fiesta, 20.
- IDA.—Lewiston. Round-Up, 22-24.
- Nampa. Harvest Festival, 22-23.
- ILL.—Forreston. Sauerkraut Day, 21.
- Greenville. Bond Co. Fair & Farmers' Inst., 21-22.
- Warrensburg. Home-Coming, 20-23.
- Washburn. Fall Festival, 22-23.
- IND.—Coatesville. Fall Carnival, 22-23.
- Peru. Indian Powwow, 24-26.
- IA.—Keokuk. Fall Celebration, 18-24.
- KAN.—Wichita. Dog Show, 18-19.
- KY.—Stamping Ground. Community Fair, 21-22.
- MD.—Edinburg. Merchants' Fall Festival, 21-23.
- MASS.—Boston. Gift Show, 18-22.
- MICH.—Paw Paw. Grape Festival, 21-23.
- MINN.—Amboy. Corn Festival, 19-20.
- Montgomery. Kolacky Day, 24.
- MISS.—Newton. Dairy Show, 21-22.
- MO.—Alma. Fall Festival & Agrl. Show, 21-23.
- Belton. Home-Coming, 20-23.
- Dexter. Fall Festival & Agrl. Show, 18-23.
- Kansas City. Art & Gift Show, 17-23.
- Maysville. Stock & Horse Show, 19-20.
- Norborne. Farm & Farnyard Fair, 20-21.
- Palmyra. Fall Festival & Home-Coming, 18-23.
- NEB.—Plattsmouth. King Korn Carnival, 20-23.
- N. J.—Metuchen. Metuchen Co. Fair-Combined Fire Companies, 18-23.
- N. Y.—Huntington. L. I. Dog Show, 23.
- New York. Merchandise Fair, 18-22.
- Westbury. L. I. Dog Show, 24.
- O.—Athens. Natl. Brands Picnic, 24.
- Chippewa Lake. Dog Show, 24.
- Green Camp. Fall Corn Festival, 20-23.
- Greenville. Auto Races, 24.
- Jackson. Apple Festival, 20-23.
- Junction City. Home-Coming, 20-23.
- Utica. Home-Coming, 21-23.
- OKLA.—Waynoka. Pioneer Celebration, 21-23.
- PA.—Bradock. VFW Celebration, 13-23.
- Philadelphia. Bryn Mawr Horse Show, 20-23.
- TENN.—Dresden. W. Tenn. Potato Festival, 20-22.
- TEX.—Bastrop. Live-Stock & Poultry Show, 22-23.
- Amarillo. Rodeo, 18-23.
- UTAH.—Salt Lake City. Dog Show, 22-23.
- WIS.—Chippewa Falls. Dairy Festival & Celebration, 20-23.
- WYO.—Basin. Bean Festival, 22-23.

**MODEL BUILDERS'**

(Continued from page 31)

burg, Pa., writes that the show will be complete in a few weeks. J. W. Barrett, Essington, Pa., is visiting in Nova Scotia. Anyone desiring information regarding the Circus Model Builders and Owners' Association should write to Russell T. Warner, secretary-treasurer, 1418 Mulberry street, Reading, Pa.

**CORRAL**

(Continued from page 32)

Meyersdale (Pa.) Fair. Roster includes Thornie Guest, Leonard Murray, Doc Blackstone, Lew Stratton, Ray Wayatt, Tex Jones, Lola Hunt, Peggy Murray, Clair Jones, Rose Washington, Tom Hunt, Spike Tinley, Elmer Sutterly and Chief Jim Washington.

**BOARD OF SUPERVISORS of Louisiana State University, Baton Rouge, announces cancellation of a rodeo contract for the next two years with McCarty & Elliot, of Cheyenne, Wyo., which entailed expenditures of \$60,000 for both seasons. Contracts for the \$30,000 rodeos in the fall of 1939 and 1940 were authorized last May before resignation of the university's former president, James Smith.**

**OVER 20,000 attended the third annual three-day rodeo in Harrison, Ark., August 24-26, with congressmen, State and city officials taking part in the parade which opened festivities. Event was the greatest of its kind ever held there, officials report, and was sponsored by the Harrison Athletic Association. Event was produced by T. E. Robertson and Herb Myers took first in calf roping; Dick Truitt, bulldogging; Slick Ware, bareback bronk riding; Eddie Curtis, saddle bronk riding; Hoyt Heffner, steer riding. Logan Jarnagin did whip-cracking and fancy roping. Nat D. Rodgers and wife handled the ticket sales.**

**MANY ACCIDENTS occurred at the recent Gordon (Neb.) Rodeo. Bill Till, sustained a broken right shoulder in bulldogging; Jesse Rhodes, broken chest bone and internal injuries when his bronk went into the grand stand with him; Lance Pollard and Cecil Henley, dislocated knees in bull riding. Paul Carney won the all-round champion cowboy title, and Chet and Nita Howell did trick riding. Stock was furnished by Lem Carmin. Cowboys participating were Milt Moe, Turk Greenough, Melvin Tivis, Leo Murray, Rube Nelson, Jim Snively, Billy Kingham, Al Wilkinson, Billy Williamson, Howard O'Neill, Harold O'Neill, Chet**

**JUST OUT—Be the First in Your Section**  
**AUTOMOBILE WINDSHIELD FLAGS**  
 American and Democracies. Official Sizes (American, 2"x3 3/8"; Others, 2"x3"). Permanent Colors. Transparent. Flags ready to put on.  
**HUSTLERS, STREETMEN, PAVIES AND PARKING LOT ATTENDANTS.**  
 Show Your Color and Your Sympathies. A Great Item Seller.  
 United States . . . . . Per Gross \$2.00 Polish . . . . . Per Gross \$2.00  
 British . . . . . Per Gross 2.00 French . . . . . Per Gross 2.00  
 Sample Gross (36 of Each of the Above) . . . . . \$2.00  
 1 Gross Each of the Above (4 Gross in All) . . . . . 6.00  
 Immediate Shipments.  
**SEND 25c FOR SAMPLES, WHICH AMOUNT WILL BE CREDITED ON YOUR FIRST ORDER.**  
**L. S. TAYLOR CO.** 4239 OLIVE STREET, ST. LOUIS, MO.

Bias, Jess Sears, C. Utterback, Jimmie Smith, Happy Sankey, Fritz Becker, Jiggs Thompson, C. Dayton, Jeff Lass, Wayne Houks, G. Brice, C. Hickman, Vincent Fast Horse, C. Melton, Rube Abel, Joey Carmin, George Carmin and Len Jacobs.

**X-BAR-X RANCH RODEO** broke attendance records for its second consecutive year at the recent Metropolitan Fair at Berea, O., according to Ralph Bechdolt, one of the sponsors. Moving into the Trumbull County Fair for three days, starting August 29, the rodeo almost filled the grand stand on the first night and the following night the show played to a sellout, ticket windows closing before 8:30 p.m. On the final night the rodeo again packed the grand stand. Roster includes Gordon Smith, John Gannon, Pete Glade, Ray and Ann Doering, Al Jones, Dorothy Ramsey, Ralph and Marjorie Bechdolt, Tom King, Eddie Guy, Roy King, Shorty and Minnie Kirkendall, Jack King, Molly King, George Dent, Charles and Dorothy France, Evelyn Weaver, White Horse Troupe, Pat Herman, Myrtle Whetstone, Eva Weaver, Donald Siegenthaler, Merle Hoffman and Jack Barnes.

**IDEAL WEATHER** brought out big crowds for the three-day third annual Harrison (Ark.) Rodeo, which closed August 27. Producer T. E. Robertson directed the event and total attendance was estimated at 25,000. Officials were Eddie Curtis, arena director; Frank Martz and Andy Curtis, judges; Clyde Cline, announcer; John Lindsey, clown. Event was sponsored by Harrison Athletic Association and Chamber of Commerce. Only casualty was a fractured shoulder sustained by Roy Davos when thrown by a steer. Results: Calf Roping, first day, Jess Goodspeed. Second day, Dick Truitt. Finals, Herb Myers. Bulldogging, first day, Louis Brooks. Second day, Hershel Ross. Finals, Herschel Ross. Bull Riding, first day, Elmer Martin. Second day, Hoyt Heffner. Cecil Cornish entertained with Roman hurdle jump and Chester Byers with trick and fancy roping.

**HONORING Tom Keene, Western screen star, on his inauguration as honorary mayor of Sherman Oaks, Calif., a performance billed as the Motion Picture Professional Rodeo and Thrill Circus was given August 19 and 20 at Joe Flores Ranch on Ventura Boulevard, near Los Angeles. Honor guests were Andy Devine, Hugh Herbert, Glenda Farrell, Robert Young, Lionel Barrymore, Dick Arlen, Mischa Auer, Buck Jones, Dick Foran, Bill Hart, Harry Carey, Charley Starrett, Roy Rodgers, Leo Carrillo and Clark Gable. An immense inaugural parade opened festivities. Ann Dempster was official impresario and top hands from the cowboys Turtles Association participated. Eldean Frock was the announcer; Anna Dempster and Harry F. Swan, directors; Andy Juaregui supplied the stock, and Clay Carr and Holloway Grace were judges. Acts included the San Fernando Rangers, Victor McLaglen's motorcycle stunt troupe, Hubert Honomie, the Quintellas, Ted and Betty Merchant, Buck Burkitt and Ike Lewin, Cheerful Gardner's elephants, Ida Dell Jacobs, Ted Merchant and horse, Smokey Starr; May Lawrence and horse, Si Ritter and the funny Ford, Victor McLaglen's Pyramid Builders, Jack Cavanaugh, T. Moore and the Gaskill Troupe. The Beverly Hill Billies and the Beverly Hill Nellies supplied the music. Contestants in the rodeo were Johnny Schneider, Harry Logue, Blundy Brunzell, Buzz Barton, Pat Woods, Dusty Doyle, Frank Schneider, Andy Juaregui, Holloway Grace, Eddie Juaregui, John Mendez, Lloyd Saunders, George Garfield, Joe Flores, Johnny Gardner, Ted Velde, Charles Shields, Fritz Adama, Harold Mueller, Trent Paxton, Jo Edwards, Grashia Juaregui, Bob St. Marie, Frank Mendez, Bob Fulkerson, Richard Farnsworth, Shorty Cisco, Jack Warren, Walter McCauley, Earvin Collins, Joe McCauley and Tom Flannery.**

**LOWEST PRICES**  
 We have a large assortment of plates. Statue of Liberty, Eagle on Top, Eagle on the Bottom, Capitol Dome, Accident Identification, Catholic Identification, etc.—4c Each, \$3.25 Assorted per 100.  
 Combination World's Fair and Social Security Coin, including Key Chain—4c Each, \$3.25 per 100.  
 World's Fair Design Social Security Plates, three colors, Blue, Orange and Gold—7c Each, \$6.00 per 100.  
 Double-Fold Cases—3c Each, \$2.40 per 100.  
 Billfolds—7c Each, \$6.00 per 100.  
 Stamping Outfit, consisting of a complete set of dies, including alphabet and numbers, a gauge, a clamp and hammer, all for \$4.50.  
 Send for Catalogue. A Small Deposit Is Required on C. O. D. Orders.  
**RELIABLE SALES CO.**  
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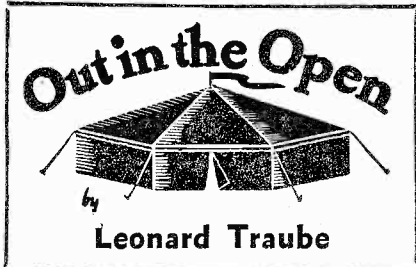
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 YELLOW TOP  
**ELGIN & WALTHAM**  
 Rebuilt O/S 7J.  
 Wrist Watches  
**\$2.95**  
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**YALE**  
**1939 FOOTBALL PRICE LIST NOW READY**  
 Send for Your FREE Copy Today  
**Lowest Prices**  
 Send for our Free Regular Catalog of Items for Fairs, Carnivals and Celebrations.  
**EPSTEIN NOVELTY CO., Inc.**  
 116 Park Row, New York City.

**BIG PROFITS**  
 Own Your Own Business Stamping Key Checks, Social Security Plates. Sample with Name and Address, 25c. Send for Catalogue No. 39.  
**HART MFG. CO.,**  
 311 Degraw Street,  
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**SILK DRESSES, 10c!**  
 Men's Suits, \$1.50; Coats, \$1.00; Shoes, 50c; Hats, 40c. Many other low-priced bargains. FREE Catalogue. Send name on post-card. No obligation—write today. **FAIRMOUNT CO.,** 162-Bl Monroe St., New York, N. Y.  
**ELGIN & WALTHAM—Second-Hand Watches as Low as . . . . . \$1.85**  
**DIAMOND RINGS—Solid Gold Mountings as Low as . . . . . \$2.40**  
 Send for Descriptive Circular  
**H. SPARBER & CO.**  
 106 North 7th St., St. Louis, Mo.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**



**DOC WADDELL**, sky pilot-publicist for many shows, the most recent of which was Crowley's United, is thru with the show game forever—"forever" is the word he uses in a letter from the Masonic Home in Springfield, O., where he is in retirement. It is difficult to conjure up a picture of American midways without the face of Doc Waddell showing up as a conspicuous part of the scene. How many men are still in harness—in any business—at 76? Doc reached that age on August 26 after nearly 67 "continuous years on the lots and with shows." He started as a practically rompered candy butcher to become the most famous combination chaplain-tub thumper in outdoor show business. Mention any big-time circus and Doc was sure to have spent one or more semesters with it. He was courier for road shows of all varieties, rep, legit and stock included, and figured in many national and international expositions, including Chicago's first world's fair in '93, the Pan-American Exposition, the Omaha Exposition and the Louisiana Purchase expo in St. Louis.

"I did want to die in harness on the lot," the Doc writes, "but since that is denied me, I'll be useful in the best nation on earth and to the best people on earth—showfolk. I am happy over the fact that I never during my career as a press agent penned an expose. I would not do that for principalities or gold.

The Doc's "principalities and gold" are, we should think, his memories of the profession. We hope he'll be with us for a long, long time, and that he'll achieve one of his ambitions, that of writing those books entitled *Sawdust and Salvation*, *Waddell's Sermonettes* and *Waddell's Memory Tributes and After-Dinner Talks*. We can hear the cries of Author! Author! already.

ON WEDNESDAY, August 30, *The St. John* (N. B.) *Telegraph-Journal* issued its St. John Exhibition edition, complete with an enthusiastic editorial acclaiming the coming of the fair. Several days later the military took over the Province of New Brunswick and the event was canceled owing to European hostilities, tho Canada, at this writing,

had not yet declared war. In the light of what happened, the concluding portion of the editorial is interesting: "Modern improvements have brought it (the exhibition) into line with current developments, and those who visit the fairgrounds next week can be assured of the happy, profitable and beneficial interlude from the ordinary routine of the day."

**MME. JORDAN**, for the last 11 years a palmist at Playland, Rye, N. Y., is an old trouper who springs from a family of campaigners in show business. At one time she had a dog act. Her husband, Steve Jordan, was a clown cop. Mme. Jordan's parents were the well-known aerialists, the Alfredos. . . . Talking about oldtimers, Gaston Simpson, who saw service with a number of circus outfits dating back to the old Hagenbeck show about 30 years ago, has been promoting dollar days for stores in and around New York. Simpson owns a huge collection of circus photos. . . . Joe Basile, the brass bandist, postcarded from Toronto that Canadian National Exhibition crowds are comparing more than favorably with those at New York's expo. . . . Edythe Sterling, bossgal of the Hopi Indians, is on the way east from Arizona with 10 more Hopis, taken out of camphor from the reservation to augment the show. Troupe includes two Hopi maidens (very beautiful, of course). . . . From Hollywood comes info that cowboys are getting plenty of work making horse operas, gathering in more coin than they ever could in rodeo or Wild West; but what will happen when film-drom quits shooting so many blood-and-thunder thrillers?

"Tremendous crowd today" (September 3), wires John T. Benson, Benson's Wild Animal Farm, Nashua, N. H. "Had to turn them away for over half an hour." All those with equally cheerful news, please write.

## Hartmann's Broadcast

IN THE August 28 issue of *Advertising Age* appears a letter "to the editor" from an individual of the advertising department of a firm in Joliet, Ill., commenting upon an advertisement of the Wisconsin State Fair and accompanied by a reproduction of the ad. After saying that "inasmuch as it looks attractive, some of us might wish to attend," the letter says: "However, you will note that they do not even give us the slight-

est clue as to where the State Fair will take place, and it might take us from August 19 to the 27 (dates of the fair) to locate this display. Or maybe we should know that State fairs are always held in the city where the State capital is located."

Of course, it would all hinge upon where the advertisement appeared. If it was within the State, we don't see where there is need for the name of the fair's location, but if the advertisement appeared out of the State and a distance from the State's border, it would probably help to give the additional data.

Fair men, we believe, are like actors and actresses in some respects. If fairs are well established and widely known, their operators feel that to mention the fairs without the places where held make them appear in the public eye as all the more prominent just as showfolk who have gained prominence feel that it adds to their prominence not to identify themselves in personal advertisements.

In this connection it might be well to point out that we do feel it is a mistake when fairs, no matter how large, do not include the locations on the front pages of their premium books, and we have yet to see one premium book where this added information was given. In numerous cases many of these books are sent out of the counties and States in which the fairs are held, and it is important because of this that the fairs' locations be given.

LESS than two months ago we reproduced in this column stinging opposition heralds used by Cole Bros. and Parker & Watts circuses in Escanaba, Mich. In commenting on the situation we said, in part:

"Show managers should know how to run their own business if they are in it to stay, but the thing that worries us is the possible bad opinion ladies get when publicity of this kind arises. Even those concerned, to be fair, should agree that it will not improve the circus business. Let's hope there will be none of it in the future."

But our hope has been blasted. The scene of the new battle about which we are to tell you was Asheville, N. C., and the shows concerned were Cole Bros. and Downie Bros. Downie appeared in Asheville August 18 and Cole is booked there for September 21. On August 16 the Cole show carried an eight-inch double-column ad in *The Asheville Times* reading as follows:

"A Few Circus Facts! Asheville is about to be infested with a plague of 'truck' shows. There are about 60 of these so-called 'circuses' running about the country, traveling via auto trucks and house trailers. The great majority of these 'truckers' have little or nothing of merit to exhibit. Asheville will be visited by THREE TRUCKERS in the next two weeks. WHY NOT WAIT for the ONLY GIGANTIC RAILROAD CIRCUS IN THE WORLD presenting a monster, magnificent, mile-long FREE STREET PARADE. The foregoing is absolutely true. We repeat—the ONLY RAILROAD CIRCUS IN THE WORLD with a FREE STREET PARADE. WAIT! WAIT! Coming in its entirety on special railroad trains of all-steel cars. COLE BROS.' GIGANTIC RAILROAD CIRCUS—700 people—60 aerialists—60 acrobats—60 riders—30 performers—20 elephants—acres of tents—mighty menagerie—Congress of Rough Riders, Cowboys, Indians and Cossacks. The finest horses of any circus on earth! Asheville—Logan Circus Grounds, Thursday, September 21."

In the same newspaper the next day (August 17) appeared an ad of Downie Bros. in the same size space, reading:

"Downie Bros.' 'Fashion Plate' Circus will exhibit on Logan Circus Ground tomorrow. An ad written by a very bright press agent said Asheville was about to be infested with a plague of truck shows. He requests the public TO WAIT for the big railroad show. WHY WAIT? The show he refers to was about 25 cars last season, but this season just a shadow of its former self. Fifteen cars to carry its performers—workingmen—stock—parade material—paraphernalia, etc. He says: Coming in its entirety on special railroad trains. Fourteen cars require but one train. Note: WHY WAIT—The Downie Circus cannot load on 20 cars. NOTE! To verify this ring up your station agent about the exact number of cars. Wonder what he means by infested? DOWNIE BROS.' CIRCUS has been coming to Asheville for the past 30 years—ALWAYS A CLEAN SHOW—No graft—No short-change artists—No games of chance—Opposition! Speak truthfully."

Let's hope again there will be no repetition of this mud slinging.

## Notes From the Crossroads

By NAT GREEN

MANY carnival owners have inquired of this pillar as to what the union status will be now that the American Federation of Actors has been dissolved and the American Guild of Variety Artists substituted. So far no official announcement regarding a carnival division has been made. But it has been intimated that union activities in the carnival field will be continued. Some time will be required to get the new set-up working, and it is not likely that much will be attempted in the way of organizing carnivals this fall, as the season has passed its peak and the shows are moving into territory where organization work would meet with little success. If and when the new organization begins to function in the outdoor field it is anticipated that the tactics of the old order will be discarded, as they proved to be a boomerang.

Al W. Martin, who spent the season with Lewis Bros.' Circus, is back in Chi but has his eyes peeled for a muddy lot.

Harold F. DePue, hard-working manager of North Montana State Fair, Great Falls, felt he had a right to celebrate after putting over one of the most successful fairs in years and he arrived in Chicago last week on the first leg of a little recreational journey. . . . F. A. (Babe) Boudinot, of the Ringling show, had a sad duty to perform recently when his old buddy, George Hennessey, was fatally injured in an auto accident in Canada. It was 26 years ago that Boudinot joined Hennessey out at New Orleans and took him on the bill car of the old Hagenbeck-Wallace show. When he got word that Hennessey had been injured, Babe hurried from Calgary to Maple Creek. He was with Hennessey when he died and looked after the details of sending the body home. . . . George Westerman, who is handling special events for the ACA shows, was a recent visitor at the Crossroads desk and with Harry Bert, B. & G. special agent, and Raymond B. Dean, Cole p. a., cut it up with the boys at the luncheon club. . . . Jack Tavlin, opera-glass concessioner at Billy Rose's Aquacade at the New York World's Fair, came in to Chi for a few days to arrange for another fall show at a State street department store.

Flash Williams, thrill-day impresario, in to tell us about his successful shows at Baraboo and Plymouth (Wis.) fairs, where he topped all previous records—a 25 per cent increase at Baraboo and 45 per cent at Plymouth. . . . Verne Soule, whose winter activities are centered at a Miami dog track, in on his first trip to Chi in a long time. He's working on a new idea that should have great possibilities. . . . Mrs. Ernie Young, who went back to her show a week or so ago, was forced to return to Chicago because of illness and has been in Mercy Hospital. . . . Bob Hickey, B. & G. publicity man, stopped off in Chi to visit the home folks before leaving for the Deep South. . . . Bernie Head dropped in to confer with the producers of the Marcus-Barger show, on which he will handle the advance. . . . Some of the boys are wondering whether the war in Europe will cause a change in plans for the IAFE convention in Toronto.

E. Lawrence Phillips, owner of the Johnny J. Jones Exposition, was the genial host to many visitors during his Indiana State Fair engagement. Noticed around the reception top on Labor Day were Ross Bartley, who was publicity chief at A Century of Progress; P. T. Strieder, manager Tampa Fair; George Lux, of Erie Lithograph Co.; M. T. Clark, retired showman; B. H. Heide, International Live Stock Show; J. C. (Jimmie) Simpson, Bob Parker; Eugene Whitmore, editor *American Business*; Harry Atwell, photographer, and many others. Mrs. Johnny J. Jones, Tom Allen, J. C. (Tommy) Thomas, Ralph Lockett, Starr DeBelle and other staff members were kept busy escorting visitors around the grounds. Show had its new entrance arch up and it makes a great flash. Biggest flash on the midway, however, is that of the Bench Bentum water show, a massive white front outlined in beautiful neon lights. Neon also was being added to the light towers.

**WANTED**  
MISSISSIPPI AMUSEMENT CO.  
Opening September 20th  
One more Major Ride, also Kiddie Ride. Legit Concessions of All Kinds, \$10.00. Only one concession of a kind. Out all winter. People who know me, answer.  
WALLY BANKS, Mississippi Amusement Co., Ruleville, Miss.

**ENDY BROS.' SHOWS, Inc.**  
Week September 18, Raleigh, N. C., American Legion Celebration.  
CAN PLACE Shows, Revue Girls, Talkers, Truck Drivers.  
CONCESSIONS—Ball Games open. Can place all.  
Answer ENDY BROS. SHOWS, INC., this week, Mineola, N. Y.

**MARYLAND HARVEST FESTIVAL and FRUIT MONUMENT**  
Last Festival attendance 141,000—6 Days. Airplane factories, shipyards and steel plants working three shifts daily.  
SEPTEMBER 15 TO 24, INCLUSIVE, ARION PARK, BALTIMORE, MD.  
Day and Night—Everyday a Big Day.  
Baby Show, Beauty Pageant, Free Acts, Fireworks and Five County Days.  
**WANT RIDES, CONCESSIONS AND FREE ACTS**  
Wire or Write CONCESSION MGR., 420 E. Baltimore St., Baltimore, Md.

**WANT FOR LINCOLN, NORTH CAROLINA, FAIR**  
And eight more Fairs to follow, Shows and Rides that do not conflict. Also Motordrome. All Concessions open except Cook House, Bingo and Popcorn. Can place Custard and Grab. All Address  
**SAM LAWRENCE SHOWS**  
Marion, N. C., Fair this week; Lincoln, N. C., Fair next week.

**CRYSTAL EXPOSITION SHOWS**  
Greenville, Tenn., Sept. 18 to 23, and a solid string of real Fairs until November 18th.  
Want Legitimate Concessions All Kinds. Palmist, Shooting Gallery, Custard. Want real Money-Getting Shows. Will furnish complete outfit for real Money-Getting Show. Want Acts and Talker for Circus Side Show. Can use experienced Ride Help. Want Girls for Winstrel and Colored Musicians for Midway Band. Salary sure every week. Address all mail W. J. BUNTS, Newport, Tenn., this week.  
P.S.: Want two Sensational Free Acts for balance of season. State your lowest.



# 15 Years Ago

(From The Billboard Dated September 13, 1924)

Sells-Floto Circus showed on the Cumminsville lot in Cincinnati on Labor Day to good business and had its night performance broadcast over Station WLW. Thomas Stirk, head of the Stirk Family of bicyclists, died at the Hamilton County Home, Cincinnati, August 30. J. L. Buck, of Camden, N. J., sailed September 24 for Africa to obtain a shipment of chimpanzees. W. D. McIntosh had closed with the Al G. Barnes Circus. Hagenbeck-Wallace Circus had a big day in Memphis Labor Day, but the parade was called off because the parade route was 13 miles from the Tri-State fairgrounds to the downtown district and back. John Hellott, lion trainer with Hagenbeck-Wallace, received a check for \$200 from a sympathetic feminine spectator while recovering from a lion attack in a hospital at Bedford, Ind.

John Robinson Circus had its fourth late arrival of the season at Atchison, Kan., when it was 9 o'clock before the first wagon hit the grounds. Cecil Gammon, drummer, joined J. H. Hartley's Band on LaMont Bros.' Circus. Ralph E. Somerville, boss butcher on the Main Circus, was married early in August. Jack Moore was with the Frank McIntyre Circus as equestrian director and presenting his wire act, Moore Trio. Fred Sargent was very ill at Venice, Calif. Louis Shaw, clown and musician, left the Christy Show at Frankfurt, Ky.

Guy Day's novelty animal show was playing picture houses, picnics and fairs in the Northwest to good returns. Mr. and Mrs. Albert McGee, formerly of the Kortess Circus Side Show, Los Angeles, were with Gollmar Bros.' Circus. Buck Reger, earlier in the season with the Christy circus, was with Sells-Floto, handling advertising banners.

Gus Wendt, assistant boss hostler of Sells-Floto, underwent an operation for double hernia at St. Mary's Hospital, Cincinnati, September 3. John Andrew Pfeifer, harness maker with John Robinson, Hagenbeck-Wallace and other white-top organizations, died in Cincinnati September 8.

## CNE GATES

(Continued from page 34)

Wednesday, Agriculturists' Day, heavy rain all evening failed to curb attendance, which was up 9,000. On Labor Day 20,000 tradesmen paraded the grounds. While this is usually the peak of the 14 days, it failed to come up to the first Saturday this year. Spending was light but grand-stand receipts were up slightly over '38, reported Charlie Ross, manager of attractions.

Frolexland, along with concessions, dipped considerably since Monday, due to bad weather and war talk. Rides held their own; in this section Flying Skooter, Over-the-Rapids, Bozo and Moon Rocket had best play. Fogleman's Largest Horse, here from the San Francisco Exposition, has been playing to capacity since the opening. It is away from the midway, on a back road behind the Pure Food building on a short cut to the Horse Barn, and is a surprise to seasoned showmen.

Considering general attendance, the outdoor dance floor, under canvas, has been outstanding, opening with Glen Gray, Guy Lombardo, Benny Goodman, Artie Shaw and Tony Martin, and with Tommy Dorsey finishing the date. Goodman and Shaw were tops with cash customers.

Grand stand has been keeping up exceptionally well, with Lucky Teter and his Hell Drivers playing the 14-day matinees for the first time. While official figures are not obtainable, Charlie Ross told *The Billboard* that night attendances have kept up well in spite of bad weather. Show was presented Wednesday night in a deluge of rain. In keeping with true showmanship, the Ricardos, Eric the Great and Cronins, all aerial acts, tried to go on, but after a few minutes of hazardous skidding and slipping the management called in the acts. Musical Ride was canceled.

Attendance first 11 days:

	1939	1938
Friday	53,000	51,000
Saturday	207,000	203,000
Monday	179,000	176,000
Tuesday	88,000	86,000
Wednesday	107,000	103,000
Thursday	113,000	115,000
Friday	77,000	86,000
Saturday	146,000	142,000
Monday	192,000	226,000
Tuesday	68,000	73,000
Wednesday	72,000	63,000

Total ..... 1,302,000 1,324,000  
Decrease on year, 22,000.

## Fair Grounds

SEYMOUR, Wis.—Three-day Seymour Fair closed on August 20 with attendance estimated at 21,000. Entertainment included Ernie Young's Revue, acts and Flash Williams and his Thrill Drivers.

YORKTOWN, Tex.—Due to adverse crop conditions, the 1939 Little World's Fair here has been abandoned, reports Secretary Paul A. Schmidt.

MUNFORDVILLE, Ky.—Rides and some concessions are planned for two-day Hart County Free Fair here, reports M. M. Botto, manager.

MARSHALL, Ark.—Marshall County Fair elected H. G. Treece, chairman; James H. Tudor, secretary; J. C. Baker, T. W. Shipman, Homer Kuykendall, Floyd Horton and C. W. Bedell, directors.

PARIS, Ark.—Logan County Fair Association has added three directors, Max Hampton, Lloyd Fulmer and John Williams. It has been decided to make the live-stock show a feature of the expo.

UNION GROVE, Wis.—More than 10,000 attended Racine County Fair here on August 29-31. Grand-stand revue was *The Broadway of Tomorrow*. Gate was 35 cents with free parking.

## Free Gate for Fla. Annual

FORT MYERS, Fla., Sept. 9.—Greatly increased attendance is expected to result from placing the 1940 five-county Southwest Florida Fair here on a free-gate basis and extending the fair one day to make it a six-day event, said Manager C. P. Heuck. L. C. McHenry's

# ZACCHINI BROS.' SHOWS WANT

For Fairmont, W. Va., week of September 18, and 15 weeks of the cream of Southern Fairs and Celebrations: Rolo-plane, Octopus and Flat Rides. Shows with own outfits. Concessions of all kinds, including Cookhouse. Jack Purcell no longer connected with us in any way. This show will positively stay out all winter and presents free every night the World's Greatest One-Ring Circus, featuring the Zacchini Repeating Cannon and the Rieffennach Horses. Everybody write or wire BRUNO ZACCHINI, Manager, Bellaire, O., this week; Fairmont, W. Va., next week.

## CENTERVILLE, TENN., FAIR, Starting SEPTEMBER 14; ALAMO, TENN., FAIR, WEEK SEPTEMBER 18; DICKSON, TENN., FAIR, WEEK SEPTEMBER 25. 3 OF TENNESSEE'S BEST FAIRS.

Alamo is a Free Fair around Court House Square and you know that Dickson is a wonderful Fair. These fairs followed by 5 more fairs in Alabama and Mississippi under new management.

WANT small Plant Show Troupe to join on wire for winter. If you are a long distance away, don't answer. WANT Stock Concessions that can work for 10c and no higher. Will place one more Grind Show with own outfit. 35% to office. Address or come on quick.

# F. H. BEE SHOWS, INC.

Centerville, Tenn., Fair This Week.

## LAST CALL LAST CALL Southern States Shows

I have picked the winners again, as my fairs are in the heart of the peanut, tobacco and cotton belt of South Georgia and North Florida, and with the war scare prices have gone sky high on raw materials. I have the following fairs, starting at Alma, Ga., September 25, followed by Fitzgerald, Tifton, Nashville, Cairo, all Georgia, and Live Oak, Lake City, Fla., with two of the biggest celebrations ever held in the South to follow.

WANT one more Show strong enough to feature. Can use two more Rides. What have you? Few more choice Concessions open, including American Palmist; Lead Gallery, no jackpot; Photos, Ball Games, Custard. Positively no racket. Colored Musicians and Performers, contact Jazz Warren, Raleigh, N. C. All others address JOHN B. DAVIS, Moultrie, Ga., care Second Annual Rodeo, this week.

## GRATZ FAIR, WEEK SEPT. 18

Place Concessions and Shows. All Rides booked. All answer.

# ENDY BROS.' SHOWS

Mineola, N. Y., this week.

## MAYODAN COMMUNITY FAIR

MAYODAN, N. C., SEPTEMBER 18 TO 23.

# MIGHTY MONARCH SHOWS WANT

Concessions: Pitch-To-Win, Ball Games, Hoopla, Long Range Gallery, Bowling Alley and set of Diggers. Place any good Show of merit. All fairs to November 15. All address N. P. ROLAND and GEORGE GOFFAS, Fair Grounds, Clintwood, Va., this week.

## WANTED WANTED WANTED SMITH GREATER ATLANTIC SHOWS

To join at once and for balance of season. Want sober and reliable Girl Show Manager with people to take complete charge of beautiful framed Girl Show. Manager with people to take charge of Side Show; will furnish complete outfit for same. Want Ride Help in all departments. Concessions of all kinds come on, especially Diggers, Frozen Custard, Bingo and Hi-Striker. N.-C. week September 18 to 23; Selma, N. C. Fair week September 25 to 30; Durham, N. C. Fair week October 2 to 7, with many others to follow. All address K. F. "BROWNEY" SMITH as per route.

## WANTED FOR COOKPORT FAIR

Cookhouse, Ball Games, Penny Pitch, Hi-Striker, Palmistry, Concessions of All Kinds that work for stock. Wanted Snake Show, Crime Show, Monkey Speedway or any Money-Getting Show, with or without outfits. Wanted Loops-Plane, Kiddie Auto Cars. This week Duncansville, Pa.; week of Sept. 18-23, Cookport Fair; week of Sept. 25-30, Lumberman Raftsmen Reunion, Burnside, Pa.; then our Southern Fairs to follow. All communications to GEORGE C. SMITH, Manager.

# CLYDE'S UNITED SHOWS

DUNCANSVILLE, PA.

Crescent Amusement Co. has again been booked to furnish midway attractions and a circus. Premiums will amount to about \$2,000. Children's Day, with all attractions going for five cents, is planned.

## Tulsa State Program Set

TULSA, Okla., Sept. 9.—Program for seven-day Tulsa State Fair has been virtually completed by H. E. Bridges, secretary-manager. Barnes - Carruthers' *Parade of Stars* and Thearle-Duffield fireworks have been booked as grand-stand features. RCA auto races under IMCA sanction will be staged on opening and closing days and there will be four

## AT LIBERTY

Have Chairplane, with transportation, that I wish to book with company playing South Carolina and Georgia. Suitcase promoters, lay off. BOX D-22, care The Billboard, Cincinnati, O.

## MUST HAVE

One more High Aerial Act for eight more dates, beginning week September 25th. Want People for nicely framed new Ten-in-One and Hawaiian Show People. Want Concessions and Independent Shows. McGregor, week 11th; Cleburne, Tex., to follow. Wire immediately. BURDICK'S ALL-TEXAS SHOWS.

days of horse racing. Exhibit entries are expected to exceed 50,000, for which \$25,000 is available.

## WANT AT ONCE

Sensational High Act balance season. Can place Legitimate Concessions of all kinds. Corn Game open. No Flat Stores tolerated. Jack Wells, wire.

# Miller Bros.' Shows

MARYVILLE, TENN.

P.S.: All Fairs Till December.

## Mad Cody Fleming Shows

Want for Georgia Fairs: Corn Games, Stock Concessions, Flat Ride and one Kiddie Ride. Shows with own outfits that cater to Ladies and Children. Those joining Ellijay Sept. 18 can work all winter if they wish. None booked for winter after Ellijay. In our 7th year without closing.

Address Oglethorpe, Ga., this week.

## WANT ACTS

For Indoor Circus doing three or more. State all, lowest in first. Pay weekly; furnish gas and oil. You furnish own meals, lodging, transportation. Must join on wire. Open Dodge Center, Minn., Sept. 19th. Will be out all winter playing real spots. Have real agent. FRED KLINER.

## WANT

Pop Corn and Peanut Concession. Must be attractive outfit. Will sell exclusive for balance of season of eight Georgia Fairs. Must join Gainesville, Ga., Fair next week. Address BARFIELD'S SHOWS, Dalton, Ga., this week.

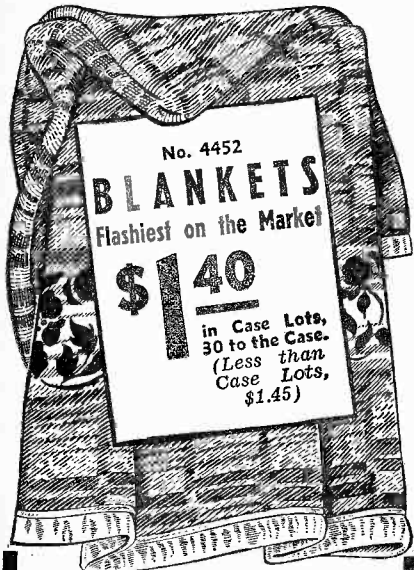
## BOB COLEMAN WANTS

Agents for Corn Game, Hoopla, Watchla, Ball Game and Penny Pitch. Show wants Musicians and Performers for Plant Show.

DAVIS & PARROTT SHOWS, Stuart, Va.

## NOTICE!

B. H. Nye has no connection with the Logan County Fair Show contract was awarded to Model Shows, Inc. Date of Fair September 18 to 23. B. R. MARTIN, Secy., Logan, W. Va.



No. 4452  
**BLANKETS**  
Flashiest on the Market  
**\$1.40**  
in Case Lots,  
30 to the Case.  
(Less than  
Case Lots,  
\$1.45)

For extra profit take advantage of our complete stock of **BEACON-ESMOND BLANKETS — CLOCKS — STOOLS — HASSOCKS — SCALES — LAMPS — CANES — DOLLS — etc.**

All the Leading and Best NOVELTIES, CANES, PLASTER for BALL GAMES and other items.

Write for Free Copy of our New Catalog. State your line of Business.

**CONTINENTAL PREMIUM MART**  
822 N. 3rd St. MILWAUKEE, WIS.

**Franks Greater Shows**  
Want for 12 Georgia Fairs, starting Paulding County Fair, Dallas, Ga., Oct. 1st, Merry-Go-Round, Ferris Wheel (Mrs. Snodgrass, Bill Brothers, wire), Loop-o-Plane, Grind Shows, Talkers for Minstrel and Girl Show. Also Dancers. Concessions: Corn Game, Fish Pond, Diggers, American Palmist and any Merchandise Concession. Place fast-stepping Second Man. Must have car. Tex Lynch, answer. Agents for Ball Game and Penny Pitchers. All wire **BILL FRANKS**, Lumpkin, Ga., this week.

**PLAYLAND SHOWS WANT**  
For Bedford, Ind., starting Saturday, Sept. 16, for eight days. Shows: Will furnish outfits for Minstrel, Athletic and Single Pit Attractions. Can place Stock Concessions that work for ten cents. Want Diggers, Photos, Mitt Camp, etc. Can place Agents for Grind Stores, Ball Games and Penny Pitch. This show has two more weeks in Indiana and then South for long season. Address Austin, Ind., this week.

**WANTED: FREE ACTS**  
Write Complete Description and Time of Act.  
**EAST ALABAMA FAIR**  
October 17 to 21  
L. B. DEAN, Secretary, Alexander City, Ala.

**Royal Midway Shows**  
Want Wheel Second Man that can operate. Foreman for Chairplane, Agents for Legitimate Concessions, String Game, Clothes Pins, Jingle Board, Rat Joint. Trumann, this week; Newport, Ark., next.

**McMAHON SHOWS**  
WANT LEGITIMATE CONCESSIONS  
WANT FERRIS WHEEL FOREMAN AND ATHLETIC SHOW MANAGER  
**FALL FESTIVAL**  
COUNCIL BLUFFS, IOWA, SEPT. 18 TO 23  
C. T. McMAHON, Glenwood, Iowa.



**ROUTES**

(Continued from page 18)  
Sherman, Lillian (Netherland Plaza) Cincinnati, h.  
Schooley, Kay & Dean (Woodland Club) Huntington, W. Va., nc.  
Shore, Willie (Colosimo's) Chi, nc.  
Short & Bowman (Small's Paradise) NYC, nc.  
Shutta & Kente (Cat & Fiddle) Cincinnati, nc.  
Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc.  
Simmons, Gertrude (Palmer House) Chi, h.  
Smith, Earle (Ambassador West) Chi, h.  
Snyder, William (Samover Russian Art) Montreal, Que., 1e.  
Son & Sonny (Cotton Club) NYC, nc.  
Spencer, Florence (Golden Gate Expo.) San Francisco, a.  
Spitalny, Phil, & Girl Orch. (Loew) Akron, O., t.  
Spivy (Tony's) NYC, nc.  
Spizze & George (Small's Paradise) NYC, nc.  
Stanton, Ernie & Julia Curtis (Minnesota) Minneapolis, t.  
Steele, Brooks (Ballantine Inn) World's Fair, NYC.  
Sterling, Dolly (606 Club) Chi, nc.  
Stevens, Marsha (Wilson) Harrisburg, Pa., h.  
Stevens, Rose Ann (Strand) NYC, t.  
Stewart, Bernice (St. Regis) NYC, nc.  
Strickland, Charles (Gay '90s) NYC, nc.  
Stuart & Lea (Lowry) St. Paul, h.  
Sullivan, Ed (State) NYC, t.  
Suter, Ann (Club Alabama) Chi, nc.  
Sutherland, Ann (356 Club) San Francisco, nc.  
Sweet, Ancil (International Casino) NYC, nc.  
Swifts, Three (State) NYC, t.  
Sydell, Paul, & Spotty (International Casino) NYC, nc.

Tait, Katherine (Bossert) Brooklyn, h.  
Tanya (Jimmy Kelly's) NYC, nc.  
Tapia, Cesar (Havana-Madrid) NYC, nc.  
Taras & Masters (International Settlement) San Francisco, nc.  
Terrell, Billy, & Co. (Lux) Edwardsville, Ill., t.  
Texas Tommy (Minnesota) Minneapolis, t.  
Tharpe, Sister (Cotton Club) NYC, nc.  
Ticknor, Wanda (Casa Manana) Ft. Worth, nc.  
Tiebor's Seals (Capitol) Washington, t.  
Tint, Al (National) Detroit, t.  
Tisdale Trio (Coq Rouge) NYC, re.  
Tommy & Nellie (Show Box) Seattle, nc.  
Trixie (Chez Paree) Chi, nc.  
Twardy, Ray (Aquacade) World's Fair, NYC.

Valdez & Peggy (Blue Meadow) Lexington, Ky., cc.  
Van, Betty (Blackhawk) Chi, nc.  
Van, Gus (Belmont Plaza) NYC, h.  
Vance, Valeria (Jimmy Kelly's) NYC, nc.  
Vantine & Cazan (Harry's New Yorker) Chi, nc.  
Variety Singers (Roxy) NYC, t.  
Velez, Angela (Show Bar) Forest Hills, N. Y., nc.  
Vincente, Margo (Versailles) NYC, nc.  
Vodery's, Will, Choir (Cotton Club) NYC, nc.

Wahl, Walter Dare (Aquacade) World's Fair, NYC.

**OUTSTANDING COMEDY HIT**  
Of New York World's Fair  
**WALTER DARE WAHL**  
BILLY ROSE'S AQUACADE

Waldron, Jack (Paradise) NYC, nc.  
Walker, Kirby (Plantation) NYC, nc.  
Wallace, Beryl (Earl Carroll's) Hollywood, nc.  
Wallace, Baba Paradise Atlantic City, nc.  
Walters, Gene (Jimmy Kelly's) NYC, nc.  
Walters, Jean (Queen Mary) NYC, nc.  
Ward, Joy (English Village) Tulsa, Okla., nc.  
Waring, Fred, Glee Club (Billy Rose's Aquacade) World's Fair, NYC.  
Washburn, Don (Cat & Fiddle) Cincinnati, nc.  
Wayne, Ginger (Barney Gallant's) NYC, nc.  
Wayne, Iris (Golden Gate Expo.) San Francisco, a.  
Wayne, Marshall (Billy Rose's Aquacade) World's Fair, NYC.  
Webster, Helen (International Settlement) San Francisco, nc.  
Weeks, Marlon (Little Old New York) World's Fair, NYC.  
Weissmuller, Johnny (Billy Rose's Aquacade) World's Fair, NYC.  
Welk, Lawrence & Band (Chicago) Chi, t.  
Wharton Twins (Rose Bowl) Chi, nc.  
White, Jack (18) NYC, nc.  
White, Dorothy (St. Regis) NYC, h.  
White, Belva (Hi-Hat) Chi, nc.  
White, Danny (Chez Ami) Buffalo, nc.  
White, Olive (Oriental) Chi, t.  
White, Madalyn (Bertolotti's) NYC, nc.  
Whitehouse (Blismarck) Chi, h.  
Wicke, Gus (Gay Nineties) NYC, nc.  
Williams, Dolores (St. George) Brooklyn, h.  
Williams, Gwen (Wivel) NYC, nc.  
Williams, Frances (Billy Rose's Aquacade) World's Fair, NYC.  
Willard, Harold (Gay Nineties) NYC, nc.  
Willis, Mary (Versailles) NYC, nc.  
Wilson, Charley, Trio (Le Possonnier) NYC, nc.  
Wood, Johnny (Earl Carroll's) Hollywood, nc.  
Worthy, Mildred (Diamond Horseshoe) NYC, nc.

**TANGERINE SWEETS**  
NEW AND NOVEL CANDY PACKAGE  
With Sliced Orange Gums.  
100 to carton—Per Carton \$4.00  
20% Deposit, Bal. C. O. D. Send for Free Illustrated Catalog.  
**DELIGHT SWEETS, Inc.** 50 East 11th St., NEW YORK CITY.

Wright, Charlie (Buckingham) NYC, h.  
Ygor & Tanya (Earl Carroll's) Hollywood, nc.  
Yost Men, Four (Diamond Horseshoe) NYC.  
Zandra (Maynard) Seattle, nc.  
Zaranoff, Sonia (Ivanhoe Gardens) Chi, nc.  
Zink, Betty (Merry-Go-Round) Dayton, O., nc.

**GRAND-STAND AND FREE ATTRACTIONS**  
(Routes are for current week when no dates are given)

American Rockets: (Fair) Bird Island, Minn., 11-13; (Fair) Willmar 14-16  
Aronys, Aerial: Wilmington, Del.  
Avalons, The: Lindsay, Ont., Can.; Hamilton 18-23.  
Bernhardt, Bobbie Jeanne: (Fair) Saginaw, Mich.  
Cards, Three: (Fair) Woodstock, Va., 12-15.  
Columbians, Flying: (Fair) Dublin, Ga.  
Cooke & Cooke: (Fair) Edinboro, Pa., 14-16; (Fair) Gratz 20-23.  
D'Arcy Girls: Malden, Mass.; (Braves Field) Boston 20-23.  
Darmer, Dorothy: (Fair) Bird Island, Minn., 11-13; (Fair) Willmar 14-16.  
De Cardos, Six: (Fair) Fredericton, N. E., Can.  
Delmar's, Fred, Lions: Delaware, O.  
Doss, Frank, Animal Revue: Millersburg, Pa.  
Emerald Sisters: (Fair) Hughesville, Pa.  
Eaton Sisters: (Fair) Tazewell, Va.; (Fair) Waynesville, N. C., 18-23.  
Fuller, Howard, & Sister: (Fair) Hutchinson, Kan., 18-23.  
Johnson, Jane: (Fair) Bird Island, Minn., 11-13; (Fair) Willmar 14-16.  
Jordans, Six: (Fair) Fayetteville, Tenn.; (Fair) Springfield, Mo., 18-23.  
Klein's Circus Unit: (Fair) Lisbon, O., 13-15.  
LaVine, Mike, Trio: (Fair) Upper Sandusky, O., 13-15; (Fair) Paulding 20-22.  
LaTona Troupe: Norden, Neb., 15.  
LeDoux & Louise: (Fair) Greenfield, Mass., 11-13; (Fair) Northfield, Vt., 14-16; (Fair) Contoocook, N. H., 18-23.  
McGinnis, Shirley: (Fair) Bird Island, Minn., 11-13; (Fair) Willmar 14-16.  
Mills Troupe: (Fair) Ava., Mo., 14-16; (Fair) Palmyra 21-23.  
Morris, Will, & Bobby: (Fair) Reading, Pa.; (Fair) Oriental, 18-23.  
Raum's Jack, Thrill Circus: (Fair) Wooster, O., 11-15.  
Reed, Betty: (Fair) Louisville; (Fair) Chattanooga 18-23.  
Ricardo, Great: (Fair) Jordan, Minn., 14-16; (Fair) Jefferson, Ia., 19-22.  
Richardson Sisters: (Fair) Bird Island, Minn., 11-13; (Fair) Willmar 14-16.  
Roberts, Dave & June: (Fair) Bird Island, Minn., 11-13; (Fair) Willmar 14-16.  
Rogers, Harley: (Fair) North Wilkesboro, N. C.; (Fair) Mebane 18-23.  
Si & Fanny: Montpelier, O., 13-16; Adrian, Mich., 18-23.  
Siegfried, Great: (Fair) Allegan, Mich., 19-22.  
Strock, Lillian: (Fair) Lisbon, O., 13-15.  
Volera Bros. & Denise: Wooster, O.  
Wolandi: (Carnival) Malden, Mass.  
Yacopis, The: (Fair) Pomona, Calif., 15-Oct. 1.

**DRAMATIC AND MUSICAL**  
(Routes are for current week when no dates are given)  
Barrymore, John: (Selwyn) Chi.  
Tobacco Road: (Civic Aud.) Helena, Mont., 13; (Broadway) Butte, 15-16.

**MISCELLANEOUS**  
Arthur, Magician: Walnut Grove, Ala., 13-14; Meridianville 15-16.  
Birch, Magician: Malta, Mont., 13; Havre 14; Shelby 15; Lewistown 18; Laurel 19; Billings 20; Bozeman 21; Phillipsburg 22.  
Burro Ball: Darby, Pa., 13; Chester 14; Nutley, N. J., 15; Radburn 16.  
By Gosh Tent Show: Lord, Md., 11-16.  
DeCleo, Magician: Marysville, O., 18-23.  
Dressen's Attrs.: Minonk, Ill., 13-16.  
Ellis, John, Rip Van Winkle Co.: Wagner, S. D., 13; Moberge 14; Wishek, N. D., 15; Washburn 16; Garrison 18; McClusky 19; Rola 20; Stanley 21; Mohall 22; Tioga 23.  
George, Magician: Spencer, Ia., 11-16; Blackfoot, Ida., 18-23.  
Green, Magician: Peterboro, Ont., Can., 13-14; Lindsay 15-16; Bracebridge 18-20; Huntsville 21-23.  
Harlans, The: Barberton, O., 11-16.  
Hermes, Magician: Lindsay, Ont., Can., 11-16; Stratford 18-20; Galt 21-23.  
Hunsinger, Harry, Magician: Oconto Falls, Wis., 11-16.  
Jaxon, Ventriloquist: (Grant) Eveleth, Minn., 13-14.  
Johns, Dick & Helen, Playland: (Fair) Wooster, O., 11-15.  
LaVola, Don, & Carlotta: (Fair) Portales, N. M., 11-16.  
Leckvold's Magical Revue: Fall City, Wash., 13; Startup 14; Skyhomish 15; Mukeltis 18; Buckley 19; Marysville 20; Sumner 21; Granite Falls, 22.  
Marguerite, Princess: (Fair) Wooster, O., 11-15.  
Marquis, Magician: Watertown, S. D., 13-14; Webster 15-16; Milbank 18; Madison, Minn., 19; Sisseton, S. D., 20; Ortonville, Minn., 21; Dell Rapids, S. D., 22-23.  
McCall Bros.' Show: Mackinaw, Ill., 14.  
McNally, Arthur P., Show: Kerhonkson, N. Y., 11-16.  
Miller, Al H., Show: Coolidge, Ga., 11-16.  
Myres Entertainers: Selfridge, N. D., 11-16.  
Ricton's Dogs: Sparta, Tenn., 11-16; Cookeville 18-23.  
Rippel, Jack, Show: Gum Spring, Va., 11-16.  
Sadler's Own Co.: Wichita Falls, Tex., 11-16.  
Schaffner Players: Washington, Ia.  
Seccatum Park Rides & Shows, No. 1 unit: (Fair) Toledo, O., 13-16; No. 2: (Fair) Upper Sandusky, O., 12-15.  
Totman's Tent Show: Constableville, N. Y., 11-16.  
Williams & Bernice: Platte Center, Neb., 11-

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American Expo.: Eldora, Ia.  
Anderson-Srader: Smith Center, Kan.  
Atlas: Nortonville, Ky.  
Bach, O. J.: Waterville, N. Y.  
Baker, Tom, Attrs.: (Fair) Union City, Ind., 19-23.  
Bantly's All-American: Alexandria, Va.; (Fair) Blackstone 18-23.  
Barfield's Cosmopolitan: Dalton, Ga.; (Fair) Gainesville, 18-23.  
Barker: (Fair) East Prairie, Mo.; (Fair) New Madrid 18-23.  
Barkoot Bros.: St. Louis, Mich.; (Fair) Gladwin, 18-23.  
Baysinger, Al: (Fair) Lutesville, Mo.  
Beckmann & Gerety: Jackson, Tenn.  
Bee, F. H.: (Fair) Centerville, Tenn.; (Fair) Alamo 18-23.  
Blotner Model: Machias, Me., 12-14.  
Blue Ridge: (Fair) Gainesboro, Tenn.  
Blue Ribbon: La Fayette, Ind.  
Bremer Tri-State: Emporia, Kan.  
Brown Family Rides: Pineview, Ga.  
Brown Novelty: Cincinnati, O.  
Buck, O. C.: Doylestown, Pa.  
Buckeye State: (Fair) Eupora, Miss.; (Fair) Hattiesburg, 18-23.  
Burdick's All-Texas: McGregor, Tex.  
Burke, Harry: Centerville, La.  
Burke, Frank: Portales, N. M.  
Byers Bros.: Steele, Mo.  
C. J. Attrs.: Belgrade, Minn.  
Casey, E. J., Canadian: Red Lake, Ont., Can., 11-13.  
Central States: (Fair) Pauls Valley, Okla.  
Cetlin & Wilson: (Fair) Reading, Pa.  
Clark, I. J., Am.: Marietta, Ga.  
Clyde's United: Duncansville, Pa.; (Fair) Cookport 18-23.  
Coleman Bros.: (Fair) Greenfield, Mass., 11-14; (Fair) Farmington, Me., 18-22.  
Conklin's: London, Ont., Can.  
Crafts: (Fair) Pomona, Calif., 15-Oct. 1.  
Crescent Am. Co.: (Fair) Plymouth, N. C.; (Fair) Hertford 25-30.  
Crowley United: Pawhuska, Okla.  
Crystal Expo.: (Fair) Newport, Tenn.; (Fair) Greenville 18-23.  
Cumberland Valley: Sparta, Tenn.; (Fair) Manchester 18-23.  
Cunningham's Expo.: Middleport, O.; Shinnston, W. Va., 20-22.  
Curl, W. S.: Blanchester, O., 13-16.  
Daily Bros.: Perry, Okla.  
Davis & Parrott: Stuart, Va.; Altavista 18-23.  
Dick's Paramount: (Fair) South Paris, Me.; (Fair) Cumberland, 18-23.  
Dodson's World's Fair: Lancaster, Pa.; (Fair) Kingston, N. C., 18-23.  
Down East Attrs.: Jonesville, S. C.  
Dudley, D. S.: Quinlan, Tex.; Crosbyton 18-23.  
Dyer's Greater: Durand, Wis., 11-14; (Fair) Grenada, Miss., 18-23.  
Edwards, J. R.: (Fair) Wooster, O.; (Fair) Ashland 18-23.  
Elite Expo.: (Fair) Oakley, Kan.; (Fair) Ellis, 18-23.  
Endy Bros.: (Fair) Mineola, N. Y.; (Fair) Gratz, Pa., 18-23.  
Eureka: Roselle, N. J.  
Evangeline: Russellville, Ark.  
Falls City: Earlinton, Ky.; (Fair) Big Sandy, Tenn., 18-23.  
Federal State: Williamsburg, Ky.  
Fleming, Mad Cody: (Fair) Oglethorpe, Ga.; (Fair) Ellijay, 18-23.  
Four States: Ashland, Ill.  
Frank's Greater: Lumpkin, Ga.  
Frisk Greater: (Fair) Bird Island, Minn.; (Fair) Jordan 18-23.  
Funland: Gainesville, Ga.; Madison, 18-23.  
Fuzzell's United: (Fair) Trenton, Mo.  
Gibbs, W. A.: (Fair) Waterloo, Neb.  
Gold Leaf: Brevard, N. C.  
Gold Medal: Kentland, Ind.; Union City, Tenn., 18-23.  
Golden Gate: Marion, Ky.  
Golden States: Belzoni, Miss.  
Golden State: Orland, Calif., 12-17.  
Goodman Wonder: Peoria, Ill., 11-13; East St. Louis 14-23.  
Grady Bros.: (Fair) Woodbury, Tenn.; (Fair) Newton, Miss., 18-23.  
Great Joyland: Chandler, Okla.  
Great Lakes Expo.: Reading, O.  
Great Superior: (Fair) Erin, Tenn.  
Greater Expo: Cape Girardeau, Mo.  
Greater United: (Fair) Ardmore, Okla.; (Fair) Ada, 18-23.  
Groves Greater: Bardwell, Ky.  
Gruberg's World's Expo.: (Fair) Norfolk, Va.; (Fair) Tarboro, N. C., 18-23.  
Gulf Coast: Clarendon, Ark.  
H. B.: Eden, Ga.  
Heller's Acme: (Fair) Front Royal, Va.; (Fair) Warsaw, 18-23.  
Henke Bros.: (State Fair Park) West Allis, Wis.  
Hennies Bros.: Council Bluffs, Ia., 11-14; Springfield, Mo., 16-22.  
Heth, L. J.: (Fair) Pulaski, Tenn.; (Fair) Jasper, Ala., 18-23.  
Hilderbrand's No. 1: The Dalles, Ore., 18-23.  
Hilderbrand's United, No. 2: Nyssa, Ore.; (Fair) Eureka, Utah, 19-23.  
Hippodrome: Caraway, Ark.  
Honest Bert: Cuba, Ill.  
Hyde, Eric B.: (Fair) Rocky Mount, Va.; South Boston 18-23.  
Ideal Expo.: Petersburg, Va.  
Imperial: Bowling Green, Mo.

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**2 BIG DAYS IN JOLIET, ILL.**  
 (Meeker Avenue) **SEPTEMBER 16 AND 17 ANNUAL STREET FIESTA**  
 Want Shows and Concessions of all kinds. All Rides booked. Opening for one Flat Ride. Write or Wire **RASMO MOSCA, 2666 W. Grand Ave., Chicago**

**BOB SICKELS WANTS**  
 Merry-Go-Round and other Rides. Shows with Outfits. Stock Concessions. Long season Southern Fairs. Address Centerville, Tenn., this week; Alamo, Tenn., next week.

**MUSICIANS WANTED**  
 On all Instruments, Sousaphone, Baritone, Trombone, Cornet and Snare Drum. North Little Rock, Ark., Sept. 14th; Conway, Ark., 15th; Clarksville, Ark., 16th; Okmulgee, Okla., 18th; Bristow, Okla., 19th. **L. CLAUDE MYERS, care Parker & Watts Circus.**

**CONCESSION AGENTS**  
 Coupon Agents for Blower and Roll Downs, also Outside for Wheels. Have eight weeks Fairs and Celebrations. Positively no drunks. **Bill Roberts, Jack Morris, come on. HARRY WEBB, United American Shows, Iowa City, Iowa, week Sept. 10; then as per route of Show.**

**WANT**  
 Posing Show Talker and Ticket Seller and Girls for balance of season and all winter South. Also two more Dancing Girls for Girl Show. \$78.00 week. Write or wire **F. W. MILLER, Saginaw, Mich., week Sept. 11th; Goshen, Ind., week Sept. 18th.**

Monterey, Va., next week, followed by Hot Springs, Amherst Fair, Shipman Fair and Madison Heights, Va., Fair; then South all winter. Shows and Concessions of all kinds. No racket. Fair Secretaries, have a few dates open. We have five rides. Write or wire this week. **VIRGINIA AMUSEMENT CO., CAMERON, W. VA.**

**CAN PLACE**  
 Lucas County Fair, Toledo, Ohio, Sept. 13-17, Shows of All Kinds. Ice Cream and Custard, also Gaming Concessions that will operate under State supervision. Can place two up-to-date Eating Concessions. Sell Ex on Novelties. Privileges reasonable. Address **HARRY SMILEY, Melrose Hotel, Toledo, O.**

**FALL FESTIVAL CONCESSIONS WANTED**  
**SEPTEMBER 21, 22, 23**  
 Secretary of the Armory Club, Darlington, Ind.

**CAN PLACE**  
 Shows and Concessions for Street Fair, New Vienna, Ohio; also Cookhouse and Concessions. Must be legitimate. Rides all booked. Address **RAY MORSE, Gen. Del., New Vienna, Ohio, week Sept. 18-23.**

**Metuchen Country Fair**  
**ALL NEXT WEEK.**  
 Can place Rides, Shows and Concessions that do not conflict. Free Acts contracted. Wire or phone Metuchen 61488, Metuchen, N. J.

**WANTED**  
 Addresses of John James Moran, Vernon Moore and Clifford Clear. Latter also known as Chief Morning Star, an Indian. All show people. Will compensate for satisfactory information received. Wire collect. **TRAILER FINANCE CO., Hemlock, N. Y.**

**LIBERTY NATIONAL SHOW**  
 Wants for week September 18, Breckenridge County Fair, Hardinsburg, Ky.; week September 25, Crittenden County Fair, Marion, Ky.; Concessions, \$10.00 Girl Show, Kiddie Ride. Taking out one-nighter first day of October. Out all winter. Want Colored Man and Wife that can cook and do laundry. People for Stage, Comedian, Cowboy and Cowgirl. We board you. Salary small. **HARRY WHITEFIELD, Manager.**

International; Toppenish, Wash.  
 Jones, Johnny J., Expo.: (State Fair) Louisville, Ky.  
 Joyland; Stockton, Calif.  
 Kaus Expo.: (Fair) Leaksville, N. C.; (Fair) Lexington, Va., 18-23.  
 Kaus: W. C., Woodstock, Va.  
 Keystone Modern: (Fair) Tazewell, Va.  
 Landes, J. L.: Split show, Elwood, Neb., 11-15; Wallace, Neb., 12-15.  
 Lang's, Dee, Famous: Texarkana, Tex.; Nacogdoches, 18-23.  
 Large, H. P.: Crowder, Miss.; Tutwiler, 18-23.  
 Latlip's Home State: (Fair) Sutton, W. Va.; (Fair) Clay, 18-23.  
 Lawrence, Sam: (Fair) Marlon, N. C.; (Fair) Lincolnton 18-23.  
 Lewis, Art: (Fair) Covington, Va.; (Fair) Lexington, N. C., 17-22.  
 Liberty National: Lewisport, Ky.  
 Marks: (Fair) Lynchburg, Va.  
 Melvin's United: Cameron, Mo.; Bethany 18-20.

Mighty Monarch: (Fair) Dungannon, Va.; (Fair) Mayodan, N. C., 18-23.  
 Miller Amusements: Hamburg, Ark.; Rayville, La., 18-23.  
 Miner Model Midway: McClure, Pa.  
 Miner Rides: (Fair) Northampton, Pa.  
 Model: Elkins, W. Va.; Logan 18-23.  
 Motor City: Plainwell, Mich.; Grandville, 18-23.  
 Nail, C. W.: Winnsboro, La.; Lake Providence, 18-23.

Northern Expo.: Wishek, N. D., 11-13; Hazelton, 15-17; Napoleon, 18-19; Tappen, 20; Valley City, 21-23.  
 Ohio Valley: Crofton, Ky.; Guthrie 18-23.  
 Oklahoma Ranch: (Fair) Mooreland, Okla., 11-14.

Page, J. J., Expo.: (Fair) Fayetteville, Tenn.; (Fair) Athens, 18-23.  
 Peach State: Abbeville, Ga.  
 Pearson: Oblong, Ill.  
 Pioneer: Elkland, Pa.  
 Playland: Austin, Ind.  
 Prell's World's Fair: Philadelphia, Pa.  
 Pryor's All-State: Bethel, O.  
 Rea, John T., Attrs.: (Fair) Hughesville, Pa., 11-15; (Fair) Honesville, 18-22.  
 Reading, No. 1: (Fair) Waynesboro, Tenn.  
 Reading, No. 2: (Fair) Portland, Tenn.  
 Reynolds & Wells: Marshalltown, Ia.  
 Rogers Greater: Murfreesboro, Tenn.  
 Rogers & Powell: Quitman, Miss.; Waynesboro, 18-23.  
 Royal American: (Fair) Memphis, Tenn.; (Fair) Nashville, 18-23.

Royal Midway: Trumann, Ark.; Newport 18-23.  
 Rubin & Cherry: Topeka, Kan.  
 Scott Bros.: (Fair) Woodbury, Tenn.; (Fair) Newton, Miss., 18-23.  
 Santa Fe Expo.: Hamlin, Tex.  
 Smith Bros.: Tishomingo, Okla.  
 Shugart, Doc: (Fair) Okemah, Okla., 14-16.  
 Silver State: Mitchell, Neb.  
 Sims: Oshawa, Ont., Can.

Smith's Greater Atlantic: Pincastle, Va.; Roxboro, N. C., 18-23.  
 Sol's Liberty: Beaver Dam, Wis.  
 Southern Attrs.: Mystic, Ga.  
 Southern States: Moultrie, Ga.  
 Sparks, J. F.: (Fair) Dayton, Tenn.; (Fair) Scottsboro, Ala., 18-23.  
 State Fair: Minden, Neb.  
 Strates: (Fair) Bath, N. Y.; (Fair) Clearfield, Pa., 18-23.  
 Stritch, Ed: Seguin, Tex.; (Fair) New Braunfels, 18-23.

Sunset Am. Co.: (Fair) Memphis, Mo.; (Fair) Hale 18-23.  
 Sunshine: (Fair) Boley, Okla.  
 Texas Kidd: Snyder, Tex.  
 Texas Longhorn: Durant, Okla.  
 Texas: Sugarland, Tex.; Bay City 18-23.  
 Thomas Am.: Woodburn, Ind.; Green Camp, O., 18-23.

Tidwell, T. J.: (Fair) Anadarko, Okla.; (Fair) Chickasha, 18-23.  
 Tilley: North Judson, Ind., 13-16.  
 United American: Iowa City, Ia.  
 Virginia Am. Co.: Cameron, W. Va.; Monterey, Va., 18-23.

Wade, W. G.: (Fair) Delaware, O.  
 Wallace Bros.: (Fair) Aberdeen, Miss.; (Fair) Winona 18-23.  
 Wallace Bros. of Canada: (Fair) Lindsay, Ont., Can.; (Fair) Stratford, 18-20; (Fair) Galt, 21-23.  
 Ward, John R.: (Fair) Lexington, Tenn.  
 West Bros.: Quincy, Ill.; Carbondale, 18-23.  
 West Coast Am. Co.: (Fair) Lodi, Calif., 15-17; (Fair) Yreka, 21-23.  
 West, W. E.: Motorized: (Fair) Washington, Kan.; Clyde 18-23.  
 Western States: Wichita, Kan.; Pampa, Tex., 18-23.

West's World's Wonder: (Fair) North Wilkesboro, N. C.; (Fair) Mebane, 18-23.  
 White City: Pocatello, Ida., 14-16; Blackfoot 18-23.

Wilson: Atwood, Ill.  
 Wolfe Am. Co.: Seneca, S. C.; Cornelia, Ga., 18-23.  
 World of Fun: Clarksville, Va.  
 World of Mirth: Brockton, Mass.  
 World of Pleasure: Ludington, Mich.  
 Yellowstone: Cortez, Colo.; Farmington, N. Mex., 20-25.  
 Young, Monte: Salt Lake City, Utah.  
 Zaccini Bros.: Bellaire, O.; Fairmont, W. Va., 18-23.  
 Zeiger, C. F., United: (Fair) Hugo, Colo., 13-16; Walsenburg 19-21.  
 Zimdars: Cairo, Ill.; (Fair) Jonesboro, Ark., 18-23.

**CIRCUS AND WILD WEST**

Anderson, Bud: Calico Rock, Ark., 13; Batesville 14.  
 Barker Bros.: Carthage, O., 12-16; Winchester, Ind., 17-18; Troy, O., 20-21.  
 Cole Bros.: Portsmouth, O., 12; Williamson, W. Va., 13; Gary 14; Bluefield 15; Wytheville, Va., 16; Bristol 18; Johnson City, Tenn., 19; Greeneville 20; Asheville, N. C., 21; Hickory 22; Shelby 23.  
 Gainesville Community: (Fair) Arlington, Tex., 13-14.  
 Kelley, Al G., and Miller Bros.: Sublette, Kan., 12; Montezuma 13; Mineola 14; Fowler 15; Plains 16; Gate, Okla., 18; Laverne 19; Gage 20.  
 Polack Bros.: Indoor: Sheridan, Wyo., 11-13; Salt Lake City, Utah, 16-23.

**RUTHERFORD COUNTY FAIR**  
**RUTHERFORDTON, N. C., SEPTEMBER 18-23, INCL.**

*One of North Carolina's Best Fairs*

Can place Concessions of all description, including Wheels, Grind Stores, Lunch Stands, Ball Games, Long-Range Shooting Gallery, etc. No exclusives except Bingo Game. Will sell exclusive on Candy Apples and Popcorn for balance of season.

Will book Fun House and Kiddie Auto Ride for balance of season. Have six more Fairs and two mammoth Celebrations. Write or wire

**IDEAL EXPOSITION SHOWS, INC.**

EDDIE LIPPMAN, Mgr., Week Sept. 11, Petersburg, Va.

**FEATURE TOP MONEY GETTERS AT YOUR FAIRS**

You Can't Miss with our New CORN GAME Items. Introductory Offer: 24 Flash Items \$8.50

Hundreds of New HOOPLA, FISH POND AND BALL GAME ITEMS. LAST MINUTE PLASTER WINNERS, CANES, DOLLS, BEACON BLANKETS, CLOCKS, LAMPS, CHINAWARE, FANCY BOXED SUMMER CANDIES, SLUM, GLASS AND CHINA.



**ACME PREMIUM SUPPLY CORP.**  
**3139 OLIVE ST. ST. LOUIS, MO.**



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ANOTHER ONE OF MY EXCLUSIVE NUMBERS. This Gorgeous Package contains Assorted Fruit Jellies and Experienced Candy Operators regard it as having class. Wrapped in Assorted Colored Cellophane. Packed 100 to Carton.

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**CHARLES A. LENZ**

**WANT FOR LOGAN COUNTY FAIR**

September 18 to 23. First Maiden Day and Night Fair. Mines working day and night. Over a quarter of a million dollar pay roll week of fair. Want for this fair and 10 more bona fide fairs to follow. Rides: Ride-O, Silver Streak, Rolo-plane, Kiddie Auto Ride or any other Kid Ride, Pony Ride. Ride Help for all rides; paid out of office. Shows: Animal Circus, Monkey Drome or Speed-way, large Snake Show, Motordrome. Concessions: Novelties, Custard, Ice Cream, Candy Floss, Shooting Gallery, Lead and Cork, Fish Pond, Bowling Alley, American Palmistry, Diggers, Rat Joint, Hoopla, Pitch-Till-You-Win, Ball Games, High Striker, Grab Joint, large Cookhouse. High-class Promoter, wire. Good proposition. One more high-class Free Act. Must be sensation or High Dive Act. Eddie Davis, wire Tommy Carson. This week Elkins, W. Va.; next week Logan County Fair, Logan, West Virginia.

**MODEL SHOWS, INC.**

**O. C. BUCK SHOWS**

Can place Custard, Grind Stores, Merchandise Wheels and Shows for the Kiwanis Club Celebration, Prince Georges County, Mt. Rainier, Md., on the District Line, September 18 to 23; then Waynesboro, Va., Apple Festival, September 25-30; Cumberland, Md., Celebration, October 2-7; Frederick, Md., Fair following. Address Doylestown, Pa., Fair, this week.

**GOLD MEDAL SHOWS**

WANT FOR THE FOLLOWING FAIRS: UNION CITY, TENN., BLYTHEVILLE, ARK.; FOREST CITY, ARK.; STUTTGART, ARK., AND ARKANSAS LIVE STOCK EXPOSITION AT NORTH LITTLE ROCK. ROLL-O-PLANE AND CHAIR-O-PLANE RIDES. SCALES, NOVELTIES, FROZEN CUSTARD, AND OTHER LEGITIMATE CONCESSIONS. Address: **OSCAR BLOOM, Mgr., KENTLAND, IND.** this week; Union City, Tenn. next week.

**Virginia, North Carolina and South Carolina Fairs**

Want for the Great Honaker, Va., Fair, September 18 to 23. Concessions—can place for this date and balance of long fair season. Want Hoopla, String Game, Bowling Alley, Cigarette Gallery, Duck Pond, Pitch-Till-U-Win, Candy Floss, Peanuts, Novelties or any 10 cent Grind Merchandise Concession. What have you? Rates reasonable. Girl Shows wanted. Tommy Carson, answer Splinter. Honaker, Va., Fair next week. All address

**DIXIE MODEL SHOWS**

Ringling Bros. and Barnum & Bailey: San Bernardino, Calif., 12; Los Angeles 13-17; Long Beach 18.

Russell Bros.: Dublin, Ga., 12; Cordele 13; Americus 14; Albany 15; Fitzgerald 16; Waycross 18; St. Augustine, Fla., 19; Palatka 20; Gainesville 21; Lake City 22; Valdosta, Ga., 23.

**WANTED TO BUY RIDES**

Will buy Ferris Wheel, Chairplane and Kiddie Ride, Must be cheap for cash.

**J. A. BAKE**  
 TORONTO, OHIO

## JACK (ABIE) TAVLIN WANTS FOR CHICAGO'S LARGEST DEPARTMENT STORE

# 50 MIDGETS

Singers, Dancers. Can use four or five troupes. Midgets who took part in picture "Wizard of Oz", write or wire. Also want Midget Craftsmen—Painters, Sculptors, etc. Send photos and state salary.

SHOW STARTS NOVEMBER 18 AND RUNS  
UNTIL DECEMBER 22

Address all correspondence

### JACK TAVLIN

Care BILLY ROSE'S AQUACADE, NEW YORK WORLD'S FAIR.

## GREAT DANBURY FAIR

TWO SATURDAYS—TWO CHILDREN'S DAYS

September 30 Through October 7—Eight Big Fair Days

Want Shows of all kinds, nothing too big. Address GEORGE W. TRAVER,  
Danbury Fair, Danbury, Conn.

## PARK AMUSEMENT CO.

WANTS FOR THE BEST FAIRS AND STILL DATES IN LOUISIANA,

Starting at Tallulah (Fair), week of Oct. 2; De Ridder (Fair), Logansport (Fair), Sulphur (Fair), Lake Charles; Port Arthur, Tex., and several others. Those joining for Fairs get free winter quarters if they open with us in the spring.  
**SIDE SHOW, SNAKE SHOW, ATHLETIC SHOW OR ANY OTHER GOOD SHOWS.** Need Drummer for Minstrel Show, also Trumpet and Saxophone Players. Money every night from the office.  
**WILL FINANCE ANY RELIABLE SHOWMAN.** There has not been a Girl Show over this route in 5 years. If you have a good clean Show we will book it. **WILL BUY ANY SHOW EQUIPMENT IN FIRST-CLASS CONDITION. WANT SECOND MAN FOR ELI WHEEL, ALSO MIX-UP.**  
**CONCESSIONS—**Want first-class Cook House, Candy Floss, Novelties, Ham and Bacon or any Legitimate Concessions. Write or wire, we might be able to use you.  
**WANT TO HEAR FROM JACK ROONEY, HARRY GOLD AND HARRY BENIDICK.** Our Towns are in the best shape in years. Good crops and plenty of money. Anybody who has agreement to join us, write or wire at once and join at the Big Tri-Parish Fair, Tallulah, La., week Oct. 2.  
**ALL ADDRESS: CLIFF LILES, Mgr., Homer, La., this week, Gibsland, La., week Sept. 18th.**

## NEW JERSEY STATE FAIR

TRENTON, N. J.—SEPTEMBER 24 TO 30

Will book Merchandise Concessions of all kinds. Shows with their own outfits, for this fair and six outstanding fairs in North Carolina. All address this week, READING, PA.

## CETLIN & WILSON SHOWS

## Heller's Acme Shows, Inc.

Want Concessions of All Kinds; no exclusive but Corn Game and Cookhouse. Want Side Show People. (Bradly Plantation Show, write.) Have complete outfit for Hawaiian Show. Will book Loop-o-Plane, Octopus, U-Drive-It. Can use help on Rides. Want Mental Act, Magician and Talker. Want Shows for following fairs: Front Royal, Warsaw, Va.; Enfield, Weldon, Roanoke Rapids, Carthage and Franklinton, N. C. Others pending. Out all winter. All address HARRY HELLER, Gen. Mgr., as per route.

## WANTED CONCESSIONS

No exclusive except Bingo, Diggers. Hamburg, Ark., around square, first show in five years. All Concessions open for Walthall County Free Fair, Tylertown, Miss., week Sept. 25; McComb Oct. 2; Franklinton, La., Oct. 9; Donaldsonville Oct. 8; Eunice Oct. 16. Freetop Daugherty, photos open. All people contracted for my Southern Fairs, answer Hamburg, Ark., week Sept. 11th.

**RALPH R. MILLER, MILLER AMUSEMENTS**

## PERFORMING MIDGET TROUPE WANTED

Can place Troupe of Real Performing Midgets, good proposition. Have most beautiful midget outfit in show business. Good treatment and best accommodations.

### JOHNNY J. JONES EXPOSITION

KENTUCKY STATE FAIR, LOUISVILLE, KY., SEPT. 12 TO 16.

## GLEANINGS

(Continued from page 29)

first 90 days against \$300,000 in the second 90 days. If this fine attraction had been privately owned instead of by the exposition company, there is little doubt that it would have folded before the great crowds came. Many of the attractions that will quit on the wrong side of the ledger can trace their losses to the early months, which setback they have never been able to make up. Gay Paree, the new Rand show, opened on September 2, and contractors worked three shifts to conclude the work in time. Sum of \$50,000 has been spent by this daring young woman on transformation of the old Greenwich Village site. Altho there is no assurance that the fair will run in 1940, she has an agreement that if it does, she will be booked.

With war in Europe, the boys who planned to play the New Zealand Fair, opening in November, are hedging. Most of them are now figuring on Mexico for next year. At an enthusiastic meeting of exhibitors and concessioners held recently on ways and means to make San Francisco Day, September 30, the real big day of the fair, pep talks were given by Gwynne Wilson, assistant director-general; Fred Sandusky, chief of concessions; Art Belcher, of Mayor Rossi's Committee of 300; Mr. Dolan, of Junior Chamber of Commerce; President Elmer Bose, of the Concessioners' Association, and others. Hundreds of prizes were pledged by members to be used as giveaways. President Bose returned from a vacation trip to Chicago and New York. The Doughnut Corp.'s business at the GGIE is much better than at New York. Alex Oumansky produced Sally Rand's Gay Paree show and is directing the performance. Mel Smith is manager in charge. "Monty" Montgomery, "Red" Kearns, Bob Ellis, Willard Lyons and Andy Anderson are principal talkers, assisted by Jerry Whitney, Peter Fiore, George Dixon, John Barker and Guy Boltz as grinders. Paris Peggy, Edgar Van Scoy, Bob Westcott and others are operating peep shows and other inside concessions.

Chief of revenue control reports his department is working out a scheme to rid shows suffering from poor business of the cost of ticket takers and other control items. Plan calls for a flat rate for remainder of the season. Bill Tunney, one of Doc Strub's assistants, says it is expected that the fair will wind up with attendance of about 12,000,000, or about 1,500,000 less than at the 1915 exposition. Beverly Levy, confidential secretary to H. C. Bottorff, executive secretary of the expo, has held confidential positions with the expo for the last four years, and she probably knows more about the inner workings of the GGIE than any other person connected with it. Little chance of this exposition losing many foreign exhibits, as most of them are neutrals from the Pacific basin. France has a beautiful building and fine exhibits, as has the Netherlands, and it is thought they will carry on until conclusion of the fair. Italy also has a fine exhibit, composed of many art treasures. Major Keatinge, in charge of foreign participation, feels certain the foreigners will stick to the finish. There is much less probability that the GGIE will operate in 1940, now that the war is on. Treasure Island was built for ultimate use as an airport. Largest airplane hangars in the world are now being used for the art show and airplane exhibits. Administration Building, built at a cost of \$1,000,000, could be ready for use of an army or navy air field in a few days. Experts say that in case of necessity the island could be made ready for reception of land and water planes in 30 days.

Julian Harvey will go to Los Angeles for a physical examination and to rest in one of the great hospitals there for two weeks. Harry Hargrave, prexy of the Pacific Coast Showmen's Association, arrived on September 5 to take part in Showmen's Day festivities last Thursday. Baby Incubators, which played to over 11,000 on the Sunday before Labor Day, is off the nut and piling up profits. Mrs. Fred McFalls left for Fort Worth, Tex., by plane on September 5 to have some residential property overhauled of which she is the owner, and she will check up on the Dallas and Fort Worth shooting galleries which Fred operates. His mother is visiting him here. Max Schwartz, owner of the Candid Camera concession, may go to Mexico City soon as one of a party to get first-hand information regarding the world's fair proposed for Mexico City in 1940. Daydreams show now closes one day each week to take care of the compulsory six-day week for employees. Rod Seckel figured it would

be better to have all his people off on one day than to be short-handed almost every day. Irving Sinclair, painter of the Gloria picture and now showing this remarkable art work in the theater formerly occupied by the Candid Camera posing show, is kept busy making sketches from life of most of the Gay-way executives. He has done Adolph Vollman, of the Cavalcade; Leo Singer, of midget note, and others, and is working on a study of Nate Miller, of the Skooter ride. Doc Strub, director-general of the expo, has been in New Jersey some time on private business, but under the capable management of his assistants, Gwynne Wilson and Bill Tunney, things have been going on just as tho the doctor were here with his hands on the helm.

## FEELING IMPROVES

(Continued from page 28)

missioners a gala dinner at Perylon Hall. Several commissioners, including those from Cuba and Mexico, have already recommended to their governments that they participate next year. The campaign to obtain pledges of '40 participation has been under way unofficially since the international situation made such participation problematical.

## BYERS BROS.' SHOWS

NO. 2

Can place for the following Fairs: Sweet Springs, Sullivan, Ironton, all Missouri. Then six weeks in the Cotton Delta of Arkansas and Missouri. Shows of All Kinds. Want Cookhouse and Ride Help, Popcorn, Penny Pitch, Hoop-La, Scales, Pitch-Till-U-Win, Candy Floss, American Palmist and any other Stock Concession. Address J. W. BYERS, Sweet Springs, Mo.

## WANTED SHOWS

Monkey, Illusion, Animal, Athletic and Snake Show for Nevada, Mo., this week. Maryville, Mo.; Butler, Mo., and Harrisonville, Mo., to follow; all on Streets. Low Percentage.

**R. E. HANEY**

Care Chamber of Commerce,  
NEVADA, MO.

## BARNHART'S GOLDEN WEST SHOWS

Want Cigarette Gallery, Pitch-Till-You-Win, Ball Games, Photos. All Legitimate Concessions will be placed. Fun Days, Dexter, Minn., Sept. 14-17; Dairy Days, Chippewa Falls, Wis., Sept. 20-23. Address All Mail En Route.

## Sensational Royals

125 Ft. High  
OPEN FOR CARNIVALS OR LATE DATES  
**SIDNEY BELMONT**  
Fullerton Bldg., ST. LOUIS, MO.

## The Flying Sensations

America's Premier Artists on the Flying Trapeze.

Now arranging bookings for September and October. Also Late Southern Dates and Indoor Shows. **FAIR SECRETARIES** and reliable Carnival Operators desiring a recognized High-Class Standard Flying Return Act for your program, write or wire **BOX D 21, Billboard, Cincinnati, Ohio.**

## WANTED CARNIVAL

FOR  
**BULLITT COUNTY FARM BUREAU FAIR**  
SEPT. 29-30 AND OCT. 1.  
SHEPHERDSVILLE, KY.

## FALLS CITY SHOWS

WANT Bingo, Fish Pond, Cigaret Gallery, Pitch-Till-U-Win, Big Six, Under and Over. Big Sandy, Tenn. (Fair), Sept. 18-23; Rutherford, Tenn., 25-30 (Fair). Want Ferris Wheel Foreman. J. D. Moore, wire. This week Earlinton, Ky.

## DYER'S LOTTO HOOEY WANT

Good Minstrel Show. Charley Raymond, wire. All winter's work. Silo Drome and other Shows. Good Merry-Go-Round or Tilt. Pit and Platform Shows open. Durand, Wis., Streets, Sept. 11-14; Grenade, Miss., week Sept. 18th; Fulton, Miss., follows. Eleven more fairs. **DYER'S GREATER SHOWS.**

## WANTED

For Big Street Fair at Sharpville, Ind., September 20 to 23, Inc., sponsored by the merchants and high-school band. Concessions of All Kinds. Can use two or three good clean Shows. Can use three Rides and other good spots to follow. Capt. Jack Coddins, come on. Address **DOC STODDARD, 104 1/2 West Walnut Street, Room 3, Kokomo, Indiana. Phone 7622.**



LETTER LIST

(Continued from page 27)

McCarthy, John
McClain, C. E.
McClanahan, C. H.
McClanahan, D. H.
McClung, C. C.
McCollin, Ralph D.
McCord, Floyd O.
McCormick, Bill
McCoy, Tim
McCullough, Wm. J.
McCully, Trusty
McDermott, J. L.
McDonald, Edward
McDonald, Jack
McFarland, Ralph
McGale, A.
McGee, Raymond
McGlashin, Daniel
McGuire, Harry
McIntyre, Fred
McKee, Bob
McKenna, Bill
McMasters, Sam
McMillan, Matthew
McMyrtle, Dean
McNally, Harry
McNeal, Harry
McNease, Billy
McSpadden, Richard
Mack LaPonder
Mackay, Robert
Mackenzie, Mac
Mackey, Chief Paul
Mackey, Wilson
Mackon, Jack
Maccuro, Jack
Macy, Wm.
Maginnis, Vernon
Malanga, George
Malcolm, Clifford
Malone, Pat
Mansfield, M.
Mansholt, Hank
Mantour, Chas.
Mantour, Chas.
Mantour, Tony
Manuska, A. B.
Mason, Walter C.
Mason, A. B.
Marjeh, S. A.
Markey, John
Marks, Harry A.
Marks, Phil
Marrs, Jack
Marshall, Howard
Marshall, L. C.
Martin, Fred
Martin, Gene
Martin, Jack R.
Martin, Joe L.
Martin, Mickey
Martin, Johnny
Martin, Johnnie
Mascott, Buddy
Mason, Al
Mason, Brook
Mason, H. R.
Mason, Harry J.
Mason, Oliver W.
Massick, F. T.
Massinger, Lawrence
Matthews, Jim
Matthews, Mack
Mayfield, Eugene
Mayfield, Chris
Mayotte, A. E.
Mays, Prof. L.
Mazo, Charles
Meachum, J. H.
Meeks, Lawrence
Megraw, Marion
Meness, Melton
Merrill, Bob
Merritt, C. H.
Mervette, W. E.
Metter, George
Miche, Arthur
Miller & Goodwin
Miller, A. W.
Miller, Art
Miller, Bert
Miller, C. M.
Miller, Eli
Miller, F. W.
Miller, Fred M.
Miller, R. A.
Miller, R. A.
Miller, Wm. J.
Minnix, J. C.
Minnix, Glenn
Mitchell, Bob
Mitchell, Frank
Mitchell, Lawrence
Mitchell, Leo
Mitchell, Mack
Mitchell, T. W.
Mitchell, Tom
Mitchell, William J.
Mize, Oscar C.
Mozdell, Joseph
Mondri, Prince A.
Montrose, Geo.
Mooney, Joe
Moore, B. G.
Moore, Bert L.
Moore, Ed
Moore, Harry E.
Moore, Jimmie
Moore, Rex
Moorman, Lester
Morales, Billy
Morales, Pedro
Moran, Capt. James
Morano, Joe
Moreing, Billy
Morey, George A.
Morgan, Geo. Calvin
Morgan, J. Brooks
Morris, Chas.
Morris, Charlie
Morris, G. M.
Morris, Robert
Morris, Roy
Morrison, Sandy
Mort, Joe
Morton, A. B.
Morton, Raymond
Moshier, Ralph
Moshier, Howard L.
Mounts, Dayton R.
Moural, John
Mozingo, Donald
Mullins, Ted Moon
Murphy, Cowboy
Murphy, LeRoy
Murphy, Walter
Murray, James T.
Murray, Augus
Myers, Arthur
Myrie, Sam

Raschel, James E., Orch.
Ray, John
Raymer, A.
Raymond, Geo. G.
Raymond, N.
Rebras
Redeaux, Clifford
Redfeather, Chief Van
Redwine Corp.
Redding, Lyle O.
Reece, D. M.
Reece, P. M.
Reed, Billy Boob
Reed, Ted
Reedy, Jacob
Reese, Pinckney
Reeves, Henry
Regan, Pat
Reichbach, Ben
Reid, Eddie
Reinhardt, George
Reno, Edward
Resler, W. H.
Reynolds, E.
Reynolds, Earle
Reynolds, J. B.
Reynolds, Mickey
Reynolds, Tom
Rhaum, Jack
Rhinhardt, J. E.
Rhodes, Jesse E.
Rice, Al
Rice, Cecil C.
Rice, J. M.
Richards, A. L.
Richards, John W.
Richards, Rich
Richmond, Daniel
Richmond, Jack
Ridings, W. T.
Ridley, Tinnie
Riefenach, Jimmy O.
Riggs, George
Riggs, J. L.
Riley, Jimmie
Riley, L. O.
Riley, R.
Rille, Bud
Rinehardt, George
Ritter, Morris
Robbins, Brownie
Robbins, Victor
Roberts, Doc B. C.
Roberts, C. F.
Roberts, J. P.
Roberts, Steve
Roberts, Thayer
Roberts, Doc
Robinson, Ray
Robinson, Wayne
Robre, Geo. W.
Robzen, Raymond
Rocco, R. W.
Rockwells, The
Rockwell, E. W.
Rodgers, Jack
Rogers, Rob M.
Rogers, Buddy
Rogers, Lou
Rogerson, Geo. T.
Roof, Jack
Rose, Dave
Rose, Horace E.
Rose, Jimmie
Rose, Marty
Rosen, Dan
Ross, Jimmie
Ross, Milvin
Ross, Tommie T.
Rowe, W. Y.
Rowell, James
Rozelle, Samuel
Ruddy, Geo.
Rudynoff, Rudy
Russ & Dale
Russell, Capt. Frank
Russell, Richard L.
Rutter, Harry
Ryan, R. J.
Ryon, Charles
Sacco, Tommy
Sackel, Happy
Sager, Raymond
Sahlen, Carl Wm.
Sakobie, James
Saltee, Sady
Salter, Milary
Salvatore, L. G.
Sanderson, Buck
Sanford, Dave
Sangblew, Ted
Sanford, Billie
Saracini, Joe
Sarver, Bud E.
Saver, Lyle E.
Saunders, George
Saunders, Morris
Saurbaum, G. V.
Sawyer, Bill
Sayer, Harry E.
Schafer, E.
Schafner, Neil
Schell, James E.
Schivitt, Benny
Schuber, Ben
Schiller, Pauly
Schlossberg, S.
Schmetzlo, Francis
Schnepf, Walter R.
Schravill, Benny
Schrimsher, A. F.
Schroeder, C. H.
Schultz, A. E.
Schyers, Ken C.
Scoogins, B. D.
Scott, Harrison
Scott, Major George
See, Glenn
Seibert, Frank
Seibert, Wm. Doc
Sellers, George
Seriver, Fred
Sewell, J. Edward
Sewell, Garland
Shades, Carl
Shaler, J.
Shannon, Leo J.
Shapiro, Prof. Meyer
Sharp, Kenneth
Sharp, O. H.
Shattuck, R. L.
Shaw, Bert
Shaw, Fred L.
Shaw, Fred L.
Sheeks, Floyd
Sheeks, H. M.
Sheeley, Ernest
Sheets, Doc Tom
Sheldon, Pat
Shelton, E. H.
Sheppard, E. A.
Sherlock, Joe
Sherman Jr., Carl L.
Sherman, G. B.
Sherman, Tex
Shew, Carl

Shipman, Tom
Shirley, Tom
Shorl, Carl
Shorty, Ice Water
Shriver, Bob
Shroyer, Eugene
Shriver, Thomas
Sickles, Willard R.
Silva, George
Silver Bros. Show
Simmons, Bill
Sims, Fred
Skaggs, N. R.
Skierka, Edward
Slavin, Claude
Sloan, Carl
Smith, Charlie
Smith, Clarence W.
Smith, Clyde L.
Smith, Dee
Smith, G. C.
Smith, Gentleman
Smith, Torchy
Smith, J. Davis
Smith, Jack
Smith, K. Max
Smith, Lester L.
Smith, Sid
Smith, Wm. Bradley
Smithson, C. C.
Snediker, Bart
Snyder, Chick
Snyder, Harry O.
Snyder, Leon
Snyder, W. E.
Solomon, Sammy
Sonitz, Carl H.
Spain, O. N.
Sparton Bros., Circus
Spence, John
Spencer, C. L.
Sperry, Chuck
Spillman, Don F.
Spitzer, Harry
Springs, Julius
Stacey, Thomas
Stafford, Gordon L.
Staley's Show Boat
Stalks, George
Stanford, Benjamin
Stanley, Arch
Stanley, Ben
Stanley, Jack & Steve
Stanley, Junior
Stanley, M. M.
Stanley, Steve
Stanley, W. M.
Stanton, Allan A.
Stanton, Dr. L.
Stanton, Steve
Staples, James
Starling, Jack
Stearns, Jimmy
Stegall, Roy L.
Stein, Robert
Steinberg, Abraham
Stevens, J. R.
Sterling, J. H.
Sterling, Joshua
Stevens, Walter
Stevenson, Clifford
Stine, Allen
Stinson, Clifford
Stocketon, Lem
Stoddard, Doc
Stoltz, L. F.
Stone, Hal
Story, Jack B.
Stracke, T. J.
Strange, Carl
Streetsburg, Ed
Street, Lawrence
Streit, Mike
Strother, Jessie
Strouble, A. J.
Stuffbeam, Wayne
Stutzman, Stanley
Sullenburg, Charles
Sullivans, Flying
Summerfield Jr.
Sundstrom, John E.
Sutherland, Ralph
Sutherland, Wm. M.
Suttons, Musical
Swain, Sam
Swinger, Dick
Swisher, H. C.
Swift, H. L.
Sykes, R. W.
Tadok, Ted
Talley, Clyde
Talbudge, J. C.
Tappin, Shorty
Tarnoff, Morris
Tatman, Jack
Taylor, Tommy
Taylor, Frank
Taylor, Whiskey Bill
Taylor, Whiskey Bill
Telfander, Fredric
Telfander, Pat
Temple, W. L.
Terry, Wilbur
Terrier, L. A.
Theater, Tex
Theodore, Pete
Thomas, Albert
Thomas, B. T.
Thomas, Cecil
Thomas, George
Thomas, George W.
Thomas, Leo
Thompson, C. C.
Thompson, Buch
Thompson, E. D.
Thompson, H. S.
Thompson, Hubert S.
Thompson, Irvin
Thompson, Luther
Thompson, Mike
Thompson, Steve
Thompson, Wm. E.
Thorne, Gerald
Thorpe, Tex
Tiffany, Charles
Tijan, Leonard M.
Tilton, Jimmie
Timons, O. E. Ted
Tinsch, Frank
Tip-Top Show Co.
Tiso, Joseph
Todd, James Buster
Tom, Frank
Tom, George
Tommy the Geek
Tomson, Freddie
Townsend, Cal
Trahan, W. O.

Travis, Doc
Travis, Earl
Treban, J. W.
Trevendy, Al
Troutman, Johnnie
Tucker, Ralph
Turner, W. M.
Turner, Charles
Turner, S. C.
Tuttle, Dan
Tyrce, Jay
Tyrce, O. H.
Tyrce Jr., Thomas
Undersood, Teddy
Ulrich, Dewey
Ulrich, Miller
Usher, Whitey
Vail, Frank
Valentine, Freddie
Valentine, Harry
Van, Fred Hap
Van, Jack G.
Van Berkum, Nick
Van Camp, Arthur J.
Van Demark, Tex
Van Harwood, W. T.
Van Sickle, Roy
Vandiver, C. P.
Vanik, Jack
Verner, Ray
Vestal, James C.
Victor, Victoria
Vieau, LaMoyné
Villan, Poncho
Virgil the Magician
Voise, Harold
Vold, Bill
Vold, S.
Vogel, Margaret
Wagner, George J.
Wagner, Prof.
Wagner, John J.
Wagner, Nessler O.
Wagner, John
Waiman, Harry
Walden, Cotton
Walden, John R.
Walker, Cecil
Walker, Cyrus T.
Walker, Sparky
Wall, Jay
Wallace, Arthur
Wallenda, Arthur
Walsh, Bill
Walsh, Sammy
Walters, Herb
Washington, George
Walton, J. B.
Waltrip, Buck
Ward, Earl
Ward, Jack
Ward, Jack
Ward, J. Robert
Ward, Ralph A.
Ward, Richard
Ward, Theodore
Warlow, Jack
Warner, Geo.
Warner, Harold
Warner, Harry S.
Warren, Jim
Warren, Lomedians
Warren, Luther
Waters, Eddie
Waters, Cowboy
Waters, Herbert
Watkins, David
Watson, Eddie
Watson, Frank
Watson, Red
Watkins, Mark A.
Watts, Charles
Watts, (Cotton)
Watts, Herman
Wayland, Bennie
Weaver, Andy
Webb, George R.
Webb, Joe B.
Weber, E. R.
Weber, E. C.
Wecher, Geo. H.
Weekly, Carl
Weeks, Gerald
Weiner, Sam
Weinoda, Albert
Weist, Bing
Welch, G. R.
Wells, Charlie
Wells, Jack E.
Wells, Jas. F.
Wells, R. D.
Welton, Wm.
West, Buck
West, Harry
Western, George J.
Western, J. W.
Western, James
Westfall, Wm.
Wetherell, Dixon
Wiley, Syllas
Whell, George
Whetten, F. D.
White, Arthur
White Eagle, Little Chief
White, Doc G. W. J.
White, Harry Bill
White, Hugh
White, John C.
White, Neil E.
White, Robert
Whitehead, Chas.
Whittinghill, Jack
Whyte, Clifford
Wiener, Robert
Wight, Pete
Wiglesworth, Chester
Wilhoit, Red
Wilkinson, Brooks
Will, George
Williams, A. H.
Williams, Claude B.
Williams, Fred
Williams, George S.
Williams, Jim
Williams, Joe
Williamson, Carl
Williamson, F. E.
Willis, W. Norman
Wilson, Buddy
Wilson, C. W.
Wilson, Danny F.
Wilson, Dick
Wilson, Harry
Wilson, Herbert & Buddy
Wilson, Jack Chas.
Wilson, Russell
Windsor, Harvey S.
Wingie, Bert
Wingslow, Jack
Wintersteen, James H.
Wintermute, John S.
Wupf, David Robert

Wish, Jack
Witt, E. W.
Whitaker, Pete
Whitcomb, F. C.
Wollett, Will
Wolpert, Wm.
Wong Poney, Chief
Young, Ernest
Young, J. J.
Young, Tobe
Zackery, J. N.
Zackington, Ray
Zeb & Mandy
Ziegler & Pollie
Zeigler, Ralph
Zimmerman, Walter
Zinn, Leo
Zisk, Frank
Zyeda, Dr.
Sloan, Cy
Speiles, Mathias
Spiller, Capt. Albert
Spilman, Dan F.
Spitzer, John
Stewart, Arthur
St. Clair, Marie
Thompson, Jerry
Webb, Mrs. H. D.
West, Mrs. G.
Williams, Mrs.
Williams, Louise
Williams, Mrs.
Wilson, Mrs. Myrtle
Zidman, Mrs. Al
Zorn, Miss Zada
Thiele Jr., John H.
Thomas, John Geo.
Toopka, John
Tommy, English
Vail, R. M.
West, Major
West, Major
Zand, Murray
Barton, Virginia
Bradley, Caroline
Brest, Mrs. Edward
Bright, Alice
Cortello, Mrs. Geo.
Court, Lady Hare
Crowe, Mrs. Leona
Dunridge, Rita
Eagan, Madam
Ellison, "Joey"
Forrest, Evelyn
"Francita," Miss
Garcia, Margaretta
Gordon, Judith
Grimm, Peggy
Hanna, Mrs. John
Hanson, Ruth
Henderson, Mrs. Desma
Knight, Mrs. Phil
Lorow, Mrs. B. J.
Marvin, Mrs. Frona
Maude, Lady
Mitchell, Frances
Newman, Phoebe
Newton Jr., William
O'Donnell, Mrs. Jimmy
O'Connor, Peggy
Olson, Mrs. Paul
Owens, Mrs. Rita
Parker, Joyce
Prevost, Mrs. David J. (Sally)
Scott, Lillian
Seibert, Mrs. Frank
Seymour, Mrs. Carmen
Rose, Mrs. Louis
Varrin, Peggy
Von Lynn, Elma
Wayne, Anne
Williams, Thelma
Wilson, Dorothy
Lane, Ralph
"Land, Daddy"
Lind, Arthur
Lindsay, Daniel K.
Lonas, Johnny
Lyman, Al
Lyman, Mr. and Mrs. Cockey
Lynn, Robert
Malos, Mike
Manshart, J.
Mattress Co.
Miller, Wm. S.
Miller, Fred
Mullally, Tom
Mullally, Tom
Newberry, Paul H.
O'Brien, Don
O'Connor, Danny
O'Halloran, Hal
Orr, Jack
Osborne, Arthur
Patterson, J. C.
Pearcy, W. C.
Peters, Lee E.
Polymesian Duo
Powell, Bill
Reiser, John A.
Reynolds, Harry W.
Richmond, Paul W.
Ross, Tommy
Russell, Dave
Saunders, Noel
Sells, Virgil
Shover, J. S.
Sorensen, Louis
St. Chad, Gordon
Stanton, Jack
Stone, Benny Z.
Taylor, Earl
Thomas, Mr. & Mrs. R. D. (Kid)
Timsch, Frankie
Turner, James
Valentine, Roy G.
Warren, Bill
Watson, Harold
Weiden, John S.
West, Harry
White Wolf, Chief
Williams, Joe
Wood, Julian L.
Wright, Earl
Yerro, Vincent
Doyle, Mrs. Mabel
Edwards, Rose
Ellis, Madame Rose
Fortune, George E.
Genus, Helen
Grimes, Virginia
James, Mrs. Helen
Johnson, Mrs. Mabel
Laird, Mrs. Mildred
Lawrence, Mrs. Larry
Long, Mrs. Ethel
McCoy, Mrs. Betty
Mack, Musical May
Smith, H. Norman
Stanley, Clifford
Stanley, Mike
Star, Gus
Stumbo, George
Stumbo, Fred R.
Swisher, H. C.
Tedlock, Chas. B.
Thompson, Robert
Tittle, Bill
Tyrce, O. H.
Tyrce, Thomas
Williams, Dave
Wilson, Bill (Monk)
Young, Johnny A.

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MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway. Parcel Post Women

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. Women

INDIANA ANNUAL (Continued from page 34)


about 4,000 over 1938, reports Chairman K. A. Riner. Indications are that a profit will be shown. Overflow of exhibits made it necessary to house some in tents. Acts included Teeter Sisters, aerialists; Bink's Comedy Circus, Aerial Solts and Sprigg Sisters. Other attractions were Myers' Rodeo, horse show, amateur show and boxing and pulling contests.

Miller's rides were on the midway and concessioners included George Welton, penny pitch; Paul Hartman, one; A. W. Downs, cork gallery, pitch-till-win; Ace Ross, mouse game; Gus DeFord, turtle race; W. A. Shoffeit, lead and dart gallery, bottle game; P. G. Parry, jewelry; Charles Garrison, novelties; Charles Kent, carnal corn and taffy; Meeker, cotton candy and candy ice; James Scott, bagatelle and dart gallery; H. Sandefur, African dip; Grant Watkins, African dodger; P. Ristie, mentalist; Wil-

Noble County Successful

CALDWELL, O., Sept. 9. - While attendance did not come up to expectations, 87th annual Noble County Fair here on August 30-September 2 was said by directors to have been successful. Harness racing was featured two days. Renfro Valley Barn Dance drew heavily the second night and B. Ward Beam's Congress of Dare Devils packed the grand stand afternoon and night of closing day. Howard Attractions provided rides and shows and Lester Rodgers was back again with peanuts, said O. J. Lorenz, secretary.

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# AMUSEMENT MACHINES

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## REFLECTIONS

Back from a vacation in the hills, away from newspapers and the radio, to find the pages of history again being splashed with blood by a European war.

There are some pitiable souls who hold the view that war is a necessity in order to make progress. But in any case war is certainly the most expensive and above all the most foolish way of making progress of any kind. Every human being knows of so much better ways of making progress that it is rather strange that people ever permit themselves to be drawn into war.

But the reality of history shows us that "there shall be wars and rumors of wars." Those of us who hate war can profit as best we can by reflecting on the many angles and lessons involved in the tragedy of war.

As serious as the present European conflict may be to fellow tradesmen in our own industry, there are signs of encouragement to think about while we hold deep sympathy for all who must suffer during the present struggle.

It is encouraging to note that there are only two nations among all the major countries that can be said to be dominated by militaristic regimes—Germany and Japan. All of the other nations have openly indicated a new and apparently sincere desire to avoid war. This is the first time in world history that such a widespread and open support has been given to the ideas of peace rather than war. It indicates that a lot of people in a lot of countries have, since the World War, done a lot of thinking about the costs and the foolishness of war.

It is encouraging to note the efforts being made to focus responsibility for the present war upon high officials of the aggressor nations rather than upon the masses of the people in those countries. It is even possible that when final settlements are to be made, the high officials held responsible for aggression after due trial may be executed as criminals. When human sentiment reaches the place that leaders of militaristic aggression are duly executed as criminals, then we can hope for fewer and fewer wars. It is probable that, when the present wars are over, we will not hold hatred against the peoples of Germany and Japan but will simply recognize that a few militarists led them into aggression.

It is encouraging in the present situation to note the absence of the former hip-hooray that attended the declaration of war in most nations. There is an absence of band-play and a different tone even in the speeches of the leaders. It all indicates a new feeling against war and a dread of the final consequences.

In America, where we will have time to reflect and to observe the realism of war from a safe distance, there are many things to think about in eliminating the future possibilities of war.

There is hope that the present wars in Europe and Asia may be the last nationalistic wars for centuries. There is some hope that nationalism as a reason for war will begin to decline after we have seen what it can do to human beings. The present wars may not yet make the world safe for democracy, but they may bring about the end or decline of nationalistic fever.

In America, we must take home to our hearts that while nationalism may soon begin to decline, there is still the seeds of bitter civil and religious strife in all our hearts. If nationalism passes as a cause of war, we will still have to reckon with civil and religious wars unless there are decided changes in our thinking.

In America, we still have conditions which cause the repeated shedding of blood in labor strikes. Thinkers recognize the possibility that we may actually have civil war before a final settlement of the causes of labor is attained. In America, it has long been true that the rights of labor have too often only been attained by the shedding of blood in civil strife. In America, conditions still exist which make it possible for the racketeer to flourish in the midst of our labor strife.

We may curse the militarists and think that we are much better than they, but every time blood is shed in labor strife it is a national disgrace. It is a national disgrace that any industrial plant in America should have machine guns mounted, or even emplacements prepared for them. It is a sad reflection on the industrial and business leaders of America that such conditions exist in a country that boasts of its freedom and its intelligence. As long as such conditions exist, we are quite hypocritical in trying to pose as peacemakers in the world. As to the possibilities of religious strife, we may be much better off than any other nation in the world.

The greatest test of America during the present situation will be the degree of profiteering on the blood of men, women and children in Europe and Asia. Our test is not whether we can stay out of the conflict. There may be good reasons why we should take part.

But there is no good reason why profiteering should be allowed to run rampant in time of war. It is encouraging to know that a great army of men who served at a dollar a day in the World War are to a man in favor of taking the profits out of war. It is highly probable that when the price of food and clothing begins to rise in this country, as it is certain to rise, there will be a national outcry against speculation and gambling with the people's bread. This pinch at home may lead the people to see the sin of gambling upon the miseries of men, women and children abroad. The federal government now has more power than ever in history to control profiteering, and the federal government will be on test.

There will be a special test of all those crusaders, reformers, ministers, editors, politicians, etc., who have cried out against petty gambling and amusement games. The gambling in the stock and grain exchanges has already started off with a bang. If the coin machine industry were organized for propaganda purposes, it would rub these facts in the face of all those who have engaged in crusades against amusement games. There is quite a point of honesty and fair play involved for those who indulge in drives against petty things and then remain silent on those great issues which now concern the American people.

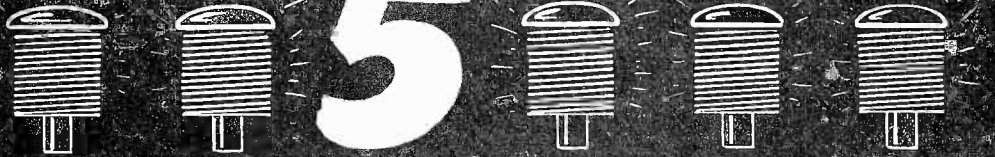
It is with full sympathy for fellow tradesmen in other lands that these reflections are given. We in America have a lot to think about while other nations suffer in actual war.



YOU AINT SEEN NUTHIN' —  
'TILL YOU'VE SEEN Keeneey's

# Thriller

WITH IT'S



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## Chi Coin Appoints Eastern Distrib

CHICAGO, Sept. 9.—Chicago Coin Machine Mfg. Co. made an announcement this week that will be of special interest to the eastern trade. Officials said:

"It is with great pleasure that we announce the appointment of the Savoy Vending Co. of Brooklyn, N. Y., as our new distributor for Greater New York. Operators in and around New York will find it pleasurable and profitable to purchase all the hit Chicago Coin games from this concern. Its members are all well known in coin machine circles. There's Hymie Budin, who was formerly manager of Budin's Specialties, Inc. Hymie has a very impressive record in the coin game field behind him, and is one of the best qualified men in the business today to handle distribution of Chicago Coin games.

"Then Dave Simon and Al Simon have been in the coin game business long enough to know most everybody that is engaged in operating, for they gained most of their experience in the coin game jobbing business. Operators who know him respect the fine judgment of Jack Semel, whose long experience in coin machine work has given him an excellent knowledge of all its phases," it was stated.

## Truth Stranger Than Fiction

CHICAGO, Sept. 9.—Don Anderson, sales manager for Western Products, Inc., related this week a unique story that proves the old maxim that "truth" is stranger than fiction."

Stated Anderson: "Operator W. G. Fortner, of Dwight, Ill., provided me with the following information that is one for Ripley. It seems that a player was engaged in trying to make the most of one of our latest releases, Jitterbug Ball. As he pushed on the playboard for action a ball dropped and began to trickle down the upright playboard. As it traveled downward something happened that probably couldn't happen but once in a million times—the ball split in half. One-half dropped into the award section so the player claimed \$2.50, then \$3, inasmuch as he said the part in the \$5 section was more than half the ball.

"Well, the location owner was in a quandary, so he called operator Fortner, who was in bed asleep at the time. Fortner dressed and drove to the location, opened the cash box which, incidentally, always gives an automatic record of all payouts, and decided the player was entitled to an award of \$2.50. So everybody was happy. The player is now a steady customer of Jitterbug Ball, the location owner was glad to have someone else decide the award, and Fortner went home and got a good night's sleep."

## Daval Appoints Eastern Distrib

CHICAGO, Sept. 9.—Formal announcement was released from the offices of Daval Mfg. Co. indicating that Savoy Vending Co., of Brooklyn, has been appointed Daval distributor in metropolitan New York. Savoy Vending ranks among the best known, most popular and largest distributor in the country and is an important source of new equipment for Eastern operators, it was stated.

In commenting on the appointment,

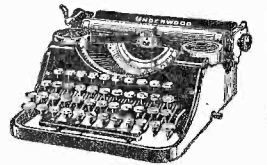
## ANOTHER SENSATIONAL HIT

THE IDEAL SALESBOARD ITEM FOR THIS SEASON

Genuine Underwood Portable Typewriters, Standard keyboard. Complete with Carrying Case. Nationally retailed at \$39.50 each.

Operator's Cost Only **\$25.95** Each in Lots of 4

\$26.75 each in smaller quantities. Attractive life-size Girl Display free with each Portable Typewriter. 2,000-Hole Board for the above, \$1.60. Giving out two on each board. 2,500-Hole Board, as above, \$2.00.



**WISCONSIN DELUXE CORPORATION**  
1900-12 NORTH THIRD ST., MILWAUKEE, WIS.

A. S. Douglass, president of Daval, said, "Who doesn't know Hymie Budin? As manager of Savoy Vending Co. he has become one of the most liked, most trusted and most respected personalities in the coin machine industry. Operators have relied upon his judgment for many years and have prospered accordingly. We are very happy to inform New York and Newark ops of our new representation and feel certain that our friends in and around that territory will heartily indorse our tie-up with Savoy.

"Already we have shipped to Savoy the first carload of our new Triple Threat 5-ball football game, and Budin reports it to be a major sensation among all the operators."

## LOBSTER A LA NEWBURG

is a rare delicacy few people appreciate. They ALL go for PHOTOMATIC pictures, tho . . . which results in big, steady profits for PHOTOMATIC operators all over the world, all year around, year after year.

**INVESTIGATE**  
International Mutoscope Reel Co., Inc.  
44-01 11th St., Long Island City, N.Y.

## BARGAINS FROM DAVE MARION

FREE PLAY	READY TO SET
3 Spottem . . . \$42.50	Chevron . . . \$42.50
3 Circus . . . 32.50	2 Stop & Go . . . 34.50
2 Fifth Inning . . . 35.00	4 Alps . . . 22.50
3 Skipper . . . 7.50	5 Hit Numbers . . . 12.50
3 Chubbie . . . 37.50	2 Rink . . . 29.50
3 Arrowhead . . . 32.50	4 Pot Shot . . . 34.50
2 Natural . . . 27.50	2 Aksarben . . . 19.50
Regtime . . . 19.50	Gun Club . . . 37.50

MISCELLANEOUS

2 Mills 5c Brewn Front Mystery . . . \$57.50	
5 Mills Vest Pocket, Frt. or Cig. . . . . 29.50	
4 Spinner Winner (Like New) . . . . . 12.50	
20 Zephyrs, 1c Cig. or Fruit Symbols . . . . . 8.00	
Bumper Bowling \$27.50	Rola Score, 9 ft. \$17.50
20 Cent-a-Mint. 5.00	Rayolite (Orig.) 85.00
7 Ritz . . . 12.50	4 Zeta . . . 14.50

1/3 CASH DEPOSIT — BALANCE C. O. D.

Write for Complete Bargain List.  
MARION COMPANY, Wichita, Kansas

## Robbins Has New Game!

BROOKLYN, Sept. 9.—D. Robbins & Co is now offering its new Midget Baseball counter game, a penny amusement machine which requires only 10 inches of countef space. It is played with rubber balls, and the idea is to make a home run, for which the player is entitled to an award. Skill is required to make home runs. The fact that the machine vends a ball of gum for each penny should make it welcome in many territories. Dave Robbins advises that immediate delivery is being made on Midget Baseball.

**GET KIRK'S GUESSER-SCALE**  
(PENNY BACK IF YOU ARE RIGHT)  
with the "WATCH YOUR HEART BEAT" feature  
★  
**GREATEST MONEY MAKER EVER BUILT**  
★  
**ALL MECHANICAL OPERATION**

C. R. KIRK & CO.  
2626 W. WASHINGTON BOULEVARD  
CHICAGO, ILLINOIS

# Complain to President FDR

Power of government to be tested in current war gambling wave

WASHINGTON, Sept. 9.—The widespread gambling flurry that followed close on the outbreak of war in Europe is being brought to the attention of President Roosevelt in many ways, and also to other high federal officials.

The President, in his press conference this week, stated that there was an actual surplus of foodstuffs and promised a ban on food profiteering. The Roosevelt administration has successfully put many curbs on stock market gambling and has also tackled big-time gambling of many kinds in recent years, but many people feel that the greatest test of his power will be in trying to curb gambling with the people's bread.

Other federal officials have made statements assuring the people that something will be done. In Chicago and in New York it was reported that national figures in business had stated there is an overabundance of food supplies and that gambling in foodstuffs will be curbed. These statements came from heads of packing houses, chain stores and national associations of merchants.

### Big Spree Promised

Meanwhile, prices began to rise and further spurts next week were anticipated. The outlook is for a national gambling spree that will come much closer home to the people than the big

## Pinball Bulletins

About 300 copies of our recent bulletin, "Much Ado About Pinball," still remain on hand. This bulletin is an outline of the logical arguments in favor of pinball games. Copies have been mailed to distributors, associations and a few attorneys. A free copy of this excellent bulletin may be had upon request, as long as the supply lasts, by writing the address below. Or ask your distributor to let you read his copy.

Address, *The Billboard*, 25 Opera Place, Cincinnati, O.

days of 1928 and 1929. The power of the federal and state governments will be tested and new moral concepts about gambling are likely to be established. Many people who have been agitated about petty gambling in the past are likely to get first-hand experiences as to what big-time gambling can do for a nation.

\* \* \*

MILWAUKEE, Sept. 9.—The organized restaurant men in this city wired a protest this week to President Roosevelt against the current wave of gambling in commodity prices. It was one of the first organized protests to be made in this city.

## Games Back With High License Fee

WHEELING, W. Va., Sept. 9.—The operation of pinball machines in Wheeling, halted more than 18 months ago by police, has again been resumed with more than 100 games said to be located in district business places.

The operation of the devices has been resumed with full approval of municipal officials. It was said that the city is receiving a license fee of \$50 a year for each machine.

Under the new set-up, each operator of the devices must make an affidavit in which he says there will be no gambling done on the machine. In event it is found that gambling is being done, police will confiscate the machine and the operator will be liable to a fine. All of the devices are listed as "games of skill."

## Max Munves Company Now Marc Munves, Inc.

NEW YORK, Sept. 7.—Max Munves has changed the name of his firm to Marc Munves, Inc. The firm remains at the same address and Max Munves is still the proprietor.

"It seems that there has been some confusion among the operators, who were under the impression that my company was part of another organization," Munves stated. "This impression is wrong, as the Marc Munves Corp. is a

# Petition on Okla. Games

Seek signatures on use of games revenue for old-age assistance

OKLAHOMA CITY, Sept. 9.—An initiative petition to license and regulate operation of coin-operated marble machines for amusement was filed with the secretary of state Wednesday, August 30, it is reported. Petitioner is D. Cobb, 801 Cotton Exchange Building.

The petition would provide for a \$10 a year annual license for each machine. It provides that 97 per cent of the revenue would go for old-age assistance and 3 per cent for expense of collection. Cobb has 90 days in which to obtain required signatures to sustain the petition.

It is reported that State officials have been seeking additional funds for old-age assistance and may regard this proposal when presented as a solution to their problem.

## Monarch Maintains Variety in Games

CHICAGO, Sept. 9.—Al Stern, domestic games sales manager for Monarch Coin Machine Co., reports that the response to Monarch's announcement asking for late model games has been terrific.

Stated Al, "Two weeks ago and again last week we announced to coinmen that due to the tremendous demand for late model games we have been forced to sell our large stock of thoroly reconditioned games to the point where there are very few left.

"For this reason, and for the reason that we anticipate a great fall business after one of the finest summers Monarch has known, we want to buy from operators everywhere late model novelty games and free-play games in the novelty classification. Also we are anxious to further augment our depleted stock of phonographs. After all, Monarch's reputation is based not only on excellent reconditioned games, low prices and speedy service, but also on being able to supply operators everywhere with their needs in any type of coin operated machine—novelty, free play, payouts, consoles, counter games, phonographs and, of course, the ever-famous Monarch jar deals," Stern said.

separate entity doing business strictly on its own."

Munves has made great strides since he opened his office uptown and today is one of the outstanding jobbers and distributors of pin games in this territory, where he handles the finest reconditioned machines as well as all the latest machines of all the manufacturers,

## Clippings Wanted

We would like to have clippings from newspapers all over the country of editorials relating to the present national gambling wave in stocks and foods. Also, news clippings that show attitude of various organizations. Watch to see what attitude your local newspaper takes toward the situation. Send clippings to Walter W. Hurd, The Billboard, 54 West Randolph street, Chicago, Ill.

## Keeney Offers Novelty Game

(New Game)

CHICAGO, Sept. 9.—Jack Keeney, head of J. H. Keeney & Co., this week made an important announcement to the trade. Stated Keeney:

"We are offering coinmen a brand-new novelty game, called Thriller. And what thrills they will get when they begin to operate it and collect its unusually big revenue. It is rather unusual for us to offer operators a new game following so closely on the heels of another offering, such as Thriller follows Cowboy, but we feel that we have a game that is such a great new profit opportunity for operators that we just can't hold back any longer.

"Thriller has, among its many appealing features, one that is the center of interest—5 green scoring bumpers. It is around these 5 green scoring bumpers that the clever appeal for scoring has been built. One special green bumper lights intermittently thruout the duration of the game. When any of the 5 green scoring bumpers are lit, and hit, player scores two free games.

"Thriller has two skill lanes. A ball passing thru either skill lane, when lit, automatically lights two of the green scoring bumpers permanently. There is a possibility, on Thriller, of from one to five green scoring bumpers being lit each game for scoring independently of high score."

## Week Brings Big Results on Game

CHICAGO, Sept. 9.—Sam Wolberg and Sam Gensburg, of the Chicago Coin Machine Mfg. Co., were in smiles today. The reason for their joy, as explained by these usually jovial executives, was the excellent reception that coinmen all over the country have given their newest offering announced last week, Lucky.

Stated these officials, "We've got plenty of reason to be crowing, for we just announced Lucky last week in *The Billboard* and did not give any details about it, yet we've already had an unusually large number of orders for Lucky.

Explaining the play of Lucky, these officials continued, "As a coin is inserted all the lights flash on. After the first hit, the red skill lane remains lighted for 3 hits . . . then the green. A ball passing over a lighted skill lane counts 2,000. Two special skill lanes count 1,000. And one of the biggest thrills a player gets from Lucky is this—on every tenth hit the "LUCKY" bumper lights."

## S. C. High Court To Hear Pleas

COLUMBIA, S. C., Sept. 9.—Certain types of amusement devices will get a hearing before the State Supreme Court as to whether they comply with the new State license law.

A temporary restraining order against enforcement officials was issued September 5 on certain coin operated "machines or mechanical devices."

A hearing has been set for Monday, October 9, in the supreme court.

Enforcement officials, under orders from the Governor's office, have been picking up certain machines, contending they were used for gaming. Operators in their defense before the court said the machines had been duly licensed by the tax commission under the new State law.

# VENDING MACHINES FOR SALE

Nickel, Dime and Quarter Melon Bells, with optional Skill Buttons, Milco Heads; all in excellent condition. Priced for quick sale,

**\$59.50 each**

**THE NORTH BEACH AMUSEMENT CO., INC.**

North Beach, Md.

<b>FREE PLAY</b>		Triple Entry . \$125.00
Contact Major Box Score Gems Taps Chubbie Fifth Inning Stop & Go Triple Play Hit Free Races Ragtime	<b>39.50</b>	Black Paces Races, Ser. 3400 . . . 39.50 Parlay Races 39.50
NOVELTY	<b>15.00</b>	SLOTS
Paramount Odd Ball Robin Hood	<b>12.50</b>	Melon Bells \$45.00 Blue Fronts: S.J., no G.A. 32.50 S.J., with G.A. . . . 27.50 D.J., no G.A. 27.50 D.J., with G.A. . . . 22.50 Jennings Chief 5c, Serial 130,000. 29.50 25c, Serial 130,000. 32.50 5c, Serial 117,000. 17.50 1/3 Deposit. 35.00
CONSOLES		MT. ROYAL NOVELTY, INC., Baltimore, Md.
Skilltime, R. H. . . \$37.50 " G. H. . . 27.50 " Kentucky Club 49.50		
306 E. Balto. St., Baltimore, Md.		

### FREE PLAY BARGAINS

20 MAJORS	\$39.50
Lots of 5	37.50
10 SPOTTEM	42.50
Lots of 5	40.00
5 TOPPER	47.50
Lots of 3	37.50
6 FREE RACES (Keeney)	35.00
No Shipment Without 1/3 Deposit. Write for Free Play List.	

MARION CO., WICHITA, KAN.



DAVAL ASSEMBLY LINE putting thru Triple Threat games to supply orders pouring in. Game is said to be growing in wide popularity.



# EASTERN FLASHES

NEW YORK, Sept. 9.—There's been plenty of talk about arcades in this column during the past few months, but a survey of leading arcade operators in these parts reveals that all this space was entirely justified, for the penny arcades clicked so well this past season that ops in other fields are beginning to seek locations. Seifert Bros., over at Manasquan and Point Pleasant, were tremendously pleased with this season's returns. Fetzer & Peterson, of the Merry-Go-Round Building in Seaside Heights, N. J., also reported this season as being one of the best in their history. Harry Graff, who has the Casino Building at Seaside Heights, confirmed the report of his competitors at this resort.

Charley Rubenstein, who has his spots on 23d street and 125th street, New York, reports: "Never had a complaint during the season. In fact, we're looking forward to the fall and winter being better than the summer." Mazocchi & Berni, at Palisades Amusement Park, believe this season will be long remembered by arcade ops. Leon Minoque, who has three places in Long Branch, N. J., did his biggest job on cranes and pin games and hopes next year will be just as good as this one. Zemil Resnick, who took over Williams' Arcade in Asbury Park; Joe Munves with his spots in Belmar and Bradley Beach, N. J., and Hymie Gelb, who has an arcade at Union Beach, all report that the season just past was undoubtedly the biggest in arcade history.

ENTIRE ORGANIZATION . . . of the George Ponsler Co. is all pepped up over the swell reception its Mills Caravan of Music is meeting with in its travels. "Everywhere I stop," Jack Mitnick reports, "operators marvel over the beauty and mechanical excellence of the Mills Throne of Music."

REPORTS FROM EXECS . . . at the DuGrenier offices indicate that the DuGrenier Selective Candy Vender has clicked with operators all over the country. "This is one machine that will fill the need of hundreds of ops everywhere in the country," they stated. "It's sure-fire at the low price we are selling it plus the 12-month time-payment plan."

AROUND THE TOWN . . . Fred M. New, who makes that new anti-aircraft machine gun called the Sky Fighter, is doing a remarkable job at Bill Rabkin's Penny Arcade at the World's Fair as well as at the Schork & Schaffer Sportlands. Gun gives the player 250 shots for 5 cents and formerly was operated in Germany. . . . Si Silverstein is reported to be increasing his route. . . . Lester Klein seems to have made a smile and a cigar his trademark. He reports he's looking forward to some great advances in equipment. . . . Eddie Lane, of Byrde, Richard & Pound ad agency, and brother of Bert Lane, of Seaboard, now has his song *Bless You* recorded by all three of the leading disk firms. His phono op friends are reported to be pushing the disk in their phonos. . . . Harry Krain, of Sunflower Vending, was sick for a week and took a week vacation to get back in first-class shape. . . . Morty Robbins, of the Arcus-Simplex Ticket Co., reports he's still selling a lot of tickets to the coin industry. . . . The "Penny Phono" attracted quite an audience at its unveiling in Newark.

COLLECTION CARDS . . . are given away to all customers of I. L. Mitchell & Co. Mitch has the name and address of the firm printed on these cards, thus keeping his name before the ops every time they take money out of the cash box. If any mechanical difficulty occurs, or if another machine is needed for the location, the op is reminded to see Mitchell immediately.

CELEBRATING . . . Hymie Budin and Jack Semel, of Savoy Vending Co., Inc., are celebrating the ac-

quisition of the Daval Mfg. Co. line of games to their present lines. The firm believes that the new line is going to mean big things for it. "There is no doubt any more that the kind of games Daval is producing are just what the ops need," says Hymie.

MEN AND MACHINES . . . Charlie Katz, who represents D. Gottlieb & Co., was around seeing the boys and whispering about a surprise. . . . Freddie Law, of Hercules, wants to be another Eddie Cantor. With three daughters to his credit already, he's made a swell start. . . . Mac Reiter is one New York op who doesn't worry. With the fall season getting under way, he's packed off for a vacation in the mountains. . . . Willie Ginsberg, who is Mike Munves' chief mechanic, is earning a reputation for himself as a mechanical wizard. And that's something on 10th avenue. . . . Mike Munves has rearranged his 10th avenue headquarters in such a manner that all ops are wondering how he did it. "No more searching around for any game," Mike reports, "It's right in front of you now." . . . The moment the World's Fair gets any kind of a crowd Bill Rabkin's Penny Arcade and Photomatic Studios are jammed to the hilt. . . . There's a State senator from the South who is using official stationery to inquire about prices of machines up here in the Nawth. He also uses the official stationery to send in orders, "just to make everything official."

DEMAND CONTINUES . . . unabated for Mr. Chips is the report coming from Bert Lane at Seaboard Sales. "We reordered five times the first week for full carloads," Bert said. "The demand continues to be greater than we ever anticipated. Tests definitely prove Mr. Chips to be the greatest game we

have ever handled in all our coinbiz career."

JERSEY JOTTINGS . . . Ask Jack Kay how come he lost so heavily at Saratoga. "Couldn't get a break on any horse, regardless of name or sire," he moans. . . . By the way, Rae Foster is the name of that new girl over at Ace Distribs. . . . Willie Hillberg, prominent op and promoter of many boxing contests, returned from visiting his brothers in Germany with a trunkful of gifts for friends. He reports his brothers are still operating in Germany, where they use the 5 and 10 pfennig piece. But, Willie declares, "give me the good old U. S. A. anytime." . . . September 18 will be field night in more ways than one with all the New Jersey ops making excuses to take in the bouts. . . . Joe and John Bacskay, prominent Perth Amboy ops, have just opened one of the leading bowling alleys in the East in Fords, N. J. . . . Ed Wimley and family are home again after spending the summer at Camp Jack Fish, near Brielle, N. J. . . . Barney Laska, of Royal Music, has already set the date with Charlotte Robbins, but won't tell just where or when. . . . Irv Orenstein is generously loaning the Hercules offices to ops as a meeting spot.

OUT OF THE MAIL BAG . . . Joe Ash, of Active Amusement, Philly, pens: "Every time I get some games on my floor they seem to disappear. We believe this is due to our ads in *Billy-boy* and the swell service we render." . . . From Baltimore, Roy McGinnis reports: "Before the first week of our sale was over we were almost cleaned out. Now we're working hard to fill the orders we have received and trying in every possible way to satisfy everyone who has written to us."

## Coin Machines Gross \$305,598 In 108 Days at N. Y. World's Fair

NEW YORK, Sept. 9.—Coin-operated machines, including venders, service machines, as well as pin games, Photomatics and arcade equipment, did \$305,598 worth of business at the New York World's Fair between opening day, April 30, and August 15.

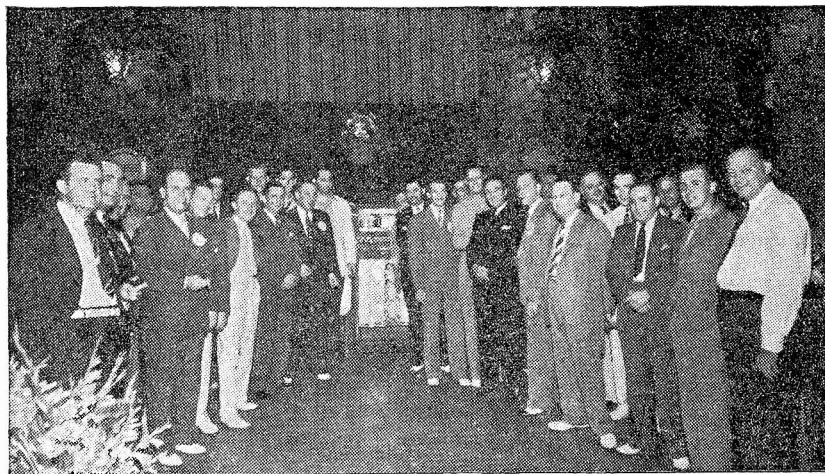
Bill Rabkin, head of International Mutoscope Reel Co., is the biggest operator on the grounds with three concessions under his wing. His Photomatic studios, operating under the firm name of 20th Century Photomatic Corp., have grossed \$23,404; his penny arcade and other arcade equipment on the grounds, which operates under the firm name of the Elnomar Arcades, Inc., have taken in \$20,332, and the 100 penny weighing scales he has have grossed \$5,843. The fair's cut on these grosses amounted to 25 per cent on the Photomatics or \$5,877, plus an additional levy of \$2,166 in service charges. On the arcade the fair took 15 per cent, or \$3,124, plus \$645 for service charges. Scale cut amounted to \$2,629, or 45 per cent.

The Skee-Ball and Chime-Ball alleys operated by the Fairway Amusement

Corp., of which Maurice Piesen is a member, grossed \$45,541 for the 108 days. Of this the fair took \$11,385, or 25 per cent, plus \$645 in service charges.

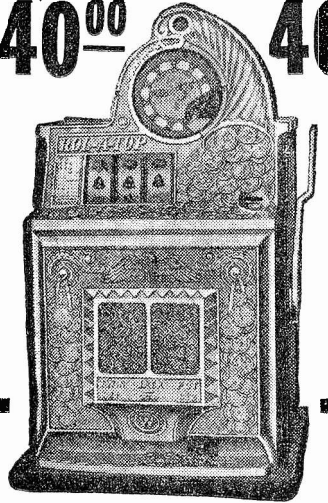
In the vending machine group the Canteen Co., which has the candy, nut and gum concession, took \$48,028 from its 393 machines. Fair's participation at 15 per cent amounted to \$6,745 of the \$20,000 advance participation the firm paid before fair opened. Faber, Coe & Gregg, who have the cigarette venders on the grounds have sold \$19,112 worth of cigs thru their machines. Firm has two agreements with fair. One calls for a 12 per cent cut to the fair on one group of machines. The other calls for an 8 per cent cut. Total paid to fair on two contracts amounts to \$1,969.

American Locker Co. heads the list of service machines with a gross of \$30,258. Fair's cut is 10 per cent, or \$3,049. Exposition Souvenir Corp., with paper cup machines, grossed \$4,454. Cut to fair amounted to \$1,113, or 25 per cent. Niko-Lok, with coin-operated toilets, grossed \$4,317, of which 70 per cent went to the fair.



THE GANG'S ALL HERE—at the Wurlitzer open-house meeting in Albany, N. Y. Mike Hammergren, general sales manager of Wurlitzer, and his "gang" of factory executives with distributors and operators. From left to right: S. T. Cass, Walter Reed, (next man unidentified), Nick Cauzeri, Bob Connors, Harry Adams, Tom Best, Moe Kann, Andy Christiansen, Burt Meyers, (next man unidentified), Ed Wurgler, Leo Jackson, (next man unidentified), Myron Jackson, Johnny Schwartz, Ben Golden, Angelo Cannizzo, Mike Hammergren, Art Herman, Clyde Lowat, Harry King, (next two men unidentified), William P. Bolles, Johnny Fuller, Ernie Petering. The source of all their enthusiasm is in the center background—the Wurlitzer automatic phonograph.

## NEW LOW PRICE \$40.00 40.00



### A FEW MORE LEFT GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Pay-out. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

### 15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST.  
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS #770.  
Cable address "WATLINGITE," Chicago.

- 2 Forward March . . . . . @ \$5.00 Ea.
- 8 Stoner's Races . . . . . @ 5.00 Ea.
- 6 Airways . . . . . @ 5.00 Ea.
- (Or Any of the Above Games 3 for \$12.00)
- 1 Mars . . . . . @ \$10.00
- 2 Ski-High . . . . . @ 10.00 Ea.
- 1 Dux . . . . . @ 10.00
- 3 Silver Flash . . . . . @ 10.00 Ea.
- (Or Any of the Above Games 3 for \$27.00)
- 1 Zephyr . . . . . @ \$12.00
- 1 Ragtime Free Play . . . . . @ 15.00
- 6 Free Races (Keeney's Single Coin) . . . . . @ 15.00 Ea.
- 3 Double Features (Free Play) . . . . . @ 40.00 Ea.
- 3 Chubbles (Free Play) . . . . . @ 40.00 Ea.

1/3 Deposit With Order, Balance C. O. D.

**Lake City Novelty Co.**  
3008 PAYNE AVE., CLEVELAND, O.

## NEW! 1 CENT COUNTER GAME MIDGET BASEBALL

This new game has been "Location Tested" and proclaimed a "Winner" by experienced Operators. It is a genuine SKILL GAME and also Vends a Ball of Gum for Each Penny.

**OPERATORS & JOBBERS**  
Write for Details To-day!

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

**C. H. Birdsall Dies**  
BRONXVILLE, N. Y., Sept. 9.—Claude H. Birdsall, of 21 Sussex avenue, manufacturer of coin devices, died August 29 at the Lawrence Hospital from pneumonia and a heart ailment after a brief illness. He was 66.  
Birdsall was president of the Standard-Johnson Co., Inc., Brooklyn, maker of coin devices. He was born in New Hampton, Ia., and was graduate of Cornell College in Iowa. In his early life he was in the publishing business and issued an encyclopedia. Later he was a real estate operator in Chicago and Detroit.  
He founded the Johnson Co. 30 years ago, and in 1921 it was merged with the Standard Co. to form the present corporation.

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

EXPERIENCED OPERATORS  
WILL TELL YOU TO BUY

**Northwestern**

BULK VENDING EQUIPMENT

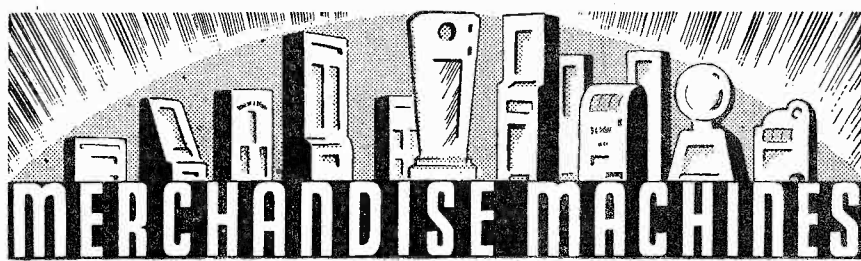
Operators who know machines and know the business invariably advise you to buy Northwestern when choosing bulk vending equipment. Their experience has proved Northwesterns are not only fine, dependable machines, but they earn more money. Six models to meet every requirement. If you are an operator or interested in this profitable business, write today for information on the complete line of Northwestern Venders.



THE NEW MODEL 39

THE NORTHWESTERN CORPORATION  
995 E. ARMSTRONG ST., MORRIS, ILL.

New 1939 Model "E" SELMOR  
\$6.25 SAMPLE  
(Cheaper in Quantities)  
GUARANTEED FOR 5 YEARS  
Vends all CANDIES, TOYS and BALL GUM Brings BIGGER PROFITS.  
New Streamlined Design, Chromium and Baked Enamel.  
Ask the Smart Operators.  
GREAT STATES MFG. CO.  
Dept. P 1601-09, 19th St., Kansas City, Mo.



**Women Demand Clean Machines**

A recent newspaper article contained the information that a certain percentage of those serving on juries are required by law to be women. There's no getting away from it, the "weaker sex" is no longer confined to home making in its various phases, more and more they are entering into big industry. Their field of opportunity has broadened to a great extent in the past few years, many of them are even going great guns in the bulk vending industry. However, the reason for this article is not to throw bouquets in their direction necessarily, but to bring to mind their importance in regard to industry, particularly bulk vending. Without exaggeration it would be safe to say that a good share of the patronage of the bulk venders comes from women and children. That is why they must be given every consideration by the operator who would get the biggest play from his machines.

You can't expect them to patronize dirty, run down machines, and much less allow their children to do so. Just think of the fine returns you will get from the small extra effort required to keep your machines clean, new looking and inviting. You can't afford to be without these customers, so you must do everything you can to keep them, and cleanliness is the first step in the right direction.—W. R. Greiner, Northwestern Corp., Morris, Ill.

**Tax Officials in 13th Convention**

CHICAGO, Sept. 9.—National Tobacco Tax Conference, an organization of State tax officials with headquarters in Chicago, has announced its thirteenth annual conference to be held at the Hotel Henry Grady, Atlanta, October 5 to 7, at which time various

developments in cigaret tax situation will be considered. Cigaret taxes have become increasingly important with the many new State and city cigaret taxes passed during 1939.

At business sessions starting Friday, October 6, the convention will hear summary reports by tax officials of the various States and cities represented, outlining recent changes in the law, rules and regulations, court decisions, and administrative practices and problems. Later in the day statistics on tobacco consumption and tax collections will be presented, with the annual banquet taking place Friday evening.

Saturday morning will be devoted to a discussion of tobacco tax evasion, with the election of officers capping the business phase of the program.

**Bay State Cig Tax In Effect Sept. 1**

BOSTON, Sept. 9.—The big topic of conversation in Boston has been the cigaret tax which went into effect September 1.

Unlike the other New England States, Massachusetts will not collect from the cigaret business via stamps attached to the package. Its method, according to Tax Commissioner Henry D. Long, will be via reports by the wholesale trade of their purchases from the various factories and their sales to the retail trade. On the quantities thus involved the wholesaler will pay to the State Tax Department at the rate of 2 cents for each package.

All distributors and by that is meant those that buy cigarets direct (even if only from one company) will be licensed as "importers" which will cost \$25 for the year. A retailer's license will be \$1 per year. Both will be expected to report their stock on hand as of September 1 to the tax commissioner and inclose payment for same at the rate of 2 cents per package.

**The Case for Cigaret Vending Machines in Re Cig Taxation**

To the Editor:  
In The Billboard, August 26 issue, on page 115, an article appeared on "Cigaret Taxation."

The writer is a veteran cigaret machine salesman, covering the Middle West for the Uneedapak Co. out of the Cleveland branch. I am a religious reader of The Billboard and have always urged my operators and prospective operators to subscribe to your publication. Because you are widely read by the coin machine trade, you cannot exercise too much care in the articles published with respect to any innocent misstatements that may be made, either by your own staff or any contributors to your columns, that may in any way reflect disfavor or throw any unwarranted fear into the hearts of established operators or those seeking entry into that field.

I don't question for one moment that you meant no harm with respect to the effects of the cigaret tax in 23 States, and I am definitely certain the article was to encourage the operator and remove any fear of any detrimental consequences that might lie in the minds of those in tax States.

I take this occasion to voice my contradiction of several statements contained therein. It stated many operators claim that their business was SAVED by the taxes. I cannot be too emphatic in my claim that the cigaret machine operator NEVER needed saving. The business, since its incep-

tion, never needed ANYTHING to save it. Were a prospective operator to read the article, he couldn't help but assume that our business was undergoing a critical state of failure, and the tax SAVED it. Nothing could be farther from the truth. Tax or NO tax, the progressive wide-awake operator of cigaret machines ALWAYS was in a healthy state and consistently ran on the right side of the ledger. It's one business that anybody can hardly make a failure of, unless it was thru lack of service to his locations, or poor equipment.

In several of our States with a 2-cent stamp tax, the operators kept selling cigarets at 15 cents, paying little, if any, commissions. With his absorption of the tax, his unit profit was cut down, but by virtue of selling cigarets thru machines at the same price of the cut-rate and chain stores, his volume doubled and trebled itself, giving him a still greater profit on each location than he ever made before he had the 2-cent tax.

Tavern keepers or restaurants will tell you that they don't remember any customer walking in off the street to buy a pack of cigarets and then walk right out. These locations were selling cigarets ONLY to those patrons already in the place, who happened to need cigarets. Those seeking ONLY to purchase cigarets generally stop at the cigar, drug or grocery store where they can be had at cut-rate prices.

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New, Direct From Factory.  
ONLY \$2.40 AND UP  
Over 60,000 Sold.

MAKE MONEY NIGHT and DAY Without Selling

Step into the big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Start small full or part time. Best locations prefer "Silver King." Get FREE facts today.



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SPECIAL—One Vendor, 10 lbs. Candy, 1 Gross Charms... \$8.45  
1/3 Deposit With Order, Balance C. O. D. Send for Circular and Easy Terms.

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With the advent of the 2-cent tax and with all cigaret machines selling at 15 cents, exactly the same price of the cut-rate, it is logical and reasonable to believe that it made no difference to the consumer where he got his cigarets, so long as the prices were identically the same.

In such 2-cent tax States, the machines did get the patronage of that consumer who heretofore never bought cigarets in the tavern or restaurant, unless he already was there, eating or drinking. A further reason for the tremendous increase in sales thru cigaret machines in 2-cent tax States was that you could buy cigarets out of a machine in a jiffy, needing no one to wait on you. You could go in, get your cigarets out of a machine, and be out in 15 seconds. Try going into a grocery store for cigarets and the clerk is waiting on a woman who has a shopping list a yard long and see how long you'll wait for your cigarets. Or go to the cigar or drug store, where there's generally a long-winded clerk or customer chewing the rag, discussing politics or the war, and see how fast you can get your cigarets there. Without a question of a doubt, the operator has benefited materially by the 2-cent stamp tax and his continuance of the 15-cent price.

In States where a larger tax was in force, 3, 4 or 5 cents, cigarets are sold at higher prices adding the tax to the 15-cent pre-tax price. This did not affect sales thru machines any more than when machines sold cigarets at 15 cents with chain store and cut-rate competition. In such States, cut-rate stores were forced to add the tax to the cigaret price, leaving the margin the same between the machine and their price as it was before the tax was inaugurated. The operators' sales were not affected one iota, tax or no tax. Since no change in operators' profits was caused by any tax, he did not have to increase his operation unless he wanted to. The reason for the influx of so many new operators in the field is because operators handling various types of other equipment felt the brunt of our economic conditions and decided to enter the cigaret field, which is a necessity to the smoker of whom there are legions. Cigaret machines have consistently yielded a profit in spite of any and all conditions weathering depressions, recessions and panics. The more economic turmoil, the more the public takes it out on cigarets. The more unemployment, the more time they have on their hands to smoke. While their available cash may be depleted, they always manage thru one channel or another to continue the smoking of cigarets. The cigaret smoker can find little or no satisfaction in turning to the cigar or pipe or rolling his own for economy. There is no substitute for the cigaret. By that dominating token, the cigaret machine operator will continue to thrive and prosper in good times or bad, tax or no tax.

MACK H. POSTEL, Uneedapak Co.

BARGAINS IN USED Cigarette Machines  
\$5.00 TO \$25.00  
ALL MAKES!  
HURRY! WRITE FOR LIST!  
COLEMAN'S VENDING MACH. MART  
630 RACE ST., PHILADELPHIA, PA.  
"Buy From Coleman's With Confidence."

A SQUARE DEAL  
THE YEAR 'ROUND  
Satisfied Customers Mean Bigger Profits for You!  
CALCO DRILLED BALL GUM  
In your vendors gives you the edge on competition.  
Write NOW for Details  
TOWNSEND MFG. CO.  
Dept. B, 434 North Front St., BALTIMORE, MD.



## Cigarette Merchandisers' Associations

With the beginning of fall members of the New York CMA are already mapping plans for the season. Outstanding among the plans which are being drafted is one to increase the membership. Speaking of the drive, Matthew Forbes, manager of the CMA, said that he feels that now is the time for such a campaign.

The work of the organization speaks for itself, and those who will direct the membership drive feel that after the activity of the CMA on past important matters is cited operators will be glad to file their applications. At present a large percentage of the ops in New York are members but the organization is striving for 100 per cent. Of course, that is a big order but the benefits to be derived from the membership are being more and more realized. As is the case with most worthy organizations those eligible want to join but need just a bit of persuasion. Another thing is that human psychology so works that people like to be asked to do things—and joining organizations is one of them.

Members of the New York CMA regret that it was necessary for the CMA of Connecticut to cancel its outing which was to have been held last week-end at the Berkshire Country Club at Wingdale, N. Y. They had enjoyed their outing there and were looking forward to a big time at the one sponsored by the Nutmeggers. Of course, all know that the feature of the picnic was to have been a softball game between the host organization and New York for possession of a trophy which the New Yorkers won from Jersey in June. The Connecticut group took possession of the cup right after the game and spirited it off to that State, where it has been in the custody of A. J. Masone, secretary of that CMA. Connecticut claimed it was not given a chance to compete for the award.

Since Masone has telegraphed Forbes that the outing had to be called off, there arises one important point. Who gets the trophy?

New York claims it was ready to take to the diamond to prove that the trophy belonged in the offices of the CMA in the Chanin Building. Because of preparations made, New Yorkers claim the Nutmeggers have lost the game and cup by forfeit. Forbes says he will be expecting the trophy to arrive any day now—postpaid.

Matthew Forbes' vacation proved to be a busman's holiday. He went to Monticello, where he discussed a State organization with W. F. Miller of the Tri-States Cigarette Merchandisers' Assn. Miller, Forbes reports, is for the formation of the State group and will co-operate with the New York organization to start the ball rolling. The opinion of the operators is there should be some State organization if for no other reasons than to promote business and goodwill and seek reduction of taxes.

Operators appreciate the co-operation State officers extended in recent months. The ops were very busy converting their machines and appreciate the consideration the State agents extended regarding the setting up of machines that were in out-of-the-way places.

Bob Hawthorne, president of the New York CMA, has returned to New York after a visit with his parents at their home in Carlisle, Pa. This was the first trip Hawthorne had made to Pennsylvania in several months.

Recently Commodore Sam Yolen was unable to keep his appointment to take Forbes deep-sea fishing. Yolen took some friends out for a sail on Peconic Bay and encountered a southeaster. The result was that he had to pull the boat into the nearest port, where he was tied up for three days. In the meantime Forbes' vacation ended and he had given up the idea of going fishing.

The operators are now turning their attention to bowling. Harry Kolodny, of Le Peko Co., Inc., ace bowler of the New York CMA, has issued a challenge to take them as they come. This sport will claim a lot of the boys and the popularity will grow with the season. There should be some good matches staged this winter and they are being eagerly anticipated and awaited.

## Detroit

DETROIT, Sept. 9.—L. V. Rohr, of the Rohr Sales Co., reports a trend toward newer stick gum venders. Rohr is one of the first operators in the territory to make a tieup on Wrigley gum for the new type of venders and reports this a growing new field, altho one in which the net returns are necessarily bound to start slowly.

Some difficulty was experienced at first in placing the new machines near schools, Rohr said, but his position has been confirmed by courts, he said, when tested, inasmuch as the machines are obviously in no sense games of chance, but simple merchandise venders.

Earl Poppenger, proprietor of F. & W. Products Corp., operator of randy, gum and peanut vending machines, mostly in industrial plants, reports business very good. He reports the addition of a number of new machines to its routes and is planning to add several more shortly.

Wayne C. Stewart, operator at River Rouge, Mich., is busy expanding operations with another purchase of Wurlitzers.

Harry Wish, Detroit operator, is out buying Seeburgs.

Joseph Reich, of the Reich Coin Machine Exchange, reports steady expansion of business with placing of 30 new pin games in the past month. With Reich, who specializes in the bigger type of location, principally in the downtown areas, this is an important sign of business revival.

Henry C. Lemke, of the Lemke Coin Machine Co., and his wife have returned from a business trip thru Ohio, going on to spend some time with Lemke's father, who was celebrating his birthday at Jackson, Mich.

Joseph Frederick, operator of carnival arcades for several years, now has two units on the road and has renamed his shop Frederick's Funland. He was in town this week buying new machines, particularly view machines, and restyling others for use in the Ohio territory, where his major unit is now playing.

Charles Friedenberg has formed the C. F. Amusement Co. here.

Forest Amusement Co. is a newcomer to the amusement machine field. Nick Forest is proprietor.

Carl Frumin, who has operated amusement machines in the Detroit territory for several years, recently formed the Advance Amusement Co. here.

M. Medford, Detroit vending machine operator, is expanding his routes and recently added new National venders.

Sam Godfrey, well-known Detroit operator, is passing out cigars. The occasion is the arrival of a boy at his home last week.

Norman Nowak, operator of nickel candy bar and Tasty Snax machines in Detroit, is finding business good in this territory. He recently increased his routes by a substantial purchase of vending machines.

Peter J. Christie, operator of music machines, recently added new Wurlitzers to his already large routes.

Service Coin Machine Co. was recently formed here by George Skinas. Skinas was formerly a partner in Northwest Coin Machine Co. The new company operates amusement machines.

Joseph L. Collins has bought out the interest of his partner, William Reid, in

## FREE! 5c PACKAGE NUT VENDOR

To introduce this beautiful and practical 5c Package Nut Vending Machine for Counters and Bars—we make this liberal FREE OFFER. With the purchase of 2,000 attractive Packages, at \$7.50 per thousand, we will give you FREE one Vendor. You fill these packages with Salted Peanuts you buy in your own locality. The regular price of this combination is \$32.50 F. O. B. Mpls. Send us only a \$15 M. O. and we will immediately express 2,000 Packages with one beautiful Vendor. This is a special time limited offer. ACT FAST!

WALZER CO.

Security Bldg., Minneapolis, Minn.

the Southwestern Amusement Co., operator of cigaret and amusement machines. Reid has gone to Scotland. "Our business is good," said Collins, and I am constantly buying new machines. I keep a machine on location about six weeks and then I replace it. I believe keeping your machines up to date is the success of this business."

Frank D. Noble, Detroit music machine operator, has moved his headquarters to 13081 Longview avenue, Detroit.

F. E. Turner, president of Automatic Merchandisers' Association of Michigan, spent his vacation at his cottage in Northern Michigan.

Edward J. Rzakowski, local operator of pin games, has expanded his business into the music machine field and will operate both lines under the name of Rookie's Amusement Co.

Sylvester J. Lesperance and Frank Schihl recently formed the partnership of S. & S. Novelty Co. for the operation of pin games in the Detroit territory.

Among the recent buyers of music machines from the suburban areas were Foster Johnson, of Ecorse, and Wayne C. Stewart, of River Rouge.

Marquette Music Co. has just placed a substantial order for Wurlitzer phonographs.

Among Wurlitzer buyers were noted E. W. Mitchell, John Czyzewski and Frank D. Noble, all Detroit operators, and Wayne C. Stewart, of River Rouge.

Erwin P. Baldrige, operator with Bruce Bryan, of the amusement machines at Lake Orion, reports good business in his concession, somewhat better than last year. This he attributes to the attraction of the increased number of machines and the fact that they are at all times kept in A-1 condition.

A. Anderson, operator of peanut vending machines and pin games, has moved his headquarters from 9249 Steel avenue to temporary quarters on Appoline avenue.

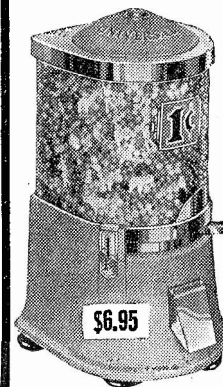
Max Moore, who has been associated with the Detroit amusement machine field for several years, has organized the Max Moore Amusement Co. Headquarters are at 3026 Cassadina avenue, Detroit.

Wayne C. Lippert of Gold Star Mfg. Co., spent the week in Chicago on business.

Felix Jencks, of Imperial Music Co., is concentrating on his amusement machine games at this time.

Friends of Mrs. Mary Lemke, wife of Henry C. Lemke, of Lemke Coin Machine Co., regret very much to hear of Mrs. Lemke's continued illness. Mrs. Lemke is well known in the trade thru her active participation in the Lemke firm. Her friends wish her a speedy recovery

## UNIVERSAL VENDOR



America's Finest Bulk Vendor of Its Kind. \$6.95 Less In quantity Vends Everything

FREE

5 lbs. candy or peanuts or 500 ball gums and bracket with each.

LUCKY BOY VENDOR \$5.95

Write for quantity prices of new and used machines.

RAKE 5 S. 22nd St., Philadelphia, Pa.

## OPERATORS

Small Investment, Profitable Merchandiser, Vending Ladies' and Men's Necessities in Taverns, Nite Clubs, etc. Write for full information.

MODERN DISTRIBUTING CO.

4062 Vicksburg Ave., DETROIT, MICH.

so that the proposed honeymoon anniversary trip to Florida in October will not have to be postponed.

Frank D. Noble, operator of Mills music machines, has just returned from a two weeks' vacation spent motoring thru the South. He spent some time at Greenville, S. C., also visiting in Vermont, and returned by way of Washington, D. C.

August A. Kowalski, who operates routes of music machines, recently purchased several used Wurlitzer machines, which he is renting out for use at parties. Kowalski reports a very good business in this line.

Warren R. Zerby, formerly secretary of the old Skill Game Operators' Assn., has withdrawn from the pin game field and is operating solely in the nut vending field. Zerby started in the nut business, branched into the skill game business, and was for some years one of the outstanding trade leaders in this territory.

Wurlitzer is holding a party for local operators at the Statler Hotel, Detroit, Thursday, September 21. Occasion will also celebrate the opening of new sales and display room by Marquette Music Co., who are Wurlitzer distributors here.

## Philadelphia

PHILADELPHIA, Sept. 9.—Sam Snyderman, pinball and music machine operator, will talk of the exploits of his son Fred at the drop of a pinball. Fred, who is a well-known athlete at Clemson College, will shortly begin the trek to North Carolina, where the institution is situated, to resume classes in textile engineering. He spent a profitable as well as enjoyable summer as a counselor at a large camp where he was boxing coach.

Morrie Sherman, the man from the Mutual Music Machine Co., is a much happier man these days, his daughter having just been released from a hospital where she underwent an operation for the removal of her appendix. Morrie expects that her illness will not prevent her from going back to school at the beginning of the new term.

Altho vacations are over for the majority of the operators, Morris Muchnick will have the last fling for the year when together with Mrs. Muchnick he will spend the High Holidays at the new Atlantic City home recently purchased by the parents of Mrs. Muchnick.

## Coming Events

National Retail Demonstration Week, week of September 11, by stores in many large cities.

National Tobacco Tax Conference (State tax officials), Hotel Henry Grady, Atlanta, Ga., October 5 to 7.

International Assn. of Ice Cream Mfrs., 39th annual convention, St. Francis Hotel, San Francisco, October 23 to 25.

Annual Coin Machine Convention, Sherman Hotel, Chicago, January 15 to 18, 1940.

Annual Parks, Beaches and Pools Convention, Hotel New Yorker, New York, November 20 to 24, 1939.

Refrigeration Show and Convention, Stevens Hotel, Chicago, January 15 to 18, 1940.

National Tobacco Distributors' Convention, Palmer House, Chicago, January 17 to 20, 1940.

National Apple Week, October 15 to October 21.

# MUSIC MERCHANDISING

## Rock-Ola Display Room for Charleston

CHARLESTON, W. Va., Sept. 9.—R. M. Bender, a familiar name in coin machine circles, has announced the opening of an office and attractive display room on West Washington street, where the new Rock-Ola Luxury Lightup phonographs will be shown. Besides, there will be a complete line of Rock-Ola phonographs available. The new location, which is permanent, has sufficient storage space to house a substantial supply of Rock-Olas.

Bender says that his motto has been "A-1 service and fast delivery." His trucks travel within a radius of 200 miles around Charleston and he states that deliveries will be made within 24 hours to the farthest point of the territory.

"We have found that the opening of an office in Charleston will solve the problem of quick delivery to those operators in this area and naturally with such a demand for the Luxury Lightups it's to our advantage to help the operators get the phonographs out on their routes as soon as possible."

## Carload Orders For Mills Phono

CHICAGO, Sept. 9.—"They're buying Throne of Music by the carload!" stated Vince Shay, sales manager of Mills Novelty Co. this week. "The first one to order in this way was the Owl Mint Machine, Boston. In rapid succession our other distributors put in orders for a carload—they are Mayflower Novelty, St. Paul; Joe Calcutt, Fayetteville; George Ponsler, New York, and Sam May, of San Antonio, and Gordon Mills, Oakland, Calif.

"This was the opening gun in a great distributors' contest we're having during the next three months. Undoubtedly this will prove to be one of the most exciting drives we've ever had.

"As you probably know, the Throne of Music was designed by Everett Eckland, our famous designer and creator of Mills Blue Front, the greatest money-maker that ever saw the light of day. Eck has put that same flash and enduring beauty into our new phonograph and it has become known among operators as the 'Blue Front of Phonographs.'"

## Bertucci Visits Rock-Ola Factory

BILOXI, Miss., Sept. 9.—Johnny Bertucci, head of the United Novelty Co., with offices in both this city and Jackson, has just returned from a trip to

Chicago. While there he spent considerable time at the Rock-Ola phonograph factory, where he claims he speeded up deliveries of the Luxury Lightup models to his many customers.

When Bertucci speaks favorably of the sale value of a phonograph one can generally depend upon him, for he has had an enviable growth in this business. With offices in both Jackson and Biloxi, Bertucci's organization has effectively handled the demand for Luxury Lightup phonographs.

"Several of my operators," recounted Bertucci, "tells me that locations on their routes turn out all the lights and use the Luxury Lightup system. It gives the effect of a gay night club with the warm colors and lights from the phonograph filling the room. It pleases the location owner and delights the customers."

## Publish Thanks To Music Trade

CHICAGO, Sept. 9.—Officials of Gerber & Glass this week stated their desire to express thanks to music men all over the country. "We'd like to personally thank all music men for the tremendous enthusiasm they've shown for our latest offering, new changeover grilles for old phonographs," they stated. "But that is an almost physically impossible task in a short period of time, so we are taking the liberty of using *The Billboard's* pages to express our gratification—the same pages that informed music men everywhere of these unusual grilles.

"Naturally, we thought we had an outstanding item in these phonograph grilles of ours, for they are very practical, adding life to old-styled phonographs and at low cost. However, we never thought our plant would be so rushed with orders for them as it has been the past month. Music operators everywhere were quick to realize the tremendous advantages of these grilles and placed large quantity orders for them immediately," it was stated.

## August Output Is Rock-Ola High

CHICAGO, Sept. 9.—The phonograph division of the Rock-Ola Mfg. Corp. announced the largest production in the month of August in the history of the company.

August has always been a big month in the sale of our phonographs, said Jack Nelson, general sales manager, "and from the looks of the business being received daily thru our large distributing organization it will be necessary to schedule increased production during the month of September."



AN IMPORTANT WURLITZER SEXTET consider the Wurlitzer plans and policies for the metropolitan district. Snapped at the recent Wurlitzer open-house party at the Pennsylvania Hotel, New York, left to right: H. Gross, of Gross & Steinberg, Bronx, New York; Mr. Feinstein, Wurlitzer operator of Woodmere, L. I., N. Y.; Wurlitzer General Sales Manager M. G. Hammergren; I. Sommer and Nat Cohn, both of Modern Vending Co., New York, and J. A. Darwin, Wurlitzer district manager.

## Record Buying Guide

### An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of *The Billboard* from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

#### GOING STRONG

Recordings listed without an explanation are those that have appeared under this heading for four weeks or longer and have thus become such established successes that they require no further explanation.

**The Man With the Mandolin.** This catchy novelty hits the bull's-eye again this week with an almost perfect score from practically every section of the country. And once again no particular recording stands out in any greater prominence than any of its colleagues. The spoils are still being divided between Glenn Miller, Horace Heidt, Wayne King and Frances Langford.

**The Jumpin' Jive.** Cab Calloway  
**Moon Love.** Glenn Miller, Paul Whiteman.  
**Sunrise Serenade.** Glenn Gray, Glenn Miller.  
**Well, All Right.** Andrews Sisters.  
**Beer Barrel Polka.** Willie Glahe.

#### COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of *The Billboard* from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

**Over the Rainbow.** Just falling short of making the above department this week, Harold Arlen and E. Y. Harburg's hit ballad from the score of Metro-Goldwyn-Mayer's *The Wizard of Oz* nevertheless is the most potentially powerful number in the boxes today. There is no question that another week will carry it over into the blue ribbon class, and once it gets there you can count on its staying around for some time. Glenn Miller leads the procession, with Larry Clinton not too far behind, and Bob Crosby, altho a late starter, beginning to climb up.

**An Apple for the Teacher.** Another number almost at the top is this rhythm from the new Bing Crosby picture, *The Star Maker*. Bing has the phono field pretty much to himself with his vocal disk, to the point where this is rapidly becoming one of the most popular recordings he has turned out in some months. Dance band that made this tune are getting a polite cold shoulder from the nickel-droppers, with Larry Clinton and Charlie Barnet just managing to make one or two reports.

**I Want the Waiter With the Water.** When it comes to having a particular song all to oneself, Ella Fitzgerald isn't doing so badly with her version of this novelty. Hers is the only name that shows up on any report coming thru from any section of the country. This number has been climbing for a few weeks now, and it's difficult to see it as a front-runner if it hasn't reached that exalted status by this time. However, it's quite important enough to deserve representation in every machine now.

**Comes Love.** The last two sentences of the paragraph directly above this also describe pretty accurately the state of this *Yokel Boy* hit tune. When they hang around as long as this one has without becoming outstanding, chances are they never will. But again, be reminded that a lot of operators are garnering a lot of nickels with it, and be advised accordingly. Artie Shaw, Larry Clinton and Eddy Duchin are sharing the honors here.

**A Man and His Dream.** Little more than a possibility at the moment, but appearing on enough reports to take it out of the category below and give it a start here, is this second number out of the Crosby *Star Maker* score. Once again, it's Bing for the needles, and ops might do well to have this potential money-maker on hand.

**The Little Man Who Wasn't There.** Not setting the world on fire, but causing enough sparks to hint to ops not playing it that here is an item that has what it takes to attract plenty of buffalo heads. Glenn Miller is joined by Larry Clinton in supplying disks for the boxes that are in just the proper groove.

#### POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of *The Billboard's* music department.

**What's New.** Watch this ballad. It's got the makings of one of the biggest smashes of the fall if it's handled right, and there's no reason why it shouldn't be, since it's in the hands of a large publisher who knows what to do with a good song.

**Blue Orchids.** Another of the likeliest looking ballads currently taking their first steps out of Tin Pan Alley. It's a difficult number to play and sing, which should, according to music publisher standards, hurt its commercial appeal, but all one has to do is remember *Sunrise Serenade* and its extremely tough melody line for the homespun pianist or vocalist to come to the conclusion that music publisher standards are not always infallible.

**Traffic Jam.** Artie Shaw's latest swing item, and therefore a good bet for any music box. It's got some heated choruses and some virtuoso clarinet tooting by the maestro, and altogether it has more than its share of attractions for the cash customers.

**Are You Having Any Fun?** The answer may be "yes" as one sits back and watches the steady flow of nickels this *Scandals* hit may engender. There aren't too many good rhythm tunes on the horizon, and this may fill the gap.

**Vol Vistu Gaily Star.** A potential *Bei Mir Bist Du Schoen* comes from the writers of *Flat Foot Floogie*, all in all a pretty good recommendation. Emery Deutsch has a disk out now that is a honey, and if your patrons hear it once they're likely to want so many rehearsals that you'll be sorry you started it in the first place. Which isn't bad.

(Double-meaning records are purposely omitted from this column)





# BOB ZURKE



The Ole Tomcat of the Keys, and NEW VICTOR ARTIST

Real, New Orleans swing, played by one of its most famous masters, Bob Zurke, with his Delta Rhythm Band. Pulls swing fans in from miles around.

Newest VICTOR and BLUEBIRD Records

- Bob Zurke and his Delta Rhythm Band:*  
 26317—Each Time You Say Goodbye  
 Hobson Street Blues  
 26331—It's Me Again—Southern Exposure  
 26342—Melancholy Mood  
 Honky Tonk Train
- Tommy Dorsey and his Orchestra:*  
 26339—Blue Orchids—Day In-Day Out
- 'Earl (Father) Hines and his Orchestra:*  
 B-10391—G. T. Stomp—Indiana

It Pays to Use  
**VICTOR AND BLUEBIRD RECORDS**  
 Victor Division, RCA Mfg. Co., Inc., Camden, N. J.  
 A Service of the Radio Corporation of America  
 Trademark "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

# What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of the recording, the name of the artist and the type of location the recording goes best in.

Address communications to **WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.**

**Pittsburgh**

To the Editor:  
 Business is up almost everywhere. With about 2,500 coin machine in operation in Pittsburgh and surrounding Allegheny County, the record trade is showing gains ahead of retail and theater grosses. That is, wherever the records are kept new and changed frequently. I have found that where the music is checked every week nickels flow in. If locations are neglected trade slows up. Big sellers right now are any records by Glenn Miller and most of Bing Crosby's tunes. The Ink Spots' version of *If I Didn't Care* is still going good, too. Comers are *Go Fly a Kite*, *Over the Rainbow*, *An Apple for the Teacher* and *The Man With the Mandolin*. After having slipped from a peak, *White Sails* is being requested again, too. *Beer Barrel Polka* seems finally to be slipping after having been in the big money for several months. Also on the downgrade are *Comes Love and Stairway to the Stars* after top popularity.

LAKEY GROSSMAN,  
Pittsburgh.

Andrew Sisters and the Crosbys are other dependables.

As for Bing, he has been fading a bit, but I stand ready to predict a revival for this grand singer when *The Star Maker* flashes on a local screen in the next week or two. *An Apple for the Teacher* and *Go Fly a Kite* are already coming up and will hardly miss clicking with the white and colored neighborhoods. Both Crosbys, I have noticed, are equally liked in both sections.

But when speaking mainly of the colored areas, there are two or three other bands who are at present doing fine, including our native son, Louis Armstrong, Count Basie and Ella Fitzgerald's continuation of Chick Webb's Orchestra. Fitzgerald is a byword among the Negroes, a dire necessity.

Guy Lombardo, Wayne King, Horace Heidt and Kay Kyser fare well only in the higher-classed locations, where the "uptown boys and girls like to entertain." Kyser is probably the best bet here.

Certain numbers are popular without particular rendition, among such numbers being *Ain't Gonna Give You Any My Jellyroll*; *Beer Barrel Polka*, the operators' biggest money-maker of the year; *Lamp Is Low*, *Especially for You*, *Sunrise Serenade* and *The Man With the Mandolin*.

Tampa Red with *That Will Get It*, Louis Armstrong with *Me and My Brother Bill* and the Andrews Sisters with *Well, All Right* are good money-makers for the present and can't possibly be left out.

Business has been slow of late in this area, but such can be expected. Hot weather and plenty of rain have been unfavorable factors during most of August, but with Labor Day a steady betterment can be expected here.

STEVE ASPRODITES,  
Mid-City Radio and  
Phonograph Service,  
New Orleans.

**New Orleans**

To the Editor:  
 Your column on hits and misses in use of recordings for coin phonographs have been of considerable help to me. While not an operator, the writer services machines and selects recordings for three or four operators in New Orleans and vicinity. Glenn Miller, I find, is a leader in the race for popularity with the coin phonograph patrons here, having replaced Bing and Bob Crosby for at least the time being. Miller seems to have taken advantage of getting the jump on other bands in making recordings of sure-fire numbers and I am coming around to asking for his rendition whenever a request is made for a certain selection. Artie Shaw, Tommy Dorsey, Woody Herman, the Ink Spots, Ella Fitzgerald, the

**Harriston, Miss.**

To the Editor:  
 With a wide variety of 24 records which operator Bill Eidt, of Natchez, Miss., changes often, the phonograph at my cafe across from the main line depot of the Yazoo & Mississippi Valley & Illinois Central Railroad has really done a great deal for my restaurant business. The records, especially those by Bing Crosby, Tommy Dorsey, Artie Shaw, Kay Kyser, Larry Clinton and Andy Kirk, have put many a nickel in my till.

In addition to drawing nickels the music machine also draws me cash customers for my cafe, both local and transients. The phono records doing the best business now include *Well, All Right*, by the Andrews Sisters; *An Apple for the Teacher* and *Go Fly a Kite*, Bing Crosby's newest. Ella Fitzgerald's Decca

**WORLD'S LARGEST DISTRIBUTORS**  
 INTRODUCE NEW LOW PRICES FOR QUALITY MERCHANDISE

Mills De Luxe Dance Masters.....	\$15.00 Each	Seeburg Model A, with Illuminated Grill and Moving Back-ground.....	\$ 37.50 Each
Mills Swing Kings.....	25.00 Each	Wurlitzer 24 Model.....	149.50 Each
Mills Do Re Mi.....	39.50 Each	Air Pops It, Pop Corn Vender.....	35.00 Each
Wurlitzer 412s.....	44.50 Each	Keeney Bowlette.....	25.00 Each
Wurlitzer 616.....	89.50 Each	Wurlitzer Skee Ball.....	25.00 Each
Rock-Ola, 12-Record Rhythm King.....	39.50 Each	Bally Basket Ball.....	20.00 Each
Rock-Ola, 20-Imperial, with Ill. Grill.....	84.50 Each		
Seeburg, 1936 Selectaphone.....	20.00 Each		

ORDER TODAY WITH DEPOSIT FOR PROMPT SHIPMENT. ABOVE PRICES ARE NET.  
**SOUTHERN AUTOMATIC MUSIC COMPANY**  
 312 W. Seventh St. Cincinnati, O.      620 Massachusetts Ave. Indianapolis, Ind.      542 S. Second St. Louisville, Ky.

**WURLITZERS.**

MILLS • ROCK-OLAS

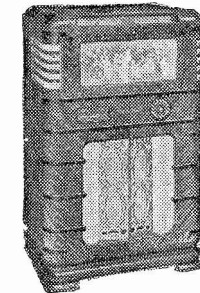
FINEST RECONDITIONED PHONOGRAPHS AT **LOWEST PRICES**

LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

**BABE KAUFMAN** MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

# SPECIAL!

FOR WURLITZER  
 412-616-616A-716 and  
 ROCK-OLA IMPERIAL



SPECIAL!  
**\$16.66**  
 COMPLETE

Choice of Aluminum Grille and 2 columns of plastic or 3 columns of plastic with side louvre and top panel.

**GERBER & GLASS**  
 914 DIVERSEY PKWY.  
 CHICAGO, ILLINOIS



**LAWRENCE DUCHOW'S RED RAVEN ORCHESTRA**  
 HILBERT, WISCONSIN  
 Now Featured on Victor and Decca Records.  
 Featured Recordings:  
 "Wisconsin Polka," Victor 6393; "Hot Clarinet Polka," Victor 716; "Red Raven Polka," Decca 2543.  
 Personal Management

# What JIMMY DORSEY Records are Doing For—

**JOHN ESCUDE**  
 Fazzio Bros., New Orleans

"... Jimmy Dorsey's 'I Poured My Heart Into a Song' certainly brings out the singing."

# JIMMY DORSEY

World's Greatest Saxophonist and his orchestra featuring Bob Eberly and Helen O'Connell

**DECCA RECORDS**

**PHONO RECORDS WANTED**

Phonograph Records wanted—any quantity. Highest prices paid. Tell us how many you have and where they are. Write today.  
**CHICAGO SALVAGE STOCK STORE, INC.**  
 509 S. State Street, Chicago, Ill.

**DECCA**  
 Hot Tips for Operators

FOUR GREAT NEW PLATTERS by **BING CROSBY**  
*The World's Largest Selling Record Artist.*

2671 WHAT'S NEW?  
 GIRL OF MY DREAMS  
*Bing Crosby*

2700 MEDLEY OF GUS EDWARDS SONG  
 HITS  
 School Days—Sunbonnet Sue  
 Jimmy Valentine—If I Was a Millionaire  
 IN MY MERRY OLDEMBILE  
*Bing Crosby Assisted by the Music Maids*

2640 AN APPLE FOR THE TEACHER  
*Bing Crosby and Connie Boswell*  
 STILL THE BLUEBIRD SINGS  
*Bing Crosby*

2641 A MAN AND HIS DREAM  
 GO FLY A KITE  
*Bing Crosby*

AND THESE HITS BY OTHER DECCA STARS

2462 BEER BARREL POLKA  
 WELL, ALL RIGHT  
*Andrews Sisters*

2578 MOON LOVE  
 TO YOU  
*Paul Whiteman and His Orchestra*

2628 I WANT THE WAITER (With the Water)  
 THAT'S ALL, BROTHER  
*Ella Fitzgerald and Her Famous Orchestra*

**Decca Records Inc.**

Canadian Distributors:  
**THE COMPO CO., LTD.**  
 LACHINE, MONTREAL  
 QUEBEC

# 1940 GOLDEN GATE

THE KIND OF FIVE BALL PIN TABLE  
YOU'VE ALWAYS WANTED!

Gives you an absolutely NEW and DIFFERENT playing field action. Nothing before ever like it . . . IMAGINE shooting a ball between switching lights and then have ball automatically held in suspended action while scores are added in rapid-fire fashion on animated backboard. After score is added ball again starts in action on down the field rolling into other GOLDEN GATES until it reaches the bottom when EVEN MORE thrilling action occurs as ball contacts magnetic suspense button! Skill and luck features combine to create constant urge to "beat the game." Full of "no quit" play appeal. Positively Greatest Action ever incorporated in any marble game. No Wonder Exhibit's 1940 GOLDEN GATE is the Talk of the Industry!

**WARNING!!—BETTER GET YOURS NOW!**

**THE EXHIBIT SUPPLY COMPANY**

4222 W. LAKE STREET

CHICAGO, ILLINOIS

on *I Want the Waiter With the Water*, a record that is clicking on all cylinders; Artie Shaw's *Go Fly a Kite*, *A Man and His Dream*, *Out of Nowhere* and *I'm Coming, Virginia*. Also the following tunes *Moon Love*, *The Jumpin' Jive*, *Stairway to the Stars*, *White Sails*, *Sunrise Serenade*, *Comes Love* and a number of others.

I've been greatly benefited by my phonograph and I appreciate the fact that the owner of the machine reads "What the Records Are Doing for Me" and the "Record Buying Guide." These columns in *The Billboard* are okeh. I've been intending writing you for months but have been so busy waiting on customers and watching them play that I've delayed writing. I hope others benefit as much from the records as I do.

BILL O'NEAL,  
Owner of O'Neal's Cafe,  
Harriston, Miss.

## Detroit Music Firm Expansion

DETROIT, Sept. 9.—Marquette Music Co., 41-year old veteran in the Detroit music field, is completely divorcing its distributing and operating departments, with the move being completed this week.

The new move has been initiated upon the assignment of the entire State of Michigan as distribution territory for a phonograph manufacturer. In order to carry out the plans, the Wolverine Music & Specialties Co. has been organized, with offices, showroom and warehouse about two blocks south of the Marquette location.

"This move will give Michigan operators the same type of service that made the Marquette Music Co. an outstanding distributing organization in the Middle West," Manager Harold G. Graham said. "The policies inaugurated by John A. Marquette 41 years ago and continued after his retirement by Harry E. DeSchryver will be continued by the new corporation."

The new company will be directly managed by Graham, assisted by Max M. Marston, who has recently joined the new organization. Marston is well known among phonograph operators here.

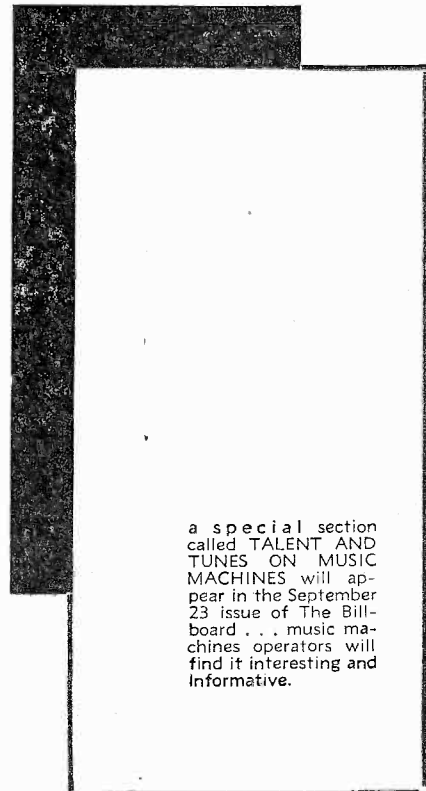
"We will at all times maintain a complete stock of phonographs and parts in order to help local operators maintain their services with a greater degree of convenience and profit."

## Fort Worth

FORT WORTH, Tex., Sept. 9.—Fort Worth operators will miss Helen Savage, the Southwest's well-known girl distributor, who has closed her Dallas office and gone back to Memphis, her home town. Up until a few months ago, Helen's distributing offices were located in Dallas.

Helen will be connected with the Memphis office of the Automatic Amusement Co., and wants all her Texas friends to stop off when passing thru Memphis.

Operator Johnny Wilson and wife were recent visitors to Gainesville, Tex., home of the famous Gainesville Community



a special section called TALENT AND TUNES ON MUSIC MACHINES will appear in the September 23 issue of The Billboard . . . music machines operators will find it interesting and informative.

## CORRECTION

The price quoted on the Wurlitzer 616 Machine in our advertisement on P. 74, Sept. 9 issue, is in error.

**CORRECT PRICE IS \$89.50 EACH.**

**SOUTHERN AUTOMATIC MUSIC CO.**  
312 W. 7th St., Cincinnati, O.      620 Massachusetts Ave., Indianapolis, Ind.  
542 S. Second St., Louisville, Ky.

Circus. While in the city they witnessed a performance of the unique circus.

Gainesville, by the way, is the home of operator Jimmy Troutt, former Fort Worth coinman. Jimmy has been operating in the Gainesville territory for several years and doing nicely.

B. F. Traynham, well-known Fort Worth op, is back in the game again and going strong. Adding more equipment to his route weekly.

Casa Manana has closed its doors on a sad and somewhat unsuccessful season. It failed to create any increase in business for automatic equipment placed in the Casa district. However, ops allowed every piece of equipment to stay placed until the big stage revolved for its last time, which was Monday, September 4.

Marcus Reiners, Fort Worth op, makes frequent visits to Shreveport, La., these days, where he has extensive operating interests.

Leading fishermen of the row at the present time are Walter Thannish, Shorty Dixon, Tommy Lattermore and Jack Walker. The boys have been making some fine catches.

## STREAMLINE BOXES

\$300.00 Being Collected Weekly by One Operator  
From SHYVERS STREAMLINE BAR and  
BOOTH BOXES

Proven, Tested and Maintained in hundreds of Phonograph locations using an average of six (6) STREAMLINE BOXES per spot. This is a West Coast average. Eastern operators are reporting earnings as high as \$3.00 per week per STREAMLINE BOX, One Operator Showing a Profit of \$104.00 in 8 Months on a \$7.50 Investment.

*The More a Phonograph Plays — The More It Is Played*

Order in ten boxes, 5 Bar and 5 Wall, with what armored cable you want and make a test. If the boxes earn 75c a week each, cover every spot you have. YOUR INCOME GOES UP. YOUR MACHINES ARE CHAINED DOWN. YOUR MUSIC BUSINESS IS ADVERTISED ON EVERY BOX WITH A GENTLE URGE, "PLAY 1 TO 20 NICKELS."

### NATIONALLY PRICED

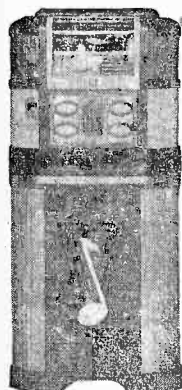
Streamline Wall Box, \$6.75      Streamline Bar Box, \$7.50  
Cable 5c Per Foot      Instrument Casting, 35c      "T" Joint Boxes, 45c  
Now Also Available With National Slug Ejector

## SHYVERS MANUFACTURING COMPANY

2315 W. HURON STREET

CHICAGO, ILLINOIS

PHONE: ARMitage 0896



## CABINET STANDS for

Rock-Olas and Wurlitzers

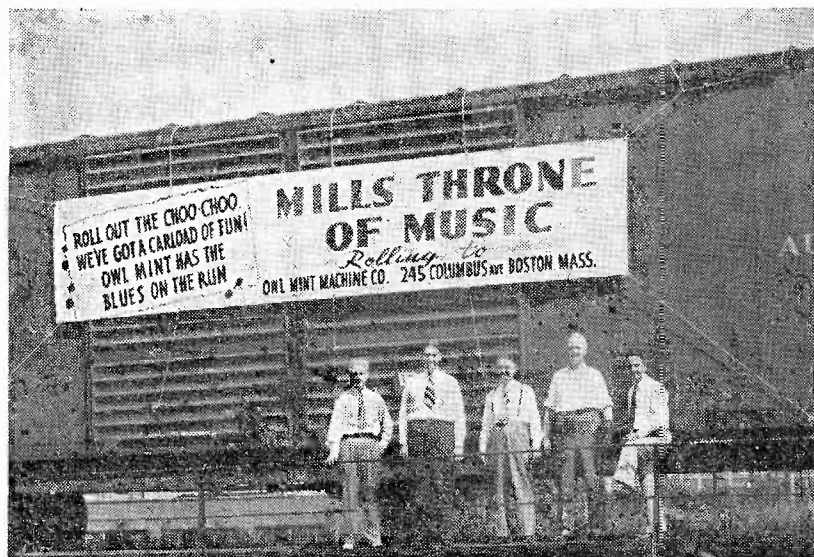
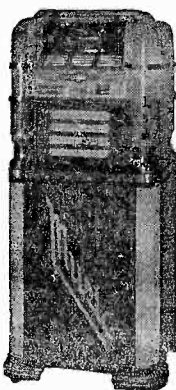
Art Cabinet Stands eliminate vibration, protect tone quality and dress up your counter models into flashy consoles that give beauty for every location. Sturdy all-wood construction in light and dark walnut finish with chrome trim.

Cabinet for Rock-Olas (left), for Wurlitzers (right), \$14.95. Light-up optional at slight extra cost. Patents Pending.

1/2 cash with order, Balance C. O. D.

**ART CABINET SALES CO.**

2925 Prospect Ave., Cleveland, O.



A CARLOAD of Throne of Music phonographs leaving the Mills factory for Owl Mint Co., Boston. Mills officials, left to right, are Grant Shay, James T. Mangan, Vince Shay, L. Reilly and Herb Mills.

Is Your Subscription to The Billboard About To Expire?



## New Orleans

NEW ORLEANS, Sept. 9.—War in Europe is already having a very strong bearing on Dixie and especially this vicinity of the South, where cotton, rice, sugar and oil have enjoyed the biggest price upturn this week in many years. Louisiana raises more sugar cane and rice than any other State in the Union and is considered one of the leading producers of cotton, oil, sulphur and lumber.

The advance in cotton has been a complete surprise even to the most optimistic white staple planter, but a \$5 a bale rise between last Saturday and Thursday of this week means about \$115,000,000 increase in the value of a 1938-'39 carryover of about 11,500,000 bales and an indicated yield this coming season of about as much. It's hard to expect anything but good things to result from the circulation of this additional wealth in the South. Give cotton such a boost and the South will prosper, the oldtimers will contend.

Operators in downtown New Orleans complained about poor business during the Labor Day week, as tens of thousands took to the outdoors. The larger coin machine playlands were almost deserted on Saturday thru Monday and Tuesday. However, a look over the leading resort centers during the holidays revealed the sway of the patronage was in this direction.

Sunday afternoon (3) witnessed the grandest event of the season for the members of the United Music Operators' Association of New Orleans when about 100 ops, distributors, their families and friends were the guests of George Brennan, president of the group, at Brennan's fine lakeside camp at Citrus, La. Warm weather made the swimming and lake breeze very enjoyable and everybody agrees that it was a swell affair. But best of all was that good Southern barbecue chicken prepared by Brennan personally.

Jules Peres, head of the J. H. Peres Amusement Co., Wurlitzer distributor, left the city Thursday night for a month's trip to both fairs. Accompanied by Mrs. Peres, he left here for California and will wind his way east later via Yellowstone, Colorado, Chicago and New York. In the absence of Peres, Frank de Barros is managing the office at 922 Poydras street. Al Mendez, Wurlitzer factory sales representative for this territory, announces that the Wurlitzer "open house" will be held late next week in Nashville. Mendez has left to attend the Wurlitzer evenings in Little Rock and Nashville.

Returning from a trip thru North Louisiana this week, Melvin Mallory, Rock-Ola distributor for the State, reports a steadily improving demand for all types of Rock-Ola phonographs and particularly the new counter model.

F. P. (Buster) Clesi, head of the Great Southern Novelty Co., returned Tuesday (5) from a trip to Dallas, Tex., where he conferred with phonograph operators and distributors. Clesi reports a heavy demand for cabinets which his firm is manufacturing as fast as possible.

The New Orleans Novelty Co. reports excellent results at locations where the firm is using Keeney's Cowboys, Exhibit's

Zips and Gottlieb's Lot-o-Funs. Louis Boasberg, head of the firm, says he is anxiously awaiting first shipments of the new three-nickel Gottlieb Lot-o-Fun type game. Business, he reports, is running at least 20 per cent ahead of a year ago due principally to the fine games available at this time.

Ernie Oertle, manager of the Southern Music Sales Co., Brunswick and Seeburg distributors in this area, reports a better turnover in both records and phonographs with the nearness of the fall season. Brunswick and Vocalion record sales this summer were considerably better than a year ago, Oertle reports.

## London

(Submitted just before beginning of European war—Editor)

LONDON, Sept. 2.—Percy Goddard and family leaving England for extended visit to Australia and New Zealand next Friday. During absence his place as head of Goddard Novelty Co. will be taken by Peter Taylor, whose association with coin machines has hitherto been on operating side. Peter is no relation to Buck Taylor Percy Goddard's right-hand man, who is remaining in London for a few months to help things along. Pals of Percy are giving him a send-off on Tuesday night at home of Slot Club.

On September 26, British Automatic Machine Operators' Society revive annual outing. As in 1935 and '36, the merry-makers will cross the English Channel to Boulogne in France.

No news yet as to date of Police Chiefs' convention on subject of machine gaming as promised to Lady Astor by Home Secretary. Meantime business of selling new tables remains well below what not so long ago were regarded as normal figures. One London distributing firm has dropped bombshell by issuing edict that all transactions must henceforth be cash down, a return to the policy of Samson Novelty in the heyday of slots.

Confirmed that next Amusement Trades Exposition embracing coin machines and accessories will be held in Seymour Hall, London, February 20 to 23, 1940. Organization in same hands as last year—Amusement Trades Expositions, Ltd., 19 Charing Cross Road, London, W.C.2.

Director Fincham, of West London Automatics, plans making an early return visit to United States.

London Transport, controlling subway system here, has ordered 50 more ticket-delivery change-giving combination machines for existing and new stations. First experimented with 5 years ago, machines have proved satisfactory to both company and public. Delivery of new order will bring total number in use to nearly 300.

Chicago Automatic Machine Supply, jobbing concern dealing mainly in used table games and slots, refusing to be depressed by parliamentary agitation against machines, is acquiring additional and larger premises near existing headquarters at Elephant and Castle, busy center south of Thames. New quarters were once one of London's most notorious taverns—a home of cut-throats and real tough guys.

By death of Albert (Mac) Mackintosh, British-American Novelty Co. has lost an employee who had been with it for over 30 years. This firm is unique in amusement machine circles here for the number of long-serving workers. "Mac," a most cheerful character, will be remembered by a number of American visitors, in particular L. V. Hodgson, who spent a long time in England as emissary of Buckley.

Seaside summer season draws near the end with very few reports of good business from the sportlands. This state of affairs they share with other amusements.

A number of London sportlands have for some time been providing their patrons with television, the apparatus used being in the main similar to the small-screen type built for home use.

Samson Novelty Co. has just concluded free gift offer by way of giving additional boost to Groetchen's Sparks and Gingers. Purchasers of two of either machine have been given one more free. Since formation of company by late

# THE VENDING MACHINE COMPANY

**GUARANTEES THE QUALITY OF EVERY MACHINE LISTED HERE REGARDLESS OF THE PRICE!! ACT QUICK!**  
**PHONE, WIRE OR MAIL YOUR ORDER NOW!**  
*(All Used Machines Offered Subject To Prior Sale)*

<p><b>17 MILLS SMOKER BELLS</b> Cigaret Reels and Concealed Payout—Like New. A Dozen \$400.00 Less Quantity \$37.50 Each</p> <p><b>48 MILLS VEST POCKET BELLS</b> Conservative Reels and Perfect Condition. A Dozen \$400.00 Less Quantity \$37.50 Each</p> <p><b>GROETCHEN COLUMBIA BELLS</b> Used less than 30 days and guaranteed like new. J.P. Model \$43.50 G.A. Model \$47.50</p> <p><b>4 MILLS 16MM. MOVING PICTURE MACHINES</b>—Used only as demonstrators \$145.00  <b>FILMS—Four Shows Each</b>..... 8.00</p> <p>Bally Headliners, F.P. Bally Fifth Innings, F.P. Bally Spotters, F.P. Bally Double Feature, F.P. Daval Box Score, F.P. } <b>\$56.50 EACH</b></p> <p>Bally Arrowhead, F.P. Daval Gems, F.P. Daval Trio, F.P. Genco Stop &amp; Go, F.P. Genco Bubbles, F.P. } <b>\$46.50 EACH</b></p> <p>1 Bally Paramount, F.P. .... \$18.50 1 Chicoin Trophy, F.P. .... 37.50 1 Harry Hoppe Taps, F.P. .... 37.50 1 Genco Rink, F.P. .... 37.50 5 Genco Fair, F.P. .... 42.50</p> <p><b>7 MILLS HI-BOY TABLES</b>—A Skill Game and Mystery Bell Combined. A Wonderful Buy at..... <b>\$49.50</b></p> <p><b>1 MILLS 25c PLAY SNAKE EYE DICE MACHINE</b>—A Game of Craps..... <b>\$59.50</b></p> <p><b>GROETCHEN METAL TYPER</b> THE GREATEST MONEY MAKER IN "LEGAL" EQUIPMENT EVER OFFERED THE OPERATOR. WRITE FOR PRICE AND COMPLETE INFORMATION.</p> <p><b>NOTE:</b> If you are in need of machines or games other than those offered here, write for our complete bargain sheet.</p>	<p><b>169 Novelty Games—</b> FIVE FOR \$40.00 <b>All Reconditioned</b> LESS THAN FIVE <b>and Ready for Location.</b> \$10.00 Each</p> <p><b>7 MILLS DO-RE-MI PHONO-GRAPHS</b>—12 Records.... <b>\$44.50</b></p> <p><b>5 MODEL 24 WURLITZERS</b>—24 Records..... <b>\$149.50</b></p> <p>7 Seeburg Model "K"—15 Records... \$ 78.50 3 Seeburg Model "K"—20 Records... 135.00 1 Seeburg Regal—20 Records... 185.00 1 Seeburg Crown—20 Records... 175.00</p> <p><b>NOW IN PRODUCTION AGAIN—GOTTLIEB THREE-WAY DE LUXE GRIP SCALE.</b> Legal in all territories and a wonderful investment. Sample... <b>\$19.50</b> (Quantity Buyers, Write for Quantity Prices)</p> <p><b>7 SLIGHTLY USED JENNINGS 1c DOUBLE JACKPOT DUCHESS VENDERS</b>—Thoroughly Rebuilt, Cabinets Revamped to Resemble New and Operate Like New..... <b>\$19.50</b></p> <p>2 DeLuxe Preakness ..... \$37.50 2 Bally Fleetwoods ..... 29.50 3 Bally Fairgrounds ..... 34.50 1 Multiple Races ..... 29.50 5 Mills Railroads ..... 10.00</p> <p>4 Daval Joker Wild ..... } <b>\$8.00</b> 2 Daval Tally ..... } 1 Western Empire ..... }</p> <p>9 Mills Tickettes ..... } <b>\$5.75</b> 1 Turf Time ..... } 1 Midget Races ..... }</p> <p style="text-align: center;"><b>MILLS BLUE FRONTS</b></p> <p>5c Play ..... \$49.50 10c Play ..... 52.50 25c Play ..... 55.50</p> <p><b>7 MILLS 1c Q. T. BELLS, SERIALS OVER 17,000 AND LIKE NEW</b>..... <b>\$35.00</b></p> <p style="text-align: center;"><b>ATTENTION, OPERATORS!!</b></p> <p>A complete assortment of new equipment is carried in stock. If you are in the market for new machines or games, we can save you money. See up before making your purchases elsewhere.</p> <p><b>TERMS:</b> 1/3 CERTIFIED DEPOSIT WITH ORDER, SHIPMENT C. O. D. FOR BALANCE.</p> <p style="text-align: center;"><b>205-15 FRANKLIN ST. FAYETTEVILLE, N.C.</b>  <i>Cable Address COINSLOTS</i></p>
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Jack Holloway for handling of Mills Bells some years back, Samson has been responsible for more sales promotion stunts than any other concern in the field.

## Houston

HOUSTON, Sept. 9.—The Wurlitzer open-house party, August 19, at the Rice Hotel, was a most enjoyable affair. Operators from every part of South Texas appreciated the opportunity of meeting personally the men they do business with and turned out in large numbers. Numerous favorable comments indicated that operators were highly pleased with the new plan of having parties in several Texas cities rather than only one at Dallas.

Outside Houston, Beaumont was the

### CLEAN—READY TO OPERATE

Contacts, F.P. \$42.50 Taps, F.P. 42.50 Skyrocket, F.P. 42.50 Box Score, F.P. 39.50 Hold Tight, F.P. 47.50	Bally Royal... \$34.50 Midway ..... 27.50 Palm Springs... 15.00 A.B.T. Target (used 2 mo.) 12.50 Arlington ..... 12.50
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1/3 Deposit, Balance C. O. D.  
**MARYLAND COIN MACHINE CO.**  
 5910 MARLUTH AVE., BALTIMORE, MD.  
 Hamilton 4936

best represented. Operators were also present from Galveston, Orange, Port Arthur, Bryan, Lyons and other South Texas points. Buffet luncheon was served continuously with plenty of refreshments.

Wurlitzer officials present included: "Mike" Hammergren, Jim Broyles, Earl Reynolds, Johnny Schwartz, Walter Reed, Edwin Wargler, Bob Conner, Andy Christenson, Ken Maine, Bill Bowles and Herb Wedemen.

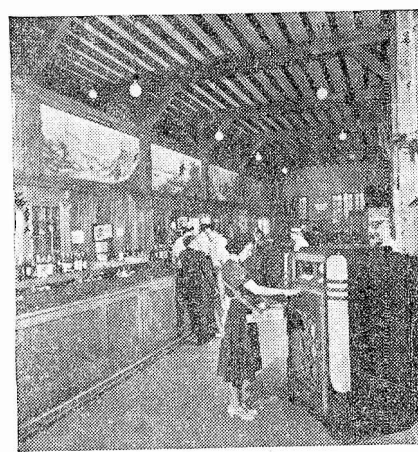
Officials of Houston Music Operators' Association are planning a big party for September to celebrate the second anniversary of the association.

## Brooklyn Amusement Showing Evans Game

BROOKLYN, Sept. 11.—Bill Alberg and Charley Aronson, of Brooklyn Amusement Machine Co., distrib in this territory for H. C. Evans & Co., Chicago, are showing the new Evans novelty game at their headquarters here.

"The new Evans novelty game," says Alberg, "will be as big a hit in the novelty game field as were Bangtails and Galloping Dominoes in the console field. Bob Schwarz, of the Evans factory, will be present to explain the game and show its fine points to operators.

"We feel that the new game, for which we have waited some time, is bound open a new era of profits for the operators in this area. It has all the advantages of the best novelty games many ideas never before present the novelty games field."



ACCORDING TO BEN HIRSCH, of the Pyramid Musical Corp., Long Island, the Knickerbocker is another of the New York World's Fair bars that finds Wurlitzer music an important element of its success.



JIM BUCKLEY, general sales manager Bally Mfg. Co., and Wisconsin Dells Chief of Police Gustave (Monk) Heincke, whom Jim recently inducted into the Bally Tribe of O'Toole Indians.

# VOGUE by Bally



**NEW "SURE-SPOTTER" IDEA GETS BIG REPEAT PLAY**

*New Super-Sensitive Bumpers*

All the powerful play-appeal of Spottem—plus **GUARANTEED FREE NUMBERS!** Machine "spots" player two numbers each and every game! Players never know when two toughest bumpers on board will pop up free and they keep on playing for a set-up! **VOGUES** on location earning biggest novelty money in years. Get your share!

**\$94.50**

Free Play Model: \$99.50

PICK-EM "spottem" type novelty or free play game with "Spot-Selector" feature; CHAMPION high score novelty or free play game; GOLD MEDAL bumper-type multiple one-shot; GRAND NATIONAL pins-and-pockets "Grandstand style" multiple one-shot with reserve feature. See your jobber or write for folders.

**BALLY MFG. COMPANY**  
2640 BELMONT AVENUE, CHICAGO

## Machines Up At Mich. Fair

**New independent concessions have machines besides the usual arcade**

DETROIT, Sept. 9.—Coin machines occupied an even more prominent place than ever at the Michigan State Fair this year. Besides the ever popular penny arcade on the midway, several independent concessions were set up in various places on the grounds.

In the Coliseum, which was the center of indoor amusement attractions, a larger corner of the front entrance was devoted to a battery of twelve claw machines in a quarter-circle. This type is a novelty to Detroit patrons, and did good business because of their new appeal locally. A modern automatic phonograph was set up in the center of this battery, and music from this helped to draw attention as well. In addition, there were three of the new emotion meter machines at the side of this concession, which was operated directly by the Beckmann and Gerety Shows, which had the general midway concession.

Over in the Agricultural Building, the Arthored Corp. had the first display, outside of the New York Fair and a showing at Milwaukee, of a new anti-aircraft gun machine. Arranged with three chrome-plated tubes, and a target board above, it is a timely type of machine—so new it has not even been named. Six of these were installed. In these, the player gets 250 shots for a nickel, operating it like a machine gun, but sighting thru the center tube and directing the light thrown upon the marked spots on a revolving target to register his direct hits.

Business with this new game has been very good, according to Fred Hersh, who was manager of the concession.

E. Stern returned to the Michigan Fair after an absence of six years with his Chryomant Palm Reading Machine, an elaborate type of machine which, however, is not doing too well at the fair this year. Mrs. Clara Moran rejoined Stern as manager of the concession, meeting him upon the grounds at the opening of the fair for the first time since his last visit here—and recognizing him by the pet dog that always accompanies him.

Mitchell's friends and customers dropped in to wish him luck. Telegrams and flowers arrived in great profusion from friends near and far. Refreshments and drinks were on tap and Mitchell did a great job of entertaining.

In June Mitchell took over the pin game business of D. Robbins & Co. and in this short time he has found it necessary to increase his facilities. The new quarters contain more than twice the footage of the old place. Mitchell says, "With the fall and winter approaching I feel optimistic about the novelty game business, and in order to give my customers 100 per cent co-operation and service it was necessary to have the space and employees to serve them properly."

Among those who attended were A. Block, M. Karlotz, B. Miller, J. Kellerman, M. Wassell, F. Thompson, J. Schewenky, I. Addler, I. May, H. Kendler, I. Brownstein, Sol Weinreich, M. Honig, C. Schapiro, I. Fader, H. Friedman, F. Rothberg, E. Kahill, M. Simon, H. Kusnetz, J. Mittleberg, A. Sherman, J. Keller, M. Kantrowitz, Ch. Giraldy, D. Robbins and L. Berman.

## Machines Now in Arkansas Report

LITTLE ROCK, Sept. 9.—State revenue report now includes coin-operated machines as among the 30 or more sources of State revenue. The August, 1939, report showed a total revenue of \$1,852,283.93, a gain of \$256,520.01 above August, 1938.

The following items in the State report will be of interest to the coin machine trade:

State cigaret stamp tax for August, 1939 produced revenue amounting to \$132,400.93; cigaret permits, \$5,056.25; beer tax, \$27,197.19; pool table tax, \$305.00; coin-operated machines, \$5,902.25.

## Dallas

DALLAS, Sept. 9. — Mr. and Mrs. George Wrenn passed thru Dallas recently on their return trip from a two weeks' vacation in the Carolinas. George was formerly associated with the Wrenn Sales Co. in this city. While here he purchased a new car to complete his return to Houston.

Harry L. Drollinger and Mrs. Drollinger returned to Dallas recently from a combination business and pleasure trip thru Alabama, Georgia, Kentucky, Indiana and Illinois. Harry is now in Indiana and Kentucky, where he is conducting sales for Buckley Mfg. Co.'s wall boxes and music systems. He reports business good.

Emmett Nutt, service instructor for Buckley Mfg. Co.'s music systems, was in Dallas last week for his vacation which he spent here with his mother. He returned to Indiana to resume his service duties for Buckley.

Bert Davis, sales manager for Arthur Flake Mfg. Co., has just returned from an extended trip thru East Texas territory. Bert says that things are looking good in East Texas and that the music business is especially good in the Eastern section. He brought back a number of nice orders for new phonographs.

**IMPORTANT NOTICE!!**  
ON DISPLAY THE ENTIRE WEEK OF  
→ **SEPT. 11 to SEPT. 16** ←

THE NEW REVOLUTIONARY NOVELTY GAME OF  
**H. C. EVANS & COMPANY** WITH BOB SCHWARZ, OF H. C. EVANS, PRESENT ALL WEEK.  
FOR YOUR OWN BEST INTERESTS BE SURE YOU SEE IT!  
**Brooklyn Amusement Machine Co.**  
660 BROADWAY, BROOKLYN, N. Y. (Tel.: EVergreen 8-4732)

### STILL THE BEST

Place To Buy Your Reconditioned Paytables, Consoles, Novelty Games and Arcade Equipment.	Chiefs . . . . . 32.50
<b>CONSOLES</b>	Request . . . . . 25.00
1938 Track Times . . . \$87.50	Gun Club . . . . . 45.00
1938 Kentucky Clubs . . 55.00	Hold Tight . . . . . 49.50
Bangtalls . . . . . 49.50	Snooks . . . . . 49.50
Galloping Dominoes . . . 49.50	Stablemates . . . . . 27.50
Red Cabinet Track Times . 35.00	<b>ARCADE EQUIPMENT</b>
Jennings Derby Days . . 20.00	Mutoscope Diggers . . \$25.00
Tanforans . . . . . 20.00	Electro Hoists . . . . 22.50
Bally Teasers . . . . . 15.00	DeLuxe Electro Hoists . 35.00
<b>ONE BALL AUTOMATICS</b>	Exhibit Merchantsmen . 25.00
Fairgrounds . . . . . \$25.00	Bally Basketball . . . 25.00
Quinnellas . . . . . 25.00	What You Are Interested in—Write Us. We Take Trades.
If We Have Not Listed	<b>CABLE: GISSER CLEVELAND.</b>
Side Kicks . . . . . \$32.50	<b>CLEVELAND COIN MACHINE EXCHANGE, 2021-5 Prospect Ave., CLEVELAND, OHIO.</b>
Stop and Go . . . . . 32.50	

## Sandhaus Reports On Extended Trip

KANSAS CITY, Mo., Sept. 9.—A. E. Sandhaus, president of the Great States Mfg. Co. here, has just returned from an extended trip thru Nebraska, Iowa, Minnesota, Wisconsin and Illinois and reports that he found a strong response to the Great State line of peanut and candy vendors, as well as its amusement machines.

"Specially did I get an enthusiastic response on Great States famous 5-over-Bell, combination ball gum proof salesboard," he said. "In nearly every instance where a machine for this type of equipment was sold, the same customers have returned to have bought twice." Sandhaus reports that most operators who covered are very busy for the coming fall and indeed a source of the operators renew-

ing and cleaning old equipment and buying new machines to put out for the fall trade," he states.

## Games Bring Revenue for N. C.

MORGANTON, N. C., Sept. 9.—License fees for coin machines, played for amusement only, in Burke County has sent over \$800 into the State treasury, it has been revealed.

RALEIGH, N. C., Sept. 9.—A drive for licensing of coin machines has yielded the State more than \$40,000, according to the State department of revenue. It was estimated that licenses had been purchased on 1,500 to 2,000 amusement devices.

Between June 1, when the license law became effective, and August 15, the State collected \$120,500 from licenses for 6,025 machines.

## Mitchell Entertains In New Location

BROOKLYN, Sept. 9.—I. L. Mitchell & Co. officially opened new offices at 1070 Broadway here August 31. Operators, jobbers and distributors of the metropolitan territory were invited guests. From noon until late in the evening

## Gambling Off to a Flying Start

CHICAGO, Sept. 9.—As the war in Europe continued, big-time gambling with the people's bread got off to a flying start here this week. First increases in retail prices on sugar and meats were also reported this week.

To accommodate the grain exchange gamblers, the Chicago Board of Trade held a special meeting on Wednesday evening (September 6) and raised the ante from 5 cents to 10 cents per bushel on wheat. Other profit margins were doubled also. The newspapers politely said this was to break a deadlock "that had prevailed in grain futures for several days." The newspapers do not use the term gambling and even avoid the term speculation as far as possible.

In Chicago, where this immense exchange for gambling with the people's bread is maintained, even pinball games are not allowed. It is strictly legal to gamble with the people's bread and even the best people do it, but minor games are strictly taboo.

NEW YORK, Sept. 9.—Reports for the first half of the week indicated that the stock exchanges were doing their best to accommodate the new gambling spree that came quickly on news of war in Europe. Altho gambling in stocks has many more legal restrictions than in former years, the gambling is still legal and there are no questions raised about anybody engaging in it. The best people play the market and all hope to make a big winning.

Amusement games are allowed in New York City, but strict surveillance is kept against anything that might look like gambling.



## ATLAS VALUE PARADE

**For Stepping Up Your Location We Recommend**

**SEEBURG REX with GRILL—20 Records... \$119.50**  
**SEEBURG ROYALE with GRILL—20 Records... \$129.50**  
 Completely Reconditioned—Cabinets Highly Polished

OTHER RECONDITIONED PHONOGRAPHS	
Seeburg Model A.....	\$32.50
Seeburg Model B.....	32.50
Seeburg Model C.....	42.50
Seeburg Model H (With Keyboard)	57.50
Selection	79.50
Seeburg K15 (15 Records)	79.50
Wurlitzer 412.....	52.50
Wurlitzer 616.....	\$ 89.50
Wurlitzer 616A.....	99.50
Rock-Ola Imperial (20 Records)	79.50
Rock-Ola Windsor (1938 Model)	139.50
Mills Zephyr.....	39.50
Mills DeLuxe Dancemaster.....	21.50
Mills Studio (1938 Model)	89.50

BEAUTIFUL ILLUMINATED GRILLS INSTALLED on all MODELS \$10.50 EXTRA

**FREE PLAY NOVELTY GAMES**  
**GENCO FAIR... \$42.50** } **BRAND NEW**  
 2 ADDITIONAL SENSATIONAL CLOSE-OUTS, BRAND-NEW, \$59.50 EACH

Write for your copy of our Illustrated Phonograph Catalogue. Also prices on complete line of Reconditioned Paytables, Consoles, Slots, Novelty Games and Counter Machines.  
 TERMS: 1/3 Deposit, Balance C. O. D.  
 CABLE ADDRESS: ATNOVCO.

**ATLAS NOVELTY CO.**

2200 N. Western Ave., CHICAGO, ILL. (General Offices)  
 1901 Fifth Ave., PITTSBURGH.  
 Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

**AMERICA'S LARGEST DISTRIBUTORS**

## Buffalo Coin Machine Men Pleased With New License

**New ordinance eliminates location transfer fee—allows free play games**

**BUFFALO, Sept. 9.**—On September 1 Buffalo operators began operating under a new ordinance. Chief provisions of the new ordinance, which have been welcomed by operators, are the approval of free play games and the elimination of a transfer tax payable each time a machine is moved from one location to another.

The license fee under the new ordinance will be \$15 per year, each license issued to expire on the 31st day of August next succeeding the date of issuance. The license may be transferred from one approved device to another approved device and such approved devices may be transferred from one approved location to another approved location.

Formerly operators paid a \$1 fee every time a machine was moved from one location to another. Under the new provision, altho the primary tax has been raised from \$10 to \$15, operators will save many dollars on transfer of games from location to location. Frequent removals of games, if practice of moving games each week were followed, would cost the operator three or four times the amount of the primary license under the former license set-up.

Other provisions of the ordinance provide for "approved locations" and "approved games." In this direction the authorities publish a list of approved games giving the name of the machine and manufacturer. Application to authorities is made for locations upon

which previously there have been no games. After investigation the location becomes "approved" and remains in that status unless later the approval is revoked.

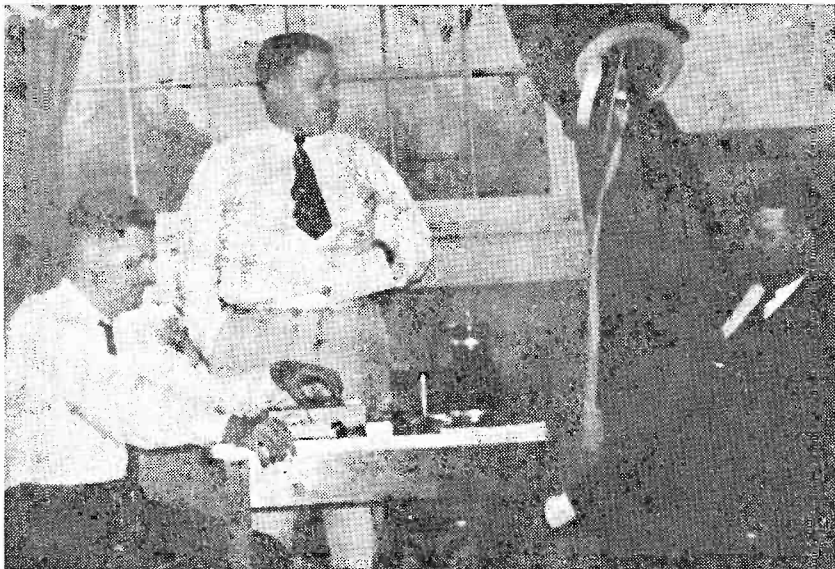
Definition of the term "coin-controlled amusement device" in the ordinance is probably one of the best ever written in that it states, "The term 'coin-controlled amusement device' shall mean and include any mechanical device used or designed to be operated for amusement, by the insertion of a coin, and shall include the type of mechanical devices commonly known as bagatelle, baseball, football and pinball amusement games. The above enumeration shall not be deemed to be exclusive. Said definition, however, shall exclude any device, the possession or use of which is prohibited by law."

By use of the wording, "The above enumeration shall not be deemed to be exclusive," the city of Buffalo has left the way open for the introduction of any other legal devices which the industry may produce. In other words, the ordinance would not restrict, for instance, a legal bowling game which could not be included under the terms "bagatelle, baseball, football and pinball."

### Wheeling May Tax Cigs

**WHEELING, W. Va., Sept. 9.**—A tax of 1 cent on each package of cigarettes sold in Wheeling has been proposed in an attempt to bolster the floundering city treasury.

The tax was suggested by Councilman Carl Bachmann, who said that the city must secure additional funds if it is to make any improvements. The proposal is now in the hands of council finance committee for its consideration.



INDIANA STATE SENATOR THURMAN BIDDINGER is thanked by Charles W. Hughes, president of the Indiana State Operators Association, for his speech delivered before the assembled music and cigaret machine operators. Senator Biddinger is seated at the right, while Henry Windt, secretary and treasurer of the association, is at the left.



# DAVY JONES

Combination Novelty and Free Play

There's a fortune waiting for you with Davy Jones. It's new — exciting — thrilling — fascinating. Two ways to win — Action right up to the last second of play. Be sure to see it today.



STONER CORPORATION, AURORA, ILLINOIS

## "THE HOUSE OF PROVEN WINNERS"

NOVELTY GAMES		AUTOMATIC PAYOUTS		COUNTER GAMES	
Arrowhead (Free Play)	\$34.50	Paramount	\$12.00	Foto Finish	\$12.50
Bally Double Feature	34.50	Palm Springs	8.00	Golden Wheel	14.50
Bally Eureka	59.50	Qualified (Free Play)	24.50	Hit Parade	12.50
Bally Keylite	19.50	Stop & Go	19.50	Preakness	15.00
Bally Royal	24.50	Carom	\$ 8.50	Ray's Track	40.00
Bally Supreme (Free Play)	27.50	GRANDSTANDS	\$ 74.50	<b>COUNTER GAMES</b>	
Bally Thunderbolt	17.50	HAWTHORNES	\$ 69.50	A. B. T. (Big Game Hunter)	\$ 9.00
Bally World's Fair	14.50	Wurlitzer 616-A	with lite-up sides and new front	Bell Slide	8.50
Bubbles	19.50	Miss America	12.00	Deuces Wild	8.50
Exposition	9.00	New Deal	12.00	Mercury (Samples)	24.50
Odd Ball	12.00	1/3 Deposit With Order — Balance C. O. D.		Reel Spot	5.00

**J and J NOVELTY CO.** 4840 Mt. Elliott Ave. Plaza 1433 DETROIT, MICHIGAN

### SEPTEMBER CLEARANCE SALE

SPECIAL ATTENTION TO OUR EUROPEAN TRADE  
 Cable Address: Mascoc-Cleveland

Keeney Free Races, F.P.	\$18.00	Rotary Merchandisers	\$59.00	Playtime	\$12.00
Late Gun Clubs, F.P.	49.00	1938 Track & Skilltimes	87.00	Derby Times	55.00
Fifth Innings, F.P.	45.00	1938 Kentucky Clubs	59.00	Classic	10.00
Box Scores, F.P.	39.00	Pamco Rosemonts	17.00	Mills Blue Fronts	37.50
Sky Rockets, F.P.	49.00	Derby Day, Flat Tops	19.00	Roll-A-Tops, 5-10c	24.50
Harbor Lights, F.P.	59.00	Bally Turf Specials	19.00	Chiefs, 5-10c	35.00
Ragtimes, F.P.	19.00	Galloping Dominos	49.00	Brown Fronts, Mystery	
Chubbies	30.00	Across-the-Boards	29.50	Gold Awards, 5-10c	42.50
Side Kicks	25.00	Fleetwoods	23.00	Cherry Bells	47.50
Keylites	19.00	Mills Big Race	25.00	Brown Fronts, 400,000, and Stands	75.00
Paramounts	19.00	Miss America	12.00	Gold Awards, 5-10c	35.00
Requests	21.00	New Deal	12.00		

**MODERN AUTOMATIC EXCHANGE, INC.** 2618 CARNegie AVE., CLEVELAND, OHIO.

**You can ALWAYS depend on JOE ASH — ALL WAYS ON HAND FOR IMMEDIATE DELIVERY . . .**

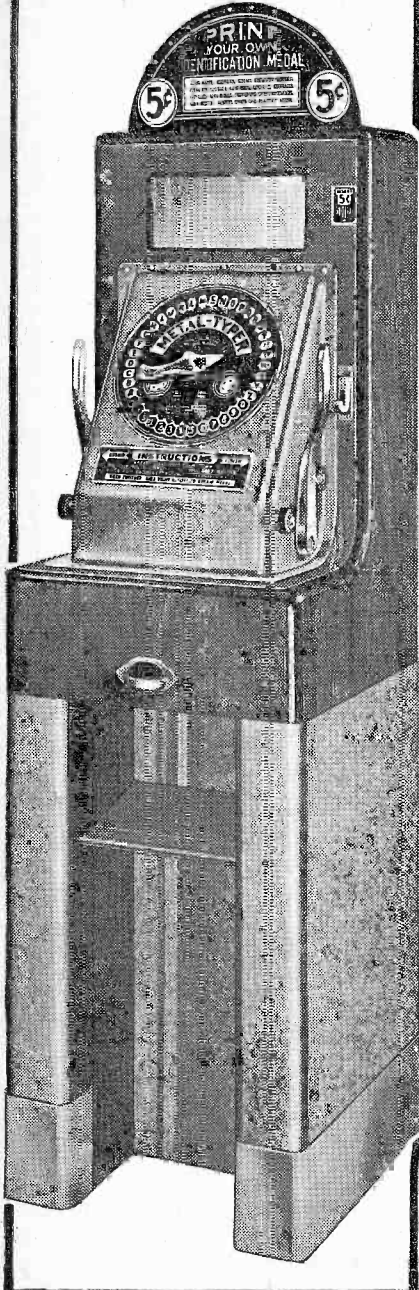
ALL THE LATEST RELEASES OF THE FINEST GAMES EVER PRODUCED BY THE COUNTRY'S LEADING MANUFACTURERS  
 WRITE, WIRE OR PHONE FOR PRICE LIST!

**ACTIVE AMUSEMENT MACHINES CORP.**  
 900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

Advertise in The Billboard—You'll Be Satisfied With Results.



# METAL TYPER



Join the hundreds of operators who are getting a wonderful income every week from their Metal Typers. You will tap entirely new sources of profit with this unique service machine.

Metal Typers look "swell" in the finest Hotel Lobby, they will attract crowds in Theater Lobbies, Railroad Stations, Bus Terminals, Night Clubs, Dance Halls, Office Buildings, Amusement Parks, Tourist Camps, etc.

Metal Typers render a definite service to every community by putting within reach of the public a coin-operated device which will emboss up to 32 letters upon a beautiful metal disc which is vended for only five cents.

Operating Profits from Metal Typers are surprising to owners; they increase week after week, as these Typers become known in their territory. One Man can service a number of these Machines. Complete Legality protects your investment.

Never any shut-down when all other equipment is handicapped. Metal Typers continue to operate and earn profits day after day. Built o last twenty years; no yearly models; always in style and good last. See your Distributor at once!

**GROETCHEN TOOL COMPANY**  
130 N. UNION CHICAGO

## Member Drive Gets Results

Members coming in before Philly drive gets into full swing

PHILADELPHIA, Sept. 9.—A 100 per cent association town is envisioned by the Philadelphia Amusement Machine Assn., according to Frank Engle, vice-president of the organization. With the forthcoming fall season a membership drive is planned at the conclusion of which it is hoped that every non-member operator will join the forces of the group.

"Now that the summer vacation is over," said Engle, "the association will now take the necessary steps to bring standardization and complete organization of the pinball industry here. Every effort will be made to bring those into the association who so far have been missing from our ranks. The importance of this step is obvious, a mere handful of independents, even tho they are in the minority, can bring chaos into the calling. We hope by peaceful efforts to bring them all into the fold.

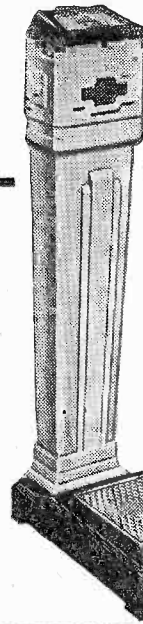
"We can truthfully say, with all due modesty, that because of the efforts of the association, Philadelphia has been made safe for pinball operation. The 95 per cent of local operators who are members of the group are committed to a strict code of ethics which does not allow them to place games forbidden by the statutes of this city and State. The conduct of our members has also been aboveboard, having conducted their games in a manner that takes away even the faintest hint of gambling. It is necessary that the same high level be maintained.

"The strength of the association can readily be seen when it is realized that we are now entering our 11th year. During that time the industry has been made more secure mainly because of our efforts. Thru our contacts and more than capable legal staff, should any operator encounter difficulty, he can be assured of every possible aid.

"The word association implies associations. Contact with other operators is beneficial. We provide for a mutual exchange of ideas which are helpful to all concerned. Our group has been a springboard for many permanent friendships, which in time of difficulty has been invaluable. We can point to many operators who have been in some form of the coin machine business for nearly 20 years. These veterans have been helpful to many newcomers, being capable of pointing out every angle of the game and setting countless operators on the road to profitable operation. Since experience is the greatest teacher, many hundreds of dollars have been gained because of the advice of these veterans. Bad investments have been minimized and expenses reduced. Ideas on the servicing of machines have been ex-

## ROCK-OLA'S LO-

NOW  
Pay as Little as  
**\$10**  
DOWN  
EACH  
5-Year Guarantee



## SCALES BOY

Start a route of these steady profit-producers or increase your present route. They require so little of your time; yet earn consistently day after day for years to come.

See Your Distributor

**ROCK-OLA MFG. CORP.**

800 N. Kedzie, CHICAGO, ILL.

changed and operators who are members of our organization will go out of their way to aid another member who is finding difficulty."

Operators who are not as yet members have been invited by Engle to make application either thru contacting any member of the group, or by attending the meetings which are held every Tuesday at the Majestic Hotel.

Members began coming in before the campaign is in full swing, it is reported. Among the recent new members were Al Cohen, head of the ADC Amusement Co., and Nathan Cohen, operator of a large route in the city. Each weekly meeting brings new applications, it is stated.

## Mr. Chips Draws Record Demand

CHICAGO, Sept. 9.—Declaring that production has been strained to a heretofore unknown peak, officials at the Genco plant pronounce their new release, Mr. Chips, the biggest hit game they have produced within the last several years.

"Never before in our recent history," reports Dave Gensburg, "have we manufactured a game that has received such instant, overwhelming praise thruout the entire country as has Mr. Chips.

"And why all this demand for Mr. Chips? Well, in the first place, it has what is probably the most engrossing player appeal ever built into a pin game. Every single ball counts, because every ball can be a winner. There are three ways to win on Mr. Chips—by high score, by putting out all the lights, or an immediate free game by putting a ball thru the No. 8 lane when lit. Thus, not only are there more than enough incentives to win, but also there is the opportunity for competitive play. We call Mr. Chips the game with 'Anything Can Happen' action because that's just what it is."

## Cigaretts, Liquor Aid Texas Revenue

AUSTIN, Tex., Sept. 9.—Annual revenue report released recently by the State Treasurer's office showed a good increase in the sale of cigarets, judging from the increase in revenue from this source.

Texans drank less liquor and beer during the fiscal year just ending, and smoked more cigarets, the revenue report shows.

The net decrease from revenue stamps was only \$21,030, the total for 1938 having been \$13,039,180, compared with \$13,018,149 for 1939.

In 1938 cigarets brought the State \$6,803,369, \$86,712 less than this year's \$6,890,100. Wine produced \$271,716 in stamp taxes this year, an increase of \$34,719, and the note tax yielded \$429,345, an increase of \$33,663.

Liquor paid \$3,553,078 in stamp taxes this year, \$136,849 less than last year, while beer contributed \$873,909, a decrease of \$39,275.

Cigaret smoking is on the rise this year since August was materially ahead of any of the other months with a stamp tax income of \$635,252. In September last year it was \$573,749.

Liquor drinkers are seasonal in their appetites, as the cold months produced the largest stamp tax, \$485,923 last November, compared with \$195,892 in July. Beer quaffers were just the opposite. Their high consuming month was July, with \$210,281 in taxes, and their low was \$95,279 in February.

## Louisiana Finds Conditions Good

NEW ORLEANS, Sept. 9.—Particularly encouraging to coin machine distributors of this area as September opens is the better credit situation in the Pelican State. All distributors find cash business expanding.

The nearness of the opening of the winter season in New Orleans has already brought in better inquiries for the equipment as all types of non-automatic pins, counter games and claws continue to operate in larger number than noted for many years. Bells are still out but operate openly in adjoining parishes where play from the city populace has been rather large during the hot-weather season. Particularly benefited by outdoor visitors have been locations on the near-by Mississippi Gulf Coast.

## Incorporate Two Firms

ALBANY, N. Y., Sept. 9.—Two newly organized coin machine projects were issued certificates of incorporation by the secretary of state.

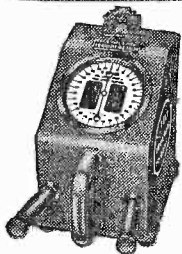
One is the Playmore Vending Co., Inc., Brooklyn, having a capitalization of \$5,000. The stockholders include Peter Bonina, Stephen Bonina and Paul Mure Jr., Brooklyn.

The other machine enterprise is the Marc Munves, Inc., New York City. Capital 100 shares of stock. Shareholders: Marc Munves, Blanche Feinberg and Mike Munves, New York City.



IS EVERYBODY HAPPY? The answer is "Yes"! Everybody enjoyed himself at the Wurlitzer open-house party held recently at the Lord Baltimore Hotel, Baltimore. Note the smiles. Left to right: The first three are Wurlitzer district managers, Sam Cass, Joe Darwin and H. R. Collard; next, Joe Eisen, of Penn Coin-o-Matic Co., Philadelphia; General Sales Manager M. S. Hammergren and Dave Margolin, of the Penn Coin-o-Matic Co.





## Here Are 2 LEGAL LEADERS IN AMUSEMENT DEVICES



**GOTTLIEB DE LUXE 3-WAY GRIP TESTER**  
Sample \$19.50

**A. B. T. CHALLENGER**  
10 Shots for 1c. Sample \$24.50  
Write for quantity prices as we have large stock on hand available for immediate delivery. We also have Red, White and Blue Targets that will be available next week.

The Machines Listed Below Are Slightly Used and Are Offered Subject to Prior Sale.

**5-BALL NOVELTY FREE PLAY**  
6 Bally Chevrons \$42.50  
1 Free Races 17.50  
1 Genco Rink 35.00  
3 Bally Spottems 42.50  
1 Topper 42.50  
1 Genco Fair 30.00  
2 Paramounts 20.00

**5-BALL NOVELTY**  
2 World's Fair \$12.50  
1 Five Star Reserve 5.50  
40 Bally Reserves, Perfect 4.00  
1 Bally Suspense 15.00  
2 Western Baseball, Orig. Mod., Perfect 65.00  
1 Line Up 7.50  
1 Final Score 7.50  
1 Bally Zephyr 7.50  
1 Trophy 32.50  
1 St. Moritz 25.00  
1 Jig Joy 10.00  
2 Long Beach 7.50

2 Airways \$ 7.50  
1 Recorder 10.00  
1 Stop and Go 27.50  
1 Miami 12.00  
1 Daval Spinner 15.00  
**CONSOLES**  
1 Gottlieb Race Track, 9 Coin Head... \$ 25.00  
1 1938 Domino, Cash Pay 115.00  
1 Tanforan, Ticket Model 19.50  
2 1938 Bang Tails 115.00  
2 Keeney Triple Entry 145.00  
10 Seeburg RayOLites 78.50

10 Paces Races, 5c Play, Serials 5100 to 5800, Cash or Check, Reconditioned and Like New \$110.00

**AUTOMATIC PAYOUT**  
1 Bally Klondike \$45.00  
2 Preakness 15.00

**COUNTER MODELS**  
10 5c Jennings Grand Stand \$10.00  
9 Mills Vest Pocket 27.50  
1 Poker Face 5.50  
2 Spinner Winners 12.50  
1 5c Mills QT Vender 25.00  
1 5c Columbus Twin UP 25.00  
1 Chicago Club House 3.50  
10 Gottlieb Single Grips 5.50

**PHONOGRAPHS**  
1 Mills Swing King \$20.00  
3 Mills Dance Master 10.00  
4 Gables Junior 15.00  
1 P-10 Wurlitzer 22.50  
9 412 Wurlitzer 55.00  
11 P-12 Wurlitzer with Illuminated Grille 42.50

**STANDS AND SAFES**  
10 Box Stands, Less Locks \$ 3.50  
1 Double Meilink Safe 20.00  
1 Mills Double Safe 20.00  
1 Mills Single Safe 17.50

All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. The above prices are effective September 16, 1939. Write and ask us to put you on our mailing list and also write us for your price on any new game that has been released by the respective manufacturer.

## MOSELEY VENDING MACHINE EX., INC.

00 BROAD STREET, RICHMOND, VA.

Day Phone 3-4511 Cable Address: MOVEMCO Night Phone 5-5328

## ARE YOU MAKING MONEY WITH LOT-O-FUN?

TEST LOCATIONS SHOW EARNINGS OF

**TWICE AS MUCH**

FOR

# KEEN-A-BALL

★  
**PRODUCTION SOON!**

★  
**SHIPPING SAMPLES NOW!**

★  
**ORDER YOURS TODAY!**

## D. GOTTLIEB & CO.

2736-42 N. PAULINA ST.

CHICAGO

## J. H. WINFIELD CO.

1022 Main St. BUFFALO, N. Y.

## BUFFALO'S

distributor of

## Wurlitzer Phonographs

and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

## Keen-a-Ball Is Worthy Successor

(New Game)

CHICAGO, Sept. 9.—“One great game deserves another,” said Dave Gottlieb this week as his firm launched Keen-a-Ball, a glorified and worthy successor to that sensational hit, in response to the insistent demand from the trade.

“Lot-o-Fun has proven one of the greatest game hits in years,” explained Gottlieb. “For month after month it led the parade of hits and gave operators a chance to make old-time profits once again. Lately operators thruout the country have besieged us to produce another such winner. We have finally acceded to their demands and developed Keen-a-Ball, which has all the appeal and allure of Lot-o-Fun, besides a host of refinements. In this new game we have succeeded in stepping up play and earnings far in excess of that marvelous money maker, Lot-o-Fun. In fact, reports from test locations all over the country invariably show earnings double that of Lot-o-Fun, and that's really going some! Quantity production is about to begin and heavy orders are being booked.

“If you've been making real money with Lot-o-Fun, as everybody else has,” said Gottlieb in conclusion, “get set to make twice as much with Keen-a-Ball.”

## Sharp Distinction On Lottery Point

CHICAGO, Sept. 9.—A sharp distinction in what is lottery information was made by Federal District Attorney Campbell, in commenting on the indictment of Moses L. Annenberg on a lottery charge here recently.

The government contended that Annenberg's service to bookies constituted a lottery because race results were transmitted by code. Coded sheets were also sent thru the mails, it was charged.

The government had no intention of taking action against newspapers which print entries and results of horse races, the government official said.

“It is not a crime to print the news,” he added.

The Chicago Daily Times stated about a year ago that the city of Chicago has an ordinance on the books which bans the publishing of racing news and results by the newspapers. However, Chicago's leading reform paper, The Daily News, features racing results on the first page of one of its afternoon editions.

## BOARDS WITH A PUNCH!

Here is just one of our entirely original slot symbol boards. Our complete line of salesboards for operators includes countless other slot boards as well as original novelty symbol boards.



When you buy Superior boards you are buying from a manufacturer with up-to-the-minute ideas—creators in salesboard trends.

Write for prices, full details and descriptive literature on boards made for operators! Get in on the ground floor of extra profits that are yours—be first in your territory with a new Superior board.

Send for your copy of “Scoops,” exclusive salesboard trade paper. Address Dept. M.

**SUPERIOR PRODUCTS**  
“World's Largest Salesboard Factory”  
14 NORTH PEORIA CHICAGO, ILL.

Arcade \$10.00	Multiple Races \$35.00
OddBall Reserve 20.00	Parlay 8.00
Bally Reserve 9.50	Naturals 10.00
Review 10.00	Post Time 10.00
Palm Springs 17.50	Pamco Races 15.00
Rover 10.00	Derby 10.00
Classic 10.00	Multiple 8.00
Carom 7.00	Mammoth 7.00
Arlington 17.50	Palooka 15.00
Fleet 15.00	Turf Champ 15.00
Preakness 15.00	Ten Strike 10.00
Golden Wheel 15.00	Paces Races 75.00
Challenger 10.00	Mazuma 8.00
Red Sails 8.00	Pop 'Em 10.00
Springtime 10.00	Futurity 8.00
Free Races 27.50	Jumbo 8.00
Triple Play 27.50	Round Up 8.00
Hit Play 25.00	Daily Double 8.00
Bambino 12.50	

## DIXIE MUSIC COMPANY

517 CANAL ST., NEW ORLEANS, LA.

### MERIT CUTS PRICES ON

Box Score f.p., Chubbie f.p. \$37.50
Majors f.p., Spottem f.p., Contact f.p. 41.50
Double Feature f.p. 44.50
Rink f.p. 30.00
Multi-Free Races f.p. 21.50
Turf Champs 12.50
Fairgrounds, Derby Champs 17.50
Red Head Skilltimes 39.50
Ray's Tracks 25.00
Wills Squarrells 74.50
Pace Saratoga 68.50
Jennings Blue Chief Slots 14.50
Mills Blue Fronts S.J., \$29.00; D.J. 24.50
Vivid, Eye-Arresting, Illuminated Wurlitzer Phonographs 50.00

### MERIT MUSIC SERVICE

622 North Eutaw St. (Larger Quarters), BALTIMORE, MD.

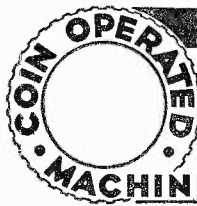
### CORRECTION

The price of Wurlitzer P-12 in our ad appearing in September 9th issue should have been \$29.50. EAST COAST PHONOGRAPH DIST., INC. 625 Tenth Ave., New York

### MACHINE CLOSEOUTS

Arrowheads \$39.50	Spinners \$9.50	Palm Springs \$7.50
Majors 29.50	Paramounts 9.50	Jungle 7.50
Sky Rockets 29.50	Zetas 9.50	Reserves, F.P. 7.50
Green Light 14.50	Bambinos 9.50	Fleets, 3 Meter 7.50
St. Moritz 12.50	Handicap 9.50	Cargo 6.00
Old Balls 9.50	Cadet 7.50	Swing 6.00
Grand Slam 9.50	Reviews 7.50	Snappy 6.00
Regattas 9.50		

Write for Prices on the Following New Games: Pyramid, High Lite, Airliners. ROBINSON SALES CO. 2995 Grand River, DETROIT, MICH. Temple 2-5424



## I. L. MITCHELL & CO.

500 PIN GAMES AT \$5.00 EACH

OTHERS FROM \$7.50 UP. WRITE FOR LIST.

Cable Address: "MITCHAL, N. Y." 1070 Broadway, BROOKLYN, N. Y.

The Last "Word" in Your Letter to Advertisers, "Billboard".



# TRIPLE THREAT

5 BALL NOVELTY GAME

**3 WAYS TO WIN!**  
EASY TO PLAY! EASY TO UNDERSTAND!

Player Can Win on Touchdowns, Points After Touchdowns, Visitor's Score . . . or on all three! **Speediest Action Ever Originated!** Spectacular Light-Up, Changing-Light and Sound Effects! Realistic Football! Big Thrills for Everyone — Even Those Who Don't Know Anything About Football!

Triple Threat is an Approved "Million-Play-Test" Game—Positively Guaranteed Mechanically and Electrically Perfect!

**ORDER TRIPLE THREAT NOW! IT'S A TRIPLE TREAT FOR EVERY OPERATOR AND EVERY PLAYER!**

PRICE: STRAIGHT NOVELTY - \$84.50; FREE PLAY - \$94.50

**DAVAL** ★ 315 N. HOYNE ★ **CHICAGO**

**ALL THE INTENSE DRAMA AND SPEEDY ACTION OF THE MOST EXCITING ALL STAR FOOTBALL!**

## A "NATURAL" FOR BIG PROFITS- LUCKY IVORIES



Has All the Features That Bring Steady Play and Fast Action

No. 11228                      1056 HOLES

Takes in . . . . . \$52.80

Average Payout . . . . . 23.30

Average Gross Profit . . . . \$29.50      **PRICE \$3.96 EACH**

Send for New Catalog Showing Hundreds of Other Profit Makers.

**HARLICH MANUFACTURING COMPANY**  
1413 W. Jackson Blvd.                      Chicago, Illinois.

### Evans' Ten Strike Wins Big Applause

CHICAGO, Sept. 9.—Forced to go into immediate production as a result of the avalanche of orders for their new bowling success, Ten Strike, H. C. Evans & Co. report bustling activity in all departments of the plant. Meanwhile enthusiasm and optimism run higher and higher in the trade over this revolutionary new idea, they state.

"We were overwhelmed with the immediate, whole-hearted acceptance and response given our new game," said R. W. (Dick) Hood, president of the company. "It is especially gratifying that such a tremendous response be accorded, even prior to official announcement. Many leaders of the industry tell us that Ten Strike is pointing the way out of the dilemma that has been threatening the industry. Seasoned veterans like

Max Gerber, of Gerber & Glass, of Chicago, and many others have personally indorsed Ten Strike and expressed enthusiasm over the results this game will achieve in bringing the industry back into public favor."

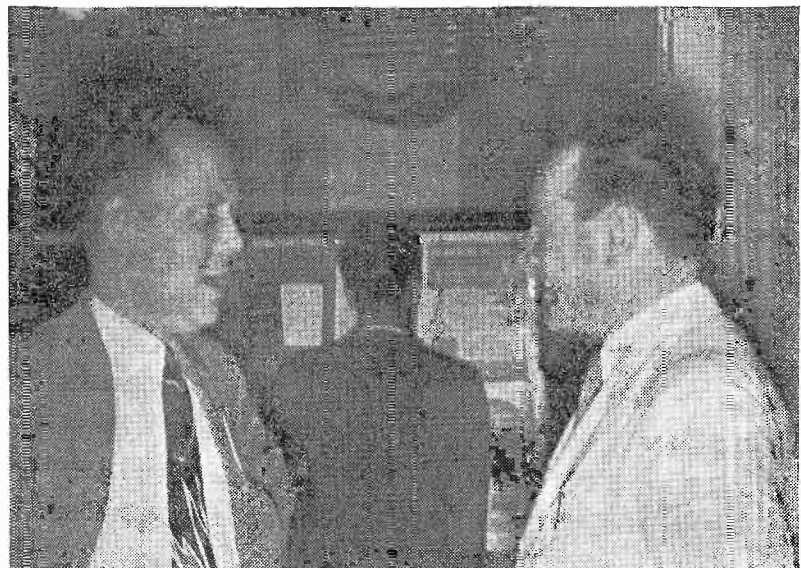
"We believe the day has come," Hood went on, "when coin-operated machines need no longer masquerade under the guise of some make-believe play and depend upon rewards for attracting the public. Ten Strike introduces a game that has proved that it can attract crowds and command top play in any type of location, entirely for its own sake and without any need of reward. As a result, operators can once more operate their games freely and make big money without the grief that comes from attempting to circumvent the law. It is a matter of great pride to us to know that we have succeeded in achieving the game which will mean so much to the future of the coin machine industry."

## MONARCH BARGAINS MEAN PROFITS!

Seeburg Gem, 1938 Model—20 Records. <p style="text-align: center;"><b>\$159.50</b></p>	Seeburg Concert Grand, 1938 Model—20 Records, Like New. <p style="text-align: center;"><b>\$204.50</b></p>	Genco Airport . . . . . \$57.50 Genco Ragtime . . . . . 27.50 Exhibit Contact . . . . . 51.50 Exhibit Bounty . . . . . 29.50 Exhibit Skyrocket . . . . . 47.50 Bally Double Feature. 44.50 Bally Spotter . . . . . 47.50 Bally Chevron . . . . . 49.50 Bally Paramount . . . . . 22.50 Chicago Coin Topper. 54.50 Chicago Coin Majors. 49.50 Daval Side Kick . . . . . 27.50 Stoner Chubbie . . . . . 44.50
Seeburg Regal Sluggproof, 1938 Model—20 Records. <p style="text-align: center;"><b>\$172.50</b></p>	Rock-Ola Monarch, 1938 Model—20 Records. Sluggproof. <p style="text-align: center;"><b>\$139.50</b></p>	

WRITE FOR "TIPSTER" BULLETIN, JUST OFF THE PRESS.  
1/3 Deposit, Balance C. O. D.

**Monarch Coin Machine Company**  
1781 BELMONT AVE.                      CHICAGO, ILLINOIS.



AHOY! BIG SALES AHEAD! R. B. Box, Wurlitzer distributor of Elizabeth City, N. C., and General Sales Manager Hammergren, of Wurlitzer, formulate plans at the Wurlitzer open-house meeting held recently at Greensboro, N. C.

Be Ahead of the Crowd  
**SUBSCRIBE TO THE BILLBOARD**





Chicago Coin's

**LUCKY**

with the new "LUCKY" BUMPERS

A 5 BALL NOVELTY GAME—NO  
BIG ADVERTISING WORDS  
NECESSARY—PLAY IT AND  
YOU'LL UNDERSTAND WHY!

NOVELTY GAME FREE GAME  
**\$84.50 \$94.50**

**SAVOY VENDING  
COMPANY, INC.**  
651 ATLANTIC AVE., BROOKLYN, N. Y.  
Greater New York Distributor  
HERMAN S. BUDIN, Manager,  
Formerly of Budin's Specialties, Inc.

**CHICAGO COIN MACHINE MANUFACTURING CO.**  
1725 DIVERSEY BLVD, CHICAGO

**Rotary Machines  
Good at Fairs**

WARREN, O., Sept. 9.—Rotary Merchandisers are proving consistent money-makers for Dick and Helen Johns' Playland, now playing Eastern Ohio county fairs, Johns revealed to The Billboard representative here. Two new machines were added to the line-up when the penny arcade launched its new fair season at Jefferson, O., a month ago, and a third will be added when the arcade opens at the annual Stark County Fair in Canton shortly.

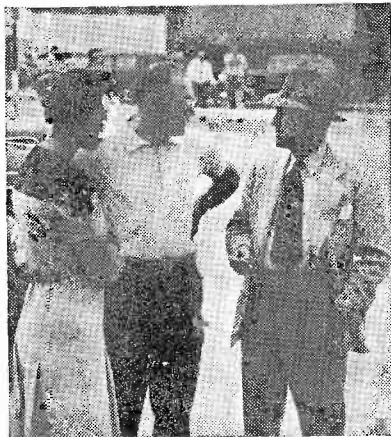
The merchandisers originally designed to play for a nickel are operating with penny chutes to comply with the new Ohio fair regulations, and are grossing in some instances as much and more under the new set-up than when operated for a nickel.

Johns said he replaced the better merchandise with a line of cheaper novelties, some items being worth as much as 25 cents, uses a lot of items and flashy ones at that, and keeps the machines well lighted. Spotted at the entrance of his new tent arcade,

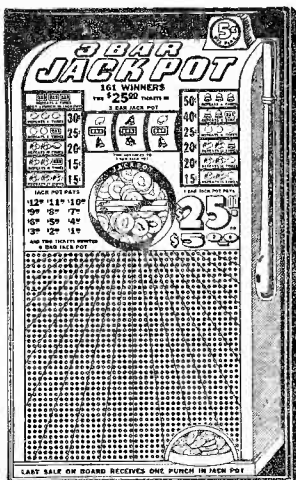
these two machines are appealing to fair crowds to such an extent that they are almost continually in operation.

Johns, who also operates Lake Park at Coshocton, has had one of the merchandisers in operation in his park ballroom all summer, with excellent results. It played for a nickel and a high-class line of merchandise was used, he said, items that would appeal to the better class of people. This machine will be added to his tent arcade for the balance of the season, giving it three merchandisers.

Recently at the Lake County Fair at Painesville, where the arcade take was better by a couple of hundred dollars than a year ago, daily check was kept on the merchandisers, revealing that each of them registered around \$50 a day, which Johns said was unusual, with a half-hundred other penny machines of various types competing against them for play.



RALPH MILLS, vice-president of Mills Novelty Co., chats with two employees at the company's annual picnic. Mills leaves September 15 for a business tour of the West.



**BIG PROFITS**

**3 BAR JACKPOT (F-5240)  
BRINGS THE PROFITS**

Takes \$82.00 Average Payout \$48.69  
Average Profit \$33.31 Price \$2.16  
A FLASHY BOARD with tickets bearing symbols printed in seven colors.

**CHAS. A. BREWER & SONS**  
6320-32 HARVARD AVE., CHICAGO, ILL.

**Removal Sale!**  
WRITE FOR A COMPLETE LIST OF PRICES!  
Giveaway Prices on All Types of Merchandise  
**Write Today — Now!**  
**MILWAUKEE COIN MACHINE CO.**  
1455 W. Fond du Lac Ave.  
Milwaukee, Wis.

**SAVE with SAVOY RECONDITIONED & GUARANTEED USED MACHINE BARGAINS**

Batting Champ . . . . . \$37.50	Box Score . . . . . \$22.50	Gun Club . . . . . \$20.00
Batting Champ, F. P. 45.00	Lot-o-Fun . . . . . 30.00	Stop and Go . . . . . 15.00
Contact . . . . . 27.50	Chubbie . . . . . 23.50	
Fifth Inning . . . . . 23.50	Snooks . . . . . 20.00	
Majors . . . . . 27.50	Regatta . . . . . 10.00	
Chevron . . . . . 35.00	Odd Ball . . . . . 10.00	
Spottem . . . . . 35.00	Multi-Free Races . . . . . 10.00	

**QUANTITY BUYERS**  
Write for Special Prices!  
1/3 Deposit, Bal. C. O. D.,  
F. O. B. Brooklyn, N. Y.

HERMAN S. BUDIN, Manager, Formerly of Budin's Specialties, Inc.  
**SAVOY VENDING COMPANY, INC.**  
651 ATLANTIC AVE., BROOKLYN, N. Y. Cable "BUDSPINC" (Tel.: NEvins 8-3183)

**\$7.45 Ea. 3 for \$21.00**

Always Eumper Dux Slugger Tops Snappy Hit & Run Sto. Ritz

Bally Supreme \$29.50  
Chief . . 24.50  
Liberty . 43.50  
And Many Others—Write!

National now features a great line of Used and Reconditioned Seaburg, Rock-Ola and Wurlitzer Phonographs!  
Write for attractive prices!

**5% OFF**  
on the purchase of all Used Games and Phonographs when you send full cash with your order. (Money Order or Certified Check only.)

Write Today for Startling New Price Bulletin! Get on our Mailing List now! **FREE** — Illustrated Catalog on request!

**EXPORT**  
"We Cover the World"  
Cable Address: "NATNOVCO"  
Merrick, N. Y.

**NATIONAL NOVELTY CO., MERRICK, L. I., N.Y.**

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.





*\*Mills Throne of Music Phonographs. Now Nothing Less Than*



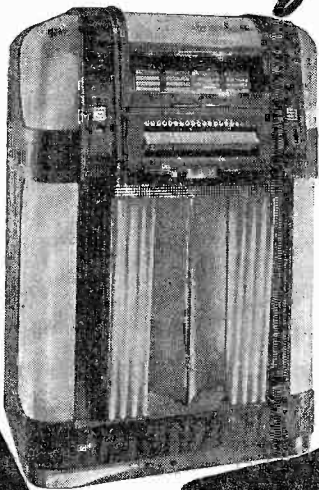
**YOUR FIRST ONE**

*Tells the Story!*

As a progressive operator it's to your best interest to try out Mills Throne of Music "RICHEST AND RAREST OF PHONOGRAPHS!" YOUR FIRST ONE TELLS THE STORY! And our SPECIAL DEAL will make this test possible for you WITHOUT putting you on the spot! WRITE, WIRE or PHONE US TODAY!

**GEORGE PONSER**

519 West 47th St. NEW YORK, N. Y.



**MILLS THRONE OF MUSIC**

**Werts Jar Game Has Slot Appeal**

MUNCIE, Ind., Sept. 9.—Slot machine fans are getting a thrill out of Gold Bars, a new jar game manufactured by Werts Novelty Co., according to Werts officials.

All the familiar symbols are there, Werts execs say, printed in five colors over a white overlay—three cherries, three plums, three lemons (ouch!), three bells or three Gold Bars to be hailed with joy by the player. Three winning combinations advance the player to one of three sections on the seal card, where one advance to the jackpot section is hidden. There is a possible \$25 jackpot; other seal awards are from \$1 to \$20.

Gold Bars is available in two sizes, the 1,200-ticket jar and the 2,400-ticket size.

**Delay License To Reconsider Fees**

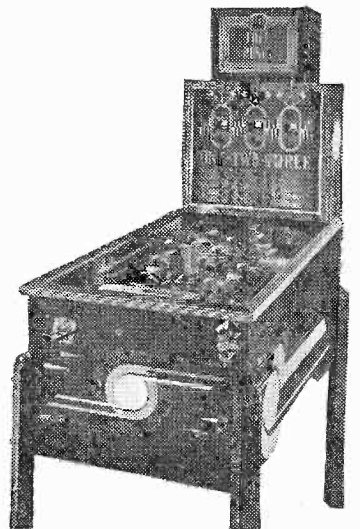
RACINE, Wis., Sept. 9.—At their third joint meeting with the city council judiciary and license committees, representatives of the Racine Tavern League August 31 proposed a plan under which pinball machines and operators can be licensed by assessing an annual machine fee of \$5 and an annual operator's fee of \$1,000.

Members of the council committees which are considering the league's petition for an ordinance were inclined to regard the \$5 per machine fee as being too small and the \$1,000 fee for operators as too high. Another meeting will be arranged to further discuss the proposed measure.

The tavernmen and aldermen agreed that no license will be issued for machines in places frequented by persons under 18 years and that if an ordinance is presented to the council it will contain regulating as well as licensing features.

Representing the tavernmen at the meeting were Louis Valentine, president of the League, Harry Moorman and William Proefrock.

**WE HAVE THEM**



**KEYSTONE NOVELTY & MFG. CO.**  
26th & Huntingdon St., Philadelphia, Pa.  
(MILLS DISTRIBUTORS)

1939 Exhibit Long Champ Console, ea. \$40.00  
Pace Kitty Bells, latest Models, 10c and 25c Play 45.00  
Pace 25c DeLux latest Model Comet Bell 40.00  
These machines used about 4 days. Money refunded if not like new.

10c Chief, latest model, positive stop reels \$35.00  
25c Chief, good condition 22.50  
5c Pace Comet Bell, fine condition 25.00  
5c Mills War Eagle like new 25.00  
Jokers Wild, Tally, Counter Machines, never used, each 10.00  
Trade any of above on 616 Wurlitzer Phonographs.

**KENYON COMPANY**

108 High Ave., Canton, Ohio.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**Scooped the Industry**

with this exceptionally Active, rapid fire, profit maker. HAS EVERYTHING. ACTIVE JACKPOTS, WHICH KEEPS BOARD ALIVE, MEANS 60% LONGER PLAY.

16 direct hits into Cue Ball including Last Sale in each large Section, plus SIX advances from Rack.

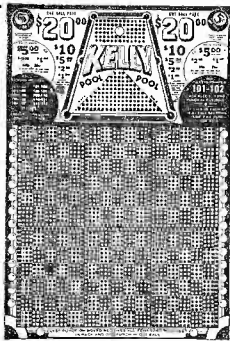
**THE SURPRISE HIT OF THE YEAR**

2550 Holes, Yet No Larger Than an Ordinary 1600-Hole Board.

"THE OPERATORS' MANUFACTURER"

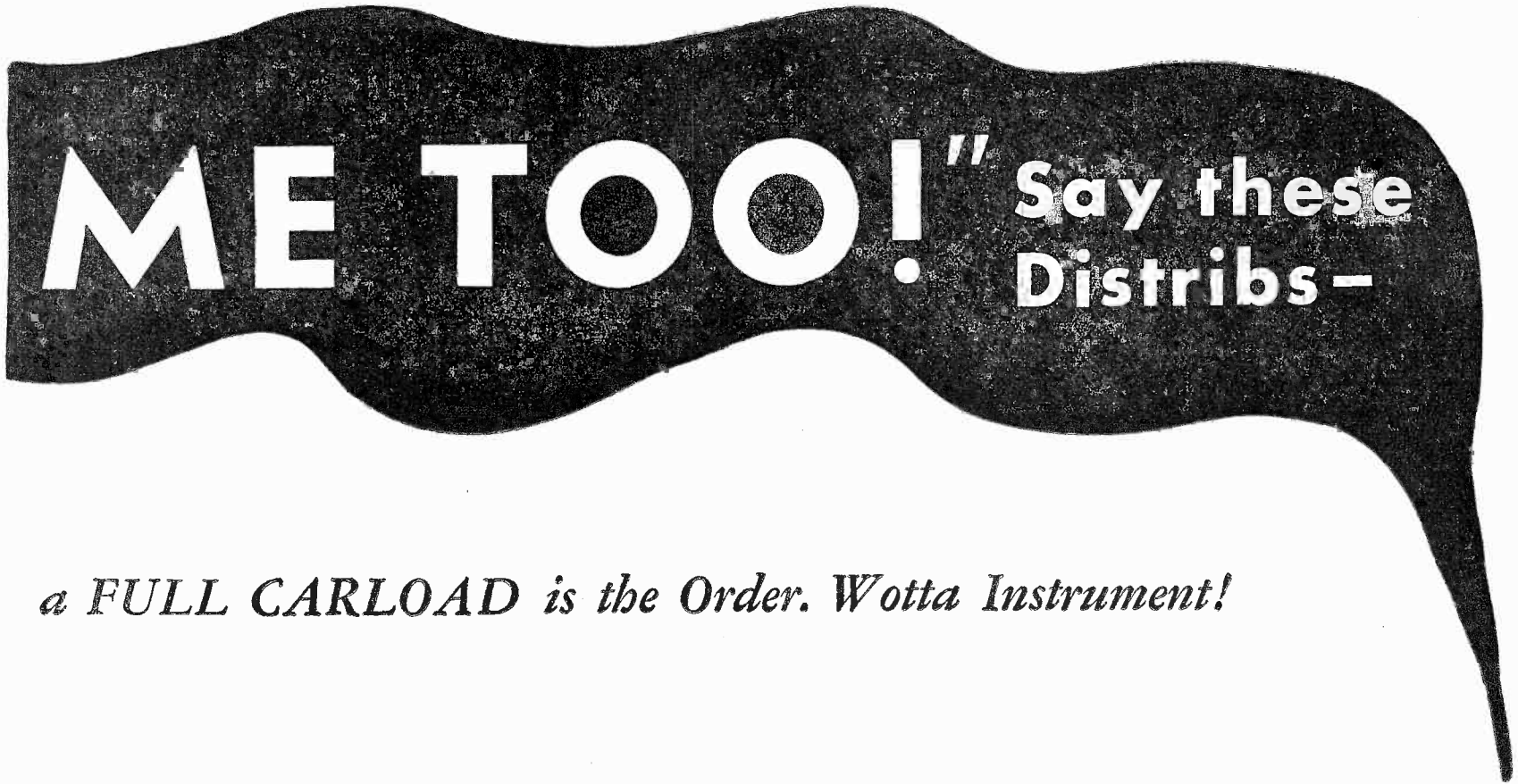
**CONTAINER MFG. CORP.**

1825-1833 Chouteau Ave., St. Louis, Mo.

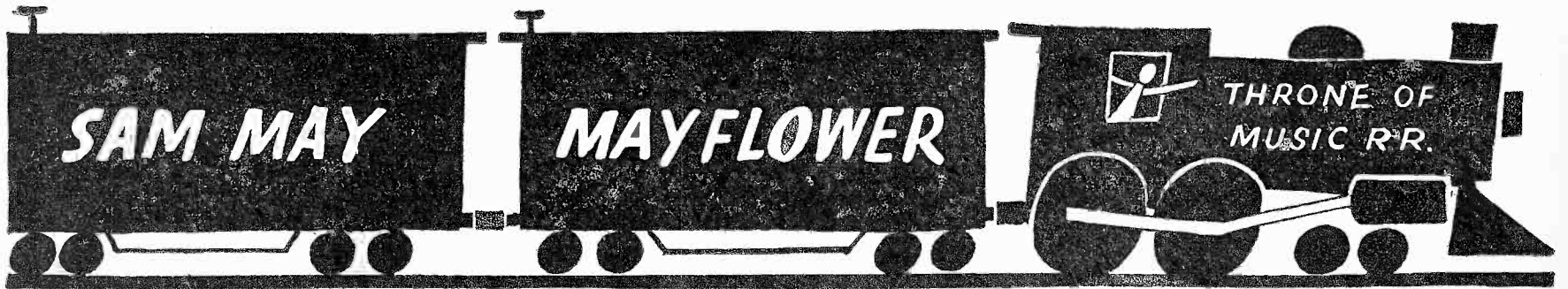


2550-HOLE KELLY POOL  
Takes in \$127.50  
Average Payout 70.12  
Average Profit \$ 57.38





a FULL CARLOAD is the Order. Wotta Instrument!



## NATIONAL'S

WRITE US FOR SPECIAL CLOSE-OUT PRICES ON NEW FREE PLAY NOVELTY GAMES IN ORIGINAL CARTONS

### PHONOGRAPHS

Factory Recond. 6 Mos. Guar. on Mechanism	
Wurlitzer 6-16A	\$95.00
Rock-Ola Imp. 20 Rec.	85.00
Rock-Ola Ambass. 16 Rec.	75.00
Rock-Ola Reg. 12 Rec.	40.00
Wurlitzer P-12	45.00

### NOVELTY GAMES

Lot-O-Fun F.P.	\$59.00	Rag Times F.P.	\$24.00
Airports F.P.	47.50	St. Moritz Reg.	22.50
Eurekas F.P.	49.50	Klicks F.P.	22.00
Chevrons F.P.	47.50	Bally Views Reg.	22.50
Spottems F.P.	47.50	Paramounts F.P.	18.00
Bubbles F.P.	38.00	Suspense	18.00
Chubbies F.P.	38.00	Requests	18.00
Chubbies Reg.	28.00	Odd Balls	17.00
Toppers Reg.	30.00	Regattas	15.00
Contacts Reg.	30.00	Spokes	12.00
Bubbles Reg.	24.00	Reviews	12.00
Majors Reg.	28.00	Cargos	10.00
Stop & Go's Reg.	24.00	Key-Lite	10.00
Multi-Freq Races Reg.	24.50	Tops	10.00
		Bobs	10.00

### COUNTER GAMES

Gingers	\$13.50
ABT Targets, Mod. F	13.00
Wonderbells, new	10.00
Hold and Draws	9.50
Zephyrs	9.00
Tri-O-Paks	7.50
Bingos	7.50
Daily Races Jr.	7.00
Mills Tickettes	3.50

### SLOTS

Mills Melon Bells, 5c, Late Ser.	\$44.00
Mills Blue Fronts, S.J., 5-10-25c, Ser. over 400,000	37.50
Mills Blue Fronts, D.J., 5-10-25c	27.00
Mills Vest Pocket Bells	27.50

1/3 Deposit, Balance C. O. D.  
F. O. B. Chicago

NATIONAL COIN MACHINE EXCHANGE  
1407 Diversey Blvd., CHICAGO

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

## Bally Building Pick-em Again

CHICAGO, Sept. 9.—Pick-em has been put back in the Bally Mfg. Co. line, after being out of production for several weeks, according to a statement released by Ray Moloney, Bally's president.

"Guess we took Pick-em off the line too soon," Moloney remarked, "because even with Champion and Vogue going like a house afire operators are still yelling for Pick-em—and orders have piled up to the point where we've got to build more Pick-em's or else! Players want that Self-Spotter feature, whereby they have complete control over numbers to be spotted by the machine, and operators want the steady repeat play produced by the Self-Spotter come on. So Pick-em goes back on the line at once and will continue in production for an indefinite period.

"Bally now offers Vogue and Pick-em in the so-called Spottem class and Champion in the high-score class—all three in choice of regular novelty or free play models. In the payout class we have Grand National for pins-and-pockets players and Gold Medal for bumper fans—probably one of the most complete and varied lines ever offered."

## Refinishing Dept. Is New Addition

CHICAGO, Sept. 9.—A refinishing department devoted exclusively to refinishing of cabinets for phonographs is announced by Atlas Novelty Co. here this week. The section is next to the general shop equipment of the firm.

Officials state that the most modern equipment for spraying and refinishing cabinets has been installed, giving them facilities for turning out the best possible job. Operators are invited to inspect this newest department in the Atlas set-up.

Joe Green has been placed in charge of the new department. He is known to many operators in the Middle West, having been connected with the Atlas firm for some time.

## 4 VIRGINIA, NO. CAROLINA AND SO. CAROLINA


## Mills THRONE OF MUSIC

- 1 LIBERAL ALLOWANCE FOR TRADE-INS OF ANY TYPE EQUIPMENT REGARDLESS OF CONDITION.
- 2 12 TO 18 MONTHS TO PAY AT NO EXTRA PREMIUM OR ADDITIONAL CHARGES.
- 3 JOE CALCUTT'S PERSONALIZED SERVICE THAT GETS YOU STARTED RIGHT AND KEEPS YOU GOING RIGHT!
- 4 THE ONLY COIN-OPERATED PHONOGRAPH IN AMERICA WITH ALL THE FEATURES!

Hurry! Act Quick! Be among the FIRST in your territory to CASH IN with Mills tremendously sensational THRONE OF MUSIC!! WRITE—PHONE for any additional information or special details!

THE VENDING MACHINE COMPANY  
205-15 FRANKLIN STREET FAYETTEVILLE, N.C. *Card Address COINSLOTS*

### ANOTHER HIT BY GLOBE!



That's what dealers everywhere are saying about Globe's new Baseball Board. Printed in 8 gorgeous shades for unusual flash, it's a Big-League attraction. A sure winner on any counter! Board takes in 2600 holes at 5c or \$130.00 Pays out (average) \$74.75 Average Profit \$55.25 Baseball "symbol" tickets. Semi-thick board. Celluloid protection over backpots. Price \$6.20

Write for our new Folder on latest Money Boards.

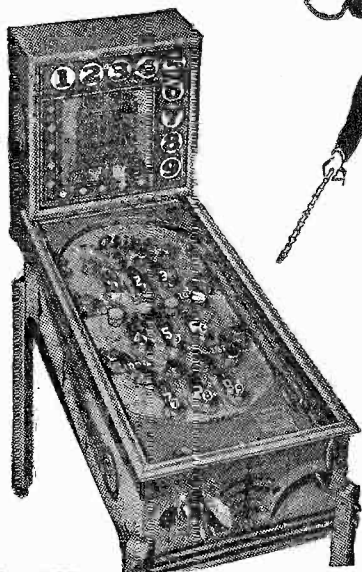
### GLOBE PRINTING COMPANY

1023-27 RACE STREET PHILA., PA.



# BIGGEST HIT OF ALL TIME

# Mr. Chips



PLAIN GAME

\$94<sup>50</sup>

FREE GAME

\$99<sup>50</sup>

**GENCO-INC. CHICAGO**  
 2621 N. ASHLAND AVE.



**BERT LANE Says:**

WISH I COULD GET A MILLION OF 'EM...

## MR. CHIPS

**SEABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5688

### SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

NOVELTIES	CONSOLES	SLOTS
Batting Champ, F. P. . . . \$59.50	Triple Entry . . . \$145.00	Jen. Sil. Dixie Melon Bell, 5c, New . . . \$59.50
Snooks, F. P. . . . \$9.50	Marathon, Brown . . . 85.00	Jen. Sil. Dixie Melon Bell, 5c, Used . . . 49.50
Topper, F. P. . . . \$7.50	P. King Pin, Brown . . . 85.00	Jen. Sil. Chiefs, 25c . . . 50.00
Contact, F. P. . . . \$2.50	Paces Races, Brown . . . 85.00	Jen. Sil. Chiefs, 5c. . . 45.00
Majors, F. P. . . . \$2.50	K. Skilltime '38 . . . 79.50	Jen. Crackle Frt. Chiefs, 25c . . . 35.00
Ragtime, F. P. . . . \$2.50	K. Skilltime '37, Rd. Hd. . . . 42.50	Jen. Crackle Frt. Chiefs, 5c . . . 25.00
Paramount . . . 15.00	K. Skilltime '37, Gr. Hd. . . . 29.50	Jen. Blue Chiefs, 5c Mills 5c Melon Bells . . . 47.50
Gaytime . . . 9.50	K. Kee Ball, same as K. Skilltime, Red Head . . . 42.50	S.J.P. Converted to Melon Bells . . . 35.00
Atlantic City Champ . . . 9.50	Evans Bangtails . . . 42.50	1/3 Deposit With Order, Bal. C. O. D., F. O. B. Baltimore, Md.
AUTOMATIC PAYOUTS	Evans Gall. Dominos . . . 42.50	
Keeney Derby . . . \$29.50	Kentucky Club . . . 59.50	
Stoner Champs . . . 25.00	Mills Sq. Bell, 25c . . . 75.00	
Bally Fairgrounds . . . 24.50		
Gott. Multiple . . . 19.50		
Sportsman, De Luxe . . . 15.00		
Golden Wheel . . . 15.00		

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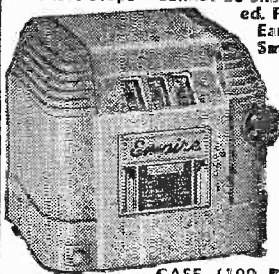
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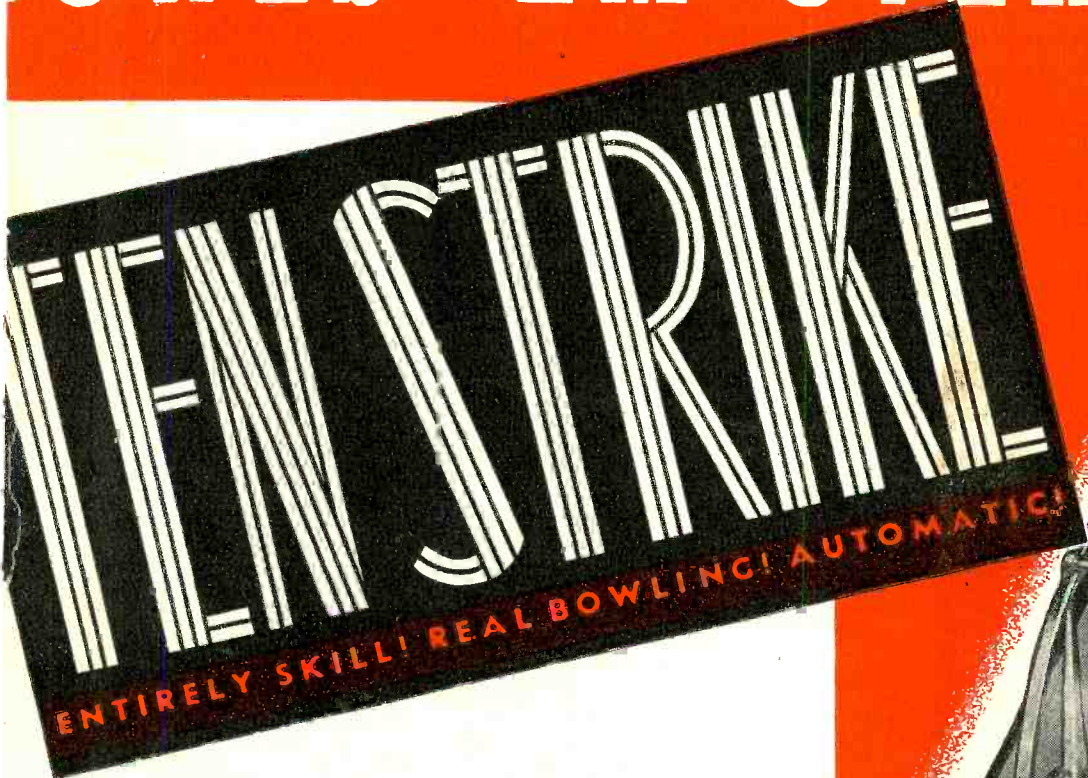
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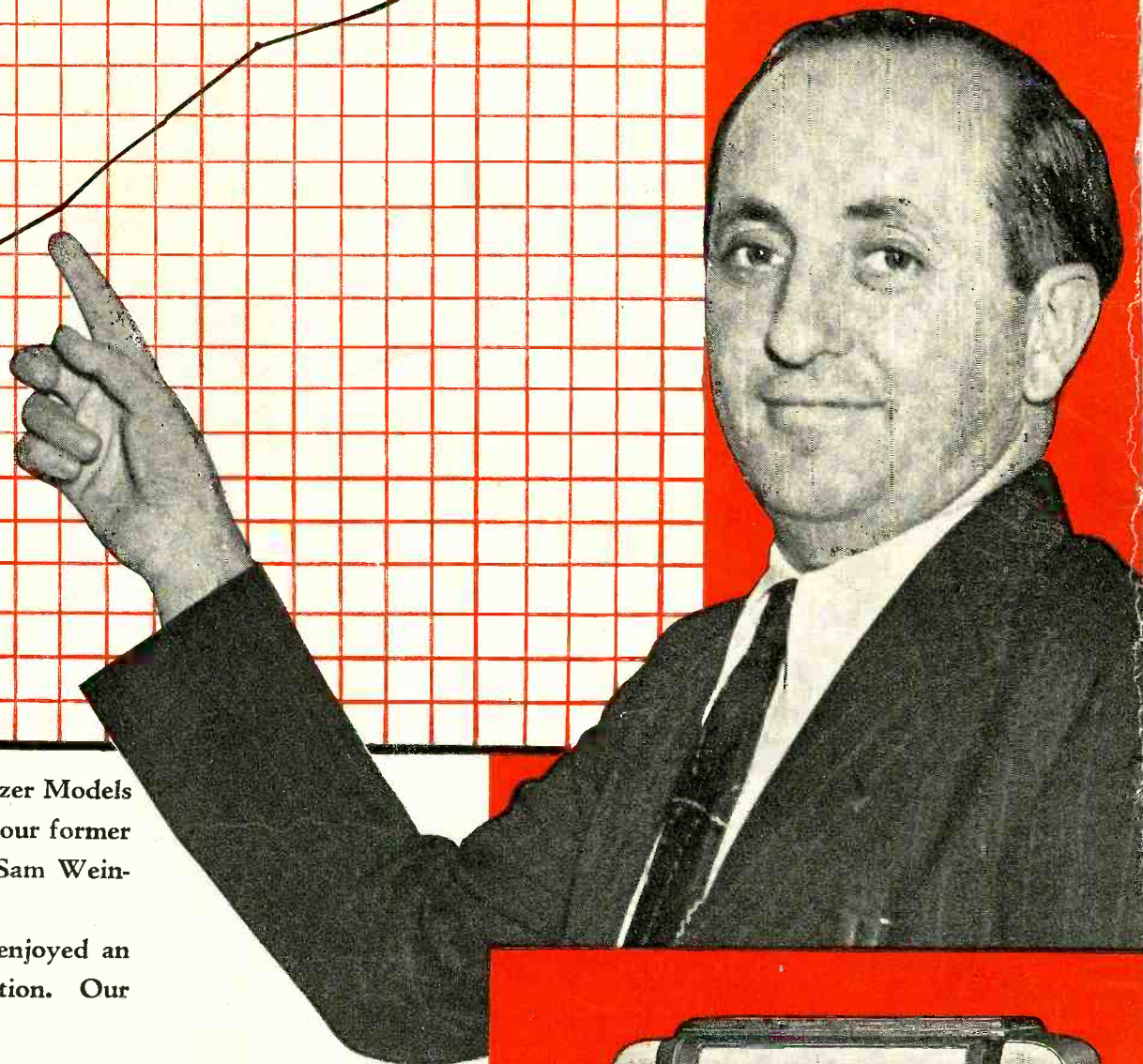
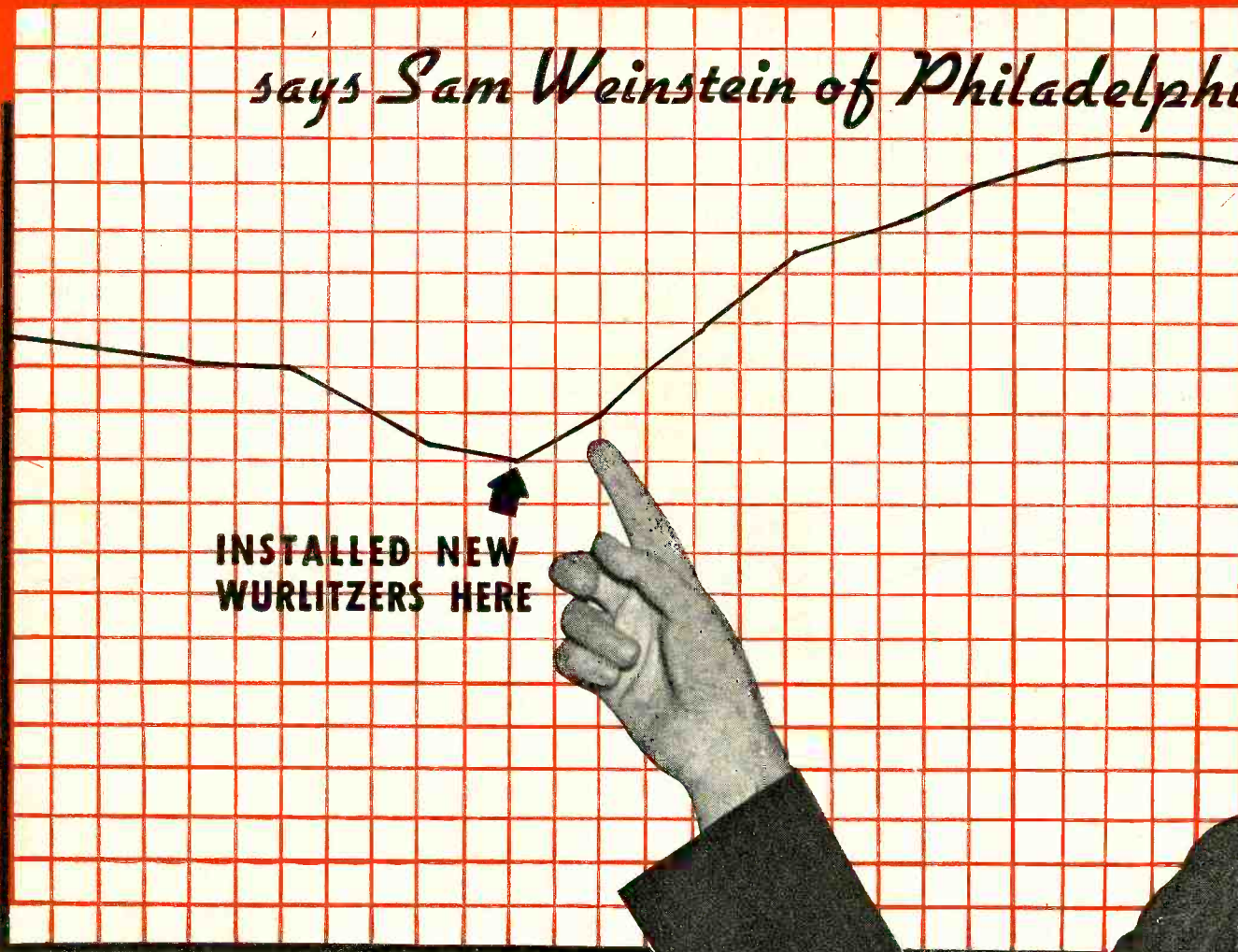
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